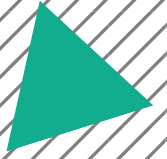




## Q&A LIVE CLASS

SEO AUDIT WITH GUUS WITJES



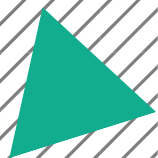
**Q. The site you're showing us now seems to also have part of the site's pages in Spanish but not properly setting up for Spanish language.**

Guus: This is indeed a very good remark. If you have a webpage consisting of multiple languages it is beneficial to include the hreflang tag on your pages. The code looks like this: `<link rel="alternate" hreflang="en-us" href="https://www.yoursite.com/" />`

What does it do? It tells the search engines that this particular site is focused on English in the US. If you also have a page focussed on English speakers but locate in the UK (Great Britain) you would get this code: `<link rel="alternate" hreflang="en-gb" href="https://www.yoursite.com/" />`

So why make a difference? First about the language: if the search engine sees that somebody's IP is based in a certain area it can then give them the correct page based on the href lang tag. For instance, with an English and a Spanish page. And someone from South America is trying to access your pages, the search engine will then choose to offer them the Spanish page since you tagged that one using the hreflang="es" code. (As you can see here you don't have to use the country code.)

So why the country code? This can be used to show that you have content targeted toward variants of a single language. If that's the case, you can target your pages even more specifically by extending the hreflang attribute with annotations that indicate which region the content is localized for, e.g. Spain hreflang="es-es" versus Mexico hreflang="es-mx".





## Q. How should you upload images (size etc) to optimize for SEO?

Guus: Remember that image size and file size are not the same thing. But both of them should be as small as possible :) Image size refers to the dimensions of the image (e.g. 1064 by 680 pixels). Files size refers to the space needed to store the image (e.g. 1.4 mb). Images with higher resolution and larger dimensions (often created with a professional camera) slow your page load times considerably.

For print reproduction, you need big images to get the best quality. For the web, however, you need to scale down the file size without losing too much quality. I showed tinypng for file reduction, but if you search for “compress images” you can find a lot of tools you can use.

Besides the file size, these points are also important for SEO (among others):

- Optimize the file name - use relevant, descriptive keywords.
- Alt tags - which provides context and helps visually impaired users too. Even when images aren't loading because of a glitch, search engines can still read the alternative text to help rank a page.

## Q. What is the SEO benefit or drawback to using a company like Squarespace for your site?

Guus: There are pros and cons for every CMS system you can find. One might be user-friendly while the other might be more adaptable for your specific needs. And from an SEO standpoint, there is also a lot of debate about which one is the best. But you should know: When it comes to ranking in Google, there are plenty of factors at play. And most of them are unrelated to the platform you use. If you want to dive deeper into the matter read [this post](#) on Ahrefs blog who did a thorough comparison between WordPress and Squarespace for SEO.





**Q. What score does a good website have from your experience? It rarely reaches 100.**

Guus: Like I said in the lesson - the score a webpage has varies from time to time. I run these tests on a weekly basis to see how these scores evolve over time. If you only look at Google's page speed insight anything in the green is good. But still look at the recommendations Google offers you and also don't forget to look at other tools as well (like GTMetrix I showed).

**Q. SEO Yoast is not recommended for generate sitemap?**

Guus: A sitemap is a list of pages on your website you want search engines to crawl and index. I'm not too familiar with the Yoast site generator, but whether or not Yoast it is a good tool depends on how you can influence what the tool does and what pages you would like to rank. For instance, you do not want to include pages with thin content or duplicate content. If you can include or exclude certain pages, then it is a good generator.

**Q. How can you best analyze the reasons behind high CLS scores per page type?**

Guus: Google's PageSpeed Insights will give you the numbers on the CLS and will tell you if you need to optimize it. From the Chrome Devtools you can figure out which elements are causing a high CLS score. So if you run those tests on the various templates of your site you can figure out on which part of these templates you should focus.

**Q. What tool are you using to see the site redirects? Looks like it's a browser extension**

Guus: I use the [redirect path chrome extension](#).



## **From Yinqing Quan: What about portrait asset for feed? Does that work well?**

Jack: I would suggest keeping portrait (1:1.9) to stories and then using square (1.9:1) ratios in the feed. Here's the sizes - <https://www.facebook.com/business/ads-guide/image/facebook-feed/traffic>

## **From saketh basavaraju: For a SaaS product focused on SEO optimization what type of ads will work?**

Jack: You spend so much time creating good content, run ads to your top content to generate more traffic, awareness, and hopefully backlinks. You can then remarketing your blog traffic to take the next step to create an account, book a strategy call or join a live demo or something.

## **From Pradip Lal: Is there a place/page which has FB Ads best practices you could recommend?**

Jack: We publish some good examples at - <https://topgrowthmarketing.com/paid-ads-library/>

We also have a bunch of free learnings at [JackPaxton.com](http://JackPaxton.com) and at my course at GrowthHackers University - <https://university.growthhackers.com/p/facebook-instagram-ads-accelerator>

