



# Dos and don'ts of Technical SEO

سلام! 😊

علیرضا شیراوند

مدیر سئو و توسعه دهنده وب



@alirezashvnd



@alirezashvnd



Work.alirezashiravand@gmail.com

# در ادامه داریم

## فصل سوم

بررسی تکنیکال (بررسی شرایط مختلف)

کابوس سئو تکنیکال ☹️

- پیچینیشن
- فیلترها
- جاوا اسکریپت و خزش
- جاوا اسکریپت و مشکلات ایندکس

## فصل دوم

ساختار URL

نکات robots.txt و siteMap

ساختار صفحه در render و crawlability

- </head>
- Layout
- Structured Data
- Navigation and Internal linking
- Performance (LCP,CLS,FID,TTFB) and caching Consideration

## فصل اول

• بهینه سازی برای موتور جستجو

• ساختار سئو (چارت-اولویت ها-وظایف)

• سئو تکنیکال و اهمیت آن

• موتور جستجو چگونه با وبسایت ما تعامل می کند.

• استراتژی برنده

.I طراحی وبسایت و UX

.II استراتژی MobileFirst

.III استراتژی ContentFirst

.IV بررسی CP و CD

.V اولویت پیاده سازی



# 1

## فصل اول

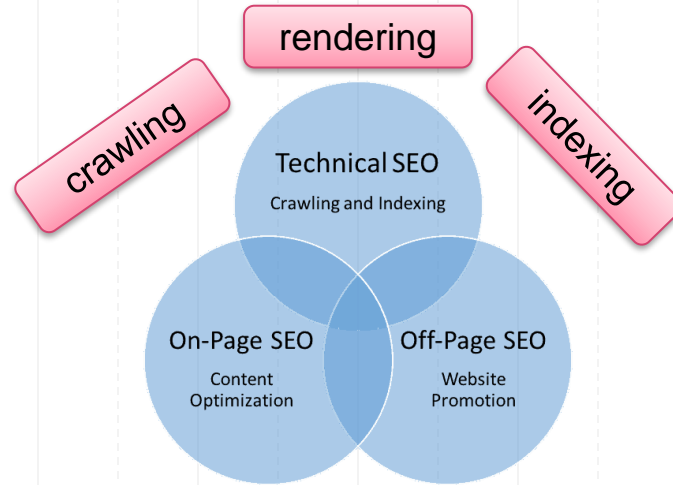
اولین قرار با موتور جستجو



***“Successful SEO is not about  
tricking Google. It’s about  
PARTNERING with Google to provide  
the best search results for Google’s  
users.”***

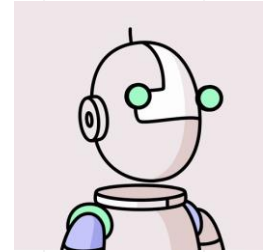
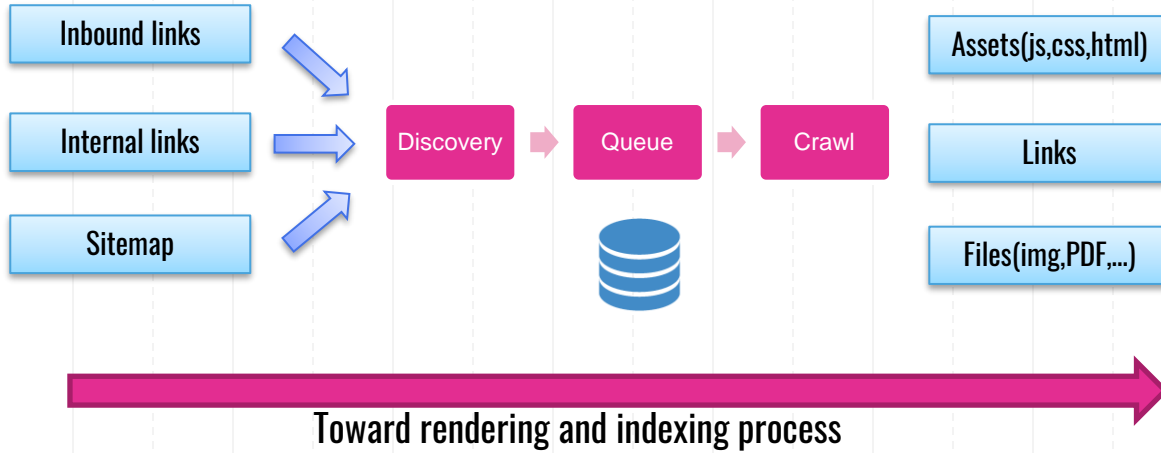
*Phil Frost*

# سافتر سئو (اهمیت- اولویت ها - وظایف - چستی!)



# خزش ( Crawling )

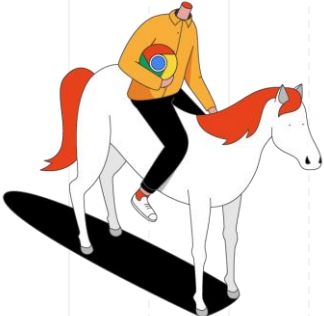
تعامل کراولرها با وبسایت :



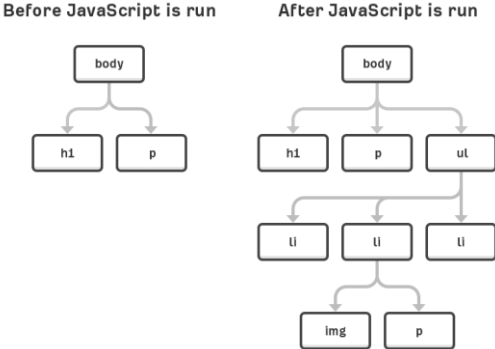
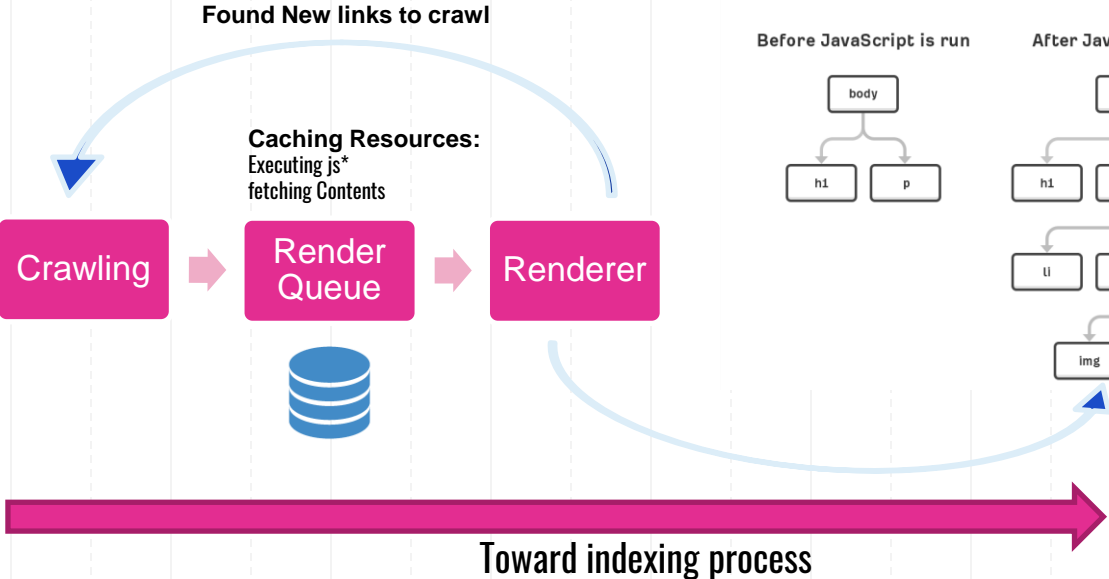
**Googlebot User Agent :**  
Mozilla/5.0 (compatible;  
Googlebot/2.1;  
+https://www.google.com/bot.html)

# رندر (Rendering)

تعامل کرالرها ها با وبسایت :

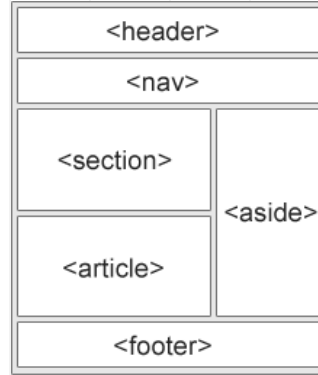
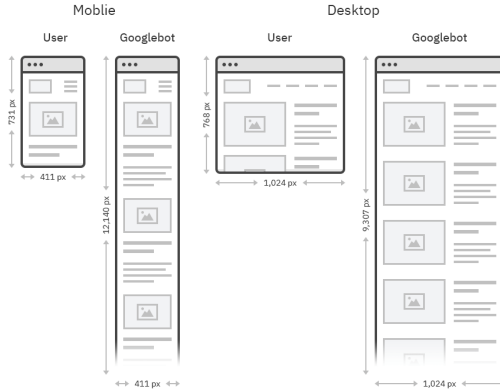


**HeadLess Browser :**  
Render Testing  
SnapShot testing  
Page Automation  
WebScraping



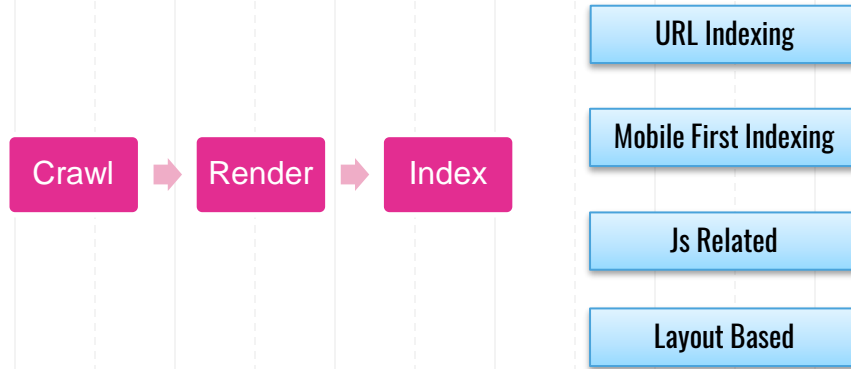


Fixed 5 second time-out? What about Renderton!  
GoogleBot doesn't take action on Webpages!  
GoogleBot don't scroll to see content.

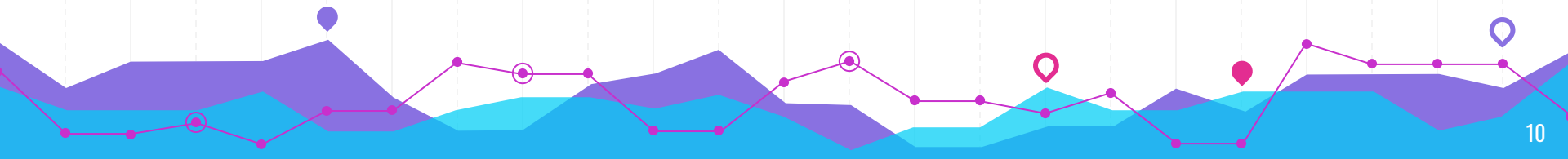


A screenshot of a website showing a list of gift categories: CREATE YOUR GIFT, BEST SELLERS, NEW ARRIVALS, and GIFTS FOR HER. An orange arrow points from the 'GIFTS FOR HER' category to a code overlay on the right. The code overlay shows a JavaScript function that scrolls to the 'GIFTS FOR HER' section.

```
<form class="mobilenav-search" action="/pages/search-results" method="get">...</form>  
...<ul id="mobileAccordion" class="mobilenav" role="navigation">  
  ...<li class="navitem mainMenu">...</li>  
  ...<div id="CREATE YOUR GIFT" class="sublinksMenu">...</div>  
  ...<li class="navitem mainMenu">...</li>  
  ...<div id="BEST SELLERS" class="sublinksMenu">...</div>  
  ...<li class="navitem mainMenu">...</li>  
  ...<div id="NEW ARRIVALS" class="sublinksMenu">...</div>  
  ...<li class="navitem mainMenu">...</li>  
  ...<div id="GIFTS FOR HER" class="sublinksMenu">...</div>  
  ...<li class="navitem mainMenu">...</li>  
  ...<button onclick="window.location.href = '/' + collection/gifts-for-her" class="w3-btn w3-block w3-left-align">GIFTS FOR HER</button>...</li>  
</ul>  
</div>
```



**Index VS Rank**  
More Index = More Traffic and better ranking





# استراتژی برنده

SEO is **NOT** a knowledge problem, It's an  
**EXECUTION** PROBLEM

## نکات قبل از طراحی وبسایت :

تعامل با تیم بزرگ : ۱- رابطه با تیم طراحی

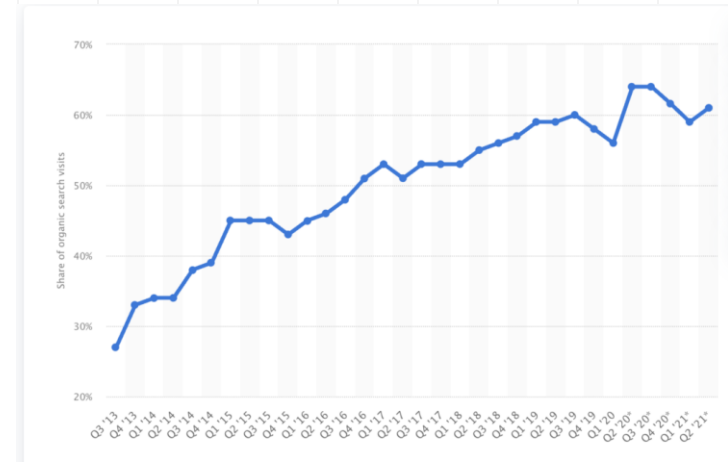
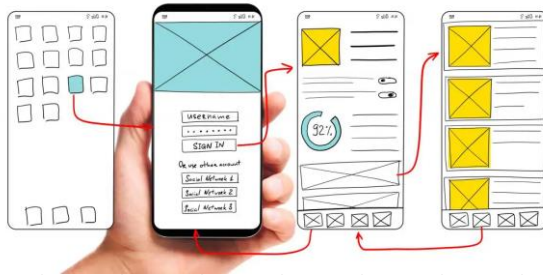
۲- رابطه با تیم توسعه

تعامل با تیم کوچک: ۱- وردپرس (توسعه شخصی)

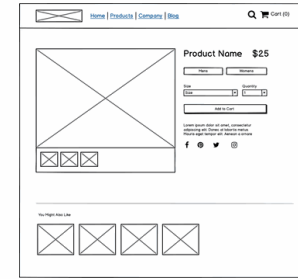
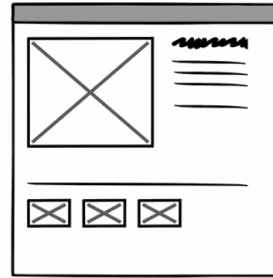
۲- اولویت بندی

\*Mobile First Strategy :

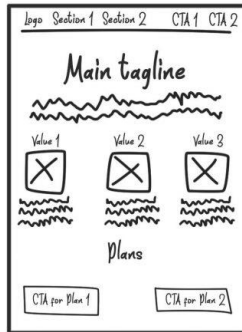
- Content
- Layout
- Navigation (Nav & Internal links)



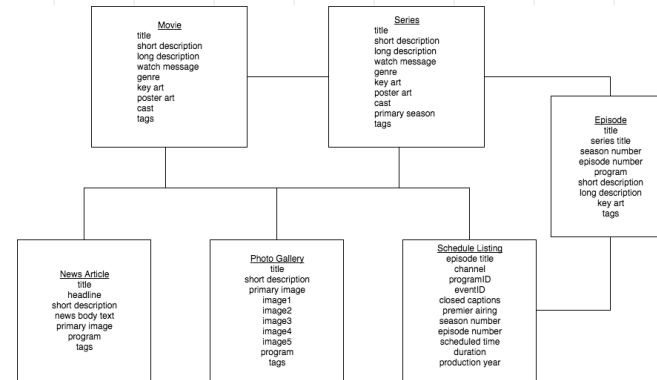
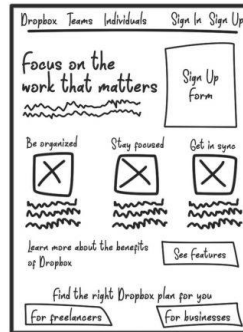
- \*Content First Strategy :
- Foundation of Design
- Aligning Digital Teams
- Modeling Before Creating
- Engaging users



Don't Do This

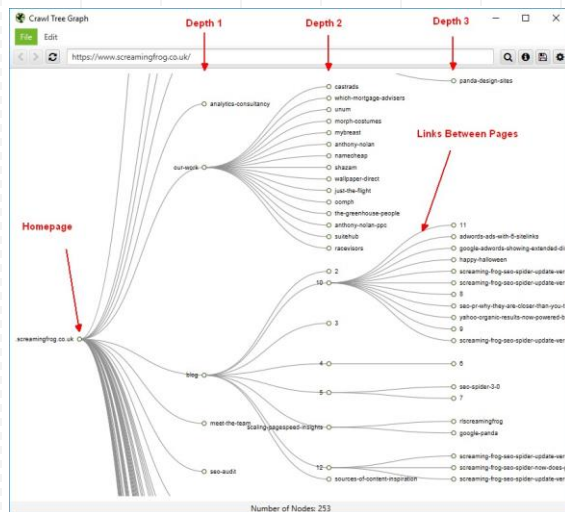


Do This

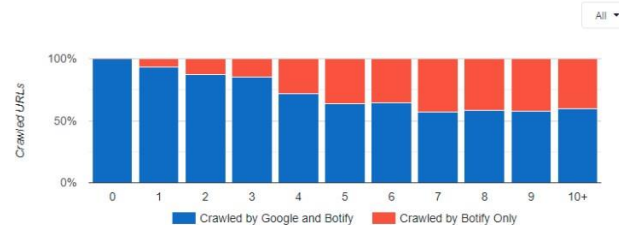


## Crawl Depth and Crawl priority:

What is Crawl Depth:



URLs Crawled By Google By Depth



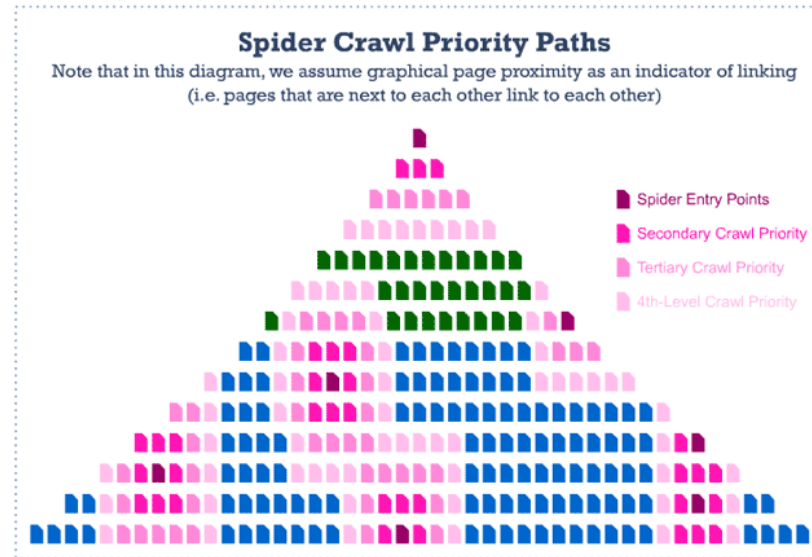
Impact Of Depth On Ranking

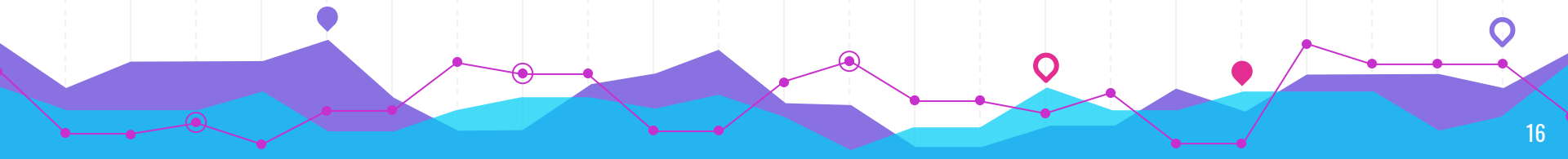
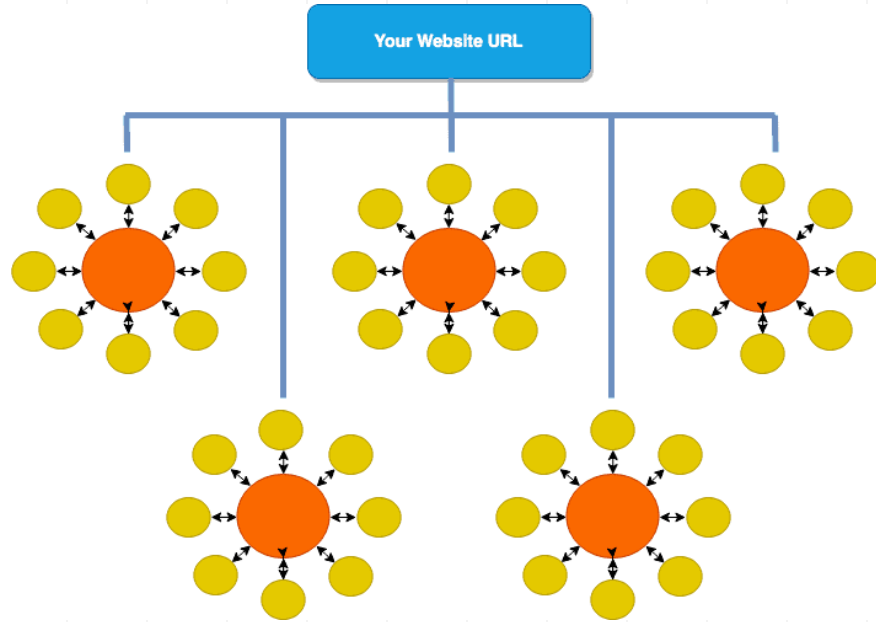


Crawl Depth and Crawl priority:

What is Crawl Priority:

- Creating Bridge Pages
- Related Topics
- Related Products
- Maybe Interested to









ایکامرس

سرویس محور (شرکتی - خدماتی)

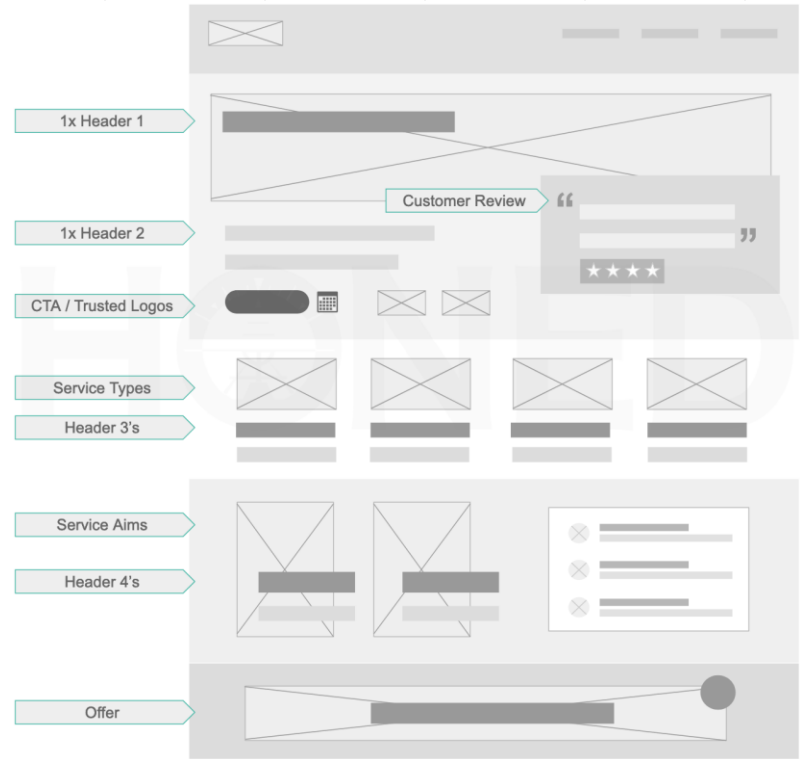
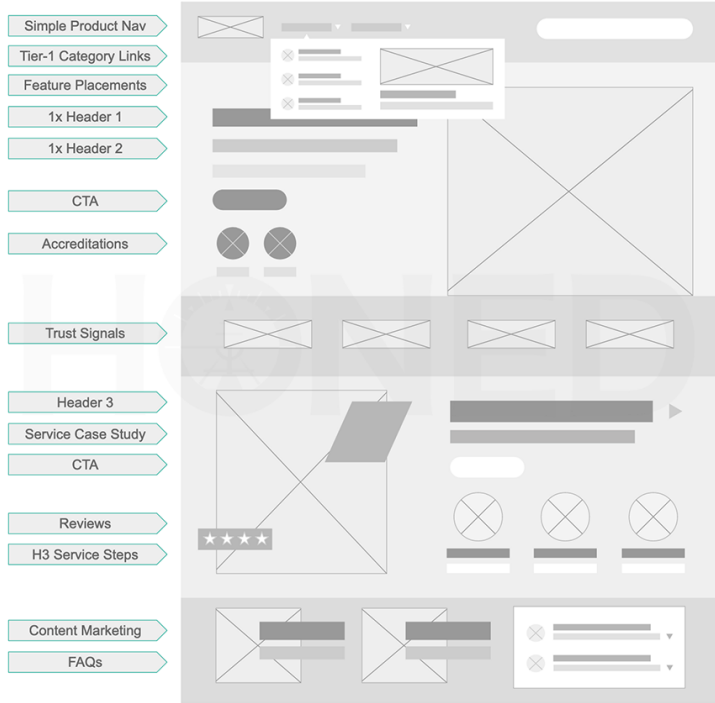


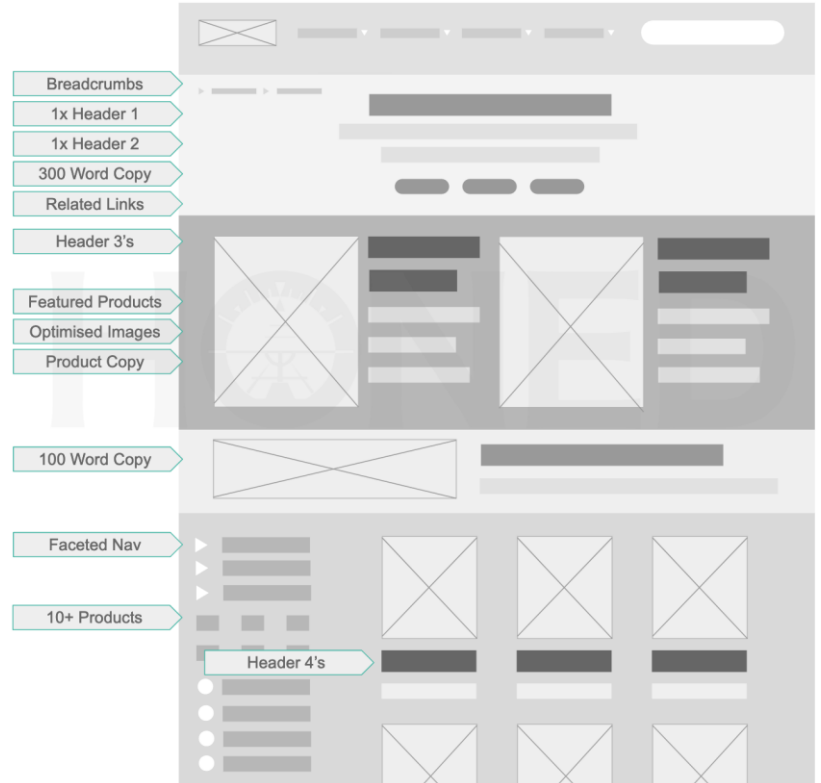
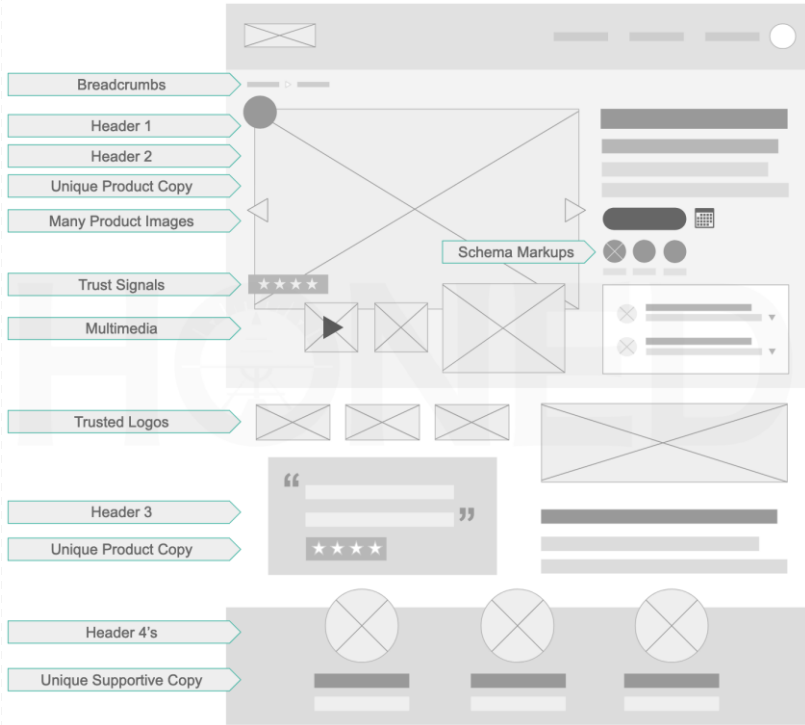
مجله (محتوا محور)



**“If everything’s a priority, then nothing’s a priority.”**

Frank Sonnenberg







## فصل دوم

با چاشنی فنی

# 2

HTTPS:

[www.abc.com](https://www.abc.com)

<http://www...>

<http://www...>

Type Of URLs (Relative & Absolute)

Using URL wisely for Analysis and SEO

id Less	( <a href="https://abc.com/product-name">https://abc.com/product-name</a> )
with Id	( <a href="https://abc.com/p-113-slug">https://abc.com/p-113-slug</a> )
Hierarchical	( <a href="https://abc.com/cat1/cat2/product-name">https://abc.com/cat1/cat2/product-name</a> )
Hybrid	( <a href="https://abc.com/cat-id/product-name">https://abc.com/cat-id/product-name</a> )
	( <a href="https://abc.com/cat/p-id-product-name">https://abc.com/cat/p-id-product-name</a> )
	( <a href="https://abc.com/search/p-id">https://abc.com/search/p-id</a> )

Keep URL's short as possible

Standardizing Structure:

Trail Slashing

lowercase implementation

Keyword Relevancy (Overrated)

Stop Using StopWords

Don't use stupid characters

Inserting Sitemap Url by Absolute URL

Case Sensitive roles

Using \* (wildcard) wisely

Trail Slashing for URL's

Know user agent bots

Don't stop robots to index assets like js ,css & images

Use disallow and Noindex together

```
User-agent: Googlebot
```

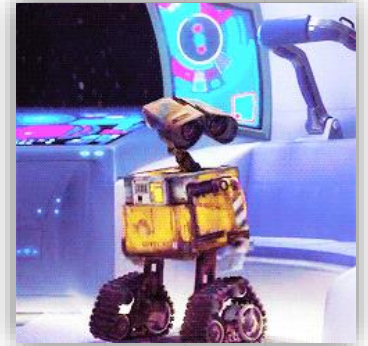
```
Disallow: /nogooglebot
```

```
User-agent: *
```

```
Disallow: /cart
```

```
Disallow: /search
```

```
Sitemap: http://www.example.com/sitemap.xml
```



Prioritize Entities Based On Previous Slides

Only Insert URL's With 2xx Response

Each file should contain 10K URLs maximum

Each subdomain should have it's own Sitemap

```
<url>
  <loc>
    https://www.digikala.com/product/dkp-
    129023/%D8%B2%D8%A7%D9%86%D9%88%D8%A8%D9%86%D8%AF-
    %D9%BE%D8%A7%DA%A9-%D8%B3%D9%85%D9%86-
    %D9%85%D8%AF%D9%84-neoprene-with-four-spring-
    %D8%B3%D8%A7%DB%8C%D8%B2-xxl
  </loc>
  <changefreq>weekly</changefreq>
  <priority>0.8</priority>
  <image:image>
    <image:loc>
      https://dkstatics-public.digikala.com/digikala-products/1160537.jpg?x-
      oss-process=image/resize,m_lfit,h_350,w_350/quality,q_60
    </image:loc>
    <image:caption>ژانویند پاک سمن مدل Neoprene With Four Spring سایزXXL</im
age:caption>
  </image:image>
</url>
```



# Head Section

<head>

\*meta tags

title, robots, open Graph, description

\*Links

canonical, assets (js,css), alternate

Viewport

```
<meta name="viewport" content="width=device-width, initial-scale=1.0">
```

Language

```
<meta http-equiv="content-language" content="en-us">
```

</head>



## Twitter Card :

```
<meta name="twitter:title" content="Title" />  
<meta name="twitter:image" content="Exact Image URL" />  
<meta name="twitter:creator" content="@Alireza Shiravand" />
```

## OpenGraph

```
<meta property="og:title" content="Title" />  
<meta property="og:description" content="description." />  
<meta property="og:image" content="Exact Image URL" />  
<meta property="og:url" content="Exact page URL" />
```

## Additional types:

```
og:type -> movie  
og:site_name -> IMDB  
og:video -> video URL
```

- Include them on your most shareworthy pages such as blog posts and articles

- Be sure to define an image, title and description

- For maximum exposure use an image of 1,200px (w) by 628px (h)

- Use enticing click-worthy text for higher CTR and more traffic

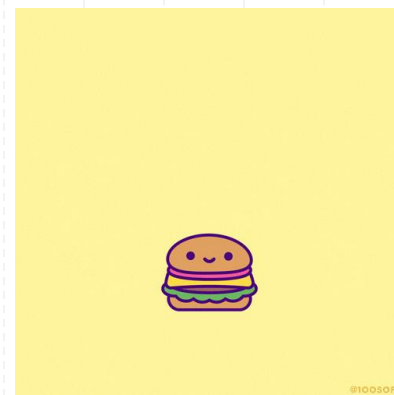
In server response

```
location ~* \.pdf$ {  
    add_header X-Robots-Tag "noindex, nofollow";  
}
```

Comma Separation :

```
<meta name="robots" content="all, noindex, nofollow, none  
nosnippet, , nositelinkssearchbox,  
indexifembedded, max-snippet: [number],  
max-image-preview: [setting (none,standard,large)],  
noimageindex, ">
```

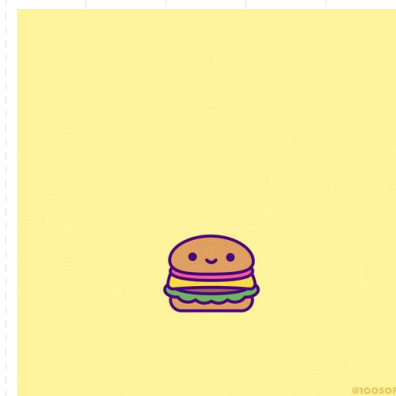
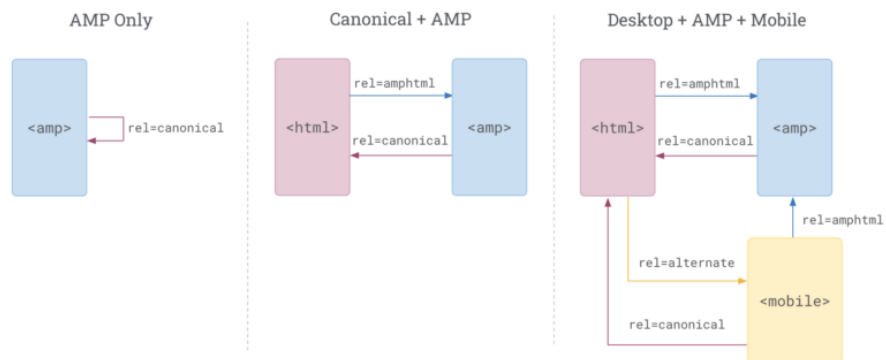
- Take care of indexing
- Duplication
- Crawling
- Google Discover



## Prevent from Creating Duplicate Content

- Pagination
- AMP Pages
- Duplicate Resolving
- Filters
- Internal-links
- Mobile vs desktop (m.abc)

- Considerations
  - Slash Trailing
  - Encoding
  - Mobile vs desktop
  - Hash Locations



## Technical SEO for Body of a page

<head>

....

</head>

<body>

Layout

DOM tree

using Standard Structure like nav-aside

Reducing Inner elements (Dom Size)

internal links

trailSlashing

navigation list

images

explicit width&heigh

webp format

LazyLoading

</body>

THAT CAN'T BE RIGHT.



SLOTHILDA.COM

```
<figure></figure>
```

```
▼ <footer class="mzr-footer"> == $0  
  ▶ <div class="mzr-container mzr-skinny-footer">...</div> flex  
</footer>
```

```
▼ <a href="https://moz.com/blog/measure-content-impact-with-intent">  
    
</a>
```

Why?

Better Navigation

User Experience

Internal linking with proper anchor

Different types

**Hierarchy-based**

**Attribute-based breadcrumbs**

*Home > Shoes > Hiking > Women*

**History-based breadcrumbs**

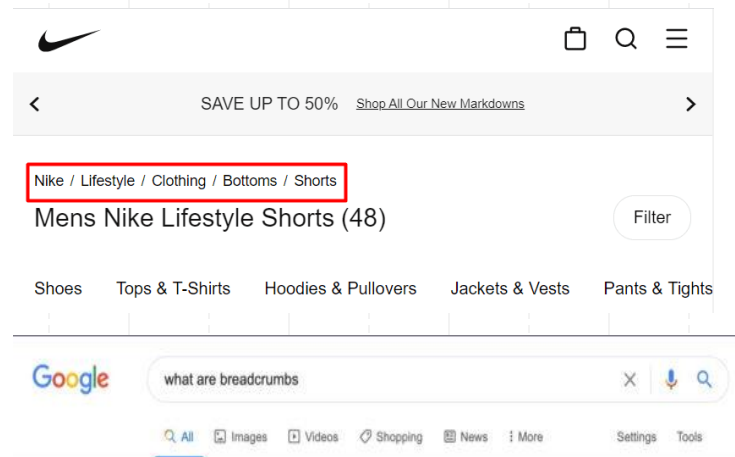
*Home > SEO article 1 > SEO article 2 > Current page*

Don't Use links on last level

Check for slash trailing

Keep it in less than 4-5 steps

Consider Markup



Google Search works hard to understand the content of a page. You can help us by providing explicit clues about the meaning of a page to Google by including structured data on the page.

## Schema markup



Structured data is a standardized format for providing information about a page and classifying the page content; for example, on a recipe page, what are the ingredients, the cooking time and temperature, the calories, and so on.

Schema markup:

(semantic vocabulary) -> mydogneedswater

my dog needs water

Structured Data:

it helps to store and show data with relations in order that needs to be

Definition:

structured data represents some markup that is implemented on a website which search engines like Google can use in order to display information better.

Customer Reviews: Lenovo IdeaPad S145 15.6" Laptop Intel ...

<https://www.bestbuy.com> > ... > All Laptops > PC Laptops > Product Details ▾

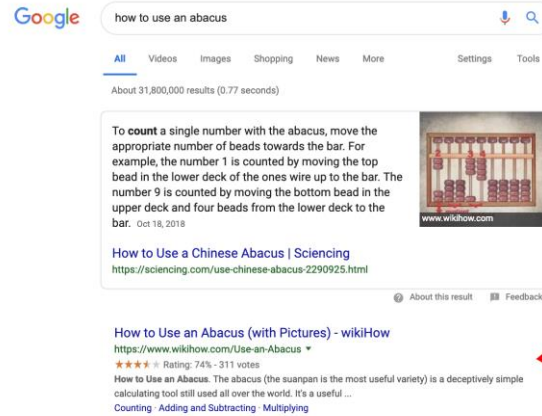
★★★★★ Rating: 4.2 - 925 reviews - \$239.99 - In stock

The **Lenovo IdeaPad S145-15** laptop is an entry level, light use system with its Intel Pentium processor. It is not meant for multi-tasking or demanding programs. It is good for Microsoft Office and light internet browsing. This model ships with Windows 10 S-Mode Operating System.

```
<script type="application/ld+json">
{
  "@context": "http://www.schema.org",
  "@type": "Product",
  "name": "Lenovo - IdeaPad S145 15.6\" Laptop - Intel Pentium Gold - 4GB Memory - 500GB Hard Drive - Granite Black",
  "url": "https://www.bestbuy.com/site/lenovo-ideapad-s145-15-6-laptop-intel-pentium-gold-4gb-memory-500gb-hard-drive-granite-black-texture/6323665.p?skuId=6323665",
  "image": "https://i.bbestbuy.com/stockphoto/2018/08/15/156x108/6323665_sa.jpg",
  "description": "Lenovo IdeaPad S145 laptop: Stay productive with this Lenovo IdeaPad notebook. Its Intel Pentium 2.3GHz processor and 4GB of DDR4 RAM keep programs and apps moving smoothly, and the 500GB hard drive provides ample storage for all types of files. This Lenovo IdeaPad notebook has a 15.6-in. anti-glare screen that displays images in resolutions up to 1366 x 768. ",
  "sku": "6323665",
  "model": "81M0001US",
  "brand": {
    "@type": "Thing",
    "name": "Lenovo"
  },
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": 4.2,
    "reviewCount": 925
  },
  "offers": {
    "@type": "Offer",
    "priceCurrency": "USD",
    "price": 239.99,
    "availability": "http://www.schema.org/InStock",
    "seller": {
      "@type": "Organization",
      "name": "Best Buy"
    }
  }
}
```



## Rich Results VS Featured Snippets



← featured snippet

← rich snippet

## Average CTR of Featured Snippets

No Featured snippet



26% of clicks go to the 1st URL

With Featured snippet



8.6% of clicks go to the Featured snippet  
19.6% of clicks go to the "natural" search result right below the Featured snippet

Based on clickstream data from 100k random search queries with monthly search volume of >100 searches per month.

ahrefs

## Type of Featured Snippets:

- paragraph
- Table
- List
- Answer box

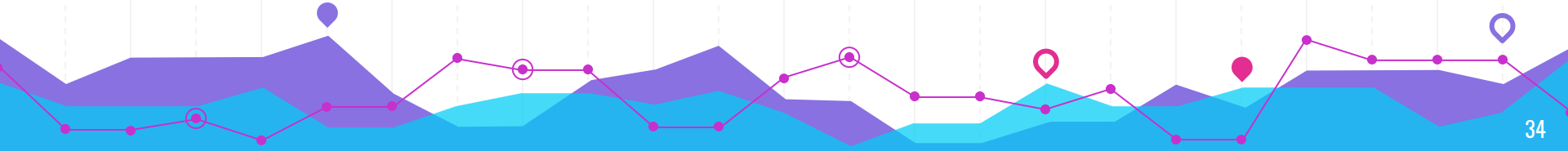
## Implementation

- JSON-LD
- Microdata
- RDFA

## Pros:

- Semantic Vocabulary
- CTR
- Engagement
- Voice Search
- Clear Data Structure viewability on SERP

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "Article",
  "headline": "Google's MUM: Search Updates and SEO
Implications",
  "author": {
    "@type": "Person",
    "name": "Andrei Prakharevich"
  },
  "datePublished": "2021-11-16",
  "image": "https://cdn1.link-
assistant.com/upload/news/post/427/1637067065.png"
}
</script>
```



# Implementing Schema markup

## Common Schemas:



## Before You start

- Find Main Entity Of page
- Design Content Model
- start Writing with Structure
- Check Schema Gallery

## Don't Do:

- Validate before Publish
- Don't add markup to no content pages
- implement sitewide
- Violent [Google Guideline](#)
- Add [Unproper structure](#) to page

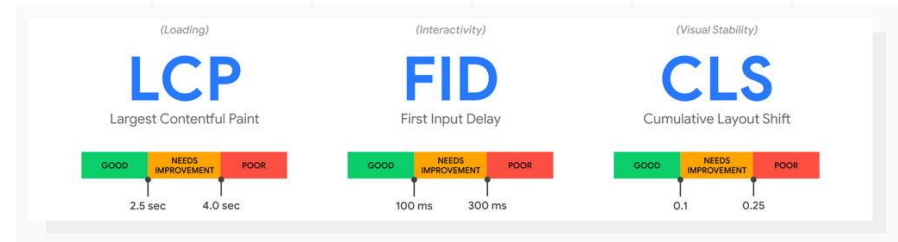
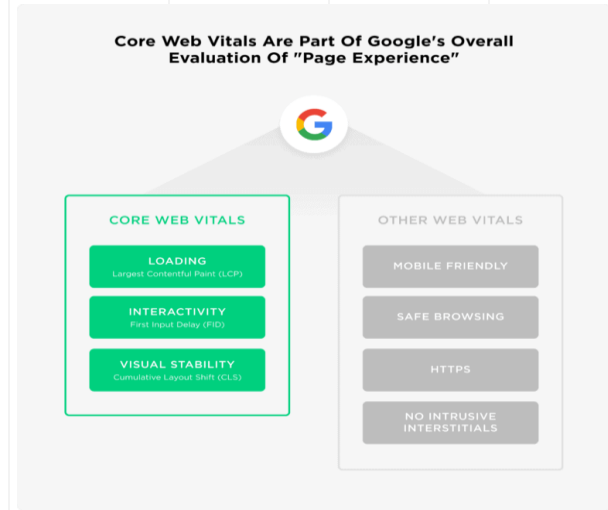
# Core web vitals - Page Experience

## LCP:

measures when the largest content element in the viewport becomes visible. It can be used to determine when the main content of the page has finished rendering on the screen.

## Improving:

- reduce Server Response time (Hosting-Gzipp -Caching...)
- Render Block Js and css
- Slow resource Load time
- CSR
- LazyLoading Assets
- Image size Optimization
- CDN
- Third party Assets
- Reduce DoM elements



## FID:

measures the time from when a user first interacts with your site (i.e. when they click a link, tap on a button...) to the time when the browser is actually able to respond to that interaction.

## Improving:

Defer JS

Remove Unused Js

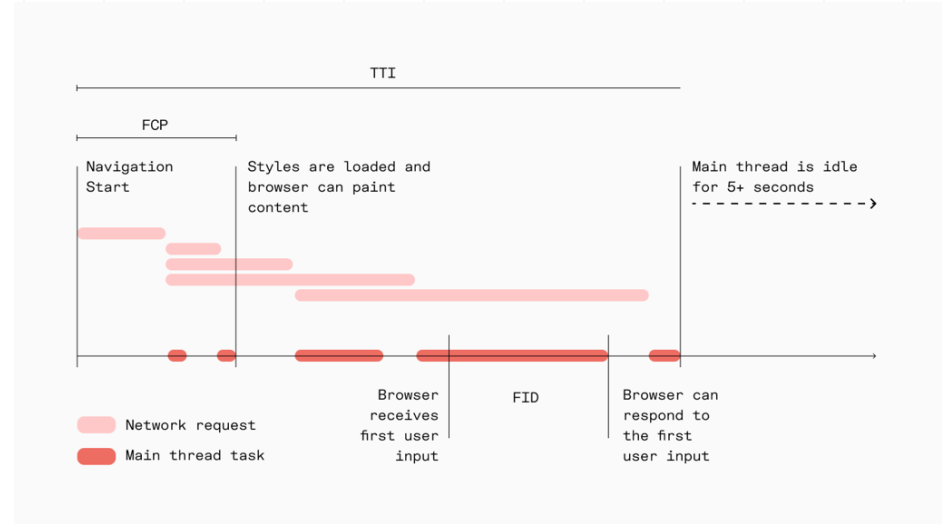
Clean Up assets (binding with events and delay)

Minifying Js

Minify Unused CSS

Async or Defer Js

GZIP



# Core web vitals - Page Experience

## CLS:

The CLS metric is calculated as the sum of all individual unexpected layout shifts between the two rendered frames


## Improving:

Preload Fonts

size of LazyLoaded components(ads)

explicit size of images

Previous slides

 Loading personalized suggestions...

To

Subject

Body

Submit

Cancel

# Technical Audit



## چه زمانی نیاز به تمایل تکنیکال داریم؟

- انتقال دامین
- انتقال هاست
- شروع پروژه جدید (فصل اول)
- بررسی دوره ای وبسایت
- افت رنک و اعتبار ناشی از مشکلات تکنیکال
- تغییر تکنولوژی وبسایت





چک لیست تغییر دامین :

Domain Migration Checklist

Technical Audit Checklist

چک لیست تحلیل تکنیکال :



# ماتریس اولویت

اولویت بیزینس



اولویت اجتماعی



# فصل سوم

كابوس سئو تکنیکال

# 3

## Why SEO resources and process might fail

Why SEO Processes Fail?	Answer	Types
Technical resources/availability/reliability issues	171	Budget
Content resources/availability issues	166	Budget
Link building resources/availability issues	114	Budget
Technical Flexibility issues	114	Restrictions
Lack of completion of SEO implementations	109	Mix
Lack of SEO understanding/education by project team	88	Client Management & Comms
SEO analysis issues	85	SEO
Decision maker/client alignment/expectations issues	81	Client Management & Comms
Decision maker/client lack of support/approval	79	Client Management & Comms
Disconnect between SEO process and business model/goals	66	Client Management & Comms
Lack of Team communication/coordination during implementation/execution	63	Client Management & Comms
Lack of SEO recommendations prioritization based on criticality/context	63	SEO
Lack of Website/Product Functionalities to fulfill users expectations	58	Restrictions
Lack of an SEO strategy	52	SEO
Content Flexibility issues	36	Restrictions
Outpaced by stronger and faster competition	34	External
Change of company's priorities towards SEO	32	External
Search updates issues	31	External
SEO tracking issues	24	SEO
Lack of Flexibility of SEO process to change strategy based on outcome	23	Restrictions
Link building flexibility issues	22	Restrictions
SEO reporting issues	9	Client Management & Comms
Manual action issues	7	External

## Why SEO resources and process might fail

Team Structure

Technical Resources

Technical Reliability  
Technical Flexibility

Why SEO Processes Fail?	Answer	Types
Technical resources/availability/reliability issues	171	Budget
Content resources/availability issues	166	Budget
Link building resources/availability issues	114	Budget
Technical Flexibility issues	114	Restrictions
Lack of completion of SEO implementations	109	Mix
Lack of SEO understanding/education by project team	88	Client Management & Comms
SEO analysis issues	85	SEO
Decision maker/client alignment/expectations issues	81	Client Management & Comms
Decision maker/client lack of support/approval	79	Client Management & Comms
Disconnect between SEO process and business model/goals	66	Client Management & Comms
Lack of Team communication/coordination during implementation/execution	63	Client Management & Comms
Lack of SEO recommendations prioritization based on criticality/context	63	SEO
Lack of Website/Product Functionalities to fulfill users expectations	58	Restrictions
Lack of an SEO strategy	52	SEO
Content Flexibility issues	36	Restrictions
Outpaced by stronger and faster competition	34	External
Change of company's priorities towards SEO	32	External
Search updates issues	31	External
SEO tracking issues	24	SEO
Lack of Flexibility of SEO process to change strategy based on outcome	23	Restrictions
Link building flexibility issues	22	Restrictions
SEO reporting issues	9	Client Management & Comms
Manual action issues	7	External



● How much of content relied on JS? Tools

● GoogleBot Doesn't act like a real Browser

Rendering Delay

TimeOut

Declines user permission

Cookie's – local storage ... are not supported

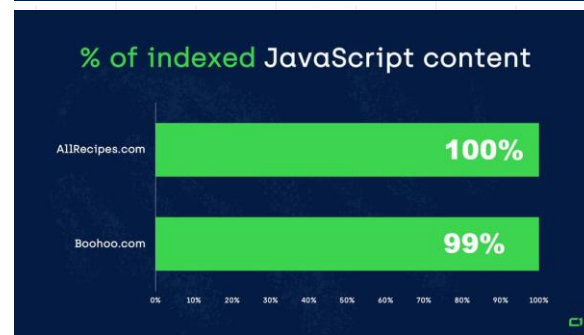
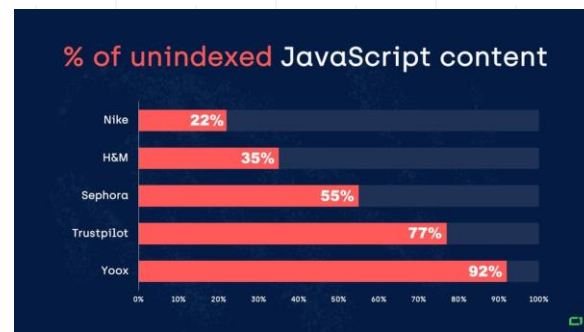
google bot may choose not to download all resources

● What to analyse?

1-Crawlability (robots and structures)

2-renderability (GSC)

3-Crawl Budget



● How much of content relied on JS? Tools

● GoogleBot Doesn't act like a real Browser

Rendering Delay

TimeOut

Declines user permission

Cookie's – local storage ... are not supported

google bot may choose not to download all resources

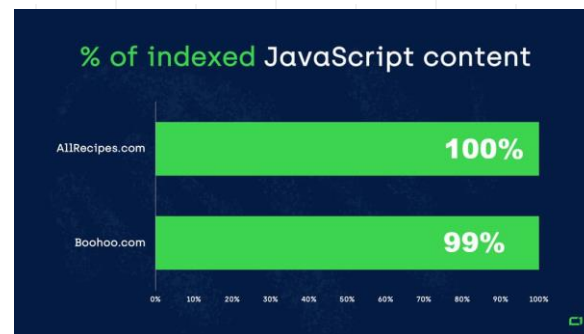
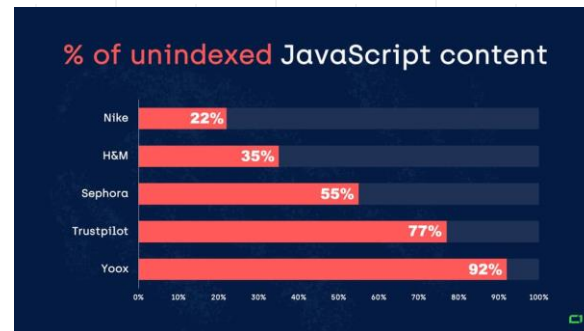
● What to analyse?

1-Crawlability (robots and structures)

2-renderability (GSC)

3-Crawl Budget

4\_Parital index check with site: command





## Server Side Rendering VS Client Side Rendering

### Solutions:

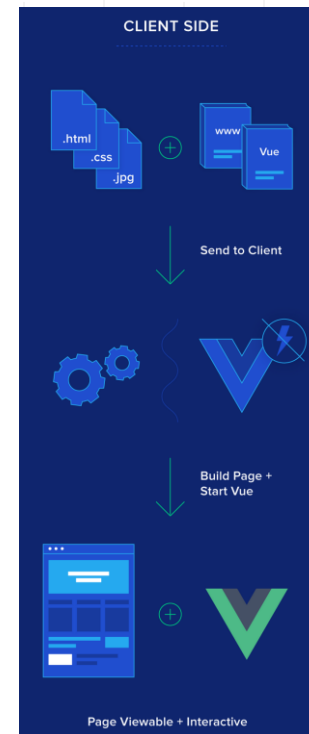
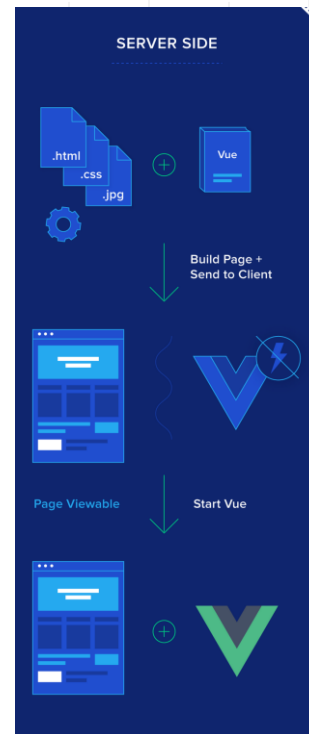
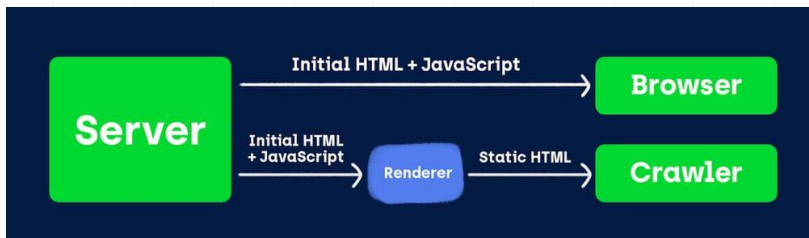
#### JavaScript Framework

React  
Angular  
Vue.js

#### SSR Solution

Next.js, Gatsby  
Angular Universal  
Nuxt.js

## Dynamic Rendering Vs SSR



Why Pagination Matters?

Crawlability then indexability  
Duplicate Content

Methods:

Paginated Numbers

Infinite Scrolling

Load More

What to do?

Canonical to first page?

Self canonical pagination?

Noindex, follow paginated?



Why do we need filters?

Does it really change anything?

Traffic (keyword Research)  
Title and content

What to do?

Noindex, Nofollow ?  
Canonical to parent  
Define it in GSC

<https://divar.ir/s/tehran/rent-residential/oghaf>

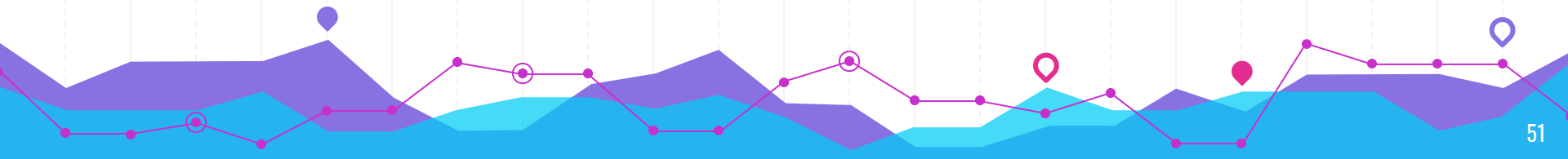
22 meta tags

Name	Content
charset	utf-8
Content-Type	text/html; charset=UTF-8
description	دیوار بزرگترین مرجع رهن و اجاره انواع املاک مسکونی مثل آپارتمان، خانه و مسکن، منزل مسکونی در تهران. اجاره خانه مسکونی با قیمت ارزان و مناسب در شهر تهران همراه با عکس
google-play-app	app-id=ir.divar
og:description	دیوار بزرگترین مرجع رهن و اجاره انواع املاک مسکونی مثل آپارتمان، خانه و مسکن، منزل مسکونی در تهران. اجاره خانه مسکونی با قیمت ارزان و مناسب در شهر تهران همراه با عکس
og:image	https://s100.divarcdn.com/static/thewall-assets/android-chrome-512x512.png
og:locale	fa_IR
og:site_name	دیوار
og:title	رهن و اجاره انواع املاک مسکونی، خانه و آپارتمان در اوقات تهران   دیوار
og:type	product
og:url	https://divar.ir/s/tehran/rent-residential/oghaf
robots	INDEX,FOLLOW

<https://divar.ir/s/tehran/rent-apartment/west-tehran-pars?districts=115%2C103%2C104%2C399%2C95&size=30-65&parking=true>

22 meta tags

Name	Content
charset	utf-8
Content-Type	text/html; charset=UTF-8
description	عکس رهن و اجاره خانه آپارتمان، برج پانتا هوم و سوبیت در دیوار تهران. بهترین گزینه خرید آپارتمان و خانه اول، این آپارتمان مجهز است با این ویژگی های عکس رهن دیوار تهران انتخاب کنید. از ۳۰ تا ۶۵ متر
google-play-app	app-id=ir.divar
og:description	عکس رهن و اجاره خانه آپارتمان، برج پانتا هوم و سوبیت در دیوار تهران. بهترین گزینه خرید آپارتمان و خانه اول، این آپارتمان مجهز است با این ویژگی های عکس رهن دیوار تهران انتخاب کنید. از ۳۰ تا ۶۵ متر
og:image	https://s100.divarcdn.com/static/thewall-assets/android-chrome-512x512.png
og:locale	fa_IR
og:site_name	دیوار
og:title	رهن و اجاره خانه آپارتمان، برج پانتا هوم و سوبیت در اوقات تهران   دیوار
og:type	product
og:url	https://divar.ir/s/tehran/rent-apartment/west-tehran-pars?districts=115%2C103%2C104%2C399%2C95&size=30-65&parking=true
robots	INDEX,FOLLOW





با آرزوی موفقیت و شادی 😊  
سوالی دارید در خدمتیم