



JavaScript SEO

Training Course



Hi! We're Gray Dot Co

We're into JavaScript SEO. And Headless SEO.
And, really, all manner of needlessly complicated software stuff.



SAM TORRES

Chief Digital Officer
Data & dev nerd
SEO mermaid™



TORY GRAY

Founder & CEO
SEO & data nerd
Puzzle enthusiast



On behalf of Sitebulb & WTS

The very best sponsors a girl could ask for...



Sitebulb

Site Auditing Tool

Desktop & Cloud crawling

Famously swearsy release notes



WTS

Global Community

Tech SEO Nerds

Home to best members of all time



What this series covers

- Understanding JavaScript SEO
- Auditing JS for SEO
- Prioritising & Explaining JS SEO Issues
- **Bonus:** Live Auditing Q&A (Exclusive to #WTS)



Auditing JavaScript SEO

Step 1 - Preparation: Identify the stack

Audit Details

Date Aug 24, 2024 3:31 PM to Aug 24, 2024 3:37 PM

Start URL <https://thegray.company>

Project [Gray Dot Co](#)

Crawl Type Chrome Crawler (Standard Audit)

User-Agent Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/126.0.6439.0 Mobile Safari/537.36 +https://sitebulb.com

[Start a New Audit](#) [Re-Audit Failed URLs](#) [Audit Settings](#) [View Project](#) [Delete Audit](#)

Audit Notes

Add some notes in here that are specific to this audit. For example, to document what was fixed on the website, or what needs fixing.

[Add Notes](#)

Technologies ?

- Google Analytics 93
- Google Font API 93
- jQuery 93
- HubSpot 93
- Google Tag Manager 93
- YouTube 3
- Twitter 7

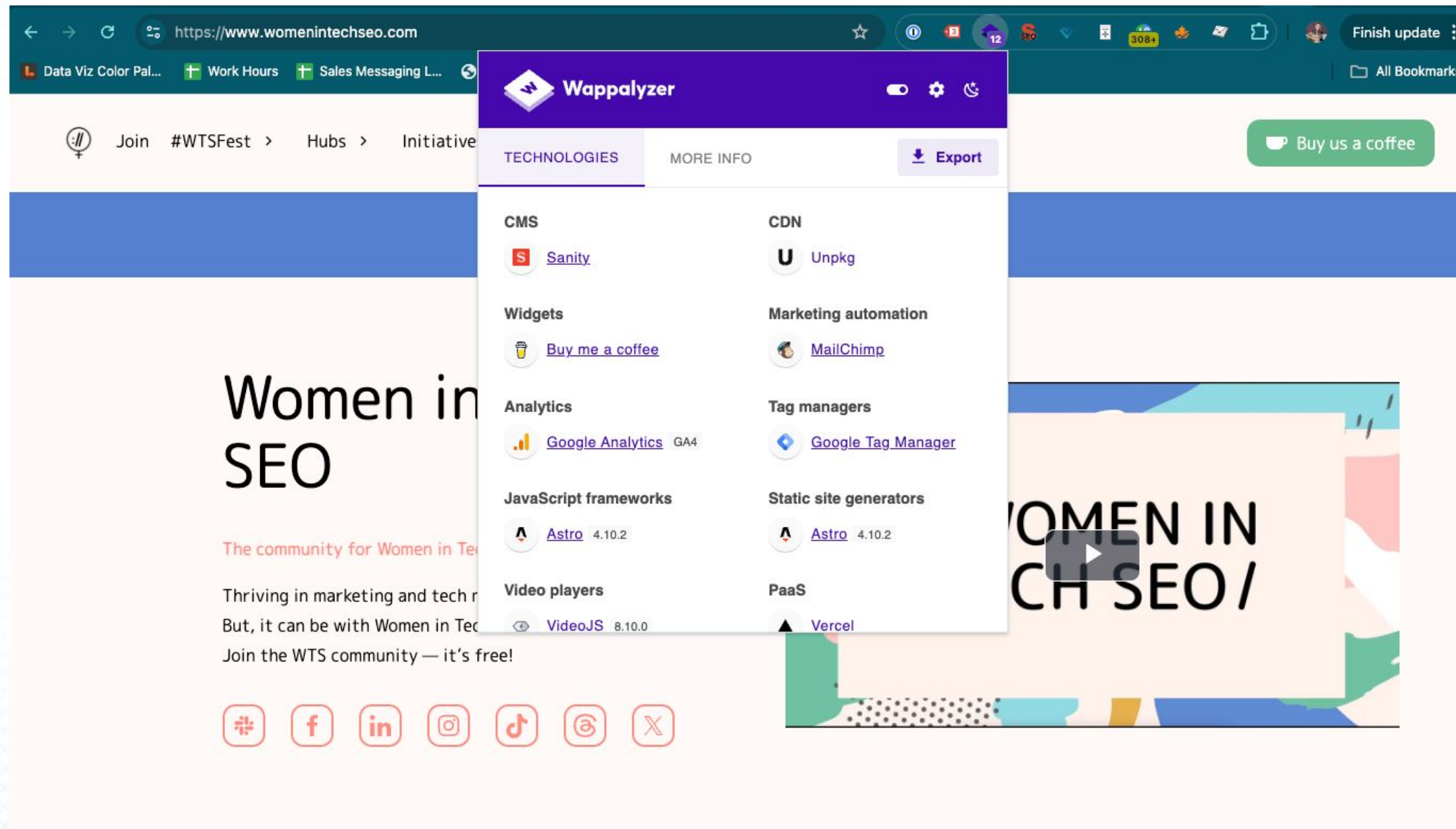
Enable "Page Resources" & "Performance & Mobile Friendly > Parse Technologies" in the Project settings to see this data.



Platforms & Frameworks: the big players

- React
 - NextJS
 - Gatsby
- Angular
- Vue
- Svelte

Step 1 - Alt tools



The screenshot shows the Wappalyzer browser extension interface overlaid on the website <https://www.womenintechseo.com>. The detected technologies are categorized as follows:

- CMS:** Sanity
- Widgets:** Buy me a coffee
- Analytics:** Google Analytics GA4
- JavaScript frameworks:** Astro 4.10.2
- Video players:** VideoJS 8.10.0
- CDN:** Unpkg
- Marketing automation:** MailChimp
- Tag managers:** Google Tag Manager
- Static site generators:** Astro 4.10.2
- PaaS:** Vercel

The background website content includes the heading "Women in SEO" and a video player with the text "WOMEN IN CH SEO/".

More great tools:
Wappalyzer
BuiltWith



Non-platform: More places to look

Example fields

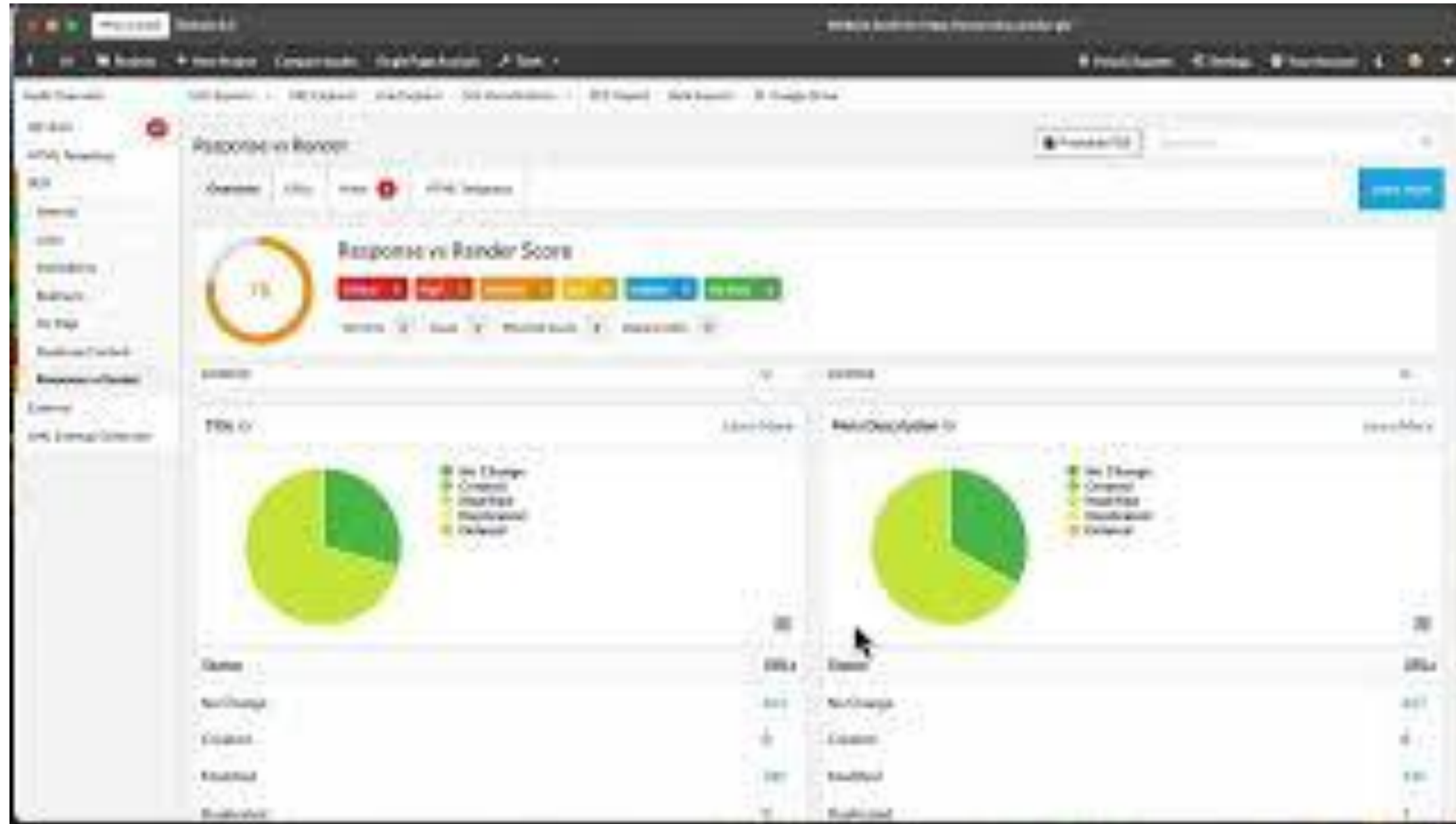
- Menus (fly outs)
- Pagination
- Accordions
- Etc user-interactive fields

Example tools

- Rich Snippet Testing tool
- View Rendered Source
- Web Developer (extension)
- NoJS Side-by-Side
- Inspect Element, View Source, Dev Console
- GSC URL Inspection



Step 2 - Site Audit: Macro JS Issues



[Video credit: Sitebulb](#)

Step 3 - Micro JS SEO Issues

Inspect any URL in "thegray.company"

https://thegray.company/blog/seo-product-requirements-how-to-template

URL Inspection GOOGLE INDEX LIVE TEST

Tested on: Aug 7, 2024, 4:04 PM

- URL is available to Google**
If it gets indexed and selected as canonical, it could appear in Google Search results with all relevant enhancements. [Learn more](#)
- Page availability** Page can be indexed
- Breadcrumbs** 1 valid item detected

VIEW TESTED PAGE Page changed? REQUEST INDEXING

Tested page

HTML SCREENSHOT MORE INFO

```
1 <!DOCTYPE html>
2 <html data-wf-domain="thegray.company" data-wf-page="630e75f46a331358dc1909f1" data-wf-site="5fcea9442db2e449e0858c01" lang="en" data-wf-collection="630e75f46a33137f13190977" data-wf-item-slug="seo-product-requirements-how-to-template" class="w-mod-js w-mod-touch wf-kumbhsans-n4-active wf-kumbhsans-n7-active wf-montserrat-n3-active wf-montserrat-i2-active wf-montserrat-n7-active wf-inconsolata-n4-active wf-montserrat-i3-active wf-montserrat-n5-active wf-montserrat-i5-active wf-montserrat-i4-active wf-montserrat-i7-active wf-montserrat-i6-active wf-inconsolata-n7-active wf-montserrat-n8-active wf-montserrat-n9-active wf-montserrat-i1-active wf-montserrat-n1-active wf-montserrat-n2-active wf-montserrat-n4-active wf-montserrat-i8-active wf-montserrat-n6-active wf-montserrat-i9-active wf-active"><head><style>.wf-force-outline-none[tabindex="-1"]:focus{outline:none;}</style><title>How to Write SEO Product Requirements Documentation That Serves Stakeholders & Streamlines Projects</title><meta content="One critical tool in an SEO PM's arsenal is a product requirements document (PRD). Learn more about how we do it, and
```


Step 4 - (Optional) Troubleshoot JS SEO Issues

Image admin guide release

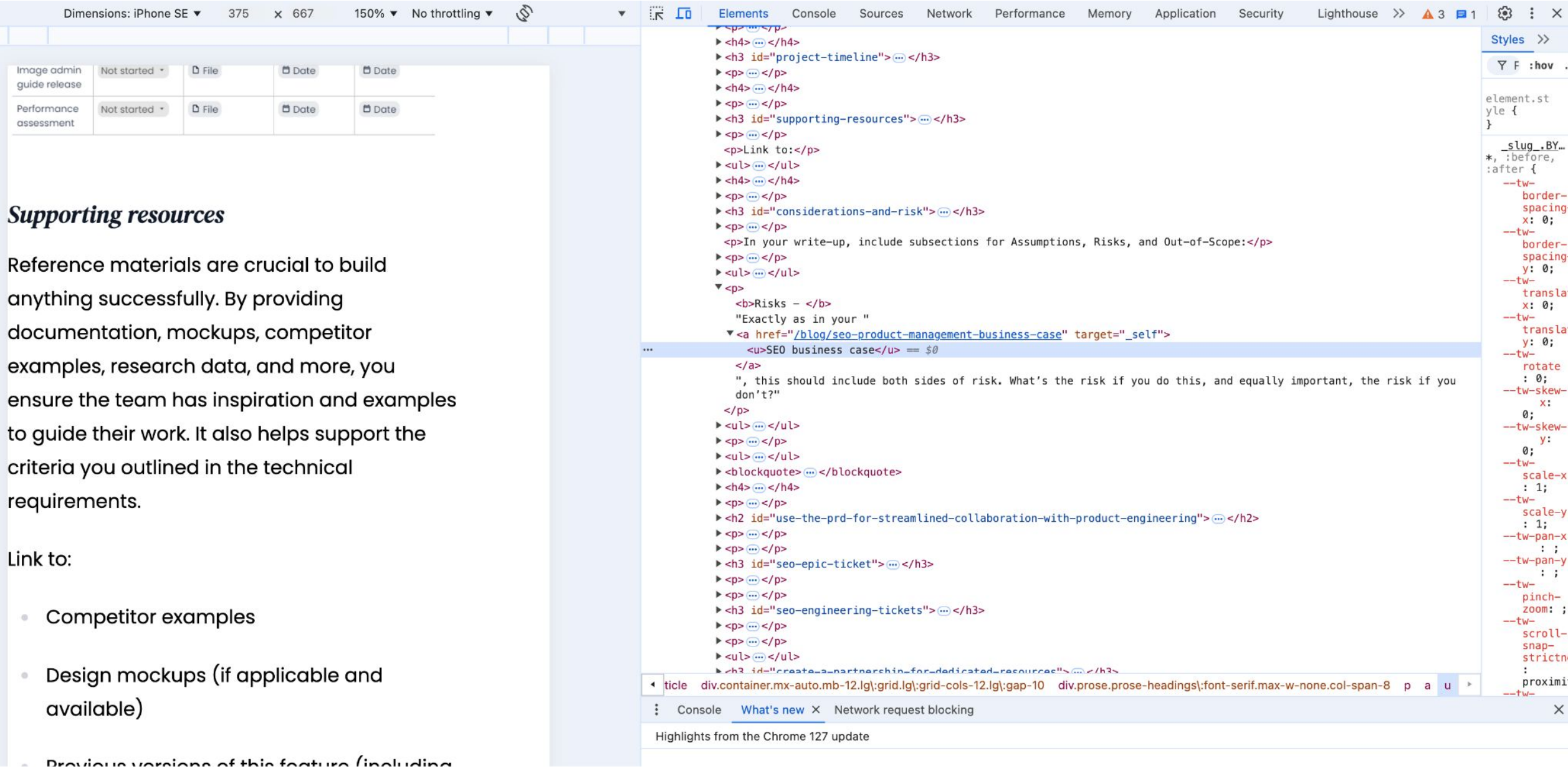
Performance assessment

Supporting resources

Reference materials are crucial to build anything successfully. By providing documentation, mockups, competitor examples, research data, and more, you ensure the team has inspiration and examples to guide their work. It also helps support the criteria you outlined in the technical requirements.

Link to:

- Competitor examples
- Design mockups (if applicable and available)
- Previous versions of this feature (including



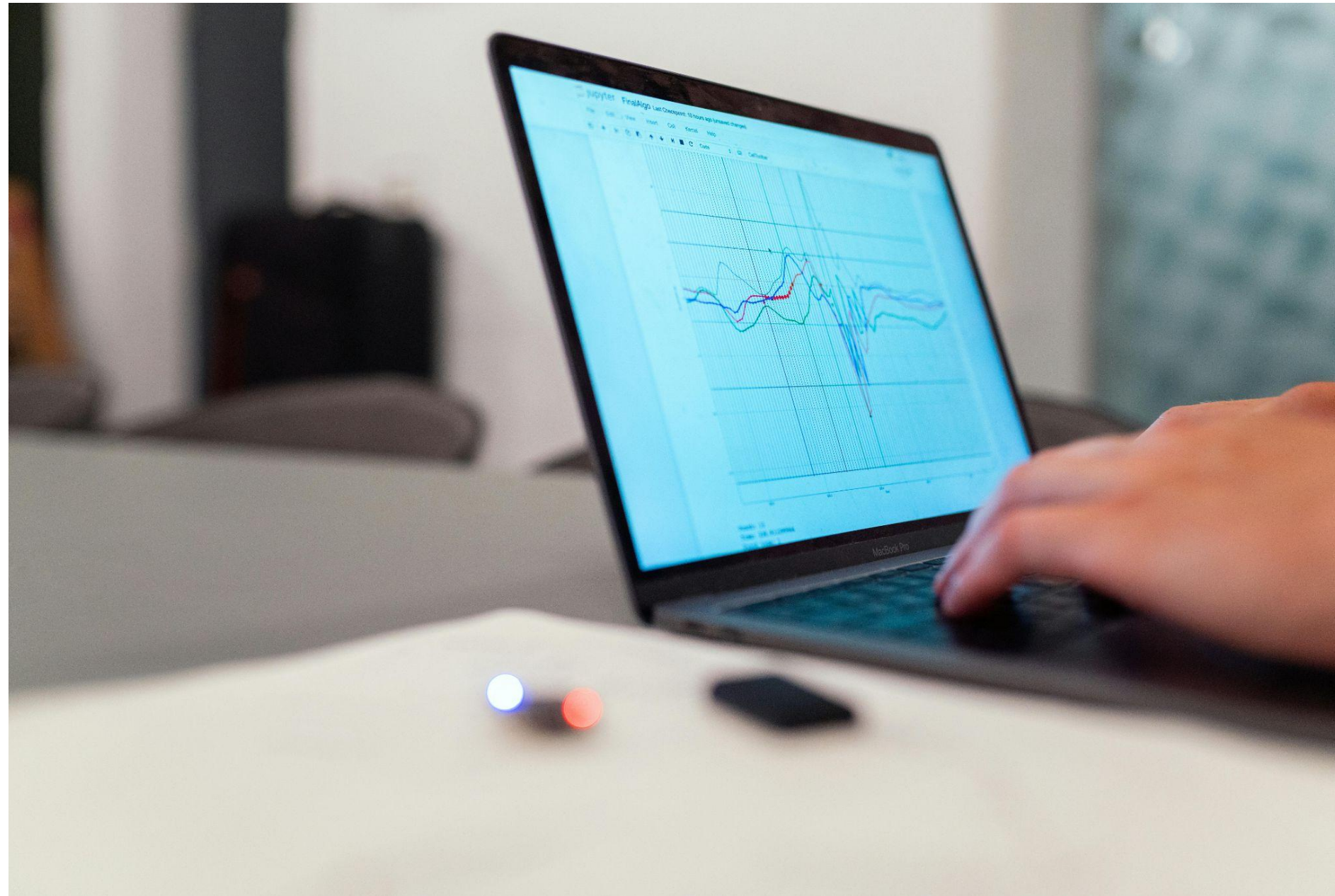


Step 5 - Prepare Issue Insights for Eng





Step 6 - Stage QA, Go-Live, Monitoring





Questions?

Share in the comments!



***Don't
forget!***

Next session....

Tuesday
September 24th
4pm BST (11am ET)

- Prioritising & Explaining JS SEO Issues



Thank you!



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X (Formerly Twitter)

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