JavaScript and other Technical SEO Conundrums
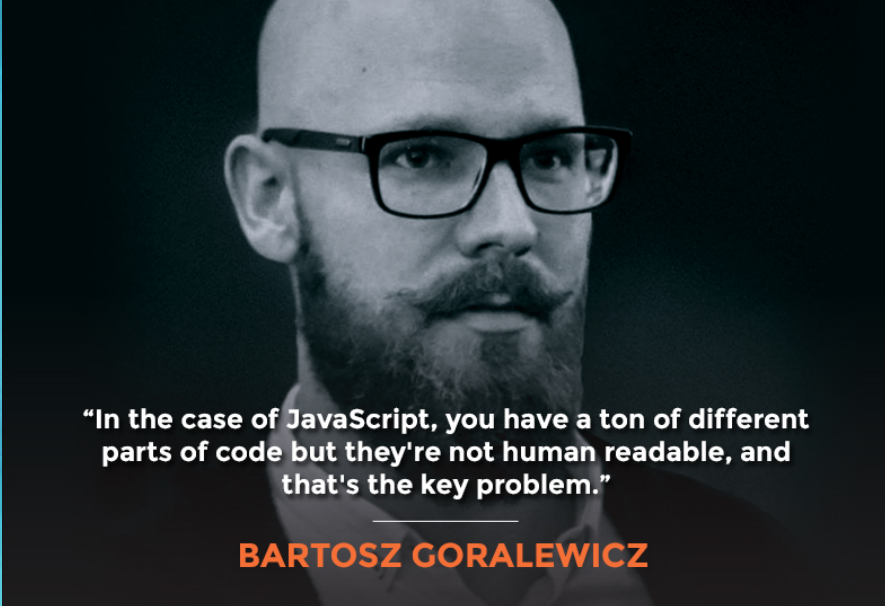
10 Point Checklist

Bartosz Góralewicz

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.

MARKETING SPEAK

HOSTED BY STEPHAN SPENCER

"In the case of JavaScript, you have a ton of different parts of code but they're not human readable, and that's the key problem."

BARTOSZ GORALEWICZ

10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?
Here are 10 steps that can move you closer to your goals – today.**

- ☐ Make sure that computers are able to smoothly process JavaScript or HTML websites. , Slow loading times lead to high bounce rates.

- ☐ Take note of the three key JavaScript frameworks: Angular, React and Vue. Angular is supported by Google, React is supported by Facebook, and Vue doesn't have any corporate support.

- ☐ Download Chrome 41 to test a JavaScript website. Google uses Chrome 41 so if the content appears, Google can see it and crawl it.

- ☐ Prerender a website with the help of Prerender.io. When Googlebot visits, my page gets HTML and users get JavaScript. This can be a Band-Aid solution or even a long-term solution.

- ☐ Regularly monitor the status codes served up to Google. Utilize the fetch and render tool in Google Search Console and check the Google cache.

- ☐ Use auditing tools like SearchMetrics and SEMrush to keep a close eye on my ranking progress.

- ☐ Use info: as an advanced query operator in Google. This query identifies whether or not my site content is picked up by Google.

- ☐ Prioritize a mobile-friendly website since most online users are using their phones when they want to search for something online.

- ☐ Try entering any URL into https://search.google.com/test/mobile-friendly to check if my website is mobile-friendly.

- ☐ Utilize the Chrome User Experience Report, a Google tool that provides user experience metrics and shows how real-world Chrome users experience popular destinations on the web.