

Structuring Your Site for Better SEO Webinar

March 1, 2017

Crawl:

- Yoast's guide to robots.txt files: <https://yoast.com/ultimate-guide-robots-txt/>
- Google's guidance on disallowing search engines on a robots.txt: <https://support.google.com/webmasters/answer/35624?hl=en>
- Google's guidance on sitemaps: <https://support.google.com/webmasters/answer/156184?hl=en>
- Fetch as Google feature: <https://support.google.com/webmasters/answer/6066468?hl=en>
- Fetch as Bingbot feature: <https://www.bing.com/webmaster/help/fetch-as-bingbot-fe18fa0d>

Duplicate:

- Google's guidance on rel=canonicals: <https://support.google.com/webmasters/answer/139066?hl=en>
- Bing's guidance on rel=canonicals: <https://www.bing.com/webmaster/help/alert-large-number-of-pages-pointing-to-the-same-canonical-url-d66b104e>
- Google's guidance on 301's: <https://support.google.com/webmasters/answer/93633>
- How to set your preferred domain in Google Search Console: <https://support.google.com/webmasters/answer/44231>
- Extended list of advice from Google about duplicate content: <https://support.google.com/webmasters/answer/66359?hl=en>

Mobile:

- Articles on mobile-friendliness as a ranking signal
 - <https://webmasters.googleblog.com/2016/03/continuing-to-make-web-more-mobile.html>
 - <https://www.digitalgov.gov/2016/03/29/google-will-rank-mobile-friendly-sites-even-higher-beginning-in-may/>
- Google's mobile-friendliness tester: <https://search.google.com/search-console/mobile-friendly>
- Analytics Dashboard (traffic on US federal websites): <https://analytics.usa.gov/>

Speed:

- "Speed matters" article (includes webinar recording): <https://www.digitalgov.gov/2015/09/16/speed-matters-optimizing-your-website-for-maximum-performance/>
- Google pagespeed insights: <https://developers.google.com/speed/pagespeed/insights/>
- Sitespeed as a ranking factor: <https://webmasters.googleblog.com/2010/04/using-site-speed-in-web-search-ranking.html>

URLs:

- Google's guidance on URLs: https://support.google.com/webmasters/answer/76329?hl=en&ref_topic=4617741
- SearchEngineLand Infographic: The ultimate guide to SEO-friendly URLs: <http://searchengineland.com/infographic-ultimate-guide-seo-friendly-urls-249397>

HTTPS:

- HTTPS as a ranking signal: <https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html>
- HTTPS as a mandate for federal websites: <https://https.cio.gov/>
- Google's answer to "Why HTTPS?" <https://developers.google.com/web/fundamentals/security/encrypt-in-transit/why-https>
- How to transition your DigitalGov Search configuration to HTTPS: <https://search.digitalgov.gov/manual/https-transition.html>

- Pulse dashboard (HTTPS adoption on federal domains): <https://pulse.cio.gov/>

<meta tags>

- Meta tags that Google understands: <https://support.google.com/webmasters/answer/79812>

Structured Markup:

- Schema.org: <http://schema.org/>
- Open Graph Protocol: <http://ogp.me/>
- Dublin Core Metadata Initiative: <http://dublincore.org/>
- Schema.org tutorial: <http://www.w3resource.com/schema.org/introduction.php>
- Google Introduction to Structured Data: <https://developers.google.com/search/docs/guides/intro-structured-data>

General Blog List

- Google Webmaster Central blog: <https://webmasters.googleblog.com/>
- Google Search documentation: <https://developers.google.com/search/docs/guides/>
- The Moz blog: <https://moz.com/blog>
- Search Engine Journal: <https://www.searchenginejournal.com/>
- Search Engine Land: <http://searchengineland.com>
- Search Engine Watch: <https://searchenginewatch.com/>
- Yoast blog: <https://yoast.com/>