Structuring Your Site for Better SEO Webinar
March 1, 2017

Crawl:
- Yoast's guide to robots.txt files: https://yoast.com/ultimate-guide-robots-txt/
- Google's guidance on disallowing search engines on a robots.txt:
  https://support.google.com/webmasters/answer/35624?hl=en
- Google's guidance on sitemaps: https://support.google.com/webmasters/answer/156184?hl=en
- Fetch as Google feature: https://support.google.com/webmasters/answer/6066468?hl=en
- Fetch as Bingbot feature: https://www.bing.com/webmaster/help/fetch-as-bingbot-fe18fa0d

Duplicate:
- Google's guidance on rel=canonicals: https://support.google.com/webmasters/answer/139066?hl=en
- Bing's guidance on rel=canoncials: https://www.bing.com/webmaster/help/alert-large-number-of-pages-pointing-to-the-same-canonical-url-d66b104e
- Google's guidance on 301's: https://support.google.com/webmasters/answer/93633
- How to set your preferred domain in Google Search Console:
  https://support.google.com/webmasters/answer/44231
- Extended list of advice from Google about duplicate content:
  https://support.google.com/webmasters/answer/66359?hl=en

Mobile:
- Articles on mobile-friendliness as a ranking signal
  - https://webmasters.googleblog.com/2016/03/continuing-to-make-web-more-mobile.html
  - https://www.digitalgov.gov/2016/03/29/google-will-rank-mobile-friendly-sites-even-higher-beginning-in-may/
- Google's mobile-friendliness tester: https://search.google.com/search-console/mobile-friendly
- Analytics Dashboard (traffic on US federal websites): https://analytics.usa.gov/

Speed:
- "Speed matters" article (includes webinar recording): https://www.digitalgov.gov/2015/09/16/speed-matters-optimizing-your-website-for-maximum-performance/
- Google pagespeed insights: https://developers.google.com/speed/pagespeed/insights/
- Sitespeed as a ranking factor: https://webmasters.googleblog.com/2010/04/using-site-speed-in-web-search-ranking.html

URLs:
- Google's guidance on URLs:
  https://support.google.com/webmasters/answer/76329?hl=en&ref_topic=4617741
- SearchEngineLand Infographic: The ultimate guide to SEO-friendly URLs:
  http://searchengineland.com/infographic-ultimate-guide-seo-friendly-urls-249397

HTTPS:
- HTTPS as a ranking signal: https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html
- HTTPS as a mandate for federal websites: https://https.cio.gov/
- Google's answer to "Why HTTPS?" https://developers.google.com/web/fundamentals/security/encrypt-in-transit/why-https
- How to transition your DigitalGov Search configuration to HTTPS:
  https://search.digitalgov.gov/manual/https-transition.html

- Pulse dashboard (HTTPS adoption on federal domains): https://pulse.cio.gov/

<meta tags>
- Meta tags that Google understands: https://support.google.com/webmasters/answer/79812

Structured Markup:
- Schema.org: http://schema.org/
- Open Graph Protocol: http://ogp.me/
- Dublin Core Metadata Initiative: http://dublincore.org/
- Schema.org tutorial: http://www.w3resource.com/schema.org/introduction.php
- Google Introduction to Structured Data: https://developers.google.com/search/docs/guides/intro-structured-data

General Blog List
- Google Webmaster Central blog: https://webmasters.googleblog.com/
- Google Search documentation: https://developers.google.com/search/docs/guides/
- The Moz blog: https://moz.com/blog
- Search Engine Journal: https://www.searchenginejournal.com/
- Search Engine Land: http://searchengineland.com
- Search Engine Watch: https://searchenginewatch.com/
- Yoast blog: https://yoast.com/