

Own Your Flow

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The leading industry event by digital marketers for digital marketers

About Me

Manager of SEO at Sears PartsDirect

Veteran internet marketer with expertise in B2C and B2B search engine optimization (SEO), search engine marketing (SEM) and analytics



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Technical SEO is all about FLOW

You are an ecologist.

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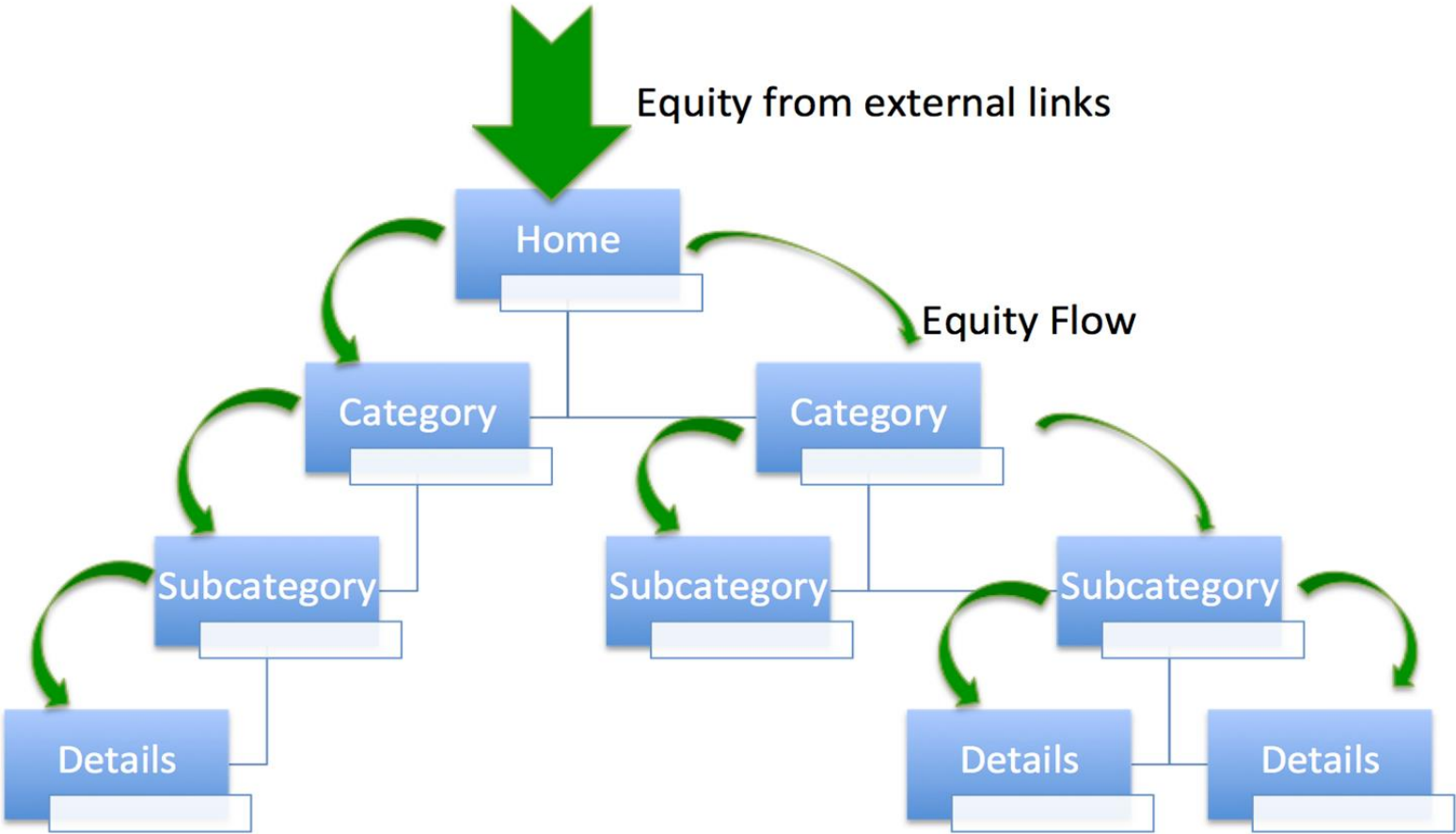
**What you believe
your site equity
flow to be.**

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Equity from external links



Equity Flow



Your Actual Equity Flow:



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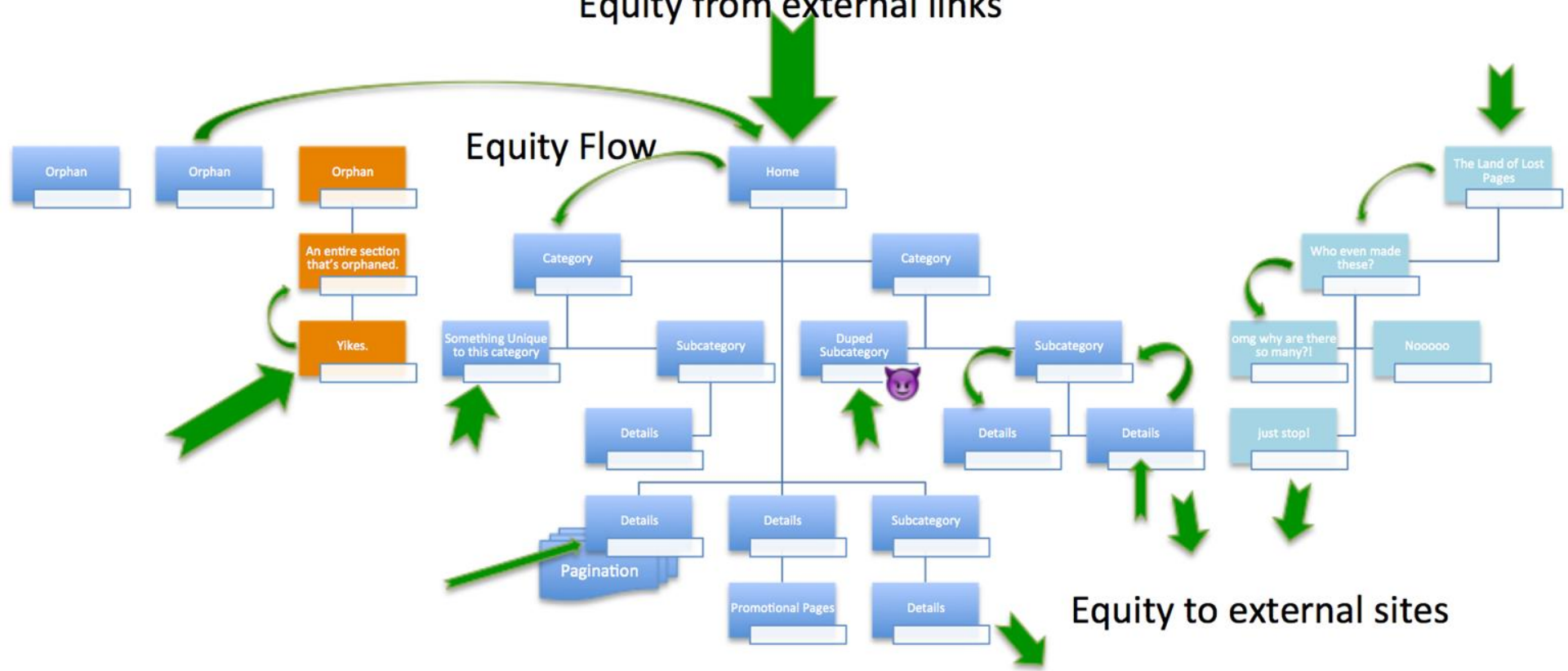


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Equity from external links

Equity Flow

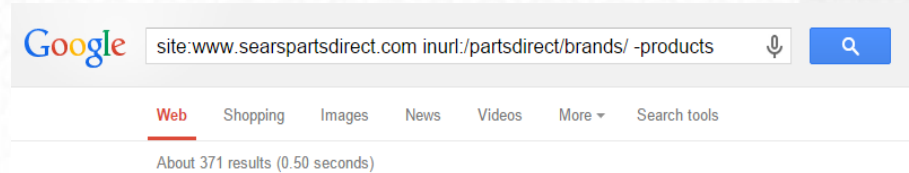
Equity to external sites



Knowing Your Flow

Assumptions:

1. Know your content. ALL of it.
2. Know what is in the Index.
3. Know what your crawl budget is.



Googlebot activity in the last 90 days



Knowing Your Flow

Eternal ~~Vigilance~~ Crawling
is the
Price of ~~Freedom~~ Visibility.

- Jacqueline Urick, with apologies to Thomas Jefferson

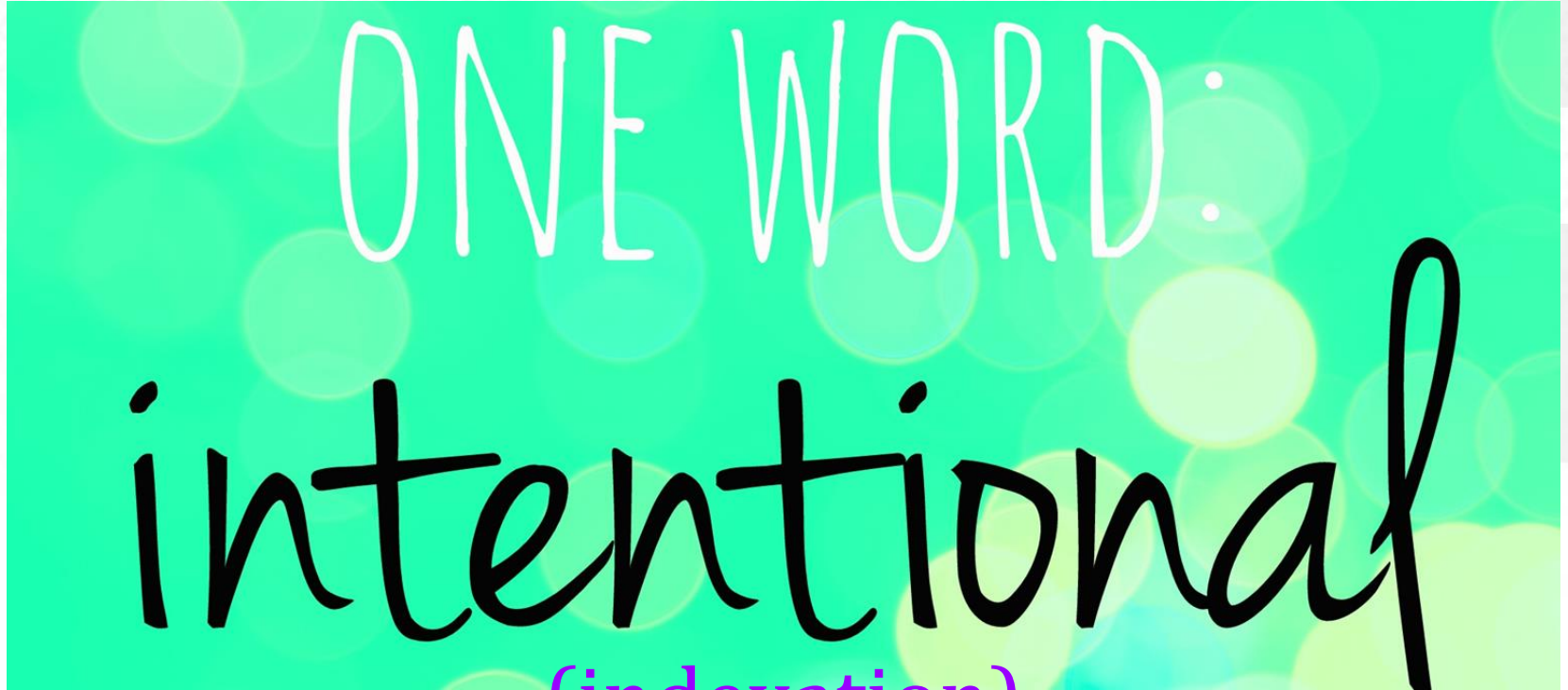
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Sitemaps = Intentional Indexation



(indexation)
(ok that was two words, I know)



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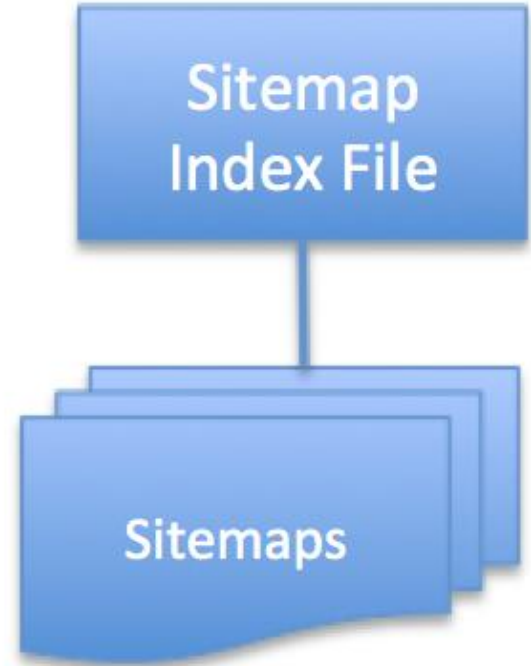
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Sitemaps = Intentional Indexation

On large sites, sitemaps are typically auto generated with scripts.

But auto-generated URLs can be prone to error.

Crawl them.



Sitemaps = Intentional Indexation

Sitemaps content



Sitemaps in this Sitemap index (All content types)

#	Sitemap
1	/category-sitemap.xml
2	/page-sitemap.xml
3	/post-sitemap.xml
4	/post_tag-sitemap.xml

Even if your site is small, it makes sense to create a sitemap to help search engines organize your content and reach your target cohort.

Its an e-commerce site, so it's important to have a sitemap that includes all the important URLs.

For content-heavy sites, it's important to have a static, crawlable sitemap that includes those URLs.

FUN FACTS:

Through sitemap optimization at SPD.com:

Increased indexation of important URLs by 105%

Removed over 3 million URLs prior to the August Index purge.

Sitemap Jul 26, 2015 -

Sitemap Jul 24, 2015 -

Images

Web

Crawl Budget Analysis

Run a crawl of the daily crawl budget to get an idea of what content bots would access on any given day.

- Run quarterly, or after a major release
- If possible, run multiple from different entry pages

Googlebot activity in the last 90 days

Pages crawled per day



High	Average	Low
655,859	553,614	197,087

Crawl Budget Analysis

Are your strategically important pages easy for bots to get to?

What happens when bots arrive on your strategically important pages? Where do they head next?

How many levels deep can bot typically crawl on a given day?

What can you do to give your strategically important pages better crawl access and visibility?

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FUN FACT:

Knowing this information as you head into a site redesign or migration will make you look like the smartest person in the company. 😊

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Always be Crawling!

Setup multiple smaller weekly maintenance crawls (50,000 to 100,000 URLs)

- Crawl during peak
- Crawl post-release
- Crawl during web site maintenance

Even if you have access to server logs.

FUN FACT:

A configuration error during website maintenance cost me almost \$2 million due to erosion in rankings during peak times. ☹️

Don't let this happen to you!

Practical Takeaways for Owning Your Flow

- Crawl your sitemaps to make sure the stuff you want indexed is indexed!
- Experiment with crawl budget crawls to understand how bots flow through and process your site.
- Set up smaller representative crawls and crawl multiple times per week, including server maintenance and post-release.