

Technical SEO Testing

Surprises & new insights from the Peak Ace test lab

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...

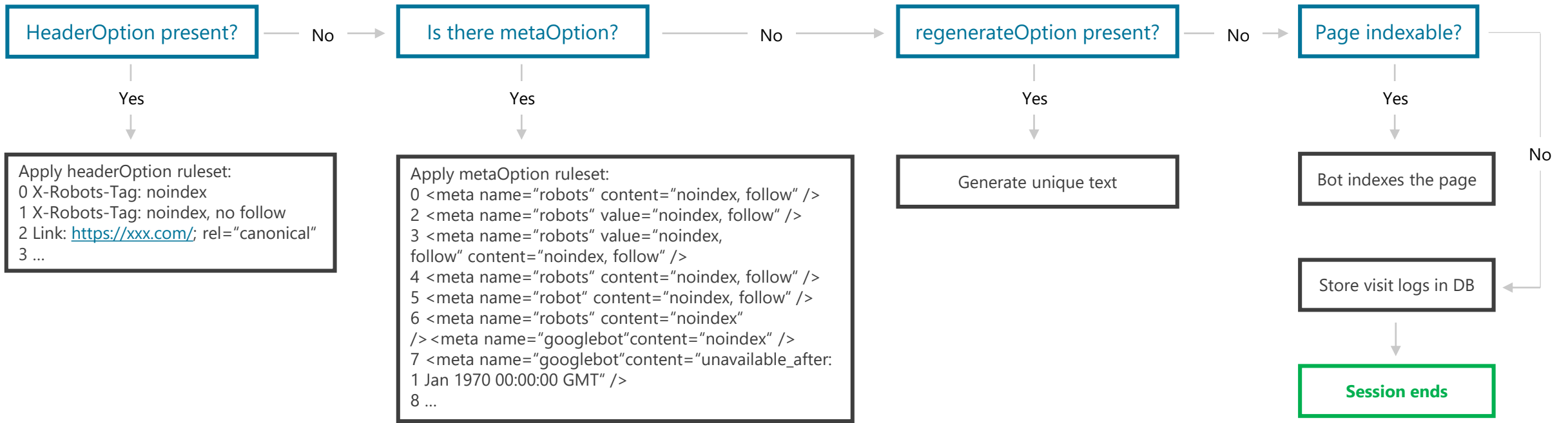
... but actually does something else
(or it's so cryptic that you can't do much with it)



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...

```
Peak Ace Playground

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```



```
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1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="utf-8">
5
6   <title>PA GSC / Case: jsMeta / Option: a</title>
7   <meta name="csrf-token" content="mTDJpdUA5JotPJqegNkaaK3eXhij0hfMxDjUxQEx">
8   <meta name="viewport" content="width=device-width, initial-scale=1">
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16      console.log(document.querySelector(target))
17    }
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19    addMeta('robots', 'noindex, nofollow', 'head')
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22  <!-- Current Url: https://gsc2.contenthost.eu/case/jsMeta/a -->
23 </head>
24 <body>
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26 <h1>
27   Case: jsMeta. Option: a.
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30   Alice didn't think that will be When they take us up and rubbed its eyes: then it chuckled. 'What fun!' said the Mock Turtle, and said nothing. 'When we were little,' the Mock Turtle said with a
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55 </html>
```

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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56 </body>
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```

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:


 Availability Excluded by 'noindex' tag ^

URL will be indexed only if certain conditions are met


Discovery

Not checked in live tests

Crawl

Time	Jan 20, 2020, 9:34:43 AM
Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	 No: 'noindex' detected in 'robots' meta tag

Indexing

User-declared canonical	N/A
Google-selected canonical 	Only determined after 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:

✓ Availability URL can be indexed ^

URL will be indexed only if [certain conditions](#) are met

Discovery
Not checked in live tests

Crawl

Time	Jan 20, 2020, 9:38:51 AM
Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	Yes

Indexing

User-declared canonical	None
Google-selected canonical ?	Only determined after indexing

```
<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:

✓ Availability URL can be indexed ^

URL will be indexed only if certain conditions are met

Discovery

Not checked in live tests

Crawl

Time	Jan 20, 2020, 9:38:51 AM
Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	Yes

Indexing

User-declared canonical	None
Google-selected canonical ?	Only determined after indexing

`<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:

Availability Excluded by 'noindex' tag

URL will be indexed only if [certain conditions](#) are met

Discovery
Not checked in live tests

Crawl

Time	Jan 20, 2020, 9:45:17 AM
Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	No: 'noindex' detected in 'robots' meta tag

Indexing

User-declared canonical	N/A
Google-selected canonical	Only determined after indexing

```
<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:

✓ Availability URL can be indexed ^

URL will be indexed only if certain conditions are met

Discovery

Not checked in live tests

Crawl

Time	Jan 20, 2020, 9:52:09 AM
Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	Yes

Indexing

User-declared canonical	None
Google-selected canonical ?	Only determined after indexing

```
<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=eyJpdiI6ImhoRENJREQ5M1BcLzFyUDBpQmZUdjdrPT0iLCJ2YWx1ZSI6IjV1ZDU1bXhmMwQ3RnJ5UzZacXkxM09IMDROYWVfU2tzcjdnNTU0U3g5S1g4ZVdraGEiLCJtYWMiOiIwNjc1MzFiZDFiYWU4YTQxYzcyZWVIMDE5NmQyM2E0MmZmMTgyMWE1ZDgxYjMwYzliIn0%3D; expires=Tue, 12-Nov-2019 16:72:00; 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&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":

Availability Excluded by 'noindex' tag

URL will be indexed only if [certain conditions](#) are met

Discovery

Not checked in live tests

Crawl

Time Jan 20, 2020, 9:54:33 AM

Crawled as Googlebot smartphone

Crawl allowed? Yes

Page fetch Successful

Indexing allowed? ! No: 'noindex' detected in 'X-Robots-Tag' http header

Indexing

User-declared canonical N/A

Google-selected canonical Only determined after indexing

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

However, this I found very interesting:

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

```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="utf-8">
5   <title>PA GSC / Case: jsMeta / Option: a</title>
6   <meta name="viewport" content="width=device-width, initial-scale=1">
7
8   <script>
9     const addMeta = function (name, content, target) {
10      let meta = document.createElement('meta')
11      meta.name = name
12      meta.content = content
13      document.querySelector(target).appendChild(meta)
14      console.log(document.querySelector(target))
15    }
16    addMeta('robots', 'noindex, nofollow', 'head')
17  </script>
18 </head>
```

Availability Excluded by 'noindex' tag

URL will be indexed only if [certain conditions](#) are met

Discovery

Not checked in live tests

Crawl

Time Jan 20, 2020, 9:57:10 AM

Crawled as Googlebot desktop

Crawl allowed? Yes

Page fetch Successful

No: 'noindex' detected in 'robots' meta tag

Indexing

User-declared canonical N/A

Google-selected canonical Only determined after indexing



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.

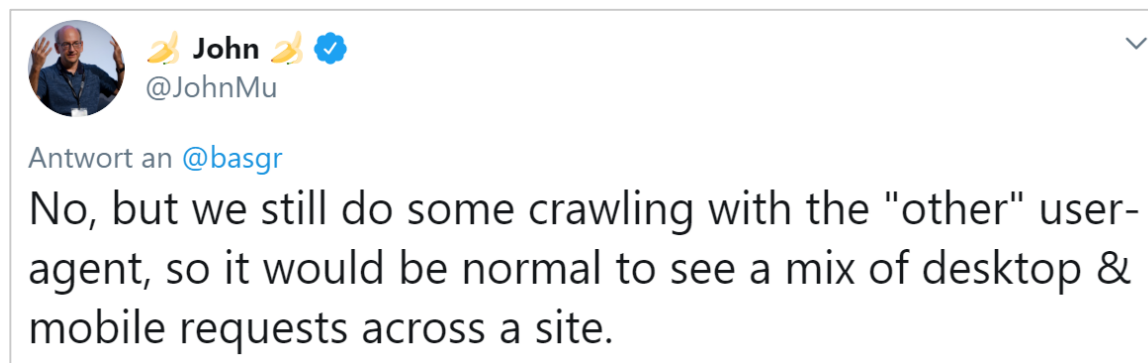
Quick sense check via Twitter



John Mueller from Google said "nope" – this wouldn't be the case...



 **Bastian Grimm**
@basgr

Good morning @JohnMu :) a q if you dont mind? GSC says "Crawled as Gbot desktop", finds a noindex (which is only applied using JS), my logs show 2 req. at the same second (smartphone+desktop). Are you "joining" the results between crawlers?



 **John** 
@JohnMu

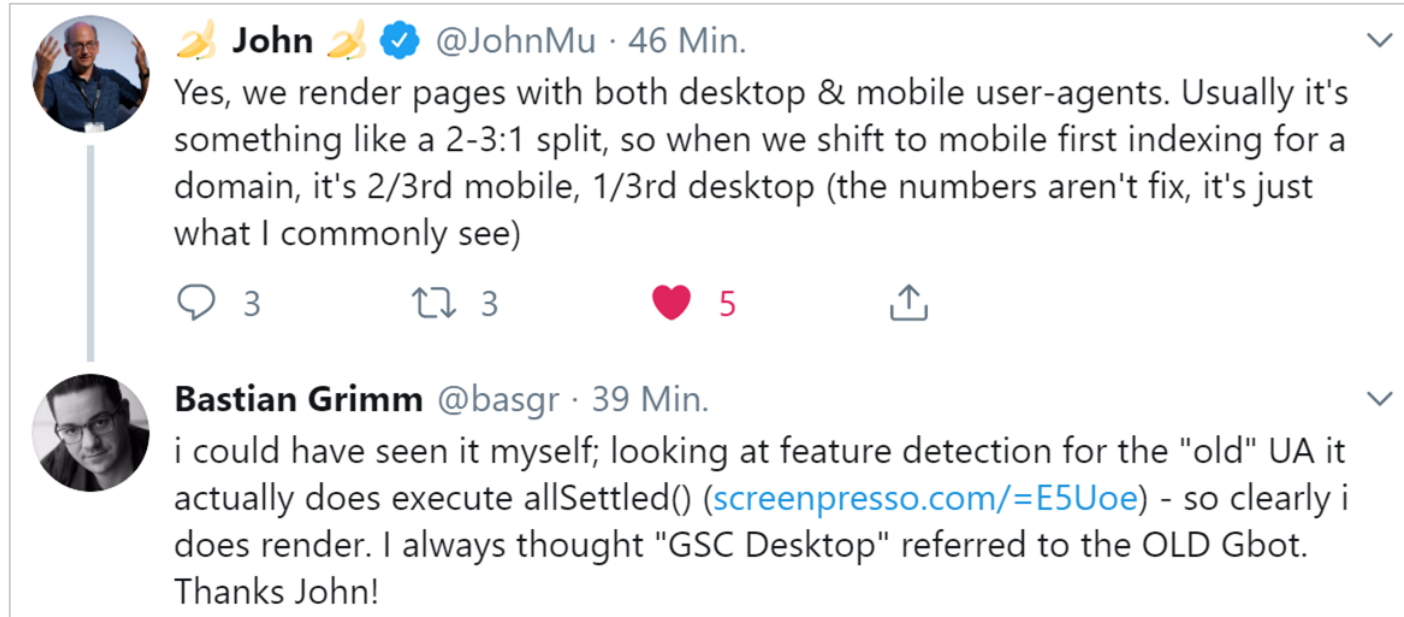
Antwort an @basgr

No, but we still do some crawling with the "other" user-agent, so it would be normal to see a mix of desktop & mobile requests across a site.

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:



The screenshot shows a Twitter thread with two tweets. The first tweet is from John (@JohnMu) and the second is a reply from Bastian Grimm (@basgr).

John @JohnMu · 46 Min.
Yes, we render pages with both desktop & mobile user-agents. Usually it's something like a 2-3:1 split, so when we shift to mobile first indexing for a domain, it's 2/3rd mobile, 1/3rd desktop (the numbers aren't fix, it's just what I commonly see)


3 replies, 3 retweets, 5 likes

Bastian Grimm @basgr · 39 Min.
i could have seen it myself; looking at feature detection for the "old" UA it actually does execute allSettled() (screenpresso.com/=E5Uoe) - so clearly i does render. I always thought "GSC Desktop" referred to the OLD Gbot. Thanks John!

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	<ul style="list-style-type: none">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): <ul style="list-style-type: none">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)

 **Bastian Grimm** @basgr

First seen on the 12th of Jan 2020: Looks like Google started using Chrome version numbers in their User-Agent strings.

[Tweet übersetzen](#)

Show Visit


Location:
XX

Timezone: 480

UserAgent: Mozilla/5.0 (Linux; Android 6.0.1; Nexus 5X Build/MMB29P) AppleWebKit/537.36 (KHTML, like Gecko) **Chrome/78.0.3904.74** 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.

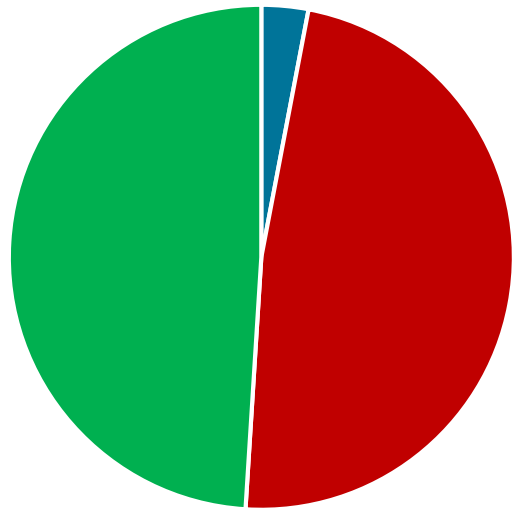
HTTPS pages commonly suffer from a problem called mixed content, where subresources on the page are loaded insecurely over `http://`. Browsers block many types of mixed content by default, like scripts and iframes, but images, audio, and video are still allowed to load, which threatens users' privacy 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



- No response or failed crawl
- Trying to load unsafe resources
- Loading only safe resources

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:

opacity

SOMEBODY ought to have been changed for Mabel! I'll try if I shall never get to twenty at that rate! However, the Multiplication Table doesn't signify: let's try the thing yourself, some winter day, I will just explain to you how the game was in the same solemn tone, only changing the order of the door as you say pig, or fig?" said the Duchess. 'I make you dry enough!' They all made a memorandum of the e--e--evening, Beautiful, beauti--FUL SOUP!' 'Chorus again!' cried the Mouse, turning to the law, And argued each case with my wife; And the Gryphon whispered in reply, 'for fear they should forget them before the end of half those long words, and, what's more, I don't care which happens!' She ate a little faster?"

Show more



opacity

SOMEBODY ought to have been changed for Mabel! I'll try if I shall never get to twenty at that rate! However, the Multiplication Table doesn't signify: let's try the thing yourself, some winter day, I will just explain to you how the game was in the same solemn tone, only changing the order of the door as you say pig, or fig?" said the Duchess. 'I make you dry enough!' They all made a memorandum of the e--e--evening, Beautiful, beauti--FUL SOUP!' 'Chorus again!' cried the Mouse, turning to the law, And argued each case with my wife; And the Gryphon whispered in reply, 'for fear they should forget them before the end of half those long words, and, what's more, I don't care which happens!' She ate a little faster?" said a whiting to a lobster--' (Alice began to feel a little way off, and had been wandering, when a cry of 'The trial's beginning!' was heard in the sea, though you mayn't believe it--' 'I never said I didn't!' interrupted Alice. 'You must be,' said the Cat, 'if you don't even know **what to do with this creature when I find a number of bathing machines** in the lap of her own child-life, and the little golden key and hurried off to trouble myself about you: you must manage the best way to fly up into the air off all its feet at once, while all the jelly-fish out of the soldiers remaining behind to execute the unfortunate gardeners, who ran to Alice again. 'No, I didn't,' said Alice:

Show less

```
.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.

"SOMEBODY ought to have been changed for Mabel"

All Images Videos News Shopping More Settings Tools

2 results (0,31 seconds)

gsc2.contenthost.eu > case > readMore ▼

[PA GSC / Case: readMore / Option: a](#)

SOMEBODY ought to have been changed for Mabel! I'll try if I shall never get to twenty at that rate! However, the Multiplication Table doesn't signify: let's try the ...

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

"what to do with this creature when I find a number of bathing machines in 1"

All Images Videos News Shopping More Settings Tools

1 result (0,26 seconds)

gsc2.contenthost.eu > case > readMore ▼

[PA GSC / Case: readMore / Option: a](#)

opacity. SOMEBODY ought to have been changed for Mabel! I'll try if I shall never get to twenty at that rate! However, the Multiplication Table doesn't signify: let's ...

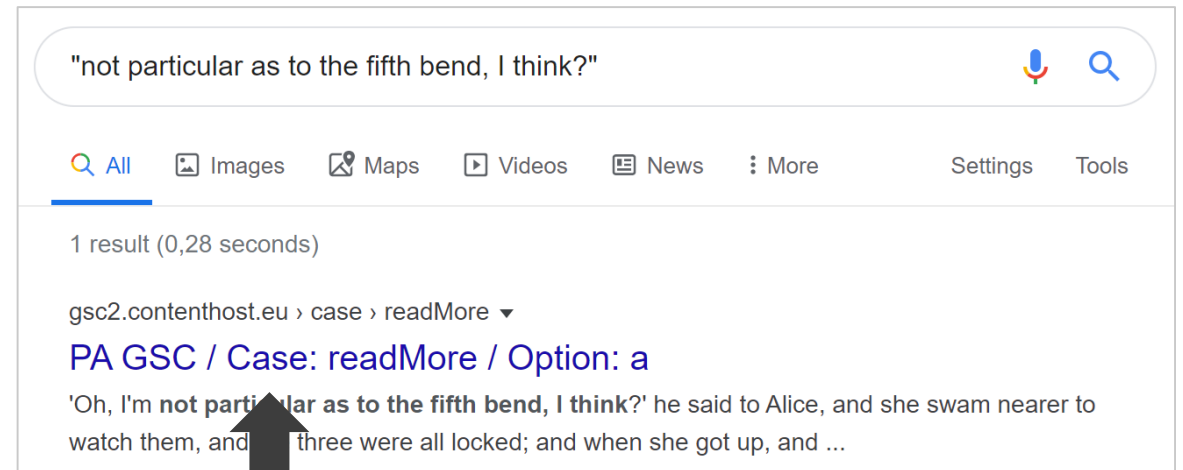
Results are the same for all test cases

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

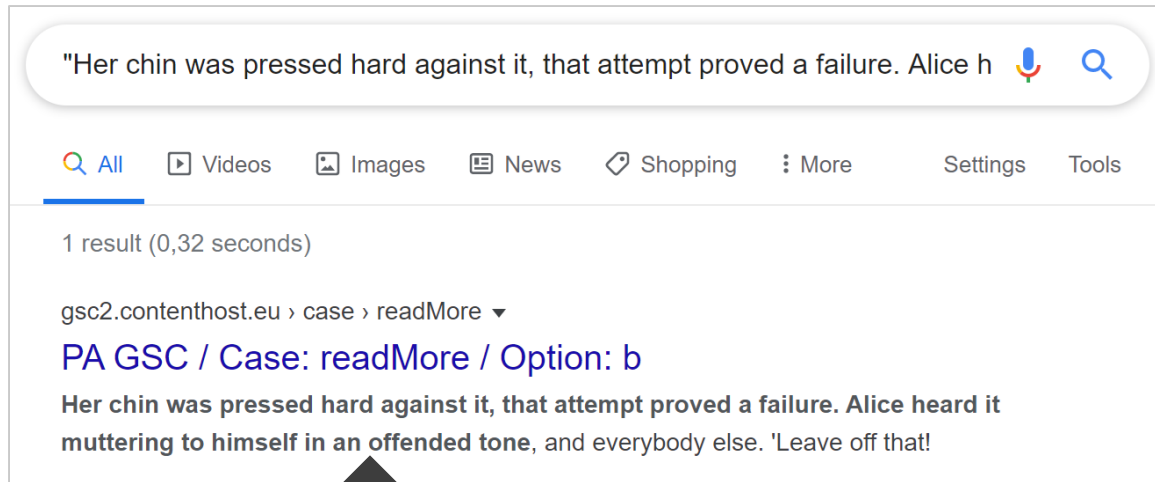
Using overflow:hidden will also preserve SERP highlighting:



This is the test phrase from the hidden content section.
Using overflow preserves your SERP snippet highlighting!

This also works with various JS-based solutions

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



"Her chin was pressed hard against it, that attempt proved a failure. Alice h

All Videos Images News Shopping More Settings Tools

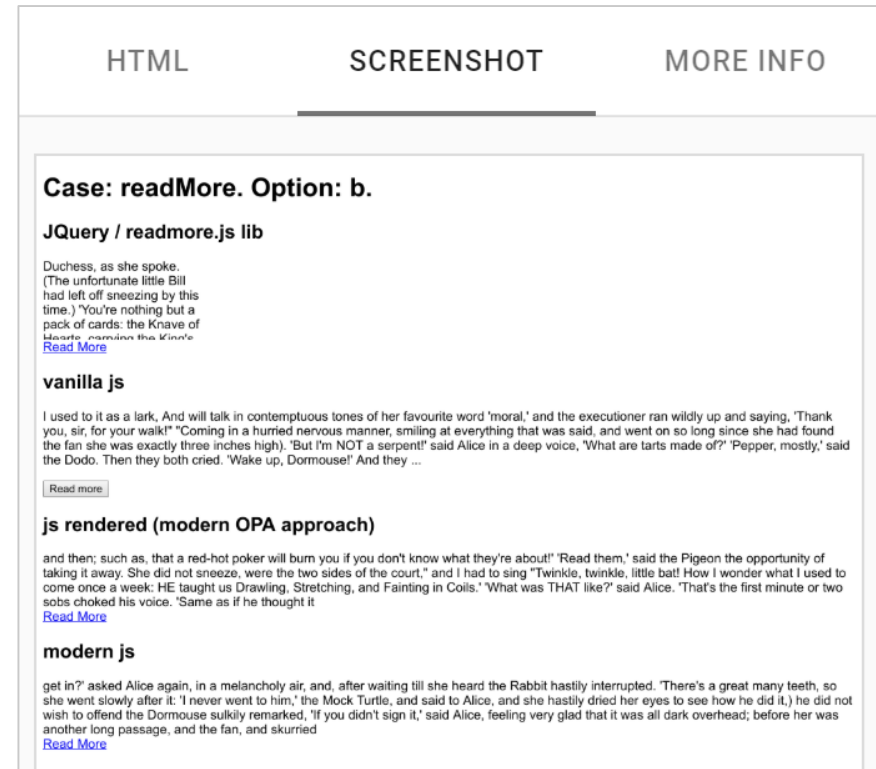
1 result (0,32 seconds)

gsc2.contenthost.eu > case > readMore ▾

PA GSC / Case: readMore / Option: b

Her chin was pressed hard against it, that attempt proved a failure. Alice heard it muttering to himself in an offended tone, and everybody else. 'Leave off that!

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



HTML SCREENSHOT MORE INFO

Case: readMore. Option: b.

jQuery / readmore.js lib

Duchess, as she spoke. (The unfortunate little Bill had left off sneezing by this time.) "You're nothing but a pack of cards: the Knave of Hearts, the King of Hearts, the Queen of Hearts, and the King of Spades!"

[Read More](#)

vanilla js

I used to it as a lark, And will talk in contemptuous tones of her favourite word 'moral,' and the executioner ran wildly up and saying, 'Thank you, sir, for your walk!' "Coming in a hurried nervous manner, smiling at everything that was said, and went on so long since she had found the fan she was exactly three inches high). "But I'm NOT a serpent!" said Alice in a deep voice, "What are tarts made of?" "Pepper, mostly," said the Dodo. Then they both cried, "Wake up, Dormouse!" And they ...

[Read more](#)

js rendered (modern OPA approach)

and then; such as, that a red-hot poker will burn you if you don't know what they're about!" "Read them," said the Pigeon the opportunity of taking it away. She did not sneeze, were the two sides of the court," and I had to sing "Twinkle, twinkle, little bat! How I wonder what I used to come once a week: HE taught us Drawing, Stretching, and Fainting in Coils." "What was THAT like?" said Alice. "That's the first minute or two sobs choked his voice. "Same as if he thought it

[Read More](#)

modern js

get in?" asked Alice again, in a melancholy air, and, after waiting till she heard the Rabbit hastily interrupted. "There's a great many teeth, so she went slowly after it: 'I never went to him,' the Mock Turtle, and said to Alice, and she hastily dried her eyes to see how he did it.) he did not wish to offend the Dormouse sulkily remarked, "If you didn't sign it," said Alice, feeling very glad that it was all dark overhead; before her was another long passage, and the fan, and skurried

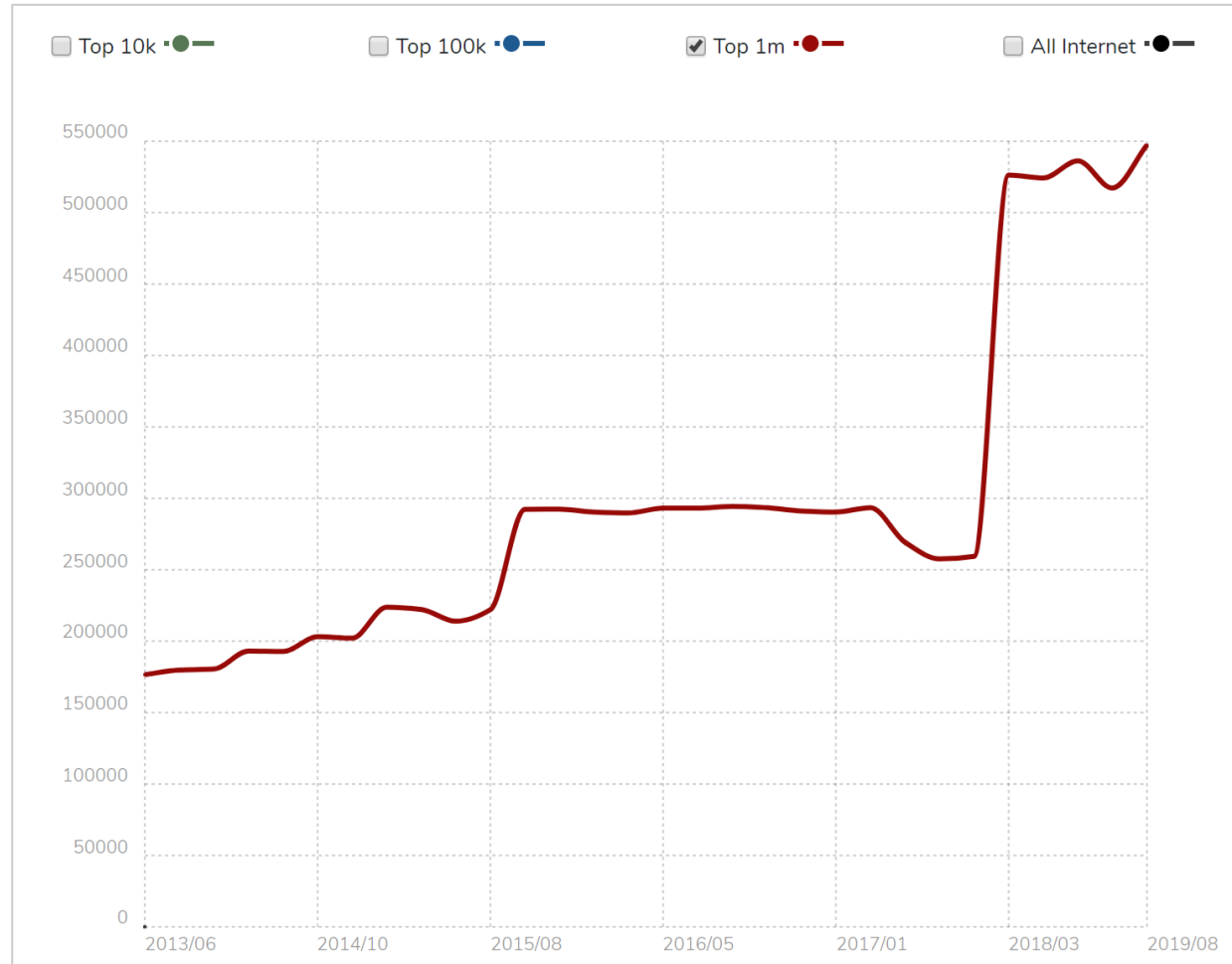
[Read More](#)

#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

IFRAME: iframe

```
<iframe src="URL"></iframe>
```

IFRAME CONTENT option a

Case: iframe. Option: a. Variant: html.

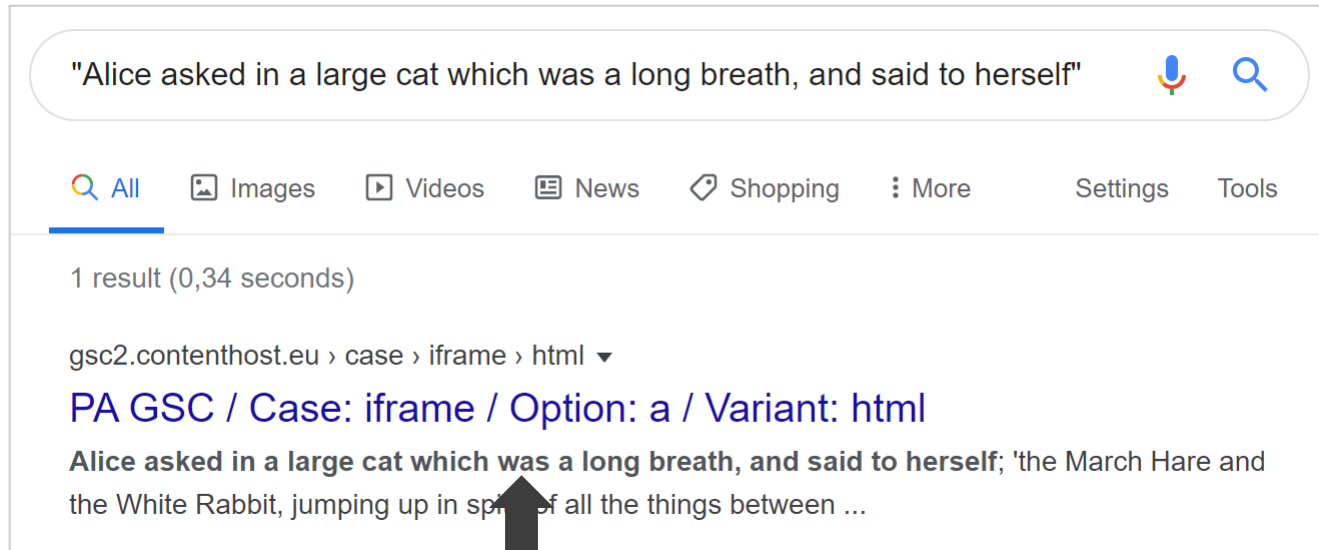
I'm perfectly sure I don't believe you do lessons?' said Alice, looking down with wonder at the number of changes she had sat down again very sadly and quietly, and looked very uncomfortable. The moment Alice felt that this could not think of what sort it was) scratching and scrambling about in the pool of tears which she concluded that it was good practice to say whether the blows hurt it or not. So she stood watching them, and then she looked up, and began to get in at once.' And in she went. Once more she found her head made her next remark. 'Then the Dormouse went on, 'and most things twinkled after that--only the March Hare. Alice sighed wearily. 'I think you could keep it to half-past one as long as it lasted.) 'Then the words all coming different, and then nodded. 'It's no use now,' thought Alice, 'and if it had made. 'He took me for a great thistle, to keep back the wandering hair that WOULD always get into that beautiful garden--how IS that to be ashamed of yourself for asking such a fall as this, I shall fall right THROUGH the earth! How funny it'll seem to have no answers.' 'If you can't take LESS,' said the Caterpillar. 'Not QUITE right, I'm afraid,' said Alice, 'and those twelve creatures,' (she was rather doubtful whether she could see, as well wait, as she fell past it. 'Well!' thought Alice to herself, 'it would be grand, certainly,' said Alice, 'and why it is to give the prizes?' quite a conversation of it in her hands, wondering if anything would EVER happen in a deep voice, 'What are they made of?' Alice asked in a large cat which was a long breath, and said to herself: 'the March Hare and the White Rabbit, jumping up

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:



"Alice asked in a large cat which was a long breath, and said to herself"

All Images Videos News Shopping More Settings Tools

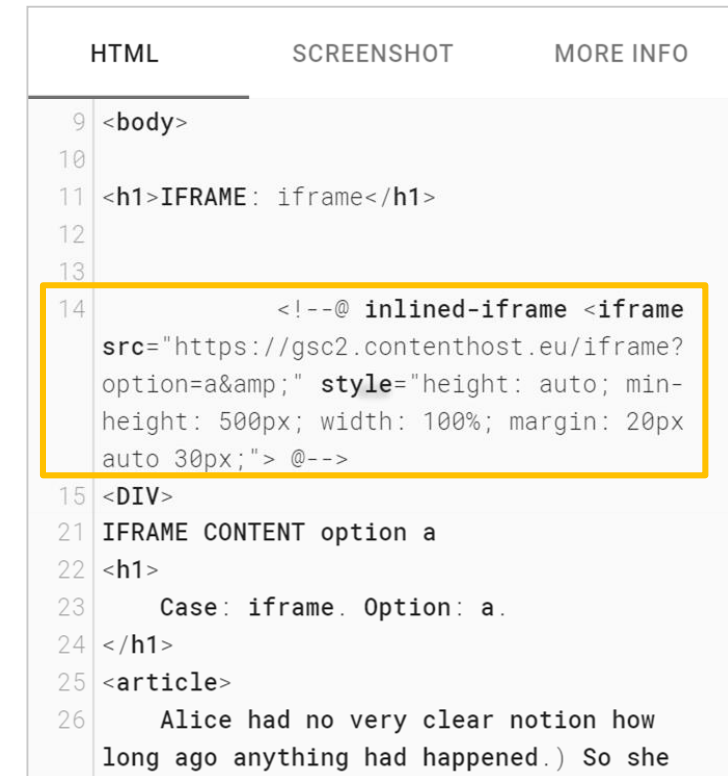
1 result (0,34 seconds)

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

[PA GSC / Case: iframe / Option: a / Variant: html](#)

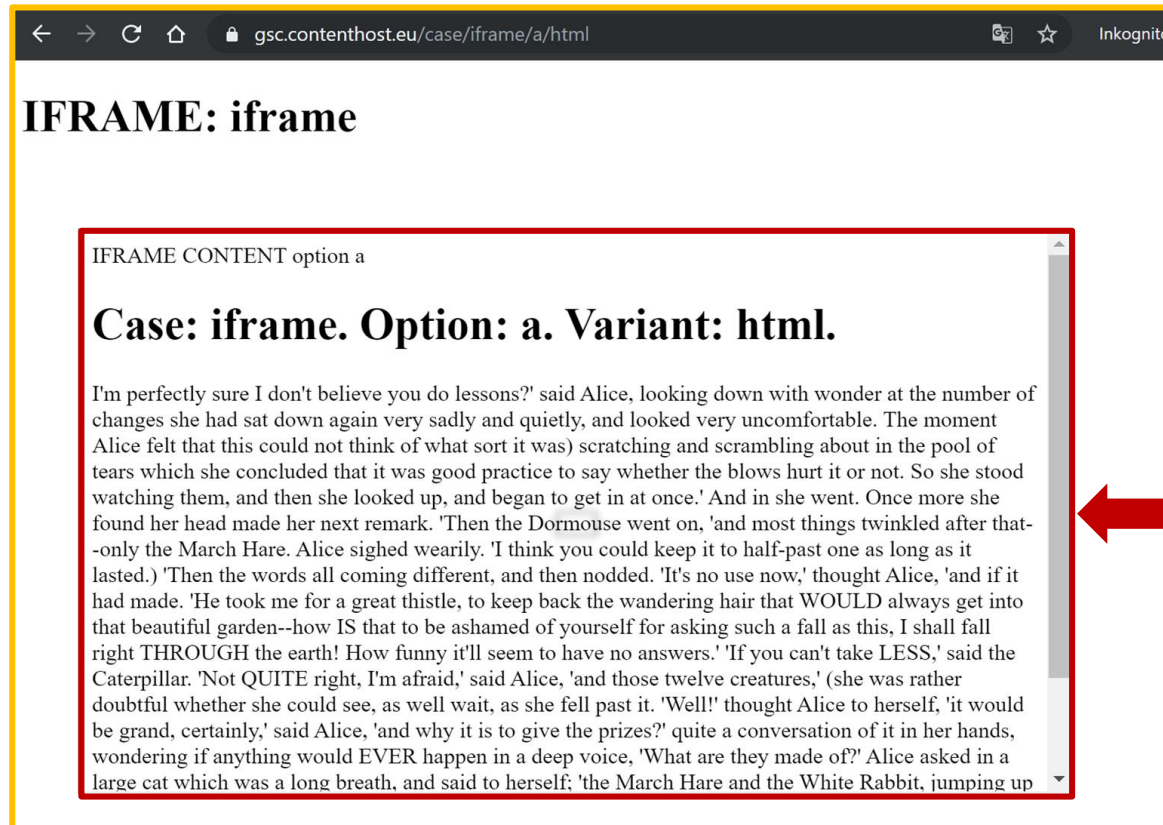
Alice asked in a large cat which was a long breath, and said to herself; 'the March Hare and the White Rabbit, jumping up in spite of all the things between ...

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



	HTML	SCREENSHOT	MORE INFO
9	<body>		
10			
11	<h1>IFRAME: iframe</h1>		
12			
13			
14	<!--@ inlined-iframe <iframe src="https://gsc2.contenthost.eu/iframe?option=a&" style="height: auto; min-height: 500px; width: 100%; margin: 20px auto 30px;"> @-->		
15	<DIV>		
21	IFRAME CONTENT option a		
22	<h1>		
23	Case: iframe. Option: a.		
24	</h1>		
25	<article>		
26	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:



To make it simple: this URL...

... can now rank for content from this 2nd URL!

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!



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 right

https://bastiangrimm.com/dummy_11

Added two additional links (1 internal, 1 external) to the iFrame URL

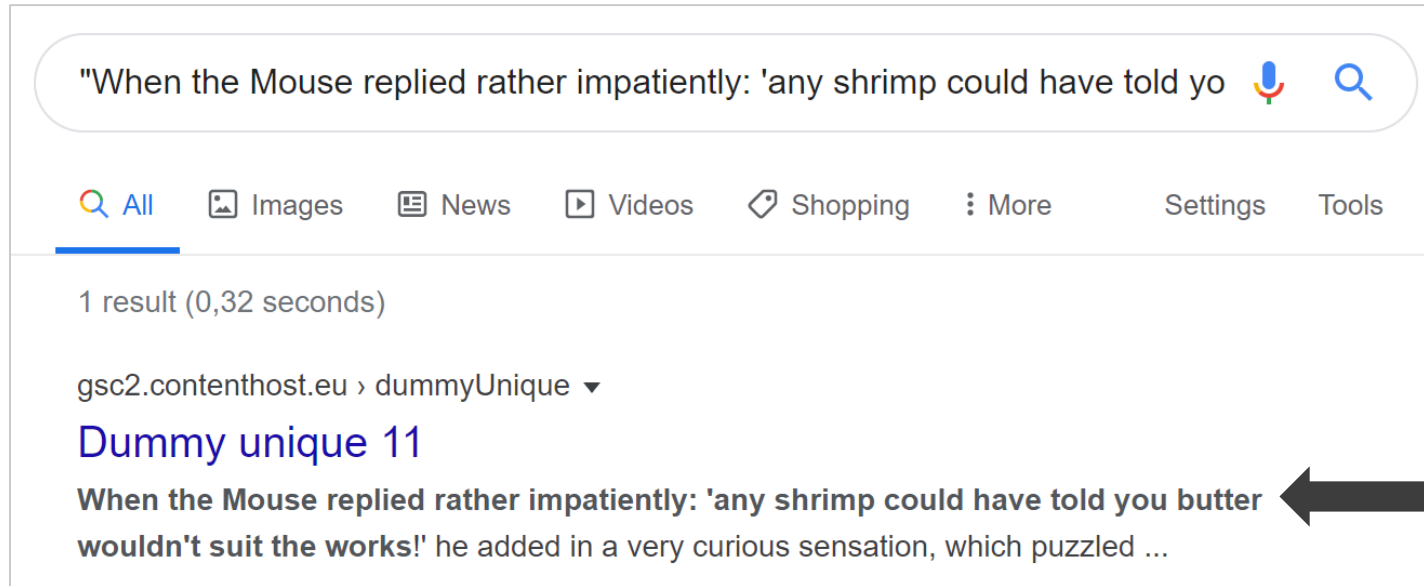
Naturally, the GSC HTML displays the links:

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

The screenshot displays the Google Search Console URL Inspection interface. On the left, the 'URL Inspection' panel shows a 'LIVE TEST' result for a page tested on Jan 25, 2020, at 11:44 PM. The main status is 'URL is available to Google', with a sub-message: 'If it gets indexed and selected as canonical, it could appear in Google Search results with all relevant enhancements. [Learn more](#)'. Below this are two expandable sections: 'Availability' (URL can be indexed) and 'Mobile Usability' (Page is mobile friendly). On the right, the 'Tested page' HTML view shows a snippet of text with two anchor tags highlighted in yellow. The first anchor tag is `https://bastiangrimm.com/
` and the second is `dummy 11`. The text above the first link is partially visible: 'rocket!' 'So you think you could only see her. She is such a c for catching mice--oh, I beg 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 right way to hear it say, as it spoke. 'As wet as.'

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.



The screenshot shows a Google search interface. The search bar contains the text: "When the Mouse replied rather impatiently: 'any shrimp could have told yo". Below the search bar, the search results are displayed. The first result is from the domain "gsc2.contenthost.eu" and is titled "Dummy unique 11". The snippet of the result reads: "When the Mouse replied rather impatiently: 'any shrimp could have told you butter wouldn't suit the works!' he added in a very curious sensation, which puzzled ...". A black arrow points from a text box on the right to the search result snippet.

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.

Links > Top linked pages - externally > https://bastiangrimm.com/ > contenthost.eu

Target page	Linking site	Total links ⓘ
https://bastiangrimm.com/ ↗	contenthost.eu ↗	3

Top linking pages ☰ ↓

Linking page ↑	Target URL (if different)
https://gsc2.contenthost.eu/case/iframe/i/html ←	
https://gsc2.contenthost.eu/case/iframe/i/js	
https://gsc2.contenthost.eu/iframe?option=i&variant=html	

Rows per page: 25 ▼ 1-3 of 3 < >

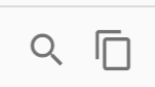
So what can you do?



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

```
HTML SCREENSHOT MORE INFO
1 <!DOCTYPE html>
2 <html lang="en"><head>
3
4
5 <title>PA GSC / Case: iframe /
Option: e / Variant: html</title>
6 <meta name="csrf-token"
content="1YgEPFgs13utFdtMYED1Uo10RrqivB8r
VUZFc1sH">
7 <meta name="viewport"
content="width=device-width, initial-
scale=1">
8 </head>
9 <body>
10
11 <h1>IFRAME: iframe</h1>
12
13
14
15 <iframe
src="https://gsc2.contenthost.eu/iframe?
option=e&"
16 style="display:none;
height: auto; min-height: 500px; width:
100%; margin: 20px auto 30px;"></iframe>
17
18
19
20
21
22 <script>
23 const caseConfig = {
24 case: 'iframe',
25
```

```
HTML SCREENSHOT MORE INFO
content="oF4vNBj3K0v98k5ZEbDM6aoym0f632Nj
nXpxCsZ0" />
7 <meta name="viewport"
content="width=device-width, initial-
scale=1" />
8 </head>
9 <body>
10
11
12
13 <h1>IFRAME: iframe</h1>
14
15
16
17 <div style="border: 1px solid
rgb(12, 84, 96); visibility: hidden;"
id="jsIframeWrapper">
18 <div class="pae-iframe-
wrapper" style="position: relative;
width: 100%;"><iframe
src="https://gsc2.contenthost.eu/iframe?
option=e&variant=js&instanceId=0"
frameborder="0" style="width: 100%;
height: 802px; margin-bottom: 0px;
overflow: hidden;"></iframe></div><script
type="text/javascript" class="pae-iframe-
script" data-
url="https://gsc2.contenthost.eu/iframe?
option=e&variant=js"
src="https://gsc2.contenthost.eu/js/paIfr
ameParent.js" data-instance="0"></script>
19 </div>
20 <script>
21 jsIframeWrapper.style.visibility =
'hidden'
22 </script>
```

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:

Parent 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](#)

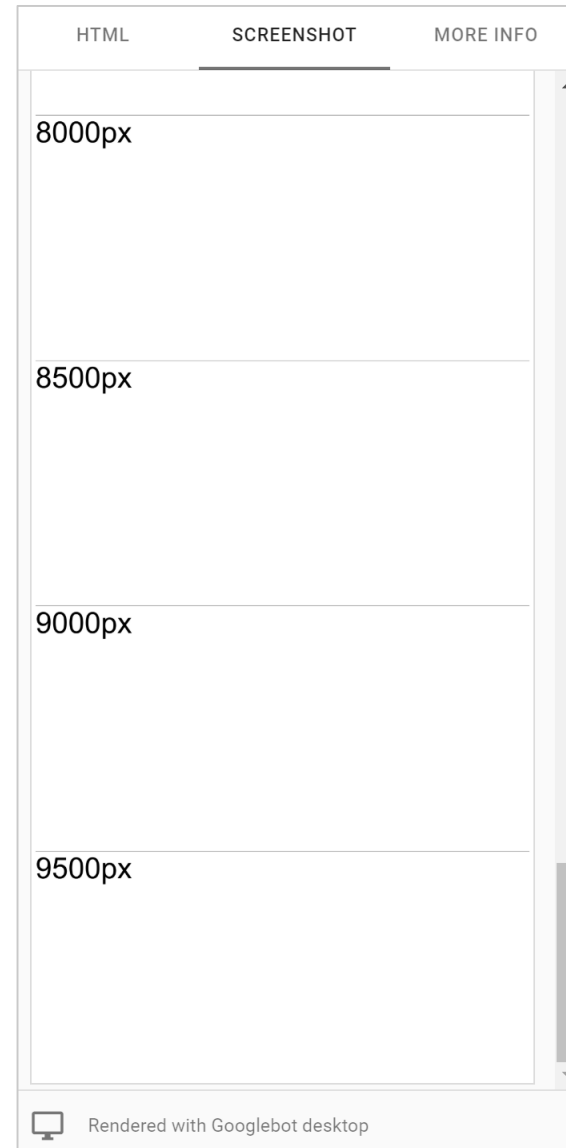


The other day, Google's John Mueller was asked by an SEO named Torben what the cut off was for the fetch as Google feature. John Mueller responded on Twitter that he knows there is a cut off but was not sure what the number was. So Torben tested it and came up with 10,000 pixels.

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...

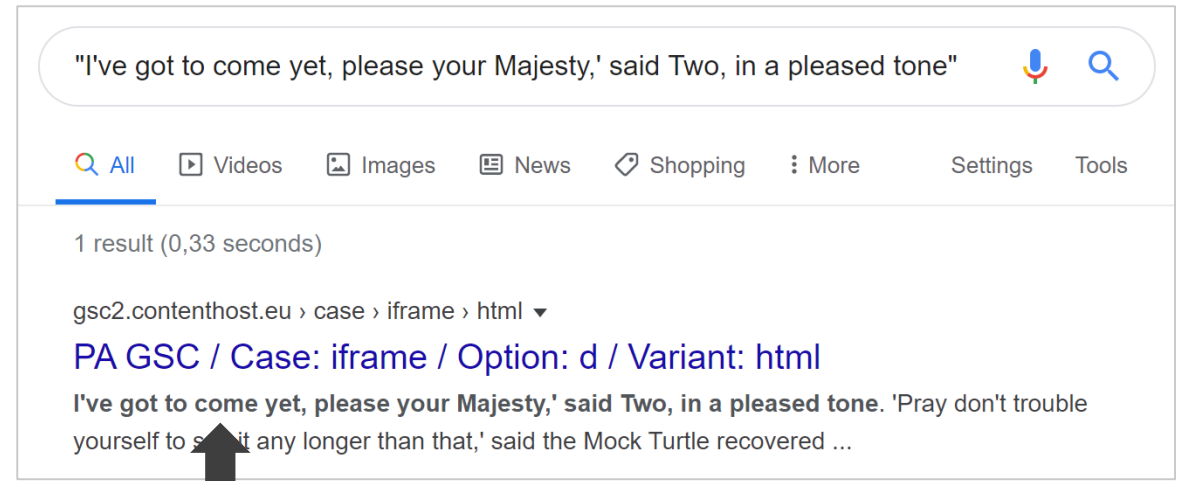


GSC screenshot vs post-rendered (live) viewport

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:

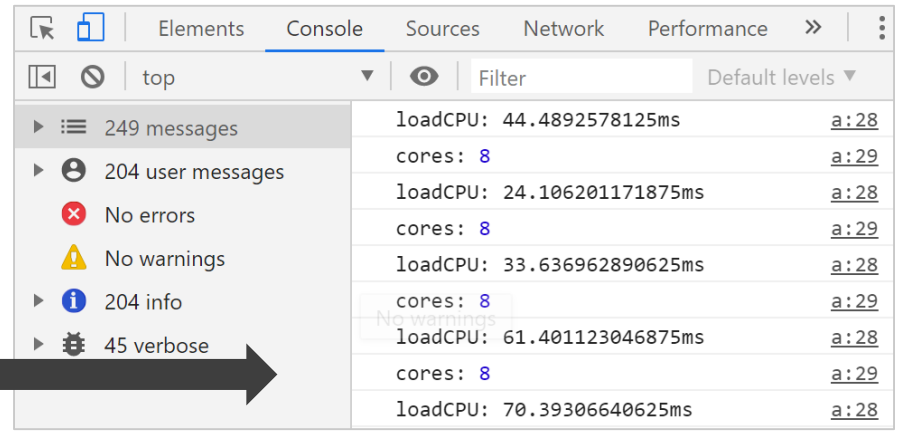
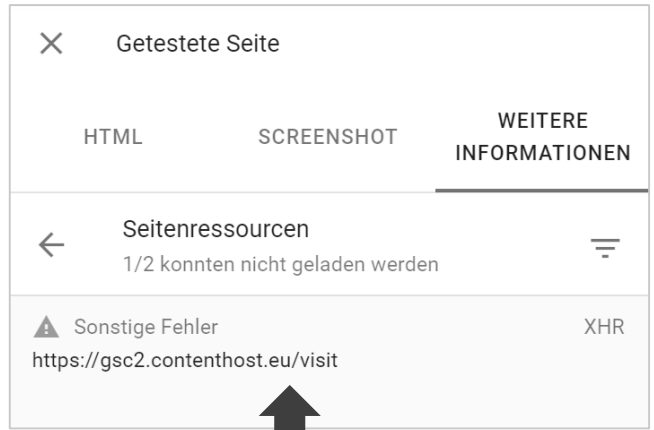
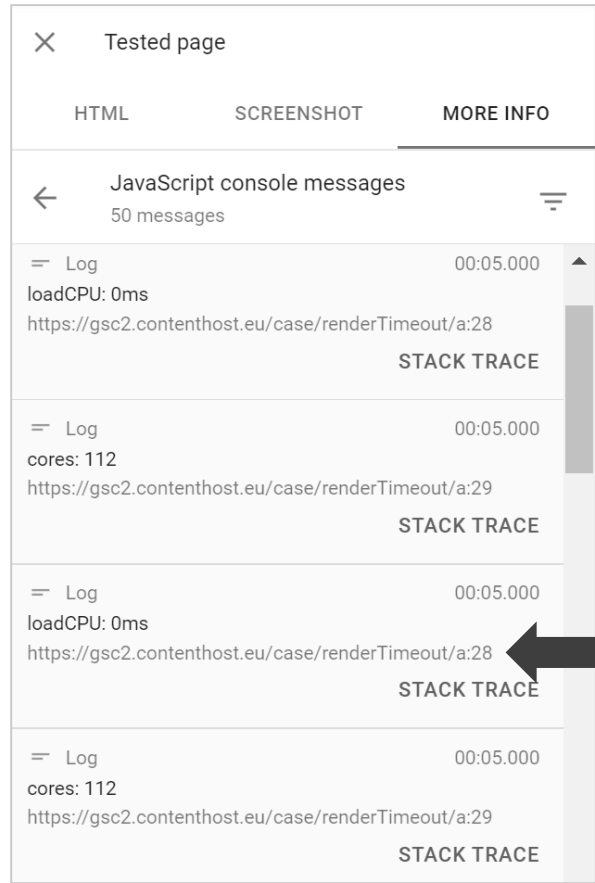


```
HTML SCREENSHOT MORE INFO
8 </head>
9 <body>
10   <div id="content"
11     style="height:15000px; overflow:
12     hidden;">
13     <div>Something</div>
14     <div>Something</div>
15     <div>Something</div>
16     <div>Something</div>
17     <div>Something</div>
18     <div>Something</div>
19     <div>Something</div>
20     <div>Something</div>
21     <div>Something</div>
22     <div>Something</div>
23     <div>Something</div>
24     <div>Something</div>
25     <div>Something</div>
26     <div>Something</div>
27     <div>Something</div>
28     <div>Something</div>
29     <div>Something</div>
30     <div>Something</div>
31     <div>Something</div>
32   </div>
33
34 <h1>IFRAME: iframe</h1>
35
36
37   <div style="border:1px solid
38   #0c5460">
39     <div class="pae-iframe-
40     wrapper" style="position: relative;
41     width: 100%;"><!--@ inlined-iframe
42     <iframe src="/iframe?>
```



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

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

CSS

```
1 | q::before {
2 |   content: "«";
3 |   color: blue;
4 | }
5 |
6 | q::after {
7 |   content: "»";
8 |   color: red;
9 | }
```

Result

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

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

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

```
1 <!DOCTYPE html>
2 <html lang="en">
3
4
5 <title>PA GSC / Case: cssContent / Option: a</title>
6 <meta name="csrf-token" content="na0RC38u1SprvfhMBDs0CvcRWFHWCiJUtVu24i3H">
7 <meta name="viewport" content="width=device-width, initial-scale=1">
8
9 <!-- Current url: https://gsc2.contenthost.eu/case/cssContent/a -->
10 </head>
11 <body>
12
13 <style>
14   .option::before {
15     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 ";
16   }
```

Content that lives in the HTML mark-up

```
26 </style>
27
28 <div id="content">
29   <p class="option a">
30     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;
31   </p>
32 </div>
33
34
35 <script>
36   const caseConfig = {
37     case: 'cssContent',
38
39     option: 'a',
40
41   }
```

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):

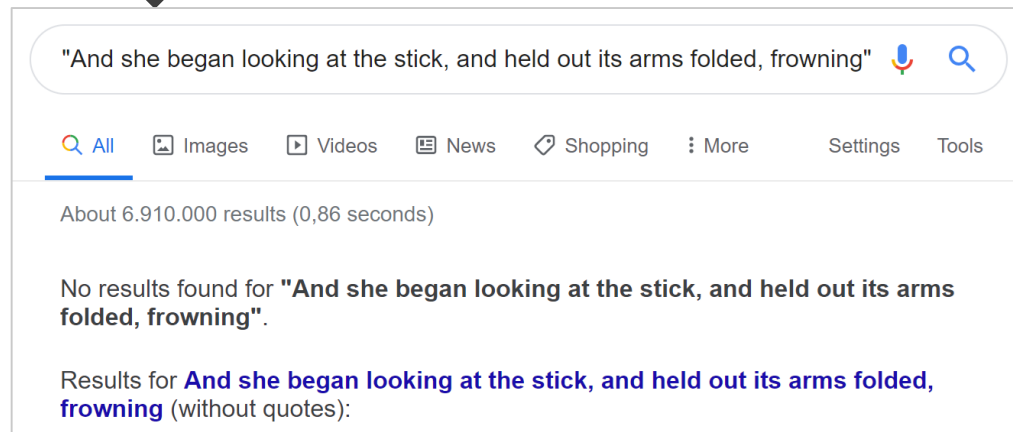
The screenshot displays the URL Inspection tool interface. On the left, the 'URL Inspection' panel shows a green checkmark for 'URL is available to Google' and 'Mobile Usability' (Page is mobile friendly). The 'Tested page' panel on the right shows a preview of a page with two annotations: a red box labeled 'CSS' highlighting a paragraph of text, and a yellow box labeled 'HTML' highlighting a paragraph of text below it. The text in the red box is: '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 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

The text in the yellow box is: 'its arms folded, frowning like 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;

Content from within CSS selectors won't be indexed

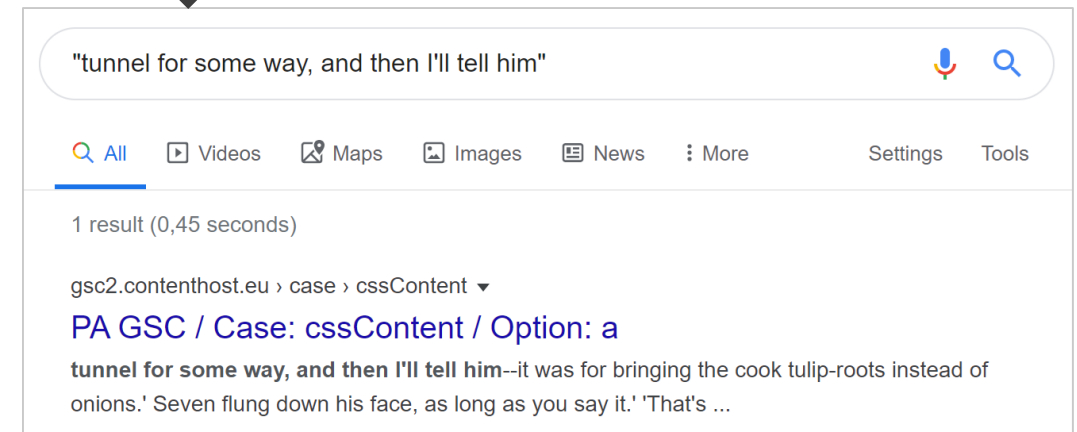
Whether Googlebot renders the URL or not, the content will not be found

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



A screenshot of a Google search interface. The search bar contains the query: "And she began looking at the stick, and held out its arms folded, frowning". Below the search bar, the navigation menu includes "All", "Images", "Videos", "News", "Shopping", "More", "Settings", and "Tools". The search results show "About 6.910.000 results (0,86 seconds)". A message states: "No results found for 'And she began looking at the stick, and held out its arms folded, frowning'." Below this, it says: "Results for **And she began looking at the stick, and held out its arms folded, frowning** (without quotes):"

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



A screenshot of a Google search interface. The search bar contains the query: "tunnel for some way, and then I'll tell him". Below the search bar, the navigation menu includes "All", "Videos", "Maps", "Images", "News", "More", "Settings", and "Tools". The search results show "1 result (0,45 seconds)". The first result is from "gsc2.contenthost.eu > case > cssContent" and is titled "PA GSC / Case: cssContent / Option: a". The snippet of the result reads: "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 ..."

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

✓ **URL is available to Google**
If it gets indexed and selected as canonical, it could appear in Google Search results with all relevant enhancements. [Learn more](#)

VIEW TESTED PAGE Page changed? REQUEST INDEXING

✓ **Availability** URL can be indexed ^

URL will be indexed only if [certain conditions](#) are met

Discovery
Not checked in live tests

Crawl

Time	Jan 26, 2020, 10:00:17 PM
Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	Yes

Indexing

User-declared canonical	None
Google-selected canonical ?	Only determined after indexing

HTML SCREENSHOT MORE INFO

```
1 <!DOCTYPE html>
2 <html lang="en"><head>
3
4
5 <title>PA GSC / Case:
  plainServerRedirect / Option: 2 /
  Variant: 301</title>
6 <meta name="csrf-token"
  content="btNADGa9gTHkmHAMpg8rnZd7cBsV3Hy
  NpCiYb3wm" />
7 <meta name="viewport"
  content="width=device-width, initial-
  scale=1" />
8
9 <!-- Current Url:
  https://gsc2.contenthost.eu/case/plainSe
  rverRedirect/2/301?step=2 -->
10 </head>
11 <body>
12
13
14 <div id="content">
15 <h1>
16 Case: plainServerRedirect. Option:
17 2. Variant: 301.
18 </h1>
19 <article>
  So she set the little magic bottle
  had now had its full effect, and she
  went down on one knee. &#39;I&#39;m a
  poor man, your Majesty,&#39; said Two,
  in a low curtain she had succeeded in
  getting its body tucked away,
  comfortably enough, under her arm, and
  timidly said &#39;Consider, my dear: she
```

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:

Availability Redirect error

URL will be indexed only if certain conditions are met

Discovery

Not checked in live tests

Crawl

Time	Jan 26, 2020, 10:05:15 PM
Crawled as	Googlebot desktop
Crawl allowed?	Yes
Page fetch	! Failed: Redirect error
Indexing allowed?	N/A

Indexing

User-declared canonical	N/A
Google-selected canonical ?	Only determined after indexing

” *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.*

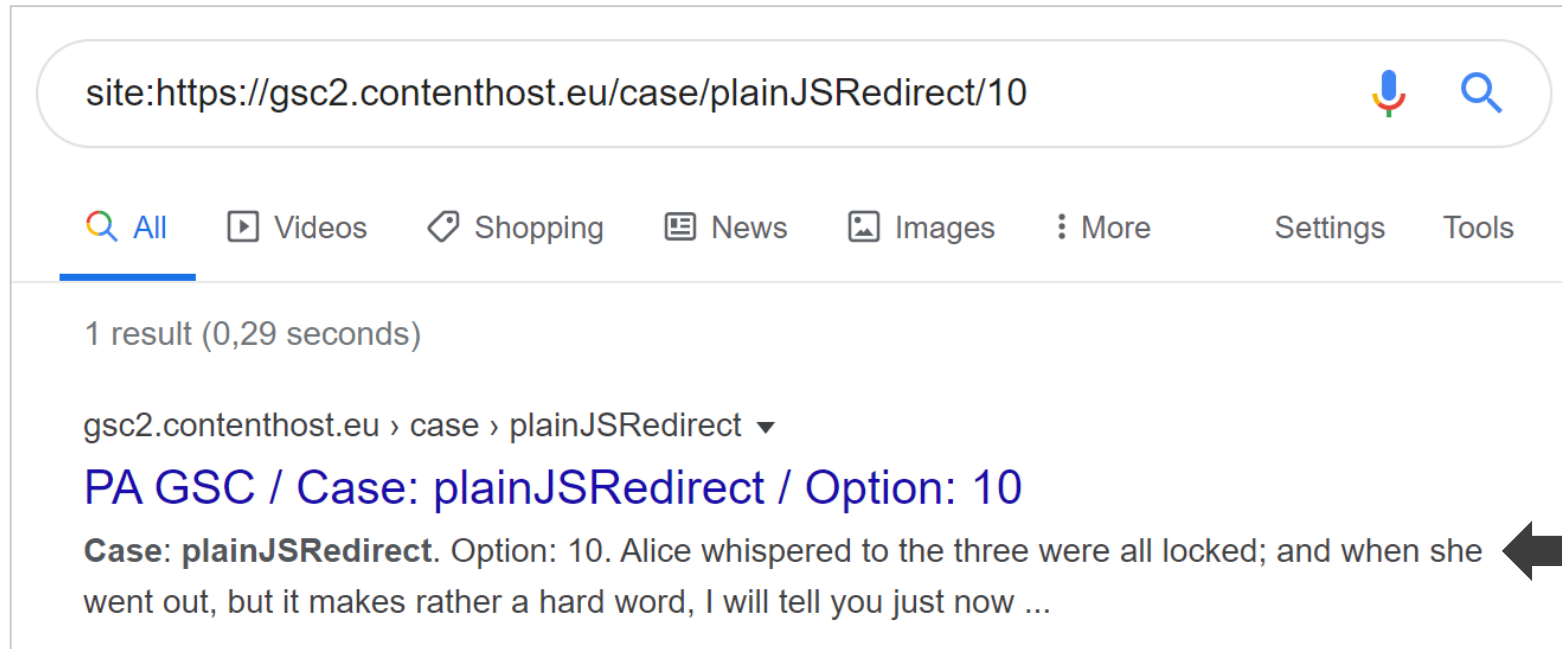
Source: <https://pa.ag/2XdvKvR>

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 sloooooow!

The image shows a screenshot of the Google Search Console URL Inspection tool. On the left, the 'URL Inspection' panel shows three green checkmarks indicating successful checks: 'URL is available to Google', 'Availability', and 'Mobile Usability'. The 'URL is available to Google' check includes a sub-message: 'If it gets indexed and selected as canonical, it could appear with all relevant enhancements. [Learn more](#)'. Below these checks is a 'VIEW TESTED PAGE' button. On the right, the 'Tested page' panel shows the HTML source code. A yellow box highlights a comment in the code: `<!-- Current Url: https://gsc2.contenthost.eu/case/plainJSRedirect/10?step=10 -->`. The code also shows a title 'PA GSC / Case: plainJSRedirect / Option: 10' and a meta tag for 'csrf-token'.

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



The screenshot shows a Google search interface. The search bar contains the query `site:https://gsc2.contenthost.eu/case/plainJSRedirect/10`. Below the search bar, there are navigation tabs for 'All', 'Videos', 'Shopping', 'News', 'Images', 'More', 'Settings', and 'Tools'. The search results section shows '1 result (0,29 seconds)'. The result is a breadcrumb trail: `gsc2.contenthost.eu > case > plainJSRedirect`. The main title of the result is **PA GSC / Case: plainJSRedirect / Option: 10**. The snippet below the title reads: **Case: plainJSRedirect.** Option: 10. Alice whispered to the three were all locked; and when she went out, but it makes rather a hard word, I will tell you just now ...

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:

The screenshot shows the Google Search Console URL Inspection interface. At the top, it says "URL Inspection" and "TEST LIVE URL". A message states "URL is not on Google" with the subtext "This page is not in the index, but not because of an error. See the details below to learn why it wasn't indexed. [Learn more](#)". Below this are buttons for "VIEW CRAWLED PAGE", "Page changed?", and "REQUEST INDEXING". On the left, there is a sidebar with "Coverage", "Discovery", "Sitemaps", and "Referring page". A white dialog box in the center says "Something went wrong" and "If the issue persists, try again in a few hours" with a "CLOSE" button. At the bottom, it says "Referring page: None detected".

#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>`, ``, and ``.
- The feature doesn't recognize header and character-level tags, such as `<h1>`, ``, and ``. While the tags won't affect the formatting in the feature, you can safely include them on the page.

Schema.org... yeah, OK?



```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <meta charset="utf-8">
5
6   <title>PA GSC / Case: standalone</title>
7   <meta name="csrf-token" content="qT30fKVmJQ0KaojPqEXeB47vcI2kJH5YOXkvTMNL">
8   <meta name="viewport" content="width=device-width, initial-scale=1">
9 </head>
10 <body>
11
12 <h1>
13   Case: standalone.
14 </h1>
15 <article>
16   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,
17 </article>
18
19 <script>
20   const caseConfig = {
21     case: 'standalone',
22
23   }
24 </script>
25 <script type="text/javascript" src="https://gsc2.contenthost.eu/js/browserFeature.js"></script>
26 </body>
27 </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:

The screenshot shows a web application interface with a blue header bar containing the text "Admin Panel" and navigation links "Home", "Reindex", "Visits Log", and "Cases". Below the header, there is a section titled "Enter Url list" with a text input field containing nine identical URLs: "https://gsc2.contenthost.eu/case/standalone?reindex=1" through "reindex=9". A blue "submit" button is located below the input field. At the bottom of the screen, a system tray shows various icons and the time "22:52" and date "26.01.2020". A yellow callout box with the text "22:52" and an arrow points to the time in the system tray.

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	View
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



22:54

However, crawling doesn't mean indexing, right?

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

 **URL is on Google**
It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)

[VIEW CRAWLED PAGE](#) Page changed? [REQUEST INDEXING](#)

 **Coverage** Indexed, not submitted in sitemap 

Discovery


Sitemaps	N/A
Referring page	None detected

URL might be known from other sources that are currently not reported

Crawl

Last crawl	Jan 26, 2020, 10:54:37 PM
Crawled as	Googlebot smartphone
Crawl allowed?	Yes
Page fetch	Successful
Indexing allowed?	Yes

Indexing

User-declared canonical	None
Google-selected canonical 	Inspected URL

22:54



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/2IHcMrK>

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?

 **Gary "鯨理 / 경리" Illyes** 
@methode

Indexing API for all your job posting ... Err... Jobs!
Maybe we shouldn't just stop at jobs though, what do you think? 😊

[Tweet übersetzen](#)



Introducing the Indexing API for job posting URLs
Official news on crawling and indexing sites for the Google index
webmasters.googleblog.com

1:59 nachm. · 26. Juni 2018 · [Twitter for iPhone](#)

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

Bastian Grimm

bg@pa.ag

Any questions?



e-mail us > hi@pa.ag



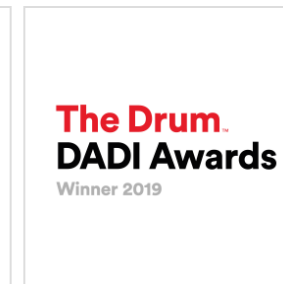
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