

# #SEOWEEK



NetElixer University

# ALLOW SEARCH ENGINES TO READ JAVASCRIPT: BETTER INDEXING & HIGHER RANKING

April 2019

**NetElixer™**  
search marketing solved



## ABOUT #SEOWeek

- NetElixir launched #SEOWeek 5 years ago to address the challenges online retailers were facing in SEO
- Part of NetElixir's core value structure is to continuously share knowledge to the online retail community

# AGENDA

## **WEDNESDAY, APRIL 24<sup>TH</sup>:**

ALLOWING SEARCH ENGINES TO READ  
JAVASCRIPT: BETTER INDEXING &  
HIGHER RANKING

## **THURSDAY, APRIL 25<sup>TH</sup>:**

TECHNICAL SEO 2019: USING GOOGLE  
WEB CONSOLE TO UNDERSTAND  
INDEXING

# SPEAKERS



**HEATHER DASET**  
NETELIXIR MARKETING &  
EVENTS



**ANGEL NIEVES**  
SR. SEO ANALYST



130+

TEAM MEMBERS

3

GLOBAL OFFICES



FEATURED PARTNERSHIPS





# POLL QUESTION

# WHAT IS JAVASCRIPT & CRAWLERS?

- JavaScript – A computer programming language commonly used to create interactive effects within web browsers. It can be inserted anywhere within the HTML of a webpage.
- Web Crawler – a program/bot that visits a website and reads their pages & other information in order to develop entries for a search engine's index. This is also known as a “spider” or a “bot.”

**Takeaway:** If your JavaScript is not properly executing, the crawler will not be able to index that content. This could lead to your potential customers not finding you, increasing bounce rate, and a negative user experience.



# EXPECTATIONS & PURPOSE

- Websites are increasingly becoming more JavaScript-rich, allowing websites to have more interactive and dynamic functions.
  - E.g.
    - Dynamically generated content.
    - Site functions such as hover effects, slide out menus, & other ecommerce enabled features.
- Understanding how Google crawls these sites from a technical perspective is crucial.
- JavaScript is an easy language for developers and is one of the most popular.



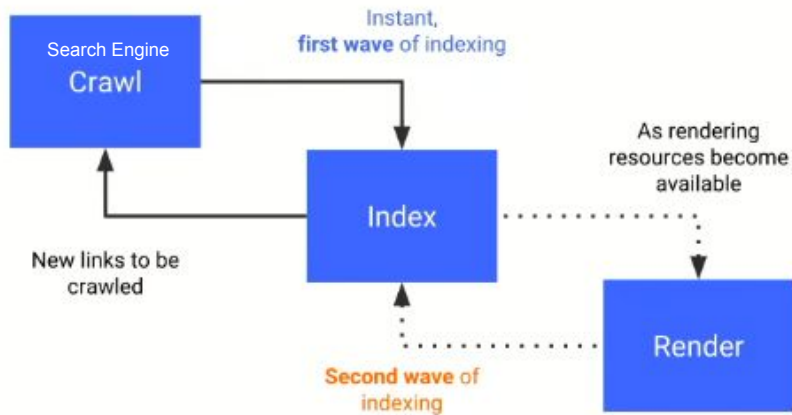
## QUESTIONS TO ASK ABOUT YOUR SITE:

- Do you know what resources are using JavaScript and why?
- At what point in rendering the website are these resources being executed?
- Are all JavaScript functions currently necessary?

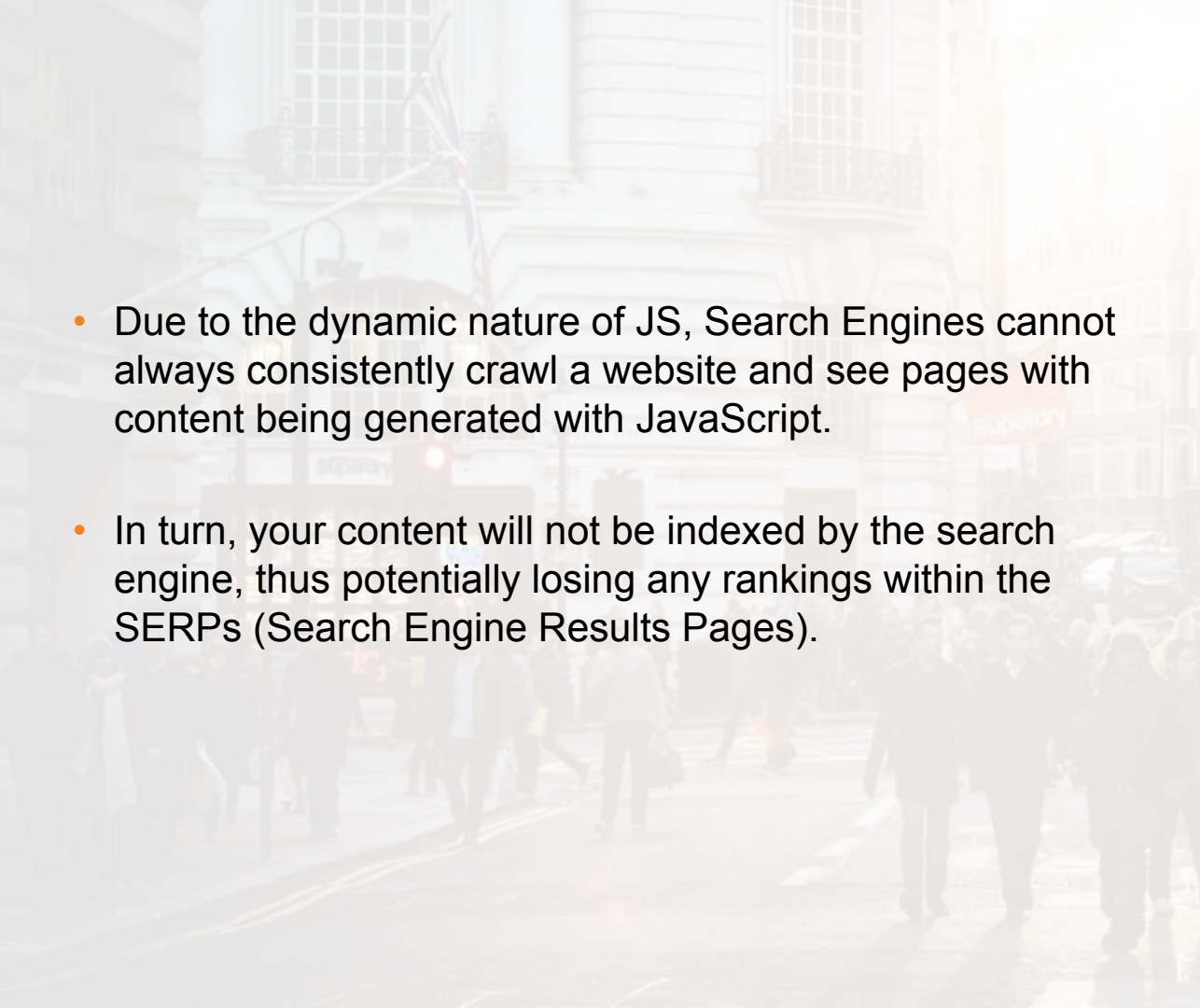




# SEO & JS



- Tom Greenaway shared this graph at the [Google IO 2018 conference](#).
- It means if you're loading the website in JavaScript, make it fast.
- If it's too heavy, it won't be indexed during the first wave and you can't be sure when the second wave occurs.

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- Due to the dynamic nature of JS, Search Engines cannot always consistently crawl a website and see pages with content being generated with JavaScript.
  - In turn, your content will not be indexed by the search engine, thus potentially losing any rankings within the SERPs (Search Engine Results Pages).



## COMMON SITE CRAWL ISSUE WITH JAVASCRIPT

# PROPERLY EXECUTING JAVASCRIPT TO ALLOW FOR PROPER INDEXING OF CONTENT



- A popular solution for executing JavaScript is a Prerender service.
- Prerender is a middleware that you install on your server to check each request to see if it's from a crawler. If it is, the middleware will send a request to serve the static HTML version of that page. If not, the request will continue on to normal server routes. The crawler never knows that you're using a Prerender service since the response always goes through your server.
- This allows all content to render correctly within the browser and all the on-page content to be properly crawled and indexed accordingly.

## PRERENDER BENEFITS

- Pages are rendered about twice as fast.
- TTFB (Time To First Byte) is reduced.
- Memory usage becomes more efficient.

**Takeaway:** Prerender is its own entity – It's open source software that is being used to help with rendering JavaScript heavy sites. This allows these websites to become more spider/crawl friendly, thus leading to site content being properly indexed.



# Your Next Steps:

1. Determine how heavy your website's JavaScript resources are and what purpose they serve on the site. (Effects, content, functionality, etc.)
2. Review your Search Console for any page rendering issues. In addition, crawling tools such as Screaming Frog can aid in troubleshooting this, as well.
3. Disabling JavaScript within your browser is another method to troubleshoot what is and isn't being properly rendered, if JavaScript is being used to execute on your website.
4. Minimize your JavaScript requests. Combine into a single file and prioritize execution.
5. Implement Prerender service abiding by [Google's Dynamic Rendering Guidelines](#).



# POLL QUESTION

# WHAT TO EXPECT UPCOMING WEBINARS

Thursday  
April 25th – 2:00 PM EST

**Technical SEO 2019: Using Google Web  
Console to Understand Indexing**



## OUR SOLUTIONS

PAID SEARCH

ORGANIC SEARCH

PAID SOCIAL

WEB ANALYTICS

CONSULTING & CRO

AMAZON

ECOMMERCE

TECH SERVICES

NetElixir™  
search marketing solved

Our integrated digital marketing approach  
helps brands own the search bar.

OWN THE SEARCH BAR, EVERYWHERE



# #SEOWEEK GIVEAWAY



## YOU COULD **WIN** A GOOGLE HOME HUB

The lucky winner must complete the following items to qualify for our grand prize:

- Create a LinkedIn post sharing the registration link(<https://www.netelixir.com/seowebk>) and tag NetElixir
- Attend at least 2 of our 3 webinars
- Comment on at least one of the LinkedIn #SEOWebk Daily Trivia posts

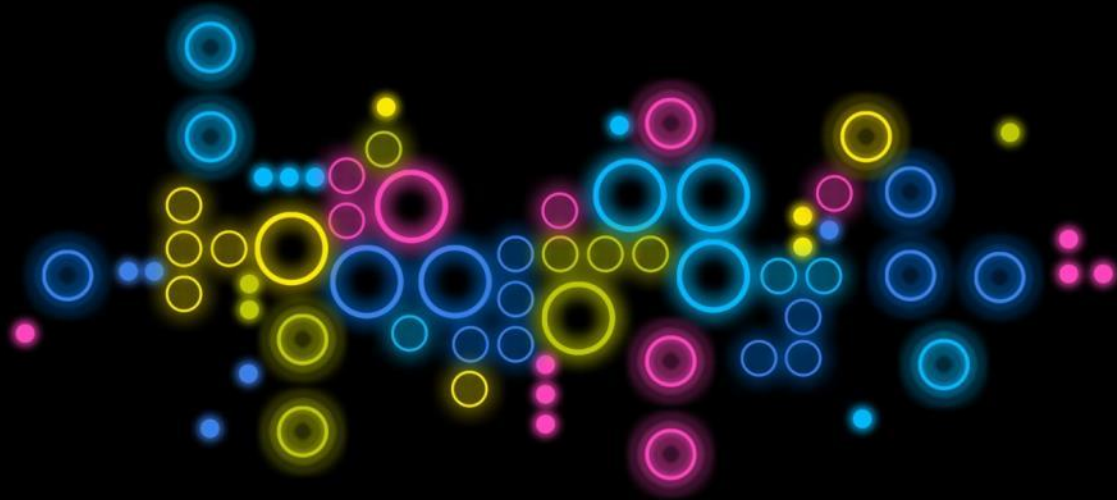




A dark, low-key photograph of a large crowd of people at night. Many individuals are holding up their smartphones, with the screens glowing and reflecting light, creating a bokeh effect in the background. The overall atmosphere is dim and focused on the collective action of the crowd.

**QUESTIONS?**





## FREE TECHNICAL GOOGLE VISIBILITY CRAWL AUDIT

If you are interested, please email us at [info@Netelixir.com](mailto:info@Netelixir.com) and we will get you setup!

