

Beyond the Algorithm

Technical SEO – Share 2015

Adam Audette | @audette

MERKLE[®]

A Performance Marketing Agency

BRIGHTEDGE

**Partners since
2011**

Hundreds of Sites

*Tens of Thousands
of KWs*

A Performance Marketing Agency

Data Driven, Tech Enabled Performance Marketing

Consulting | Analytics | Technology | Data | Creative | Media

CRM | Loyalty | Digital

Our heritage in data, technology and analytics gives us unique consumer insights, combined with our strength in performance media, fuels our ability to develop and execute addressable customer experiences that drive marketing performance

Customer Strategy

- Market Sizing
- Segmentation
- Portfolio Strategy
- Journey Mapping
- Change Management

Audience Planning

- Audience Plan
- Experience Plan
- Media Plan
- Test Plan

Orchestration

- Audience Management
- Campaign Management
- Decision Management

Content

- Creative Development
- Content Development
- User Experience

Measurement

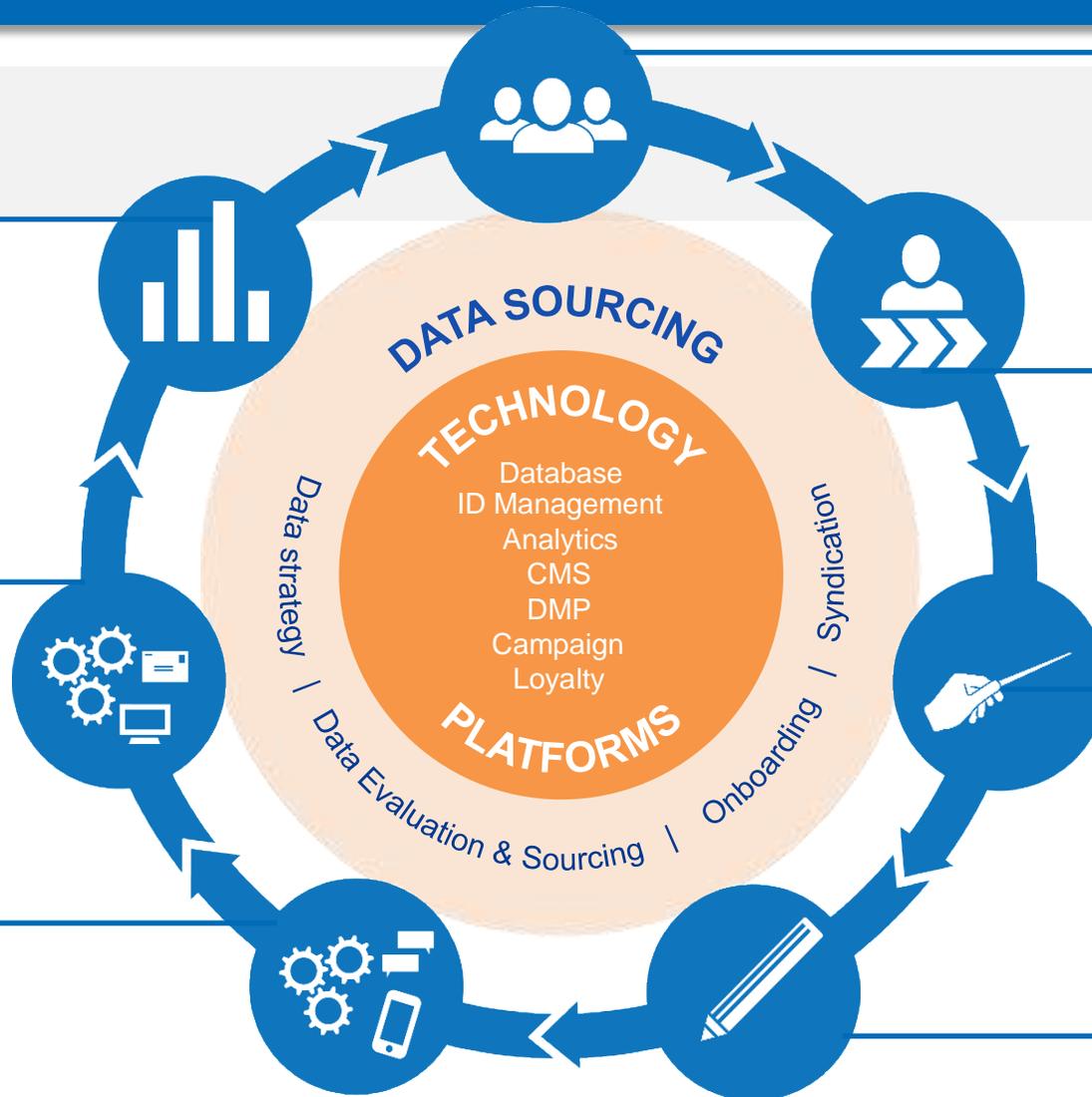
- Measurement Strategy
- Attribution
- Marketing Mix
- Forecasting & Simulation

Channel Activation

- Website
- Mobile
- Native App
- Social
- Call Center
- In Store

Media Activation

- Search
- Display
- Paid Social
- Email
- Direct Mail



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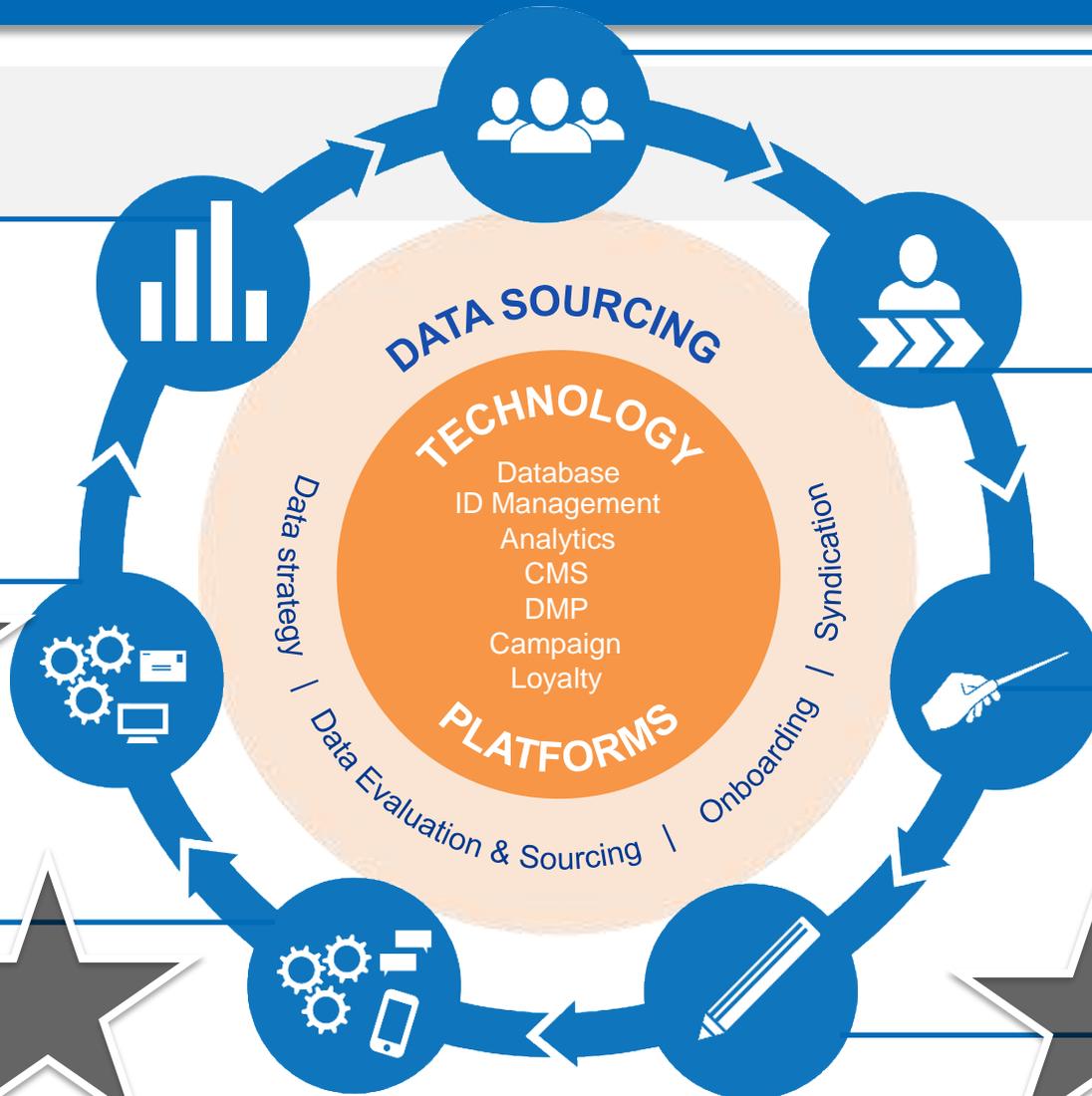
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TRAVELERS 

Walmart 

Google

Comcast



amazon 

jetBlue

Microsoft

SONY



Office DEPOT

Walgreens
AT THE CORNER OF HAPPY & HEALTHY



CHASE 

MetLife

GEICO

sears



REGIONS 



PNC BANK 



NORDSTROM

BED BATH & BEYOND

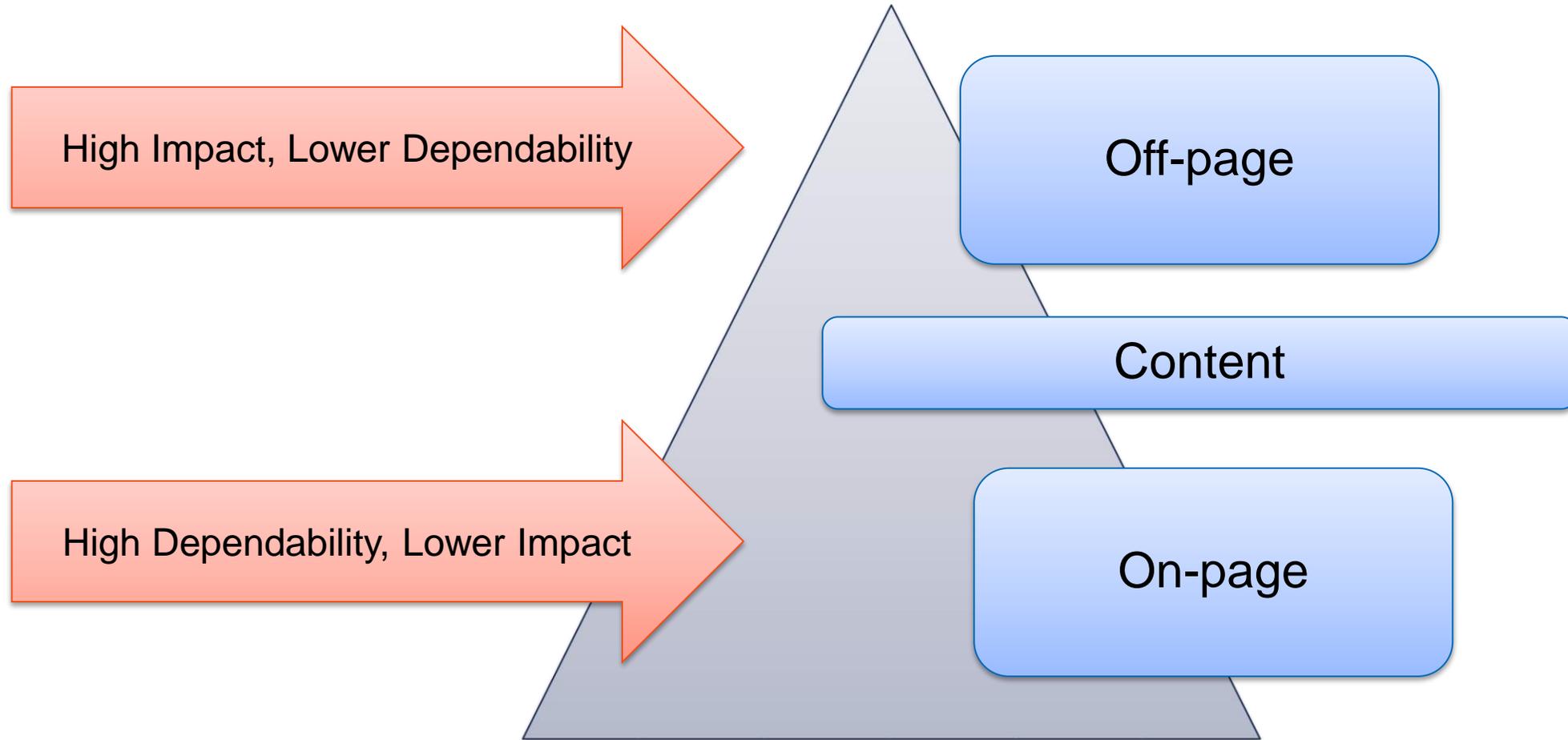
SAMSUNG



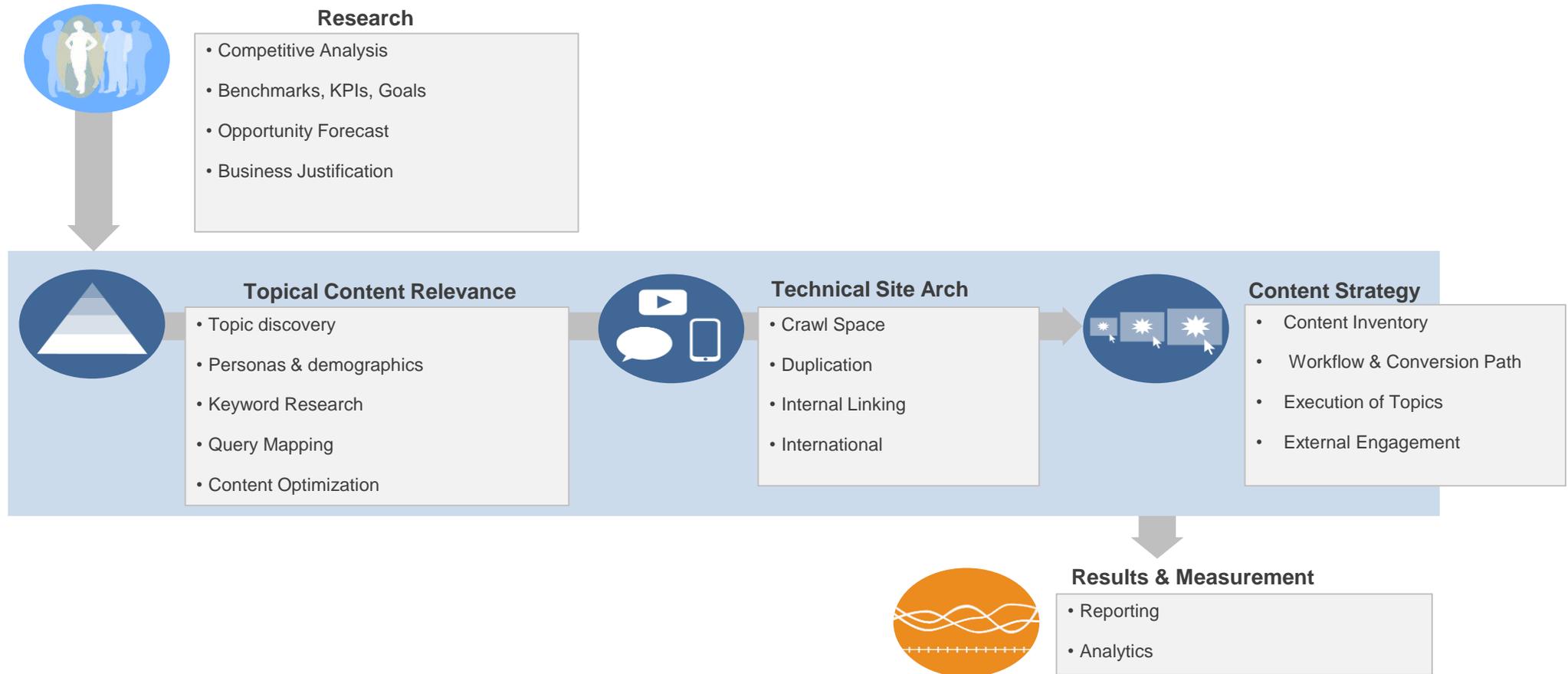
A high-speed photograph of a water splash on a reflective surface, with a red background and a white text overlay. The splash is captured in a moment of peak energy, with water droplets frozen in mid-air around the central impact point. The surface below the splash is highly reflective, mirroring the water droplets and the surrounding environment. The background is a solid, vibrant red color, which provides a strong contrast to the clear water and the white text.

Impact vs. reliability

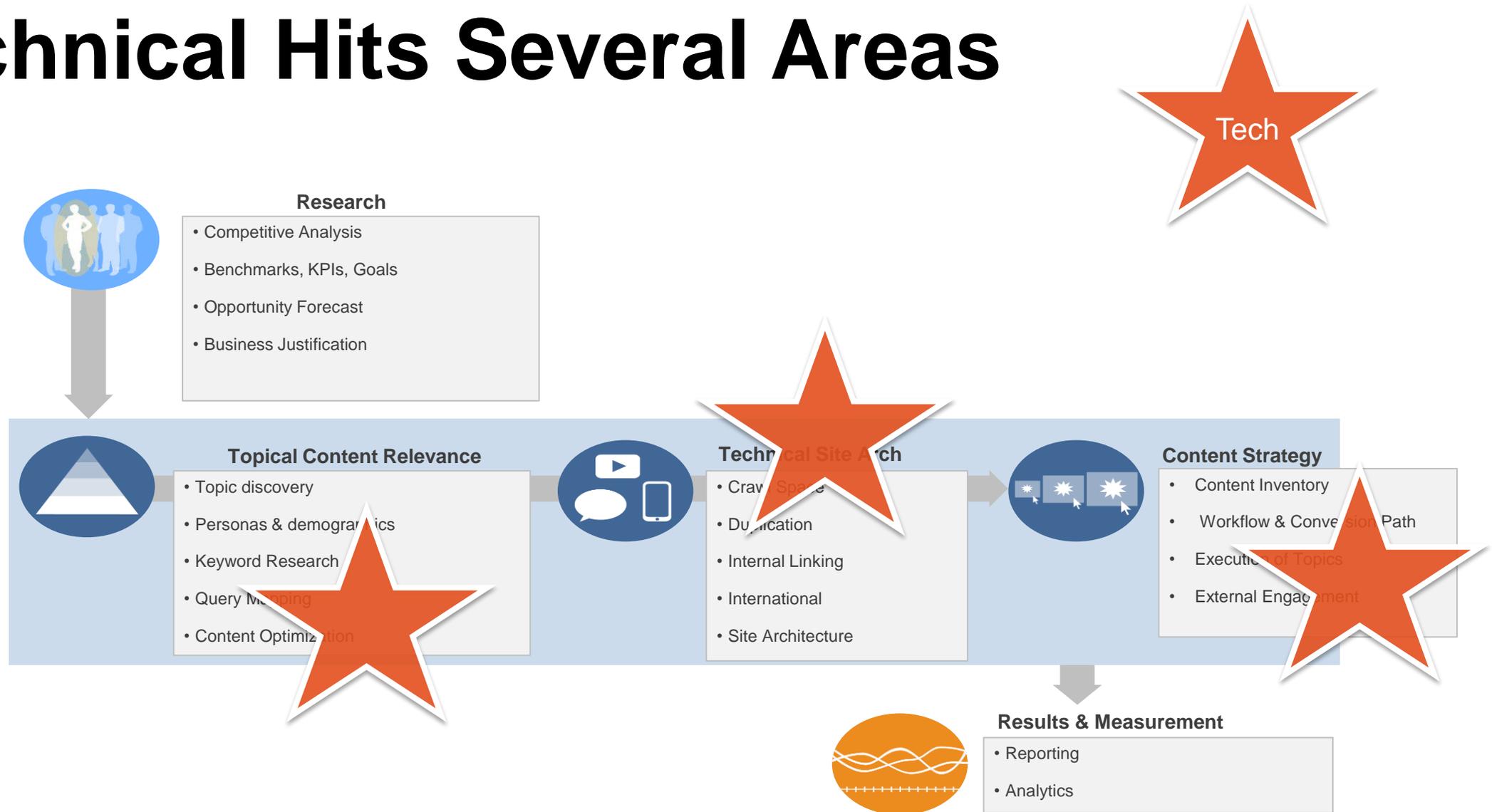
Technical SEO is Dependable



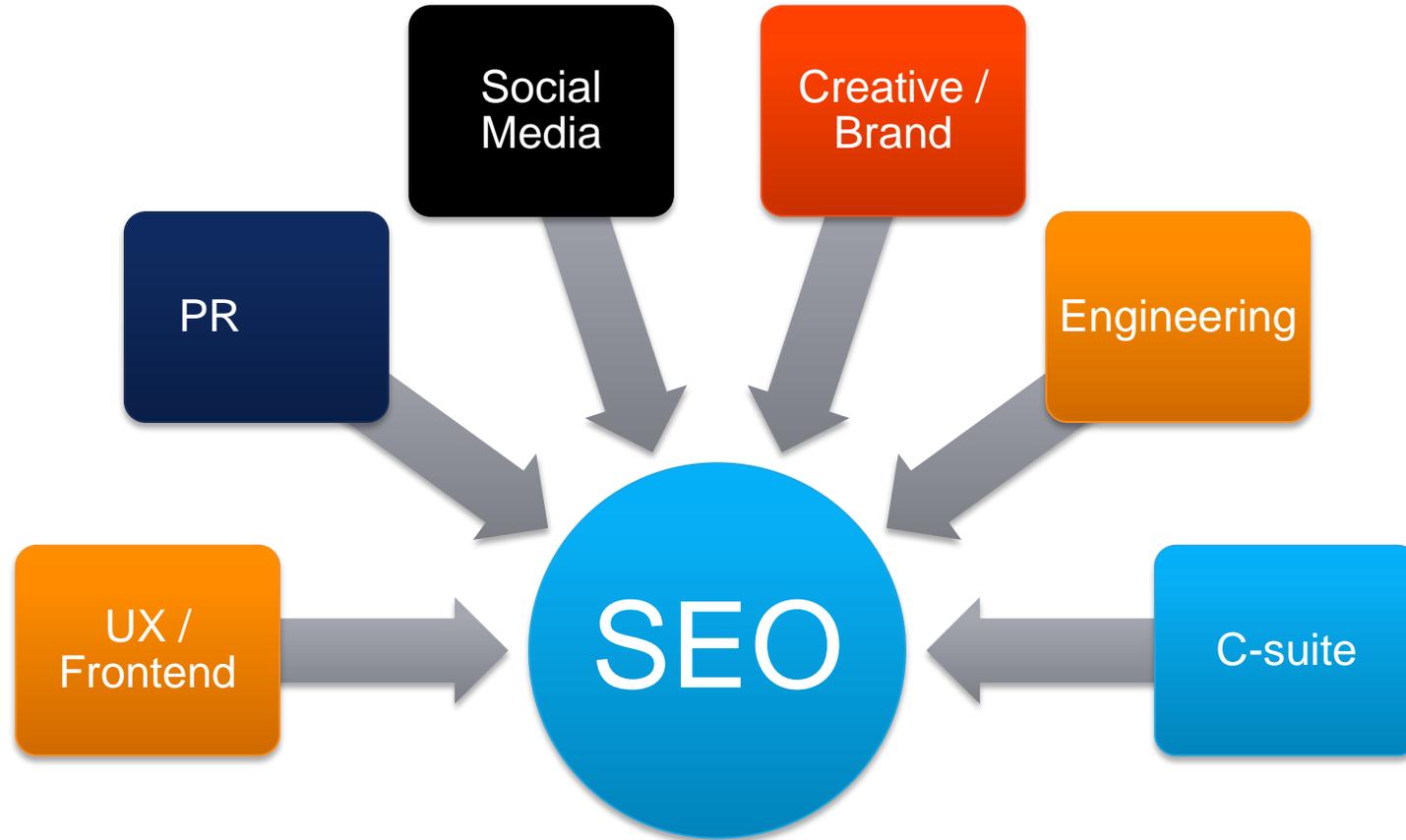
Key Inputs in the SEO Approach



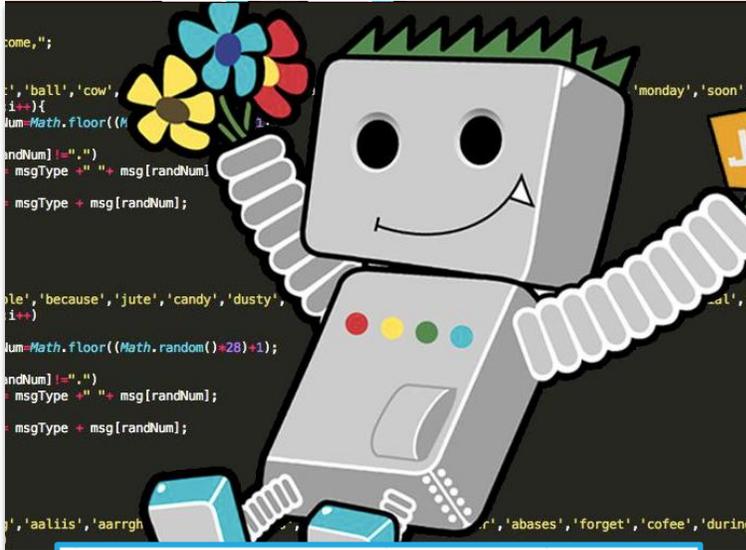
Technical Hits Several Areas



SEO Touches Everything



Two Pillars of SEO: Technical & Audience

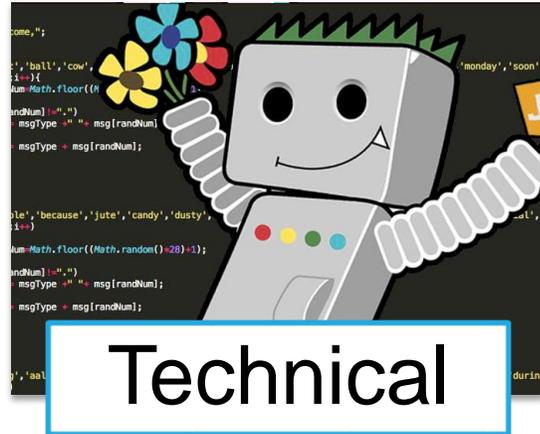


Technical



Audience

Two Pillars of SEO: Technical & Audience



| Search Engines | | Audience |
|-----------------|--|------------------|
| Crawl space | | Search behavior |
| Duplication | | Workflows |
| Dynamic content | | Content topics |
| Site migrations | | KW research |
| Mobile serving | | Engagement |
| Int'l sites | | Conversion paths |

It's the era of SEO for dynamic sites



Google crawls dynamic content

REAL-TIME PHYSICS IN THE PAINT

Feel the impact of real-time physics on every drive, post move and collision in the most trafficked area on the court. 100+ new animations make it possible for something unpredictable and amazing to happen on every play. Scoring has been amped up with 3x the variety of dunks, layups and signature shots as you impose your will on your opponent with physicality you can feel.

LEARN MORE



ULTRA-RESPONSIVE CONTROLS

Passing, shooting and dribbling will feel snappier the moment you pick up the sticks. Freestyle Passing takes your assist game to the next level with no looks, behind the backs, and more. An all-new shot feedback system teaches you how to successfully get buckets, measuring three key factors in real-time to determine shot quality. Enhancements to bounceTek allow you to make cuts and change momentum on a dime, giving you the ability to create space and pull off devastating skilled dribble moves on the run.

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Dynamically inserted images and content

Google crawls dynamic content

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JavaScript links and redirects

Google crawls dynamic content

<head>

<title>NBA LIVE 15 - Features - EA SPORTS - Official Site**</title>**

<meta name="description" content="NBA LIVE features the best visuals in franchise history and 500+ gameplay improvements delivering a fluid, fun and authentic basketball experience."**>**

<link rel="canonical" href="https://www.easports.com/nba-live/features" **>**

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Dynamically inserted meta data

We tested...



1. JavaScript Redirects

- a. JavaScript redirect where the URL is in the code explicitly (absolute).
- b. JavaScript redirect where the URL is hidden or broken up (relative).

[a. Redirect 1](#)[b. Redirect 2](#)

2. Dropdown Menu Links

- JavaScript links, new location onChange.

3. Simple JavaScript Links

- a. JavaScript link with href="#".
- b. JavaScript link with href="javascript:void(0)".

[a. Link 1](#)[b. Link 2](#)

4. Functions in the href

- a. Simple window.location function.
- b. window.open function, seperated.

[a. Window Location](#)[b. New Window](#)

5. Event Handlers

- href specified but JavaScript handles the location, no redirect.

[Hidden URL Link](#)

6. Concatenated Link

- Link in JavaScript from concatenated strings.

[Concatenated URL Link](#)

7. Dynamically Inserted Text

- a. Page with dynamically inserted text (internal script).
- b. Page with dynamically inserted text (external script).

[a. Link to Page](#)[b. Link to Page](#)

8. data-href Link

- Link with data-href + JavaScript.

[data-href Link](#)

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JS redirects

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Choose you language ▾

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Dynamic content

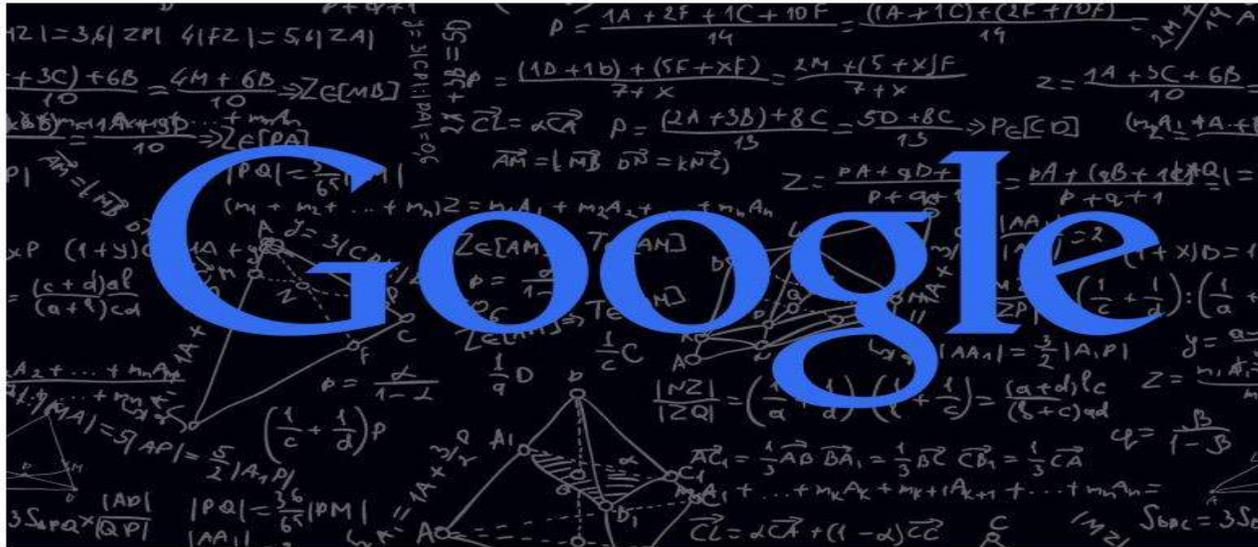
We Published the Findings...

SEO

We Tested How Googlebot Crawls Javascript And Here's What We Learned

Think Google can't handle JavaScript? Think again. Contributor Adam Audette shares the results of a series of tests conducted by his colleagues at Merkle | RKG to examine how different JavaScript functions would be crawled and indexed by Google.

Adam Audette on May 8, 2015 at 12:32 pm



TL;DR

1. We ran a series of tests that verified Google is able to execute and index JavaScript with a multitude of implementations. We also confirmed Google is able to render the entire page and read the DOM, thereby indexing dynamically generated content.

Allie Brown and 21 others follow
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Pedro Dias @pedrodias · May 11
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Heath Bradbury @HeathBradbury · May 11
Phenomenal technical #seo info from the team over at Merkle. Great insights into Google's recent progress. lnkd.in/eHgwWw View summary

7.5K
Twitter
Facebook
Google+
MORE

... and Talked to Google

The screenshot shows a Google+ event page. At the top, the Google+ logo is on the left, and a search bar with the text 'Search for people, pages, or posts' is in the center. On the right, there are navigation icons for '+Adam', a grid icon, a notification bell with '8', and a profile icon with a '+'. Below the search bar, there are links for 'Your events' and 'Find more events'. The main event card has a title 'Angular Apps, JavaScript, and Search Optimization' and a date 'Tuesday, May 12th, 2015 11:00 AM (Pacific Time)'. It features four circular profile pictures of the speakers: Adam Audette (@audette), John Mueller (@johnmu), Jody J. O'Donnell (@gimpslice), and Max Prin (@maxxeight). Below the speakers, there is a yellow speech bubble icon and the text 'Angular Air Episode 14: Angular Apps, JavaScript, and Search Optimization'. To the right of this text are '+6' and 'Share event' buttons. At the bottom of the event card, there are two video thumbnails. The left one is a dark red video with a play button and the text 'Google+' and 'Q&A'. The right one is a dark blue video with the Angular logo and the text 'Hosted by: Angular Air'.

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Here's What You Need To Know

1. JavaScript can be okay for Google (including redirects)

Here's What You Need To Know

2. Other search engines are behind (and so are Twitter and Facebook)

Here's What You Need To Know

3. The D.O.M. gets read by Google

(html source = 50% or less of the picture)

1

Technical SEO remains critical to performance

I KNOW H.T.M.L.

HOW TO MEET LADIES

2

Technical is critical for the success of content campaigns

I KNOW H.T.M.L.

HOW TO MEET LADIES

3

Google can render dynamic content and execute JavaScript

I KNOW H.T.M.L.



HOW TO MEET LADIES

4

It's critical to view the DOM and HTML source

I KNOW H.T.M.L.

HOW TO MEET LADIES

Thanks for your time!

Adam Audette

aaudette@merkleinc.com

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