

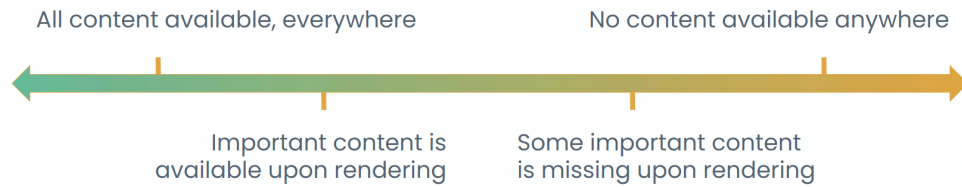
JavaScript SEO: What to Remember

Notes:

Crawling $\neq$ Rendering

Notes:

Prioritization



Remember: Critical SEO Fields

Remember: Critical SEO Pages

Notes:

Which SEO fields matter the most?

Critical

- Title
- Meta description (if in use)
- Meta robots
- Canonical

Important

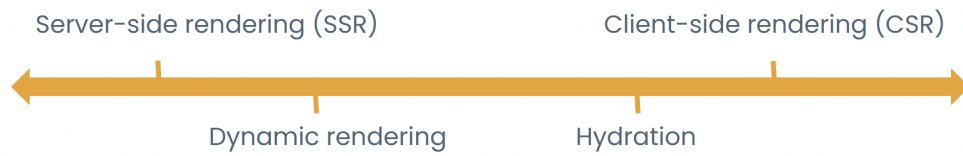
- Navigation links
- Pagination
- H1s and other headings

Really, really nice to have

- All or most on-page copy
- In-content hyperlinks
- Images (and alt text) important to the page body

Notes:

Rendering options

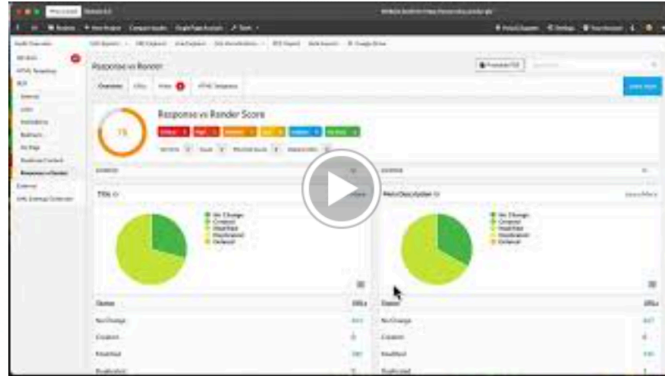


See also: Static Site Generation (SSG), Incremental Static Regeneration (ISR),
Pre-rendering, Hybrid rendering, Island Architecture ...

[Reading: SSR v CSR – Case Studies](#)

Notes:

Site Audit: Macro JS Issues



[Video credit: Sitebulb](#)

Notes:

Documentation is your friend

- Use documentation that already exists
 - developers.google.com/search/docs/
 - web.dev
- SEO best practices content from the framework's site. Examples:
 - NextJS: <https://nextjs.org/learn-pages-router/seo/introduction-to-seo>
 - Gatsby:
<https://www.gatsbyjs.com/docs/how-to/adding-common-features/adding-seo-component/>

Notes:

Crafting defect tickets that get implemented

Elements:

- Title
- Affected sections/features
- Affected URLs
- Defect Description
- Actual Behavior
- Expected Behavior
- Impact
- Steps to reproduce
- Context, technical notes & references
- Testing notes
- Acceptance criteria

Example Engineering Defect Ticket

Example Defect Ticket

Ticket Title:

DEFECT - SEO - Hyperlink Handling: Non-standard HTML

Affected Feature(s):

- Locations Listings
- Services Listings

Affected URL(s):

- <https://www.example.com/locations/all>
 - Including all sub-paths with listings
 - ex. <https://www.example.com/locations/tampa>
- <https://www.example.com/services/all>
 - Including all sub-paths with listings
 - Ex. <https://www.example.com/services/consulting>

Defect Description:

Search engines are not able to crawl links in non-standard HTML tags. Links must be contained within an anchor <a href> tag. Spans, onclick events, and custom web components will not register properly as links preventing search engines from discovering those links.

Template credit: [Defect Ticket](#)

<https://thegray.company/ticket>

Notes:



Wait, there's more?!

- Check out the resources at sitebulb.com/javascript-seo
- Don't forget your certificate!

Notes: