



GreenMellen  
BUILDING A BRIGHTER WEB

# What Google's latest changes mean for your site



Everything Google has been up to in  
the past year.



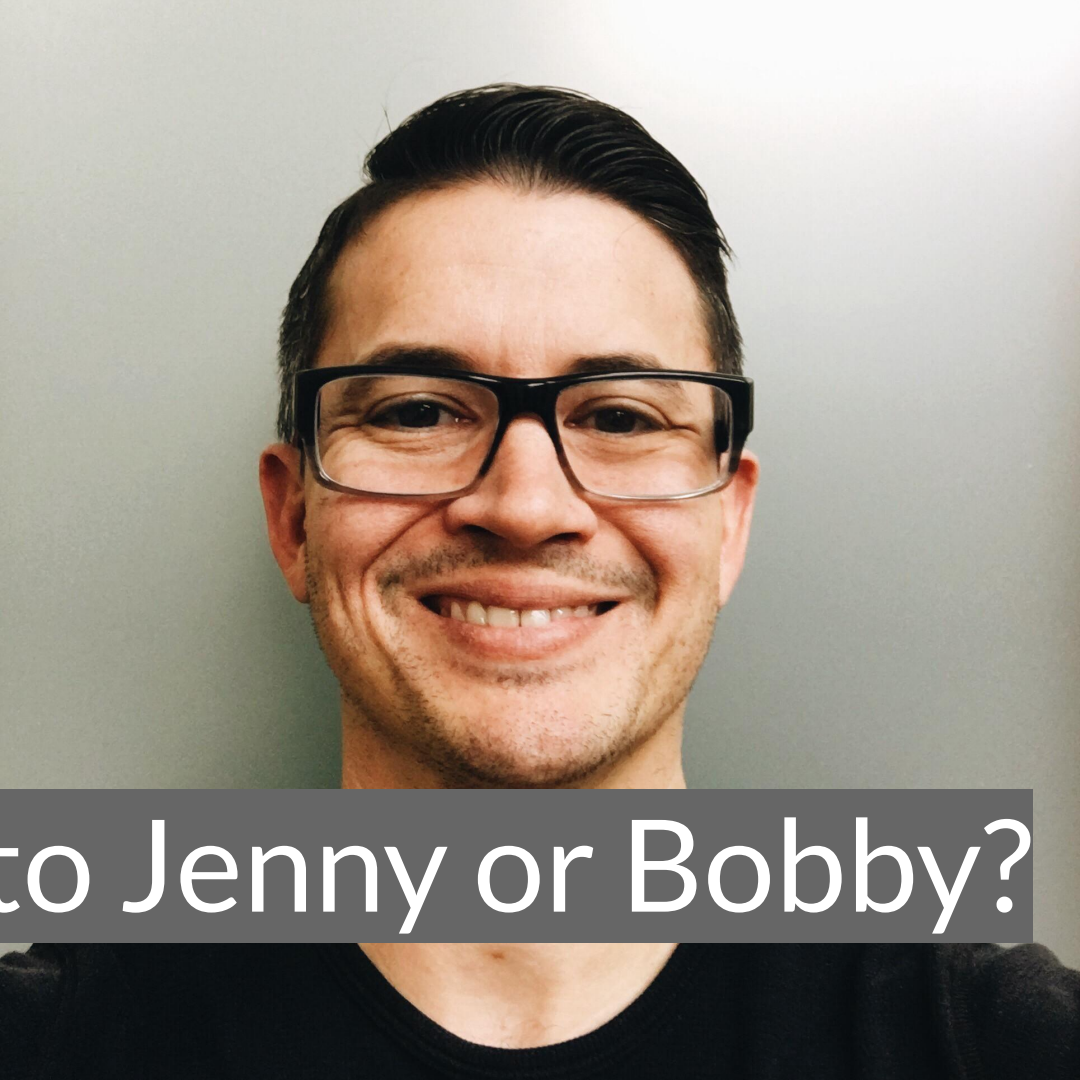
D I G I T A L

C A S T

# DigitalCast

- New episodes whenever there is something noteworthy
- Usually 2-3x/week
- [digitalcast.org](https://digitalcast.org)

The marketer's secret weapon



Who listened to Jenny or Bobby?



Google





# So, what has Google been up to?



Rule tweaks, questions, and clarity

# Google doesn't care about your fresh content



Unless it smells super nice.



# Google judges all of your content



We don't judge you, but Google does.

# Mobile users search “near me” a ton



Why near me? It's getting so crowded...

# Singular and plural keywords don't always rank the same



Plurality can indicate intent

# Only 3% of your home page traffic makes it to your blog



...and that's ok

# Google treats PDFs essentially as HTML



But that doesn't mean your menu should be a PDF

# Don't link to every page from your home page



Google understanding your full site is key

# Google says you need alt text on your images



Duh

# Go ahead, put reviews from Google Maps on your website



Just don't mark them up



# White space is not an SEO issue



But your clients might disagree

# Google cannot index pages that require cookies



They even turn down Thin Mints

# Aim for pages that download in less than 100ms



This guideline is focused on crawling

# Google search results aren't personalized as much as you'd think



They know everything about you, they're just not sharing

# Google indexes and ranks everything inside of accordions and tabs



Not everyone agrees

# Google is looking for ways to handle GDPR blocking



Google doesn't like it when you're lazy

# Google is using more neural matching to understand synonyms



This impacts 30% of search queries; over 1B every day

# Low traffic doesn't always mean low quality



But sometimes it does...



# Making links to your site violates Google's guidelines



Go make better content instead

# Word count and other metrics can't measure quality



Word count and number of outbound links don't matter

# Search ranking changes are unrelated to Google's new mobile-first indexing



Indexing != ranking

# Does Google use real-life user signals to assist with rankings?



No

# Why you should learn JavaScript to help with SEO



JS is the future

# Google says not to use hashtags in your URLs



Anchors are ok, but #that's #all

# Simply having more content doesn't impress Google



More is better, but quality wins

# Google finds new content through links, and then through sitemaps



Gotta have those links



# Google gives more details about how 301 redirects work



No, they don't decay

# Google wants you to fill in your own meta descriptions



Automation can sound ungood

# Human trust isn't the same as Google trust



The BBB is worthless anyhow

# Nofollow gives publishers a way to focus on content



It's lazy, but now it makes sense

# Google doesn't index pages that have been redirected



How could they anyhow?

# Position zero becomes a much bigger deal



I just want position -1, above your screen

# Google's tips for dealing with seasonal content



Give Google time to find your pages

# Google says it's good to have unique images on your pages



But find them somewhere other than Google Image Search



# Don't worry about keywords in your URLs



[/it-can-look-dumb-anyhow-when-you-do-that/](#)

# There's no such thing as negative keywords in organic search



If you ignore some words, Google will too

# Google already knows about your shady links



They're smarter than other tools out there

# There are no “Google Partner SEO Agencies”



I can call you one if you want, but it won't help either

# Your contracts can't require a link to your site



Those links are shady anyhow; putting them in a contract is evil

# Don't pretend that 404s are 301s



Be clear about what's going on with your site

# Google says not to change image URLs



Maybe `DSC1058.jpg` is a great name after all

# Your site needs content to rank well



But pages without content load super fast!



# Links continue to be a major ranking factor



They're not going away any time soon

# How long should you keep redirects in place?



“Too long” isn’t a thing

# If Google mistakenly thinks all your pages are the same, it could be trouble



Your fancy JavaScript isn't so fancy now, is it?

# Google Posts can still be valuable



They're like the new Google+

Not really.

# How old content can outrank your fresh content



How do they know the new stuff is any good?

# HTTPS is a “soft ranking factor”



But just do it.

# HTTPS isn't required to rank on Google



But still, just do it.

# There is no time frame for ranking changes after you make improvements



Sometime between right now and never



# Google reveals a bit more about RankBrain



500M searches are brand new every day

# Using Hreflang won't improve your rankings, but could still help bring better traffic



Helpen Sie Google, Ihre Website zu verstehen

# Google is begging you to just stick to the basics



Great crawlable content wins

# Pornyness is a ranking factor



That's Google's word, not mine

# You can link internally as much as you want with no fear of penalty



And you absolutely should

# Don't break the rules just because your competition does



If they jumped off a bridge, would you?

# Fake edits to your Google Maps listings can cause big trouble



Your agency isn't open 24/7?

# Don't use UTM parameters on internal links



But [mysite.com/about/?utm\\_source=saturn](https://mysite.com/about/?utm_source=saturn) just looks awesome



# Again, CTR does not affect rankings



But it does for me!

# Don't just stick content at the bottom of your ecommerce category pages



Keyword stuffing is fun

# Working on mobile page speed isn't a one-time fix



Feel the need

# Google explains more about how JavaScript is indexed



Do the two-step

# That redirect linking “hack” doesn’t work



Hacking away at problems that don't exist

# Adding keywords to CSS is meaningless



```
-fire-risk-assessment .phone-number {  
  Margin-bottom: 40px;  
}
```

# Your images don't need to be on your domain



[cdn.yoursite.com](#) > [yoursite.cdncorp.com](#)

# Videos are great for SEO, but they need text support



DSC10043.MOV



# There is no limit to the traffic that Google will send to your site



That would be silly

# Either use a mobile URL or a responsive design; not both



[m.google.mobi/m](https://m.google.mobi/m)

# There is no ranking bonus for Google Partners



We're just friends

# Redirects are treated differently than links



But redirects can pass link equity

# Google is adding short URLs for GMB



[g.page/yourname](#)  
[g.page/yourname/review](#)

# Text in `<blockquote>` is just normal text



*fancy!*

# Ads and Analytics don't affect rankings



Well, not directly...

# Don't focus on specific ranking factors



There are more than 200





# Questions?



What wasn't clear to you?



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Slides will be available on the  
GreenMellen blog next week!

[GreenMellenMedia.com/blog](https://GreenMellenMedia.com/blog)

