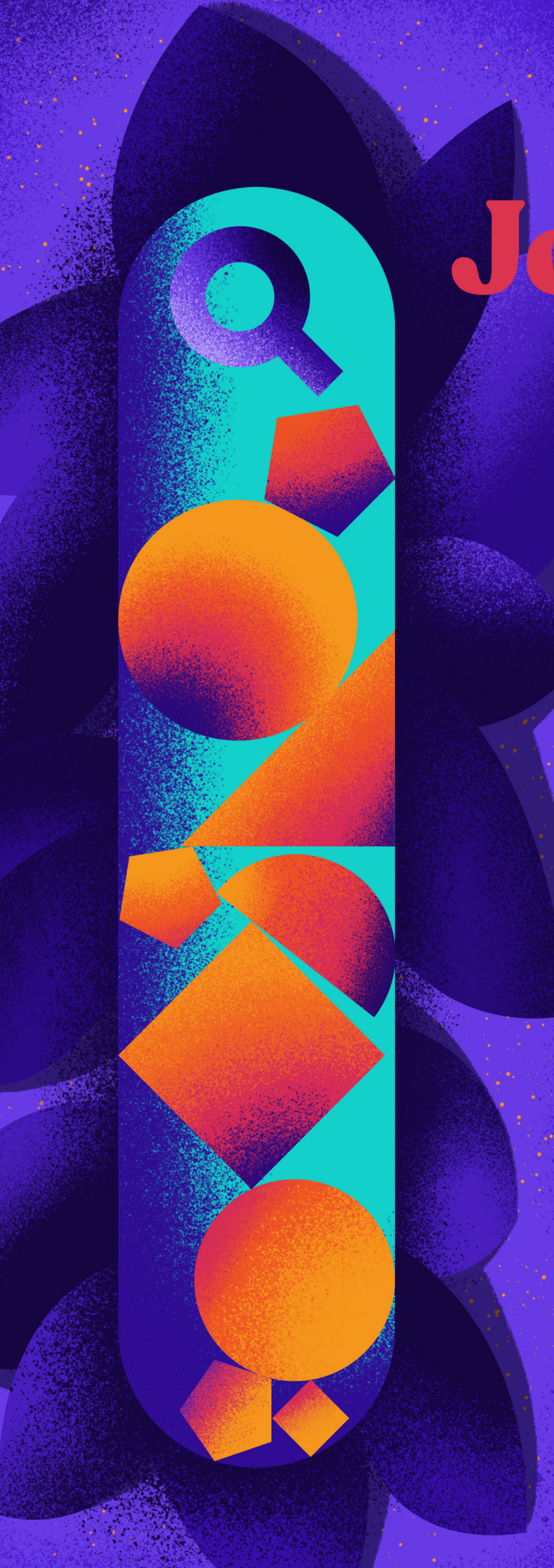


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# Jamstack SEO Guide

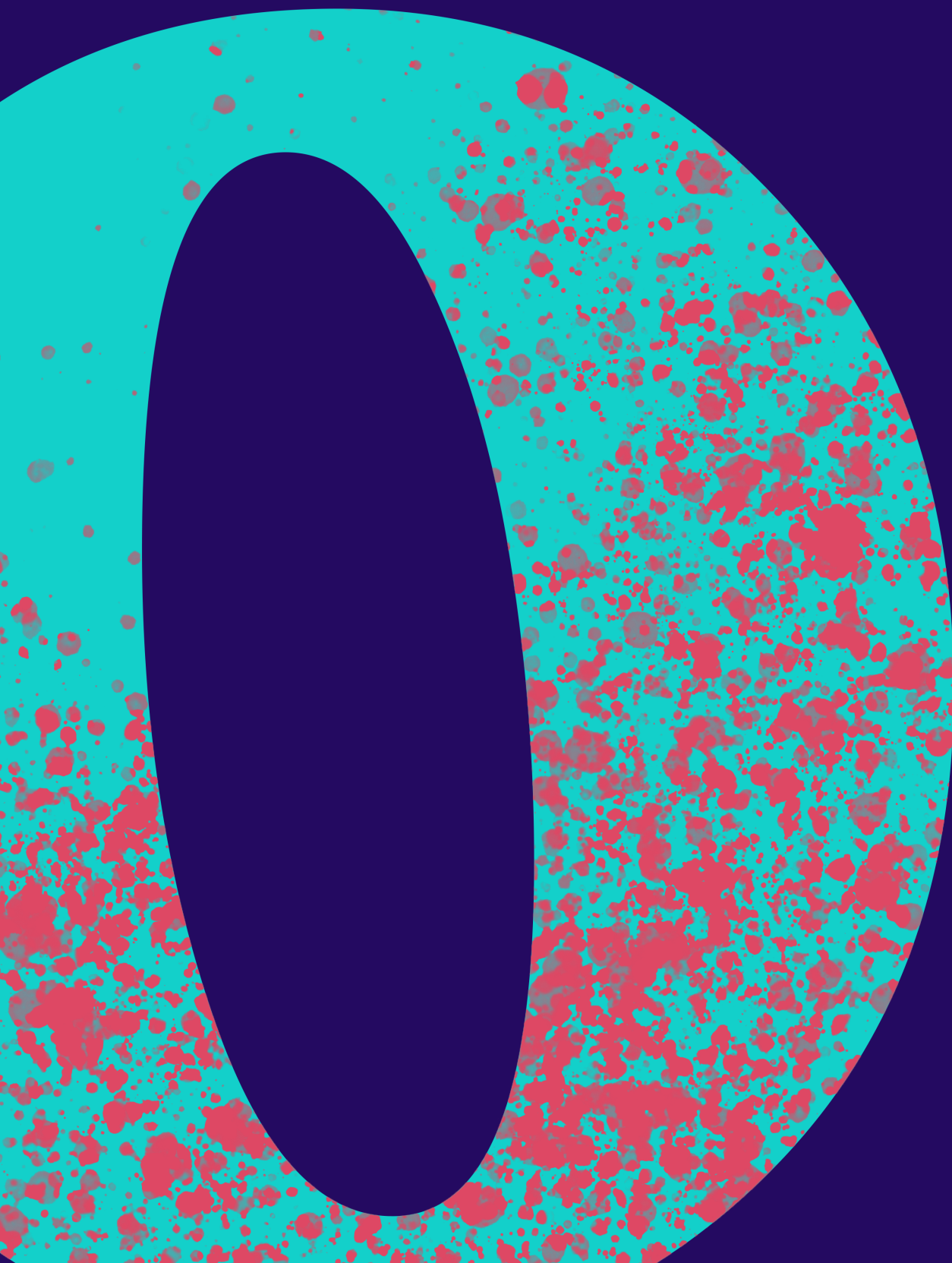
Nebojsa Radakovic



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# Jamstack SEO Guide



**B.**

# Jamstack SEO Guide

To understand these tips/tricks you'll see in the guide consider them in the context of the original blog post as they are meant to explain the practices for that page. Whether you are running a Jamstack website or not, this is a comprehensive overview of everything you need to know to succeed at SEO.

Two years ago, we released this guide with a couple of goals in mind. First of all, we wanted to rank high for a keyword Jamstack SEO (and we've succeeded at that since we were #1 and #2 at any given time last year. BTW, our examples at the end of the post explain how we did it). And SEO guide (which we, as expected, fluked totally, and once you read the whole guide, it should be clear why).

Second, we hoped to shed some light on SEO so Jamstackers can understand the often-overlooked importance and the best practices they can utilize for them and their clients. 1k downloads of the pdf version of the guide indeed point that we did that as well.

Two years is a lot of time, and a lot has changed in the world of SEO and Jamstack. The thing is, it'll change even more come May 2021 (I'll get to that in a minute), so now is the perfect time to re-write and update this guide so you guys can act on time.

## On-page SEO tip

*I've added my main keywords to the first paragraph, within the first 100 words. Furthermore, if you look at the page source code, you'll see TITLE length is between 55-70 characters or 570pixels long (including spaces) and meta DESCRIPTION length between 120 and 160 characters with excellent descriptive CTA.*

***The tips above and throughout this post are not the only things that make SEO what it is nowadays.***

So, let's get started.

Though still important, SEO has grown out of simple keyword placement and TITLE and META description tag optimization. There are at least hundreds of ranking factors (if not more) that Google uses to rank pages. However, we do not know the exact importance/value they have in ranking algorithms.

And that's not all.

Fierce competition, educated searchers, frequent algorithm updates, and a crazy number of new features in search results (only 2.4% of all Google search results don't contain at least one SERP feature - [link](#)) have made SEO more complex than ever before. Not to mention high expectations from the clients.

Nowadays, if you want to do SEO properly, you have to think beyond the desired keyword, title, and other tags. You also have to take branding, audience behavior, search intent, user experience, backlinks, analytics, and competition into consideration too. And from May 2021 page experience signals embodied in or led by Core Web Vitals.

It's not a one-time *thing* anymore.

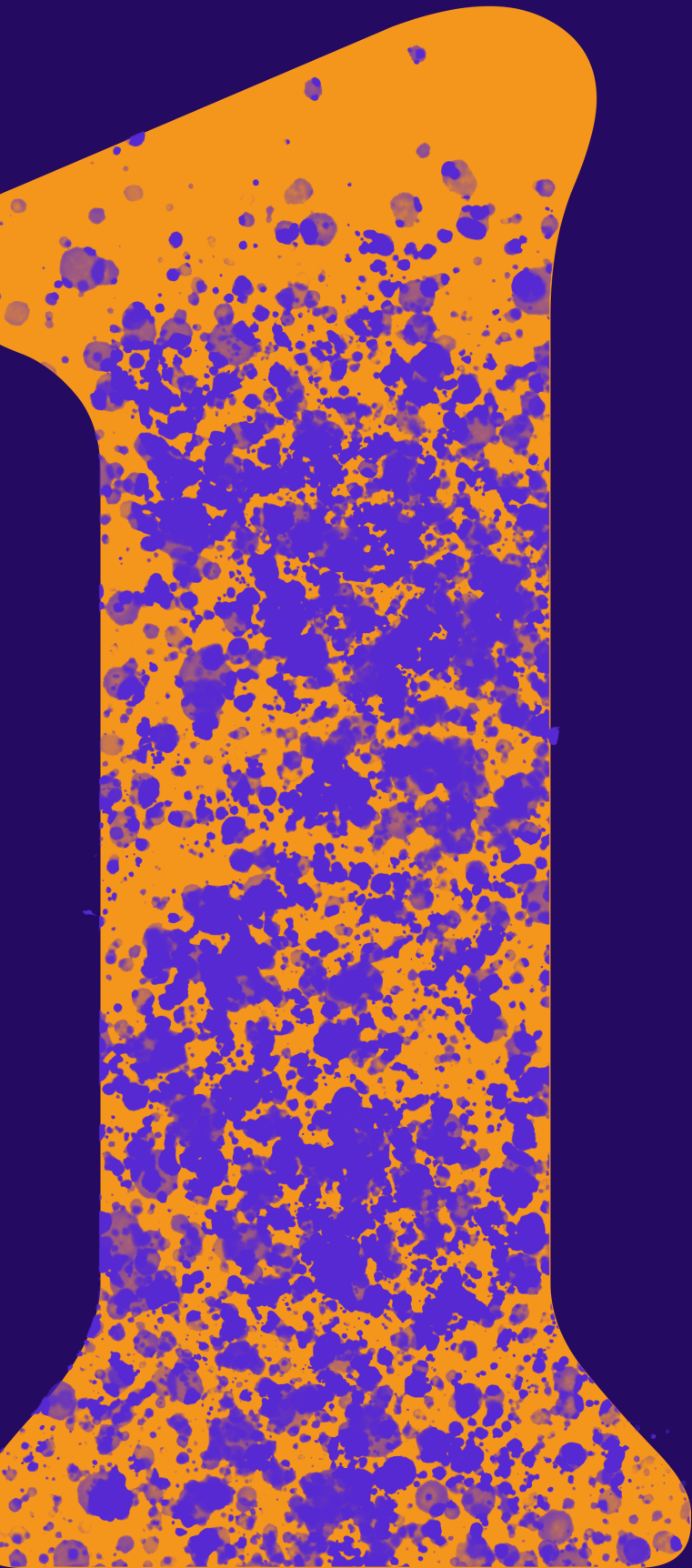
And the traffic gains from SEO have changed. Take a look at keywords with feature snippets, for example. According to [Ahrefs' research data](#), 12.29% of search queries have featured snippets in their search results.

In those search queries, earning the #1 spot in organic search will bring you less traffic and a lower click-through rate than a few years back for the same spot in the query. Whatmore earning a featured snippet doesn't guarantee decent traffic either.

Even though Google is referring less outgoing traffic to websites than before, it is still [the number #1 source of traffic](#) for most websites. With that being the case, digging deeper into SEO might be more important for developers and marketers than ever before.

And, believe it or not, having a **Jamstack** website helps a lot.

# What is SEO (search engine optimization)?



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# What is SEO (search engine optimization)?

## *On-page SEO tip*

*H2 tag for subtitles with a slightly different keyword in it (you'll see this often throughout the post) because who knows, maybe the big G picks*

According to [Web Almanac](#), Search Engine Optimization (SEO) is the practice of optimizing websites' technical configuration, content relevance, and link popularity to make their information easily findable and more relevant to fulfill users' search needs.

Speaking in layman's terms, SEO's whole purpose is to help your content rank better in search engines for desired/targeted keywords and get under the spotlight of your potential audience. In practice, you are trying to get your content in the top 5 spots of the first page as they get 67.6% of all the clicks coming from that search result page.

## **QUICK NOTE**

*With 91.86% of market share, Google Search is the global search engine market's undeniable leader. Most guides refer to tips/tricks/tactics that can help you rank better in Google. It is the same with this guide.*

As I already mentioned, SEO today goes beyond page optimization, and it can be broadly divided into two parts: **technical SEO** and **content SEO**.

# But first, let me introduce you to **Bejamas**.

Bejamas is a web development agency that uses the **Jamstack** paradigm to help companies with serverless web, headless CMSs, static site generators, and Progressive Web Apps (PWA). Our key mission is to deliver lightning fast, scalable, and secure statically hosted websites and apps.

**SCHEDULE** a 1-on-1 talk and learn more about what we can do for you and your business.



29

Full-time team members


30 +

Projects delivered for companies from 15 countries



4

Jamstack community events organized



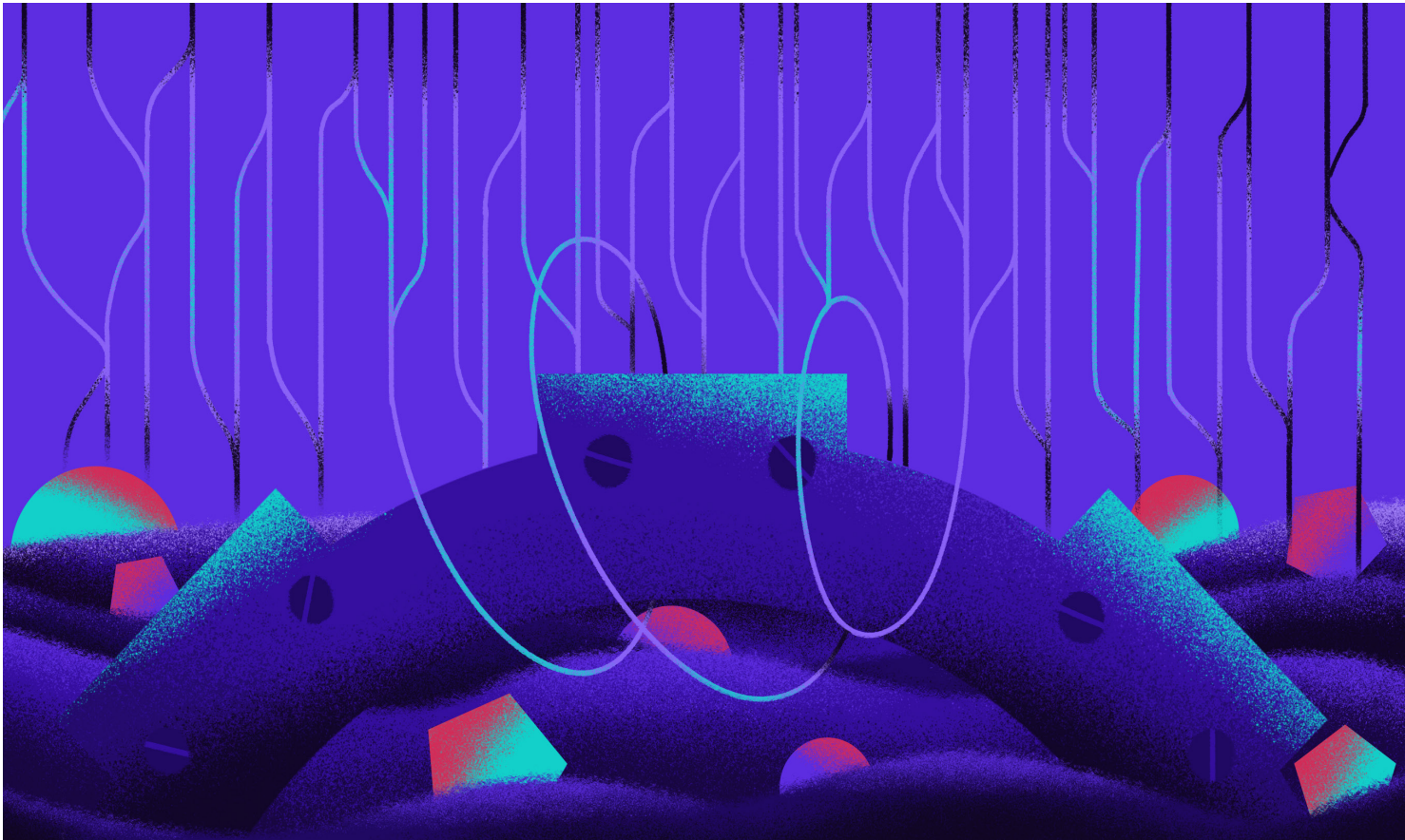


# Technical SEO



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# Technical SEO



## **On-page SEO tips**

Don't be lazy, and check out the source code once more. You'll see our HTML code for the above image as

```

```

Keywords in the image name and alt tag. The goal here is to provide useful, information - rich content with appropriately used keywords and the context of the page/section's content. And help your image appear in Google image search for your targeted keyword.

A huge subject on its own, technical SEO helps your content play a central role in SEO. It focuses on making sure your website gets better visibility and creates a better web experience for your users and search engines.

Basically, with technical SEO, you are tackling: web performance, indexing, and crawlability.

## Web Performance

### *On-page SEO tips*

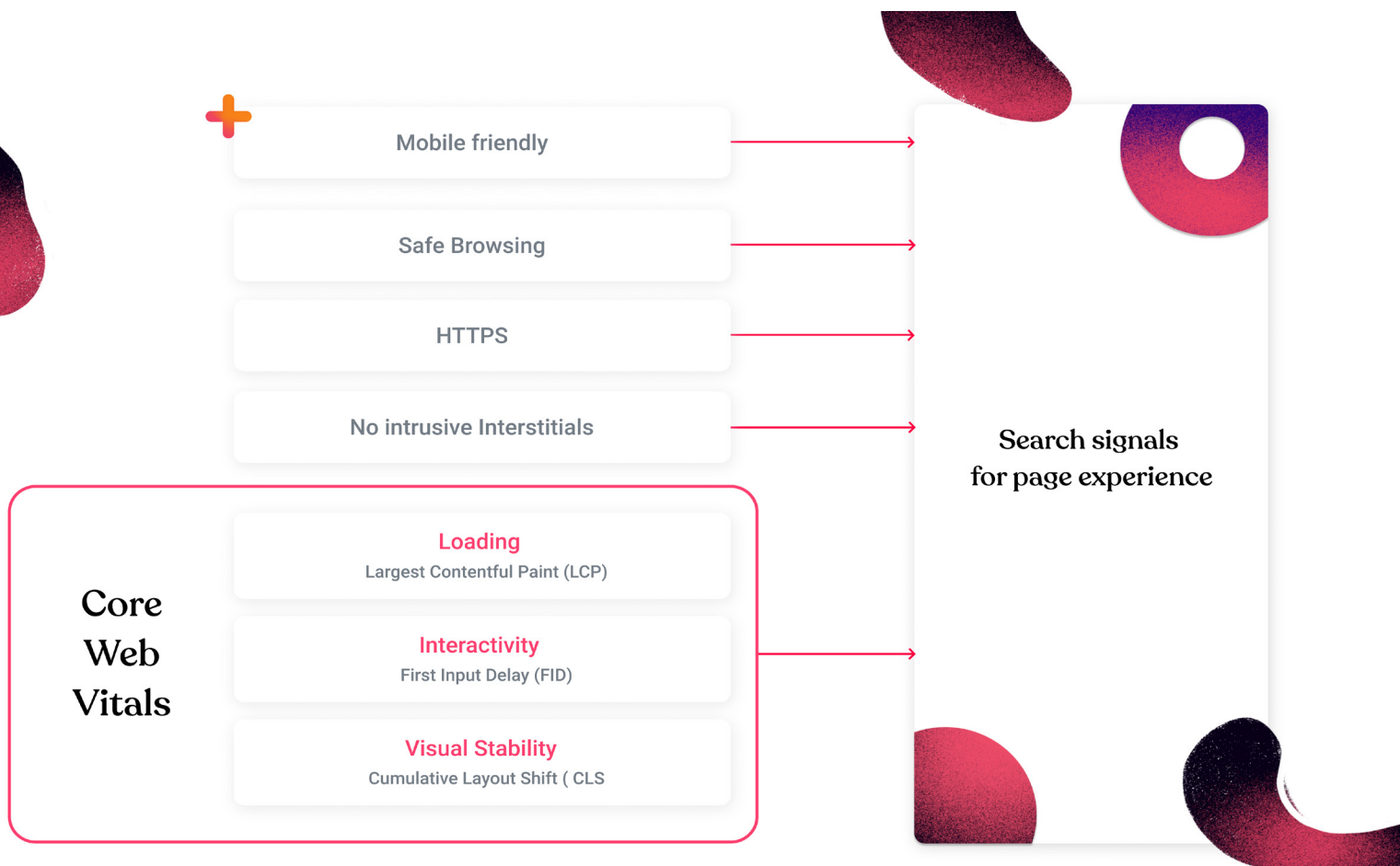
H3 for this subtitle. Google and other search engines use H tags to understand the on-page structure of the text. With this topic being a part of a bigger one, I needed a different H tag to explain that to the crawlers.

Web performance refers to the speed at which web pages are downloaded and displayed on the user's web browser - [Wikipedia's](#) definition.

Performance is the part where web developers and SEOs work meet. Ever since the worldwide mobile internet use surpassed desktop in 2016, speed has been an increasingly important ranking factor. We are now at a point where having a fast-loading website is essential to provide a great user search experience. And Google being Google, values users' behavior so much so they found a way to mix and measure UX and performance. I am talking about **Page Experience** signals and **Core Web Vitals**.

## Page Experience

Page experience is a set of signals that measure how users perceive the experience of interacting with a web page beyond its content. The following signals are essential for delivering a good page experience according to Google:



**Mobile-friendly.** Are we still talking about this? Having a responsive design adjustable to the screen is not a fancy option you can have on your website. It is a necessity from both users' and search engines' perspectives. Use [Google's Mobile-Friendly Test](#) or check your Google Search Console under Enhancements > Mobile Usability for problems.

With Google introducing [mobile-first indexing](#) for all websites, which starts March 2021 effectively, you need to make sure that your website is not only shown perfectly on multiple screens but has an easily accessible mobile version that'll be crawled and indexed by Googlebot.

**Safe-browsing.** Keeping your website safe for browsing is hugely important. In that sense, be sure to scan all the website files to find and remove malicious software and monitor and regularly update all of your website parts.

For WordPress users, that means make sure WP core install, plugins, and themes are updated regularly and known and potential server security issues are dealt with as soon as possible.

The best way to check if there are any safe-browsing issues is to use Google Search Console under Security & Manual Actions.

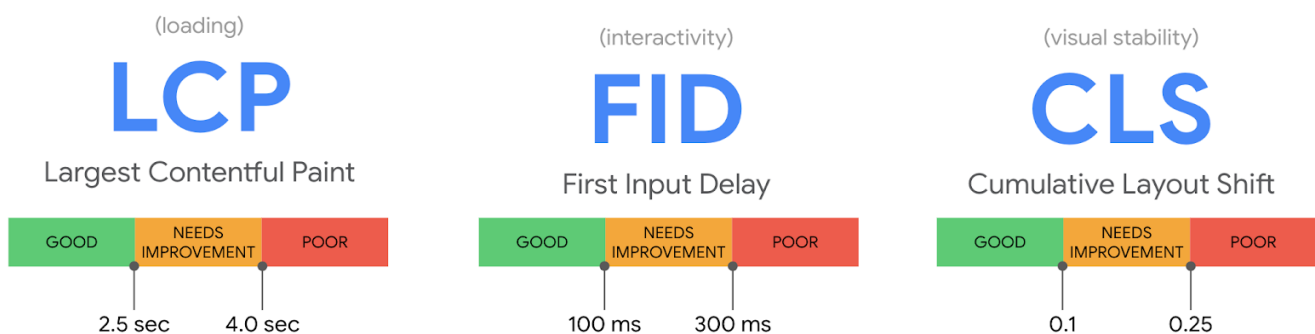
### For Jamstackers

Well, having a Jamstack built website means clear separation of services. The front end and back end are decoupled, and you rely on APIs to run server-side processes. This provides you with a much smaller surface prone to malicious attacks.

**HTTPS.** Users' privacy and security come first. HTTPS helps prevent anyone from tampering with the communication between your website and your user's browser. HTTPS is already a ranking signal since 2014. However, giving it a new role as a part of page experience signals emphasize its importance.

Two things you have to think about here: Is your website served over HTTPS? And does your website correctly redirect to HTTPS? So first, if you haven't done so already, enable HTTPS on your server asap. Use tools like SEMRush or Ahrefs, or Screaming Frog SEO Spider to check if redirects from HTTP to HTTPS are implemented correctly.

**Intrusive Interstitials.** While nobody likes pop-ups, it is not about not using them. It is about using them responsibly. That means you have to make sure pop-ups and interstitials (like the one you might use for age verification, cookie usage, GDPR compliance, etc.) don't block websites content completely (especially on mobile screens), don't cause layout shifts and are not behaving annoyingly appearing on each page and on every action a user makes. Check out the **further reading** section for examples.



# Core Web Vitals

The goal / the idea of **Core Web Vitals** is to provide you with sound, measurable proxies for *Real User Experience/Metrics (RUM)*. To provide you with footing when it comes to improving your website performance and UX.

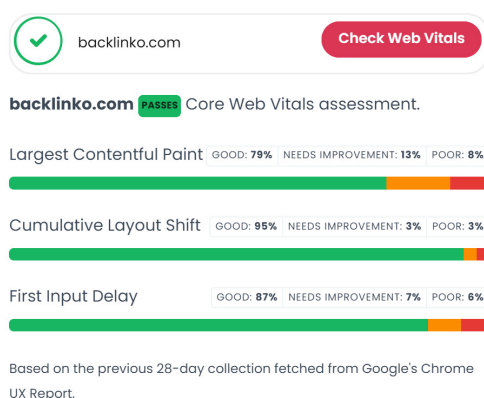
CWV are three factors defined as loading performance, interactivity, and visual stability of the page measured by three metrics LCP, FID, and CLS.

**Largest Contentful Paint (LCP)** measures the loading speed, i.e., how long it takes for the largest above-the-fold element to show on the screen. In most cases, this is a hero image/video or the main block of text on the page.

**First Input Delay (FID)** measures the responsiveness of a page, i.e., how long it takes for an element to respond when the visitor tries to interact with it (think of the ability to click a link or fill a form).

**Cumulative Layout Shift (CLS)** measures how stable your page layout is while it loads. Do you know when you enter a page and then suddenly text that was previously in the middle of a page shifts below? CLS scores measure the impact the shift has on your viewport.

To get a feel for your current website performance results head over to [our websites index page](#) and use the CWV widget.



We decided to work with Bejamas to help move us over to Next.js. The move made a **tremendous difference in our load times** and **Core Web Vitals scores.**



**Brian Dean**  
SEO Expert, Founder of  
Backlinko.com

3x

1.3M+

450+

Improvement of CWV depends on your stack i.e. if the website is built on WordPress, Shopify or is a custom web dev solution for example. But, there are several useful in-depth articles on what you can do to improve your CWV (check our **further reading** section) offering general tips that you might take in consideration.

I won't be going into depth explaining those here. However, check what we did for one of our clients **BACKLINKO**, how we overhaul the code to improve CWV scores. Learning from the examples of others has always been one of the best ways to learn.

## The impact of Page Experience signals on search results?

While Google already made it very clear that these UX ranking signals will not be stronger than content-related signals, we don't know the actual weighting they will carry with them. Guess we'll find that out soon (May 31st, 2021).

But what we do know, or rather what is said, is that only **the minimum threshold** for all Core Web Vitals must be met to benefit from the associated ranking signal. This comes on top of user-perceived enhancement of your website that can impact bounce rate, time on page, number of sessions, etc.

Keep in mind that any changes you make to your CWV improvement will take at least 28 days to fully reflect in Google's data. This means **the time to act** is now!

Bottom line is that while improving Core Web Vitals may potentially have a positive impact on your search engine ranking, it will definitely have a positive impact on your user experience!

**And user experience (UX) is everything today.** Page experience updated is all about giving a share of voice to UX in search algorithms. This fact alone makes spending time on improving your Core Web Vitals a time well spent.

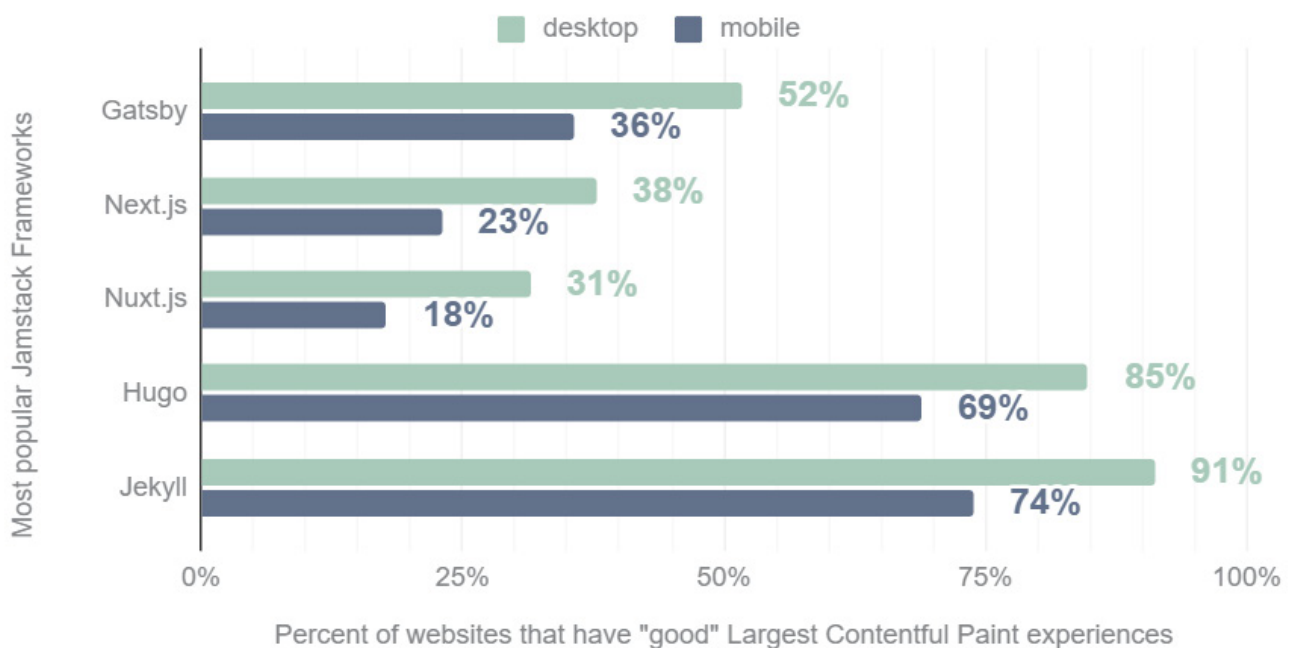
# What about performance, Core Web Vitals, and Jamstack?

One of the most significant advantages that Jamstack websites have over others is **better performance**. In case you didn't know, with Jamstack, the HTML files are pre-built and served over the CDN instead of being rendered on the server. This, in turn, provides faster **DOM-ready and full-page load times**.

Take a look at the real-world Core Web Vitals statistics of the top-five Jamstack static site generators ([Web Almanac 2020: Jamstack](#)).

## Real-user Largest Contentful Paint experiences

Web Almanac 2020: Jamstack (Chrome UX Report 202007)



Or check this website (fancy animation and all) Lighthouse performance score in our widget above.

Not bad, right?



### QUICK NOTE

Our [case studies](#) showcase improvements we've made for our clients with Jamstack. If you have a project at hand that's perfect for Jamstack or are looking to move your website to a more performant stack, let's talk.

[CLICK HERE](#) to schedule a 1-on-1 talk and learn more about what we can do for you and your business.

## What else can you do for your website to influence performance?

There are a couple of other things you should keep an eye on and make sure they're done right to help your website perform better.

### Performance budgets

In case you are starting from scratch with a new website or are planning a [redesign](#), be mindful of [performance budgets](#). The purpose and the overall idea behind it is to set goals for your web build early on so that you can better balance performance issues without harming functionality or your user experience.

It helped us immensely during our website rebuild (you can check out [Bejamas case study](#) for more info). If you decide to go this road, start your planning with a [Performance Budget Calculator](#).

## URL Structure, site structure, and navigation

Having a clear URL and website structure, internal linking, and navigation influences how your website is perceived from users' and crawlers' points of view. The importance, impact, and complexity of website structure grow with the size of your website. There are a couple of general rules you should stick by.

Google suggests that the fewer clicks it takes to get to a page from your homepage, the better it is for your website.

Planning your website structure alongside keyword research can help you increase your website's authority and spread it efficiently and evenly over your pages, raising your chances to appear in search results for all of the desired keywords.

A clear website menu with links to your categories, keywords, and main pages is a must. Be mindful of internal linking, i.e., link only to topic-related posts in topic-related paragraphs. Avoid having so-called orphaned pages that aren't linked from any other page of your website.

Finally, use shorter, keyword-oriented URLs with hyphens to break up words for readability. Keep in mind that the URL should describe the content of the page as clearly as possible.

## JavaScript

Reduce the amount of JavaScript on your website. It is as simple as that. While having JS adds up to your websites' functionality, it can take a toll on your website performance depending on how much you use it.

In the new **Core Web Vitals** world, the amount of actual execution time of your JS influences First Input Delay (FID) the most.

In general, delay or remove **third-party scripts**. Improve your JS performance and defer non-critical scripts when you can. Always keep JS code below your main content, as this won't degrade the user experience. You can use **Google Tag Manager** to simplify things with custom JS for example.

# Images

One of the most significant savings in overall page size and page load speed comes from optimizing images. First, you can utilize [lazy loading](#).

Second, make use of [WebP](#) (like we did here) or [AVIF](#) image formats, both designed to create images that are better optimized and reduced in file size than JPGs (or PNGs).

That, in turn, makes for a faster website. Optimizing and compressing images and serving them from CDNs can help you get better Largest Contentful Paint (LCP) scores. Keep in mind there are a web design and UX elements behind image optimization as well. It is not just a question of simple image resizing.

## For Jamstackers

Most [static site generators](#) are trying to provide you with a native image processing solution. If you use [Gatsby](#), use the [gatsby-image](#) package designed to work seamlessly with Gatsby's native image processing capabilities powered by GraphQL and Sharp. It helps you with image optimization, but it also automatically enables a blur-up effect and lazy loading images that are not currently on screen. Alternatively, you can use the new [gatsby-plugin-image](#) which improves LCP and adds AVIF support.

Since version 10.0.0, [Next.js](#) has a built-in [Image Component and Automatic Image Optimization](#). Images are lazy-loaded by default, rendered in such a way as to avoid Cumulative Layout Shift problems, served in modern formats like WebP when the browser supports it, and optimizes on-demand, as users request them.

[Hugo](#) users can apply [this shortcode](#) for resizing images, lazy loading, and progressive loading. Alternatively, you can use an open-source solution like [ImageOptim](#) and run it in your images folder. Finally, [Jekyll](#) users can do something like [this here](#) or set up [Imgbot](#) to help you out.

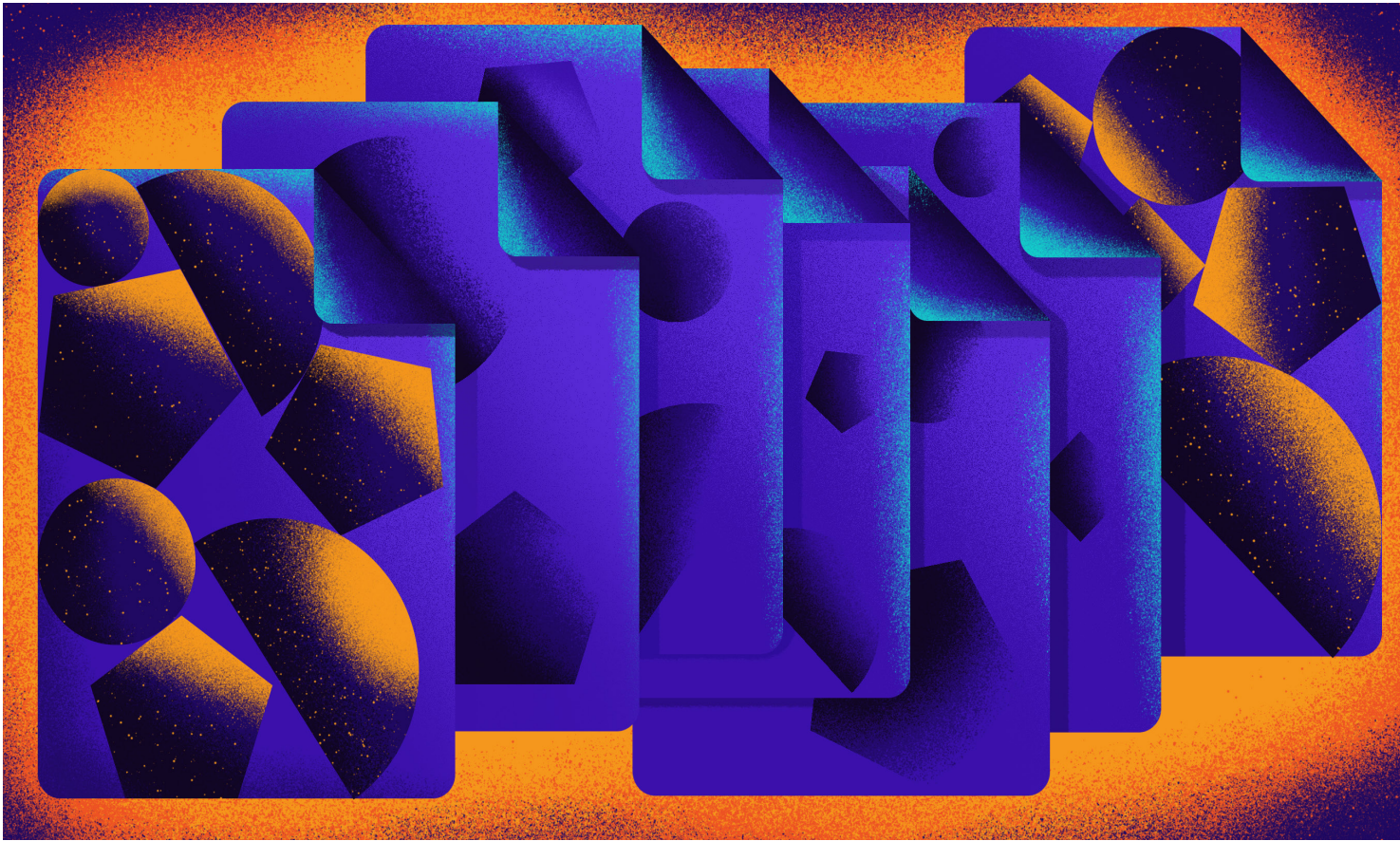
**Don't obsess over performance metrics but be mindful of them.** For example, if search results for your niche/topic/keyword is packed with pages with videos and fancy animations, you can bet performance scores are an issue for most (I'm talking about mid-range numbers). But that does not mean your all text and images page with high-performance scores would rank well. And chances are it would not convert the targeted audience well either. Why? The ranking is a multifactor game, and performance is just a piece in this puzzle.

# Indexing and crawlability



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# Indexing and crawlability



All the performance efforts and awesomeness of your content would mean nothing if search engines can't **properly index and crawl your website**. You see, allowing search bots to crawl your website is one thing. Making sure bots can crawl and discover all of the essential pages while staying away from those you don't want them to see is something else.

## Robots.txt and XML sitemap

`robots.txt` file provides search bots with information about the files and/or folders you want or don't want them to crawl. It can help you keep entire sections of a website private (for example, every WordPress website has a `robots.txt` file that prevents bots from crawling the admin directory). It can also be used to prevent your images and PDFs from being indexed or your internal search results pages from crawling and showing up in search engine results.

Make sure your robots.txt file is in a website's top-level directory, indicate the location of your sitemaps, and do not block any content/sections of your website you want to be crawled.

On the other hand, a sitemap is a file in XML format that provides crawlers with valuable information about the website structure and website pages. It tells the crawler which pages are important to your website, how important they are, when was the last time the page was updated, how often it was changed, are there any alternate language versions of the page, etc.

A sitemap helps search engine crawlers index your pages faster, especially if you have thousands of pages and/or a deep website structure. Once you make a sitemap, use [Google Search Console](#) to let the big G know about it.

### For Jamstackers

Gatsby users can make use of plugins to create *robots.txt* and *sitemap.xml* automatically. **Jekyll** users can quickly generate sitemaps by using the [sitemap plugin](#) or manually following [this tutorial](#). As for robots.txt, just add a file to the root of your project.

**Hugo** ships with a [built-in sitemap template file](#), while for *robots.txt*, Hugo can generate a customized file in the same way as any other template. If you are using **Next.js**, the easiest and most common way is to generate sitemap and robots.txt during the build with a solution like [this one](#).

# Duplicate content, redirects, and canonicalization



We all want Google to recognize our content as the original one. But sometimes that can be a problem. When you have a single page accessible by multiple URLs (via HTTP and HTTPS) or share your original post on Medium and other blog-like platforms, or when different pages have **similar** content.

What are the problems, and what can you do in those cases?

The practice of having the same or slightly different content on a couple of pages or websites can be considered as a **duplicate content**. There is no one-size-fits-all to the question of how similar content needs to be marked as a duplicate. The answer varies and depends on Google and other search engines to interpret it. For example, in eCommerce websites, you are bound to have the same content on multiple item pages, but that content is rarely labeled as duplicated.

However, if you plan on the deliberate use of the same content over multiple pages and/or domains, you are most likely damaging original pages/websites rather than helping them.



Why? Well, you are making it hard for search engines to decide which page is more relevant for a search query. If you don't explicitly tell Google which URL is original/canonical, you might end up getting a boost for the least expected page because Google will choose for you.

There are a couple of ways to deal with duplicated content, depending on the situation.

If duplicated content appears on one or a couple of internal pages, the best way is to, of course, rewrite the content. But if the case is that you are covering the same topic/keyword/product, think about setting up a **301 redirect** from the duplicate page to the original page. **URL redirection** is a practice that helps you inform search engines of the changes you make to your website structure as well.

For example, if you decide to change your page's URL structure but would like to keep all the goodies backlinks bring with them, with 301 redirects, you are proclaiming a new URL as the successor of the previous one.

### For Jamstackers

In case you run your website on **Netlify**, you can easily **configure redirects** and rewrite rules in a `_redirects` file which you add to the root of the public folder. Similarly, if you have a project on **Vercel**, configure redirects in `vercel.json` file in the root of your directory like [this](#). **Amazon S3** users, for example, can set redirects like [this](#).

Another way to deal with duplicated content is by using the `rel=canonical` attribute in your link tag:

```
<link href="URL OF ORIGINAL PAGE" rel="canonical" />
```

There are two ways you can use it. With the above code, you are pointing search engines to the original **canonical** version of the page. It means that the one crawler is visiting at the moment should be treated as a copy of a specified URL.

Or use it with as a self-referential `rel=canonical` link to the existing page ie:

```
<link href="PAGE URL" rel="canonical" />
```

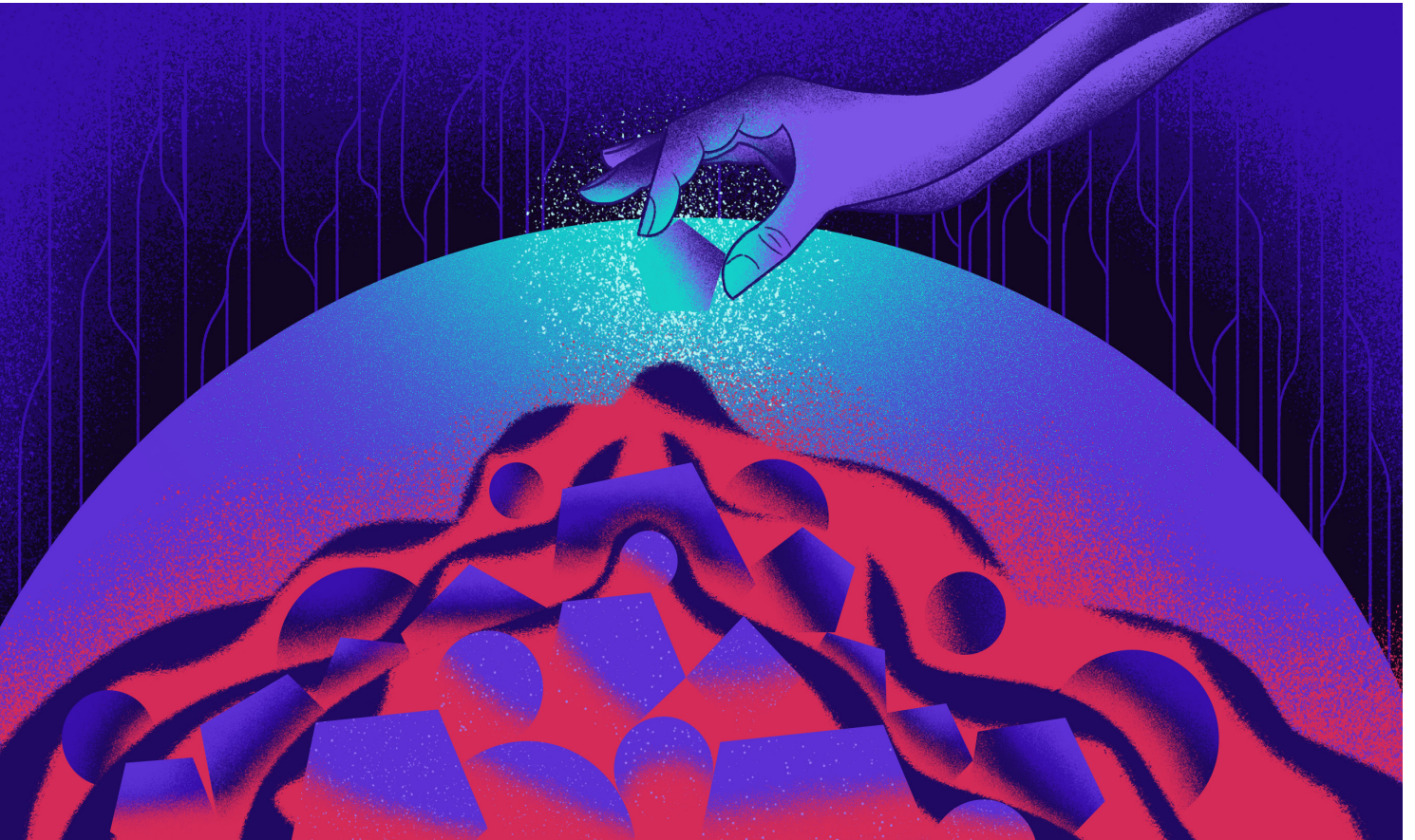
In both cases, the canonical attribute ensures that the right page or the preferred version of the page is indexed.

### For Jamstackers

Gatsby, for example, has a simple plugin `gatsby-plugin-canonical-urls`, which sets the base URL used for canonical URLs for your website. If you are using **Next JS**, you can use a package called `next-absolute-url` or opt-out for **Next SEO**, a plugin that makes managing your SEO easier in Next.js projects.

**Hugo** supports permalinks, aliases, link canonicalization, and multiple options for handling relative vs. absolute URLs, as explained [here](#). One of the possible **Jekyll** canonical URLs solutions can be found [here](#) while redirects can be handled.

# Structured data



Google and other search engines use [Schema.org](#) structured data to understand your page's content better and allow your content to appear in [rich results](#).

Correct implementation of structured data might not influence your ranking directly, but it'll give you a fighting chance for appearance in around 30 different types of rich results that are powered by schema markup.

Making appropriate structure data is pretty straightforward. Check out [schema.org](#) for schemas suitable for your content. Use [Google's Structured Data Markup Helper](#) to guide you through the coding process or a simple Schema Markup Generator [here](#).

With structured data being one of the ways you can provide Google (and other search engines) with detailed information about a page on your website, the biggest challenge is nailing the type you'll be using on a page. The best practice is to keep focused and generally use a single top-level Type on a given page.

The use of structured data helps the most with the search queries related to e-commerce, recipes, and jobs, for example i.e., queries for which search results show more than just title and description. Take a look at this post from MOZ here. It'll help you understand which structure data is right for you.

### **For Jamstackers**

There are two ways you can handle structured data within your Jamstack. You'll be happy to know that most headless CMSs provide you with the tools to manage structured data, page by page, in the form of defining custom components. Or you can add schema as a part of a template you are using.

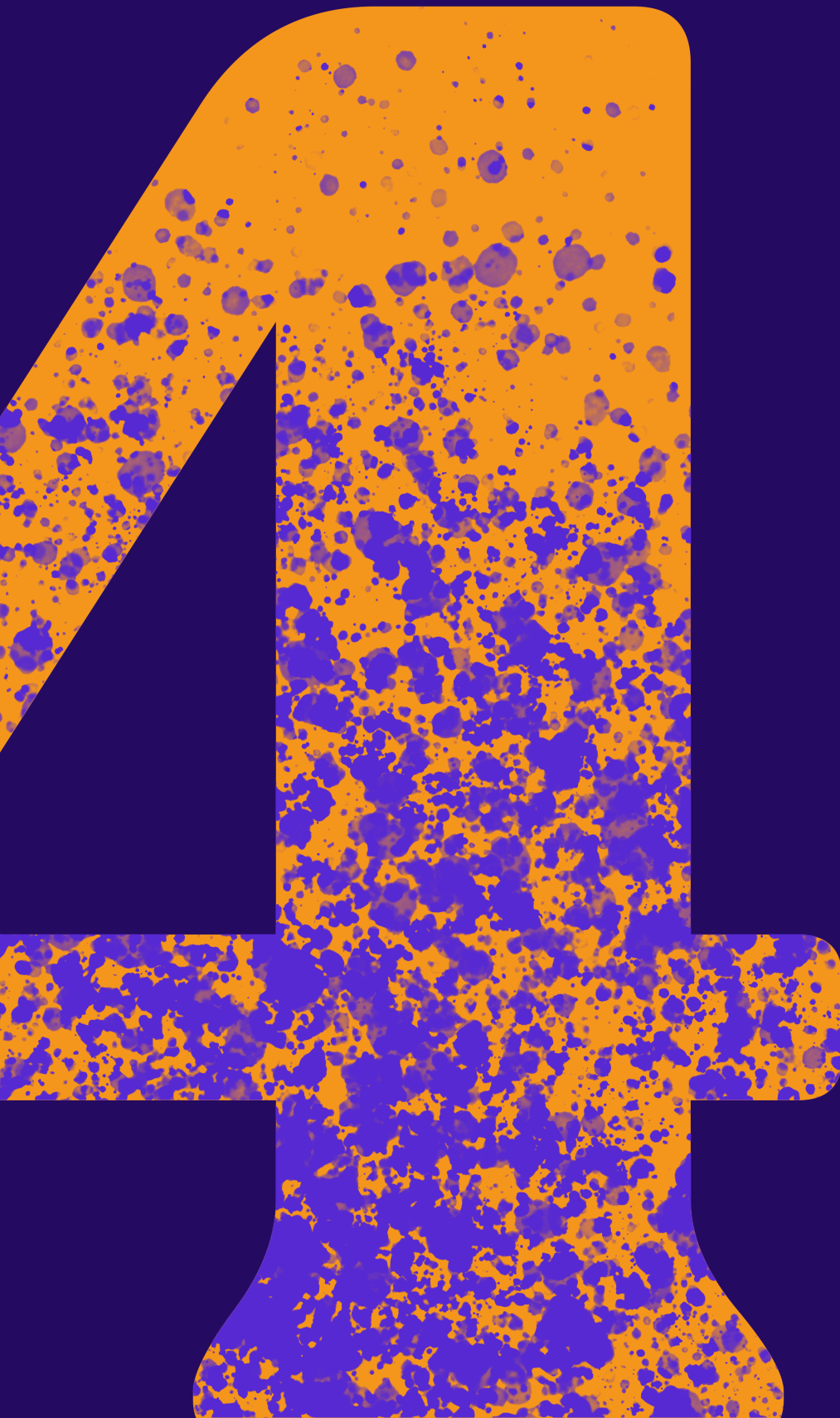
## **Crawl budget**

**Crawl budget** can be best described as the level of attention search engines give to your site. If you are running a large website with tons of pages prioritizing what to crawl, when to crawl it, and how many resources you can allocate to crawling becomes hugely important, and it is managed with a crawl budget. Not addressing it properly can lead to important pages not being crawled and indexed.

Unless you are running a website with a considerable number of pages (think more than 10k+ pages) or you've recently added a new section with tons of pages that need to be crawled, I'd suggest you leave your crawl budget on auto-pilot.

Still, it is good to know there are a couple of things you can do to maximize your site's crawl budget. Most of them like improving website performance, limiting redirects and duplicated content, setting good website structure and internal links we've already mentioned.

# Technical CEO in a nutshell



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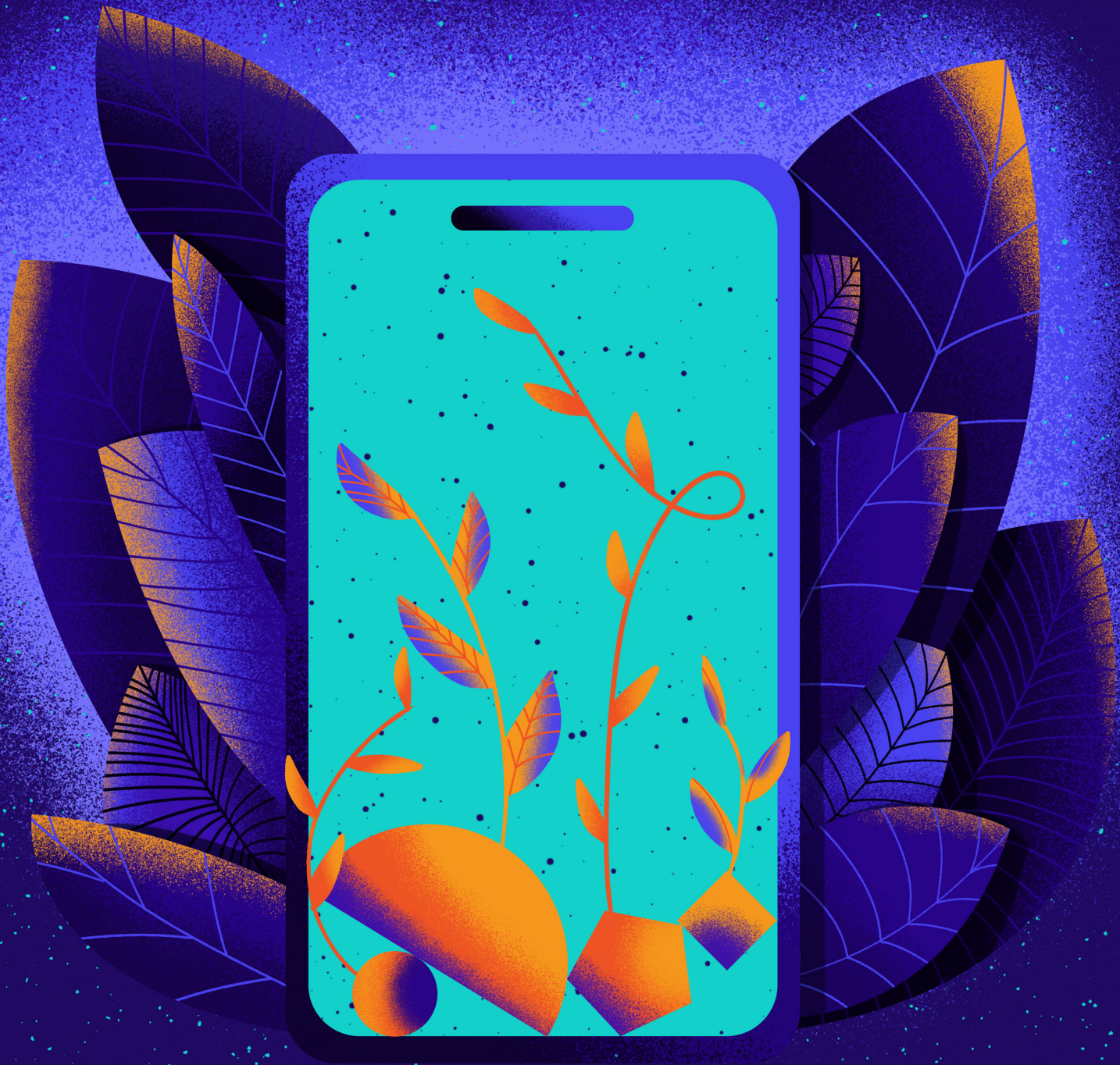
# Technical SEO in a nutshell

Today SEO is a collective effort of devs, UX, product, and SEO people. A balancing act between potential audience, search engines, and business goals and expectations. If done right, it isn't just a strategic way to grow website traffic. It can improve UX, conversion, and accessibility at the same time.

With speed and performance getting more attention from both users and search engines, having a reliable architecture backing your website performance has become necessary.

**Jamstack** may be a new way of building websites, but it offers an impressive list of advantages over traditional stacks on top of performance and SEO benefits. Security and scalability being among the top ones.

Is this the end of our **Jamstack SEO guide**? Not by a long shot. This is just the first part. In part two, I'll be talking about content and on-page and off-page optimization + I'll share a .pdf of this complete guide with BONUS MATERIAL, i.e., **case-studies**, to complement the whole guide.



# Content SEO

# Let's talk about Content SEO.

Jamstack part kind of ends here. Whether you are an SEO guy, marketing guy, or a developer, I strongly advise you to read the rest of the guide, where I cover **content SEO basics**.

## *On-page SEO tip*

*When you have a huge post like this one, it is better to break it into a couple of pages. First of all, even fast loading Jamstack pages like ours would load slower with complete content on them. Second, the fact you've clicked through page #1 gives Google a signal that you liked the content on the page. Third, with more pages, you can rank for more keywords. Finally, it raises dwell time on your pages and influences bounce rate and average page sessions (all of which are content quality and ranking signals).*

With ever-changing complexity and the number of potential ranking signals, understanding SEO goes well beyond knowing one or a couple of them. You have to be able to see the bigger picture.

In [part one of our jamstack SEO guide](#), I've talked about technical SEO for Jamstack websites and how it complements your content on your road to rank better. Let us now focus on your website's content.

Broadly, content issues fall under one of these two segments:

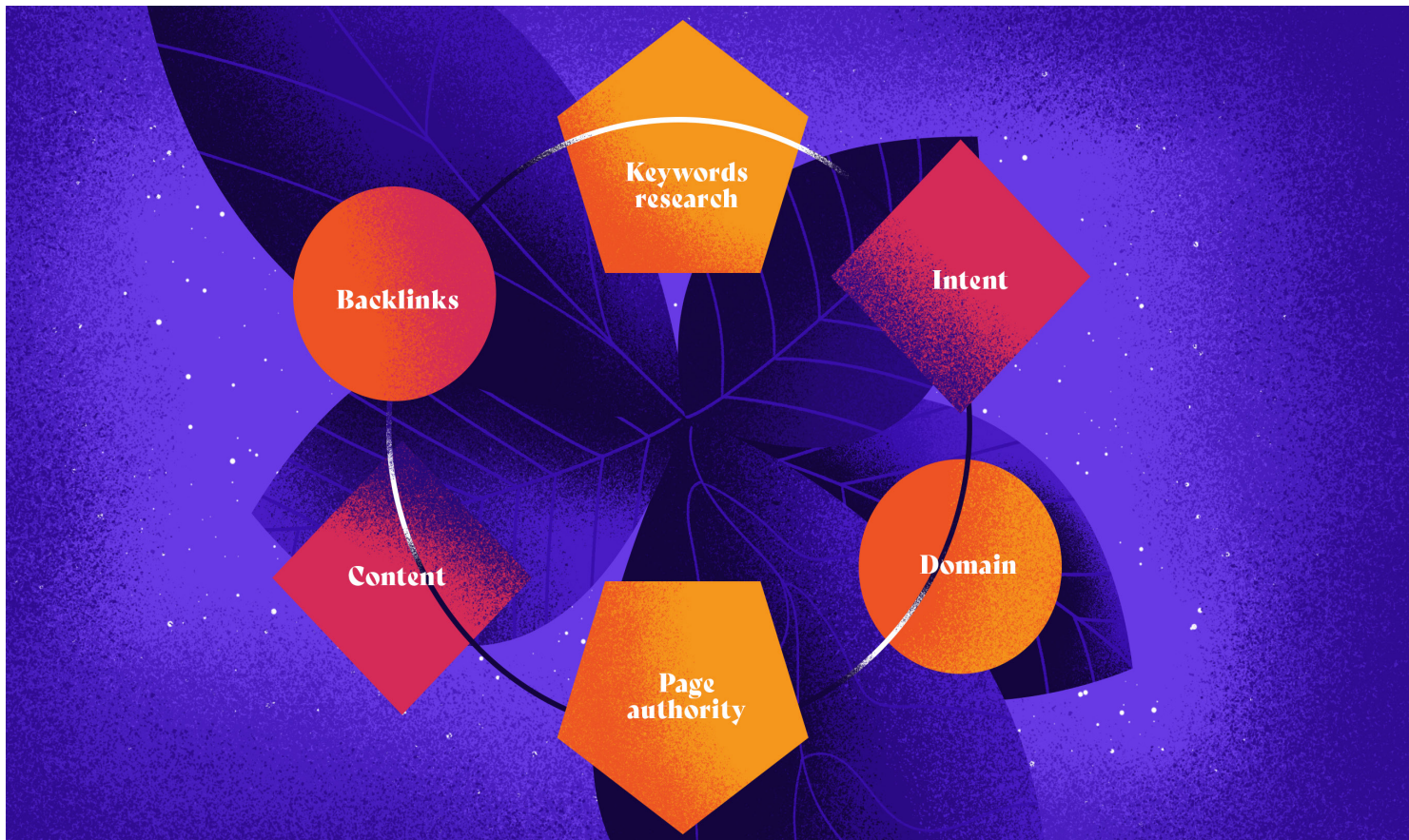
1. **on-page** optimization includes keyword research, the content itself, keyword placement, meta tags, content structure, H tags, content pruning, etc.
2. **off-page** optimization, which includes domain authority, link building, brand building, PR, social shares, etc.

Now, there's no shortage of great posts with in-depth explanations of these two segments (just look at the **further reading** section below).

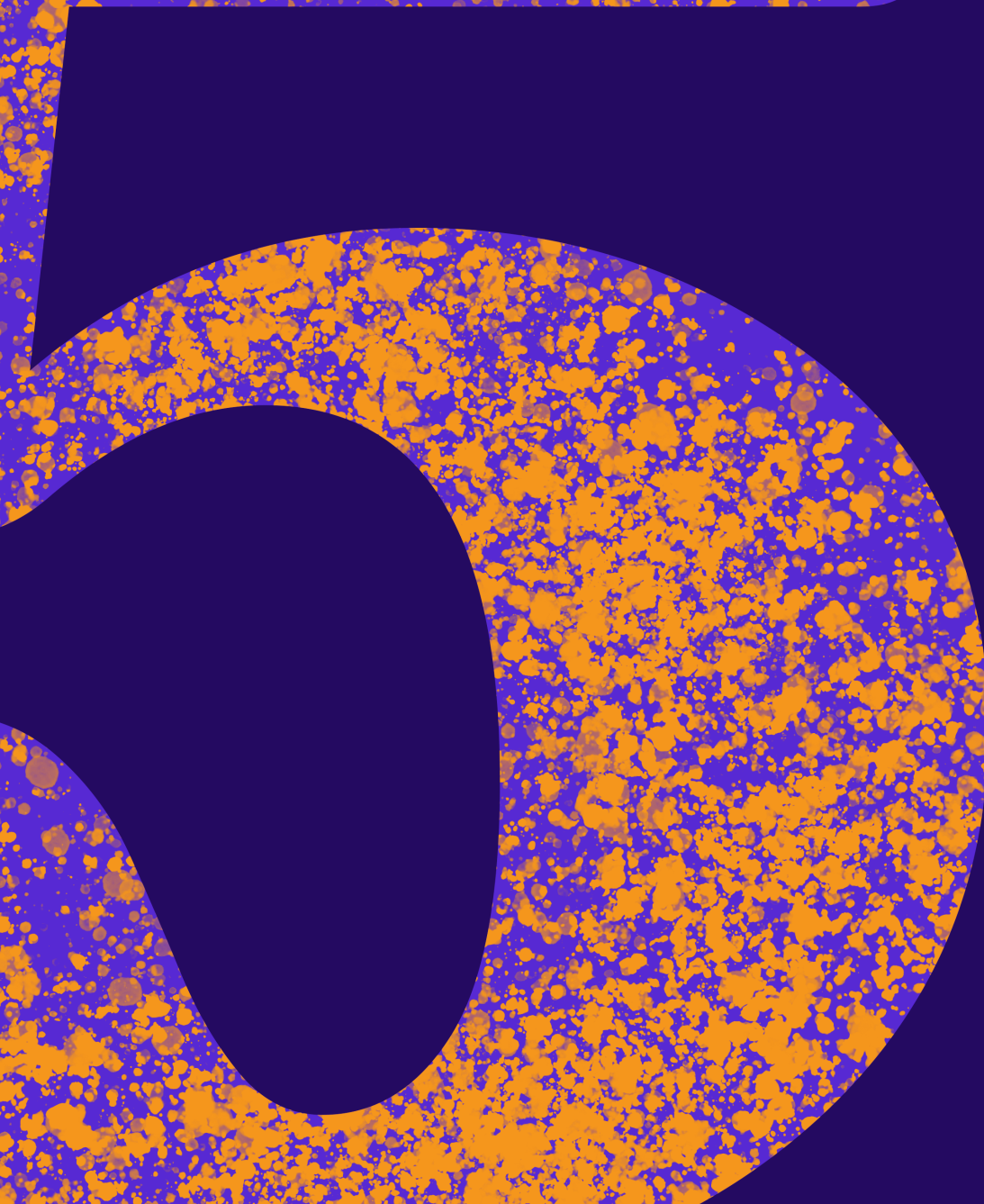
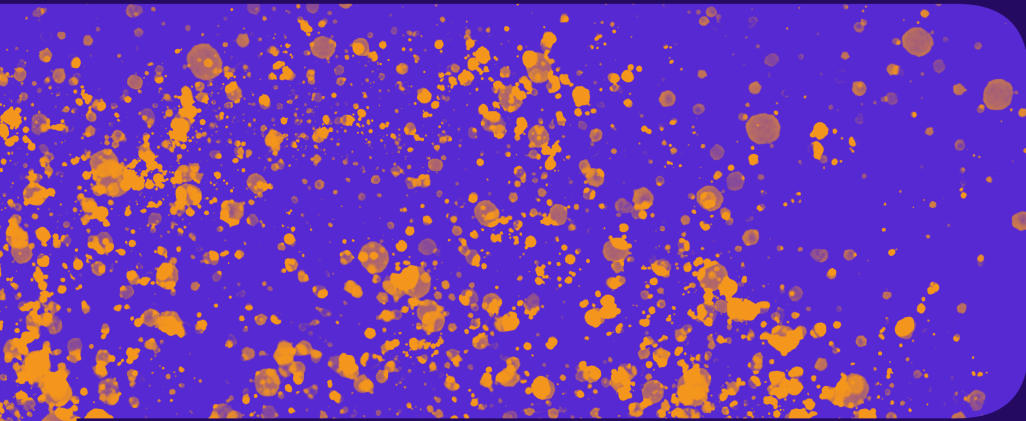


However, I'd like to approach these topics in a slightly different way than most guides. I'd like to propose a **content SEO flow** that I believe is a much better way of explaining things to a novice and expert alike public.

Instead of covering each topic separately, **content SEO flow** provides you with a step-by-step framework that helps you cover, understand, and include the best content SEO practices (the on-page/off-page parts) on your project.



# Keyword Research



**B.**

# Keyword Research

While your service, product, or content are the core of your business, the keywords that your audience is searching for are the cornerstone of your content and your overall digital marketing strategy.

**Keyword research** provides you with information about what, how many, and how people are searching for in the area of your interest. And in what format do they expect to get that information (or rather Google is serving it).

Keyword research is there to help you find strategic keywords you ought to target with your website's content. Or so most guides and articles on that topic say.

Don't get me wrong here. That's true to a certain extent. Let me rephrase the above sentence:

***keyword research is there to help you find strategic keywords you ought to target with your website's content and that are in line with your website's ability to rank for them.***

That's all fine and dandy, but where do you start? How do you know which keywords you should target?

## **QUICK NOTE**

Before you start, keep in mind that your keyword research depends on your website (authority, are you a trusted resource, number of pages, etc.); your goals (are you aiming at branding, exposure, traffic, gathering leads, and sales?); your competition (and their authority, etc.); and finally the industry you are in. In that sense, so do keywords you can rank for.

**Start** by making a list of important, relevant keywords and topics based on what you know about your business and/or goals you are trying to achieve. If you already know them, check the competition and see what they have been doing in that regard. If not, find them through the keywords you've chosen.

Your best friends at this point are Google and a couple of free and paid keyword discovery tools:

- Google search results
- Auto-suggest in Google search
- *Similar searches* in Google search
- Free tools like Answer the Public and Ubersuggest
- One of the paid tools like SEMrush, Ahrefs, and Moz

You'll use all of them to **tap into what's already going on in your industry (and keywords)** and get a clear picture of what your target audience is searching for, how they conduct a search, which keywords are they using, how popular are the keywords, what is the search volume for them, general intent shown in search results for the keywords, and what will it take to rank for those keywords.

You'll use them to understand your competition and analyze the good and bad sides in their keyword, content, and backlink profile strategies. Keep in mind that your business competitors and your content competitors might not be the same in search results. The answer is in the search results.

## Long-tail keywords

Everyone making **t-shirts**, from top brands to new businesses, would love to show at no.1 spot of Google search results for the keyword **t-shirt** (301K average monthly searches). That is hard because the higher the search volume, the greater the competition and effort you need to get a quality ranking.

That is true even more so for new businesses. It is tough to have a fair shot at keywords populated with authority brands, brands that Google has recognized as an authority on a subject of a keyword, however good new businesses are. With that being the case, it is often suggested to new businesses to go after less

popular keywords, **long-tail keywords** with lower search volume. Interestingly, these keywords often convert better because searchers are more specific in expressing what they look for.

So, if we are just starting a t-shirt business, going after the t-shirt keyword would prove difficult. Instead, maybe going after keywords like jamstack t-shirts would be a better option from both keyword placement and conversion, i.e., selling a t-shirt point of view.

Most guides point that you should look for high-volume, low-competition keywords. By all means, judge business value with these two filters. Remember that those low competition keywords are not just easier to rank for, but once you rank for them, they will provide a foundation and authority to help you go after those more demanding, volume-rich keywords.

## Keyword difficulty

With the above being said, if you are using one of the paid tools, you'll notice a metric often labeled as keyword difficulty (KD), which aims at providing you with a rough sense of how difficult it is to rank for a specific keyword.

First, keep in mind that the KD value differs from tool to tool (each tool has a different way of measuring it). Second, do not rely entirely on KD. Always check search results manually to judge/evaluate real-world keyword difficulty and search intent before targeting that keyword.

Proper keyword research should help you find **relevant and ranking worthwhile keywords** that will help you boost your SEO efforts, bring and convert relevant traffic into revenue. After all, there is no point in driving a lot of traffic if you can't convert it.

But remember, good keyword research does not mean you can get away with a crappy website and thin content.

# Search intent and domain/page authority



B.

# Search intent and domain/page authority



You have to throw in search intent and domain/page authority into the loop for proper keyword research. Looking at the subtitle, I bet you're thinking – odd coupling, right? The first one is a genuine ranking factor, while the other is a provisional number used by top SEO tools. Before you start firing, hear me out.

## Search intent

Google is always in pursuit of answering a searcher's query with the most relevant results. That means being able to understand the searcher's **intent** behind a search query is their ultimate goal.

For you, it means that if you want to rank in Google's search results in 2021, understanding and creating content with search intent in mind is crucial. It's the intent behind the query/keyword and how well your content solves what matters.

Broadly speaking, there are four **types** of search intent (take the term types less specific and less concrete than the term implies): Informational, Navigational, Transactional, and Commercial investigation. Let's have a quick rundown of each one.

## Informational

In case you are asking a specific question in your search query or want to know more about a particular topic, you are most likely expressing informational intent. Questions like 'who is Brad Pitt?' or 'what is **Jamstack?**' and direction queries like 'airport directions' and topic/keyword queries like 'soccer' or 'university education' fall under this type.

## Navigational

When you are searching for a specific website, for example, 'Bejamas' or 'Gmail sign in', you are expressing navigational intent.

## Transactional

People who intend to do something, like making a purchase or watching a video, are searching with transactional intent. Queries like 'iPhone 10 price' and 'namecheap coupon' and 'buy secrid miniwallet' all fall under this category.

## Commercial investigation

Finally, those of you who have the intention to buy something soon but prefer to get informed before the purchase are expressing commercial investigation intent. So, queries like 'iPhone vs. Android' and 'iPhone review' and 'best wallets' and 'record shop near me' and 'cheap hotels in London' all belong here.

## Local searches

Some articles also recognize local queries as a different type. Those are the search queries that refer to local results, i.e. when you look for 'cocktail bar near me' or 'movie theatre near me'. If you ask me, most of these easily fit intentional types of queries, and while location does make them a bit different, I still choose to make things easier for me by not excluding them.



## Domain/page authority

Domain authority/domain rating is a metric that aims at helping you understand the strength of a website. While Google might or might not use something similar, **these metrics are tool defined**, so treat them as such. By this, I mean that you should use domain authority, and other similar metrics (such as KD), as an indicator of what might be rather than something that is.

Most tools offer authority metrics in an 'overall' sense which, in my opinion, brings even more uncertainty to an already vague metric. I believe adding an industry aspect to it, making it into 'authority in given industry/topics' metric rather than overall one, would be of better use for SEOs.

Finally, establishing a website as an authority, or for 'authority' metrics for that matter, takes time and careful planning (keyword research, content quality/quantity, and backlinks). Benefits are significant. For example, domains with high 'authority' metrics are usually trusted resources which enables them to publish content and rank much faster than the rest.

Establishing your site and yourself (I will talk about it a bit later) as an authority and earning links from existing authoritative sites can greatly influence your ranking.

## The two together

So, why do the two deserve to be taken into consideration together? The answer is in the search results. In the examples part of the guide, I'm offering a look at why we, even though we have ranked previously and have an excellent piece of content, don't rank that well for a keyword headless cms anymore.

Or take a look at the excellent still true post [Optimizing for searcher intent](#) in 7 visuals by Rand Fishkin from Moz.

### **QUICK NOTE**

Our **case studies** showcase improvements we've made for our clients with Jamstack. If you have a project at hand that's perfect for Jamstack or are looking to move your website to a more performant stack, **let's talk**.

**CLICK HERE** to schedule a 1-on-1 talk and learn more about what we can do for you and your business.

# Content

B.

# Content

Setting aside your writing quality, you should keep in mind a couple of things when crafting content. As explained above, focus your content on subject/keyword intent. Then focus on making relevant and genuinely helpful content. That, among many things, means **you do not write for SEO but help writing fit into an SEO mold.**

Let's take the length of content as an example. A 'guide' in general implies a lengthy piece, so the keyword 'Among us guide' requires much more content than the keyword 'Among us cheats'. Don't think about the length of the content in absolute terms. Instead, think about what is written and how resourceful it is.

While running keyword research, take cues about the content showing in search results and scan top-ranking pages. This will help you figure out what type of content is showing in search results (blog post, product page, category page, video only page, long/short-form content, etc.).

Pay attention to **E-A-T** (Expertise, Authoritativeness, Trustworthiness). Ever since Google's [Quality Raters Guidelines](#) leaked a couple of years ago, we are pretty much aware of what Google suggests to its quality raters what to look for in quality content.

Expertise means an expert in the field writes the post, i.e., he/she has a high level of knowledge or skill for a topic in question. Think of it this way; you wouldn't want to have a car mechanic to treat your flu or write about it, right?

Authoritativeness is about the reputation post writers have among other experts and influencers in the field. For example, you might not hear about that car mechanic and his knowledge of flu treatment, but you have heard from multiple car dealers that he can replace a clutch on BMW (any model) better than anyone.

Trustworthiness is about the legitimacy and accuracy of the website and its content as a whole. That car mechanic of ours works for the official BMW service, and you know they take top-notch care of BMW vehicles. That just adds up to the trust you have when he talks about BMW clutch problems.

So, make damn sure your content is (expertly) well-written and organized, provides real value to the readers, links out to relevant content, and is backed out by top-notch tech architecture (did anybody say Jamstack?). Keep in mind that with the content, you are influencing your personal and your website's/businesses EAT.

Finally, if search results allow it (have it), give your audience different ways to engage with your content (Text, Video, Audio). And be sure to incorporate clear CTAs to the next stage of your funnel. For most businesses gathering traffic via SEO is just a first step. After that, you need to find a way to make use of that traffic dollar wise.



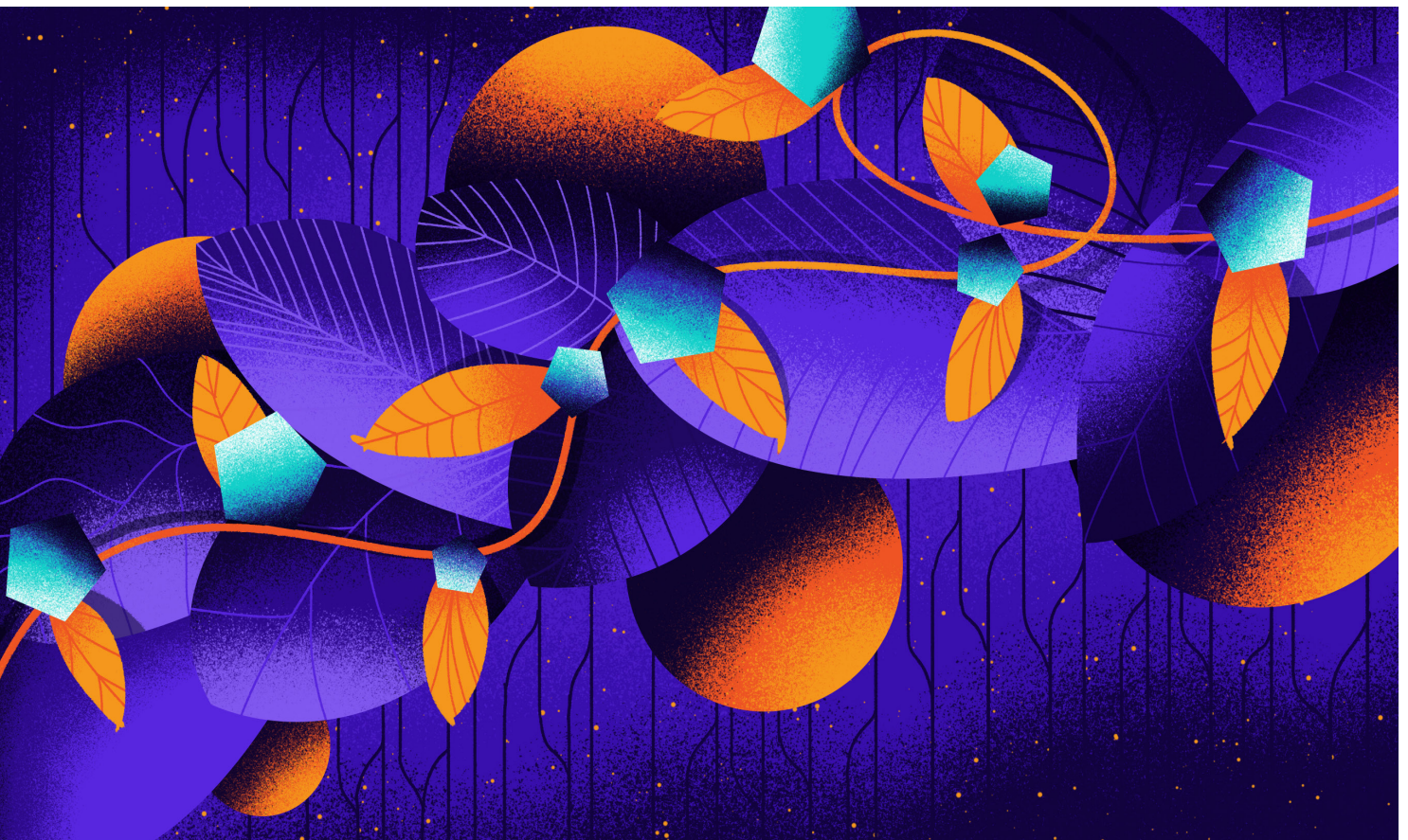
**On-page SEO tips**

**Backlinks**

# On-page SEO tips

If you read this guide thoroughly, you've most certainly noticed On-page SEO Tip parts. This whole guide is made as an SEO case study. As such, on-page SEO tips are shared across this guide.

## Backlinks



While this might be my least favorite part of SEO, it is almost equally important as your content quality. Like other chapters in this guide, this one deserves a post on its own (check the further reading for links).

Don't fool yourself into thinking that your website will climb up the results to the no.1 spot with the right link-building strategy. Backlinks are only one piece of the puzzle, just as the quality of your content is another. On top of it, the quality of your content helps your overall link-building strategy.

## Quality links

The quality of a link depends on a couple of things:

- Domain industry affiliation and authority - for example, for this guide, it is not the same if I have a link from searchenginejournal.com or foodmatters.com. While both are valuable, the first one brings on the weight of being an industry known and trustworthy source (remember ETA?). As such, it signals Google what they link/share is of value to the industry they are known in.
- Anchor text of a link - it is desirable to have many different anchors in your backlinks portfolio, but you still get the most out of links that link to you with your desired keyword or a phrase.
- Content quality and link place - being linked within a fantastic piece of content in your industry is more valuable than being linked in a mediocre one. As for link placement, links that show up higher in the main content hold more value.

Now that we know what a quality link is, how do you get one or thousands?

## Link reachout

There are a couple of ways to look for backlinks and I'll mention a few here:

- Check the search results for your targeted keywords and those similar or connected with them, and reach out to the websites that rank for them.
- Use one of the paid SEO tools to check competitors' backlink portfolios and see if you can grab a spot on pages that link to them.
- Find broken links or unlinked brand mentions going to resources or products you mention. Help the page with the broken link and ask for a backlink.
- Find your industry round-up posts or websites that are accepting guest posts.

There are a plethora of options when it comes to link building. However, social network links are not one of them as their backlink SEO value is pretty low. They matter more on the user behavior side and influence signals like dwell time, bounce rate, click depth, etc.



## How to reach out?

We know what a quality link is and where to find them, so how do we reach out? Well, there is no universal trick or a strategy you can use that works all the time. I've found that having a personal spin on proven tactics worked the best whether you reach out via email or LinkedIn.

Avoid templates and personalize your approach. Research who to reach out to and convey a message appropriately. But here lies the big problem of link building, and that is time/money availability. You see, doing proper research and personalization takes time, but even with all the effort you've put into it, you can still end empty-handed.

Some would argue there are alternatives to that. Like, focus on your content quality. Or focus on building relationships first, either via LinkedIn or Twitter. But that's a story for an entirely different post.

### **QUICK NOTE**

Before I wrap this up, let me invite you to **DOWNLOAD** pdf version of this guide that comes with an **EXAMPLE** of content, **SEO** follow I used for this guide, and links to **TOOLS** and **RESOURCES** for further reading.

**[DOWNLOAD JAMSTACK SEO GUIDE .PDF HERE](#)**

**The end, or rather  
the beginning**

**B.**

# The end, or rather the beginning

The best SEO strategy implies you've taken into account all the tech aspects and building content in that sweet spot between your customers' needs and wants and what your product/service provides. However, fail to give searchers what they want, i.e., satisfy the searcher's intent, and your chances of ranking high are close to none.

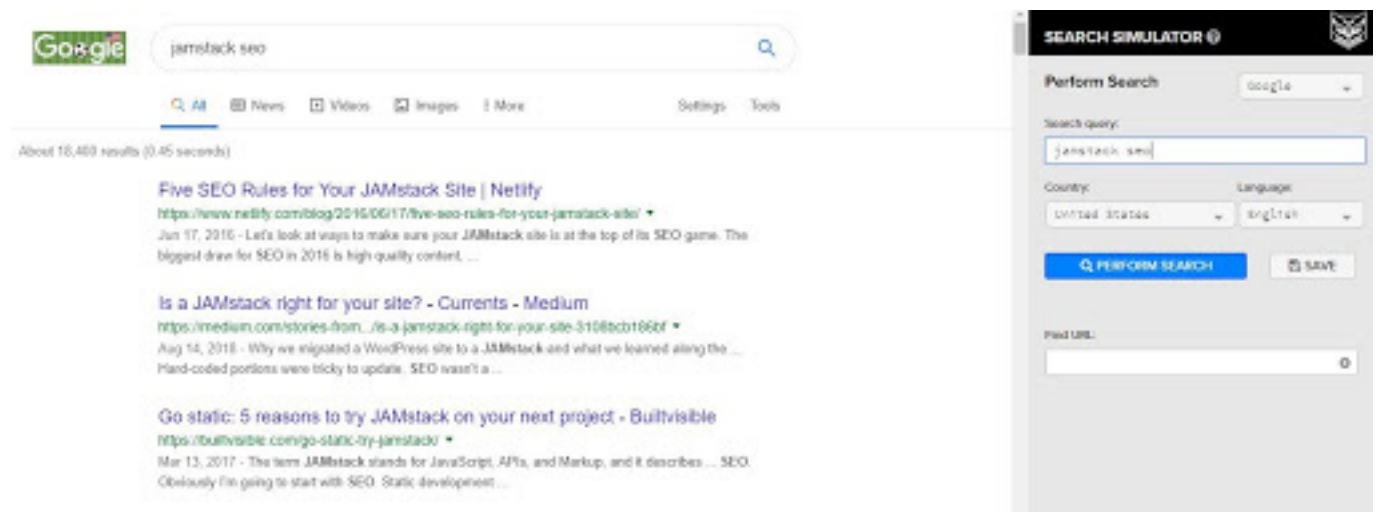
This guide aims to introduce **Jamstackers** to the SEO and bring Jamstack benefits under the spotlight of the SEO community.

# **Bejamas case study #1: content SEO follow for Jamstack SEO guide page**

**B.**

# Bejamas case study #1: content SEO follow for Jamstack SEO guide page

The best way to learn is by example. Let me walk you through the process I've used before, during, and after writing this post as an example of content SEO flow. Writing this guide was a bit specific because I knew right from the start which keywords I wanted to target (no matter what the numbers would show). Still, anyone can apply the overall steps explained here to any keyword.

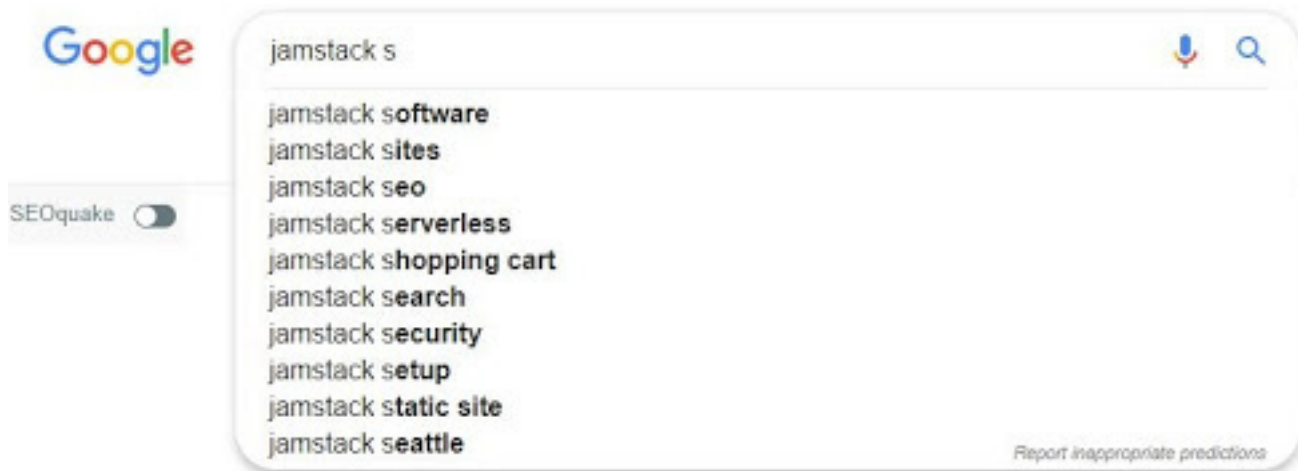


Now, I am using a nifty little Google Chrome extension called SEO Search Simulator by Nightwatch. It simulates unbiased search engine queries from any location on Google so you can easily check your and your competitor's websites in local versions of Google search.

At the same time, I've checked Google auto-suggestions and related searches for keyword variations I might include in this post or maybe pivot to if they are a better match for what I had in mind:

## Searches related to jamstack seo

jamstack react	jamstack wordpress
jamstack examples	jamstack vs wordpress
jamstack ecommerce	jamstack tutorial
jamstack wiki	jamstack conf



Finally, I wanted to explore what other options I might have, what is the traffic like for those options, what is needed to rank for them, and how difficult it is. In this case, I've played with Jamstack and SEO as the primary keywords to see which other 2-3 keywords with lower traffic and competition might be a good fit for this post.

You can use Ubersuggest or even Google Keyword planner as free options or any paid tools to conduct this research. To be honest, it is a personal preference much more than anything else. In my case, I like to use SEMRush + SERPstat. Occasionally I check Moz as well.

So, I searched the following:

### Search for Jamstack:

<input type="checkbox"/> Keyword		Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
<input type="checkbox"/> jamstack	↔	1,900		41.04	0.09	0.38	3	174K
<input type="checkbox"/> jamstack review	↔	210		n/a	0.87	0.51	n/a	n/a
<input type="checkbox"/> jamstack conference	↔	140		n/a	0	0.02	n/a	n/a
<input type="checkbox"/> jamstack amp	↔	110		77.23	0.48	0.48	3	20.3K
<input type="checkbox"/> where to buy jamstack	↔	70		73.11	0	0.21	3	19.8K
<input type="checkbox"/> jamstack cms	↔	50		n/a	3.3	0.04	n/a	n/a
<input type="checkbox"/> jamstack javascript	↔	50		n/a	0	0.07	n/a	n/a
<input type="checkbox"/> jamstack ebay	↔	40		n/a	0.5	0.96	n/a	n/a

## Search for SEO:

<input type="checkbox"/> Keyword	Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
<input type="checkbox"/> seo	110,000		71.56	14.82	0.5	5	558M
<input type="checkbox"/> park seo joon	22,200		80.66	5.91	0	3	16.9M
<input type="checkbox"/> what is seo	14,800		69.3	4.7	0.07	5	568M
<input type="checkbox"/> seo company	12,100		50.46	30.2	0.38	3	521M
<input type="checkbox"/> seo in guk	12,100		80.11	11.51	0.01	3	4.3M
<input type="checkbox"/> seo kang joon	12,100		76.84	10.76	0	4	9M
<input type="checkbox"/> jane seo	9,900		76.44	0	0.02	1	23.1M
<input type="checkbox"/> seo services	9,900		55.06	26.71	0.53	3	496M
<input type="checkbox"/> seo ha joon	8,100		75.67	0	0.02	1	9.2M

## Search for SEO guide:

<input type="checkbox"/> Keyword	Volume	Trend	KD	CPC	Com.	SERP Feat.	Results in SERP
<input type="checkbox"/> seo guide	590		65.47	1.87	0.12	2	214M
<input type="checkbox"/> google seo guide	480		75.28	10.35	0.1	3	114M
<input type="checkbox"/> moz seo guide	480		74.26	12.97	0.07	4	835K
<input type="checkbox"/> local seo guide	260		55.61	13.92	0.36	3	59.6M

Finally searched for Jamstack SEO which came out with no result.

**Intent and domain/page authority** > Now that I have traffic and a couple of other stats, I want to check what is showing up in search results for the keywords I am interested in.

KW Jamstack: Organic results with the **informational** intent of the results. For example, explaining what Jamstack is with websites mostly tied to the Jamstack industry/category.

KW SEO: AdWords results, followed by feature snippet and related questions first. Organic results are with **informational** intent from SEO industry authority websites (Moz, Search Engine Land, etc.). Moz page authority between 50–70 and Moz domain authority 80–90 with a significant number of backlinks.

KW SEO guide: pretty much the same as for SEO keyword except showing a couple of domains that are not SEO industry-specific.

KW Jamstack SEO: 8 organic results with informational intent followed by a video box and the rest of organic search. In the first five spots, we have 2 SEO-specific posts and three general ones about Jamstack. Page authority between 30–40 with more than a couple of exceptions - for example, PA 19 and the low number of backlinks, especially for SEO-specific pages. All in all seems like a good match for us.

**Content** > Keywords **Jamstack** and **SEO** are not my marks. The first one is a whole different subject. The second one because our domain is recognized more in the Jamstack/web dev industry and has a much lower domain/page authority and backlinks count than results in a highly industry-specific keyword.

Keyword **SEO guide**, by having a non-SEO industry websites in results leaves a possibility to rank but only if I manage to get a ton of backlinks that would raise both page and domain authority. As such, and for the sake of variety and options, I should include it as a secondary keyword.

To rank for keyword **Jamstack SEO**, this page would need to be a long-form post (they work best for informational intent keywords) as direct competitors typically have posts within 600–1000 words range. Given that this should be a guide, it should cover as much ground as possible and get backed by a good number of backlinks with anchor links with the main keyword on either Jamstack or SEO-related pages.

Now it is time to start writing.

**Backlinks** > As mentioned above, I need links from either Jamstack or SEO-specific pages/websites. There are two ways to find those:

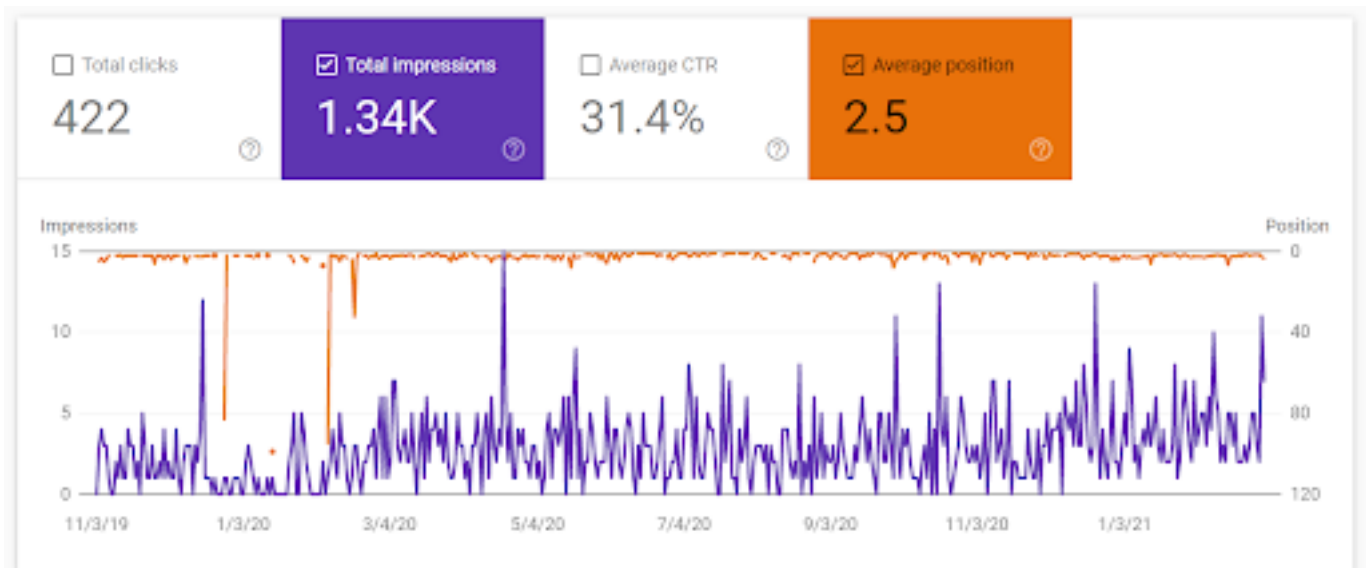


- Look in the results for keyword Jamstack SEO and find authors of the posts or website contact form/email and contact them about including my link.
- Or check competitors, in this case, the two pages that have Jamstack SEO keyword in them, and use any of the paid tools to find out who linked to them and then reach out to those websites.

I tend to reach out to people via email (you can use [Hunter.io](#) to find emails) or LinkedIn. In both cases, I'll be transparent and straightforward with my intention.

## The update and the results

The above writing is the original one from September 2019. Looking at it today, I'd change little. What about the results?



As you can see, since November 2019, our page is continuously between 1st and 3rd place for the term jamstack SEO.

What about SEO guide keyword? Nothing, and it's hardly surprising. As explained above, search engine results for this keyword are well set within SEO industry websites. Our website is not recognized as an SEO industry website.

On top of that, if you look at SEMrush SERP analysis, you'll see Authority Scores (AS) of the pages in the results are between 44 and 83 with anything between 200 and 9k referring domains (backlinks). Our page AS is 44 but with only 37 referring domains. Still, our primary goal has been achieved.

# Bejamas case study #2: content SEO follow for headless CMS page

B.

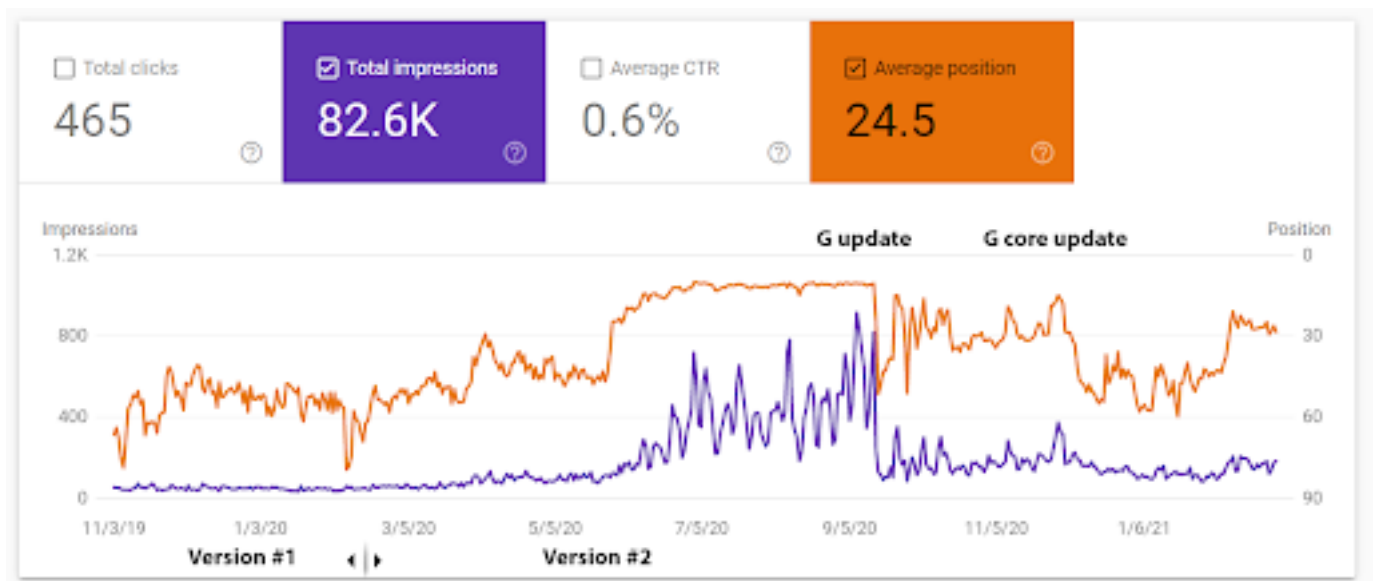
# Bejamas case study #2: content SEO follow for headless CMS page

What can you do when having quality content is not enough?

The first version of our [headless CMS](#) post was a classic listicle article, i.e., an article showcasing different solutions in the headless CMS space. We were just starting to map the tools in the Jamstack space, so it was only natural to cover the topic. At that time, the search result for keyword headless CMS was full of similar articles from different types of websites.

As you can see in the image below from our Google Search Console, we weren't that popular in Google's eyes for this keyword (ranked around 40th place). Being a web dev company working with modern tools gives us a unique opportunity to work with and talk about Jamstack tools from an impartial perspective.

So when we started to work on the second version of the post, the idea was to cover the topic from the devs point of view for the devs within the confounds (the article layout) of search results, of course. That meant a listicle article.



We ended up making a hybrid listicle/review/best of type of posts. The number of reads, backlinks, shares, and pdf downloads showed us we did an excellent job making valuable content.

One thing that was missing was page/ domain authority and the number of backlinks. Each of the pages in the results had a much better page/domain authority, but we hoped the trend of valuing our content would help.

Then on September 15th. Google rolled out an update from then on for this keyword seem to mish-mash results more than usual. And it kind of ended with a Google core update on December 4th. As I said, we had a great piece of content....so what happened?

**Keyword research** > Look at the results for KW headless CMS in the next page of the guide (forgive the long screenshot, but the ads, well, are there).

Looking at the results, it seems the big G is leaning to a **different intent** behind the keyword headless CMS. While before Google filled results with posts listing different solutions now it is filled with posts explaining the term and tech around it. Whatmore, top results come from real headless CMS solutions (you can see Storyblok, Sanity, Contentful, Contentstack, etc.).

Four results differ from the rest. A page from Jamstack.org dedicated to headless CMS (thanks to the authority and links of a redirected domain headlesscms.org); a page from CMSWire ( authority website in CMS industry with lots of links); a Wikipedia page (well, it's Wikipedia and the page has lots of links); and finally Strapi.io home page (a headless CMS home page).

**Intent and domain/page authority** > With intent changed and authority coming mostly from websites known and respected in the CMS industry came the change in results. From that perspective, a couple of things are not working for us.

We are known in Jamstack, not headless CMS (even though we started working on that). Although we have a nice number of backlinks to the page, we are not nearly close to the websites mentioned above.

Google

headless cms

Q All Videos News Images Books More Settings Tools

About 1,620,000 results (0.74 seconds)

**Ad** · [www.kontent.ai/headless-cms](#) (866) 328-8898

### What Is a Headless CMS? - Find Out with Kentico Kontent

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### What is a Headless CMS? - and is there something better?

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### Headless CMS explained in 5 minutes - Storyblok

Feb 25, 2021 — What is a **headless CMS**? A **headless CMS** is a back-end only content management system (CMS) built from the ground up as a content ...

People also ask

- What is meant by headless CMS?
- Do I need a headless CMS?
- Is WordPress a headless CMS?
- Is Headless CMS the future?

Feedback

[jamstack.org](#) > headless-cms

### Headless CMS - Top Content Management Systems | Jamstack

**Headless CMS.** A List of Content Management Systems for Jamstack Sites. Filter 85 Headless CMSs.

[Netlify CMS](#) · [Headless](#) · [Jekyll Admin](#) · [Unite cms](#)

[www.contentful.com](#) > what-is-headless-cms

### Headless CMS explained in 1 minute | Contentful

What is a **headless CMS**? A **headless CMS** is any type of back-end **content management system** where the content repository "body" is separated or decoupled from the presentation layer "head." Content that is housed in a **headless CMS** is delivered via APIs for seamless display across different devices.

[www.sanity.io](#) > blog > headless-cms-explained

### Headless CMS explained in 2 minutes - Sanity.io

Feb 9, 2021 — A **headless CMS** is a **content management system** that provides a way to author content, but instead of having your content coupled to a particular output (like web page rendering), it provides your content as data over an API.

[What is a Headless CMS?](#) · [Headless CMS vs...](#) · [How do I choose the right...](#)

[en.wikipedia.org](#) > wiki > Headless\_content\_manageme...

### Headless content management system - Wikipedia

A **headless content management system**, or **headless CMS**, is a back-end only content management system that acts primarily as a content repository.

[Introduction](#) · [Coupled CMS vs...](#) · [Criticisms and...](#)

[www.cmswire.com](#) > web-cms > 13-headless-cms-to-p...

### 34 Headless CMS That Should Be On Your Radar - CMSWire

Mar 29, 2020 — Before we dive in, let's quickly recap on what headless and decoupled content management is. A **headless CMS** is like a traditional CMS, but ...

[www.contentstack.com](#) > cms-guides > headless-cms

### What is a Headless CMS? | Benefits of Contentstack Headless ...

Simply put, a **headless CMS** is a content management system that manages and organizes content without a connected front-end or display layer. The headless ...

[www.sitecore.com](#) > digital-marketing-resources > what...

### What is a Headless CMS? | Sitecore

**Headless** architecture is partly a response to the way web content has evolved. For a long time, most web content was delivered through a browser, often as a web ...

SEARCH SIMULATOR ?

Perform Search Google

Search query:  
headless cms

Country: United States Language: English

PERFORM SEARCH SAVE

Find URL:  
+

Finally, by structure, our post is more review/best of type of posts that's why we are ranked better in the keyword best headless CMS. To rank for headless cms right now looks like an impossible task for us.

What can we do? Pivot.

Instead of focusing on keyword headless CMS, we'll focus on the best headless CMS. We will get less traffic from it, but we can be sure we have excellent content for those looking for that keyword.

That's as far as our Google efforts are concerned. Content wise, we are focused on bringing quality content to the table. I mean, would you rather see us making a Headless CMS in a 1minute video to accommodate G search results or sharing in-depth our experience from working with many headless CMSs?

With that in mind, nothing will be changed. It is expected of us to make that type of content. Our reward is in the number of people sharing and linking our content.

Google will just have to follow :-)

# Google and the rest of the tools, the overview

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# Google and the rest of the tools, the overview

From analytics and search console to structured data and rich results, Google offers a wide variety of tools to help you have a better and more useful website. On top of those, there are a couple of other nifty tools that you should check out as well.

## G Tools

Google Search Console - <https://www.google.com/webmasters/>

Mobile-Friendly Test Tool - <https://search.google.com/test/mobile-friendly>

Safe Browsing site status - <https://transparencyreport.google.com/safe-browsing/>

Tools to measure Core Web Vitals - <https://web.dev/vitals-tools/>

Google Tag Manager - <https://tagmanager.google.com>

Structured Data Markup Helper - <https://www.google.com/webmasters/markup-helper/u/0/>

Structured Data Testing Tool - <https://search.google.com/structured-data/testing-tool/u/0/>

Rich Results Test - <https://search.google.com/test/rich-results>

## The rest

SEO Search Simulator by Nightwatch - <https://chrome.google.com/webstore/detail/seo-search-simulator-by-n/edfjfgjklednkencfnokmkajbgfhpon?hl=en>

Screenfly / Test Your Website at Different Screen Resolutions - <http://quirktools.com/screenfly/>

Core SERP Vitals Chrome Extension - <https://defaced.dev/tools/core-serp-vitals/>

Compare your page speed at keyword-level with the rest - <https://reddico.co.uk/tools/serp-speed/>

SSL Checker - <https://www.sslshopper.com/>

Structured Data Examples - <https://jsonld.com/organization/>

Schema Generator - <https://kalicube.pro/schema-markup-generator-organization>

AnswerThePublic - <https://answerthepublic.com/>



SEMrush - <https://www.semrush.com/>

Ahrefs - <https://ahrefs.com/>

MOZ - <https://moz.com/>

Screaming Frog SEO Spider - <https://www.screamingfrog.co.uk/seo-spider/>

25 Best Free SEO Tools (2021) - <https://backlinko.com/best-free-seo-tools>

## Further reading

In case I got you interested in the topic, check out these resources for your further education in SEO. I've listed them in order of topic appearance:

Advanced technical SEO guide - <https://www.searchenginejournal.com/technical-seo/>

Technical SEO Audit Checklist - <https://www.distilled.net/technical-seo-audit-checklist/>

Lighthouse Performance Metrics Explained - <https://www.searchenginejournal.com/a-technical-seo-guide-to-lighthouse-performance-metrics/292703/>

Understanding page experience in Google Search results - <https://developers.google.com/search/docs/guides/page-experience>

Examples of interstitials that make content less accessible - <https://developers.google.com/search/blog/2016/08/helping-users-easily-access-content-on>

20+ User Experience (UX) Metrics - <https://sematext.com/blog/ux-metrics/>

The Science Behind Web Vitals - <https://blog.chromium.org/2020/05/the-science-behind-web-vitals.html>

Core Web Vitals & Page Experience FAQs - <https://support.google.com/webmasters/thread/86521401?hl=en>

The Ultimate Guide to Page Experience - <https://www.onely.com/blog/page-experience/>

How to Improve Core Web Vitals - <https://simonhearne.com/2020/core-web-vitals>

Google Page Experience Audit - <https://seosly.com/google-page-experience-audit/>

Performance budgets 101 - <https://web.dev/performance-budgets-101/>

Custom Templates for Google Tag Manager - <https://www.simoahava.com/analytics/custom-templates-guide-for-google-tag-manager/>

Maximally optimizing image loading for the web in 2021 - <https://www.industrialempathy.com/posts/image-optimizations/>

Struggling images in Gatsby? Make as a component - <https://aiki-developer.com/blog/gatsby-image-component>

What is a robots.txt file? - <https://moz.com/learn/seo/robotstxt>

How to Use XML Sitemaps to Boost SEO - <https://www.searchenginejournal.com/technical-seo/xml-sitemaps/>

What is duplicate content? - <https://moz.com/learn/seo/duplicate-content>

Understand how structured data works - <https://developers.google.com/search/docs/guides/intro-structured-data>

Bing's Marking Up Your Site with Structured Data - <https://www.bing.com/webmaster/help/marking-up-your-site-with-structured-data-3a93e731>

What Crawl Budget Means for Googlebot - <https://developers.google.com/search/blog/2017/01/what-crawl-budget-means-for-googlebot>

How to optimize your crawl budget? - <https://www.oncrawl.com/technical-seo/how-to-optimize-your-crawl-budget/>

Crawl Budget and the Crawl Stats report - [https://www.youtube.com/watch?v=x\\_GoMrl6\\_u0](https://www.youtube.com/watch?v=x_GoMrl6_u0)

100+ Google SEO Success Factors, Ranked - <https://zyppy.com/seo-success-factors/>

Search Engine Optimization (SEO) Starter Guide from Google - <https://support.google.com/webmasters/answer/7451184?hl=en>

Official Google Search Quality Rating Guidelines - <http://static.googleusercontent.com/media/www.google.dk/da/da/insidesearch/howsearchworks/assets/searchqualityevaluator-guidelines.pdf>

On-page SEO - <https://moz.com/beginners-guide-to-seo/on-page-seo>

What Is Off-Page SEO? - <https://www.semrush.com/blog/off-page-seo/>

SEO Audits - <https://sitebulb.com/resources/guides/seo-audits-101/>

How to Use Google's EAT and Quality Guidelines for Content SEO Success? - <https://medium.com/startup-grind/use-googles-eat-quality-guidelines-for-content-seo-success-d118c3ee66bb>

How to improve and demonstrate E-A-T - <https://ahrefs.com/blog/eat-seo/>

Importance of Topical Authority, Coverage, and Contextual Hierarchy for SEO - <https://www.holisticseo.digital/theoretical-seo/topical-authority/>

Link Building for SEO: A Complete Guide - <https://www.searchenginejournal.com/link-building-guide/>

Link Building: The Definitive Guide (2021) - <https://backlinko.com/link-building>

SE Valuation of Links - <https://moz.com/blog/20-illustrations-on-search-engines-valuation-of-links>

A Simple (But Effective) 29-Point SEO Checklist - <https://ahrefs.com/blog/seo-checklist/>

What webmasters should know about Google's core updates - <https://webmasters.googleblog.com/2019/08/core-updates.html>

15 Google SEO Success Factors That Could Impact Your Site - <https://www.semrush.com/blog/seo-ranking/>

A New Era of Google Search: What It Means for SEO - <https://www.searchenginejournal.com/google-search-new-era-seo/311399/>

Alert: Less than Half of Google Searches Now Result in a Click - <https://sparktoro.com/blog/less-than-half-of-google-searches-now-result-in-a-click/>

8 Steps to Launch a Successful SEO Campaign in 2021 - <https://www.robbierichards.com/seo/seo-campaign/>

Ecommerce SEO In 2020: What Actually Moves The Needle - <https://www.ecommerceinfluence.com/ecommerce-seo-in-2020/>

Local Search Ranking Factors - <https://whitespark.ca/local-search-ranking-factors/>

## Case studies

Winning with Web Vitals: Real-life case studies of CWV fixes - <https://ryte.wistia.com/medias/imqllptqjd>

How We Improved SmashingMag Performance - <https://www.smashingmagazine.com/2021/01/smashingmag-performance-case-study/>

How [www.dailymail.co.uk](http://www.dailymail.co.uk) got placed amongst peers (excellent article on what can happen) - <https://www.sistrix.com/blog/disciplined-how-dailymail-co-uk-got-placed-amongst-peers/>

How HomeToGo Overtook Airbnb? - <https://www.sistrix.com/blog/2009-vs-2019-seo-how-hometogo-overtook-airbnb/>

Crawl Budget Optimization - <https://www.deepcrawl.com/case-studies/migros-case-study/>