

Appeasing the Search Engine Gods

SEO from a Coding Perspective

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SEO in a Nutshell





puppies



All Images Videos Shopping Books More Settings Tools

About 186,000,000 results (1.35 seconds)

Images for puppies



→ More images for puppies

Report images

Puppies - Adorable PUPPY PICS & What to Expect - Dogtime

dogtime.com/puppies/255-puppies

Puppies are the epitome of cuteness! A puppy is a new special part of your family and we're here to help you understand your pup.

Looking for dogs and puppies for sale in Nashville? Why not adopt?

www.adoptapet.com/us/dogs-and-puppies-for-sale-in-nashville

Nashville Puppies and Dogs Available ... Tips on Considering Adoption, Over Buying a Dog or Puppy for Sale in Nashville. By Adopt-a-Pet.com ...

nashville pets - craigslist

<https://nashville.craigslist.org/search/pet>

favorite this post Dec 4 Low cost or FREE spay/neuter. dogs, cats, puppies, kittens (entire middle TN area) map hide this posting restore restore this posting.

Top stories



Dedicated Animal Rescuers Scale a 30-Foot Wall to Reunite Trapped Puppies With...



People are trying to save 2016 by making 'puppies' the word of the year



Watching Helen Mirren Play With Adorable Puppies Is the Only Thing You Need to...

Position 1 - 33%

Position 2 - 15%

Position 3 - 10%

Top 10 - 70+%

How Does Google Find My Site?



Links

- Inbound Links (backlinks)
- Interlinking
- Site Architecture



Inbound Links

In Move Sure to Boost Revenue, Eventbrite Moves Past Ticketing Into Event Spaces

Posted Oct 14, 2015 by [Connie Loizos \(@cookie\)](#)

467 SHAKES



CrunchBase

Eventbrite

FOUNDED
2006

OVERVIEW

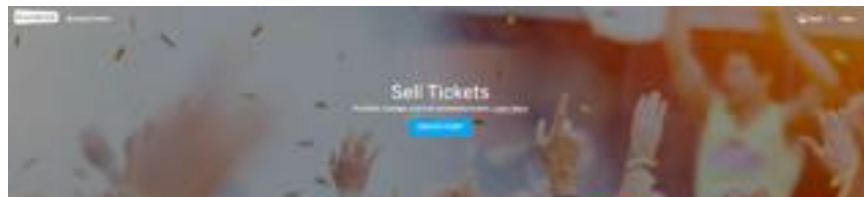
Eventbrite is the world's largest self-service ticketing platform, hosting a vibrant collection of live experiences to fuel people's passions and enrich their lives. Eventbrite helps people find popular events; get event recommendations and information; register for and purchase tickets to events; store debit and credit cards

```
  
<p><a target="_blank"  
href="https://www.eventbrite.com/">Eventbrite</a>, the nine-  
year-old, San Francisco-based online ticketing platform, wants  
to do much – much – more for its customers once they've  
actually arrived at an event venue.</p>  
<p>Its newest initiative: wristbands.</p>  
<p>It's more interesting than it sounds – and potentially very  
lucrative.</p>  
<p>Some backstory: Eventbrite recently (quietly) acquired a  
small Canadian RFID chipmaker called Scintilla Technologies
```

Eventbrite, the nine-year-old, San Francisco-based online ticketing platform, wants to do much – much – more for its customers once they've actually arrived at an event venue.

Its newest initiative: wristbands.

Interlinking on Eventbrite Homepage



Events for you in nashville

- ACTORS BRIDGE** \$150
SUN, NOV 20 7:00 PM
Solo Performance Intensive (Monologue Training) w/ Jessica Malone
Darkhorse Theatre, Nashville
- PREFLINE INFO SESSION**
MON, JAN 9 5:30 PM
Preflight 2017 Info Session
Entrepreneur Center, Nashville
- CONNECT**
See which events your Facebook friends are attending
- OUTKICK LIVE EVENT** \$179 - \$249
WED, DEC 7 1:00 PM
Outkick CLE Live - Nashville
Serenis, Nashville
#Business #Class
- CONVERTKIT HOLIDAY PARTY** FREE
WED, DEC 14 7:00 PM
ConvertKit Holiday Party - Nashville Style
2115 Newnan Pl #200, Nashville
#Business #Gala
- REBARCAMP NASHVILLE 2017** FROM \$0
FRI, APR 7 8:30 AM
Rockefeller, Nashville

Browse by Top Categories

- Music
- Food & Drink
- Classes
- Arts
- Parties
- Sports & Wellness
- Networking

Use Eventbrite

- How It Works
- For Large & Complex Events
- Pricing
- Community Guidelines
- Eventbrite Mobile App
- Eventbrite Check-In App
- Eventbrite Spectrum
- Rally - Fun Things To Do
- Event Organizing Resources
- Stemip

Plan Events

- Conference Management Software
- New Year's Eve Planning
- Nonprofits & Fundraisers
- Resumes
- Sell Tickets
- Event Management & Planning
- Online Event Registration
- RSVP Online
- Venue Booking & Management
- Music Ticketing Software

Find Events

- Boston Events
- Chicago Events
- Denver Events
- Houston Events
- Los Angeles Events
- Nashville Events
- New York Events
- San Diego Events
- San Francisco Events
- Seattle Events

Connect With Us

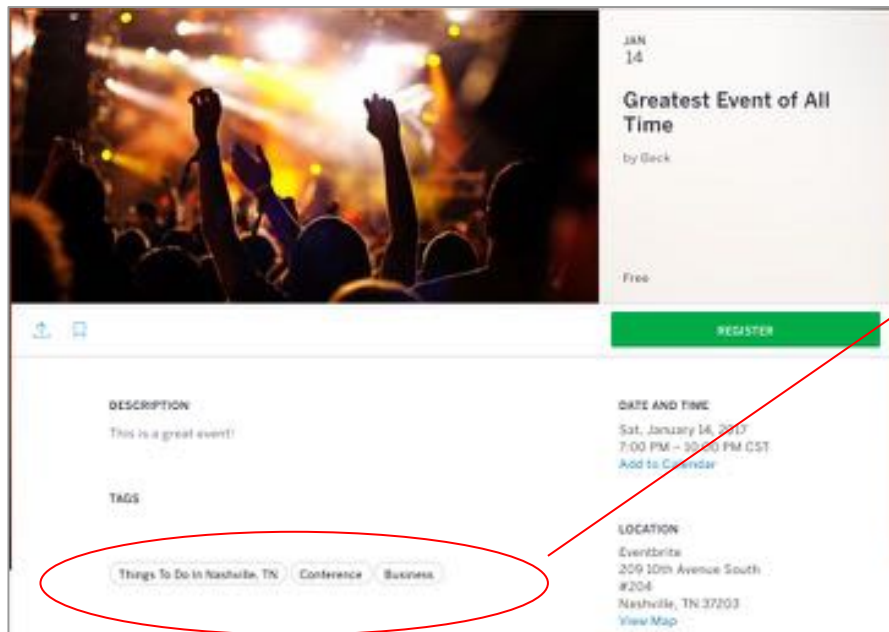
- Contact Support
- Contact Sales
- Twitter
- Facebook
- LinkedIn
- Instagram
- Google+

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United States

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Interlinking - Breadcrumbs



Things to do in Nashville

<https://www.eventbrite.com/things-to-do/tn--nashville/>

Conference

<https://www.eventbrite.com/d/tn--nashville/conferences/>

Business

<https://www.eventbrite.com/d/tn--nashville/business--conferences/>

HTML Sitemap

Eventbrite

BROWSE EVENTS HELP BECK CREATE EVENT

Site Map

- General Information**
 - Home
 - About Us
 - Account Summary
 - Fees
 - Contact Us
 - Terms of Service
 - Eventbrite Mobile App
 - Eventbrite Check-In App
 - Eventbrite Blog
 - Blog Resources
 - Reply
 - Eventbrite Spectrum
 - Eventbrite Help Center
 - Meet the Team
 - Press Center
- Account Management**
 - Forgot Your Password?
 - Unsubscribe
- Holding Events**
 - Getting Started
 - How Eventbrite Works
 - Sell Tickets Online
 - Online Event Registration
 - Accept Online Payments
 - Paypal with Eventbrite
- Attending Events**
 - Browse Events
 - Help in Attending Events
- Local Events**
 - Boston Events
 - Chicago Events
 - Denver Events
 - Houston Events
 - Los Angeles Events
 - Nashville Events
 - New York Events
 - San Diego Events
 - San Francisco Events
 - Seattle Events
 - Complete Local Events Directory
- Things To Do**
 - Things to Do in Boston
 - Things to Do in Chicago
 - Things to Do in Denver
 - Things to Do in Houston
 - Things to Do in Los Angeles
 - Things to Do in Nashville
 - Things to Do in New York
 - Things to Do in San Diego
 - Things to Do in San Francisco
 - Things to Do in Seattle
- Categories**
 - Conference Ticketing
 - Food and Drink Ticketing
 - Music Ticketing
 - Political Event Ticketing
 - Alumni Fundraising
 - Nonprofits
 - Classes
 - Reunions
 - Endurance

XML Sitemaps

→ Individual Sitemap Structure

<http://www.meeplemountain.com/sitemap.xml>

→ Metadata

→ Sitemap index

https://www.eventbrite.com/sitemap_index.xml

→ No Guarantees

→ Robots.txt

<https://eventbrite.com/robots.txt>

Individual Sitemap

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<?xmlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>
      http://www.neeplemountain.com/articles/2016/01/game-every-day/
    </loc>
    <lastmod>2016-01-19</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.8</priority>
  </url>
  <url>
    <loc>
      http://www.neeplemountain.com/reviews/2016/03/flip-city-by-chib-fan-chen/
    </loc>
    <lastmod>2016-03-13</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.8</priority>
  </url>
  <url>
    <loc>
      http://www.neeplemountain.com/reviews/2016/03/zombie-kids-by-annick-lobet/
    </loc>
    <lastmod>2016-03-08</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.8</priority>
  </url>
  <url>
    <loc>
      http://www.neeplemountain.com/news/2016/03/sans-allies-solitaire-game-of-war-launching-on-kickstarter-on-march-16/
    </loc>
    <lastmod>2016-03-04</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.8</priority>
  </url>
  <url>
    <loc>
      http://www.neeplemountain.com/articles/2016/02/making-your-own-board-game-hit-trays/
    </loc>
    <lastmod>2016-02-28</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.8</priority>
  </url>

```

Sitemap Index

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<?xml version="1.0" encoding="UTF-8" ?>
<sitemapindex xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
  xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9/sitemapindex.xsd">
  <sitemap>
    <loc>
      http://www.eventbrite.com/sitemap_xml/directory00.xml.gz
    </loc>
    <lastmod>2016-03-14T07:59:15Z</lastmod>
  </sitemap>
  <sitemap>
    <loc>
      http://www.eventbrite.com/sitemap_xml/directory_category00.xml.gz
    </loc>
    <lastmod>2016-03-14T07:59:15Z</lastmod>
  </sitemap>
  <sitemap>
    <loc>
      http://www.eventbrite.com/sitemap_xml/events00.xml.gz
    </loc>
    <lastmod>2016-03-14T07:59:15Z</lastmod>
  </sitemap>
  <sitemap>
    <loc>
      http://www.eventbrite.com/sitemap_xml/events01.xml.gz
    </loc>
    <lastmod>2016-03-14T07:59:15Z</lastmod>
  </sitemap>
  <sitemap>
    <loc>
      http://www.eventbrite.com/sitemap_xml/events02.xml.gz
    </loc>
    <lastmod>2016-03-14T07:59:15Z</lastmod>
  </sitemap>
  <sitemap>
    <loc>
      http://www.eventbrite.com/sitemap_xml/events03.xml.gz
    </loc>
    <lastmod>2016-03-14T07:59:15Z</lastmod>
  </sitemap>
</sitemapindex>
```

Sitemap link in Robots.txt

```
Disallow: /opml/  
Disallow: /widget/  
Disallow: /register  
Disallow: /review  
Disallow: /orderconfirmation  
Disallow: /venues/  
Disallow: /affiliate-register?*<\/pre>
```

```
Sitemap: http://www.eventbrite.com/sitemap\_xml/sitemap\_index.xml
```

```
User-agent: Slurp  
Crawl-delay: 0.7
```

```
User-agent: CCBot  
Crawl-delay: 0.7
```

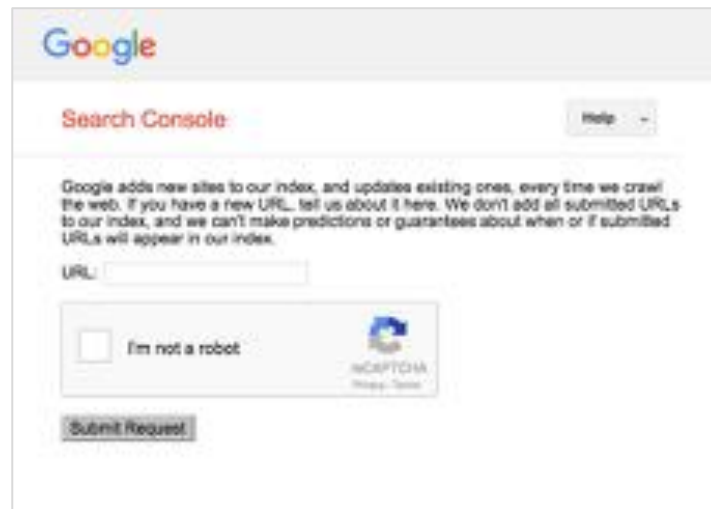
```
User-agent: Balihoo  
Disallow: /
```

```
User-agent: BotRightHere
```

Manual Submission

- Single page submission
- Sitemap submission
- No Guarantees

<https://www.google.com/webmasters/tools/submit-url>



The image shows a screenshot of the Google Search Console interface for submitting a URL. At the top left is the Google logo. Below it, the text 'Search Console' is displayed in red, with a 'Help' button to its right. A paragraph of text explains that Google updates its index and that users can submit new URLs. Below this text is a text input field labeled 'URL:'. Underneath the input field is a CAPTCHA section with a checkbox labeled 'I'm not a robot' and a CAPTCHA image. At the bottom of the form is a 'Submit Request' button.

How Does Google Rank My Site?

Google

PageRank



Google's Three Principles

→ Authority

→ Trust

→ Relevancy

Url Optimization

→ Optimized Urls

<https://www.eventbrite.com/d/ca--san-francisco/events/>

<https://www.eventbrite.com/d/tn--nashville/seminars/>

<https://www.eventbrite.com/e/hack-tennessee-7-tickets-15777996412>

→ Non-optimized Urls

<https://www.eventbrite.com?type=d?region=ca?city=san+francisco?word=events>

<https://www.eventbrite.com?type=d?region=tn?city=nashville?cat=seminars>

<https://www.eventbrite.com?type=e?title=hack+tennessee+7+tickets?pid=15777996412>

→ Url Keyword Stuffing

<http://account.free.online.savings.samedaypaydayloansusa.com>

www.gmailloginsigninup.com

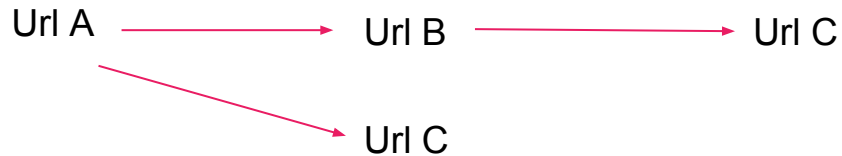
<http://loan.payday.paydayloanspaydayloansusa.com>

Https vs Http



Status Codes

- Soft 404 vs Custom 404
- 301 redirects
- 302 redirects
- Unnecessary redirects





Indexation

Nofollow noindex tags

→ Separate Links

```
<dt class="text-body-small text-body--significant">WEBSITE</dt>  
<a class="text-body-small" href="http://www.rubyskye.com/" target="_blank" rel="nofollow">
```

→ Page

```
<meta name="robots" content="nofollow, noindex"/>
```

Robots.txt

www.eventbrite.com/robots.txt

```
# http://www.google.com/adsbot.html - AdsBot ignores * wildcard
User-agent: AdsBot-Google
User-agent: AdsBot-Google-Mobile
User-agent: *
Disallow: /rest/
Disallow: /xml/
Disallow: /json/
Disallow: /atom/
Disallow: /opml/
Disallow: /widget/
Disallow: /register
Disallow: /review
Disallow: /orderconfirmation
Disallow: /venues/
Disallow: /affiliate-register?*
Disallow: /tickets-external?*
Disallow: /preview?*
Disallow: /myevents?*
Disallow: /rss/
```

```
User-agent: Iron33/1.0.2
Disallow: /
```

```
User-agent: Bookmark search tool
Disallow: /
```

```
User-agent: GetRight/4.2
Disallow: /
```

```
User-agent: FairAd Client
Disallow: /
```

```
User-agent: Gaisbot
Disallow: /
```

```
User-agent: Aqua_Products
Disallow: /
```

```
User-agent: Radiation Retriever 1.1
Disallow: /
```

```
User-agent: Flaming AttackBot
Disallow: /
```

```
User-agent: Oracle Ultra Search
Disallow: /
```

Canonical Url

- Duplicate content warnings
- Split rankings

<http://eventbrite.com> vs <https://eventbrite.com> vs <https://eventbrite.com/>

```
<link rel="canonical" href="https://www.eventbrite.com" />
```

Rich Snippets

→ Schema.org

www.schema.org/Event

<https://developers.google.com/structured-data/testing-tool/>

→ Microformats vs Json-Ld

→ meta tags

```
<span class="poster-card_label">$9 - $300</span>
<span class="is-hidden" itemprop="offers" itemscope
itemtype="http://schema.org/AggregateOffer">
  <meta itemprop="priceCurrency" content="USD" />

  <meta itemprop="lowPrice" content="9.27" />
  <meta itemprop="highPrice" content="300" />
```

Ruby Skye, San Francisco - Events, Tickets and ... - Eventbrite

<https://www.eventbrite.com/v/ruby-skye-1> Eventbrite

Feb 15, 2016 - There are 9 upcoming events at Ruby Skye in San Francisco, CA.

Thu, Feb 25	BIXEL BOYS, PROMNITE, & SPEAKER OF THE ...	\$9.27+
Fri, Feb 26	VINAI [with support from SEX PANTHER]	\$19.82+
Sat, Feb 27	CIREZ D [ON SALE NOW]	\$25.09+

Schema Implementation

```
<h1>Beachwalk Beachwear & Giftware</h1>
```

```
A superb collection of fine gifts and clothing to accent your stay in Mexico Beach.
```

```
3102 Highway 98
```

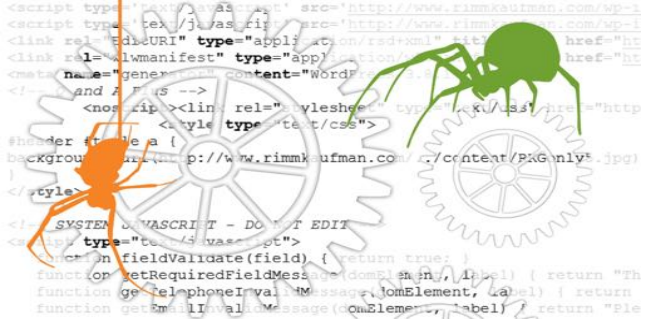
```
Mexico Beach, FL
```

```
Phone: 850-648-4200
```

```
<script type="application/ld+json">
{
  "@context": "http://schema.org",
  "@type": "LocalBusiness",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Mexico Beach",
    "addressRegion": "FL",
    "streetAddress": "3102 Highway 98"
  },
  "description": "A superb collection of fine gifts and clothing to accent yo",
  "name": "Beachwalk Beachwear & Giftware",
  "telephone": "850-648-4200"
}
</script>
```

OR

```
<div itemscope itemtype="http://schema.org/LocalBusiness">
  <h1><span itemprop="name">Beachwalk Beachwear & Giftware</span></h1>
  <span itemprop="description"> A superb collection of fine gifts and clothing
  to accent your stay in Mexico Beach.</span>
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">3102 Highway 98</span>
    <span itemprop="addressLocality">Mexico Beach</span>,
    <span itemprop="addressRegion">FL</span>
  </div>
  Phone: <span itemprop="telephone">850-648-4200</span>
</div>
```



Javascript and SEO



Speed



Mobile

White Hat vs Black Hat SEO





Google Filters





Penalty Examples



Useful Links

- Schema site
<https://schema.org/>
- Sitemaps site
<http://www.sitemaps.org/>
- Manual page submission
<https://www.google.com/webmasters/tools/submit-url>
- Manual sitemap submission steps:
<https://www.wix.com/support/html5/article/submitting-your-sitemap-directly-to-google>
- Google Developer schema validator:
<https://developers.google.com/structured-data/testing-tool/>
- Google Webmaster Guidelines
<https://support.google.com/webmasters/answer/35769?hl=en>
- SEO and the Basics Blog Post
<https://www.eventbrite.com/engineering/appeasing-the-search-engine-gods-seo-through-a-coding-perspective/>