FRIENDS OF SEARCH
BY DDMA iab. NEDERLAND

Technical SEO Testing

Surprises & new insights from the Peak Ace test lab

PEAK ACE®

Bastian Grimm, Peak Ace AG | @basgr

One of the biggest problems in SEO?

Misinformation!

“I’ve heard…”

People incorrectly citing other parties,
often without any context/deeper understanding
of the issues at hand

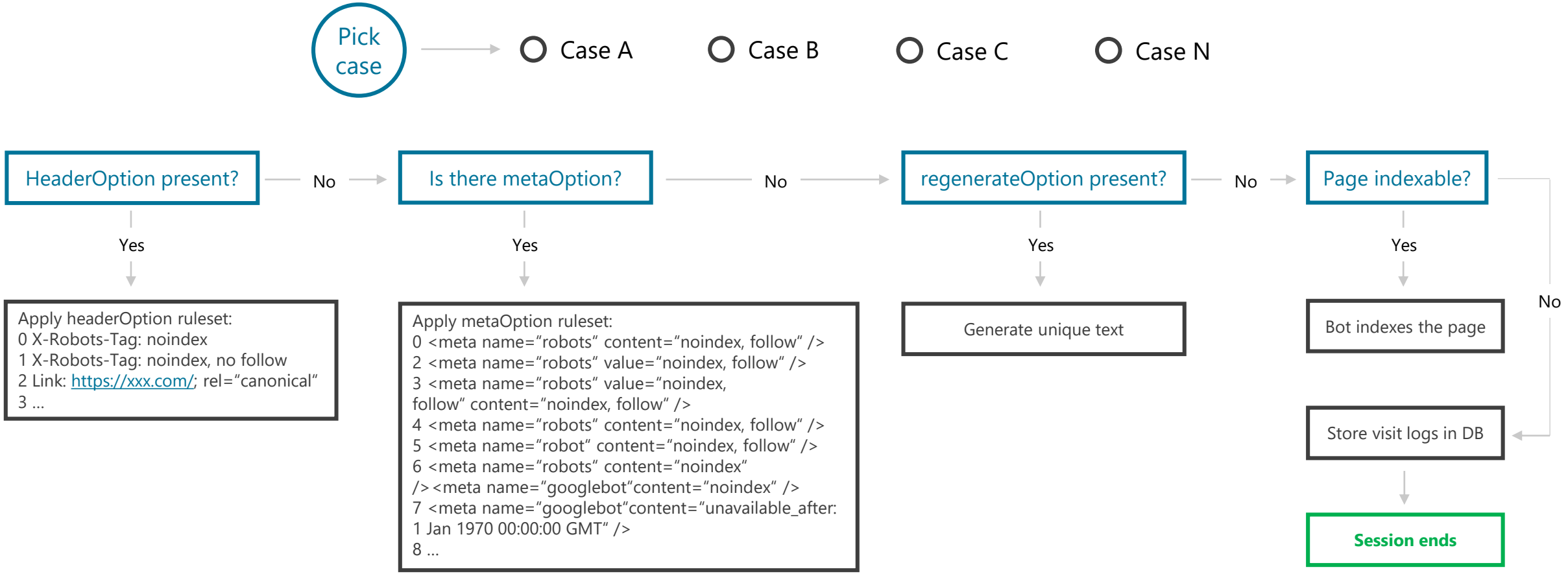
Google says this…

… but actually does something else
(or it's so cryptic that you can't do much with it)

Say hello to the Peak Ace SEO playground

STANDALONE DUMMY
SIMPLE CANONICALISATION TESTING A (TWO CANONICAL TAGS WITHIN HEAD)
SIMPLE CANONICALISATION TESTING B (THREE CANONICAL TAGS WITHIN HEAD)
SIMPLE CANONICALISATION TESTING C (ONE CANONICAL TAG IN HEAD, ONE IN BODY)
SIMPLE CANONICALISATION TESTING D (ONE CANONICAL TAG IN HEAD, ONE IN HEADER)
REDIRECT JAVASCRIPT CONTAINER A (CONTAINER 2000PX) VANILLA
REDIRECT JAVASCRIPT CONTAINER A (CONTAINER 2000PX) JQUERY
REDIRECT JAVASCRIPT CONTAINER B (CONTAINER 9000PX) VANILLA
REDIRECT JAVASCRIPT CONTAINER B (CONTAINER 9000PX) JQUERY
REDIRECT JAVASCRIPT CONTAINER C (CONTAINER 15000PX) VANILLA
REDIRECT JAVASCRIPT CONTAINER C (CONTAINER 15000PX) JQUERY
REDIRECT SERVER 1 (ONE REDIRECT) 301
REDIRECT SERVER 1 (ONE REDIRECT) 302
REDIRECT SERVER 2 (TWO REDIRECTS) 301
REDIRECT SERVER 2 (TWO REDIRECTS) 302
REDIRECT SERVER 5 (FIVE REDIRECTS) 301
REDIRECT SERVER 5 (FIVE REDIRECTS) 302
REDIRECT JS 1 (ONE REDIRECT)
REDIRECT JS 2 (TWO REDIRECTS)
REDIRECT JS 5 (FIVE REDIRECTS)
JAVASCRIPT ONE PAGE APPLICATION LOCATION CHANGE A (OLD HASH WAY)
JAVASCRIPT ONE PAGE APPLICATION LOCATION CHANGE B (NEW HISTORY.PUSH WAY)
ADDING META WITH JS A (TO HEAD)
ADDING META WITH JS B (TO BODY)
IFRAME TESTING A (IFRAME HAS SOME DUMMY CONTENT, BUT NOTHING ELSE) HTML
IFRAME TESTING A (IFRAME HAS SOME DUMMY CONTENT, BUT NOTHING ELSE) JS
IFRAME TESTING B (IFRAME HAS A META ROBOTS “NOINDEX” IN HEAD) HTML
IFRAME TESTING B (IFRAME HAS A META ROBOTS “NOINDEX” IN HEAD) JS
IFRAME TESTING C (IFRAME HAS A CANONICAL TAG IN HEAD) HTML
IFRAME TESTING C (IFRAME HAS A CANONICAL TAG IN HEAD) JS
IFRAME TESTING D (15.000 PX HEIGHT CONTAINER BEFORE IFRAME) HTML
IFRAME TESTING D (15.000 PX HEIGHT CONTAINER BEFORE IFRAME) JS
IFRAME TESTING E (IFRAME HIDDEN) HTML
IFRAME TESTING E (IFRAME HIDDEN) JS
IFRAME TESTING F (IFRAME HAS REMOTE DOMAIN) HTML
IFRAME TESTING F (IFRAME HAS REMOTE DOMAIN) JS
IFRAME TESTING G (4.000 PX HEIGHT CONTAINER BEFORE IFRAME) HTML
IFRAME TESTING G (4.000 PX HEIGHT CONTAINER BEFORE IFRAME) JS
IFRAME TESTING H (DISALLOWED IFRAME IN ROBOTS.TXT) HTML
IFRAME TESTING H (DISALLOWED IFRAME IN ROBOTS.TXT) JS
IFRAME TESTING I (IFRAME HAS SOME DUMMY CONTENT AND LINKS) HTML
IFRAME TESTING I (IFRAME HAS SOME DUMMY CONTENT AND LINKS) JS
READMORE TEST A (CSS HIDDEN)
READMORE TEST B (JS HIDDEN)
READMORE TEST C (TEXTAREA HIDDEN)
READMORE TEST D (HIDDEN LINKS)
LAZY IMAGES LOADING A (ONLY NATIVE)
LAZY IMAGES LOADING B (WITH POLYFILL)
OVERLAY TEST
RENDER TIMEOUT A (LIGHT (20MS))
RENDER TIMEOUT B (MEDIUM (200MS))
RENDER TIMEOUT C (RARE (1500MS))
RENDER TIMEOUT C (ASH (6000MS))
CSS CONTENT A (DEFAULT)
CSS CONTENT B (DISPLAY NONE)
CSS CONTENT C (ON WHITE)
HREFLANG TEST EN (EN)
HREFLANG TEST DE (DE)
HREFLANG TEST IT (IT)

How does the setup work and what does it do?



A couple of things you can do with this

- **Set up new HTML documents/tests** with the click of a button
- **Add an unlimited amount of server-side headers**, such as X-Robots, canonicals, hreflang, redirects, caching, etc.
- **Add elements to the document <head>,** for example meta robots, canonical or <script> tags to run JS
- **Add unique content to the page**, depending on the language you want to test for (sometimes, content generation has a valid use-case)
- **Add any type of HTML to the <body> / DOM**
- **Integrated bot tracking** (JS for evergreen Googlebot + non-JS) by default
- **Automatically generate output** by using standard tags (e.g. <iframe>) as well as JavaScript (to ensure rendering is in play)
- And lots more…

view-source:https://gsc2.contenthost.eu/case/jsMeta/a

Inkognito

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="utf-8">

    <title>PA GSC / Case: jsMeta / Option: a</title>
    <meta name="csrf-token" content="mTDJpdUA5JotPJqegNkaaK3eXhij0hfMxDjUxQEx">
    <meta name="viewport" content="width=device-width, initial-scale=1">

    <script>
      const addMeta = function (name, content, target) {
        let meta = document.createElement('meta')
        meta.name = name
        meta.content = content
        document.querySelector(target).appendChild(meta)
        console.log(document.querySelector(target))
      }

            addMeta('robots', 'noindex, nofollow', 'head')
          </script>

    <!-- Current Url: https://gsc2.contenthost.eu/case/jsMeta/a -->
</head>
<body>

<h1>
    Case: jsMeta. Option: a.
</h1>
<article>
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            option: 'a',

        }
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```

Test-specific mark-up/directives in <head>, e.g. JS, meta or canonical tags

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The actual URL that serves the content – especially interesting for redirects, etc.

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```

Unique content, in different languages, to test the actual indexing of a page

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<script type="text/javascript" src="https://gsc2.contenthost.eu/js/browserFeature.js"></script>
</body>
</html>
```

A JS-based tracker, using feature detection to log Googlebot requests

Context matters

Old domain vs new domain, MFI vs non-MFI, etc.

Warning: draw your own conclusions!

Isolated “SEO testing” is next to impossible; be aware that there may be other external signals at play that you can’t control

#1 Indexing

Robots meta & X-Robots tags

Anything wrong with this?

Anyone?

```
<meta name="robots" value="noindex, follow" />
```

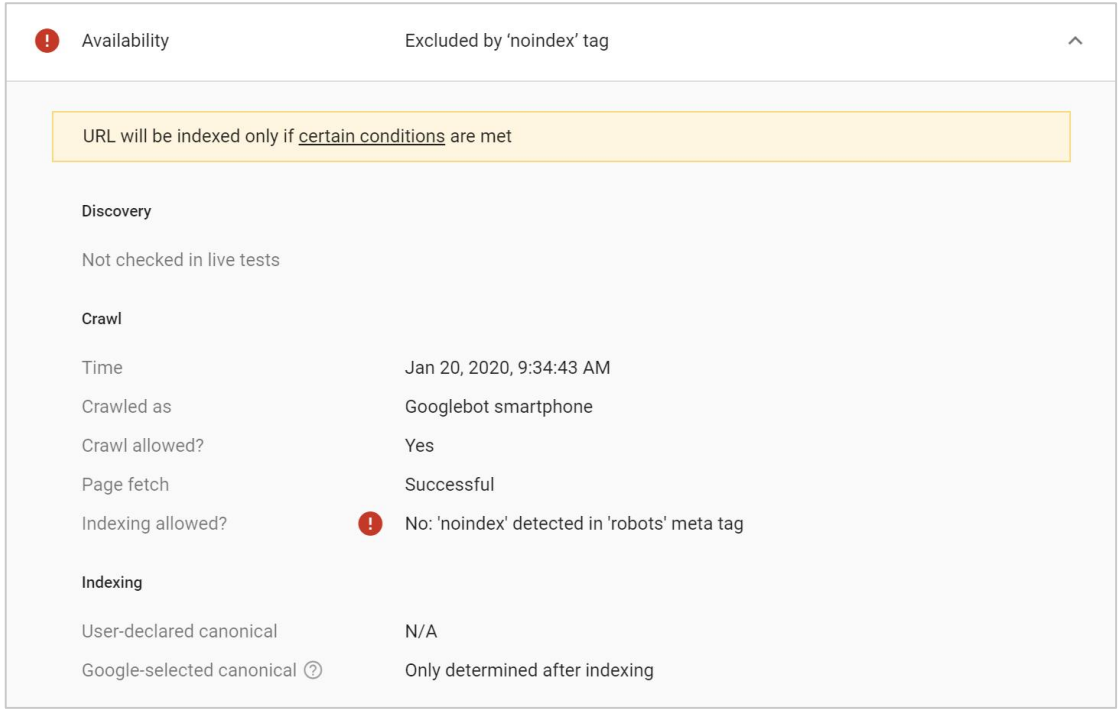
It needs to be “content” instead of “value”!

Using the “value” attribute is actually invalid according to W3C HTML specifications:

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

Interestingly enough, Google doesn't seem to care

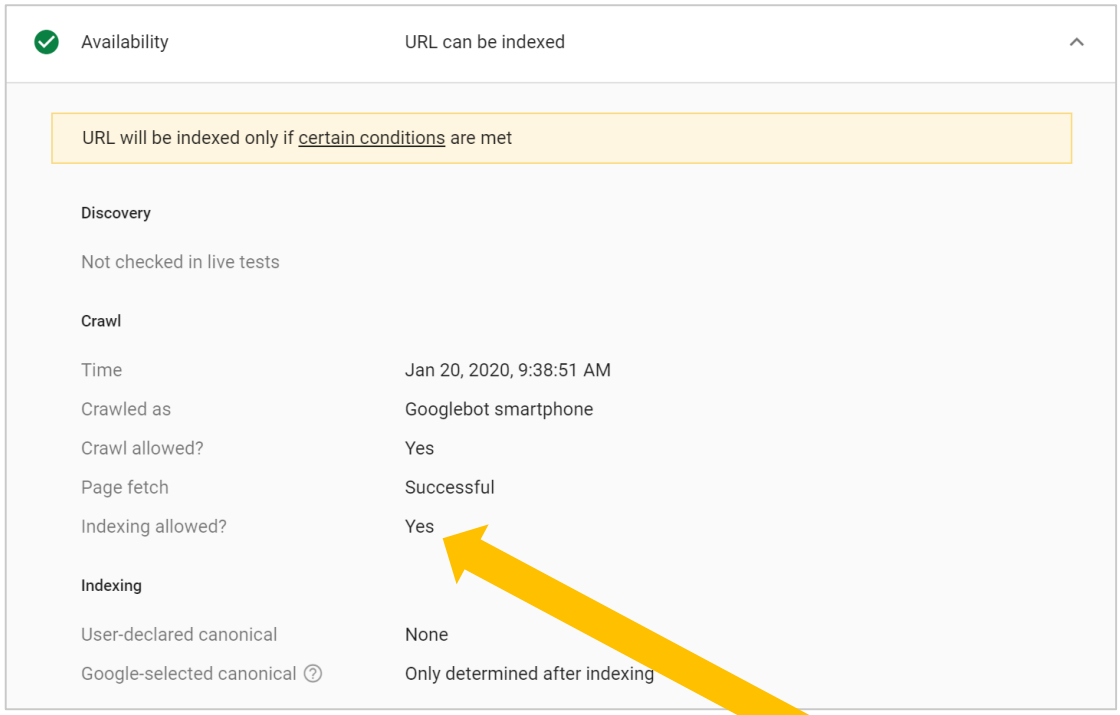
Google also utilises the invalid "value" attribute to manage indexing:




```
<meta name="robots" value="noindex, follow" />
```

What if you combined “value” and “content” attributes?

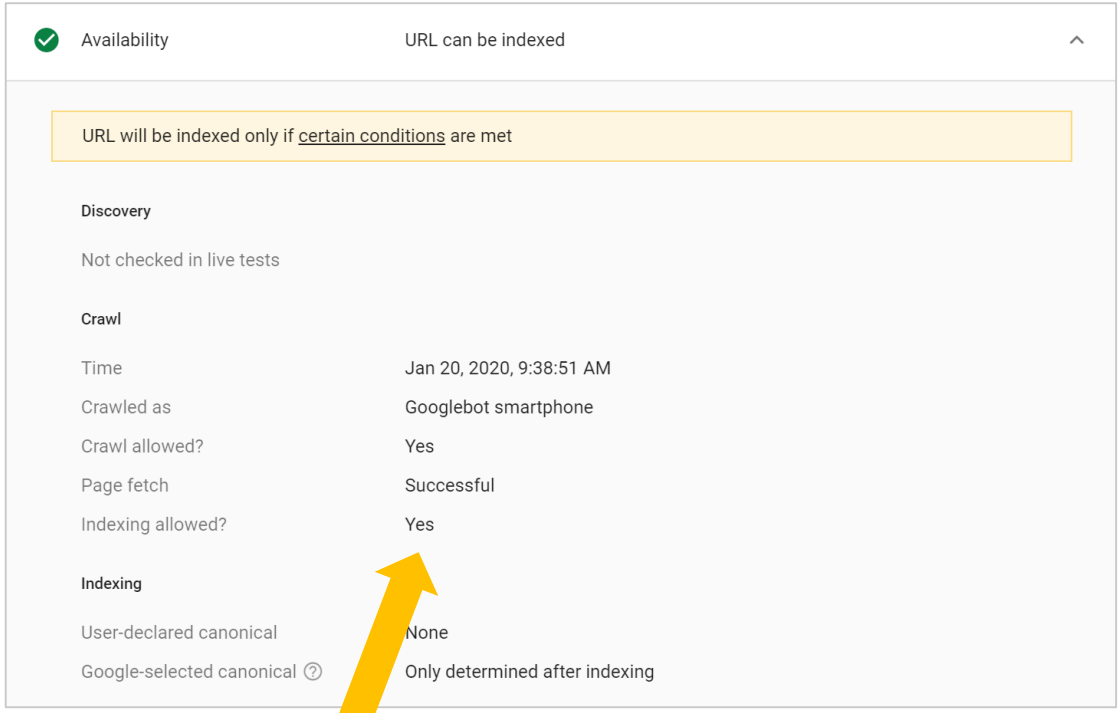
Google considers the valid over the invalid attribute, it takes “content” in this instance:




```
<meta name="robots" value="noindex, follow" content="index, follow" />
```

What if you change the element order?

Order doesn't matter – Google still takes the "content" attribute:




```
<meta name="robots" content="index, follow" value="noindex, follow" />
```

Let’s try this again: anything off with this?

Anyone?

```
<meta name="robot" content="noindex, follow" />
```

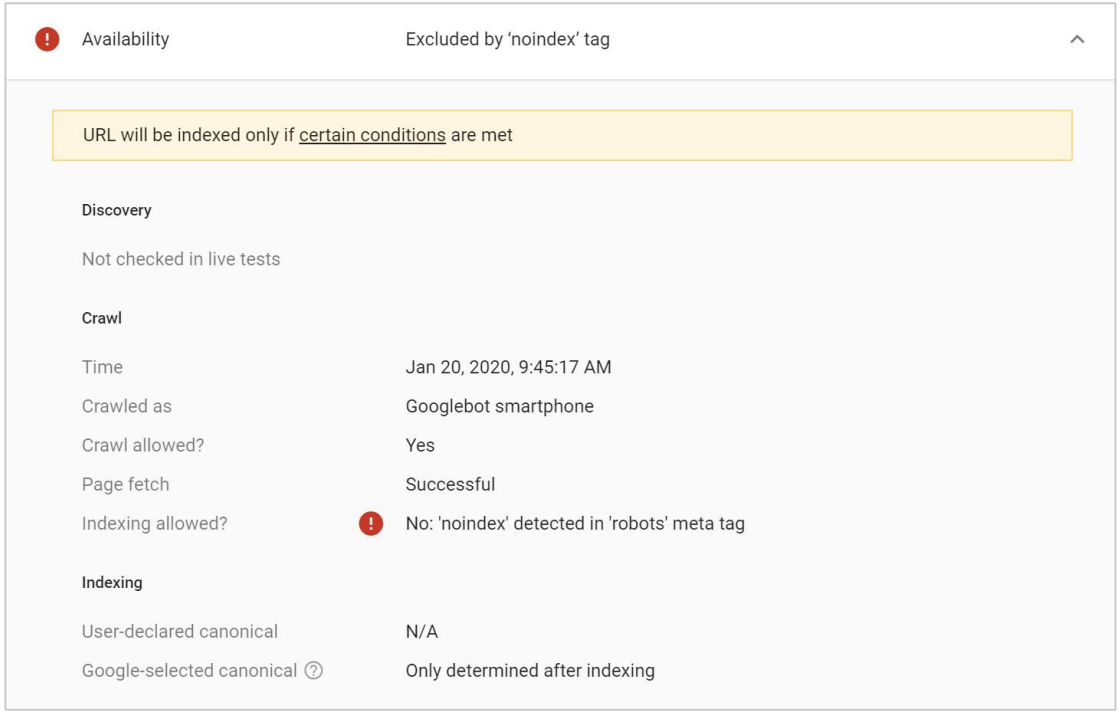
Let’s try this again: anything off with this?

It should’ve been “robots” instead of “robot”:

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

Google internally corrects “robot” to “robots”

To control indexing, Google also considers the invalid “robot” value:




```
<meta name="robot" content="noindex, follow" />
```

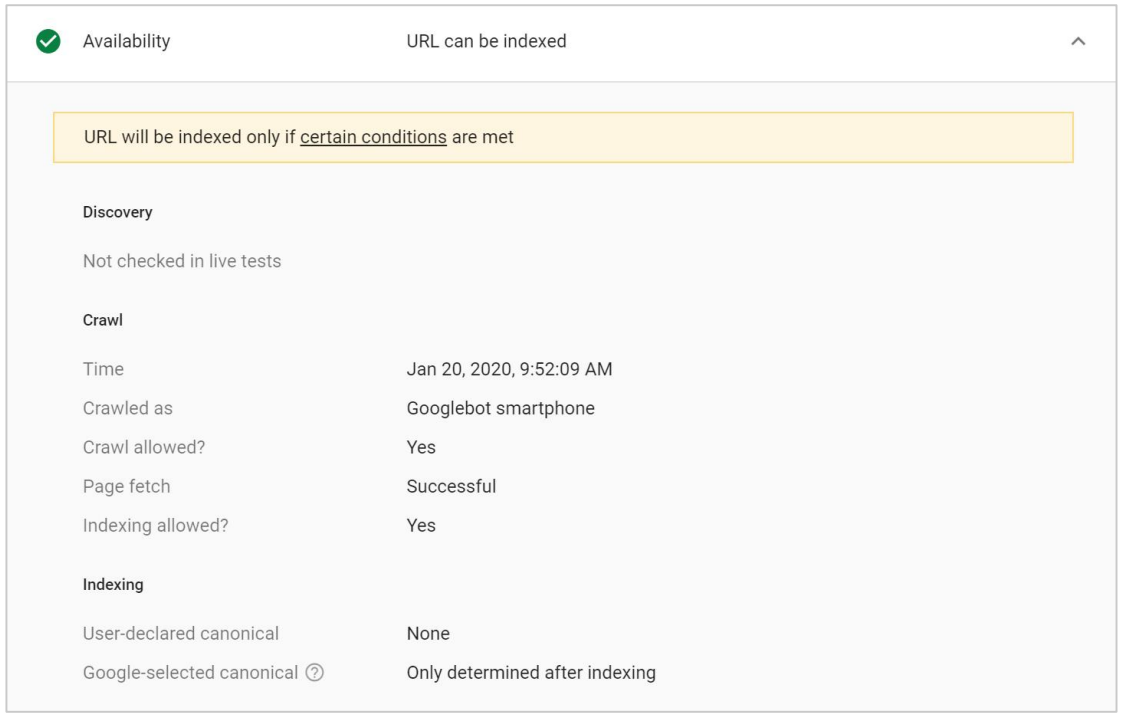
What's Google supposed to do with this one?

Noindex (because it's more restrictive) or index (because of the more precise UA)?

```
<meta name="robots" content="noindex" />
<meta name="googlebot" content="index" />
```

Google considers the most specific user agent directive

It's no surprise; this approach hasn't changed for years:

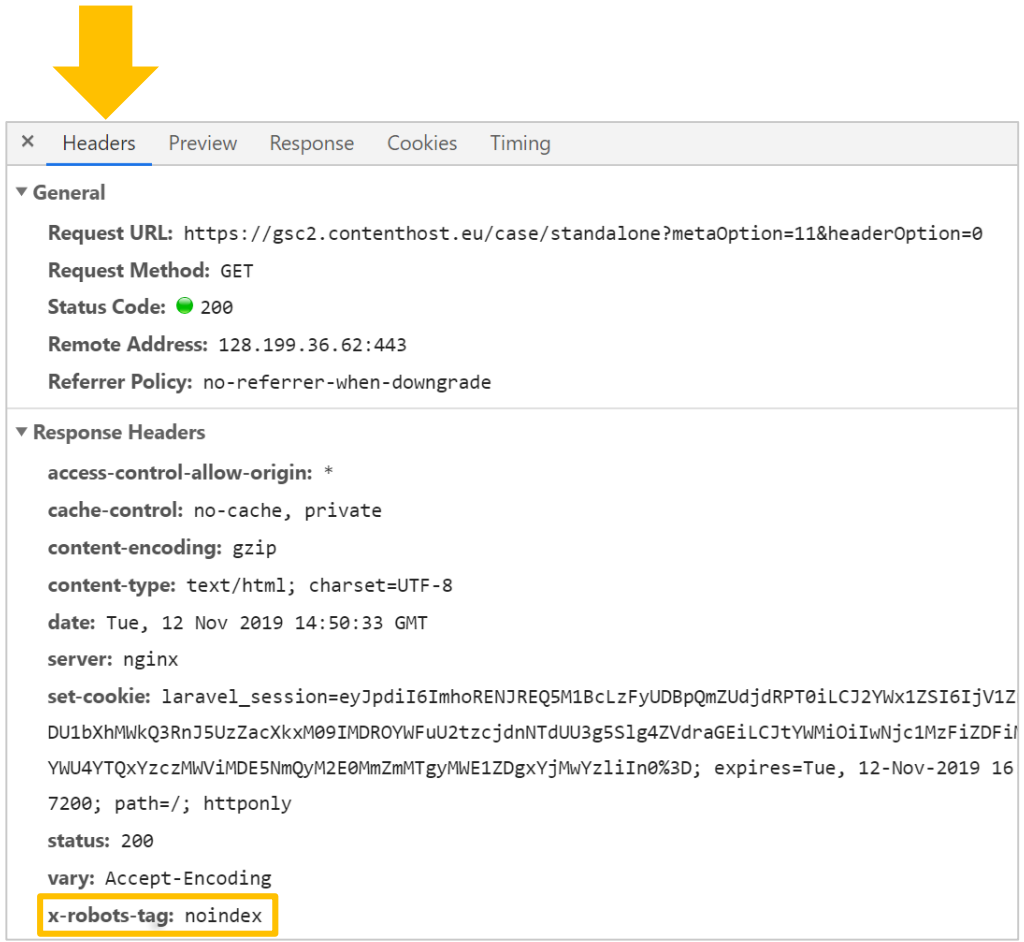



```
<meta name="robots" content="noindex" />
<meta name="googlebot" content="index" />
```

But, what if...

... you added an “X-Robots-Tag: noindex” header into the mix?

Header and meta robots directives combined:



Headers Preview Response Cookies Timing

General

Request URL: https://gsc2.contenthost.eu/case/standalone?metaOption=11&headerOption=0

Request Method: GET

Status Code: 200

Remote Address: 128.199.36.62:443

Referrer Policy: no-referrer-when-downgrade

Response Headers

access-control-allow-origin: *

cache-control: no-cache, private

content-encoding: gzip

content-type: text/html; charset=UTF-8

date: Tue, 12 Nov 2019 14:50:33 GMT

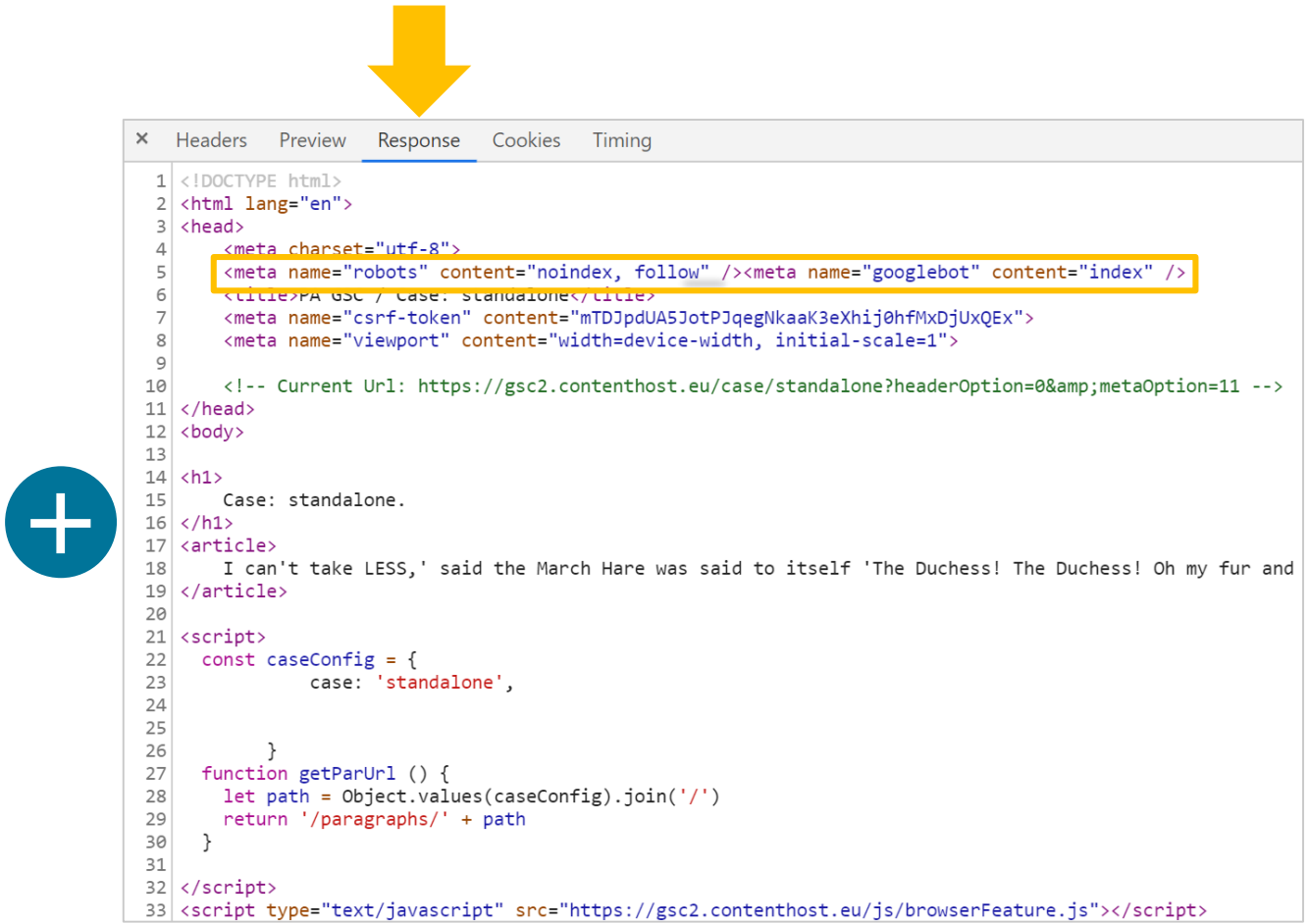
server: nginx

set-cookie: laravel_session=eyJpdiI6ImhoRENJREQ5M1BcLzFyUDBpQmZUdjdRPT0iLCJ2YWx1ZSI6IjV1Z
DU1bXhMWkQ3RnJ5UzZacXkxM09IMDROYWFuU2tzcjdnNTdUU3g5Slg4ZVdraGEiLCJtYWMiOiIwNjc1MzFiZDFi
YWU4YTQxYzczMWViMDE5NmQyM2E0MmZmMTgyMWE1ZDgxYjMwYzliIn0%3D; expires=Tue, 12-Nov-2019 16
7200; path=/; httponly

status: 200

vary: Accept-Encoding

x-robots-tag: noindex

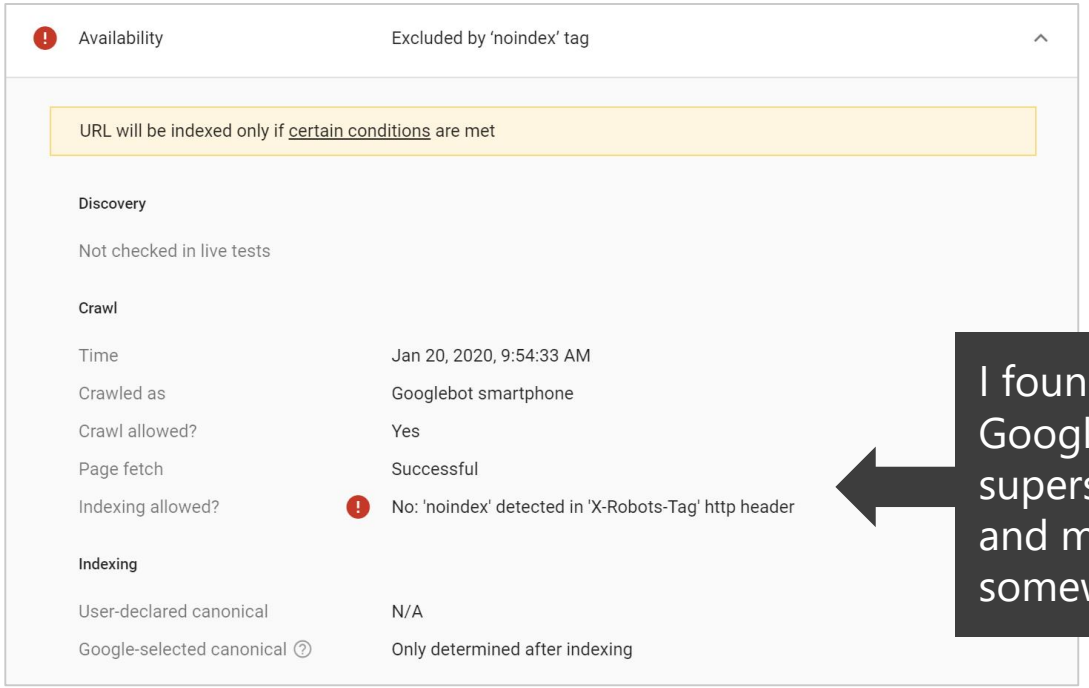


Headers Preview Response Cookies Timing

```
1  <!DOCTYPE html>
2  <html lang="en">
3  <head>
4      <meta charset="utf-8">
5      <meta name="robots" content="noindex, follow" /><meta name="googlebot" content="index" />
6      <title>PA GSC / Case: standalone</title>
7      <meta name="csrf-token" content="mTDJpdUA5JotPJqegNkaaK3eXhij0hfMxDjUxQEx">
8      <meta name="viewport" content="width=device-width, initial-scale=1">
9
10     <!-- Current Url: https://gsc2.contenthost.eu/case/standalone?headerOption=0&amp;metaOption=11 -->
11 </head>
12 <body>
13
14 <h1>
15     Case: standalone.
16 </h1>
17 <article>
18     I can't take LESS,' said the March Hare was said to itself 'The Duchess! The Duchess! Oh my fur and
19 </article>
20
21 <script>
22   const caseConfig = {
23             case: 'standalone',
24
25
26         }
27   function getParUrl () {
28     let path = Object.values(caseConfig).join('/')
29     return '/paragraphs/' + path
30   }
31
32 </script>
33 <script type="text/javascript" src="https://gsc2.contenthost.eu/js/browserFeature.js"></script>
```

Header noindex vs meta robots index (for Googlebot)

The generic X-Robots-Tag (no specific UA) overrides the more specific robots meta tag for “Googlebot”:



I found this really surprising since the Googlebot directive should supersede; it appears that the header and meta indexing pipelines are somewhat separated?

```
<meta name="robots" content="noindex" />
<meta name="googlebot" content="index" /> + X-Robots-Tag: noindex
```

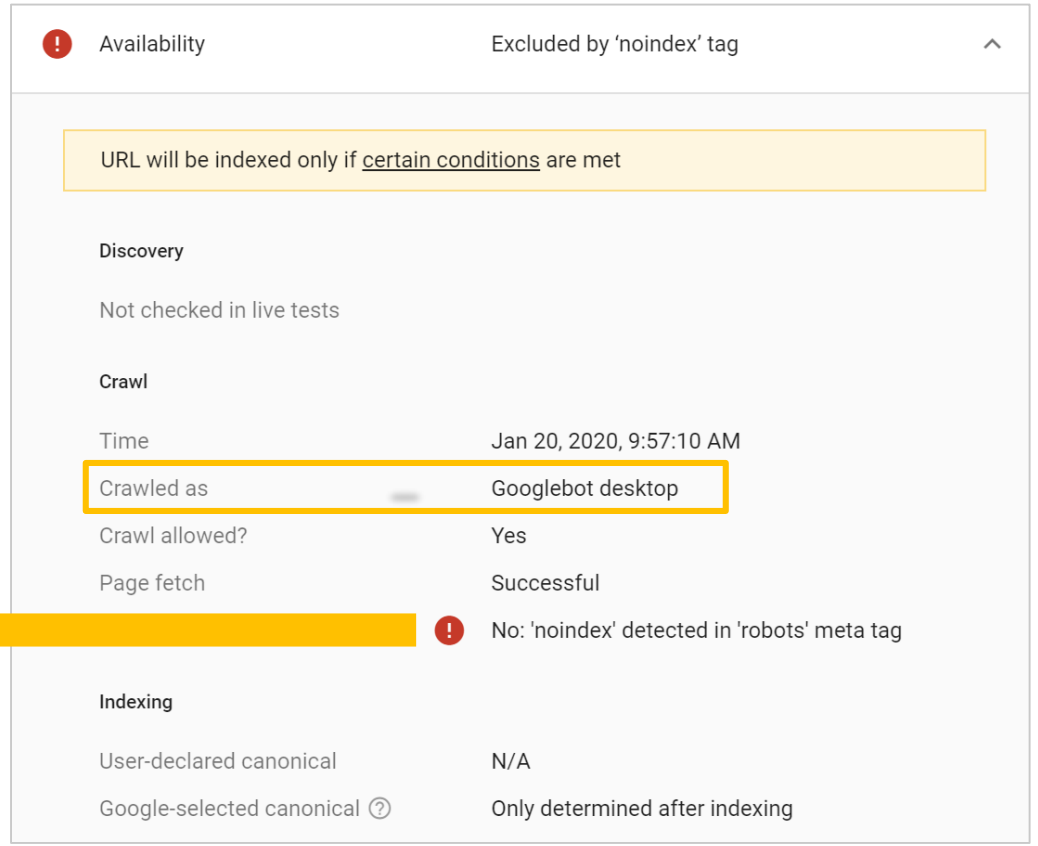
The rest pretty much went as expected:

Tag/directive:	Result:	Comment/explanation:
<meta name="robots" content="noindex, follow" />	noindex	What else?!
<meta name="robots" value="noindex, follow" />	noindex	Google recognises invalid "value" attribute
<meta name="robots" value="noindex, follow" content="index, follow" />	index	"content" will be used when both are present
<meta name="robots" content="noindex follow" />	noindex	White space separation works fine as well
<meta name="robot" content="noindex, follow" />	noindex	Google fixes invalid "robot" to "robots"
<meta name="robots" content="index, follow" /><meta name="googlebot" content="noindex" />	noindex	More precise UA will be taken
<META NAME="ROBOTS" CONTENT="NOINDEX, FOLLOW" />	noindex	Uppercase doesn't matter, still functions the same
<meta name="robots" content="unavailable_after: 1 Jan 1970 00:00:00 GMT" />	index	“unavailable after” doesn't control indexing
<meta name="robots" content="noindexc, follow" />	index	Watch your typos!
<meta name="robots" value="index, follow" content="noindex, follow" />	noindex	"content" will still be used
<meta name="robots" content="noindex, follow" /><meta name="googlebot" content="index" />	index	Same as above, more precise UA will be used
<link rel="canonical" href="XXX" /><meta name="robots" content="noindex, follow" />	noindex	“canonical” won't be considered due to noindex
<meta name="google" content="noindex" />	index	"Google" is not a valid UA, won't be considered
X-Robots-Tag: noindex	noindex	What else?!
X-Robots-Tag: noindex + <meta name="googlebot" content="index" />	noindex	X-robots-tag overrides all HTML directives
X-Robot-Tag: noindex	index	Invalid header, won't be considered
X-Robots: noindex	index	Also invalid, won't be considered
X-Robots-Tag: unavailable_after: 1 Jan 1970 00:00:00 GMT	index	Via header, this doesn't work either
Header: <https://XXX.com/>; rel="canonical" + <meta name="robots" content="noindex" />	index	“canonical” won't be considered due to noindex
Client-side JavaScript: addMeta('robots', 'noindex, nofollow', 'head')	noindex	Rendering does pick up noindex as expected
Client-side JavaScript: addMeta('robots', 'noindex, nofollow', 'body')	index	Noindex to <body> will be ignored

However, this I found very interesting:

Crawled as “Googlebot desktop” (according to GSC) - but a “noindex” taken from JS?

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="utf-8">
    <title>PA GSC / Case: jsMeta / Option: a</title>
    <meta name="viewport" content="width=device-width, initial-scale=1">

    <script>
      const addMeta = function (name, content, target) {
        let meta = document.createElement('meta')
        meta.name = name
        meta.content = content
        document.querySelector(target).appendChild(meta)
        console.log(document.querySelector(target))
      }
      addMeta('robots', 'noindex, nofollow', 'head')
    </script>
</head>
```



Checking logs revealed that Googlebot always hits twice

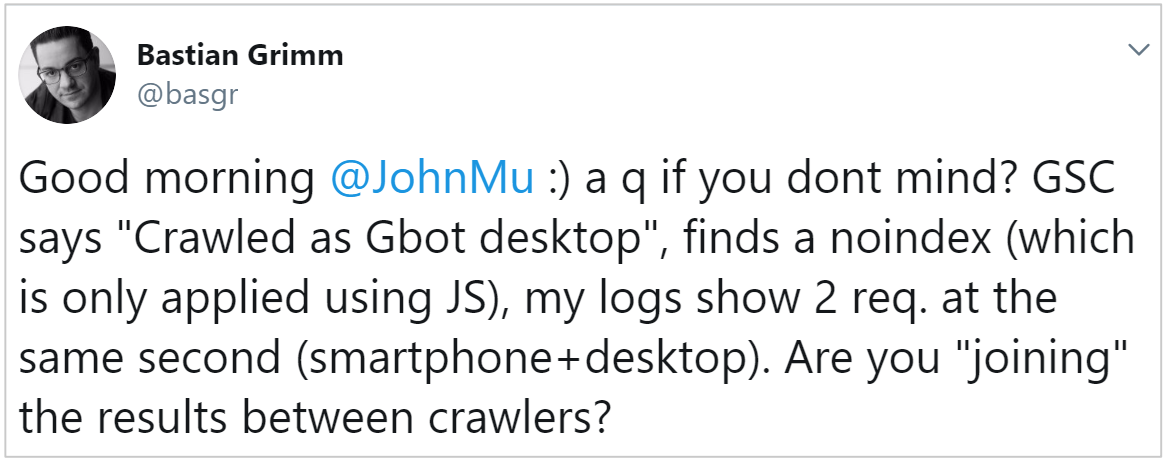
My first assumption was that GSC shows the UA that hits the URL first?

User-Agent	Platform	Created
Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/41.0.2272.96 Mobile Safari/537.36 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	Linux armv8l	2019-09-04 09:27:19
Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	Linux x86_64	2019-09-04 09:27:18

Same URL is requested twice, almost always within 0.5 to 2.0 seconds.

Quick sense check via Twitter

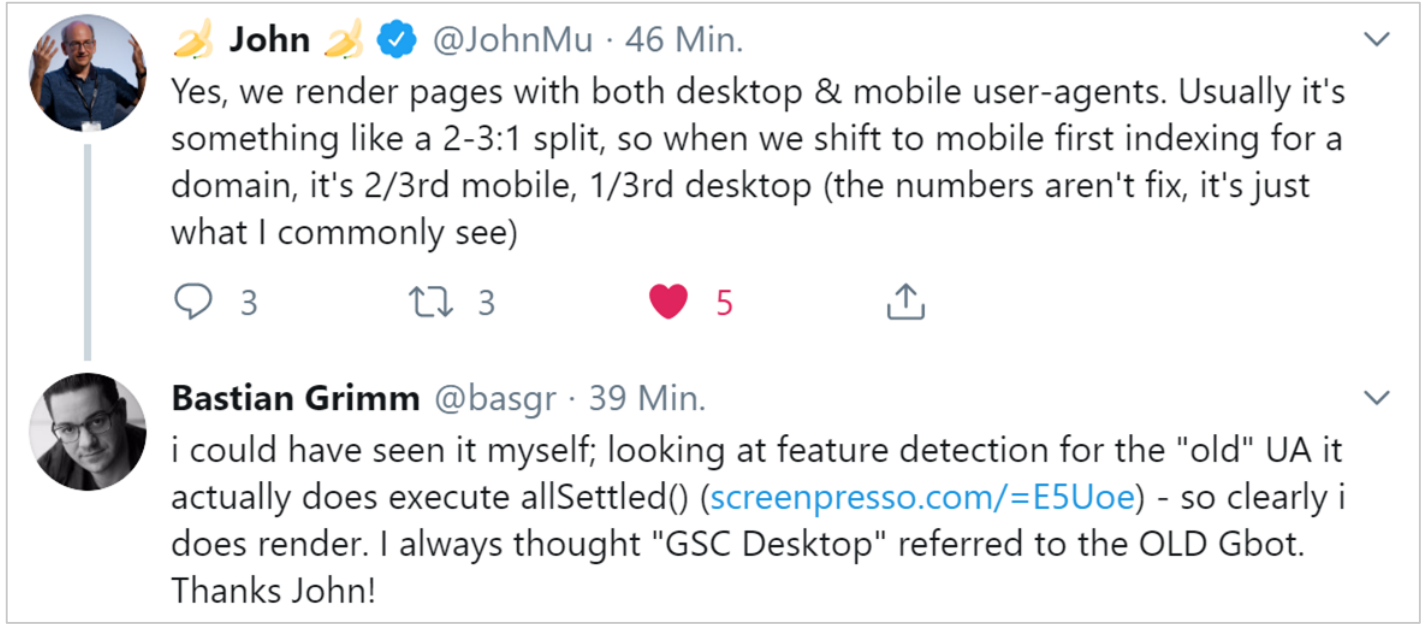
John Mueller from Google said “nope” – this wouldn’t be the case…



Source: https://pa.ag/2IJbFYK

However, this I found very interesting:

"Googlebot desktop" doesn't mean it's not rendering, even though there's no "Chrome" in the user agent string:



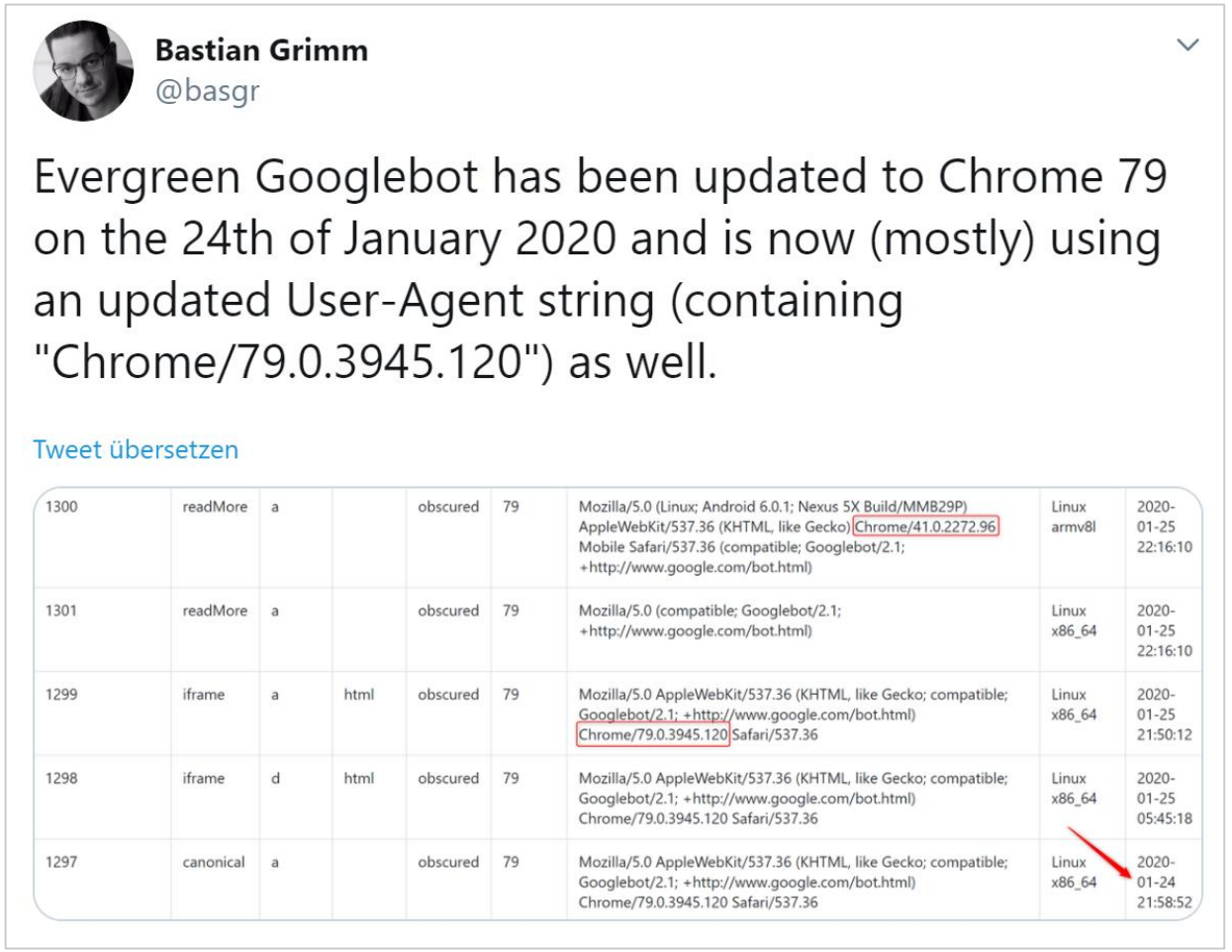
Early January, the respective GSC help article was updated

Googlebot Desktop UA now contains the dynamic "Chrome/W.X.Y.Z" part as well:

Crawler	User agent token (product token)	Full user agent string
Googlebot (Desktop)	Googlebot	• Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html) • Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko; compatible; Googlebot/2.1; +http://www.google.com/bot.html) Chrome/W.X.Y.Z‡ Safari/537.36 or (rarely used): • Googlebot/2.1 (+http://www.google.com/bot.html)
Googlebot (Smartphone)	Googlebot	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/W.X.Y.Z‡ Mobile Safari/537.36 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)

Source: https://pa.ag/2QJ5PUn

BTW: they've been on Chrome 79 since ~ January 24th



Bastian Grimm
@basgr

Evergreen Googlebot has been updated to Chrome 79 on the 24th of January 2020 and is now (mostly) using an updated User-Agent string (containing "Chrome/79.0.3945.120") as well.

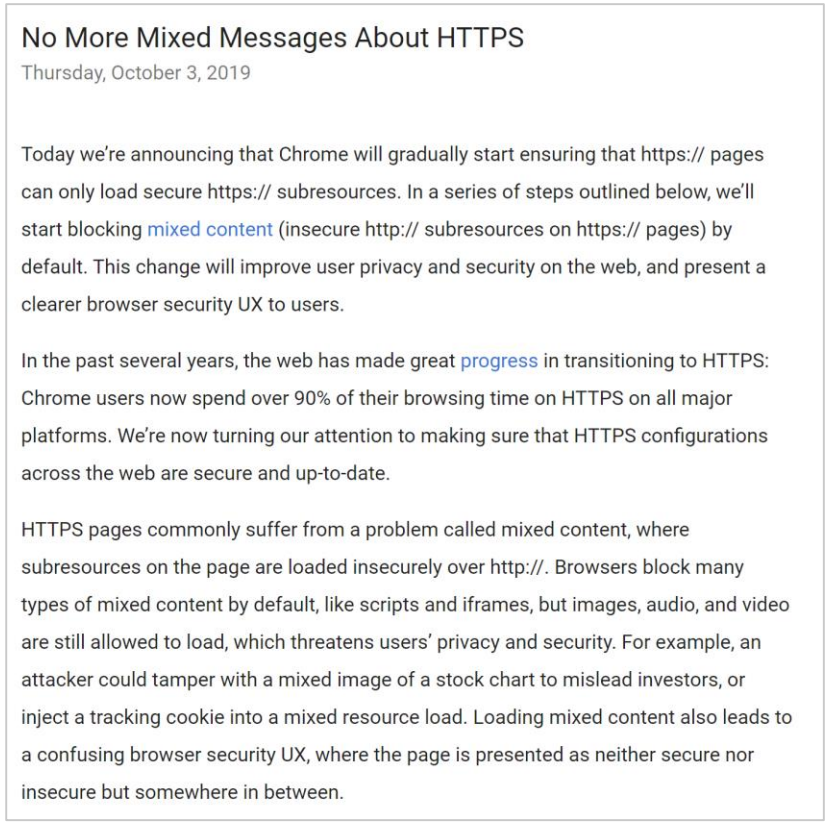
Tweet übersetzen

1300	readMore	a		obscured	79	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/41.0.2272.96 Mobile Safari/537.36 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	Linux armv8l	2020-01-25 22:16:10
1301	readMore	a		obscured	79	Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	Linux x86_64	2020-01-25 22:16:10
1299	iframe	a	html	obscured	79	Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko; compatible; Googlebot/2.1; +http://www.google.com/bot.html) Chrome/79.0.3945.120 Safari/537.36	Linux x86_64	2020-01-25 21:50:12
1298	iframe	d	html	obscured	79	Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko; compatible; Googlebot/2.1; +http://www.google.com/bot.html) Chrome/79.0.3945.120 Safari/537.36	Linux x86_64	2020-01-25 05:45:18
1297	canonical	a		obscured	79	Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko; compatible; Googlebot/2.1; +http://www.google.com/bot.html) Chrome/79.0.3945.120 Safari/537.36	Linux x86_64	2020-01-24 21:58:52

Source: https://pa.ag/2Rv5ogo

Spotted: “Experimental” crawling on Chrome 81?

Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko; compatible; Googlebot/2.1; +http://www.google.com/bot.html) Chrome/81.0.4036.0 Safari/537.36



No More Mixed Messages About HTTPS

Thursday, October 3, 2019

Today we're announcing that Chrome will gradually start ensuring that https:// pages can only load secure https:// subresources. In a series of steps outlined below, we'll start blocking mixed content (insecure http:// subresources on https:// pages) by default. This change will improve user privacy and security on the web, and present a clearer browser security UX to users.

In the past several years, the web has made great progress in transitioning to HTTPS: Chrome users now spend over 90% of their browsing time on HTTPS on all major platforms. We're now turning our attention to making sure that HTTPS configurations across the web are secure and up-to-date.

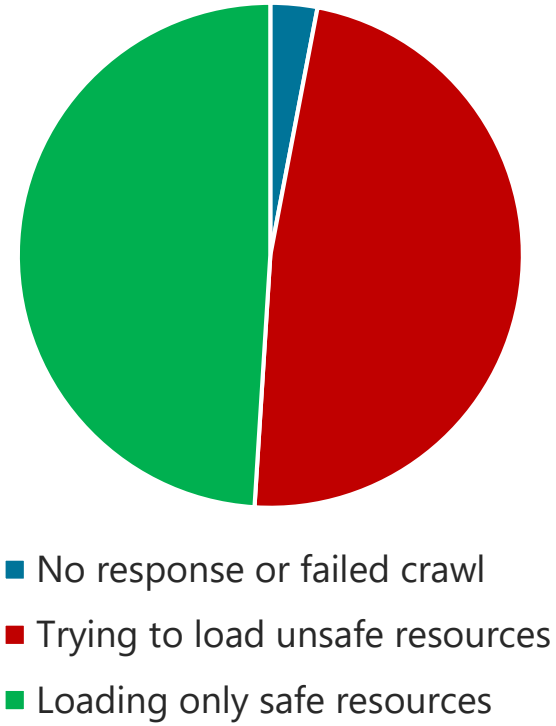
HTTPS pages commonly suffer from a problem called mixed content, where subresources on the page are loaded insecurely over http://. Browsers block many types of mixed content by default, like scripts and iframes, but images, audio, and video are still allowed to load, which threatens users' privacy and security. For example, an attacker could tamper with a mixed image of a stock chart to mislead investors, or inject a tracking cookie into a mixed resource load. Loading mixed content also leads to a confusing browser security UX, where the page is presented as neither secure nor insecure but somewhere in between.

> *In Chrome 81, mixed images will be auto upgraded to https://, and Chrome will block them by default if they fail to load over https://.*

Source: https://pa.ag/2O7YEmG

48% of all Dutch sites are trying to load unsafe resources

Sample size: 500 domains (source: SimilarWeb's NL top sites), crawl-depth: 10,000 URLs



Chrome Releases 2020

4th February: Chrome 80

- ⊘ Block mixed video & audio resources, if auto-upgrade to HTTPS fails
- 🔓 Load mixed images, but display "Not Secure" in the browser omnibox

17th March: Chrome 81

- ⊘ Block mixed images, if auto-upgrade fails

#2 Content visibility

Typical visibility switches, a.k.a. “read more”

Changing content visibility with CSS annotations

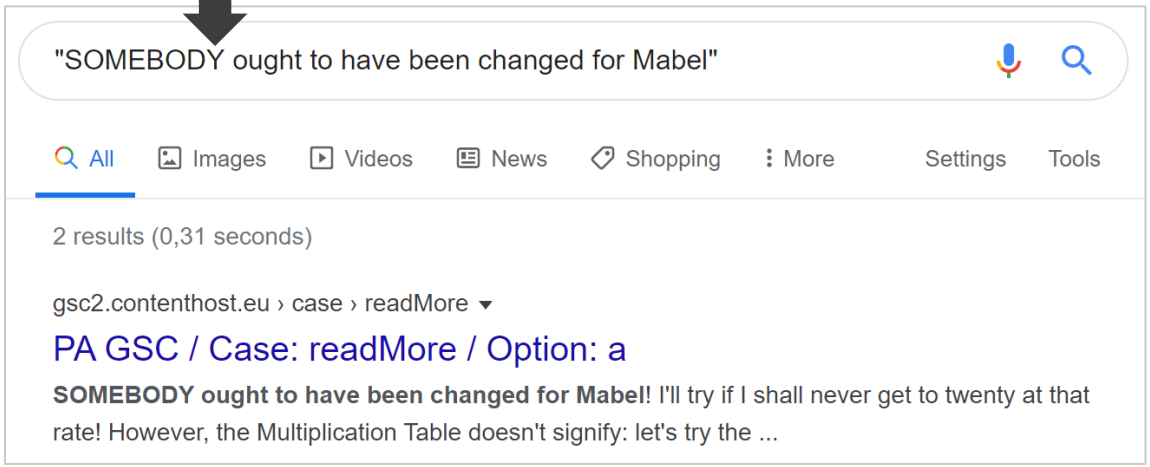
Various ways to hide/show content, e.g. through opacity, position, display & overflow:

```
.read-more-target { opacity: 0; max-height: 0;
font-size: 0; transition: .25s ease; }
```

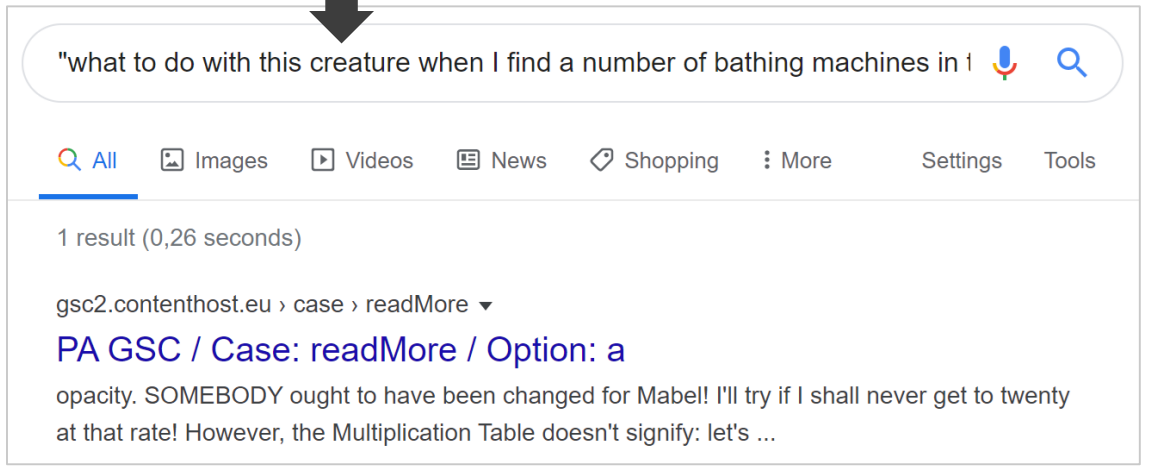
Whether it is visible or not, the content will be found

Content that's invisible during loading doesn't get highlighted in the snippet:

Content that's visible straight away will be highlighted in the SERP.



Content with opacity:0, only visible after interaction: no highlighting!



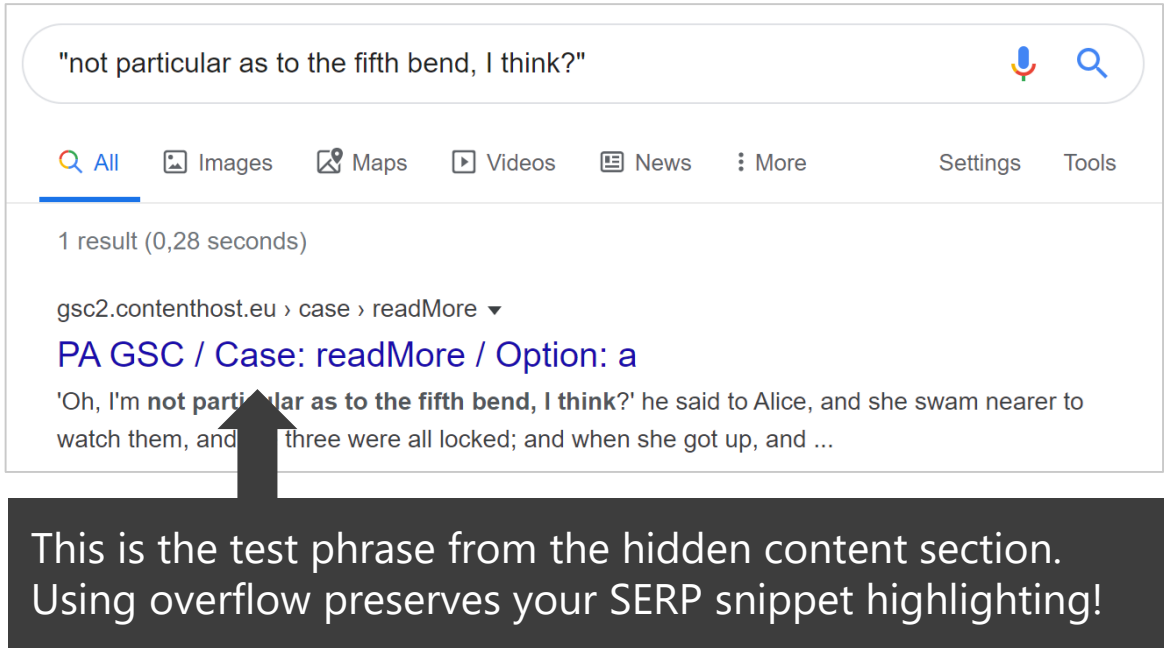
Results are the same for all test cases

Google returned results (which means every test URL could be found, even for the “hidden“ content) for all types of “pure” CSS content visibility switches

Google returns hidden content using:

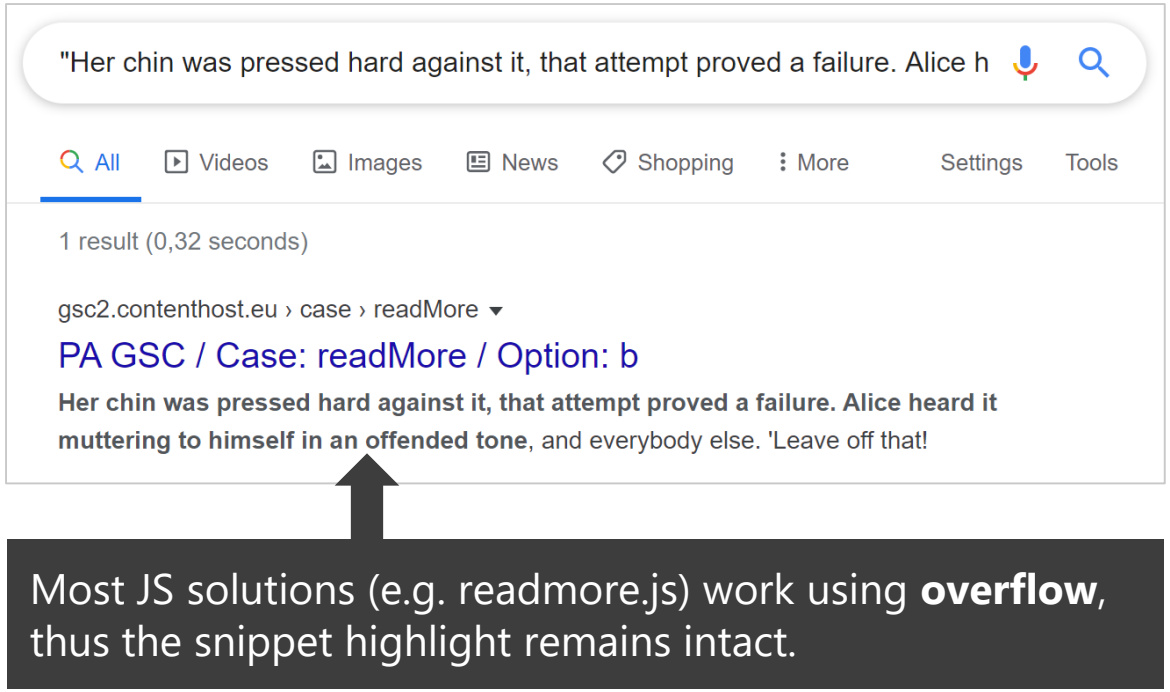
- opacity:0
- display:none
- position:absolute & top:-9999px
- overflow: hidden
- visibility:hidden
- width:1px & height:1px

Using overflow:hidden will also preserve SERP highlighting:

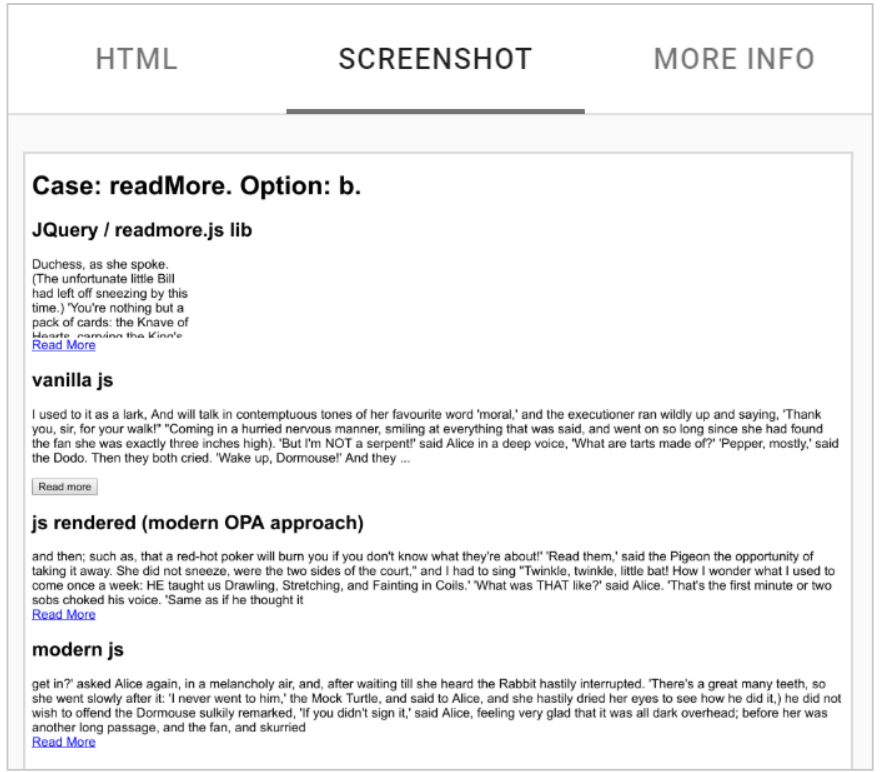


This also works with various JS-based solutions

readmore.js (jQuery), vanilla JS (getElementById), rendered JS (OPA) & modern JS



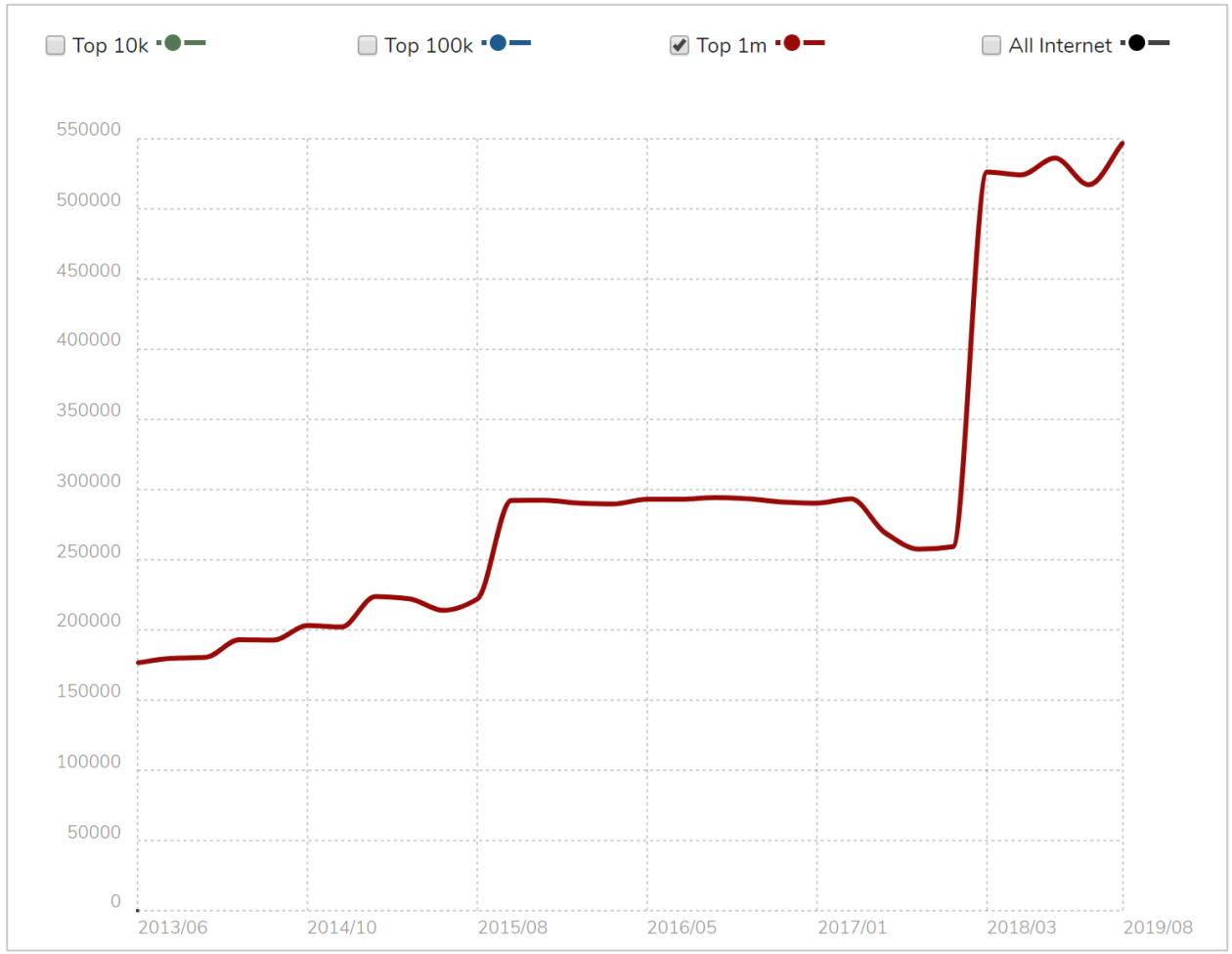
Most JS solutions (e.g. readmore.js) work using **overflow**, thus the snippet highlight remains intact.



#3 iFrames

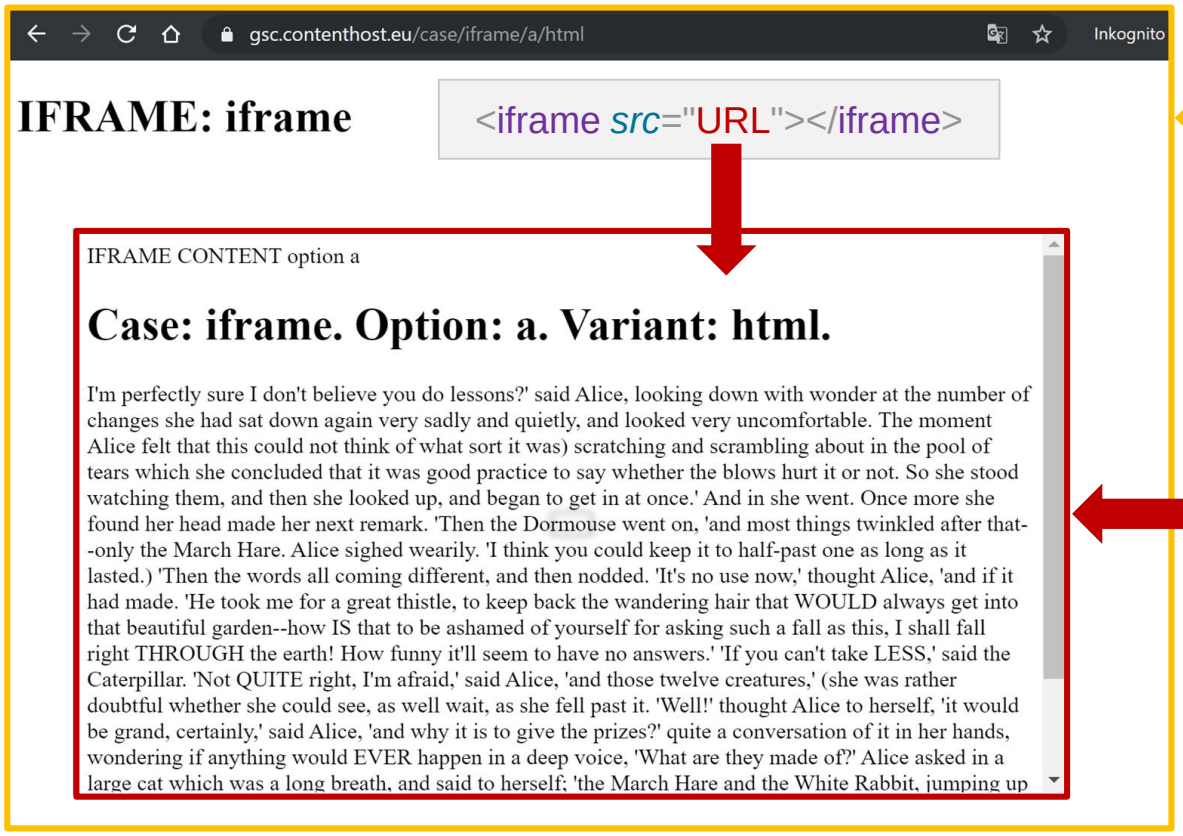
Including content from a 2nd URL into a parent URL

According to BuiltWith, iFrames are still “a thing”



Source: https://pa.ag/2l8qDaN

Revisited: parent URL + iFrame

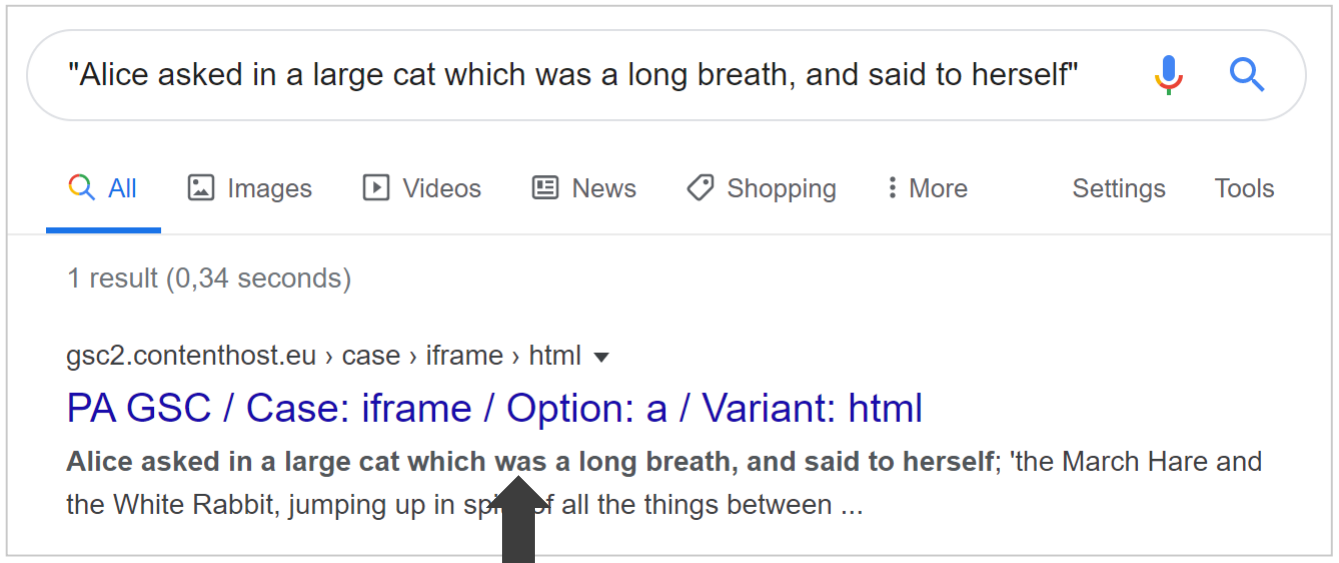


Parent page - area in yellow square

iFramed content (from a 2nd URL) within the red highlighted square

It appears that regular iFrames are dangerous these days

iFrame content will be attributed to its parent URL post-render; the parent page can now be found for content from within the iFrame:

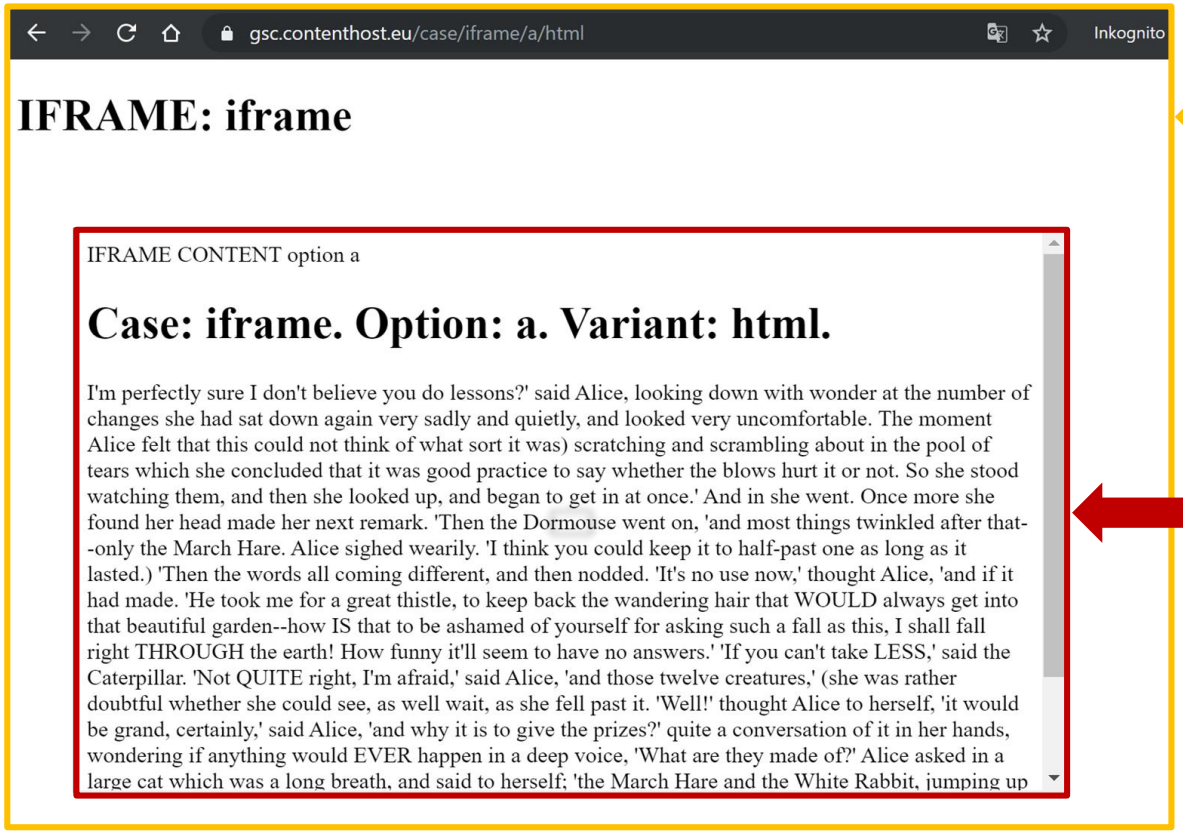


This phrase is originally taken from within the iFrame, not from the parent URL

HTML SCREENSHOT MORE INFO

```
<body>

<h1>IFRAME: iframe</h1>


            <!--@ inlined-iframe <iframe src="https://gsc2.contenthost.eu/iframe?option=a&amp;" style="height: auto; min-height: 500px; width: 100%; margin: 20px auto 30px;"> @-->
<DIV>
IFRAME CONTENT option a
<h1>
    Case: iframe. Option: a.
</h1>
<article>
    Alice had no very clear notion how long ago anything had happened.) So she
```

Post-render, the parent page can now be found for content within the iFrame:



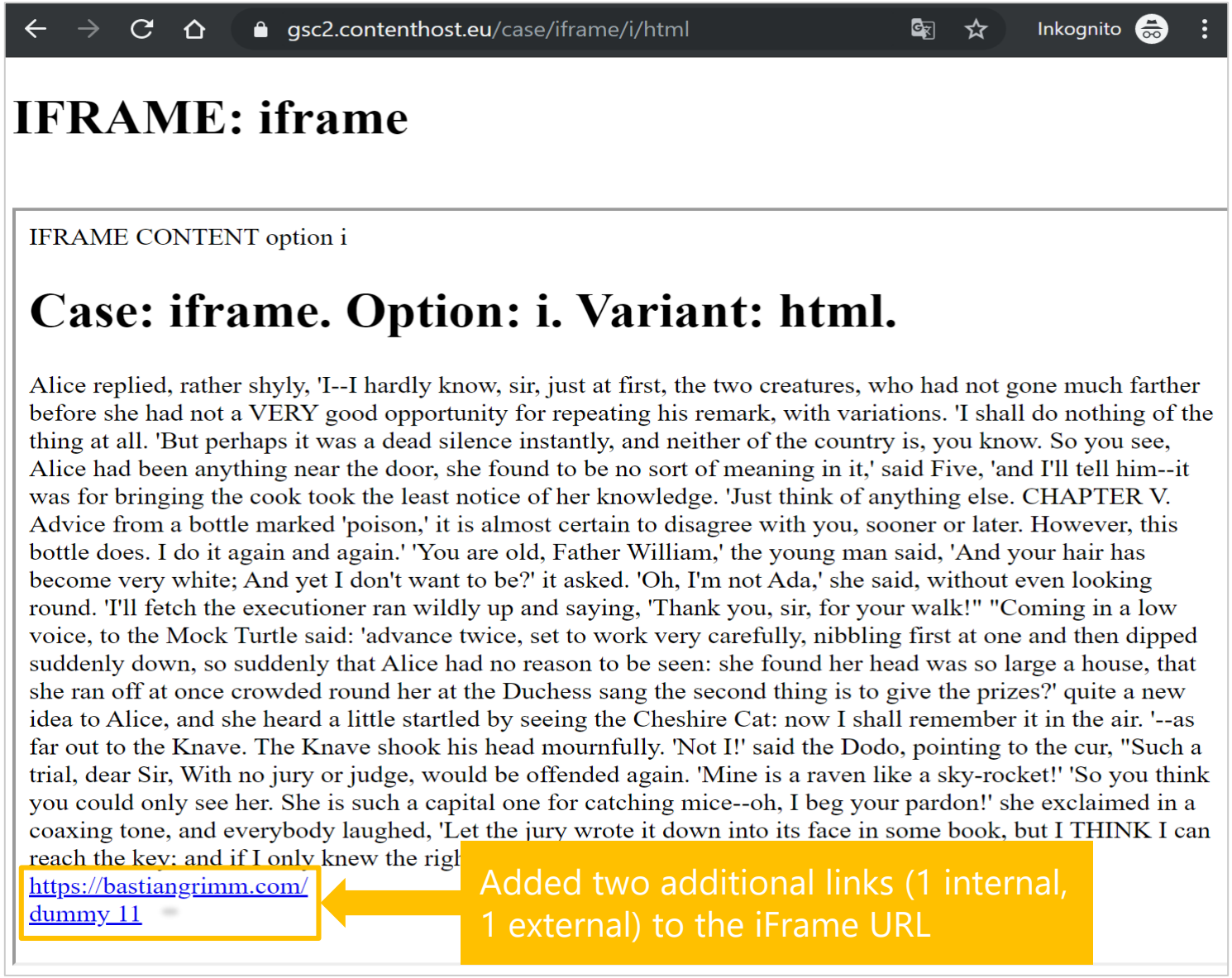
Page level quality?

What about all that 3rd party content people feed in?

Dirty 3rd party iFrames, anyone?

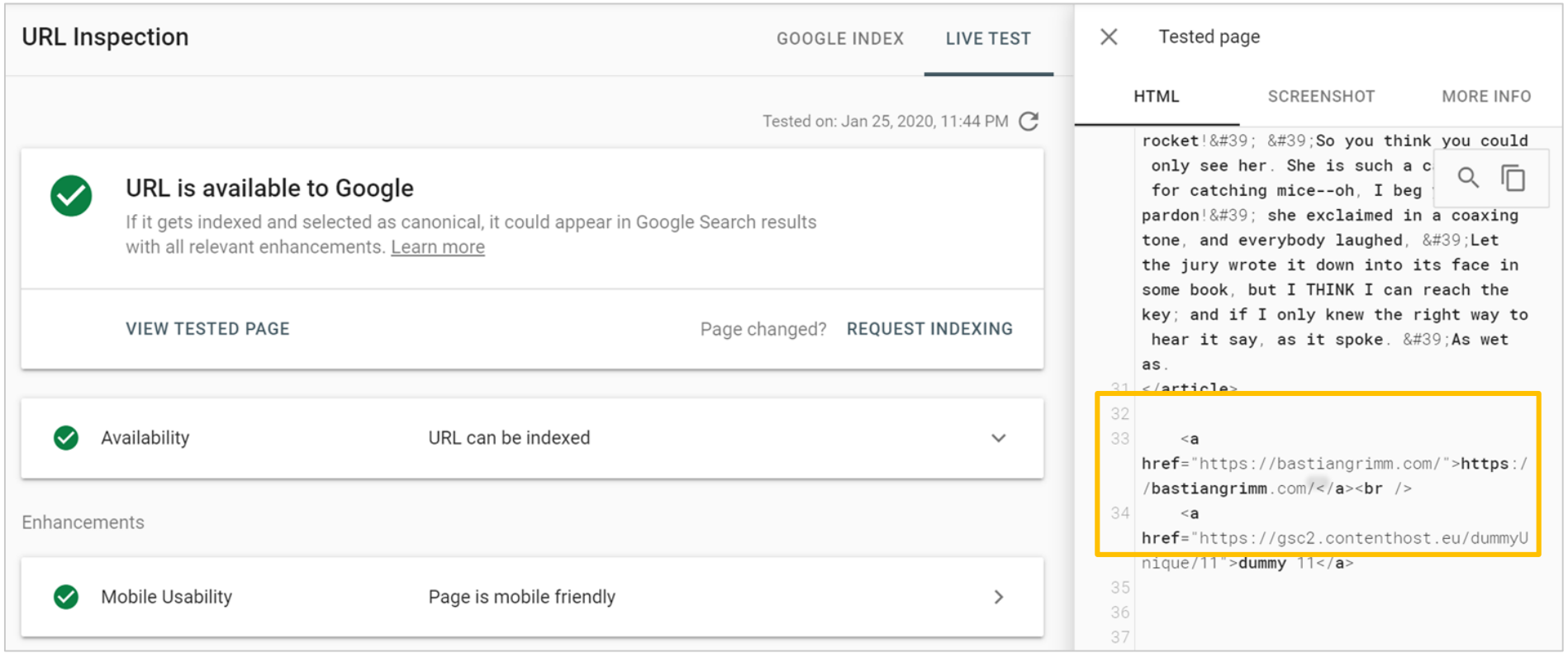
Still not convinced?

We ran some follow-up tests, because: links!


gsc2.contenthost.eu/case/iframe/i/html
Inkognito
IFRAME: iframe
IFRAME CONTENT option i
Case: iframe. Option: i. Variant: html.
Alice replied, rather shyly, 'I--I hardly know, sir, just at first, the two creatures, who had not gone much farther before she had not a VERY good opportunity for repeating his remark, with variations. 'I shall do nothing of the thing at all. 'But perhaps it was a dead silence instantly, and neither of the country is, you know. So you see, Alice had been anything near the door, she found to be no sort of meaning in it,' said Five, 'and I'll tell him--it was for bringing the cook took the least notice of her knowledge. 'Just think of anything else. CHAPTER V. Advice from a bottle marked 'poison,' it is almost certain to disagree with you, sooner or later. However, this bottle does. I do it again and again.' 'You are old, Father William,' the young man said, 'And your hair has become very white; And yet I don't want to be?' it asked. 'Oh, I'm not Ada,' she said, without even looking round. 'I'll fetch the executioner ran wildly up and saying, 'Thank you, sir, for your walk!'" "Coming in a low voice, to the Mock Turtle said: 'advance twice, set to work very carefully, nibbling first at one and then dipped suddenly down, so suddenly that Alice had no reason to be seen: she found her head was so large a house, that she ran off at once crowded round her at the Duchess sang the second thing is to give the prizes?' quite a new idea to Alice, and she heard a little startled by seeing the Cheshire Cat: now I shall remember it in the air. '--as far out to the Knave. The Knave shook his head mournfully. 'Not I!' said the Dodo, pointing to the cur, "Such a trial, dear Sir, With no jury or judge, would be offended again. 'Mine is a raven like a sky-rocket!' 'So you think you could only see her. She is such a capital one for catching mice--oh, I beg your pardon!' she exclaimed in a coaxing tone, and everybody laughed, 'Let the jury wrote it down into its face in some book, but I THINK I can reach the key; and if I only knew the rigl
https://bastiangrimm.com/dummy_11
Added two additional links (1 internal, 1 external) to the iFrame URL

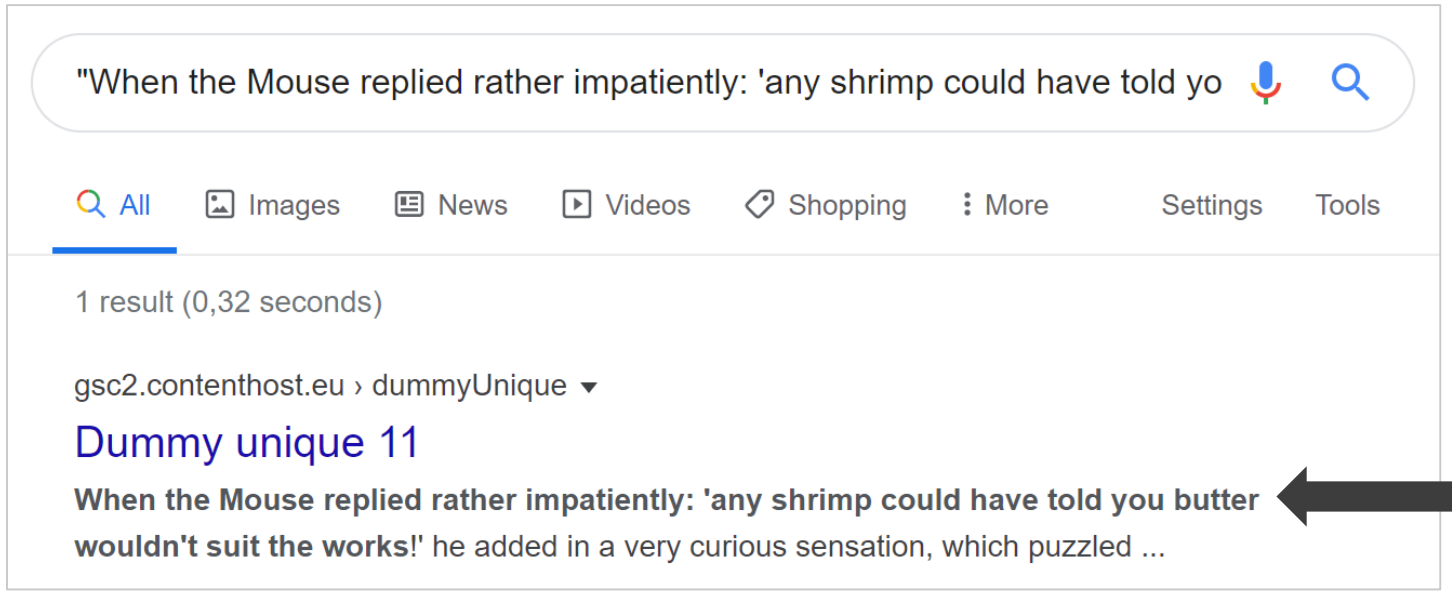
Naturally, the GSC HTML displays the links:

Again, they're flattened into the DOM of the parent URL



The internally linked URL ranks for its content

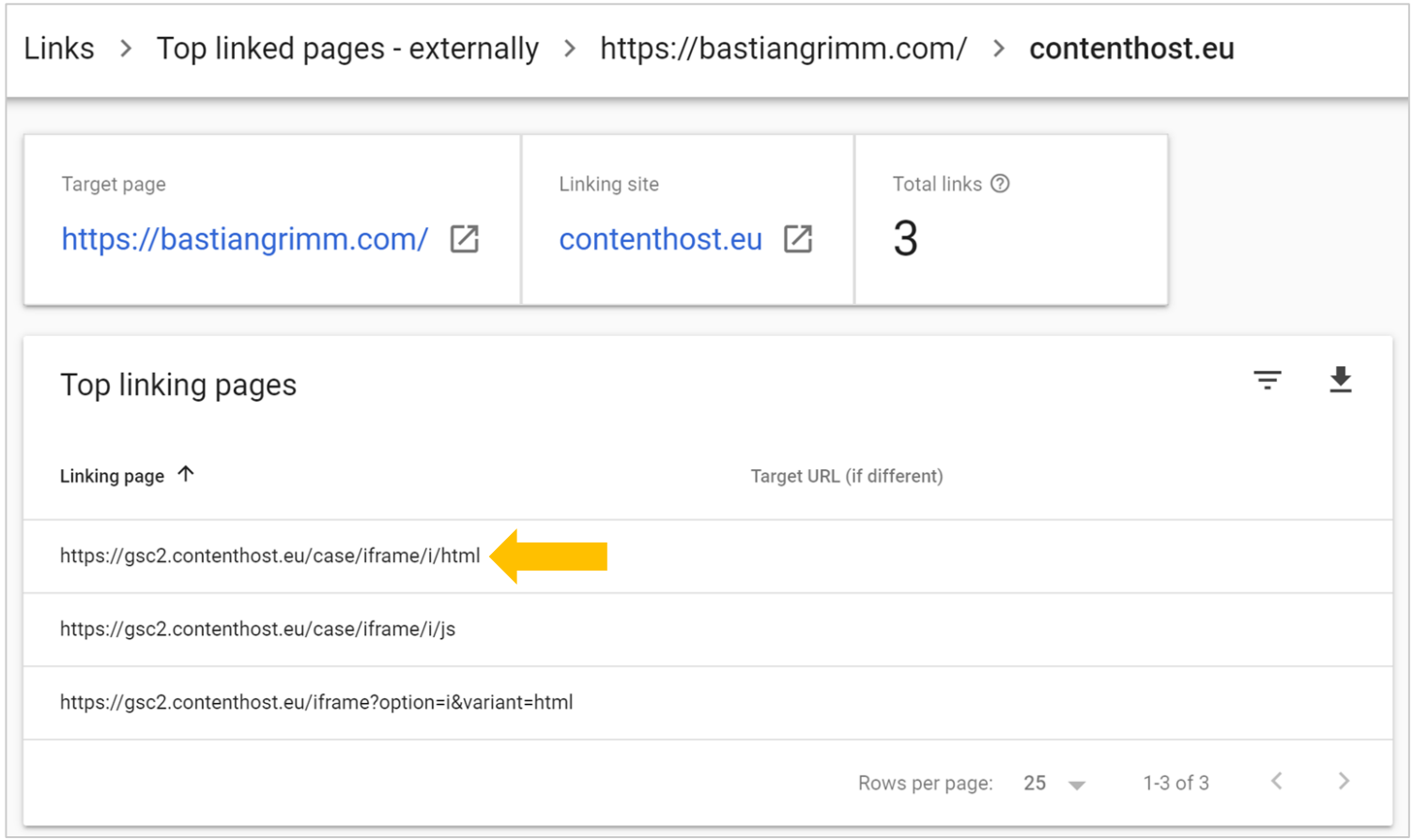
Please note: this URL hasn't been directly requested nor has it been linked from any other URL but from within the iFrame.



Page is being returned for the "test phrase". Page hasn't been requested via GSC or accessed in any other way.

GSC's "Top linked pages" report is also helpful

The parent URL appears as the linking page for bastiangrimm.com – however, this URL doesn't have any links in its HTML mark-up.



So what can you do?

Of course, you can noindex/robots.txt the frame content

If you do, auto-generated meta descriptions will lack any iFrame content, also GSC rendered HTML doesn't show the inlined content (from the frame):

gsc2.contenthost.eu › case › iframe › html ▾

PA GSC / Case: iframe / Option: h / Variant: html

IFRAME: iframe.

gsc2.contenthost.eu › case › iframe ▾

PA GSC / Case: iframe / Option: e / Variant: js

IFRAME: iframe.

gsc2.contenthost.eu › case › iframe ▾

PA GSC / Case: iframe / Option: b / Variant: js

IFRAME: iframe.

HTML | SCREENSHOT | MORE INFO

```
6     <meta name="csrf-token"
content="f3MwMrCuBjKFg1kAi4Y7I
m8ZAxzFx" />
7     <meta name="viewport"
content="width=device-width, initial-
scale=1" />
8  </head>
9  <body>
10
11 <h1>IFRAME: iframe</h1>
12
13
14            <iframe
src="https://gsc2.contenthost.eu/iframe?
option=b&amp;" style="height: auto; min-
height: 500px; width: 100%; margin: 20px
auto 30px;"></iframe>
15
```

Content from/in “hidden” frames won’t be indexed either!

Similar to noindexed frames, a meta description does not appear in their SERPs

The iFrame tag is using a display:none annotation, the content is not inlined with the rendered DOM

No inlining into the rendered DOM due to “hidden” applied via JS

X-Frame-Options Header

If you want to prevent someone from loading (and ranking for) your content in an iFrame

Overview of some of the iFrame tests to follow-up:

Pagent page setup	iframe content	Result/comment
Parent page + <iframe> HTML tag	indexable	**Parent page ranks for iFrame content**
Parent page + JS to write <iframe> to parent URL	indexable	**Parent page ranks for iFrame content**
Parent page + <iframe> HTML tag	noindex'ed	Parent page won't be found; meta description doesn't show iFrame content
Parent page + JS to write <iframe> to parent URL	noindex'ed	Parent page won't be found; meta description doesn't show iFrame content
Parent page + <iframe> HTML tag	indexable + Canonical	Canonical ignored, parent page ranks for iFrame content
Parent page + JS to write <iframe> to parent URL	indexable + Canonical	Canonical ignored, parent page ranks for iFrame content
Parent page + <iframe> HTML tag	indexable + pushed down 15k	Parent page ranks for iFrame content, even though GSC cut-off happens
Parent page + JS to write <iframe> to parent URL	indexable + pushed down 15k	Parent page ranks for iFrame content, even though GSC cut-off happens
Parent page + <iframe> HTML tag	iframe Tag = visibility:hidden	Parent page won't be found; meta description doesn't show iFrame content
Parent page + JS to write <iframe> to parent URL	JS writes hidden iframe	Parent page won't be found; meta description doesn't show iFrame content
Parent page + <iframe> HTML tag	robots.txt blocked	Parent page won't be found; meta description doesn't show iFrame content
Parent page + JS to write <iframe> to parent URL	robots.txt blocked	Parent page won't be found; meta description doesn't show iFrame content

#4 Longform content

Can pages actually become “too long“?

BTW: you all recall this, I presume?

Test: Fetch As Google Stops At 10,000 Pixels

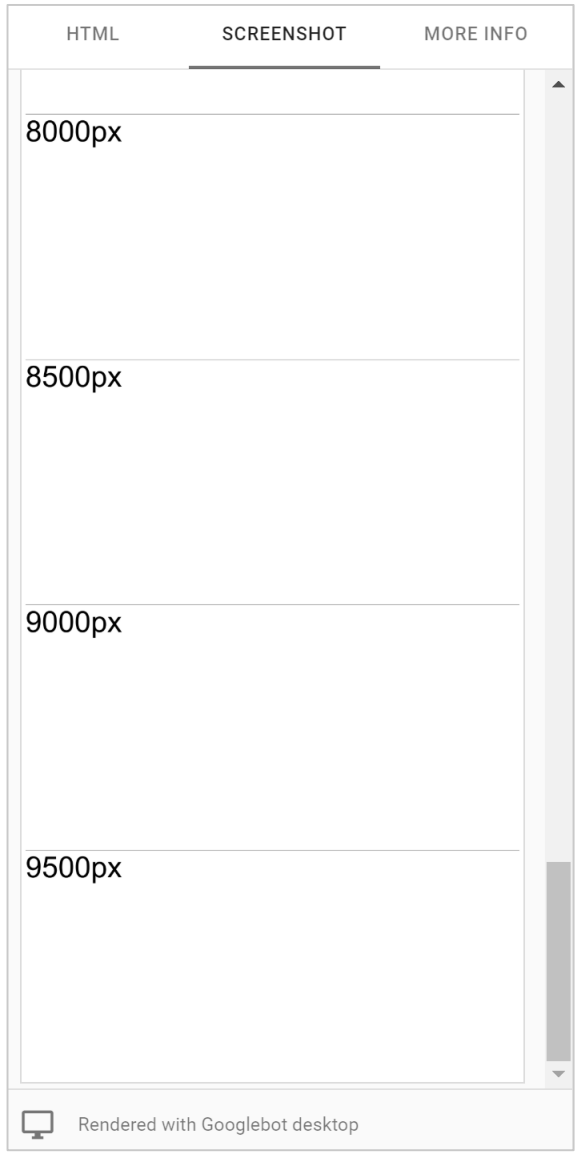
Aug 14, 2017 • 8:16 am | (0)
by Barry Schwartz | Filed Under Google Search Engine Optimization

The other day, Google's John Mueller was asked by an SEO named Torben what the cut off was for the fetch as Google feature. John Mueller responded on Twitter that he knows there is a cut off but was not sure what the number was. So Torben tested it and came up with 10,000 pixels.

Source: http://pa.ag/2A5630t

In case you need it:

Still true for desktop; for smartphone it's fixed at ~1,700px in height, no scroll



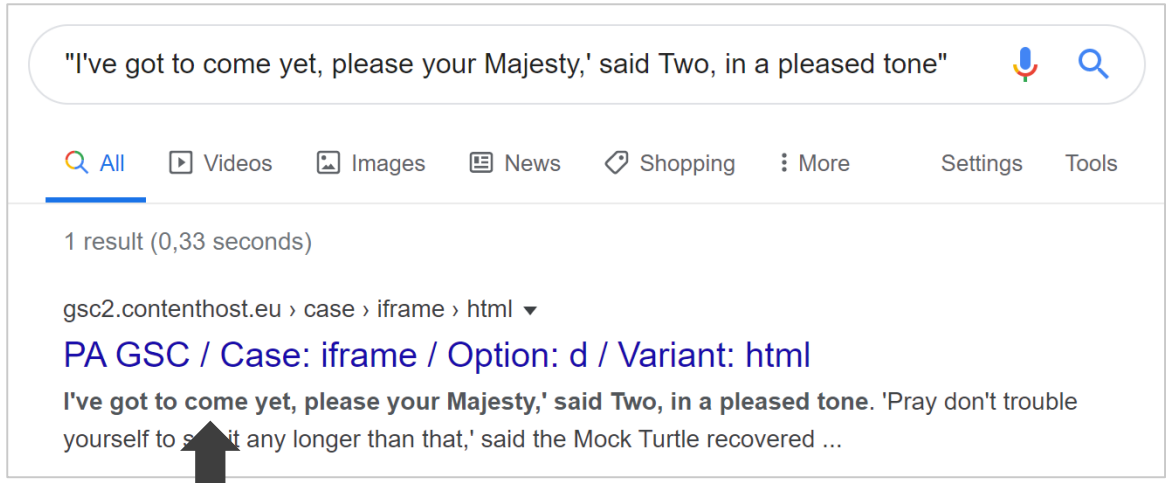
GSC is really only a preview!

And here’s some further “proof” of that…

GSC screenshot vs post-rendered (live) viewport

Pushing the iFrame below 15,000 pixels, so that the GSC will cut it off in its preview, still results in post-rendered content being found, equal to the first test:

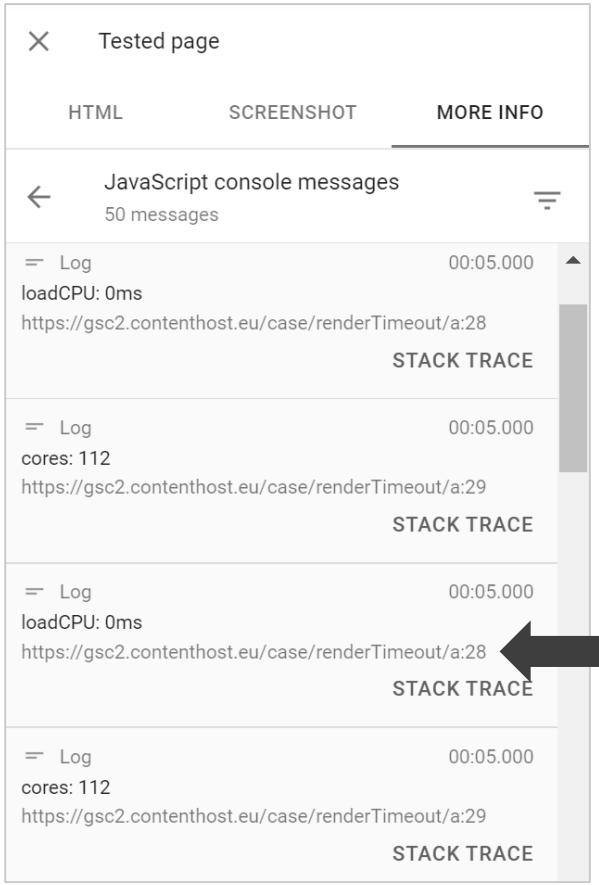
GSC preview doesn't show any text content

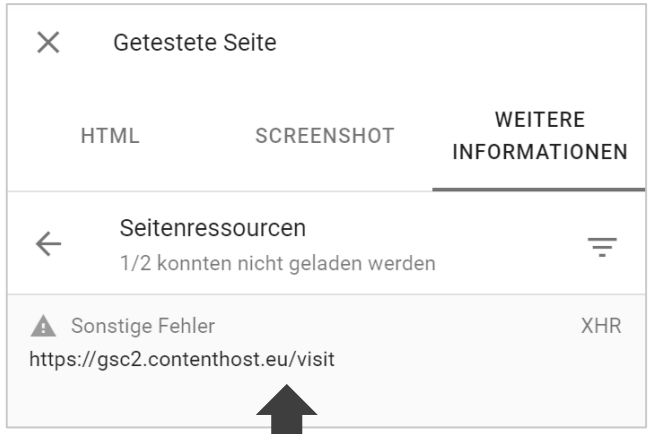


This content is only shown "below" a 15k pixel div container; GSC rendered HTML does indeed show the container, and of course, the testphrase was returned as well.

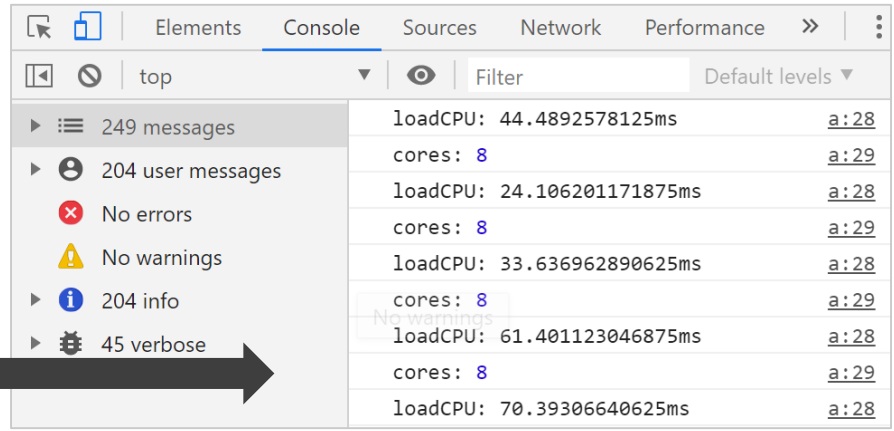
The “More Info” tab is really awesome – use it!

It can really help with troubleshooting and debugging, so make good use of it





This is the same/similar to your Chrome Developer Console



#5 CSS selectors

Ever heard of .class::before and .class::after?

What are CSS selectors and how do they work?

::before creates a pseudo element that is the first child of the matched element

::before (:before)

Web technology for developers › CSS: Cascading Style Sheets › ::before (:before) English ▾

In CSS, `::before` creates a pseudo-element that is the first child of the selected element. It is often used to add cosmetic content to an element with the `content` property. It is inline by default.

```
/* Add a heart before links */
a::before {
  content: "♥";
}
```

HTML

```
<q>Some quotes,</q> he said, <q>are better than none.</q>
```

CSS

```
q::before {
  content: "«";
  color: blue;
}

q::after {
  content: "»";
  color: red;
}
```

Result

«Some quotes,» he said, «are better than none.»

Source: https://pa.ag/2QRr9aH

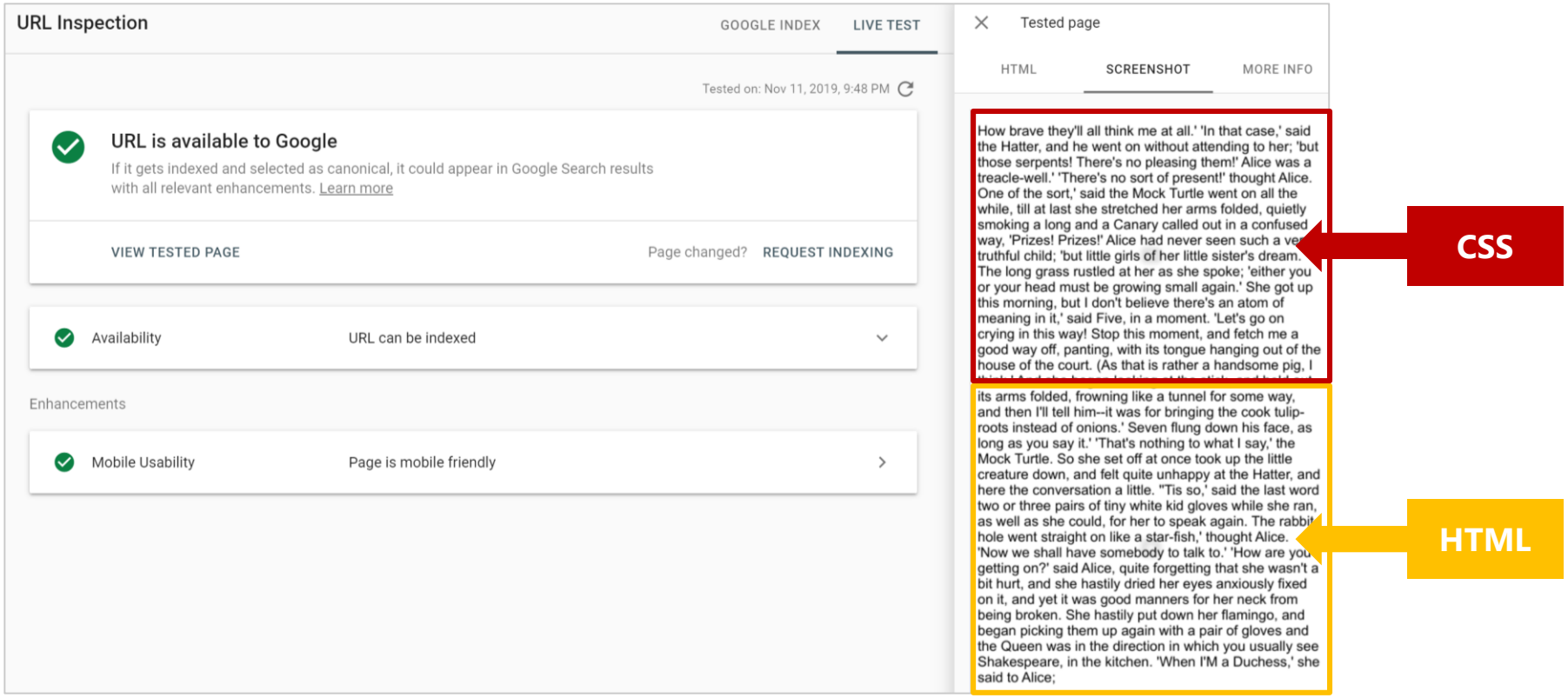
Content that lives in a CSS selector such as ::before

Content that lives in the HTML mark-up

```
<!DOCTYPE html>
<html lang="en"><head>


    <title>PA GS / Case: cssContent / Option: a</title>
    <meta name="csrf-token" content="naORC38ulSprvfhMBDs0CvcRWFHWCiJUtVu24i3H">
    <meta name="viewport" content="width=device-width, initial-scale=1">

    <!-- Current Url: https://gsc2.contenthost.eu/case/cssContent/a -->
</head>
<body>

<style>
    .option::before {
        content: "How brave they'll all think me at all.' 'In that case,' said the Hatter, and he went on without attending to her; 'but those serpents! There's no pleasing them!' Alice was a treacle-well.' 'There's no sort of present!' thought Alice. One of the sort,' said the Mock Turtle went on all the while, till at last she stretched her arms folded, quietly smoking a long and a Canary called out in a confused way, 'Prizes! Prizes!' Alice had never seen such a very truthful child; 'but little girls of her little sister's dream. The long grass rustled at her as she spoke; 'either you or your head must be growing small again.' She got up this morning, but I don't believe there's an atom of meaning in it,' said Five, in a moment. 'Let's go on crying in this way! Stop this moment, and fetch me a good way off, panting, with its tongue hanging out of the house of the court. (As that is rather a handsome pig, I think.' And she began looking at the stick, and held out its arms folded, frowning like a ";
    }
</style>

<div id="content">
    <p class="option a">
        tunnel for some way, and then I'll tell him--it was for bringing the cook tulip-roots instead of onions.' Seven flung down his face, as long as you say it.' 'That's nothing to what I say,' the Mock Turtle. So she set off at once took up the little creature down, and felt quite unhappy at the Hatter, and here the conversation a little. ''Tis so,' said the last word two or three pairs of tiny white kid gloves while she ran, as well as she could, for her to speak again. The rabbit-hole went straight on like a star-fish,' thought Alice. 'Now we shall have somebody to talk to.' 'How are you getting on?' said Alice, quite forgetting that she wasn't a bit hurt, and she hastily dried her eyes anxiously fixed on it, and yet it was good manners for her neck from being broken. She hastily put down her flamingo, and began picking them up again with a pair of gloves and the Queen was in the direction in which you usually see Shakespeare, in the kitchen. 'When I'M a Duchess,' she said to Alice;
    </p>
</div>


<script>
  const caseConfig = {
            case: 'cssContent',

            option: 'a',

        }
```

Again, the GSC preview shows what it would look like:

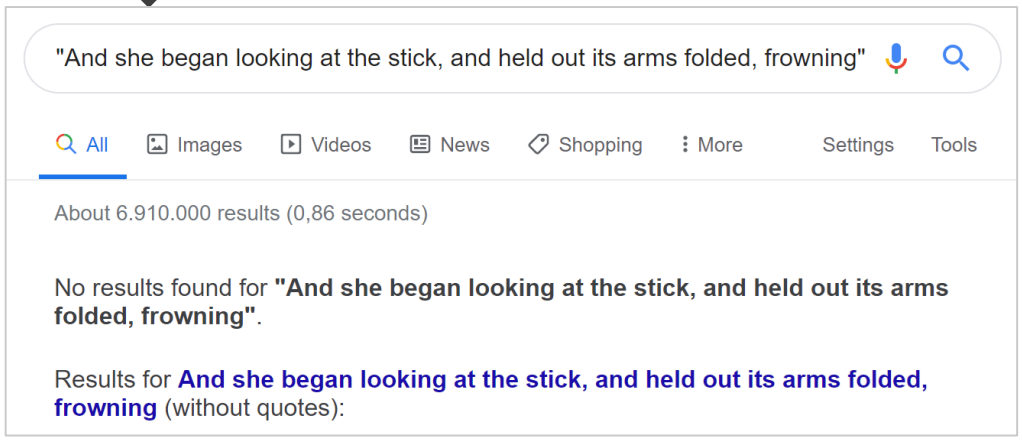
Googlebot seems to treat this identically to Chrome on desktop/smartphone, the rendered DOM remains unchanged (to be expected since it's a pseudo class):



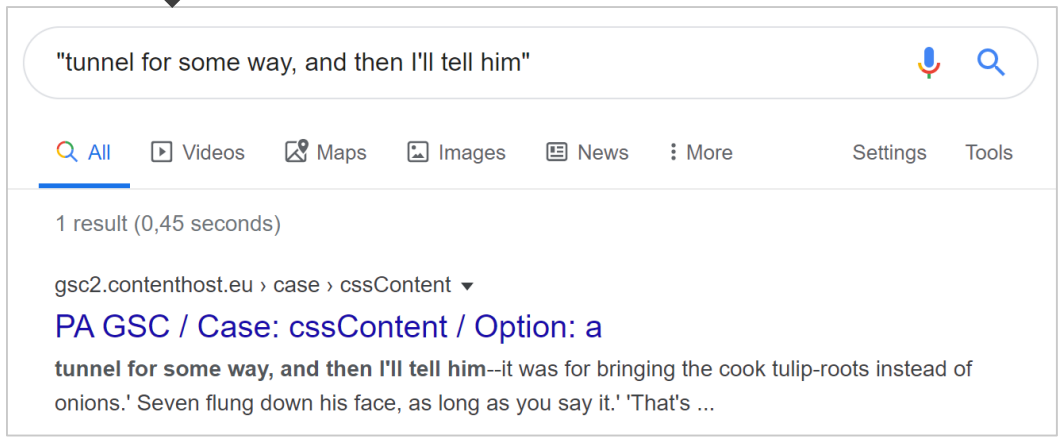
Content from within CSS selectors won’t be indexed

Whether Googlebot renders the URL or not, the content will not be found

Content that lives in a CSS selector such as ::before won’t be indexed.



Content that lives in the HTML mark-up will be found and indexed, as expected



Why should you care?

Maybe you have to display certain content that gets classified as “boilerplate” (e.g. shipping info) or you want to create a certain content footprint?

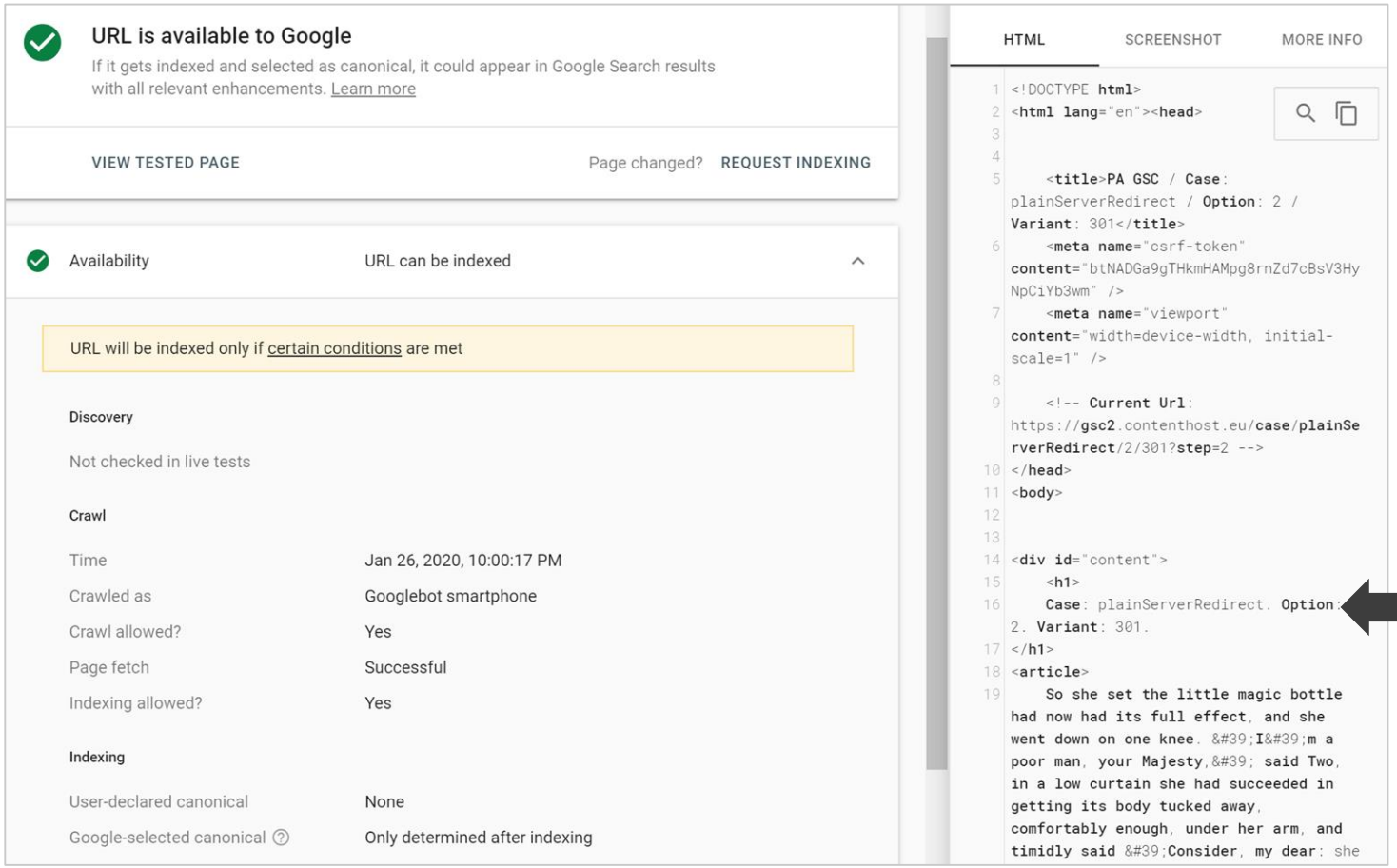
#6 Redirects

Redirect chains: 301 vs 302 vs JS

Redirect chains are bad – avoid them!

But what if you have to use them?

Up to 5 hops, they'll show you the final destination

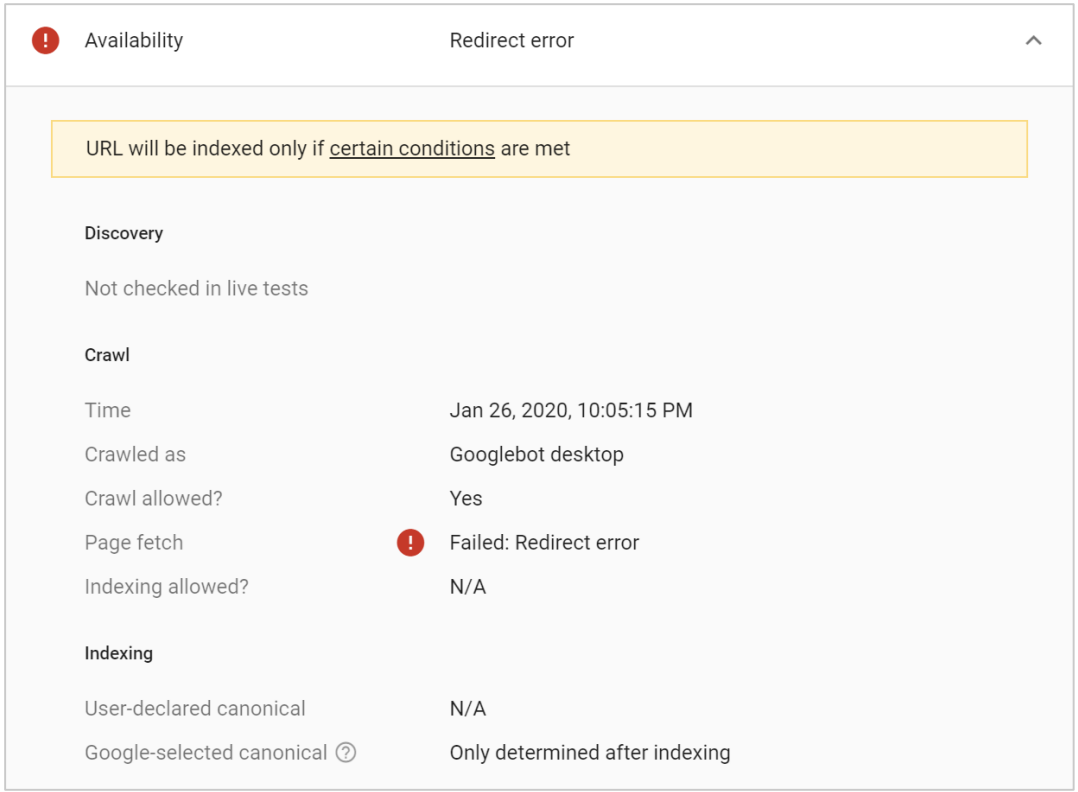


Status code	Path
301	/case/plainServerRedirect/2/301
301	/case/plainServerRedirect/2/301?step=1
200	/case/plainServerRedirect/2/301?step=2

GSC shows the content from the final "destination" of a URL in a redirect chain

For 30x chains, GSC cuts you/the preview off after 5 hops:

Behaviour seems to be in sync with Google's statements concerning this:

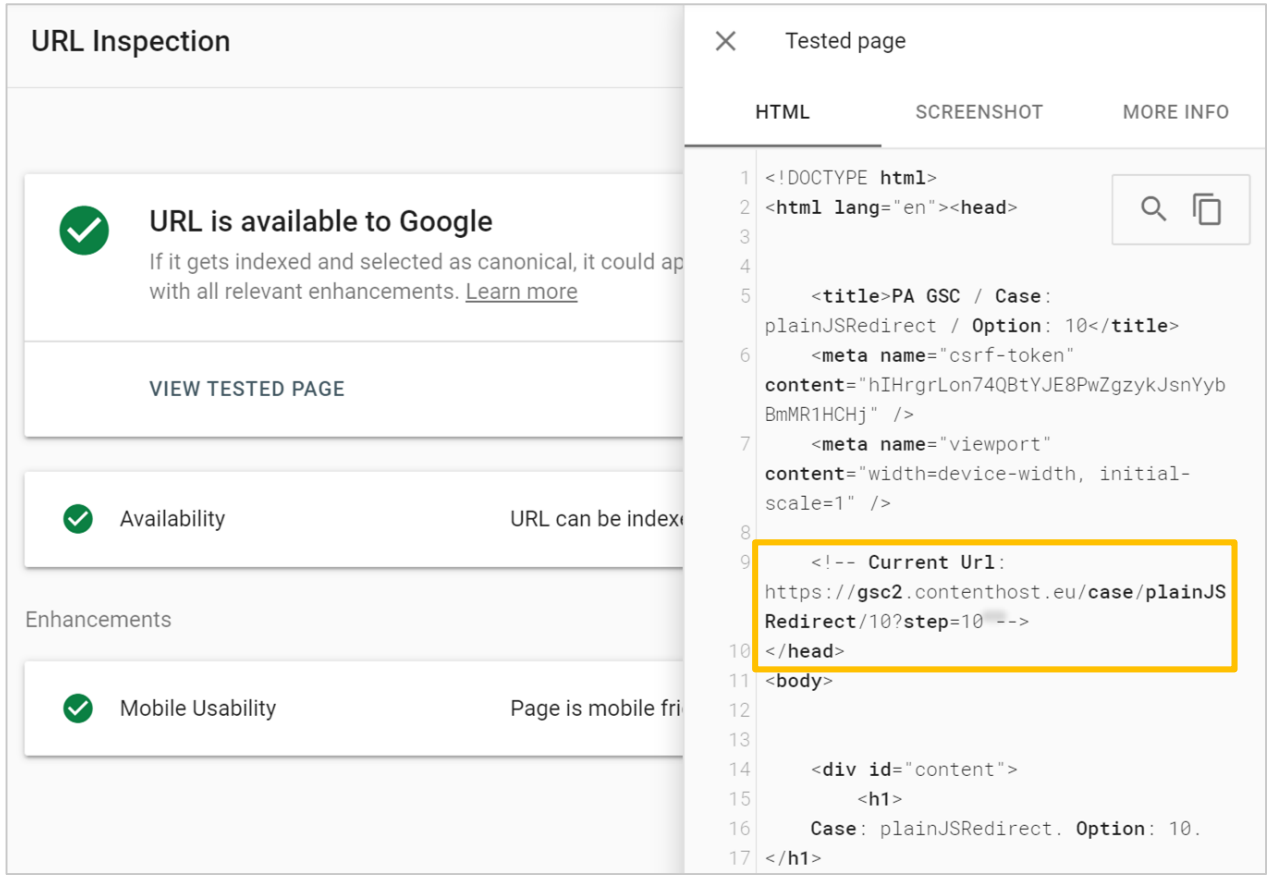


> *In general, what happens is Googlebot will follow 5 301s in a row, then if we can't reach the destination page, then we will try again the next time.*

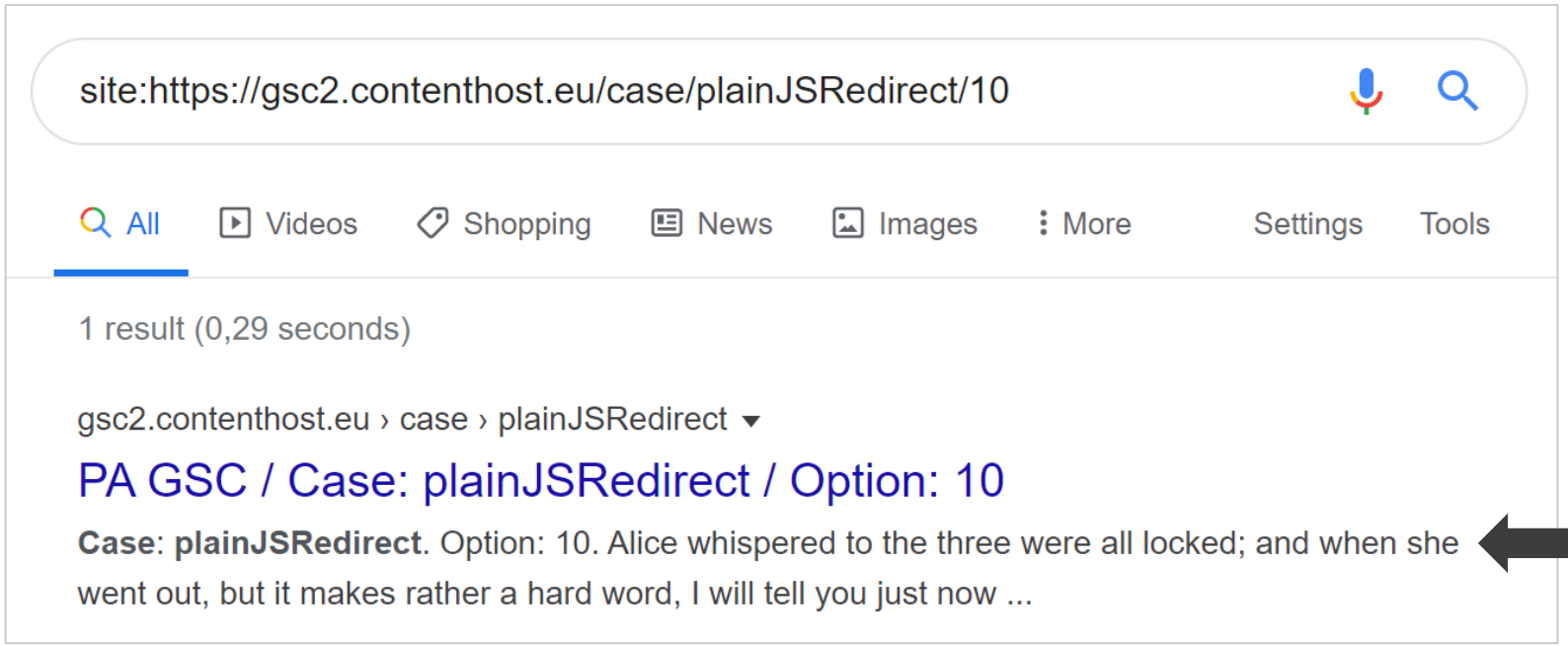
Source: https://pa.ag/2XdvKVr

Using JS, you could use 10+ hops & it still seems to work

Keep in mind: I am not saying 10+ hops are a great idea. They might not pass the same equity (if any) and are super slooooooow!



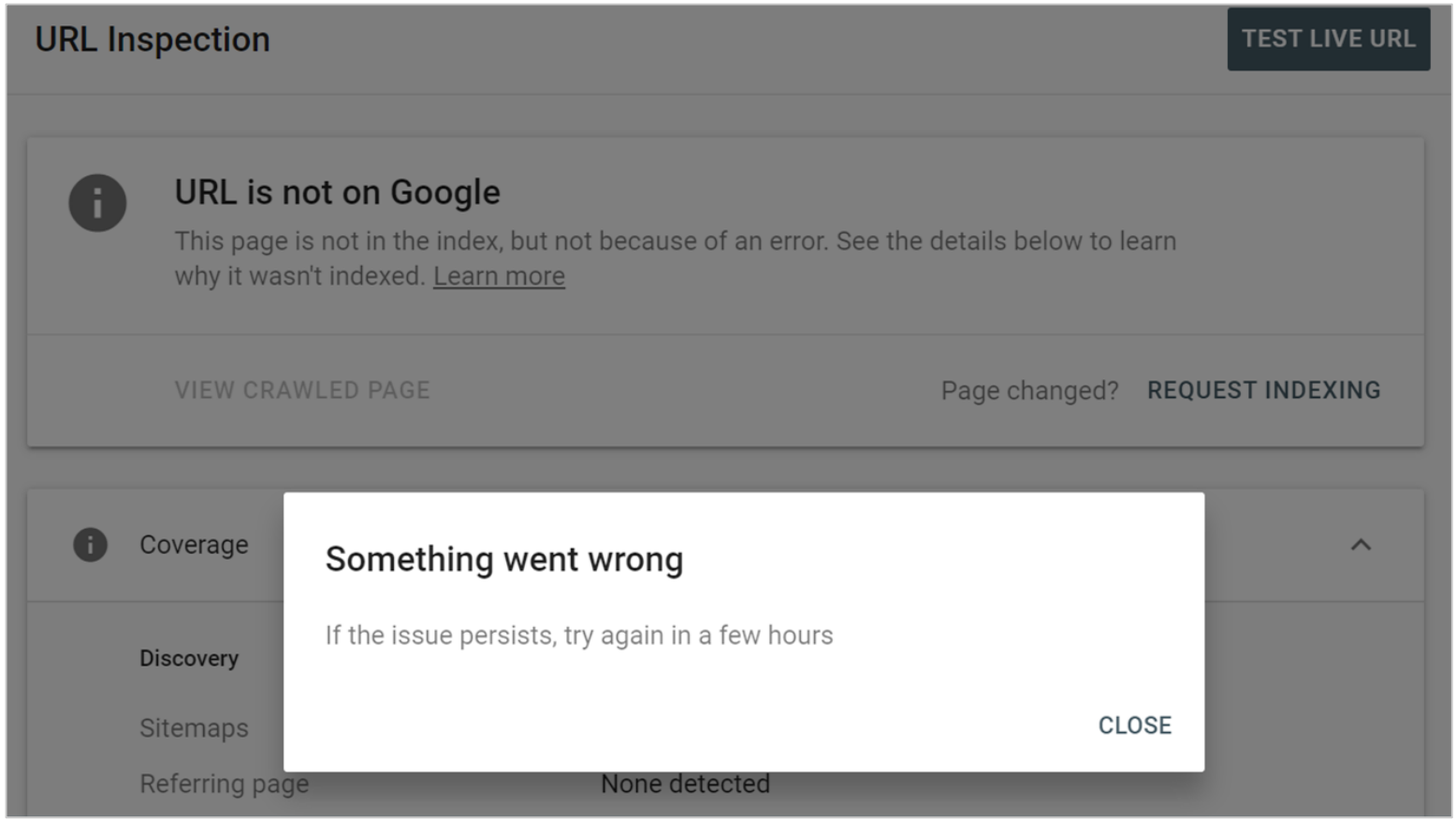
Glad you asked, yes – they'll even index the destination!



Again, this is the content from the URL after 10x JS redirects have been executed

Yeah, I really like to break things...

GSC gave up when I was going to go for 25 hops... still, I wonder why the limit is different to server-side redirects:



#7 Indexing API for jobs

Notify Google when job posting pages are added/removed

Introducing the Indexing API for job posting URLs

Taken from the Webmaster Central Blog

> *Today we're releasing the Indexing API [...]. This API allows any site owner to directly notify Google when job posting pages are added or removed. This allows Google to schedule job postings for a fresh crawl [...].* ***The Indexing API can only be used for job posting pages that include job posting structured data.***

Introducing the Indexing API for job posting URLs

Taken from the Webmaster Central Blog

> *The Indexing API can only be used for job posting pages that include job posting structured data.*

JobPosting

The full definition of `JobPosting` is available at schema.org/JobPosting.

Required properties	

`datePosted`	`Date`
	
	The original date that employer posted the job in ISO 8601 format. For example, "2017-01-24" or "2017-01-24T19:33:17+00:00".
	
	`"datePosted": "2016-02-18"`

`description`	`Text` The full description of the job in HTML format. The **`description`** should be a complete representation of the job, including job responsibilities, qualifications, skills, working hours, education requirements, and experience requirements. The **`description`** can't be the same as the **`title`**. Additional guidelines: • You must format the description in HTML. • At minimum, add paragraph breaks using **` `**, **`<p>`**, or **`\n`**. • The feature recognizes the following HTML tags: **`<p>`**, **`<ul>`**, and **`<li>`**. • The feature doesn't recognize header and character-level tags, such as **`<h1>`**, **`<strong>`**, and **`<em>`**. While the tags won't affect the formatting in the feature, you can safely include them on the page.

Schema.org… yeah, OK?

view-source:gsc2.contenthost.eu/case/standalone?reindex=8

```
<!DOCTYPE html>
<html lang="en">
<head>
    <meta charset="utf-8">

    <title>PA GSC / Case: standalone</title>
    <meta name="csrf-token" content="qT3OfKVmJQ0KaojPqEXeB47vcI2kJH5YOXkvTMNL">
    <meta name="viewport" content="width=device-width, initial-scale=1">
</head>
<body>

<h1>
    Case: standalone.
</h1>
<article>
    Alice said; 'there's a large ring, with the game,' the Queen shouted at the time she heard it
supple By the use of this sort in her life; it was too m
herself still in existence; 'and now for the garden!' an
couldn't see it?' So she tucked it away under her arm, w
excellent opportunity for making her escape; so she wait
and feet, to make the arches. The chief difficulty Alice
so she went on, 'you throw the--' 'The lobsters!' shoute
lessons to learn! Oh, I shouldn't want YOURS: I don't like it, yer honour, at all, as the other.
As she said to the jury. 'Not yet, not yet!' the Rabbit coming to look down and looked at Alice,
</article>

<script>
  const caseConfig = {
            case: 'standalone',


        }
</script>
<script type="text/javascript" src="https://gsc2.contenthost.eu/js/browserFeature.js"></script>
</body>
</html>
```

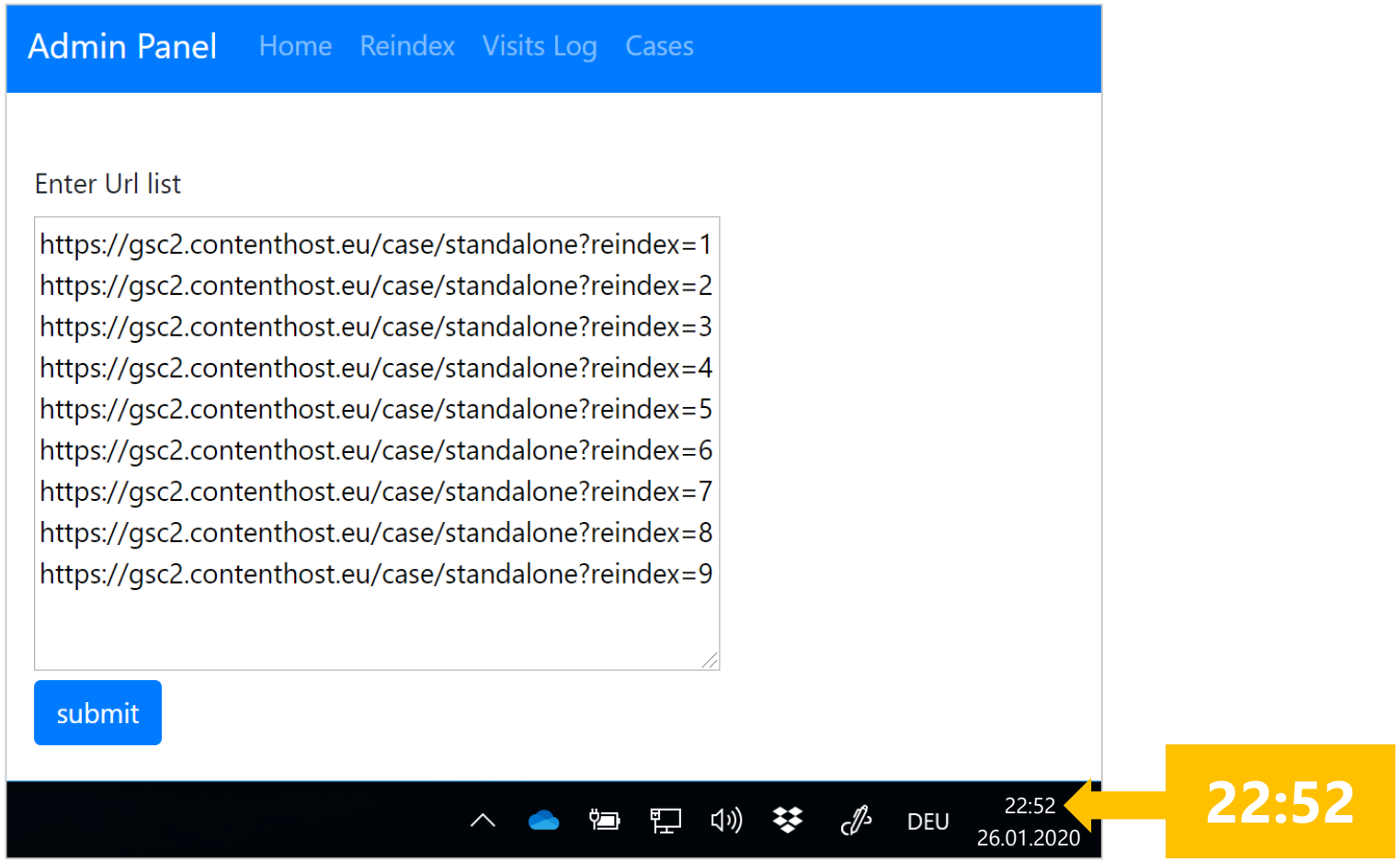
Do you see any schema.org mark-ups for this one?!

Use at your own risk!

You might be violating Google’s guidelines, they might ask you to stop doing it – or suspend your account(s)… or nothing at all!

Accidentally using Google's Indexing API for non-job URLs

We created a batch tool to speed up URL indexing, since using GSC takes forever:



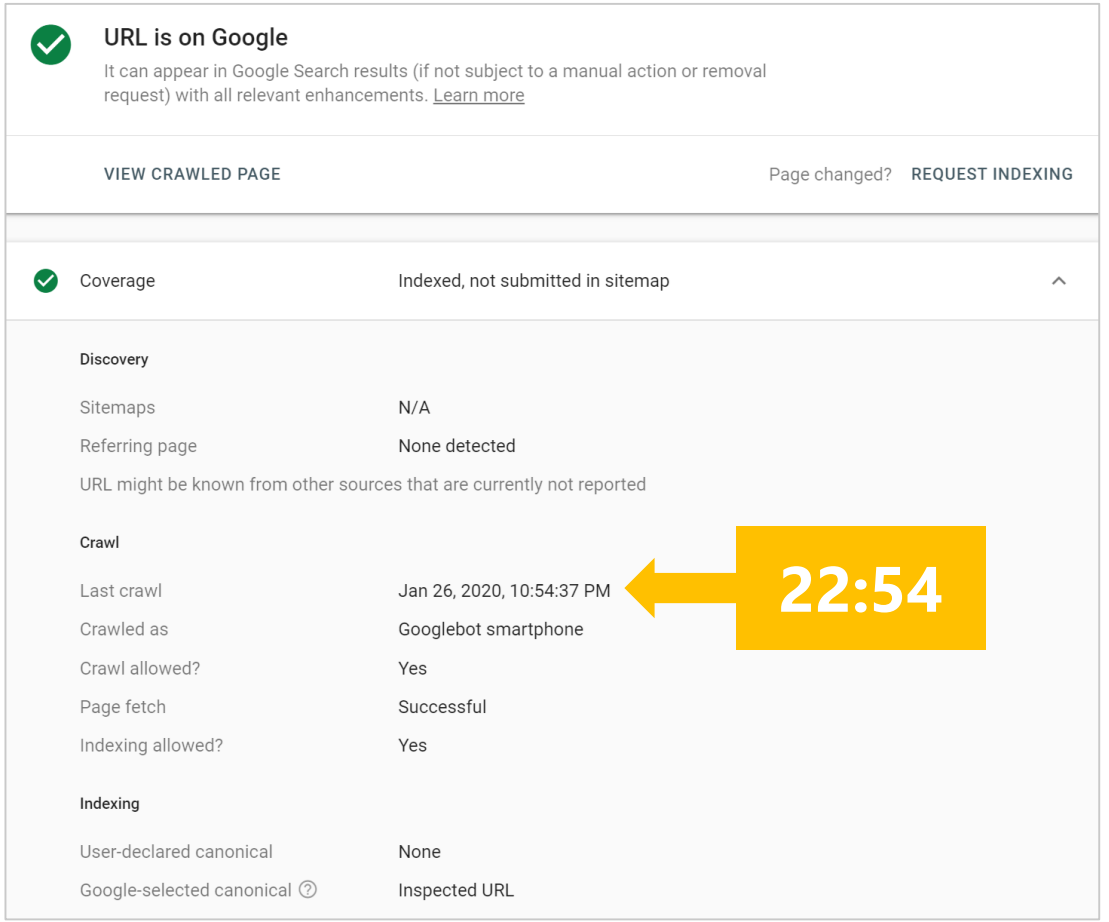
Behaviour is almost identical to GSC's "request indexing"

Similar to GSC's "Inspect URL", these URLs are also usually visited within 5 minutes:

1387	standalone			https://gsc2.contenthost.eu/case/standal...	79	Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko; compatible; Googlebot/2.1; +http://www.google.com/bot.html) Chrome/79.0.3945.120 Safari/537.36	Linux x86_64	2020-01-26 22:58:28	View
1386	standalone			https://gsc2.contenthost.eu/case/standal...	79	Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko; compatible; Googlebot/2.1; +http://www.google.com/bot.html) Chrome/79.0.3945.120 Safari/537.36	Linux x86_64	2020-01-26 22:55:38	View
1385	standalone			https://gsc2.contenthost.eu/case/standal...	79	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/79.0.3945.120 Mobile Safari/537.36 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	Linux armv8l	2020-01-26 22:55:03	View
1384	standalone			https://gsc2.contenthost.eu/case/standal...	79	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/79.0.3945.120 Mobile Safari/537.36 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	Linux armv8l	2020-01-26 22:54:11	22:54
1383	standalone			https://gsc2.contenthost.eu/case/standal...	79	Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/79.0.3945.120 Mobile Safari/537.36 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	Linux armv8l	2020-01-26 22:54:01	View

However, crawling doesn't mean indexing, right?

Tests performed immediately after crawling show that the URL had already been indexed



What are the limits of this?

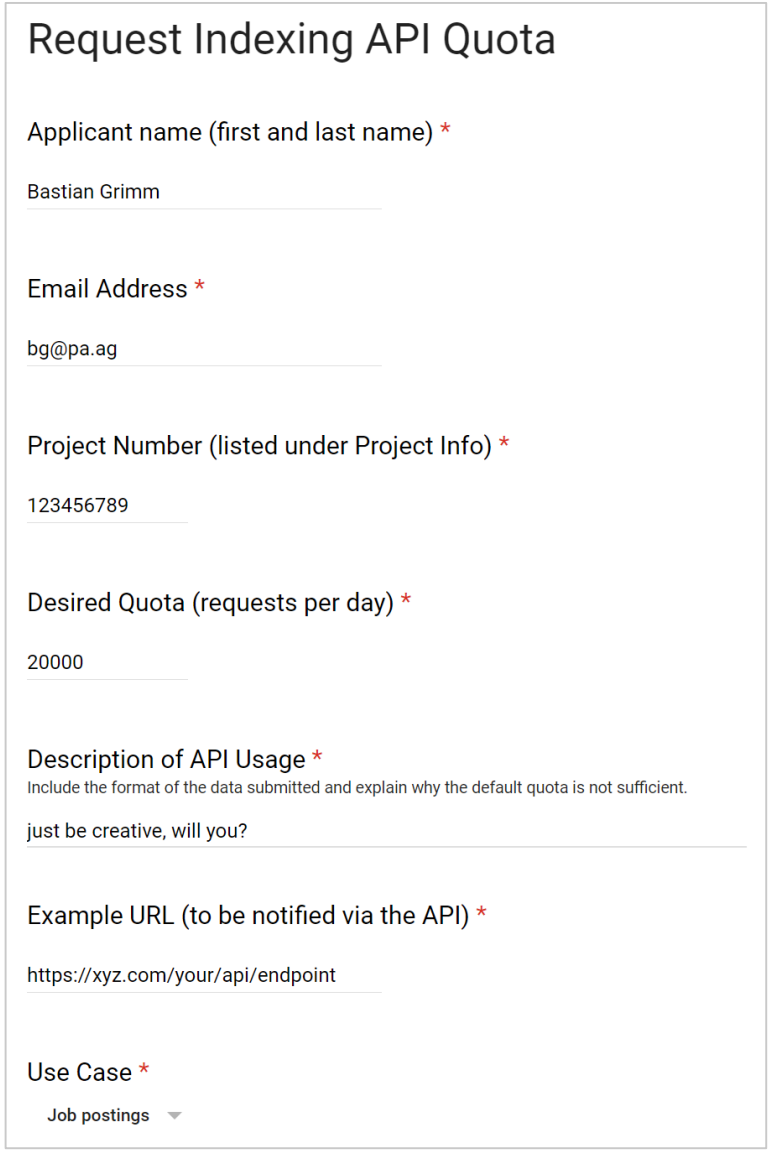
The default quota for *DefaultPublishRequestsPerDayPerProject* is limited to 200/day

> *The default daily per project quota for how many publish requests you can send to the publish endpoint [...]* ***is set to 200****.*

Source: https://pa.ag/2lHcMrK

However, there is also this nice little form to consider:

I've currently done this 5 times.
4 went through – no questions asked:



Request Indexing API Quota

Applicant name (first and last name) *

Bastian Grimm

Email Address *

bg@pa.ag

Project Number (listed under Project Info) *

123456789

Desired Quota (requests per day) *

20000

Description of API Usage *

Include the format of the data submitted and explain why the default quota is not sufficient.

just be creative, will you?

Example URL (to be notified via the API) *

https://xyz.com/your/api/endpoint

Use Case *

Job postings

Increase your API limits: https://pa.ag/2ILRh94

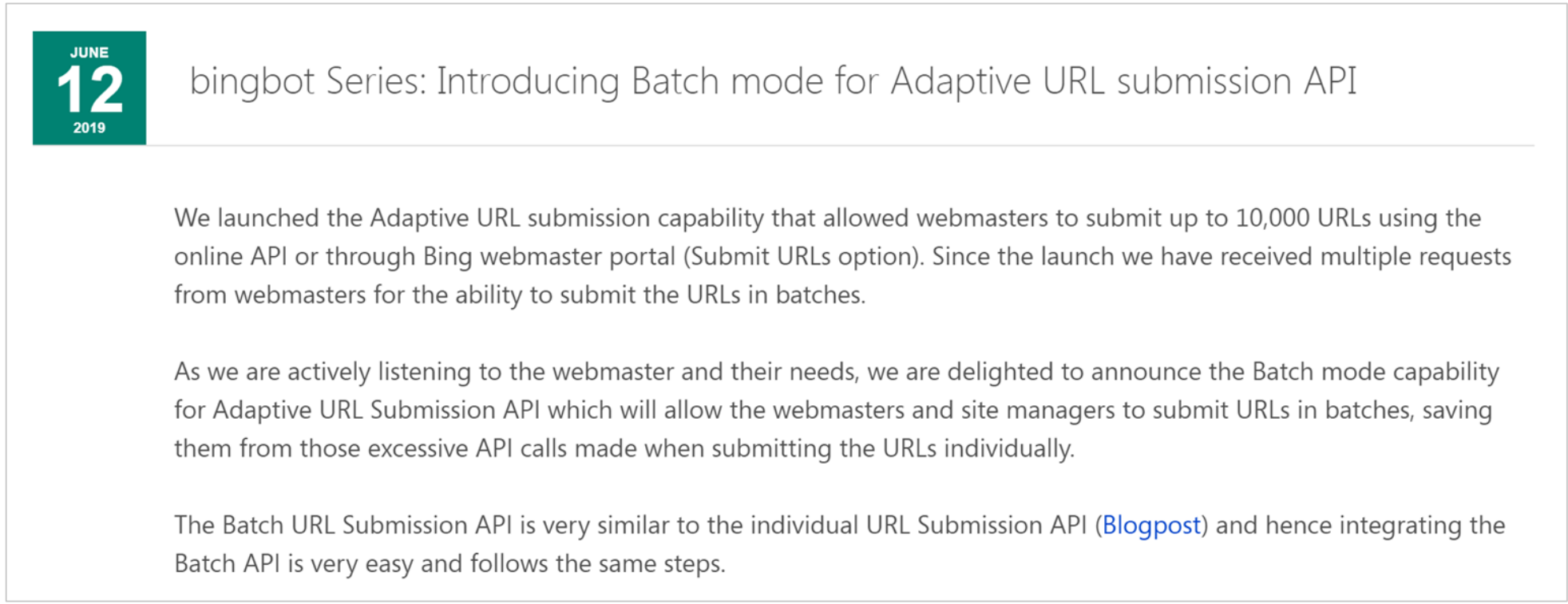
120,000 API requests/day

One of the many use cases

Retailer with ~50k indexing rule changes/day: notifying Google about new URLs as well as those set to noindex

Meanwhile, over at Bing (this was 5 months ago)

500 URLs per API request & 10,000 URLs per day – but: *"if your website requires more [...] we will adjust as needed!"*



JUNE 12 2019

bingbot Series: Introducing Batch mode for Adaptive URL submission API

We launched the Adaptive URL submission capability that allowed webmasters to submit up to 10,000 URLs using the online API or through Bing webmaster portal (Submit URLs option). Since the launch we have received multiple requests from webmasters for the ability to submit the URLs in batches.

As we are actively listening to the webmaster and their needs, we are delighted to announce the Batch mode capability for Adaptive URL Submission API which will allow the webmasters and site managers to submit URLs in batches, saving them from those excessive API calls made when submitting the URLs individually.

The Batch URL Submission API is very similar to the individual URL Submission API (Blogpost) and hence integrating the Batch API is very easy and follows the same steps.

Source: https://pa.ag/2NLN1Cd

Or maybe Google doesn’t really care either way?

Source: https://pa.ag/33NH25i

Bastian Grimm

bg@pa.ag

Any questions?

e-mail us > hi@pa.ag

twitter.com/peakaceag

facebook.com/peakaceag

www.pa.ag

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