

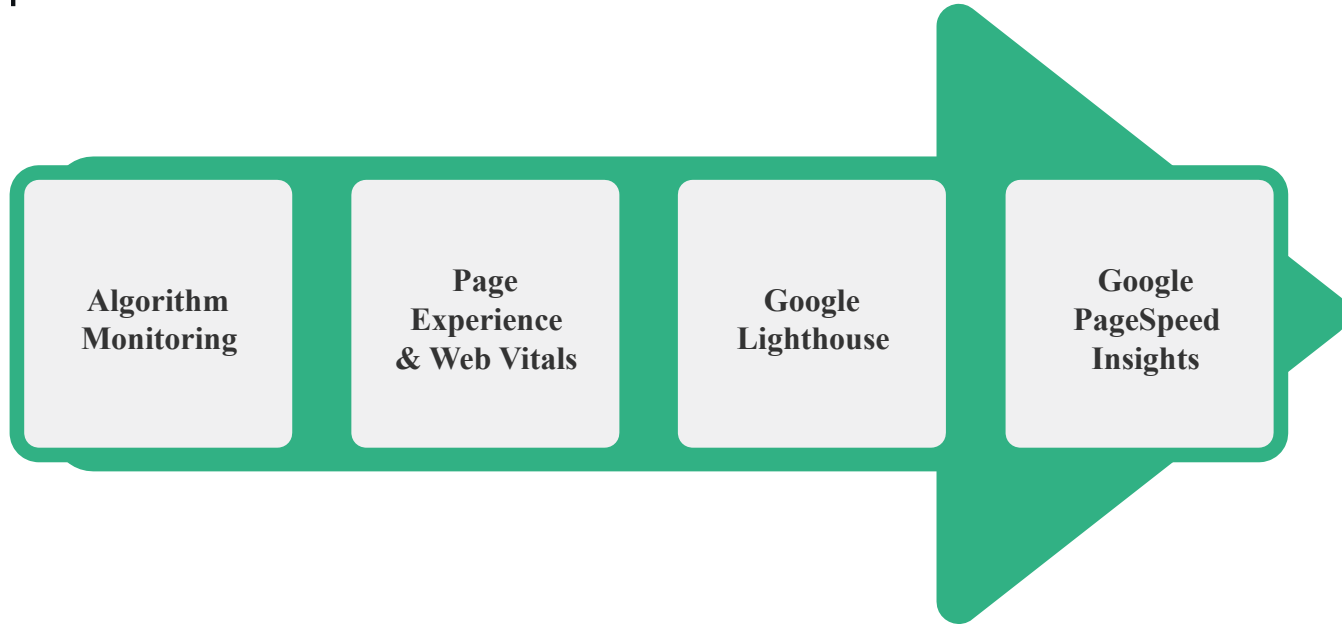
SEARCH ENGINE OPTIMIZATION



Session 06 :
SEO Page Experience

Skill Accelerator Bootcamp

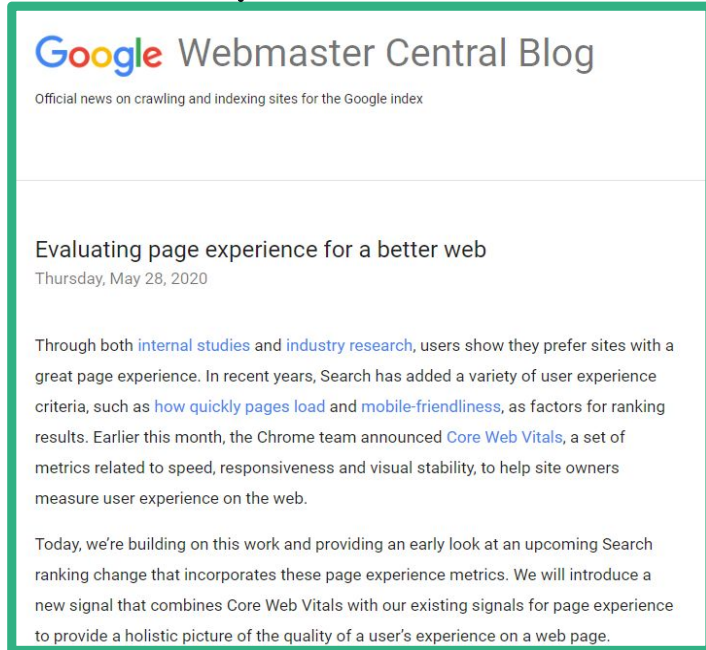
Page Experience: Web Vitals



Algo Updates/News Source

1. Google Webmaster Central Blog
2. Search Engine Land
3. Moz.com
4. Search Engine Journal

Google Algorithm Page Experience

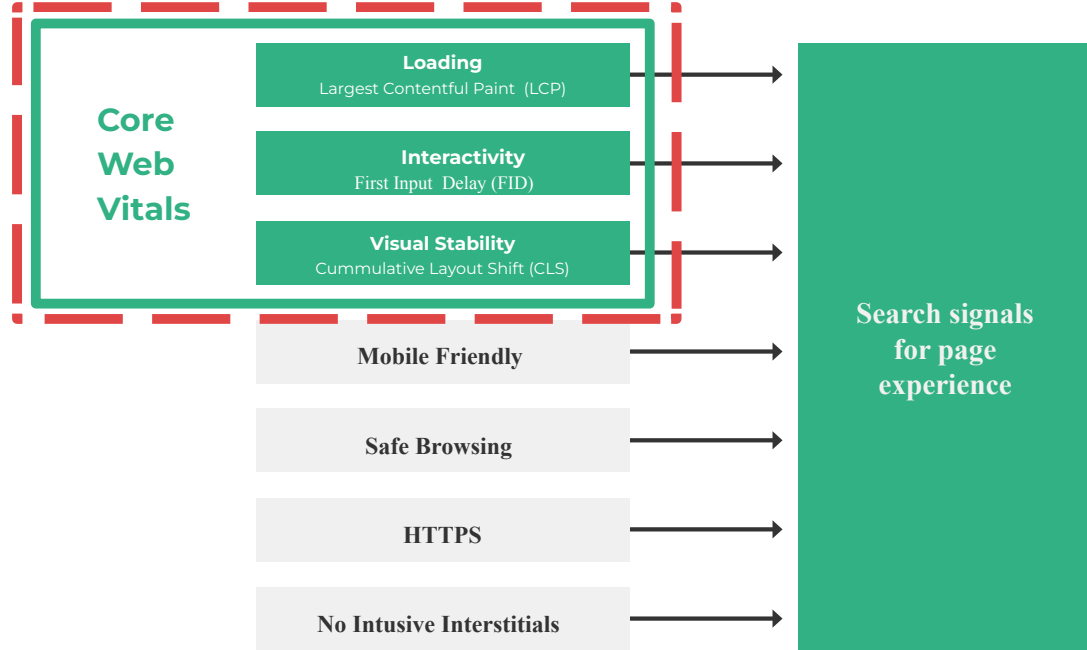


About page experience

The page experience signal measures aspects of how users perceive the experience of interacting with a web page. Optimizing for these factors makes the web more delightful for users across all web browsers and surfaces, and helps sites evolve towards user expectations on mobile. We believe this will contribute to business success on the web as users grow more engaged and can transact with less friction.

Core Web Vitals are a set of real-world, user-centered metrics that quantify key aspects of the user experience. They measure dimensions of web usability such as load time, interactivity, and the stability of content as it loads (so you don't accidentally tap that button when it shifts under your finger - how annoying!).

Core Web Vitals

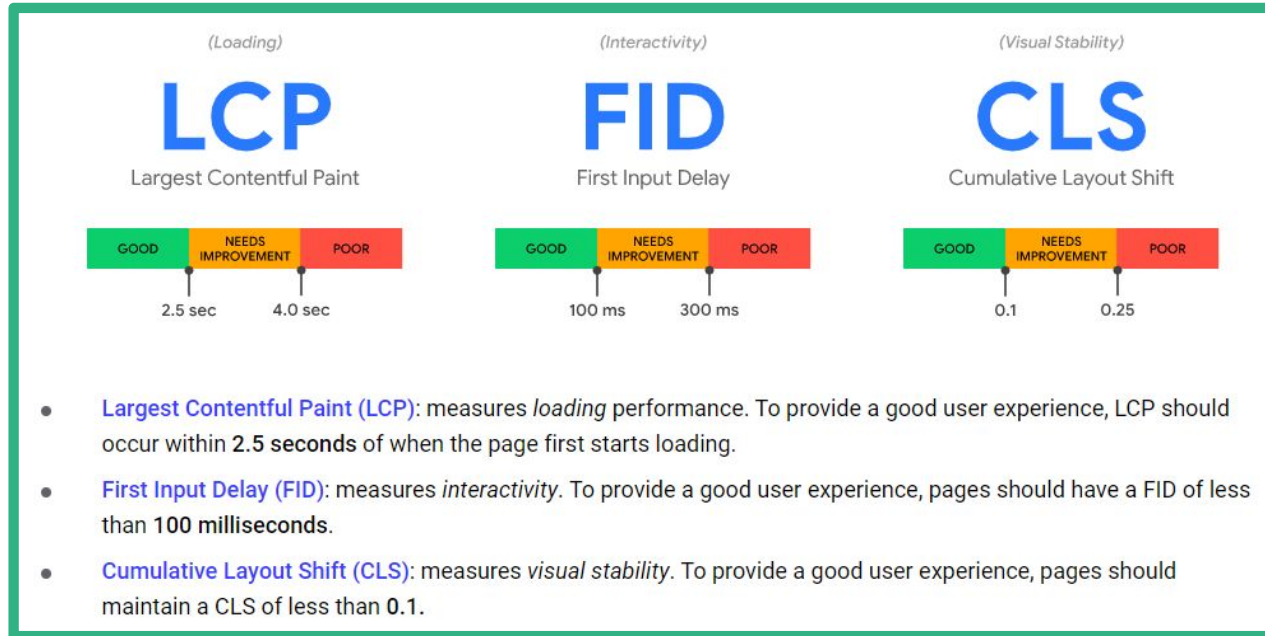


Core Web Vitals

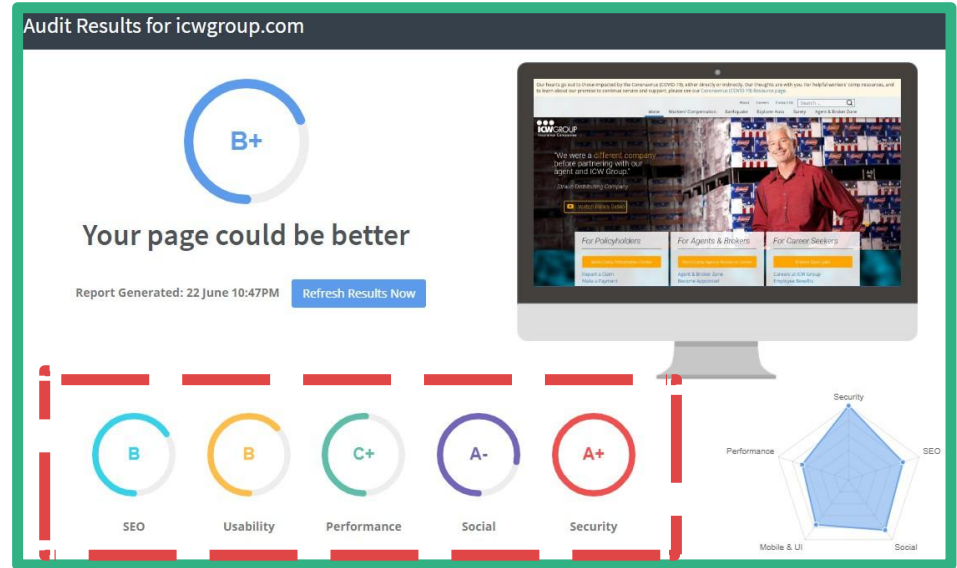
Essential metrics for a healthy site



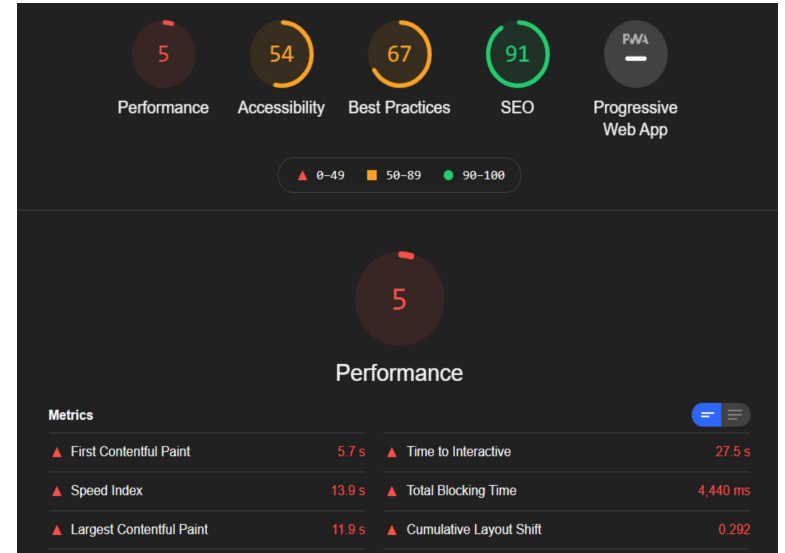
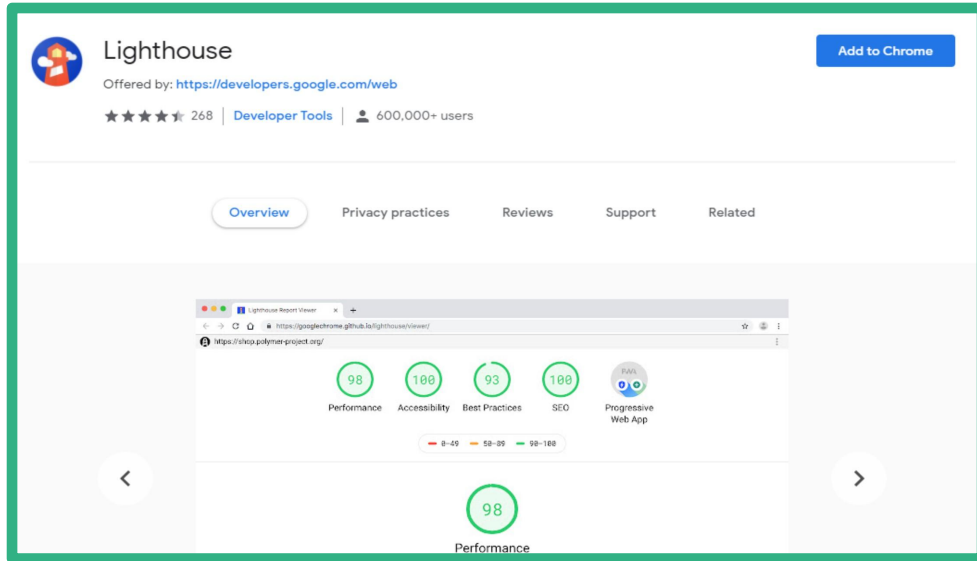
Core Web Vitals



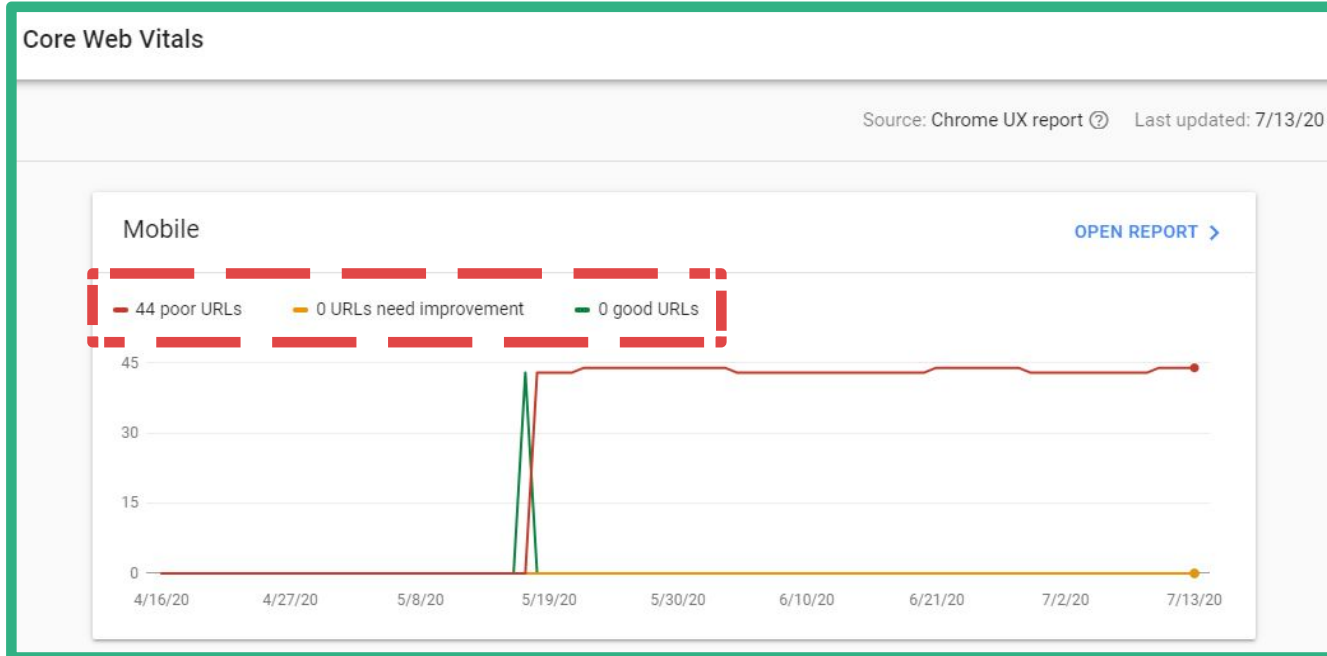
SEO Audit



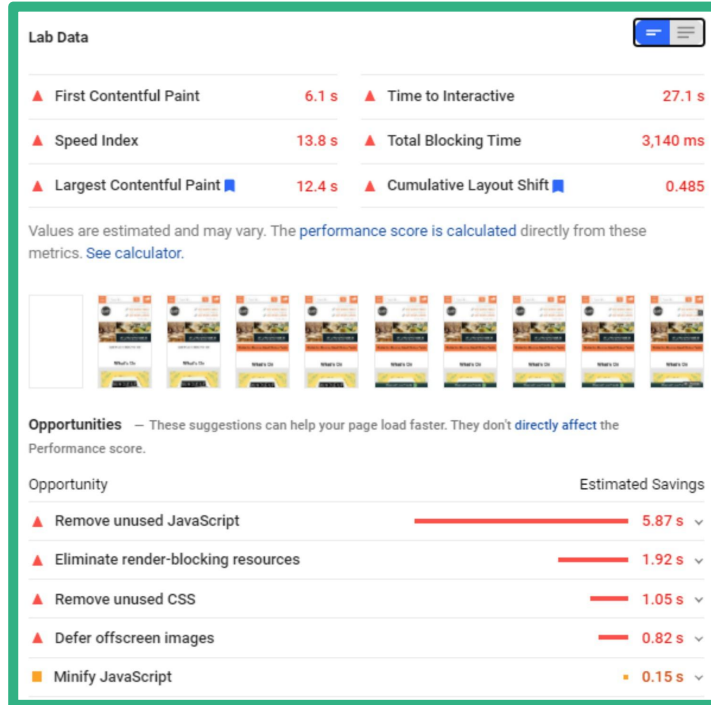
Google LightHouse Chrome Extension



Google Search Console



Google Page Speed Insights



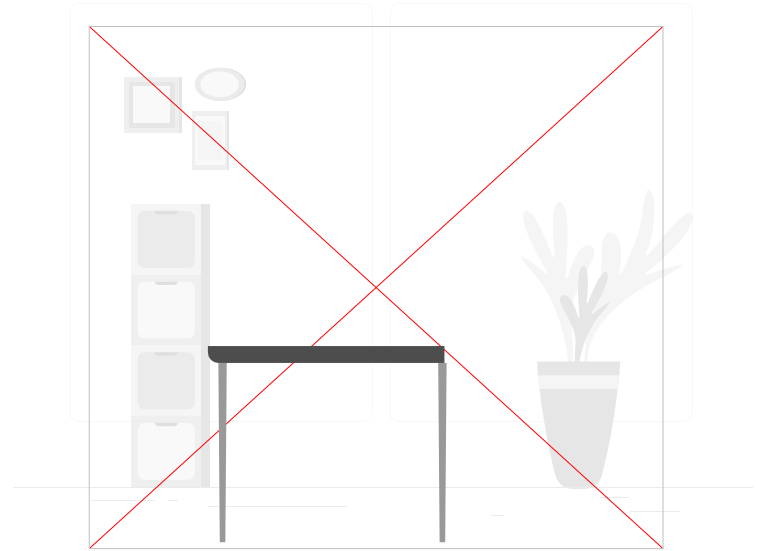
Optimization #1: Compress and Minify

Enable compression

Use Gzip, a software application for file compression, to reduce the size of your CSS, HTML, and JavaScript files that are larger than 150 bytes. Do not use gzip on image files. Instead, compress these in a program like Photoshop where you can retain control over the quality of the image. See "Optimize images" below.

Minify CSS, JavaScript, and HTML

By optimizing your code (including removing spaces, commas, and other unnecessary characters), you can dramatically increase your page speed. Also remove code comments, formatting, and unused code. Google recommends using CSSNano and UglifyJS.



Optimization #2: Caching

In most cases, installing one (and only one!) of the following plugins should get you started. Most of them come with full page caching (where a static version of each page is saved and served to users, without needing to load WordPress and your whole site), and various Navours of resource optimisation (image compression, lazy loading, etc).

WP Rocket - very powerful, and one of the very best options to make your site faster. Designed to be simple. No free option.

W3 Total Cache - extremely powerful, and extremely Nexible. Designed to be comprehensive. Hundreds of checkboxes and options.

WP Optimize - A good middle ground, with basic full page caching, and some sophisticated database + media optimization tools.

WP Super Cache - A basic solution which offers full page caching, but lacks other/advanced optimization techniques.

Autoptimize - Some really clever JavaScript/CSS/HTML optimization, though no full page caching (should work well with a dedicated full page caching solution)

Optimization #3: Hosting Server Upgrade

Having a slow hosting environment can cripple a site's speed, even if you're using caching and every performance optimization technique in the book. Ditching a slow host, and upgrading to a better one, can have a huge impact on how quickly your pages load. But, like performance plugins, there's no perfect fit for everybody when it comes to hosting. It's important that you do your own research, and find the right balance of cost, features and performance which meets your needs.

Optimization #4: CDN

A CDN (or 'content delivery network') is an excellent tool for improving the loading speed of your site. The CDN brings your site physically closer to your visitor, so to say. If your hosting provider has a server in California and your visitor is from Mumbai, India there might be some long latency that results in poor performance. By adding a CDN, you can serve your content from a location near your visitor and, therefore, dramatically speed up its loading times.

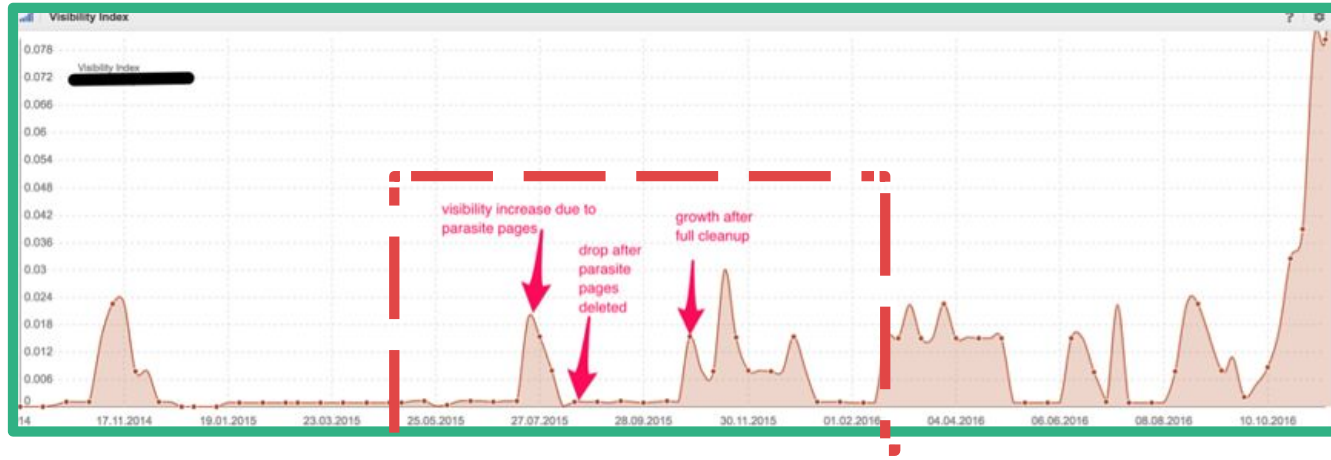
Optimization #5: Number of Plugins

It's important not to forget that, in most cases, every plugin that you add to your site is likely to have some degree of impact on your site speed. At worse, a plugin may be poorly coded, and create bottlenecks as your pages load. At best, a plugin is streamlined and efficient, but still adds extra logic to your site, which may still require precious milliseconds to execute.

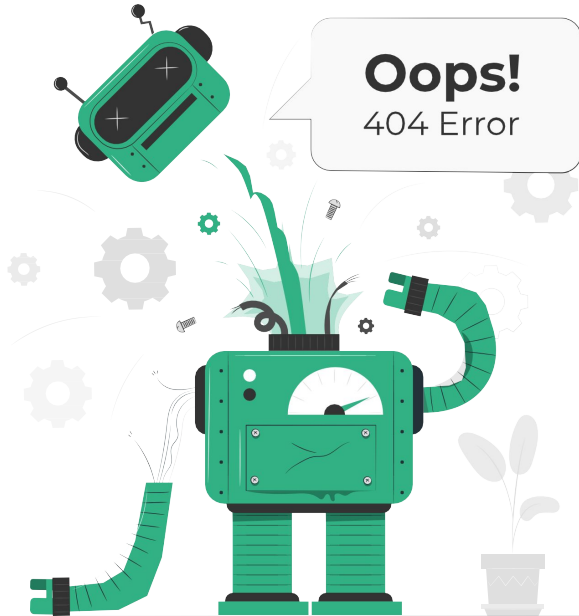
When you're picking plugins, it's best practice to consider the performance impact, and if possible, to measure before and after so that you can decide whether it's worth the trade-off.

SEO And Site Security

As a digital marketer, website security is something you need to take seriously. This is not just because it's generally prudent, but **because online security measures, or your lack of them, directly affect your SEO rankings.**



SEO And Site Security



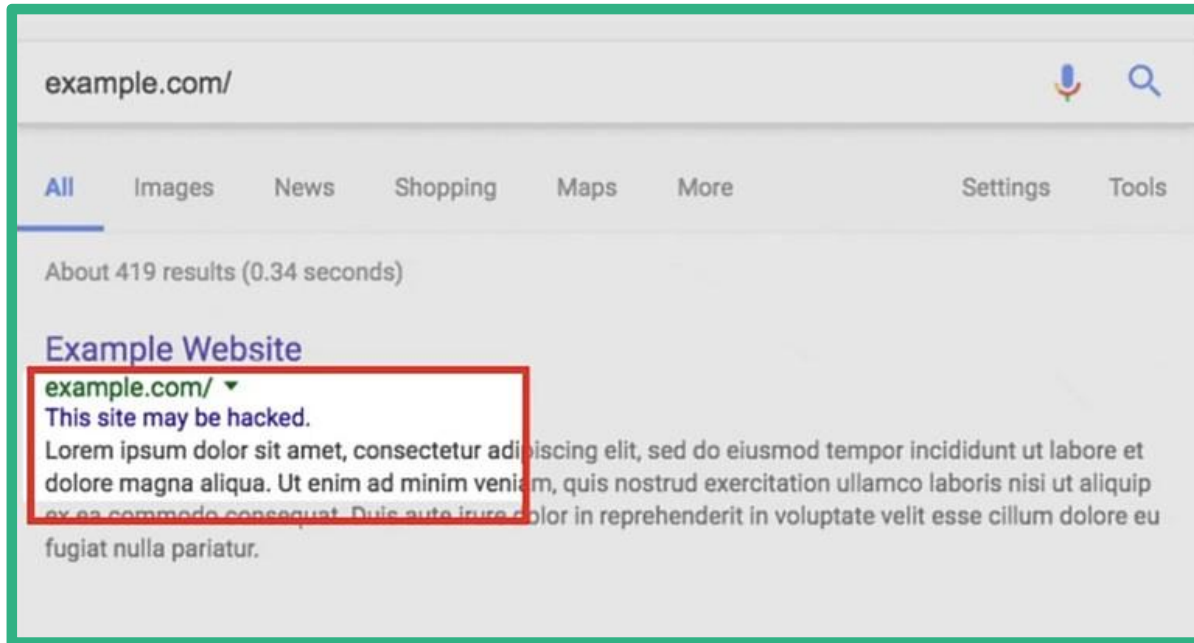
Why Should You Care?

If your site is **hacked**, a lot of damage can

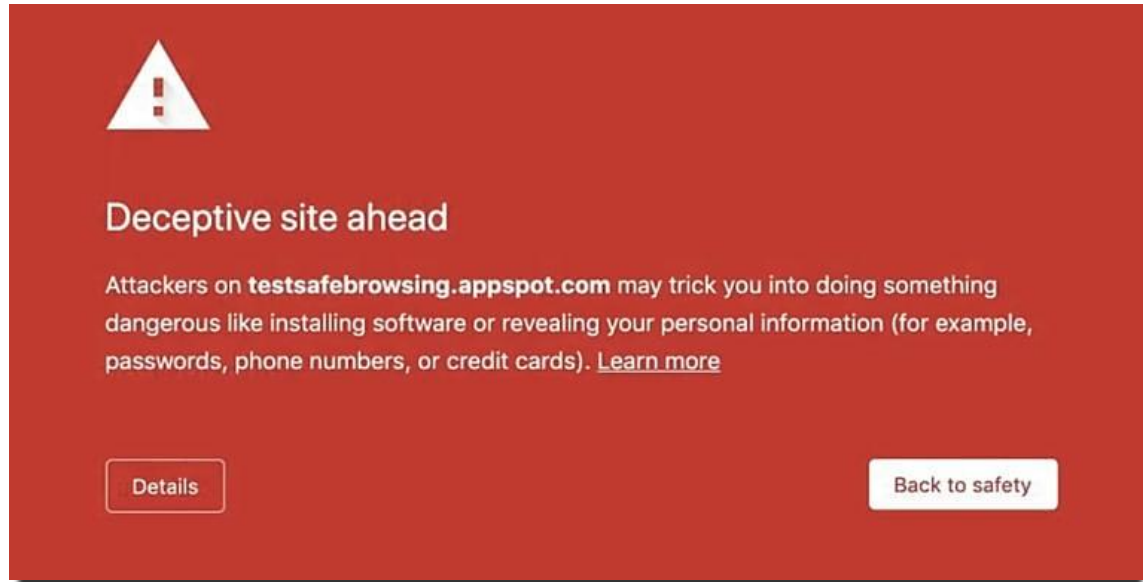
happen: Users cannot access your site.

- You and your user's data will be compromised.
- Your brand's reputation will be affected.
- Your online business operations will be affected.
- No traffic, no sales, no life.

Hacked Website (Example)



Hacked Website (Example)



Google Safe Browsing

Safe Browsing site status

Google's Safe Browsing technology examines billions of URLs per day looking for unsafe websites. Every day, we discover thousands of new unsafe sites, many of which are legitimate websites that have been compromised. When we detect unsafe sites, we show warnings on Google Search and in web browsers. You can search to see whether a website is currently dangerous to visit.

Check site status

🔍

Current status

✔ No unsafe content found

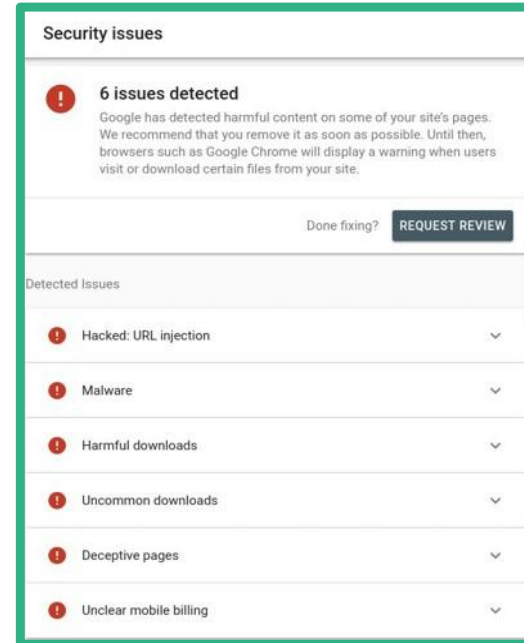
Site info

This info was last updated on Jul 16, 2020.


Google Search Console

Security issues. The security issues include problems Google found on the verified site that may cause harm to others. These include:

- Social Engineering (Phishing, Deceptive Sites).
- Malware infection type: Server configuration.
- Malware infection type: SQL injection.
- Malware infection type: Code injection.
- Malware infection type: Error template.
- Cross-site malware warnings.
- Hacked type: Code injection.
- Hacked type: Content injection.
- Hacked type: URL injection.



SEOptimer – Security Audit


 **Your security looks very good!**


We haven't identified obvious security problems on your website. Security is important to ensure your website protects user data, doesn't become compromised or experience downtime or data loss. We recommend ongoing patching and the continuous use of protective monitoring tools.


SSL Enabled ✓
Your website has SSL enabled.


HTTPS Redirect ✓
Your page successfully redirects to a HTTPS (SSL secure) version.

Malware Check ✓
Your website has been flagged as safe by popular malware scanners

 Google Safe Browsing ✓

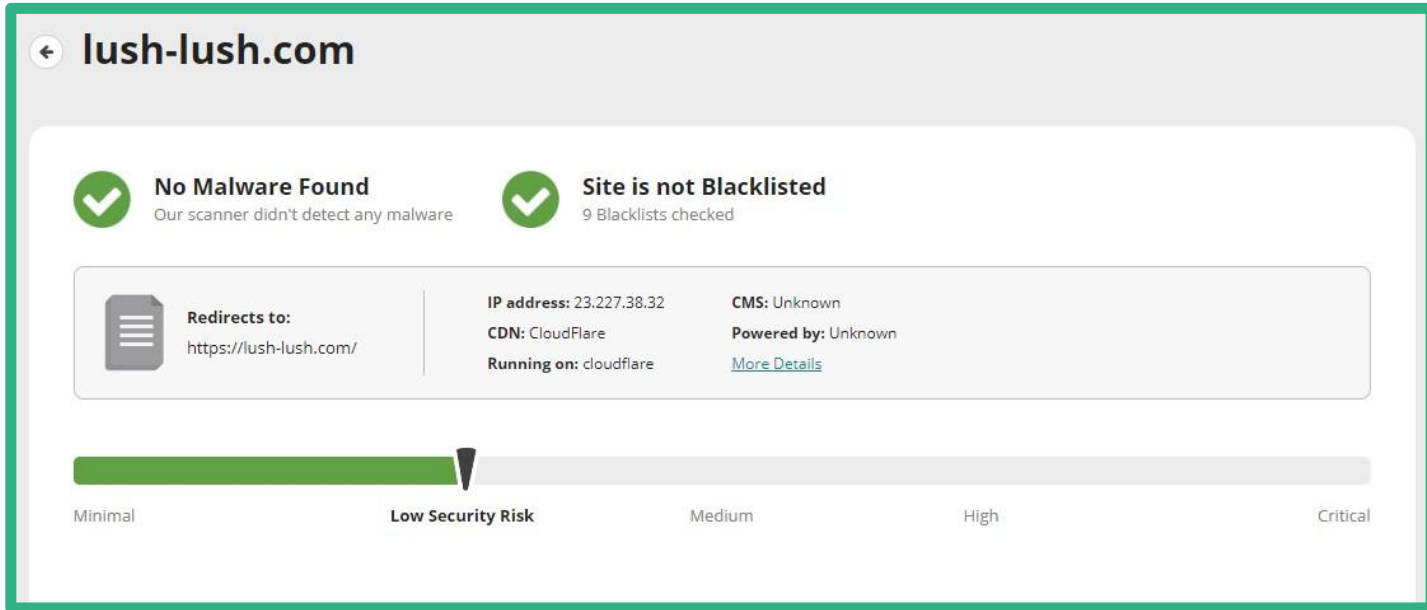
 McAfee ✓

 Norton by Symantec ✓


 AVG ✓


Email Privacy ✓
No email addresses have been found in plain text on your page.


SUCURI



← lush-lush.com

 **No Malware Found**
Our scanner didn't detect any malware

 **Site is not Blacklisted**
9 Blacklists checked

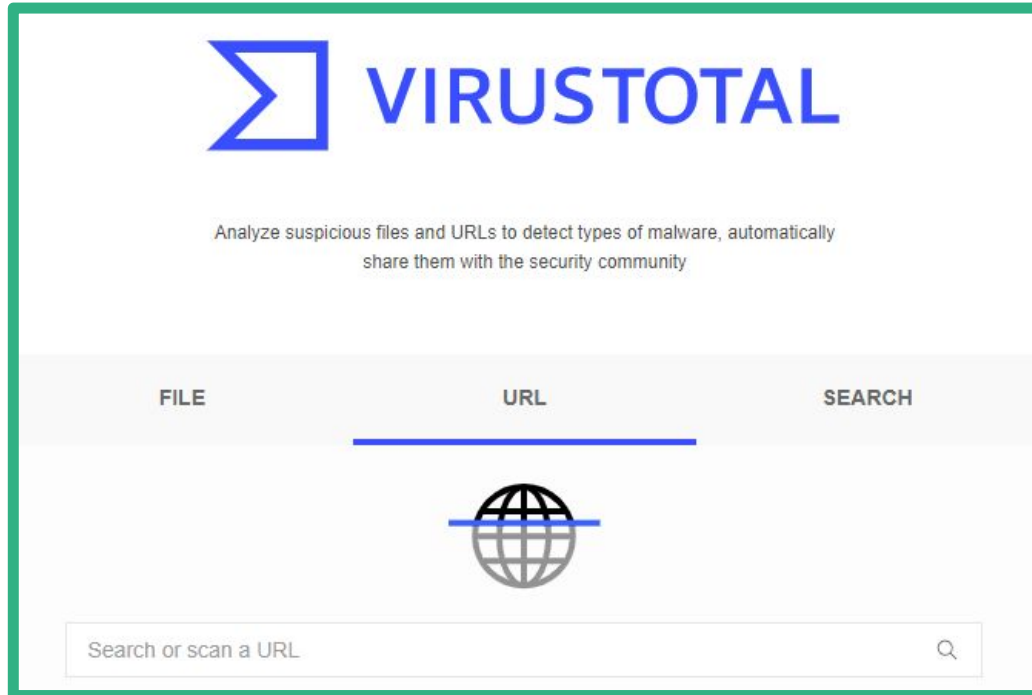
 **Redirects to:**
https://lush-lush.com/

IP address: 23.227.38.32
CDN: CloudFlare
Running on: cloudflare

CMS: Unknown
Powered by: Unknown
[More Details](#)

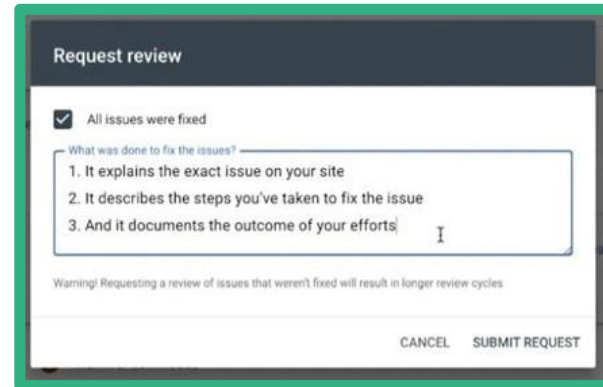
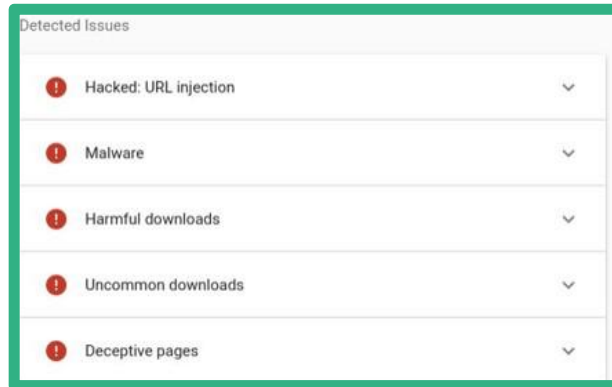
Minimal **Low Security Risk** Medium High Critical

VirusTotal

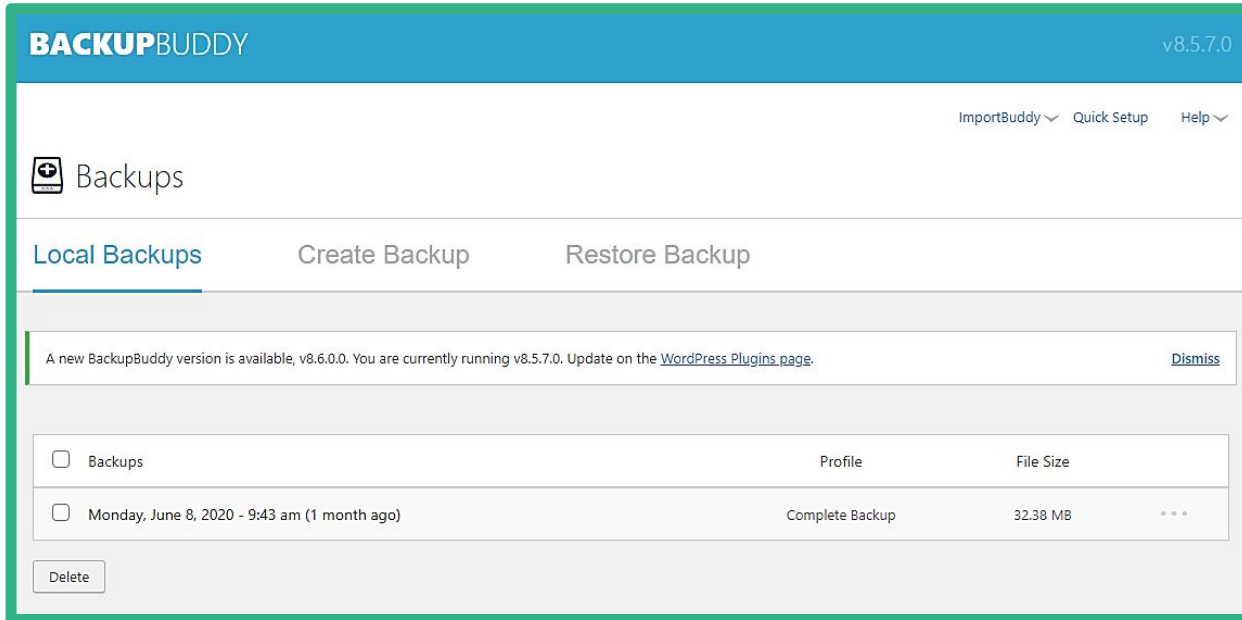


Use Google Search Console

Once you've added and verified ownership of your site in Search Console, Google will send you critical website notifications such as vulnerability and hacking warnings that you need to pay attention to. Google is also constantly creating new documentation to help webmasters. Recently they put out this guide that outlines what can be done to recover from a hacked website



Back-up Site Regularly




The screenshot shows the BackupBuddy v8.5.7.0 interface. At the top, there's a blue header with the logo and version number. Below the header, there are navigation links: "ImportBuddy", "Quick Setup", and "Help". The main content area is titled "Backups" and has three tabs: "Local Backups" (selected), "Create Backup", and "Restore Backup". A notification banner at the top of the main area states: "A new BackupBuddy version is available, v8.6.0.0. You are currently running v8.5.7.0. Update on the [WordPress Plugins page](#). [Dismiss](#)". Below the notification is a table of backups:

<input type="checkbox"/>	Backups	Profile	File Size	
<input type="checkbox"/>	Monday, June 8, 2020 - 9:43 am (1 month ago)	Complete Backup	32.38 MB	...

At the bottom left of the table area, there is a "Delete" button.

Install Security Plugins



Limit Login Attempts Reloaded

[Install Now](#) [More Details](#)

Reloaded version of the original Limit Login Attempts plugin for Login Protection by a team of WordPress developers. GDPR compliant.

By WPChef

★★★★★ (302) Last Updated: 3 days ago

1+ Million Active Installations ✓ Compatible with your version of WordPress



Wordfence Security – Firewall & Malware Scan

[Install Now](#) [More Details](#)

Secure your website with the most comprehensive WordPress security plugin. Firewall, malware scan, blocking, live traffic, login security & more.

By Wordfence

★★★★★ (3,565) Last Updated: 1 week ago

3+ Million Active Installations ✓ Compatible with your version of WordPress



Sucuri Security – Auditing, Malware Scanner and Security Hardening

[Install Now](#) [More Details](#)

The Sucuri WordPress Security plugin is a security toolset for security integrity monitoring, malware detection and security hardening.

By Sucuri Inc.

★★★★★ (334) Last Updated: 5 months ago

700,000+ Active Installations Untested with your version of WordPress



MalCare Security – Free Malware Scanner, Protection & Security for WordPress

[Install Now](#) [More Details](#)

Get Bulletproof Security for your site. Most friendly security plugin. No impact on site speed. Smart Firewall, malware scan, login protection & m ...

By MalCare Security

★★★★★ (133) Last Updated: 1 week ago

10,000+ Active Installations ✓ Compatible with your version of WordPress

Thank You!

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