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Class Resources

I. On-Page SEO Checklist

The following will help you successfully optimize a page's content, HTML, and tags for maximum potential visibility in Google's rankings:

- Make sure to have a single, canonical URL of the page (all duplicate versions should use rel=canonical or 301s to redirect)
- Keep your page accessible to search engine crawlers, without restrictions in the meta robots tag, robots.txt file, or other bot-blocking systems
- Select a primary keyword target (usually a search query with a substantive number of monthly searches in Google) -- you'll use this keyword in a number of ways in your page content:
 - Title Element (usually in the first few words)
 - Meta Description
 - URL
 - Page Headline
 - In the page content
 - Alt Attribute (and filename) of at least one, relevant image
- Use words and phrases related to the primary keyword in the page content to help show relevance and trustworthy knowledge to search engines and visitors (e.g. a page targeting the keyword phrase "New York Boroughs" should definitely include the words "Brooklyn," "Manhattan," "Bronx," "Queens," and "Staten Island")
- Make sure your page loads quickly (Google's PageSpeed Insights Tool can help: <https://developers.google.com/speed/pagespeed/insights/>)
- Craft your page's content in such a way that the top of the page quickly grabs the visitor's attention and provides them with the information they need and nudges suggesting that the rest of the page's content will deliver further on that promise.
- Include navigation to areas of your site (or other sites) that can help visitors solve likely inquiries, problems, and/or accomplish their tasks.
- Be sure to link externally when it's warranted (as in citations of third-party content), or when it's helpful to the visitor. Sites and pages that link out tend to perform better in Google's rankings than those that don't.
- Invest in a UX and a UI (including navigation, design, layout, information architecture, etc) that creates trust, increases brand loyalty, and, most importantly, is easy to use on every device at every speed.
- Employ a [rel=canonical tag](#) in the page header to indicate the correct version of the URL search engines should index
- Apply [Facebook's Open Graph](#) markup and [Twitter's Card](#) protocols so that your page, when shared on social media platforms, has the best opportunity to spread

Resources

- <https://moz.com/blog/visual-guide-to-keyword-targeting-onpage-optimization>
- <https://moz.com/blog/on-page-seo-8-principles-whiteboard-friday>
- <http://fivesecondtest.com/>

Tools

- <https://moz.com/products/pro/seo-toolbar>
- <https://moz.com/tools/onpage-grader>

II. SERP Feature Options

The following features appear in Google's results often enough to be worthy of your potential attention. Look at whether these formats show in the search results for keyword queries you care about to determine whether you should pursue them for any given term or phrase:

- Review Stars
- Sitelinks
- Local / Map Packs
- Top Stories (previously "News Results")
- Featured Snippets
- Images
- In-Depth Articles
- Videos
- Tweets
- Knowledge Cards/Knowledge Graph
- Site Name, Logo, & Social Profile Links
- Recipes
- Music
- Podcasts

Resources

- <http://mozcast.com/features>
- <https://developers.google.com/search/docs/guides/intro-structured-data>
- <http://schema.org/>

Tools

- <https://search.google.com/structured-data/testing-tool/u/0/>
- <https://moz.com/explorer>

III. Useful Link Building Techniques

These link acquisition tactics will depend on your market, your communication styles, and your available assets. They are provided to help guide your potential link efforts (though this list is not exhaustive--100s of link building techniques exist).

Tactics

- Content-Based Link Building
(<https://moz.com/blog/how-to-create-content-that-keeps-earning-links>)
- International & Translation-Based Links
(<https://moz.com/blog/5-takeaways-from-earning-links-in-130-countries>)
- Widgets, Embeds, & Links from Client Websites
(<https://moz.com/blog/backlinks-maximize-benefits-avoid-problems-whiteboard-friday>)
- Resource-Based Link Building (<http://backlinko.com/link-building#chapter6>)
- Broken Links on Competitors' Sites
(<https://moz.com/blog/how-to-build-backlinks-using-your-competitors-how-broken-pages>)
- Controversy as a Link Tactic
(<https://moz.com/blog/case-study-controversial-content-earned-hundreds-links>)

- Competitive Link Building (<https://moz.com/blog/heres-how-to-supercharge-your-competitive-research-using-a-url-profiler-and-fusion-tables>)
- Online PR for Links (<https://moz.com/blog/advanced-guide-online-publicity-campaigns>)
- Social Media Based Link Building (<https://moz.com/blog/social-media-as-your-primary-link-building-tactic-probably-wont-work-whiteboard-friday>)
- Unlinked Mentions (<https://moz.com/ugc/guide-to-using-unlinked-brand-mentions-for-link-acquisition-20981>)
- Broken Link Building (<https://moz.com/blog/the-broken-link-building-bible>)
- Ego Bait Link Building (<http://www.atomicmarketing.co/blog/ego-bait-link-building>)

Resources

- <https://moz.com/beginners-guide-to-link-building>
- <http://www.viperchill.com/advanced-link-building/>

Tools

- <https://ahrefs.com/>
- <https://majestic.com/>
- <https://moz.com/researchtools/ose/>

IV. Mobile-Friendly Best Practices for SEO

As Google moves to a mobile-first index, and mobile continues its market share growth in search, having a mobile-friendly site is crucial to your rankings. This checklist will help make sure you're hitting all the right notes:

- A mobile-friendly layout that doesn't hide or obscure content
- A single URL for each page that resolves to the same content on both desktop and mobile devices
- Limited use of elements that mobile browsers find difficult or impossible to load (e.g. Flash, certain plugins, etc)
- Blazing fast speed, with quick initial rendering of browser content
- Don't block access to Javascript, CSS, or images that search engines may need to render
- Check your pages using Google's mobile-friendliness tool, and render in a browser simulator to help avoid issues with individual phones/screens

Resources

- <https://moz.com/learn/seo/mobile-optimization>
- <https://developers.google.com/webmasters/mobile-sites/>
- <https://www.distilled.net/training/mobile-seo-guide/>

Tools

- <https://developers.google.com/speed/pagespeed/insights/>
- https://www.mobilemoxie.com/tools/mobile_handset_emulator/
- https://www.mobilemoxie.com/tools/seo_search_simulator/
- <https://search.google.com/search-console/mobile-friendly>