SEO Performance

Quick recap

How did you find your session yesterday?

Give me one thing you took from yesterday's session

Today's to-do list

Today we are going to look at **SEO & Peformance**

We will look at how our website performance can impact our results. Plus, we are going to look at some tools and resources to help you get the most out of your SEO.

Learning objectives

By the end of this session you will be able to:

- Understand more about caching and performance tools.

- Understand more about accessibility and its importance.

- Know what you need to include in an accessible web page.

- Identify resources to help you.

Show of hands

Show of hands, who uses any **caching plugins**?

Anyone do any **optimisation**?

Why bother?

A fast-loading site will enhance the overall user experience, people like sites that load quickly and Google rewards fast-loading sites over slow ones.

PageSpeed Devs

We have already looked at PageSpeed Insights in earlier sessions.

We are going to revisit today and focus on the performance section.

What do they all mean?

The First Contentful Paint

the time at which the first text or image is 'painted' or appears on screen to view.

What do they all mean?

Largest Contentful Paint

The largest Contentful Paint shows the time at which the largest text or image is painted.

What do they all mean?

Total Blocking Time

This is the total amount of time between our First Contentful Paint and our Time to Interactive

What do they all mean?

Cumulative Layout Shift

Cumulative Layout Shift measures the movement of visible elements within the screen view.

What do they all mean?

Speed Index

The speed Index shows how quickly the contents of a page are visibly populated.

Caching

What is it?

It's the process of storing copies of files in a 'cache', or temporary storage, so they can be accessed more quickly.

Caching

There are several types of web cache, each of which is useful in different circumstances. It's important to understand the kinds of data they store and what sites they are suitable for.

Site Cache

A site cache or page cache stores website data the first time a webpage is loaded. Each time a user returns to your website, saved elements are quickly accessed and displayed to visitors.

Browser Cache

Browser caching is a type of site caching built into the end user's web browser.

Server Cache

The server checks its temporary storage to see if it has the required files before processing the request in full. If the requested content is available in the server's little storage area, it will be returned to the browser right away.

What else can we do?

We need to make sure our images and videos are well-optimised to help them load quickly.

Image formats

JPEG - Joint Photographic Expert Group

PNG - Portable Network Graphics

SVG - Scalable Vector Graphics

WEBP - Web Picture format

GIF - Graphics Interchange Format

Workbooks out!

We are going to look at optimising our images with the plugin Smush. Let's run through it together and then you can go off and finish your activity.

Time for this activity: **20 mins**

Quick Quiz

What does PNG stand for?

A Properly Negotiated Graphic

B Portable Network Graphic

C Proportioned Navigation Graphic

Accessibility & SEO

"Web accessibility is the practice of designing and developing websites that are usable by everyone, regardless of their abilities, disabilities, or preferences."

Accessibility & SEO

There is a certain amount of social responsibility and legal compliance, but it also offers a way to improve your SEO and user engagement.

Accessibility & SEO

Web accessibility is about making sure your website can be accessed and understood by all your potential visitors including those with any visual disabilities.

Accessibility & SEO

The Web Content Accessibility Guidelines (WCAG) are the international standards for web accessibility and were created to ensure that you do not exclude or discriminate any segment of your audience.

How does accessibility affect SEO

Web accessibility and SEO share a common goal of making websites more understandable and user-friendly for everyone. By following the WCAG you can improve your accessibility, SEO and overall user experience.

PageSpeed Devs again

PageSpeed Insights Accessibility tab will score you out of 100 and tell you about any changes you should make like colours, font sizes and image sizes.

WCAG Principles

The four principles of web accessibility are: perceivable, operable, understandable and robust.

Convey information

Don't use colour alone to convey information - if the viewer is using a screen reader, then it will not be able to differentiate between the colours

Clickable elements

Clickable elements should be easy to identify - provide distinct styles for links and buttons to make them easy to identify.

Navigation

Navigation - make the site easy to navigate.
Provide more than one method of navigation,
such as a site search or a site map.

Answer the Public

AnswerThePublic uses autocomplete data from search engines like Google and provides every useful phrase and question people are asking connected to your keyword.

Workbooks out!

I would like you to go off and play with Answer the Public. Try some of your most important keywords and see what information and ideas it gives you.

Time for this activity: **20 mins**

Quick Quiz

QUIZ

What are the Web Content Accessibility Guidelines?

A international standards for web accessibility

B international standards for web design

C international standards for SEO

Broken Link Checkers

Sites like brokenlinkcheck.com and drlinkcheck.com are great free sites that let you scan your website for broken links. Broken links are bad, they are frustrating for viewers and dead ends for crawlers, but we don't always know they are there.

Backlink Checkers

Using tools like SEO Review Tool backlink checker or The Hof backlink checker we can see what backlinks are going to our site or to a specific page.

Moz, SEMRush, SERank, Ahrefs

These sites are all-in-one SEO software suites that help you improve your SEO with insights and performance tools.
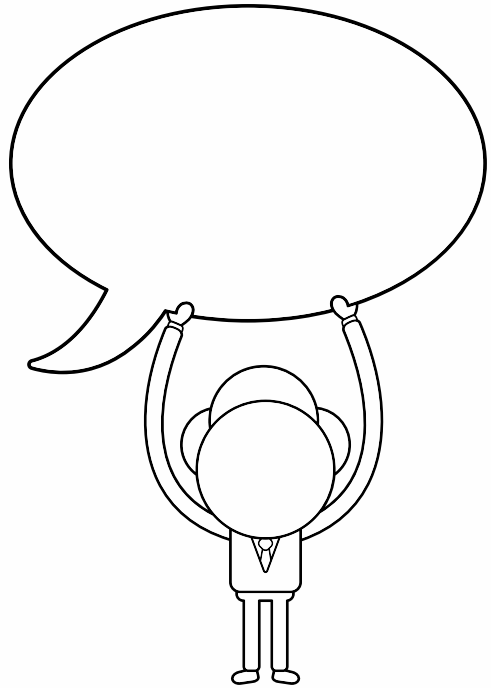
Ubersuggest

Ubersuggest is a free SEO tool that specialises in generating new keyword ideas. Put in your basic keyword and it will help you find long tail suggestions

Show and tell

Does anyone want to share their ideas with us?

Any Questions?

Coming up soon to extend these skills

Next week we are going to test and improve your websites with PageSpeed Insights.

Quiz

QUIZ

**Quiz books out
10 quick questions to test your
knowledge**

Final thoughts

Any comments on today?

What one thing do you feel you have taken from or improved upon from today?

Don't forget

Make sure you submit your workbooks, once you do you will get a copy to your email.

That email will have the links to download todays slides and notes.

Extra help

If you need any help with anything from today's session feel free to message me in the WhatsApp group.

If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.

Up next…

See you tomorrow for **ChatGPT**