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Why are we here?

Google



And users.. Always users...



Assumption for this talk is
the site is not doing well
or as well as you hoped
with Google **AND/OR** Users

So where do we start?

SEE
THE BIG
PICTURE



What's the site's history...?

Get a Site History!



**Site history is
like a medical history**

**You are like a doctor,
you don't care how
much they drank last
night you just need
them to be honest.**

**Because things like
bad links can kill...
a site that is...**





Know the history
is **almost**
always wrong

History
is for
guidance,
not accuracy.

Remember
you are the
detective.

A stylized illustration of a man with a large, open mouth as if shouting or screaming. He is wearing a white shirt and dark pants. The background is a solid green color, and there are stylized orange and yellow flames on the right side. A blue horizontal band across the middle contains the text.

And the site owners **don't** always tell you
the FULL STORY...

Good technical work
relies on good
forensic work.



Sample Questions to Ask.

- **Has the site ever had a penalty?**
- **Have they ever bought links?**
 - Do they know what link buying is?
- **Was the domain new or old?**
- **What do they think is wrong with their site?**
 - *Not that they will likely know, but you need to know what they think they know about the issue*

Trust, but Verify!
Check the story...

Panguin Tool – Check for Potential Algorithm Issues

[Switch Accounts](#)[Logout](#)

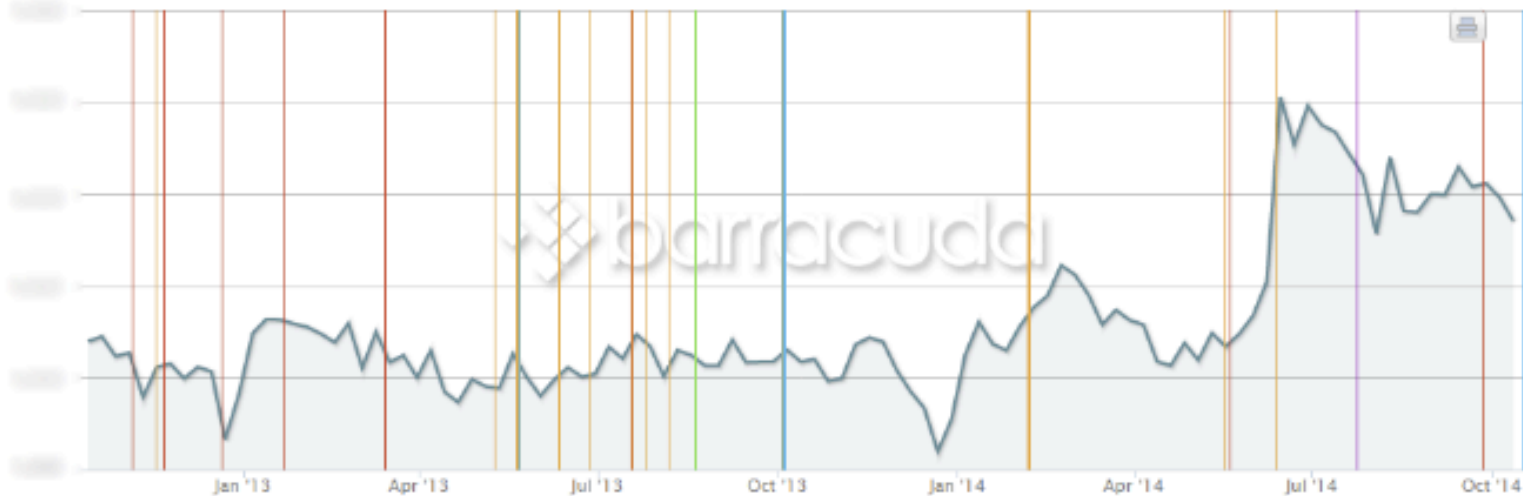
Panguin 2.0 - [www.barracuda.com](#)

[SEO & recommendations](#)[contact](#)[help](#)

Google Organic Visits

Landing Page Visit Variance

Keyword Visit Variance



Legend: Panda (red), Penguin (blue), Structural (green), Local (purple), Other (orange)

Total Google Organic Traffic: [View](#)

Barracuda Digital

☒ On
Panda

☒ On
Penguin

☒ On
Structural

☒ On
Local

☒ On
Other

All Off



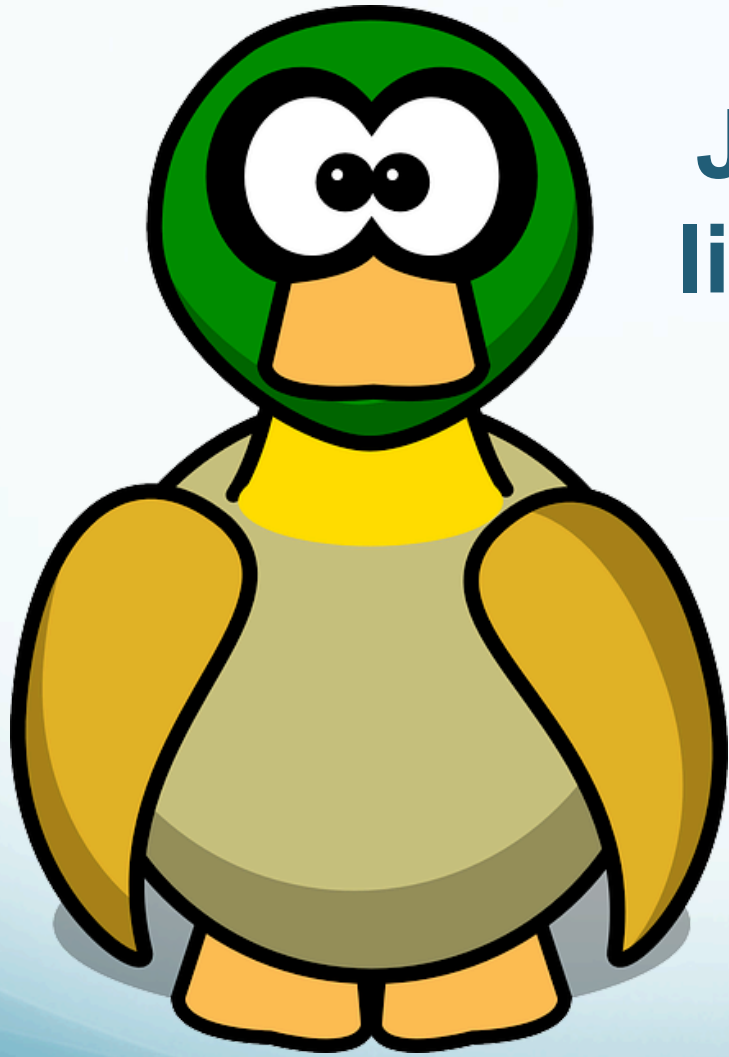
Get a Tech Audit!



KEEP in MIND Panda
Rollouts cannot be
accurately determined
after 4th Quarter 2015!

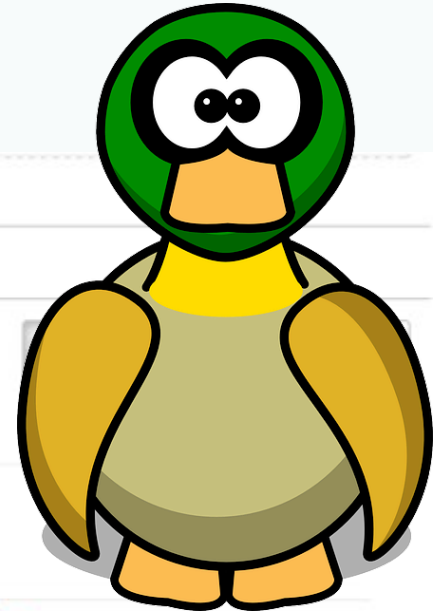
(Rolled into the main algos- still rolling!)

CAUTION!



**Just because it walks
like a duck & talks like
a duck.....**

This looks like a penalty



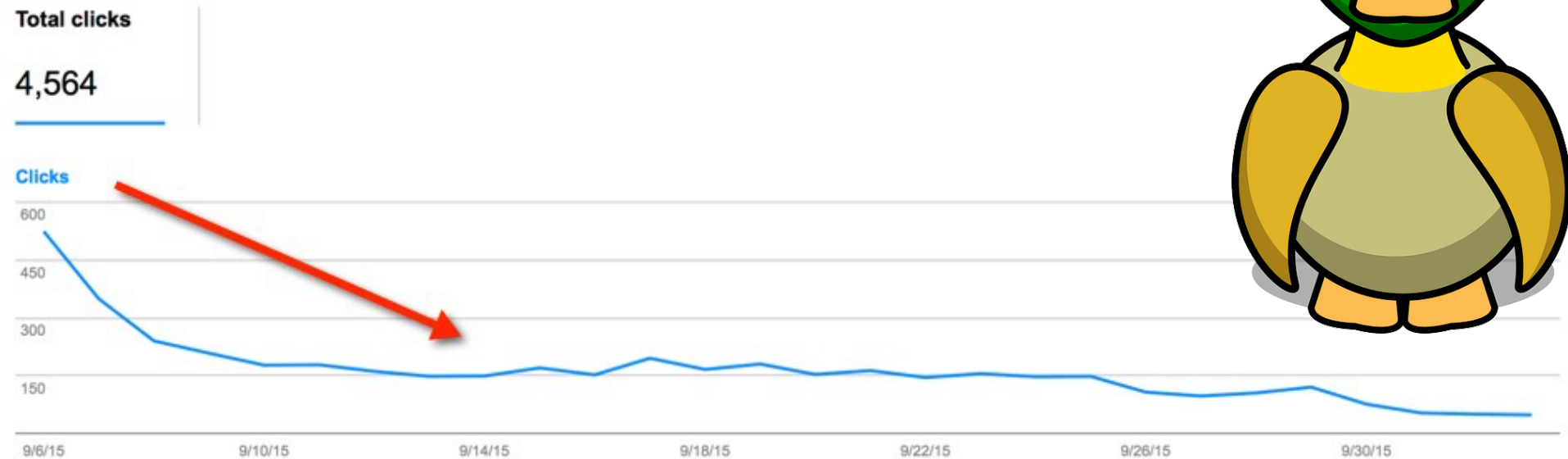
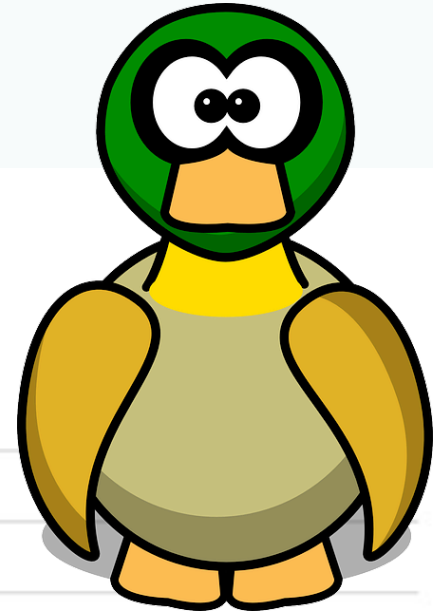
Explorer

Summary Site Usage Goal Set 1 Ecommerce

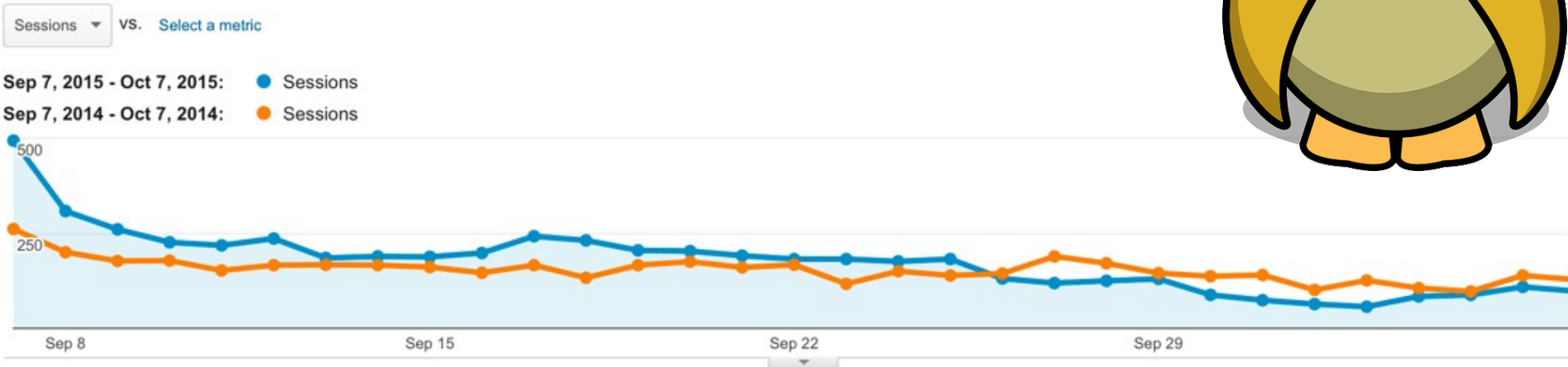
Sessions ▼ vs. Select a metric

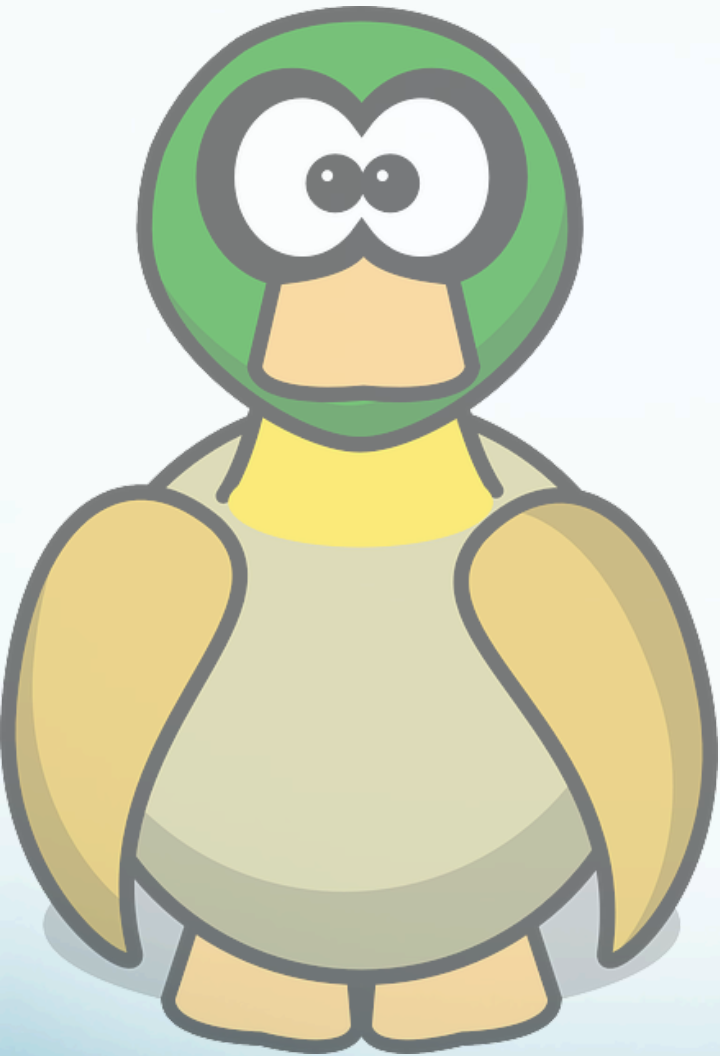


Still looks like a penalty...



When we check year over year





It is not. That client has a
seasonal business.

Do not assume!
EVER.

It may walk like a duck
& talk like a duck...
and **not be a duck**

Okay so **we have the history**

Now what?

SEE
THE BIG
PICTURE



EVERY site analysis starts with a crawl ...



PUB CRAWL

Screechingfrog



DEEPCRAWL

A sample of a few helpful reports.

- Content ONLY Word Count
- Canonicals
- Redirect Chains
- AJAX Crawlability
- Response Codes
- Title and Meta Duplicates
- Title and Meta Length
- Twitter Cards
- URL Construction

Let's check it out →

Screaming Frog SEO Spider

FileConfigurationModeBulk ExportReportsSitemapsLicenceHelp

Screaming Frog SEO Spider 5.0 – Spider Mode

whitehouse.gov

ResumeClear35%

Developed by [Screaming Frog](#)
Twitter [@screamingfrog](#)

InternalExternalProtocolResponse CodesURIPage TitlesMeta DescriptionMeta KeywordsH1H2ImagesDirectives

Filter: AllExportView: ListSearch

	Address	Content	Status Code	Status	Title 1
1	http://whitehouse.gov/	text/html; charset=utf-8	301	Moved Permanently	
2	http://www.whitehouse.gov/accessibility		302	Moved Temporarily	
3	http://www.whitehouse.gov/email-updates		302	Moved Temporarily	
4	https://www.whitehouse.gov/sites/whitehouse.gov/files/css/css_n-PjoZ-gDcNukhc...	text/css	200	OK	
5	https://www.whitehouse.gov/sites/whitehouse.gov/files/css/css_lhZ2r95cVv6XPZe...	text/css	200	OK	
6	https://www.whitehouse.gov/issues/women	text/html; charset=utf-8	301	Moved Permanently	
7	https://www.whitehouse.gov/photos	text/html; charset=utf-8	302	Moved Temporarily	
8	https://www.whitehouse.gov/sites/whitehouse.gov/files/js/js_BnLp98TAFdrK4aTB...	application/x-javascript	200	OK	
9	https://www.whitehouse.gov/citizensmedal/criteria	text/html; charset=utf-8	200	OK	The Preside
10	https://www.whitehouse.gov/1is2many	text/html; charset=utf-8	200	OK	1 is 2 Many
11	https://www.whitehouse.gov/contact	text/html; charset=utf-8	200	OK	Contact the
12	https://www.whitehouse.gov/refi	text/html; charset=utf-8	200	OK	We all stand
13	https://www.whitehouse.gov/administration/eop/ceq	text/html; charset=utf-8	200	OK	Council on E
14	https://www.whitehouse.gov/issues/equal-pay	text/html; charset=utf-8	200	OK	Understand
15	https://www.whitehouse.gov/sites/default/files/advagg_css/css_10c7f4dd913867...	text/css	200	OK	
16	https://www.whitehouse.gov/administration/eop/rural-council	text/html; charset=utf-8	200	OK	White House
17	http://whitehouse.gov/issues/defense	text/html; charset=utf-8	301	Moved Permanently	
18	https://www.whitehouse.gov/1600/constitution	text/html; charset=utf-8	200	OK	The Constitu
19	https://www.whitehouse.gov/sites/default/files/image/image_file/ep_june_taskfor...	image/jpeg	200	OK	
20	https://www.whitehouse.gov/1600/legislative-branch	text/html; charset=utf-8	200	OK	The Legislat
21	https://www.whitehouse.gov/sites/default/files/css_injector_491.css?t	text/css	200	OK	
22	http://www.whitehouse.gov/1600/presidents		302	Moved Temporarily	
23	https://www.whitehouse.gov/economy/business/startup-america	text/html; charset=utf-8	200	OK	Startup Ame
24	https://www.whitehouse.gov/sites/default/files/reach_higher_logo.jpg	image/jpeg	200	OK	
25	http://www.whitehouse.gov/sites/default/files/docs/wh_now_is_the_time_full.pdf		302	Moved Temporarily	
26	https://www.whitehouse.gov/sites/default/files/equalpay/equal_pay_task_force_pr...	application/pdf	200	OK	
27	https://www.whitehouse.gov/petitions	text/html; charset=utf-8	200	OK	We the Peop
28	http://www.whitehouse.gov/blog/2013/08/29/vice-president-biden-swears-atf...		302	Moved Temporarily	
29	https://www.whitehouse.gov/sites/default/files/shootings/guns_16_icon.png	image/png	200	OK	
30	http://www.whitehouse.gov/joiningforces/stay-connected		302	Moved Temporarily	
31	http://www.whitehouse.gov/joiningforces/issues/employment		302	Moved Temporarily	
32	http://www.whitehouse.gov/blog/2015/08/03/what-clean-power-plan-means-...	text/html; charset=utf-8	200	OK	What the Cle

Filter Total: 77,458

OverviewSite StructureResponse Times

Summary

- Total URI Encountered: 82028
- Total Internal Blocked by robots.txt: 16
- Total External Blocked by robots.txt: 1096
- Total URI Crawled: 82012
- Total Internal URI: 77458
- Total External URI: 3816

SEO Elements

Internal

- All (77458) (100.00%)
- HTML (73334) (94.68%)
- JavaScript (56) (0.07%)
- CSS (55) (0.07%)
- Images (1788) (2.31%)
- PDF (442) (0.57%)
- Flash (0) (0.00%)
- Other (1783) (2.30%)

External

- All (3816) (100.00%)
- HTML (3109) (81.47%)
- JavaScript (11) (0.29%)
- CSS (1) (0.03%)
- Images (63) (1.65%)
- PDF (56) (1.47%)
- Flash (15) (0.39%)
- Other (561) (14.70%)

Protocol

- All (78165) (100.00%)
- HTTP (1312) (1.68%)
- HTTPS (76853) (98.32%)

Response Codes

- All (81274) (100.00%)
- Blocked by Robots.txt (16) (0.02%)
- No Response (553) (0.68%)
- Success (2xx) (77220) (95.01%)
- Redirection (3xx) (3187) (3.92%)
- Client Error (4xx) (292) (0.36%)

URL InfoINIINKSOUTLINKSImage InfoSERP Sn

Screaming Frog SEO Spider VERSION 5

Spider: PausedAverage: 19.95 URI/s. Current: 10.00 URI/s.

Completed 83,108 of 236,785 (35.1%) 153,677 remaining

So much you can do...
So Use this SERP for more 😊

<https://www.google.com/search?q=screaming+frog+things&ie=utf-8&oe=utf-8>

Check Your Core SEO.

If the **foundations** are weak,
the **rest** won't matter.

ON-THE-PAGE FACTORS

These elements are in the direct control of the publisher

CONTENT

Cq	QUALITY	Are pages well written & have substantial quality content?
Cr	RESEARCH	Have you researched the keywords people may use to find your content?
Cw	WORDS	Do pages use words & phrases you hope they'll be found for?
Ce	ENGAGE	Do visitors spend time reading or "bounce" away quickly?
Cf	FRESH	Are pages fresh & about "hot" topics?
Vt	THIN	Is content "thin" or "shallow" & lacking substance?
Va	ADS	Is your content ad-heavy, especially "above the fold?"

HTML

Ht	TITLES	Do HTML title tags contain keywords relevant to page topics?
Hd	DESCRIPTION	Do meta description tags describe what pages are about?
Hh	HEADERS	Do headlines & subheads use header tags with relevant keywords?
Hs	STRUCTURE	Do pages use structured data to enhance listings?
Vs	STUFFING	Do you excessively use words you want pages to be found for?
Vh	HIDDEN	Do colors or design "hide" words you want pages to be found for?

ARCHITECTURE

Ac	CRAWL	Can search engines easily "crawl" pages on site?
Ad	DUPLICATE	Does site manage duplicate content issues well?
As	SPEED	Does site load quickly?
Au	URLS	Are URLs short & contain meaningful keywords to page topics?

THE PERIODIC TABLE OF SEO SUCCESS FACTORS

Search engine optimization — SEO — seems like alchemy to the uninitiated. But there's a science to it. Below are some important "ranking factors" and best practices that can lead to success with both search engines and searchers.

ON-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq Quality +3	Ht Titles +3	Ac Crawl +3	Lq Quality +3	Ta Authority +3	Sr Reputation +2	Pc Country +3
Cr Research +3	Hd Description +2	Ad Duplicate +2	Lt Text +2	Th History +1	Ss Shares +1	Pl Locality +3
Cw Words +2	Hh Headers +1	As Speed +1	Ln Numbers +1	Ti Identity +1		Ph History +3
Ce Engage +2	Hs Structure +1	Au URLs +1	Vp Paid -3	Vd Piracy -1		Ps Social +2
Cf Fresh +2	Vs Stuffing -1	Am Mobile +1	VI Spam -2			
Vt Thin -2	Vh Hidden -1	Vc Cloaking -3				
Va Ads -1						

FACTORS WORK TOGETHER

All factors on the table are important, but those marked 3 carry more weight than 1 or 2. No single factor guarantees top rankings or success, but having several favorable ones increases the odds.

OFF-THE-PAGE FACTORS

Elements influenced by readers, visitors & other publishers

LINKS

Lq	QUALITY	Are links from trusted, quality or respected web sites?
Lt	TEXT	Do links pointing at pages use words you hope they'll be found for?
Ln	NUMBER	Do many links point at your web pages?
Vp	PAID	Have you purchased links in hopes of better rankings?
VI	SPAM	Have you created many links by spamming blogs, forums or other places?

TRUST

Ta	AUTHORITY	Do links, shares & other factors make site a trusted authority?
Th	HISTORY	Has site or its domain been around a long time, operating in same way?
Ti	IDENTITY	Does site use means to verify its identity & that of authors?
Vd	PIRACY	Has site been flagged for hosting pirated content?

SOCIAL

Sr	REPUTATION	Do those respected on social networks share your content?
Ss	SHARES	Do many share your content on social networks?

PERSONAL

Pc	COUNTRY	What country is someone located in?
Pl	LOCALITY	What city or local area is someone located in?
Ph	HISTORY	Has someone regularly visited your site or socially favored it?
Ps	SOCIAL	Have your friends socially favored the site?

- SearchEngineLand Periodic Table of SEO SUCCESS FACTORS

If you **have reviewed all these factors
and your site is still not performing,
what next?**

What is **Technical** SEO?



Just Make-Up?



Technical SEO is About **Best Practices**...

- Servers
- Scripting/Code
- Speed..Speed... and well Speed
- Site Architecture
- Indexabilty
- Crawability
- Mobile

That are related to Google's Algorithms
To name a few...

- Hummingbird
- Panda
- Penguin
- Pigeon
- Pirate
- Page Layout



**Technical SEO is about
Measuring the Site Foundation
Against Google's Guidelines
& Their Algorithms**

**Often Overlooked!
Great Way to Make Gains. Simply!**

First...


Technical SEO

CHECKPOINT

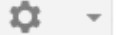
Is there a Manual Action (penalty)?

Manual Actions

Webmaster Tools

 www.  .com ▼

Help ▼



Site Dashboard

Site Messages

► Search Appearance 

▼ Search Traffic

Search Queries

Links to Your Site

Internal Links

Manual Actions

► Google Index

► Crawl

Malware

Additional Tools

► Labs

Manual Actions

Site-wide matches None

▼ **Partial matches** Some manual actions apply to specific pages, sections, or links

Reason

Affects

Unnatural links to your site—impacts links

Google has detected a pattern of unnatural artificial, deceptive, or manipulative links pointing to pages on this site. Some links may be outside of the webmaster's control, so for this incident we are taking targeted action on the unnatural links instead of on the site's ranking as a whole. [Learn more.](#)

Some incoming links

REQUEST A REVIEW

Manual Actions.

If yes, is it...

- Partial?
- Or Full Site?

What Manual Actions Are There?

Manual Actions

Here are some common types of manual actions:

- Unnatural links to your site—impacts links
- Hacked site
- User-generated spam
- Spammy freehosts
- Spammy structured markup
- Unnatural links to your site
- Thin content with little or no added value
- Cloaking and/or sneaky redirects
- Unnatural links from your site
- Pure spam
- Hidden text and/or keyword stuffing

<https://support.google.com/webmasters/answer/2604824?hl=en>

Algorithmic Devaluations

Technically, algorithm changes such as Panda or Penguin are **NOT** penalties.

Unlike a manual action, you can gain **OR** lose with Google algorithms.

So what are we looking at?

Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

- Http vs Https
- Robots
- SiteMaps
- Canonicals
- Redirects & 404s
- Architecture
- Navigation
- Code
- Schema Tagging
- Google Analytics Tracking

Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

- Http vs Https
 - Is there mixed status?
 - If the site just moved to https, was it changed it everywhere?
 - Were the pages redirected?
- Robots
- SiteMaps
- Canonicals
- Redirects & 404s
- Architecture
- Navigation
- Code
- Schema Tagging
- Google Analytics Tracking

Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

- Http vs Https
- Robots.txt
 - Is there one?
 - Is it written correctly? (test it)
 - Is it being used when they should be using no-index?
 - Robots.txt blocks the page crawl, but not the URL indexing
 - Is it blocking CSS &/or JS?
 - (can check this also in Search Console)
- SiteMaps
- Canonicals
- Redirects & 404s
- Architecture
- Navigation
- Code
- Schema Tagging
- Google Analytics Tracking

Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

- Http vs Https
- Robots.txt
- SiteMaps
 - Is there one?
 - Is it written correctly? (test it)
 - Check the sitemaps for
 - Limits
 - Types (video, image, page)
 - Index Sitemaps (use them!)
 - TIP Google does not use priority or date modifiers
- Canonicals
- Redirects & 404s
- Architecture
- Navigation
- Code
- Schema Tagging
- Google Analytics Tracking

Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

- Http vs Https
- Robots.txt
- SiteMaps
- Canonicals
 - Are they on the site?
 - Are they written correctly?
 - Do the canonicals follow the rules for writing canonicals?
 - <https://support.google.com/webmasters/answer/139066?hl=en>
 - <http://googlewebmastercentral.blogspot.com/2013/04/5-common-mistakes-with-relcanonical.html>
- Redirects & 404s
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Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

- Http vs Https
- Robots.txt
- SiteMaps
- Canonicals
- Redirects & 404s
 - Is the site using 302 or 301?
 - Very important in new site launches
 - **TIP** Google will convert 302s to 301s over time.
 - **GOOGLE** says it doesn't matter, but that is not found in practice
 - **TIP** Google Search Console will only remove links for 3-6 months
 - How many 404s? Are you bleeding links? Should they be 410?
 - 410 causes the page to die faster in the index
- Architecture
- Navigation
- Code
- Schema Tagging
- Google Analytics Tracking

Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

- Http vs Https
- Robots.txt
- SiteMaps
- Canonicals
- Redirects & 404s
- Architecture
 - Is the structure vertical or horizontal?
 - **TIP** Google prefers wide and flat over deep and tall
 - Are you giving Google a proper content outline?
 - Think 10th grade English Class
 - Are you specific, certain and clear?
 - This helps with topical relevancy
- Navigation
- Code
- Schema Tagging
- Google Analytics Tracking

Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

- Http vs Https
- Robots.txt
- SiteMaps
- Canonicals
- Redirects & 404s
- Architecture
- Navigation
 - Are you using proper navigation?
 - Are you constructing a contextual view of your site?
 - Are you throwing in the kitchen sink?
(There are some use cases for this, but not many)
 - Do you have evergreen navigation? **IMPORTANT!**
 - **TIP** Users can only process 5-8 piece of information at a time
- Code
- Schema Tagging
- Google Analytics Tracking

Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

- Http vs Https
- Robots.txt
- SiteMaps
- Canonicals
- Redirects & 404s
- Architecture
- Navigation
- Code
 - Valid HTML is **not a ranking factor**, but things that make up valid HTML are ranking factors.
 - **TIPS** Make sure your title tag is the first (after head), use absolute not relative URLs, alt text in a link is the same as text, use ul/li for navigation and keep your code light/clean.
- Schema Tagging
- Google Analytics Tracking

Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

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Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

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- Canonicals
- Redirects & 404s
- Architecture
- Navigation
- Schema Tagging

- Just do it!

Really. Use the Highlighter in GSC!

- **TIP** Any data point can be used in the KG without copyright violation.
 - Check Google Search Console for mark-up validity.
 - JSON-LD makes this all easier
- Google Analytics Tracking

Technical SEO – VERY IMPORTANT. OFTEN OVERLOOKED.

- Http vs Https
- Robots.txt
- SiteMaps
- Canonicals
- Redirects & 404s
- Architecture
- Navigation
- Schema Tagging
- Google Analytics Tracking
 - Make sure it is implemented correctly, especially UTM parameters
 - Address any errors
 - **TIP!** You can check your implementation with the Chrome Plug-in GA debugger

What else?

**Make sure your site is
indexing properly.**

What Next?

- **Google + Google Operators**

- **Number of Pages Indexed**

- `site:www.domian.tld` (not Site)

- **Find Subdomains**

- `site:domain.tld`
but leave of the `www` or use a
`*.domain.tld`

- **Remove from Search “-”**

- `site:domain.ltd -subdomain.domain.tld`
or `site:domain.tld -folder`

Why?

Multiple **Home Pages** create duplicate content issues for the spider and can be filtered out of the SERPS!

Make sure you have **only ONE home address**.

TIP This seems common sense, but in audits we run across this a lot more often than you would expect.

-----→ And their Anomalies

For instance, what is the indexed domain structure? www or non-www

(check with site:domain.com vs site:www.domain.com)

Make sure the site redirects the domain from www to non-www or vice versa. ALSO that there are no homepage extensions **like default.html or index.aspx**

What else?

Speed....
You know fast....
Like really fast...

Two Tests

WebpageTest.org
and of course
Google Pagespeed Insights

Web Page Performance Test for

whitehouse.gov

From: Phoenix, AZ USA - Chrome - custom

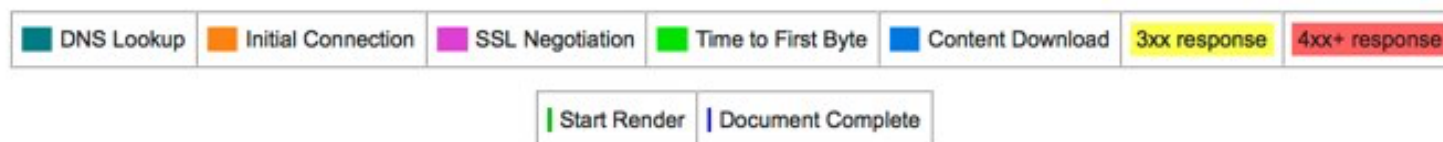
10/8/2015, 11:01:44 AM

First Byte
TimeKeep-alive
EnabledCompress
TransferCompress
ImagesCache
static
contentEffective
use of CDN

First Byte Time	Applicable Objects	Time to First Byte for the page (back-end processing + redirects)
	What is checked	The target time is the time needed for the DNS, socket and SSL negotiations + 100ms. A single letter grade will be deducted for every 100ms beyond the target.
Keep-Alive	Applicable Objects	All objects that are from a domain that serves more than one object for the page (i.e. if only a single object is served from a given domain it will not be checked)
	What is checked	The response header contains a "keep-alive" directive or the same socket was used for more than one object from the given host
GZIP Text	Applicable Objects	All objects with a mime type of "text/*" or "*/javascript"
	What is checked	Transfer-encoding is checked to see if it is gzip. If it is not then the file is compressed and the percentage of compression is the result (so a page that can save 30% of the size of it's text by compressing would yield a 70% test result)
Compress Images	Applicable Objects	JPEG Images
	What is checked	Within 10% of a photoshop quality 50 will pass, up to 50% larger will warn and anything larger than that will fail. The overall score is the percentage of image bytes that can be saved by re-compressing the images.
Use Progressive JPEGs	Applicable Objects	All JPEG Images
	What is checked	Each JPEG image is checked and the resulting score is the percentage of JPEG bytes that were served as progressive images relative to the total JPEG bytes.
Cache Static	Applicable Objects	Any non-html object with a mime type of "text/*", "*/javascript" or "image/*" that does not explicitly have an Expires header of 0 or -1, a cache-control header of "private", "no-store" or "no-cache" or a pragma header of "no-cache"
	What is checked	An "Expires" header is present (and is not 0 or -1) or a "cache-control: max-age" directive is present and set for an hour or greater. If the expiration is set for less than 30 days you will get a warning (only applies to max-age currently).
Use A CDN	Applicable Objects	All static non-html content (css, js and images)
	What is checked	Checked to see if it is hosted on a known CDN (CNAME mapped to a known CDN network). 80% of the static resources need to be served from a CDN for the overall page to be considered using a CDN. The current list of known CDN's is here

Load Time	First Byte	Start Render	Visually Complete	Speed Index	Result (error code)	Document Complete			Fully Loaded		
						Time	Requests	Bytes In	Time	Requests	Bytes In
4.655s	0.929s	3.084s	4.000s	3190	0	4.655s	5	353 KB	4.871s	6	353 KB

Waterfall View

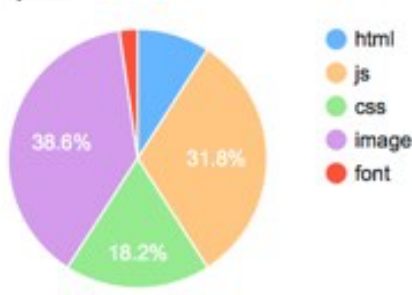


Request Details

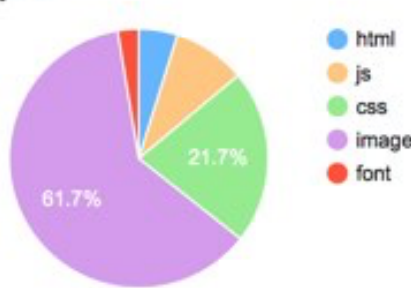
#	Resource	Content Type	Request Start	DNS Lookup	Initial Connection	SSL Negotiation	Time to First Byte	Content Download	Bytes Downloaded	Error/Status Code	IP
1	http://whitehouse.gov/	text/html	0.44 s	379 ms	-	-	54 ms	-	0.3 KB	301	-
2	https://www.whitehouse.gov/	text/html	0.956 s	331 ms	13 ms	49 ms	324 ms	127 ms	105.4 KB	200	-
3	https://www.whitehou...XdMiU84ekLLxQnc4.css	text/css	1.554 s	-	-	-	41 ms	410 ms	1.4 KB	200	-
4	https://www.whitehou...uNy9Vo8PpzTa6cX4.css	text/css	1.572 s	-	-	-	24 ms	429 ms	4.0 KB	200	-
5	https://www.whitehou...nmm5fFUGxHZcPMWc.css	text/css	1.594 s	-	-	-	226 ms	345 ms	12.1 KB	200	-
6	https://www.whitehou...Ox4FGwB5NFsIhk94.css	text/css	1.61 s	-	-	-	20 ms	415 ms	0.6 KB	200	-
7	https://www.whitehou...kmOSckysxO7f6tuo.css	text/css	1.641 s	-	-	-	23 ms	397 ms	8.7 KB	200	-
8	https://www.whitehou...aBRe0tSoTLHJye5A.css	text/css	1.656 s	-	-	-	26 ms	421 ms	20.3 KB	200	-
9	https://www.whitehou...AC38MLlkqjQ1X_k.js	application/x-javascript	1.674 s	-	-	-	40 ms	436 ms	38.8 KB	200	-
10	https://www.whitehou...EDVnFku0v8oY9XuOl.js	application/x-javascript	1.694 s	-	-	-	65 ms	402 ms	36.1 KB	200	-
11	https://www.whitehou...Oh54S1WQzdPUW-yro.js	application/x-javascript	1.726 s	-	-	-	22 ms	405 ms	5.4 KB	200	-
12	https://www.whitehou...-Qa-2D7zbuDDNv5sA.js	application/x-javascript	1.747 s	0 ms	13 ms	13 ms	22 ms	390 ms	12.3 KB	200	-
13	https://www.whitehou...QRcpQRP1DWAbVWN7I.js	application/x-javascript	1.79 s	-	-	-	21 ms	352 ms	3.2 KB	200	-
14	https://www.whitehou...37GknEk9ZcgdLrYN0.js	application/x-javascript	1.804 s	-	-	-	21 ms	352 ms	1.5 KB	200	-
15	https://www.whitehou...frp4gWf3_kvziFVJc.js	application/x-javascript	1.832 s	-	-	-	18 ms	329 ms	4.7 KB	200	-
16	https://www.whitehou...zFjVLWzboXJJewXOk.js	application/x-javascript	1.843 s	-	-	-	108 ms	235 ms	0.8 KB	200	-
17	https://www.whitehou...=The%20White%20House	application/javascript	1.864 s	-	-	-	18 ms	300 ms	5.5 KB	200	-
18	https://www.whitehou...vOxSgWO1is-qhBFoU.js	application/x-javascript	1.874 s	-	-	-	22 ms	288 ms	3.3 KB	200	-
19	https://www.whitehou...ons/wh_logo_seal.png	image/png	1.938 s	-	-	-	18 ms	232 ms	23.6 KB	200	-
20	https://www.whitehou...hero_aidrefugees.jpg	image/jpeg	1.986 s	-	-	-	19 ms	216 ms	561.1 KB	200	-
21	https://www.whitehou...magaifade_text.jpg	image/jpeg	2.227 s	-	-	-	10 ms	177 ms	82.7 KB	200	-

Content Breakdown

Requests



Bytes



First Byte Time (back-end processing): 6/100

929 ms First Byte Time
-3 ms Target First Byte Time

Use persistent connections (keep alive): 100/100

Use gzip compression for transferring compressable responses: N/A

Compress Images: N/A

Use Progressive JPEGs: N/A

Leverage browser caching of static assets: 0/100

FAILED - (No max-age or expires) - <http://whitehouse.gov/>
FAILED - (No max-age or expires) - <https://cloud.typography.com/6570712/721006/css/fonts.css>
FAILED - (29.6 minutes) - <https://platform.twitter.com/widgets.js>

Use a CDN for all static assets: N/A

And Google....

You want an 85 min – 90+ is best

PageSpeed Insights

http://whitehouse.gov/



Mobile



Desktop

39 / 100 Speed

Should Fix:

Optimize images

▸ [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-

▸ [Show how to fix](#)

Prioritize visible content

▸ [Show how to fix](#)

Leverage browser caching

▸ [Show how to fix](#)

PageSpeed Insights

http://whitehouse.gov/



Mobile



Desktop

41 / 100 Suggestions Summary

Should Fix:

Optimize images

▸ [Show how to fix](#)

Leverage browser caching

▸ [Show how to fix](#)

Eliminate render-blocking JavaScript and CSS in above-the-fold content

▸ [Show how to fix](#)

Consider Fixing:

Enable compression

Remember Page Speed Insights **DOES NOT MEASURE** speed. It measures the load time of the objects in the DOM.










TIP SCORES of 90 or ABOVE are Best.
All sites should be above an **80**

***Mobile** was determined by Desktop
but now will be separate.

Review in Google Analytics in **page speed timings,
the tests can give you indications of issues
Analytics gives you Google's measure of page speed.**



Look for **anomalies ESPECIALLY** if you run ads!

Avg. Page Load Time (sec)  	PageSpeed Suggestions 	PageSpeed Score 
592.50	<div>Avg. Page Load Time is the average amount of time (in seconds) it takes for pages from the sample set to load, from initiation of the pageview (e.g. click on a page link) to load completion in the browser. If you see zero (0) as a value or a small increase in November 2011, read the About Site Speed article.</div>	70
592.40		38
592.21		70
589.06		70
584.19		73
574.19	6 total 	65
573.29	6 total 	72
572.54	6 total 	74
571.29	6 total 	38
567.19	6 total 	74

Is there more?
Why YES there is!

Let's Review Search Console.

Crawl Stats

Googlebot activity in the last 90 days

Pages crawled per day



Kilobytes downloaded per day



Time spent downloading a page (in milliseconds)



Very telling!
But can be
counterintuitive.

Review Analytics Data

Search Analytics

Analyze your performance on Google Search. Filter and compare your results to better understand your user's search patterns. [Learn more.](#)

☒ Clicks ☒ Impressions ☒ CTR ☒ Position

☒ **Queries**

No filter ▾

☐ Pages

No filter ▾

☐ Countries

No filter ▾

☐ Devices

No filter ▾

☐ Search Type

Web ▾

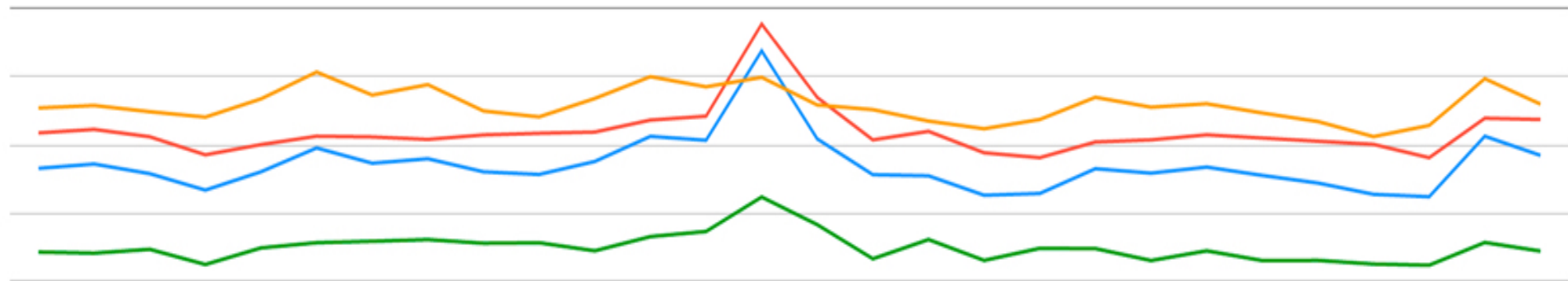
☐ Search Appearance

No filter ▾

☐ Dates

Last 28 days ▾

Total clicks	Total impressions	Avg. CTR	Avg. position
7,203,366	184,189,273	3.91%	10.4



Are you bleeding link juice?

URL Errors

Status: 6/22/16

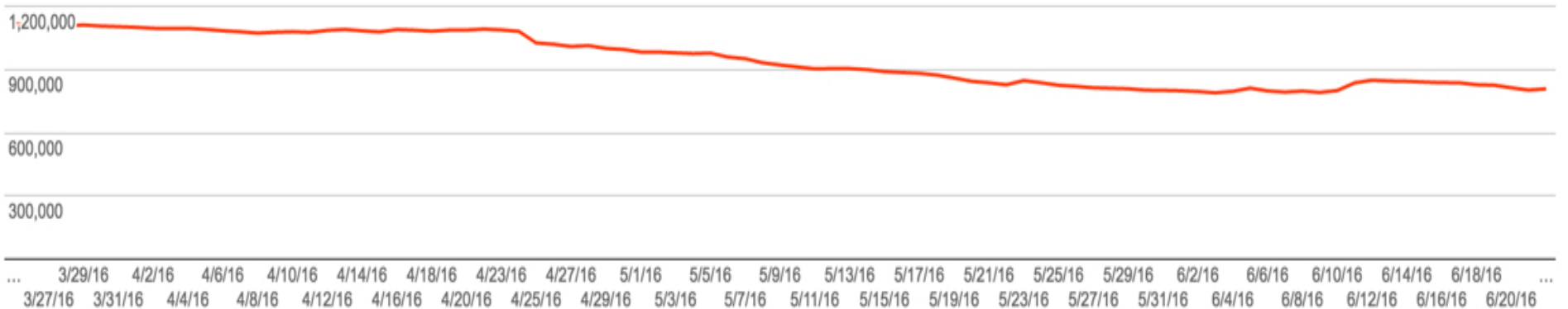
Desktop ?

Smartphone ?

Feature phone ?

News ?

Server error ?	Soft 404 ?	Access denied ?	Not found ?	Not followed ?	
30	7	3	808,093	0	




Do you have a parameters issue?

Spiders **don't like spider traps!**

URL Parameters

Help Google crawl your site more efficiently by indicating how we should handle parameters in your URLs. [Learn more.](#)

 Use this feature only if you're sure how parameters work. Incorrectly excluding URLs could result in many pages disappearing from search.

Download this table

Add parameter

Show 25 rows 1-25 of 57 < >

Parameter	URLs monitored ▲	Configured	Effect	Crawl
page	1,839,991	-	-	Let Googlebot decide Edit / Reset
utm_source	161,836	-	-	Let Googlebot decide Edit / Reset
utm_medium	159,948	-	-	Let Googlebot decide Edit / Reset
utm_campaign	152,976	-	-	Let Googlebot decide Edit / Reset
utm_term	137,420	-	-	Let Googlebot decide Edit / Reset
utm_content	137,225	-	-	Let Googlebot decide Edit / Reset

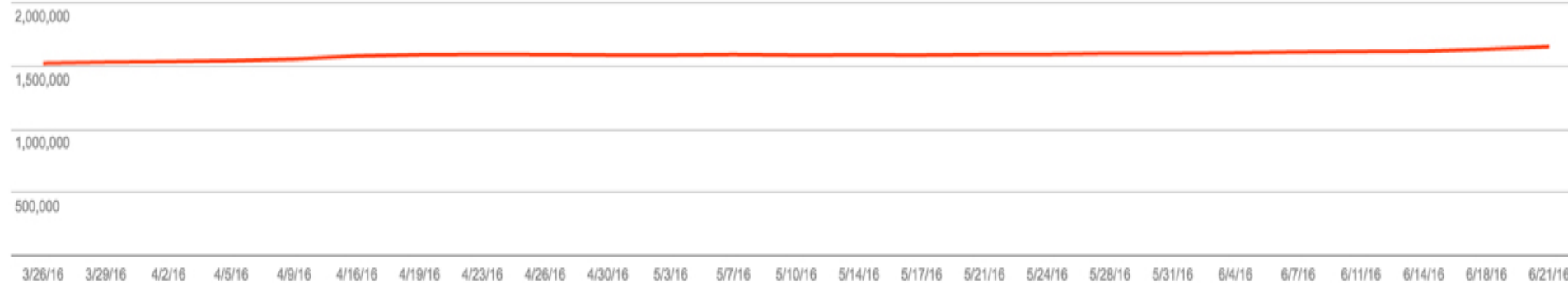
Blocked Resources Can Get Your Site Devalued.

Blocked Resources

Rendering without certain resources can impair the indexing of your web pages. [Learn more.](#)

Status: 6/21/16

■ 1,652,611 Pages with blocked resources



However in this case these are **third party resources** blocking their own scripts, so that is not counted against you.

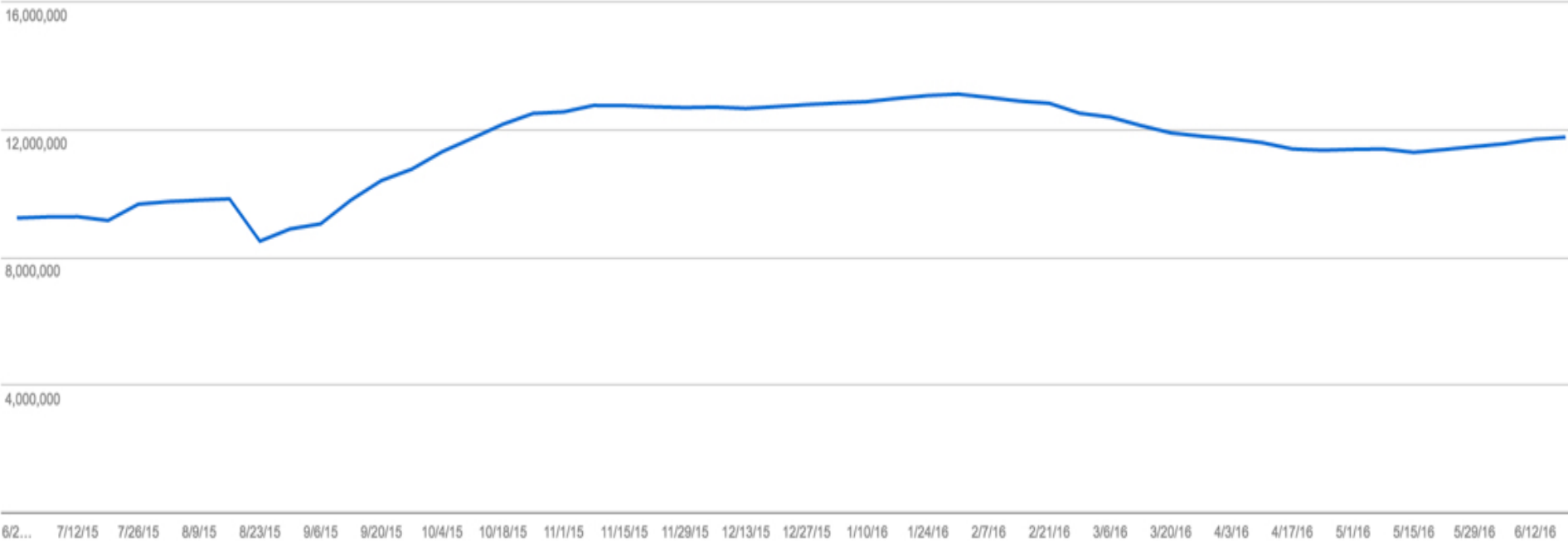
Are your pages being indexed? Have there been changes?

Index Status Showing data from the last year

Basic Advanced

Total indexed ?

11,760,192



HTML Improvements

Last updated Jun 23, 2016

Addressing the following may help your site's user experience and performance.

Meta description	Pages
Duplicate meta descriptions	187,159
Long meta descriptions	0
Short meta descriptions	123,259
Title tag	Pages
Missing title tags	0
Duplicate title tags	359,057
Long title tags	0
Short title tags	0
Non-informative title tags	0
Non-indexable content	Pages
We didn't detect any issues with non-indexable content on your site.	

This can indicate issues such as problems with canonical tagging, duplicate content, author issues etc.

Finally, do you have a **security issue**?

Security Issues

Currently, we haven't detected any security issues with your site's content. If you want to learn more about security issues and how they could affect your site, review our [resources for hacked sites](#).

However, if you see a malware warning in the browser when navigating to your site, it's likely that your site is referencing code or content from another domain that has malware. [Read up on cross-site malware](#) and learn how to address it.

And when you identify & fix the issues you get

Sessions ▼

VS. [Select a metric](#)

● Sessions

800,000

400,000

128% increase



THIS

In this case, 200k avg visits a day

A close-up photograph of a hand with red-painted fingers holding a pile of orange and black powder. The powder is piled on a white surface, with some scattered particles. The hand is positioned at the top left, with the fingers pointing towards the powder. The powder is a mix of orange and black, with the orange powder being more prominent. The background is a plain white surface.

How's that for **just** make-up?

QUESTIONS



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