Sitebulb WTS Gray Dot Co

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 sweary release notes

WTS

Global Community
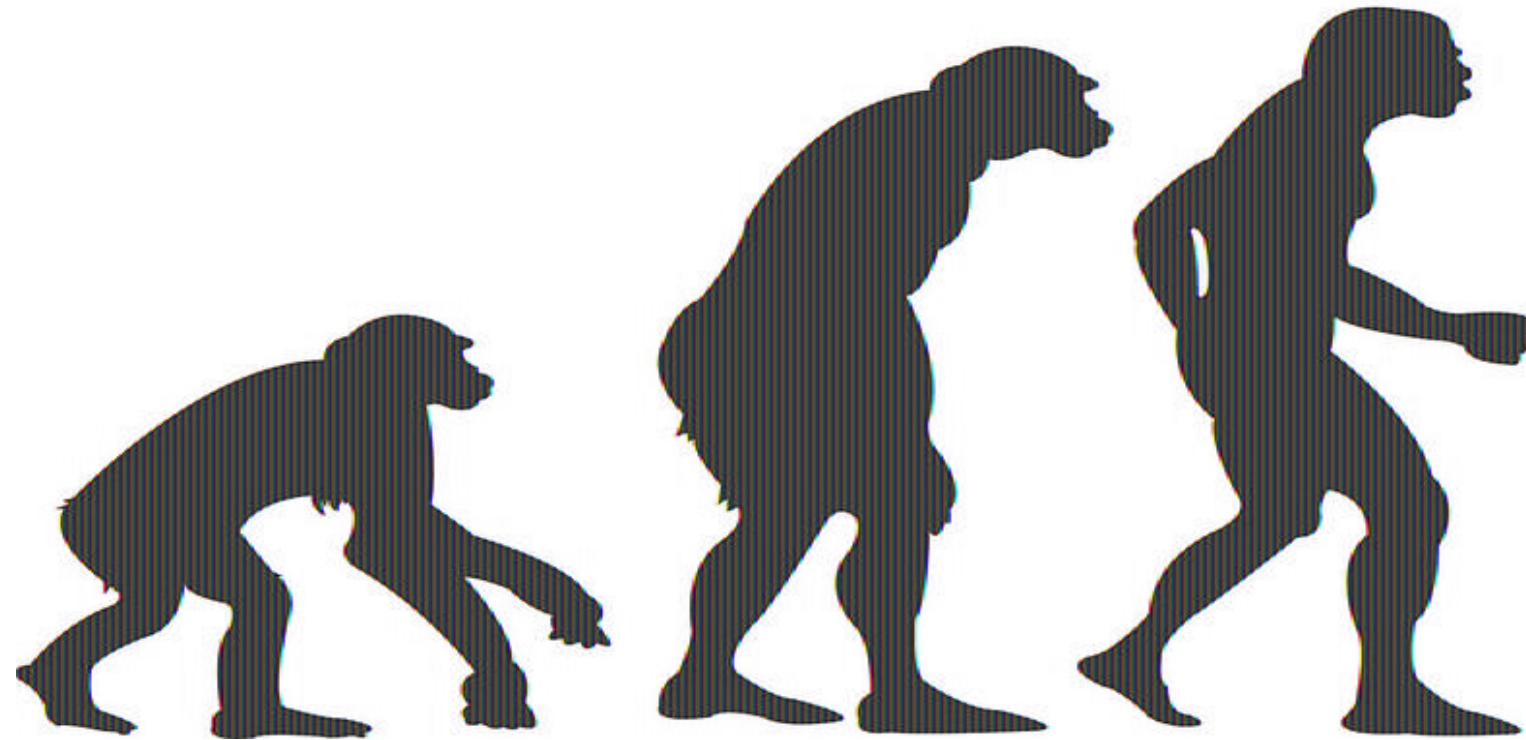
Tech SEO Nerds

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)

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Understanding JavaScript SEO

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Let's start at the beginning...

Crawling ≠ Rendering ≠ Indexing

Image credit: Bryan Wright

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With how Google processes JavaScript

URLs

| Crawl Queue | → URL → | Crawler | → HTML → | Processing | ⋯⋯ | Index |

Render Queue

Rendered HTML
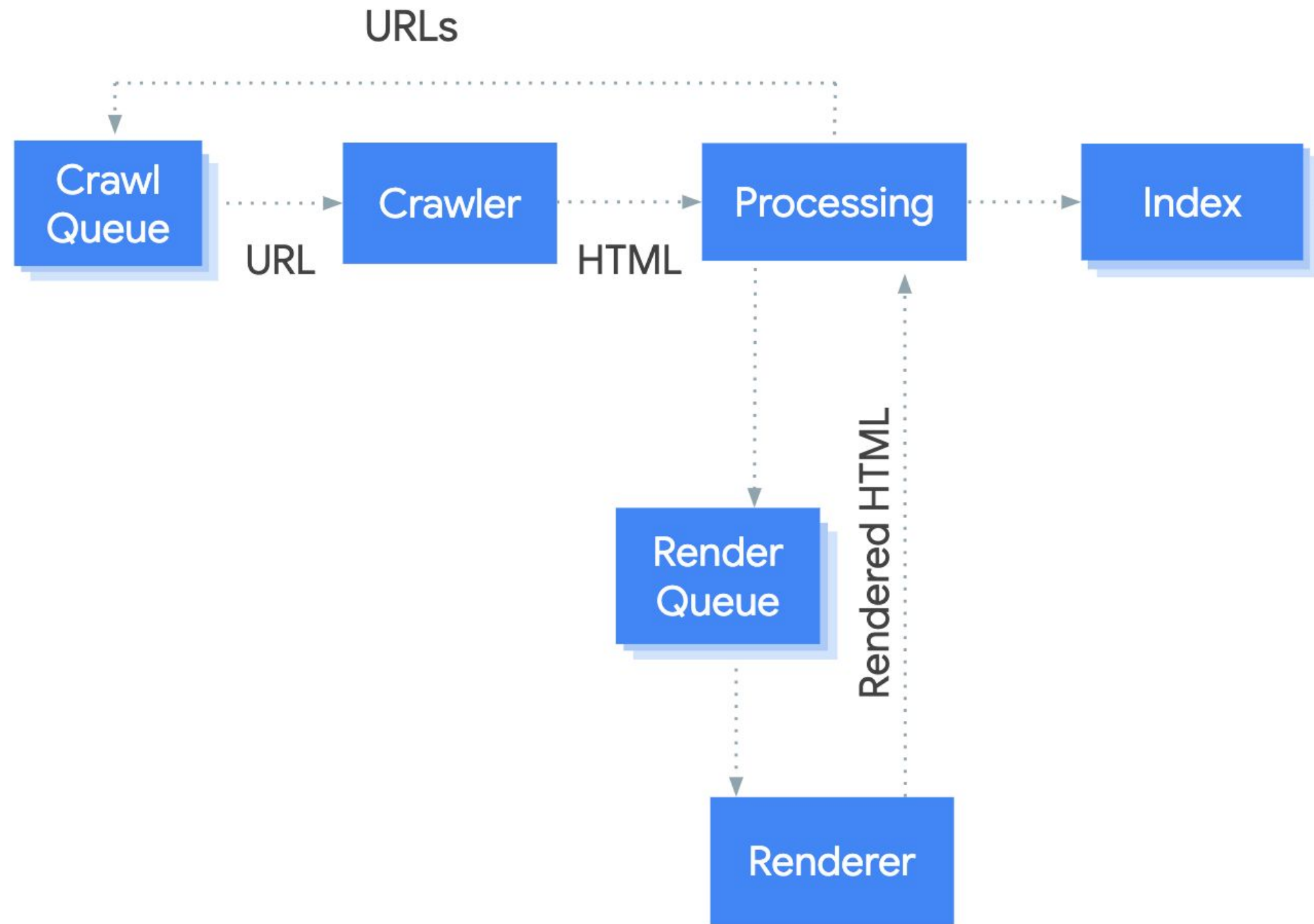
Renderer

The rendering itself is simple, right?

... not really.
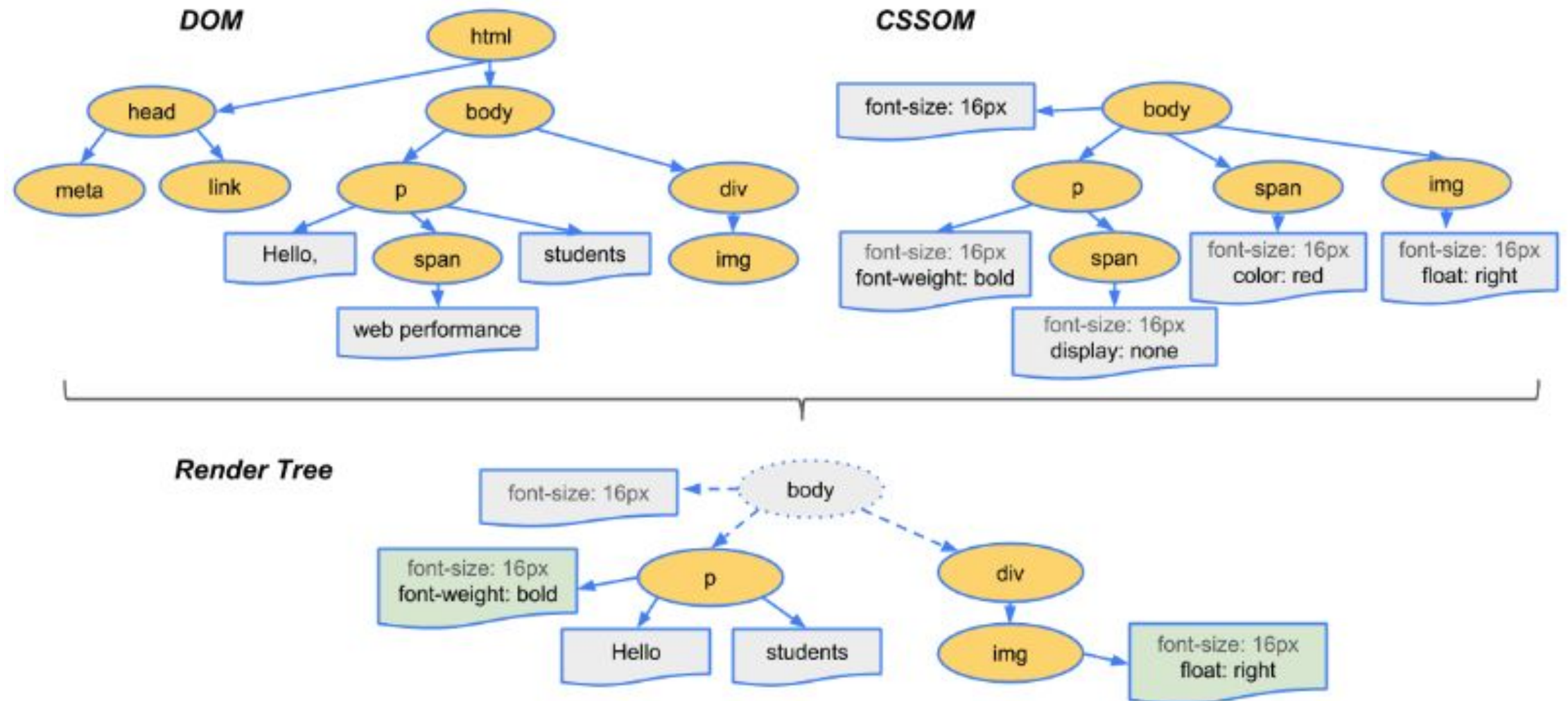
Image credit: Web.Dev

Rendering options

Server-side rendering (SSR)   Client-side rendering (CSR)

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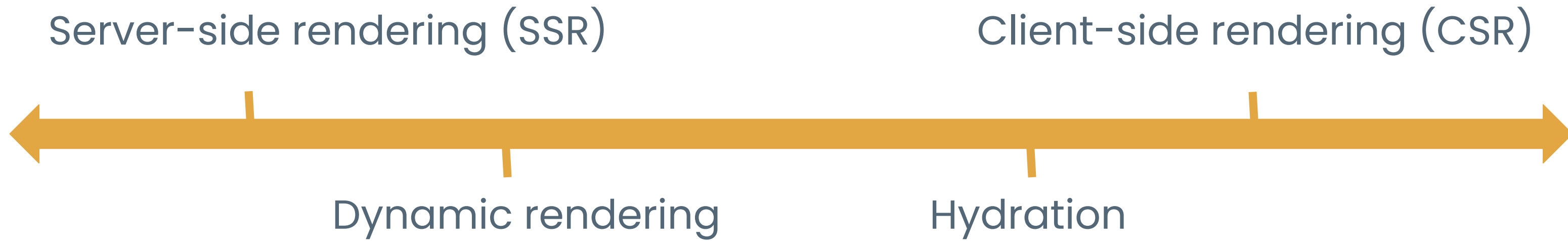
See also: Static Site Generation (SSG), Incremental Static Regeneration (ISR), Pre-rendering, Hybrid rendering, Island Architecture ...

Reading: SSR v CSR - Case Studies

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Which SEO fields matter the most?

Critical	Important	Really, really nice to have
• Title • Meta description (if in use) • Meta robots • Canonical	• Navigation links • Pagination • H1s and other headings	• All or most on-page copy • In-content hyperlinks • Images (and alt text) important to the page body

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Which fields are LESS critical?

Copy

- Duplicative page copy
- Brand-forward page copy (not wanted/desired for SEO)

Links

- Links to gated pages
- Links to non-indexable pages

Media

- Decorative images
- Images, video, etc not critical to page contents

See also: "critical fields"... on non-critical pages.

That said... no cloaking, please.

What should you look out for?

- Not all (important) page copy/links are accessible

- Entire pages or site-sections can't be found in a site crawl

- Images: not indexed, may or may not be viewable in GSC

- Critical JS errors that stop crawling/rendering: timeouts, script access issues, broken <head>

- Critical SEO elements aren't in response HTML for first-wave indexing

- Metadata is missing

- Critical SEO elements are changed between response and rendered HTML

- 404 pages don't work, or unexpected Soft 404 errors

- Junk URLs get indexed: orphaned "build" pages

More info: 8 Common JS SEO Issues & How to Overcome Them

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Questions?

Share in the comments!

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Don't forget!

Next session....

Tuesday
September 10th
4pm BST (11am ET)

• Auditing JS for SEO

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Thank you!

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