THE ADVANCED GUIDE TO SEO

CH1 INDEXATION & ACCESSIBILITY

1  YOUR SITE LIKE A SEARCH ENGINE

Install the Plugins

Disable JavaScript in FireFox

Disable CSS with the Web Developer Plugin

Set User-Agent to Googlebot

Fire up your website and browse!

2 CRAWL YOUR SITE WITH SCREAMING FROG

Crawl The Site

Save Your Crawl

Check Page Levels

Check for Crawl Errors

Find & Fix Long Titles

Find & Fix Long Descriptions

Look at Indexation Settings

How To Find All Pages With Any HTML

3 SELF AUDIT FOR A SITE REDESIGN

Create A Spreadsheet To Monitor Progress

Monitor Number Of Pages Indexed

Monitor Cache Date

Monitor Pagerank

Monitor Seomoz Domain Authority

Monitor "Not Found" Errors

4 TESTING A NEW SITE BEFORE IT GOES LIVE

Get the IP address of your new website.

Edit your hosts file to point to your IP address

Test your website

Undo Changes

5 MIGRATING TO A NEW SITE WITHOUT DOWNTIME

Set the TTL of your new domain to 5 minutes

Locate the DNS settings for your domain

Change the DNS settings on your current domain.

Unset your hosts file by removing the lines you added in step #1.

Wait 5 minutes, then try to go to your new website

6 CRAWLABLE AJAX (USING JQUERY GET)

Add a <DIV> tag with a unique ID in the body where your dynamic content will go

Create your HTML template

Add jQuery to your site

Add JavaScript to the site that will load content into the <DIV> tag

Create your PHP script

Test your script on your web server

Check view-source

Check Inspect Element

7 CRAWLABLE AJAX (WITHOUT HASHES)

Start by creating a PHP script that will add the proper <meta> tag in the header

Next, we will create a function that renders the page

Next, we will add code to handle the escaped fragment query string

Next, we will create a content.php file

Finally, we will create ajax\_crawling.json

Test the page as rendered by a user

Look at the view source

Look at the Inspect Elements view

Check the bot's view by adding"?\_escaped\_fragment\_" to the end of the URL

Check view source of the bot's view

8 CROSS DOMAIN REL=CANONICAL

WHEN TO USE

HOW TO IMPLEMENT

LAST FEW HINTS

Make the links absolute not relative (include the full http:// etc)

Just like with 301s avoid chains of canonicals

Ultimately this is a hint for Google, not an absolute direction, so you will want to check Google's index and webmaster tools to see if it has been followed.

9 FIXING HTTPS DUPLICATE CONTENT ERRORS

Finding https pages that have been indexed

Diagnose Why They Ended Up In The Index

10 PAGINATIONWITH REL=NEXT

Identify Your Pages In The Series

Add rel="next" To Page One

Change the DNS settings on your current domain

Add rel="prev" to the last page

11 REDIRECTING ERROR PAGES WITH .HTACCESS

Create Your Error Page

Configure .htaccess

12 OPTIMIZING RSS FEEDS

13 VIDEO SITEMAPS

Create an Empty XML File

Paste This Into the XML File

Submit Your Sitemap to Google Webmaster Tools

Option ASubmit it to Webmaster Tools Directly

Option BAdd The Following Line To Your Robots.txt File

14  .HTACCESS HACKS

15  DETECTING GOOGLEBOT

16 ADD CUSTOM SEARCH ENGINE TO YOUR SITE

Compose a Title and Description

Add Sites To Be Included in Search

Select Edition and Confirm

17 MULTILINGUAL MARKUPAND GOOGLE TRANSLATE

PHASE I: GETTING THE CODE

Translate Page or Part of Page?

Select Language of Your Webpage

Show Optional Settings

PHASE II: INSTALLING THE CODE ON YOUR SITE

Decide Where You Want To Translate Box To Appear

Installing The Code In The Header [option A]

vInstalling the Code in a Sidebar. [option B]

18  BLOCK POTENTIALLY MALICIOUS OR HARMFUL LINKS TO YOUR SITE

19  BROWSER PLUGINS FOR ON-SITE ANALYSIS

CH2 SITE SPEED & PERFORMANCE

1 MEASURING YOUR SITE SPEED

Go To Google PageSpeed Online

Run The Tool On

Run the Tool On Inner Pages

Test Your Site For MOBILE Site Speed

2 TRACK PAGE LOAD IN ANALYTICS

SETTING UP TRACKING IN WORDPRESS

Install the Normal Tracking Code

Set Sample Rate

Check Source Code

SETTING UP TRACKING IN NON WORDPRESS

Locate Your Google Analytics

Add Page Load Time Code

Add Sample Rate Code

3 USING YAHOO'S YSLOW PLUGIN

Install YSlow

Open and Run YSlow

Reading The Results

4 FINDING LARGE IMAGES TO REDUCE

GOOGLE IMAGE SEARCH

Go To Google Image Search

Do A Site Search

Shut Off Safe Search

Filter By Size

Look at Results

USE SCREAMINGFROG SEO SPIDER

Crawl The Site

5 GOOGLE CLOSURE TO OPTIMIZE FOR SPEED

6 OPTIMIZING CSS AND JS FILES

Download and Install Less Applications

Open the Less Application

Open the Folder Where your CSS Files are and Rename your CSS Files as ".less"

Drag the folder with your LESS files into the Less application

Click on Compiler, then Compile All

Less will Automatically Minify your LESSFiles into CSS Files While it's Open

7  INSTALLING GOOGLE'S MOD\_SPEED FOR APACHE

8 BROWSER CACHING(NON-WORDPRESS SITE)

Log Into Your FTP Server and Backup Your .htaccess file

Find Your .htaccess File

Download and Backup the .htaccess File

CH3 NEW SEARCH

1 SCHEMA.ORG METADATA IMPLEMENTATION

Basic Attributes Of Microdata

Using Schema In Your Blog

2 VIDEO INDEXATION MARKING UP YOUR VIDEOS WITH SCHEMA.ORG

Paste the Normal Video Code On Your Page

Wrap In Video Object

Add Basic Markup

Add Additional Markup

3  YAHOO SEARCH MONKEY RDFA

UNDERSTANDING IDENTIFIERS

4  ADDING THE DUBLIN CORE TO YOUR SITE

5 GOOGLE REL=AUTHOR TAG IMPLEMENTATION FOR MULTIPLE AUTHOR SITES

SIMPLE METHOD

Link To The Individual Author Profile From Each Post

Each Author Adds "Contributor" Link To Every Blog They Are a Guest Author On

ADVANCED METHOD

Link To The Individual Author Profile From Each Post

Add rel= "author" Links From Blog Posts To Profile Page

Add rel="me" From Bio Pages To Google Profile

Click on Compiler, then Compile All

6 GOOGLE REL=AUTHOR TAG IMPLEMENTATIONFOR SINGLE AUTHOR

Add Rel=Author To Your Site

Link Back To Your Site From Your Google Profile

7  ENTITY SEARCH

8  ADDING YOUR SITE TO ENTITY BASED SOURCES

CH4 WORDPRESS

1  ADVANCED INDEXATIONFOR WORDPRESS SITES (YOAST SEO)

2  SECURING WORDPRESS

3  MAKING WORDPRESSCOMMENT REPLY LINKS NOFOLLO

4  INTERNAL LINKINGWITH SEO SMART LINKS

Install The Plugin

Configure

5  GET RID OF DATE IN SERPS / WORDPRESS

6 CREATING A CUSTOM WORDPRESS AUTHOR BIO PAGE

File Setup

Current Author Detection

Rough Draft

Variables

Putting It Together

7  USING WP-SUPER CACHE

8  ADDING YOUR SITE TO ENTITY BASED SOURCES

CH5 ADVANCED DATA RESEARCH

1  INTRO TO IMPORT XML

2 IMPORTXML — QUORA/TWITTER

Find a Group or Topic

Enter The Quora URL In Column A

Create the importxml Function To Scrape Usernames

Create Full URLs

Scrape For Twitter URLs

3  SCRAPING UBERSUGGESTFOR KEYWORD IDEAS

4 FINDING ANY HTML IN A LIST OF WEB PAGES

Google Searches

Scrape the URLs from the Google Results

Filter the URLs through Screaming Frog

5  USE CITATION FINDER TO FIND LINK OPPORTUNITIES

SEARCH (WITHOUT A PROJECT)

6  HARVESTING EMAIL ADDRESSES

GATHER URLS

7  SOCIAL LISTENING:ADVANCED LISTENINGTO TWITTER

8  BROWSER PLUGINS

9 USING A PROXY

Go to http://www.rosinstrument.com/proxy/

Copy and paste proxies into Scrapebox to Test Them

Return Good Proxies Back To Main List

Copy Proxy Address Into Your Rank Checking Software

CH6 KEYWORD RESEARCH

1  BEYOND GOOGLEADWORDS KEYWORDRESEARCH

2  USE SEARCH SUGGEST SCRAPERS FOR FAST KEYWORD IDEAS

3  USE GOOGLE CORRELATE

4 TRACKING INTERNALSITE SEARCH

Check How Your Site Does a Site Search

Set It Up in Analytics

How To Use The Data

Take Action

5 SCRAPING SEARCH SUGGEST FROM THE COMMAND LINE

Extract Initial JS File

Create an .sh File

Run The Code In Terminal (Mac)

6 RUNNING YOUR OWN KEYWORD FREQUENCYANALYSIS

Create your .sh Code

Run the Script

CH7 LINK BUILDING WITH CONTENT

1 CREATE A "TOP" LISTAND GET LINKS

2  BUILD LINKS WITH PDFS

3 LINK BUILDING WITH IMAGES

Collect and format your photos

Find People Who Need Your Photos

4 CREATE A 3D JAVASCRIPTPAGE OR MICROSITE WITH HTML5 AND CSS3

Download the Code

Install on your Server

Create Your Slideshow

CH8 LINK BUILDING TECHNIQUES

1  UBMIT TO SITES WITH FOLLOWED LINKS

2  CAPTURING LINKS FROM BRAND MENTIONS

3 USING SCRAPEBOXFOR FAST WHITE HATBLOG COMMENTING

Open Text Files

4  GETTING A LINK FROM DMOZ

5  COMMENT LINKSWITH DISQUIS

6 BROKEN LINK BUILDING

Get Your Elements Ready

Determine Google Queries

Extract URLs

Run URLs Through Screaming Frog (or Xenu Link Sleuth)

Examine The URLs With Broken Links For Relevance

Determine Google Queries

7 ADDING EASY TO COPY AND PASTE EMBED CODE

Switch To HTML Mode

Display Image on Page

Return Good Proxies Back To Main List

Place The Contents Within <textarea>

Preview The Page

8  LINK BUILDING WITH YOUR TWITTER PROFILE

9  COPY AND PASTING LINK BUILDING WITH TYNT

10 FINDING AN INCREDIBLY LINK WORTHY DOMAIN

Collect Some Words

Use Bustaname to check for domains

Use the Domain Maker

Cross Check Social w/ Knowem

11  RECOVERING LOST LINKS

12 SECOND LEVEL LINK BUILDING

Identify The Page On Your Site

Identify High Converting Referrals

How Does The Referring Page Rank?

13 SECOND LEVELLINK PROSPECTING

Fine tune some Google Searches

Using the SERPs redux bookmarklet, pull the top ten results into a text file.

Crawl the 10 URLs with Screaming Frog

14 PERFORM A BACK LINK AUDIT

Collecting Your Link Data

15  SCALABLE OUTREACH

CH9 SEARCH VERTICALS

1 MOBILE FRIENDLYSITES — CSS

Create Code To Detect The User Agent

Create a Unique Mobile CSS File

2  OPTIMIZING ONLINE SLIDESHOWS

3 DRIVE TRAFFIC TO YOUR SITE WITH YOUTUBE

Make Several Accounts

Make 3-4 Videos

Alter The Videos Slightly(1 For Each Account)

Upload

Include Your Referral Link

Increase View Count Early

Other Youtube Ranking Factors

4  LOCAL SEARCHTECHNIQUES

5 INSTALLING THE FACEBOOK OPEN GRAPH

Create A Facebook App ID

Get The Like Button Code

Get The Open Graph Tags

Integrate The Like Button Code

Integrate The Open Graph Code

Test and Debug Your Open Graph Installation

6 CREATE CLICK TO TWEETS

Have Your Content Ready

Use Click To Tweet To Create Your Link

Add Your Links In the Content

7 DETECTING IF USERS ARE LOGGED INTO SOCIAL NETWORKS

Add Code To Header

HTML To Display If Logged In Or Not

Add Your Links In the Content

8 INSTALLING GOOGLEPLUS BADGES

Find Your Google Profile ID

Go To the Badge Profile Config Tool

Enter Your Profile ID and Get The Code

Add the Code To Your Site