ANOTHER SEO TACTICS YOU SHOULD IMPLEMENT TONIGHT

Lukasz Zelezny

https://seo.london

LZ

LukasZ ZeleznY

seo & social media

BORTEX
FINE TAILORING

Contact Law

EDGE RETREATS
EXCEPTIONAL VILLA EXPERIENCES

fleetway
Discover the world for less

FOCUSECONOMICS

GAGLIARDI

HomeAway

kayako

Mashable

OwnersDirect
Part of the HomeAway Family

Tencent 腾讯

THOMSON REUTERS

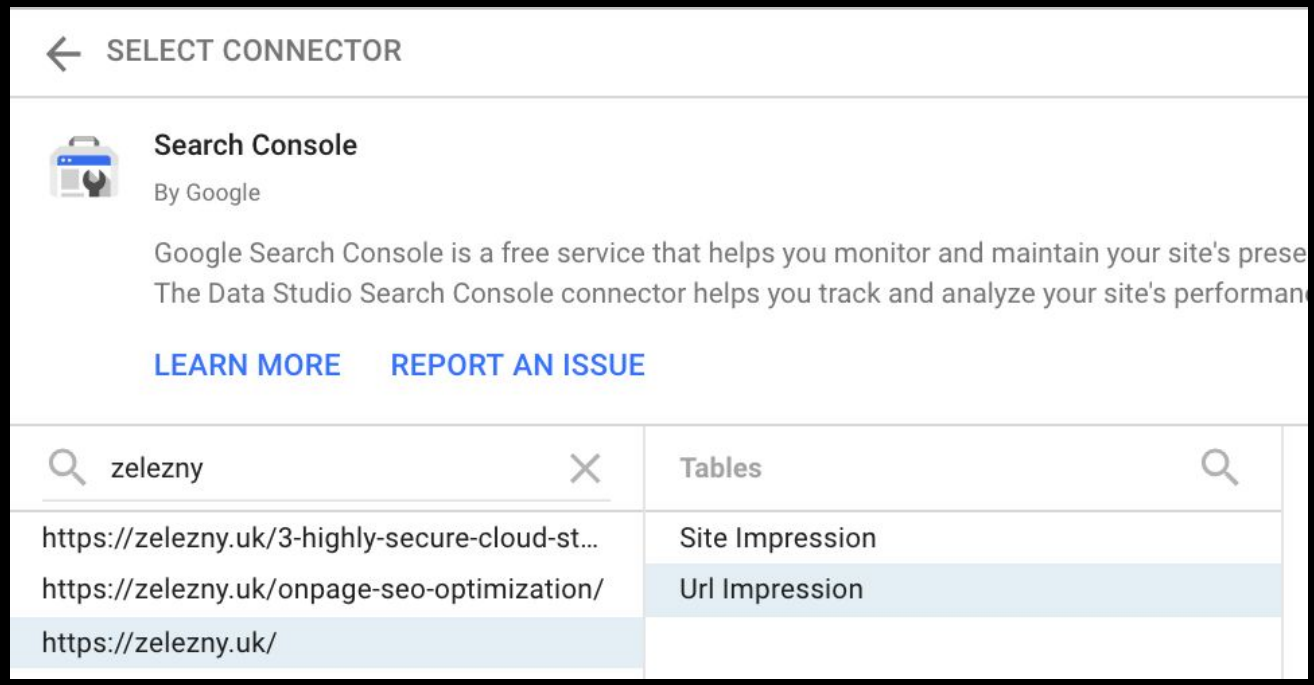
uSwitch

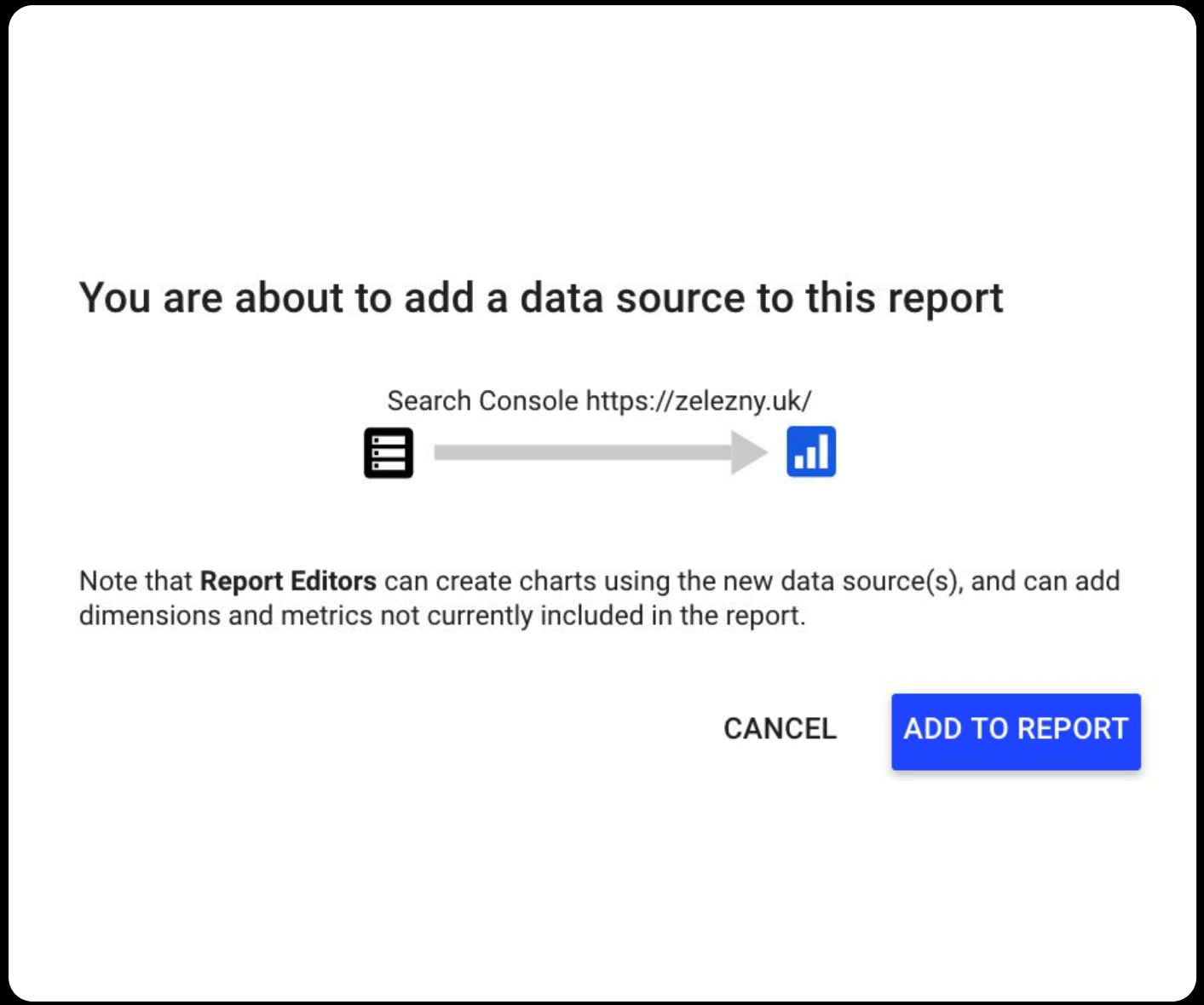
VERCIDA

Zoopla

SEO TACTIC#1
“SNAPSHOT”
LZ
LukasZ Zelezny
seo & social media

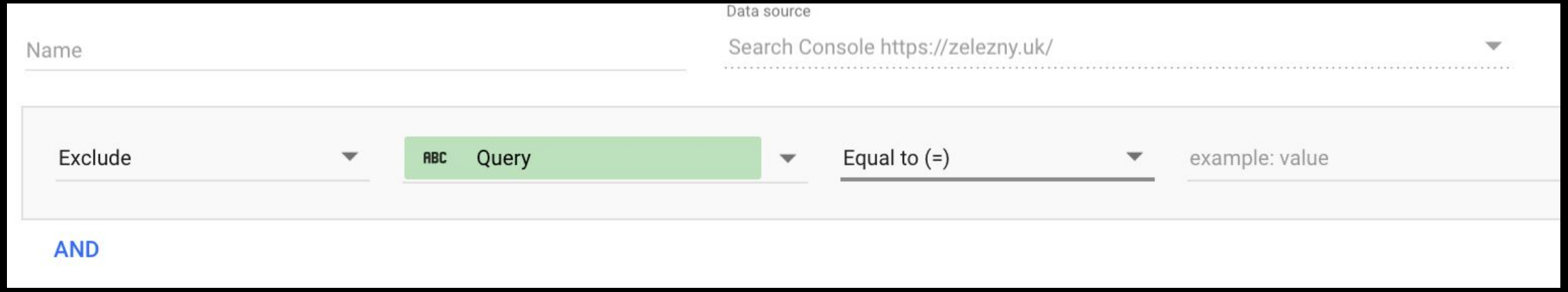
GIVE YOUR DATA STUDIO ACCESS TO YOUR SEARCH CONSOLE



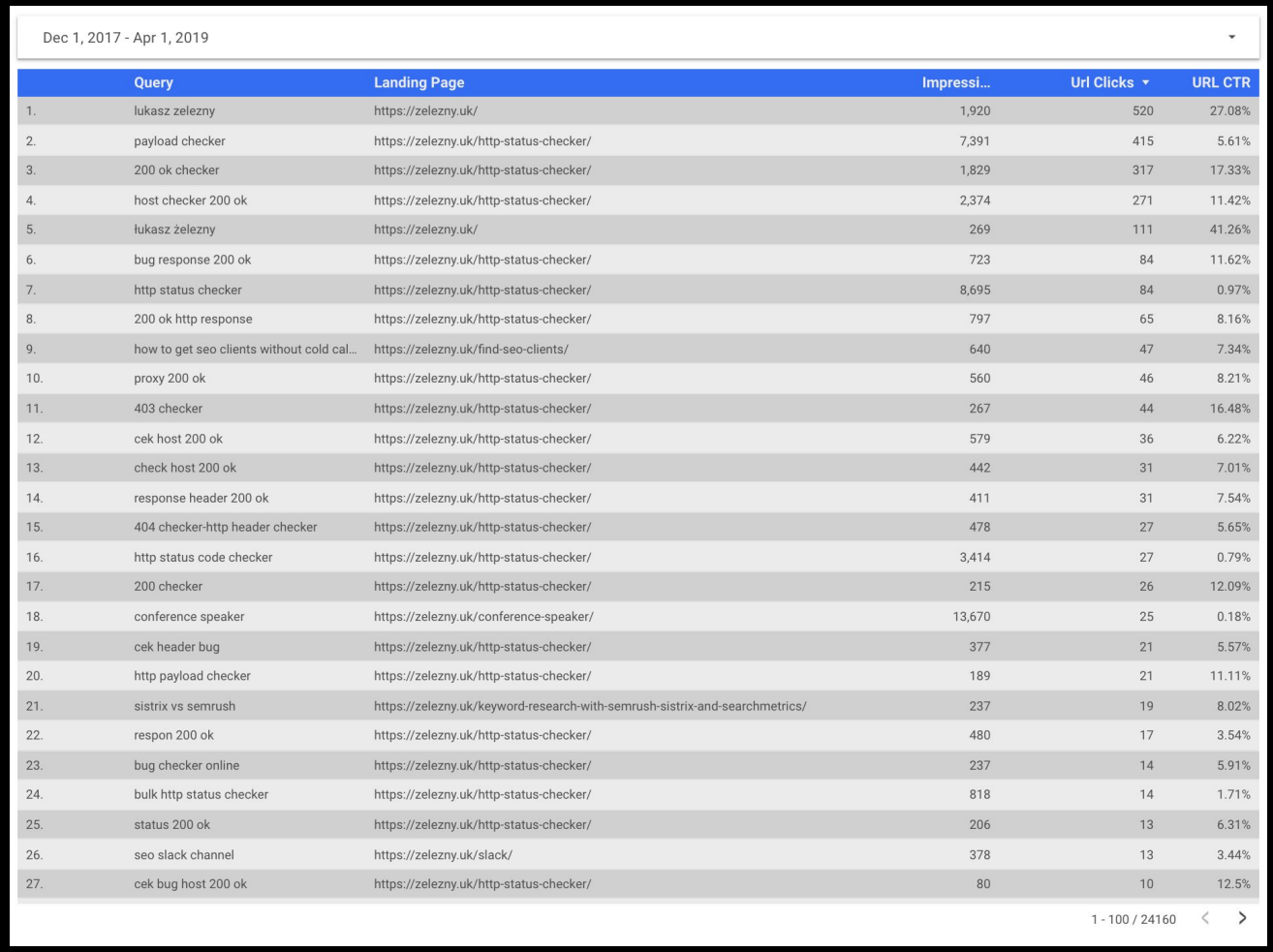


THEN ADD DATA SOURCE TO YOUR REPORT

EXCLUDE EMPTY QUERIES USING FILTER



COMPLETE TABLE OF QUERIES FROM GIVEN PERIOD



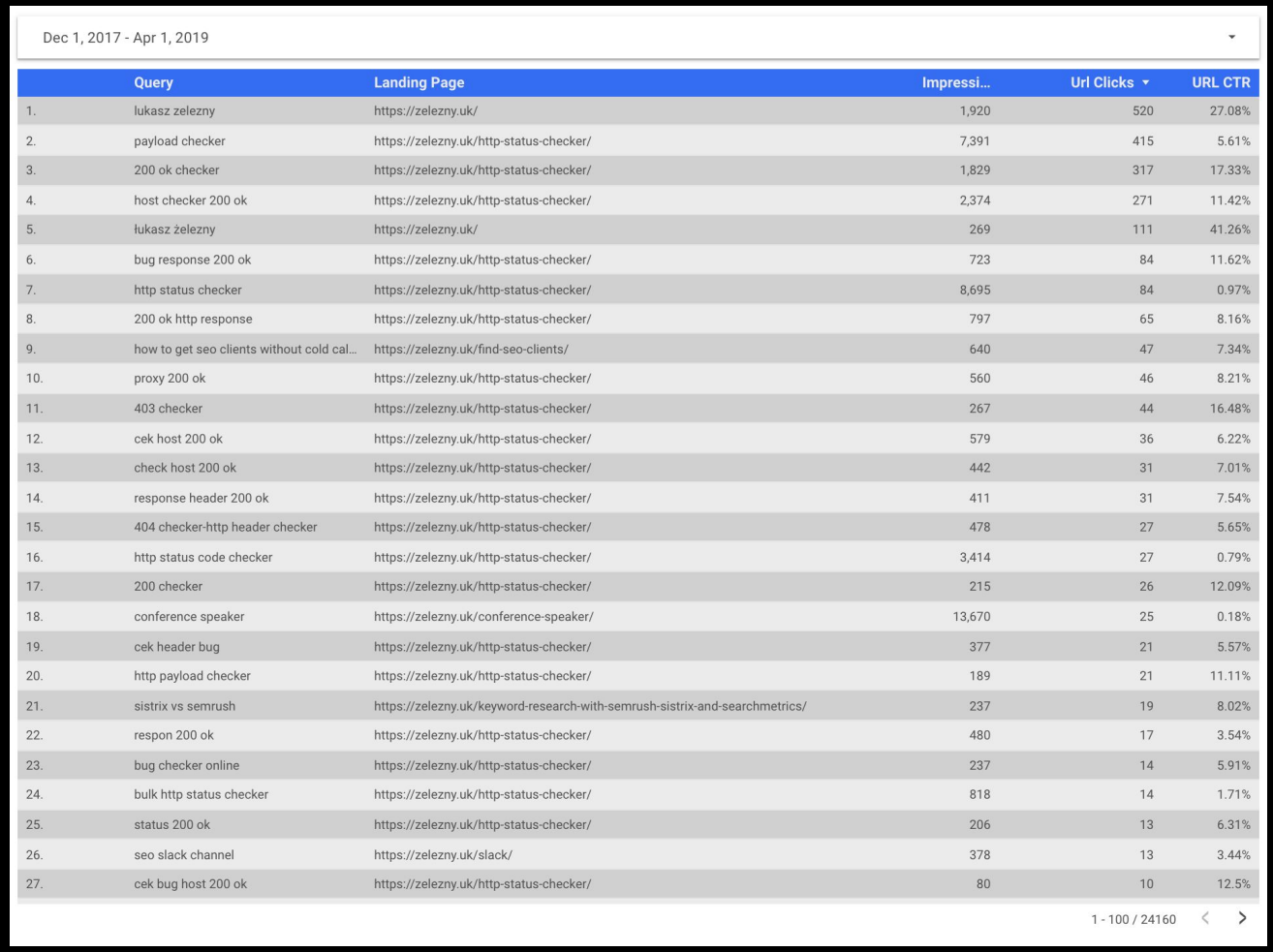
Dec 1, 2017 - Apr 1, 2019

	Query	Landing Page	Impressi...	Url Clicks	URL CTR
1.	lukasz zelezny	https://zelezny.uk/	1,920	520	27.08%
2.	payload checker	https://zelezny.uk/http-status-checker/	7,391	415	5.61%
3.	200 ok checker	https://zelezny.uk/http-status-checker/	1,829	317	17.33%
4.	host checker 200 ok	https://zelezny.uk/http-status-checker/	2,374	271	11.42%
5.	łukasz żelezny	https://zelezny.uk/	269	111	41.26%
6.	bug response 200 ok	https://zelezny.uk/http-status-checker/	723	84	11.62%
7.	http status checker	https://zelezny.uk/http-status-checker/	8,695	84	0.97%
8.	200 ok http response	https://zelezny.uk/http-status-checker/	797	65	8.16%
9.	how to get seo clients without cold cal...	https://zelezny.uk/find-seo-clients/	640	47	7.34%
10.	proxy 200 ok	https://zelezny.uk/http-status-checker/	560	46	8.21%
11.	403 checker	https://zelezny.uk/http-status-checker/	267	44	16.48%
12.	cek host 200 ok	https://zelezny.uk/http-status-checker/	579	36	6.22%
13.	check host 200 ok	https://zelezny.uk/http-status-checker/	442	31	7.01%
14.	response header 200 ok	https://zelezny.uk/http-status-checker/	411	31	7.54%
15.	404 checker-http header checker	https://zelezny.uk/http-status-checker/	478	27	5.65%
16.	http status code checker	https://zelezny.uk/http-status-checker/	3,414	27	0.79%
17.	200 checker	https://zelezny.uk/http-status-checker/	215	26	12.09%
18.	conference speaker	https://zelezny.uk/conference-speaker/	13,670	25	0.18%
19.	cek header bug	https://zelezny.uk/http-status-checker/	377	21	5.57%
20.	http payload checker	https://zelezny.uk/http-status-checker/	189	21	11.11%
21.	sistrix vs semrush	https://zelezny.uk/keyword-research-with-semrush-sistrix-and-searchmetrics/	237	19	8.02%
22.	respon 200 ok	https://zelezny.uk/http-status-checker/	480	17	3.54%
23.	bug checker online	https://zelezny.uk/http-status-checker/	237	14	5.91%
24.	bulk http status checker	https://zelezny.uk/http-status-checker/	818	14	1.71%
25.	status 200 ok	https://zelezny.uk/http-status-checker/	206	13	6.31%
26.	seo slack channel	https://zelezny.uk/slack/	378	13	3.44%
27.	cek bug host 200 ok	https://zelezny.uk/http-status-checker/	80	10	12.5%

1 - 100 / 24160

WE HAVE THREE METRICS:

1. IMPRESSIONS
2. CLICKS
3. CTR



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1 - 100 / 24160

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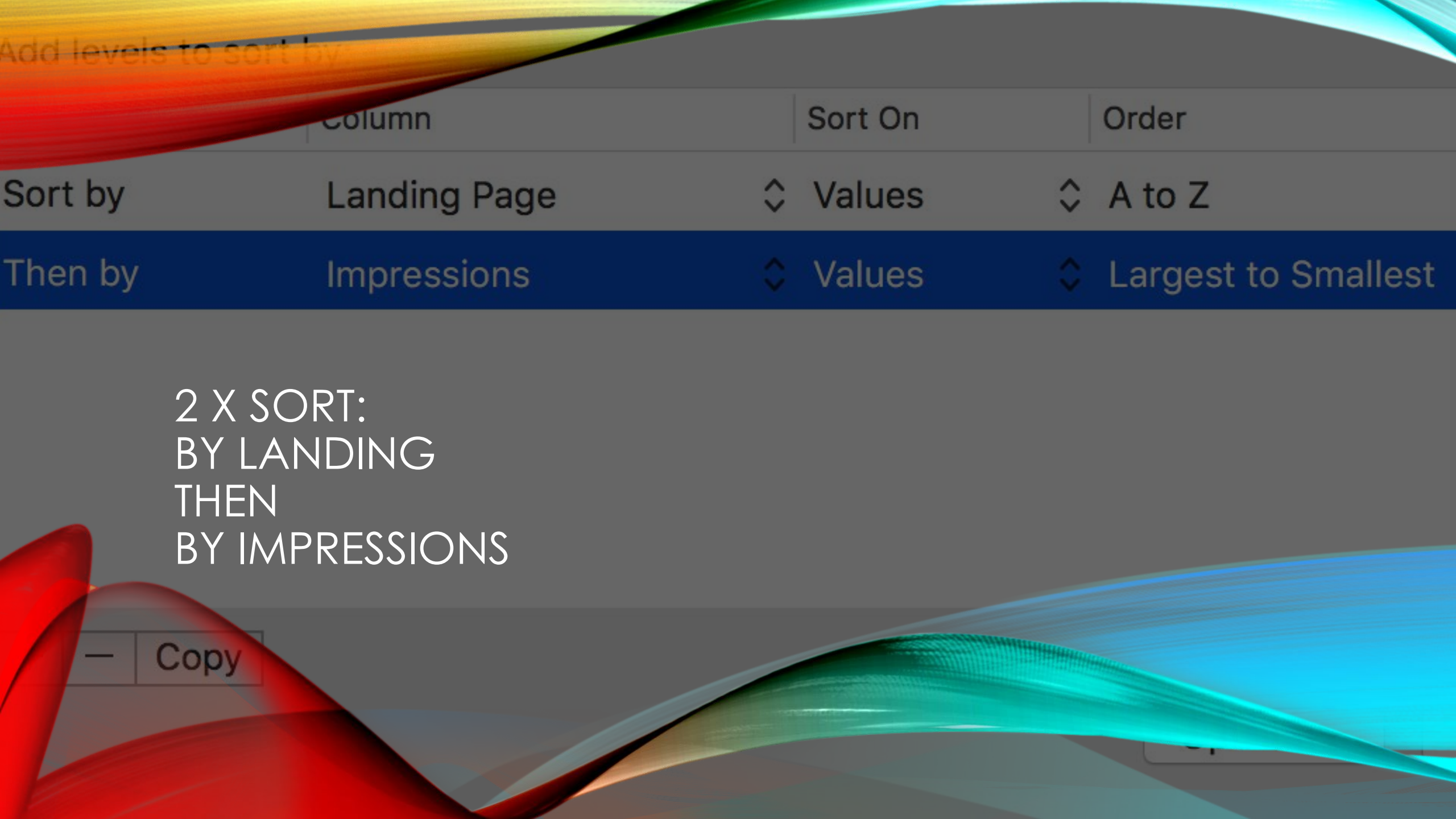
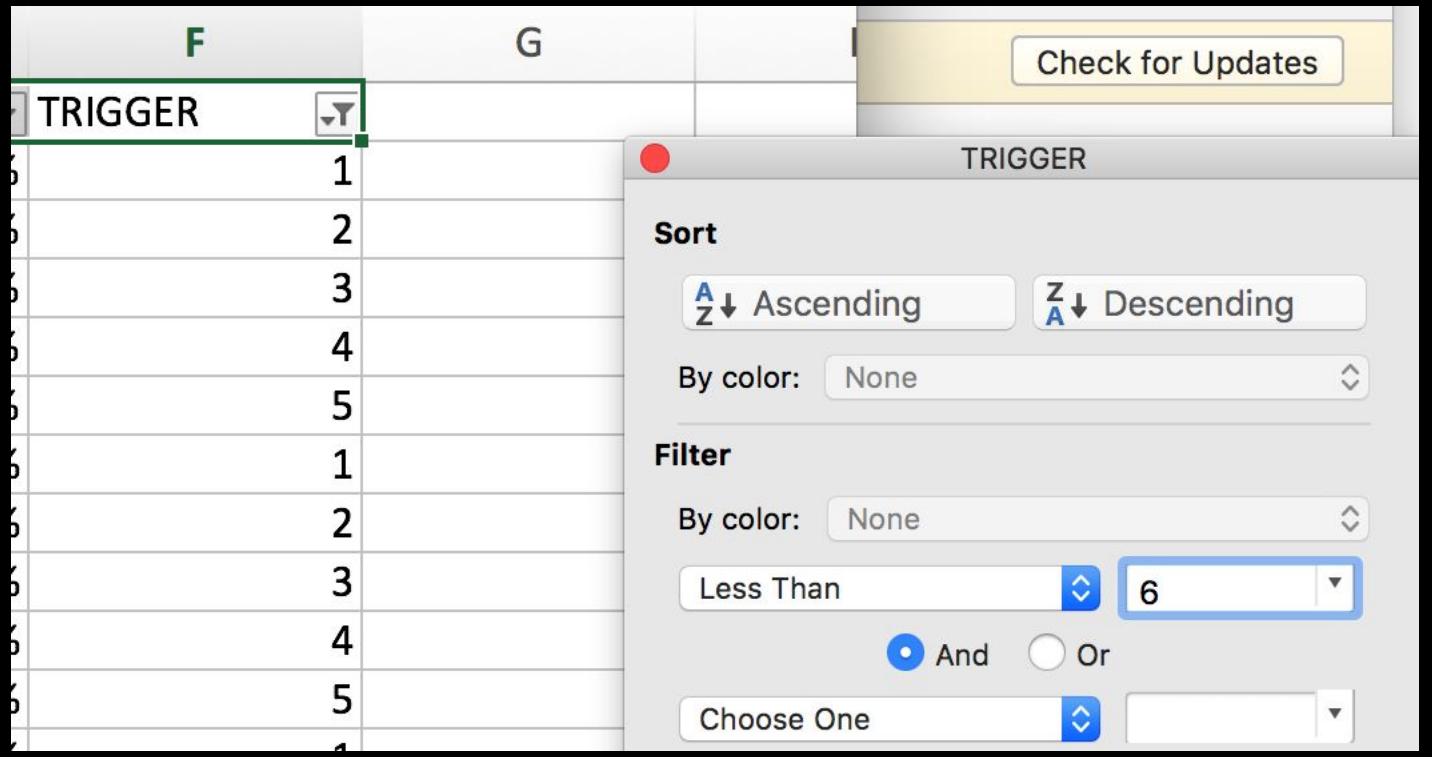
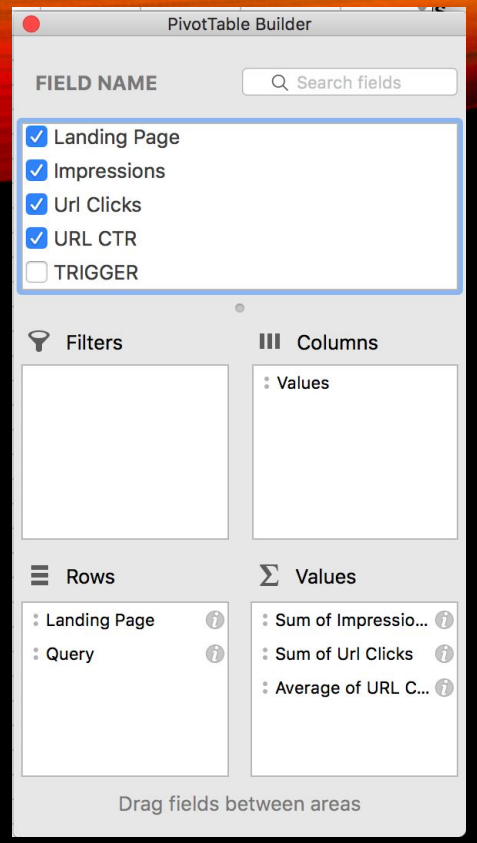
THE “SNAPSHOT” TABLE IS READY


Add levels to sort by
Column
Sort On
Order
Sort by
Landing Page
Values
A to Z
Then by
Impressions
Values
Largest to Smallest
2 X SORT:
BY LANDING
THEN
BY IMPRESSIONS
Copy

Query	Landing Page	Impressions	Url Clicks	URL C
seo uk	https://zelezny.uk/	23,044	5	
seo consultant london	https://zelezny.uk/	13,053	1	
uk seo	https://zelezny.uk/	12,092	1	
seo consultant uk	https://zelezny.uk/	11,840	3	
seo speaker	https://zelezny.uk/	9,550	9	
uk seo consultant	https://zelezny.uk/	7,791	0	
uk seo consultancy	https://zelezny.uk/	5,497	0	
seo in london	https://zelezny.uk/	5,160	2	
london seo consultant	https://zelezny.uk/	5,027	0	
london seo consultancy	https://zelezny.uk/	3,648	0	
seo expert london	https://zelezny.uk/	3,577	0	
seo conference	https://zelezny.uk/	3,358	0	
social media consultant	https://zelezny.uk/	3,104	0	
seo expert uk	https://zelezny.uk/	2,639	0	
seo	https://zelezny.uk/	2,364	0	
seo consultancy london	https://zelezny.uk/	2,201	1	
seo london	https://zelezny.uk/	2,047	0	
seo consultant liverpool	https://zelezny.uk/	1,958	1	
lukasz zelezny	https://zelezny.uk/	1,920	520	
social media consultant london	https://zelezny.uk/	1,677	0	
seo consultant brighton	https://zelezny.uk/	1,674	2	
seo consultant southampton	https://zelezny.uk/	1,585	0	
seo in uk	https://zelezny.uk/	1,563	0	
seo london uk	https://zelezny.uk/	1,511	0	
london seo expert	https://zelezny.uk/	1,484	0	
seo consultancy uk	https://zelezny.uk/	1,472	0	
seo keynote speaker	https://zelezny.uk/	1,322	1	

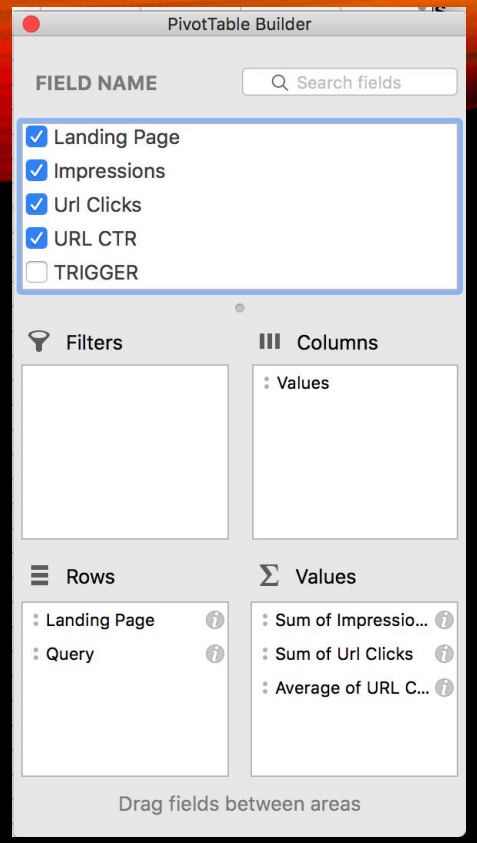
TRIGGER:
=IF(B3=B2,F2+1,1)





Row Labels	Sum of Impressions	Sum of Url Clicks	Average of URL CTR
https://zelezny.uk/http-status-checker/	29,426	529	1.49%
https://zelezny.uk/find-seo-clients/	5,283	51	1.59%
how to get seo clients without cold calling	640	47	7.34%
how to find seo clients	525	2	0.38%
how to get seo clients	888	2	0.23%
seo clients	1,747	-	0.00%
how to get local seo clients	1,483	-	0.00%
https://zelezny.uk/conference-speaker/	18,319	32	0.15%
https://zelezny.uk/	69,579	19	0.03%
https://zelezny.uk/slack/	1,588	18	1.08%
https://zelezny.uk/blog-topic-content-title-generator/	32,999	12	0.04%
https://zelezny.uk/4-google-chrome-extensions-for-avid-users-of-youtube/	3,934	10	0.23%

THE MOST USEFUL PIVOTTABLE EVER



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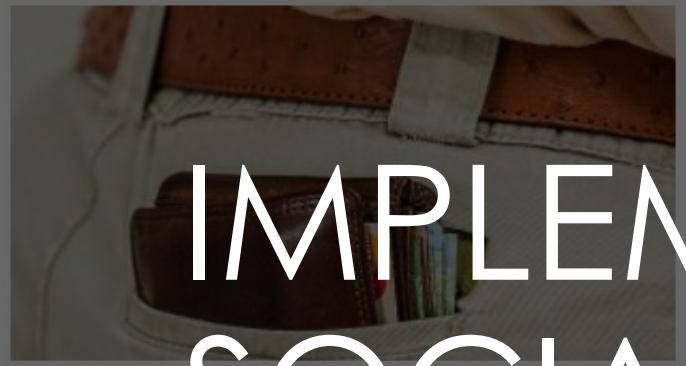
⊞ https://zelezny.uk/4-google-chrome-extensions-for-avid-users-of-youtube/	3,934	10	0.23%
⊟ https://zelezny.uk/seo-snapshot-method/	712	9	0.50%
seo snapshot	363	9	2.48%
lukasz zelezny	157	-	0.00%
site:zelezny.uk	79	-	0.00%
seo quick	62	-	0.00%
check seo status	51	-	0.00%
⊞ https://zelezny.uk/seo-audit/	70,359	5	0.01%
⊞ https://zelezny.uk/3-highly-secure-cloud-storage-and-backup-solutions-for-businesses/	5,551	4	0.07%
⊞ https://zelezny.uk/digital-marketing-strategy-for-hotel-owners/	7,706	4	0.04%
⊞ https://zelezny.uk/8-external-forces-that-drive-business-performance/	425	3	0.88%

THE MOST USEFUL PIVOTTABLE EVER

Media Społecznościowe w Polsce

Wszystkie | Kategorie | Artykuły | Najlepsze blogi | Sitemap

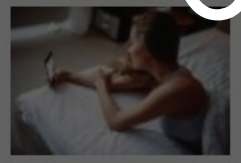
WSZYSTKIE



Blik – Gdzie zapłacę, wygoda, bezpieczeństwo, możliwości

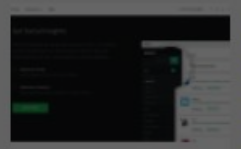
Gdzie można płacić blikiem? Czym jest Blik i gdzie można płacić blikiem? Blik to sposó

Czytaj »

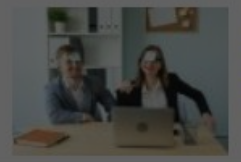


Tik Tok co to jest za aplikacja. Jak założyć oraz usunąć konto?

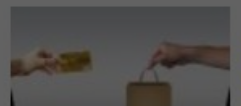
Jak Zrobić Dobre Zdjęcia Telefonem z Selfie Stick (z Kija)



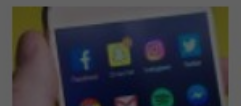
Co to jest Brand24, jak analizować wyniki, czy działa i sprzedaje?



Jak zacząć pracę i zostać specjalistą social media



Jak w Shopify zainstalować sklep, skonfigurować domenę



Jak włączyć, wyłączyć, przywrócić, zdobyć i stworzyć

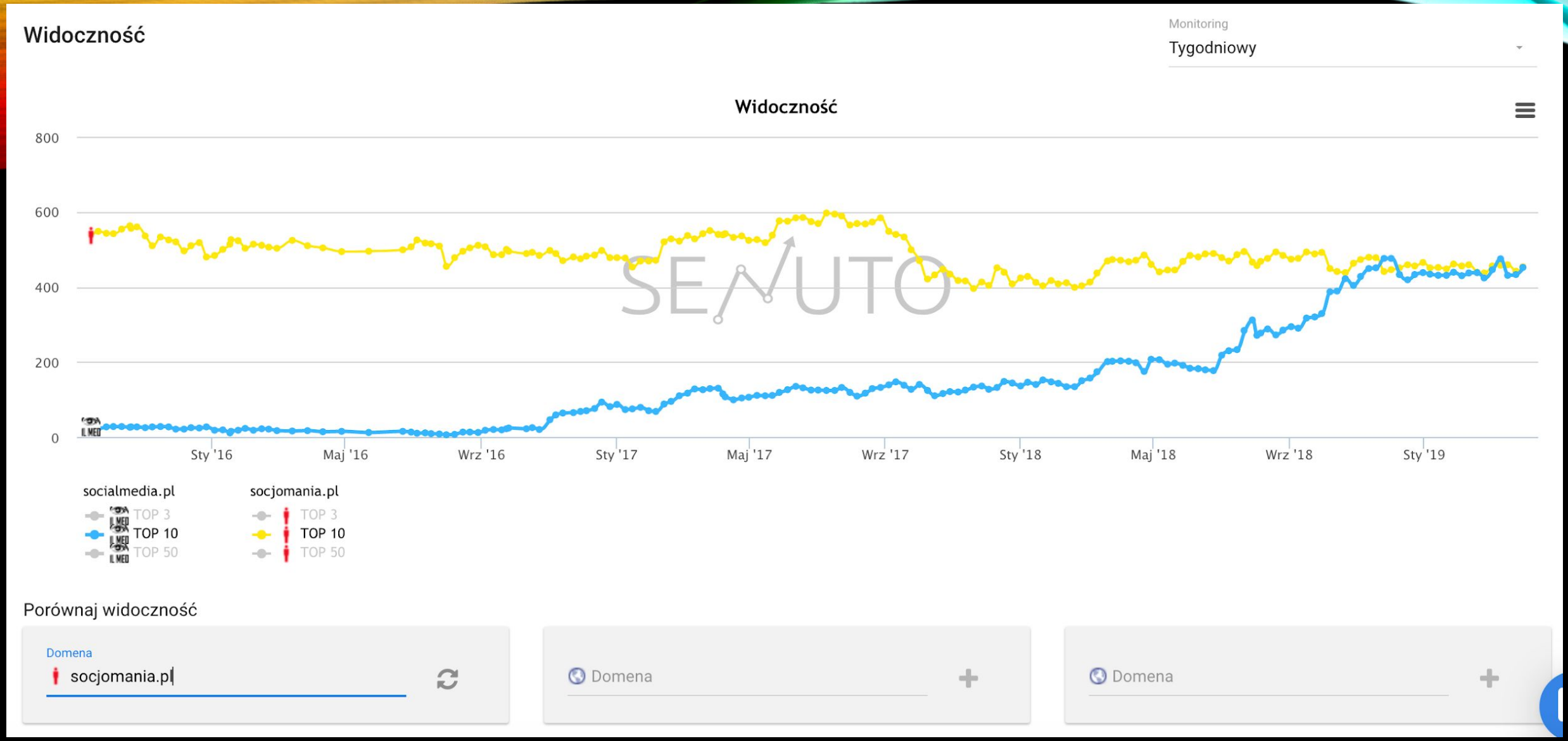
AUDYTY SEO DLA ŚREDNICH I DUŻYCH FIRM

LZ
LUKASZ ZELEZNY
seo & social media

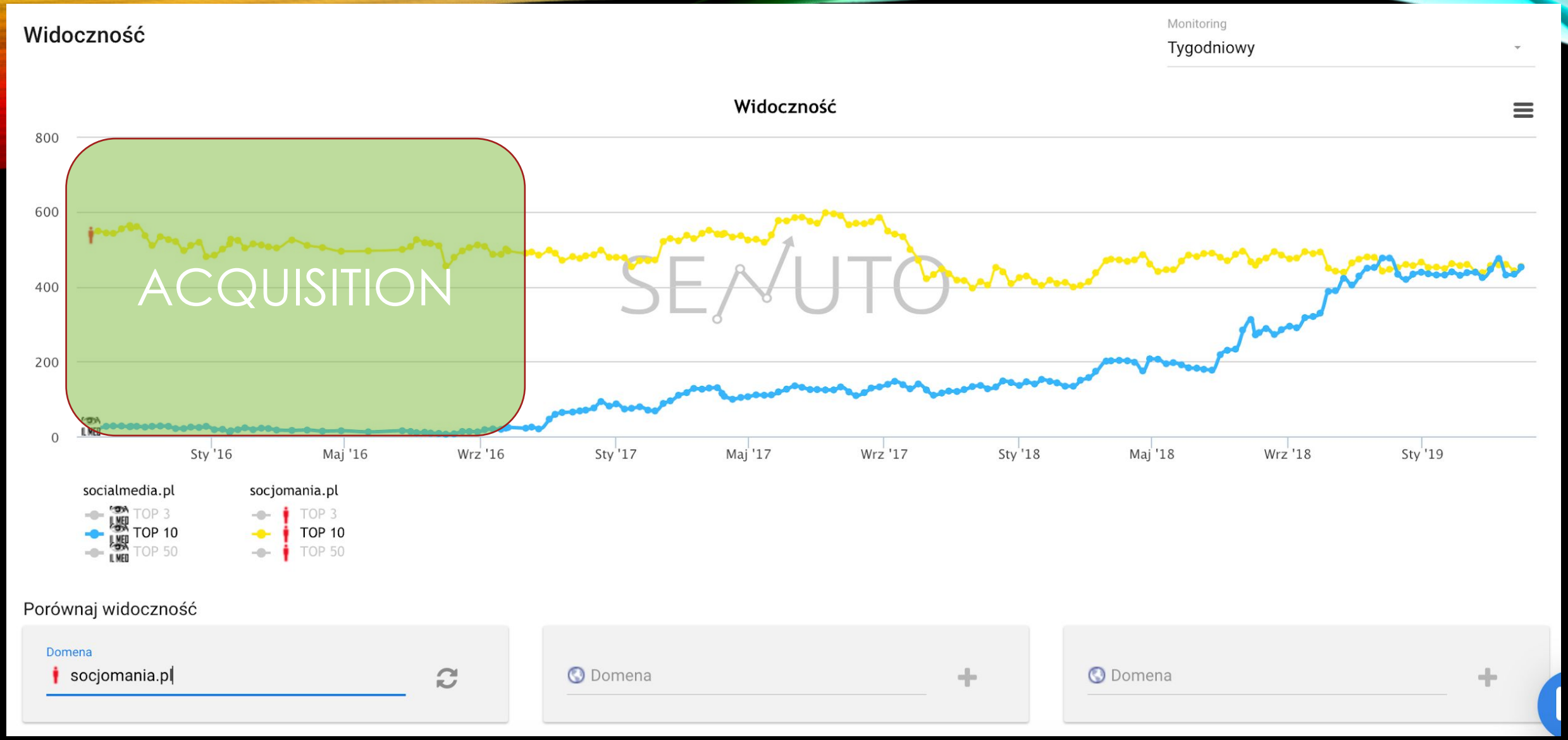
Lukasz Zelezny

Szkolenie SEO dla właścicieli stron działających na WP

IMPLEMENTATION - SOCIALMEDIA.PL



IMPLEMENTATION - SOCIALMEDIA.PL



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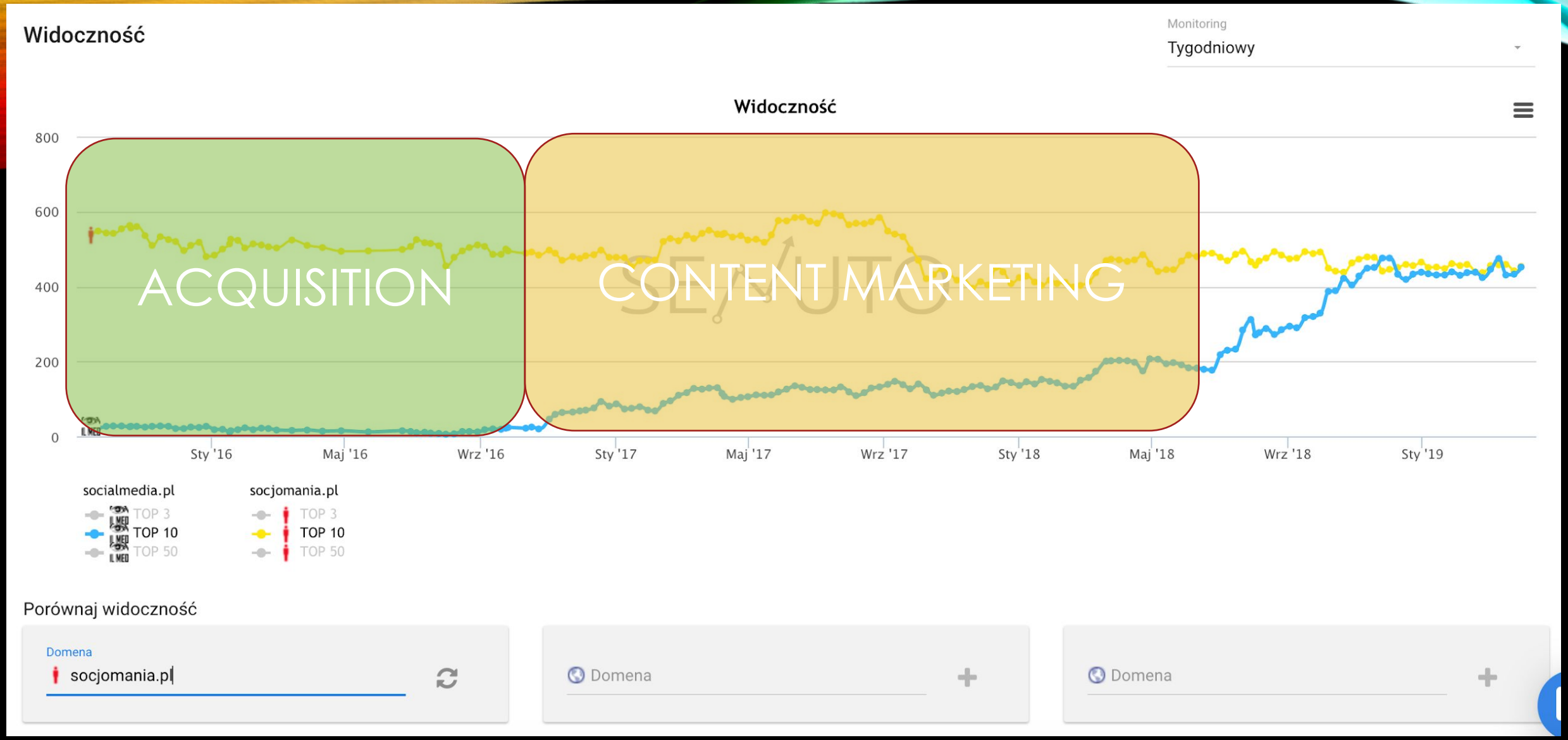
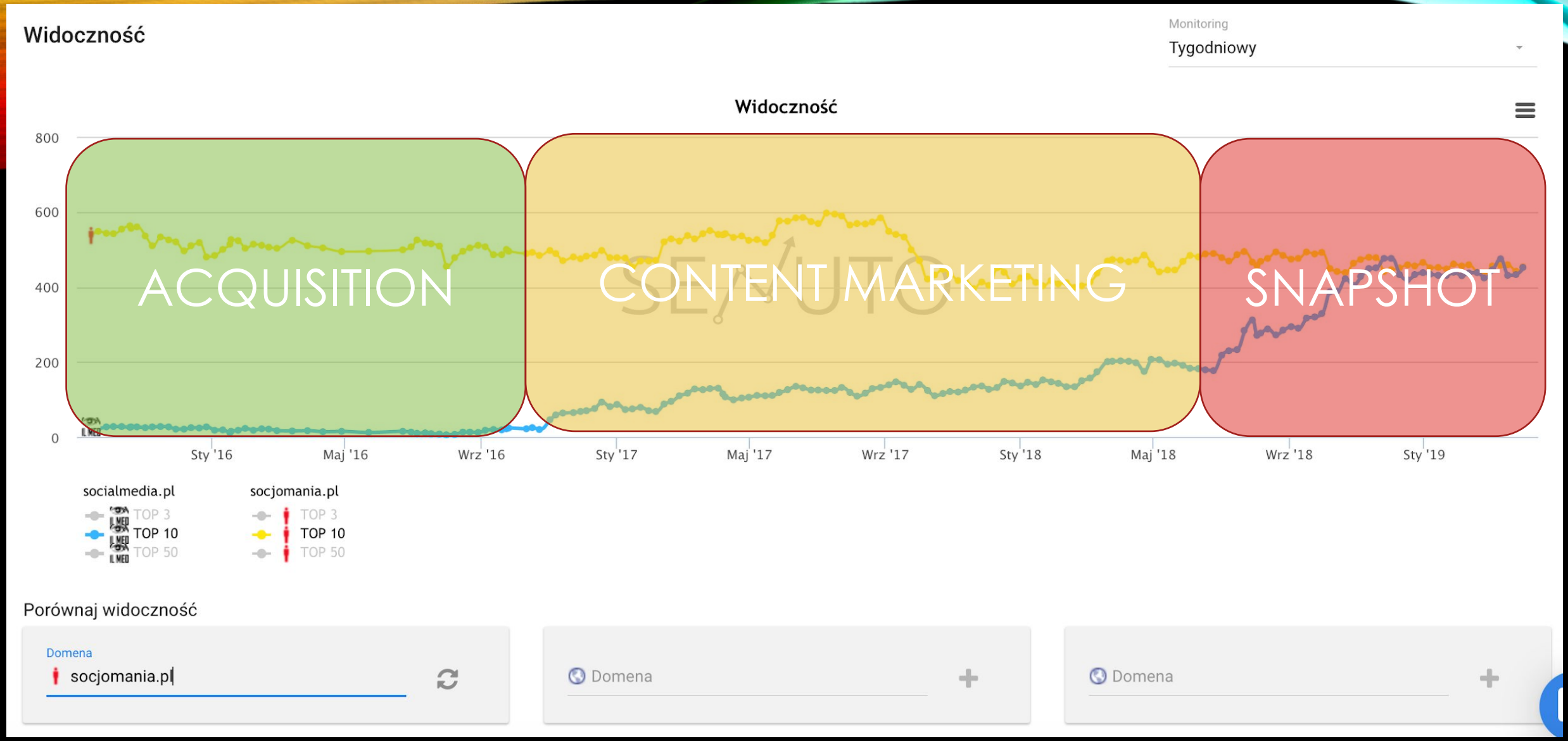


IMPLEMENTATION - SOCIALMEDIA.PL



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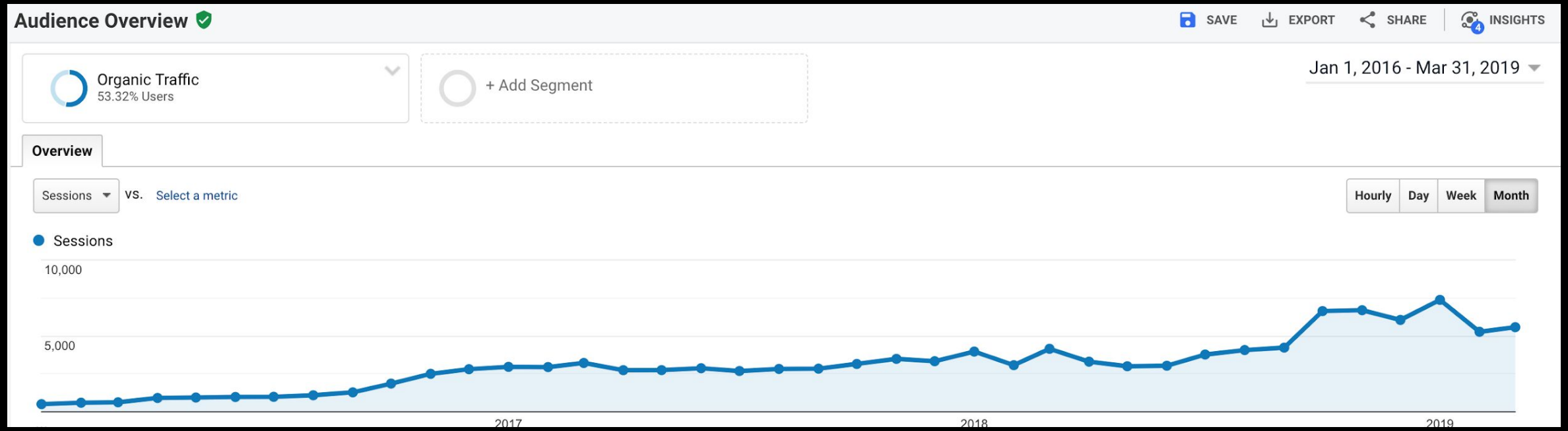

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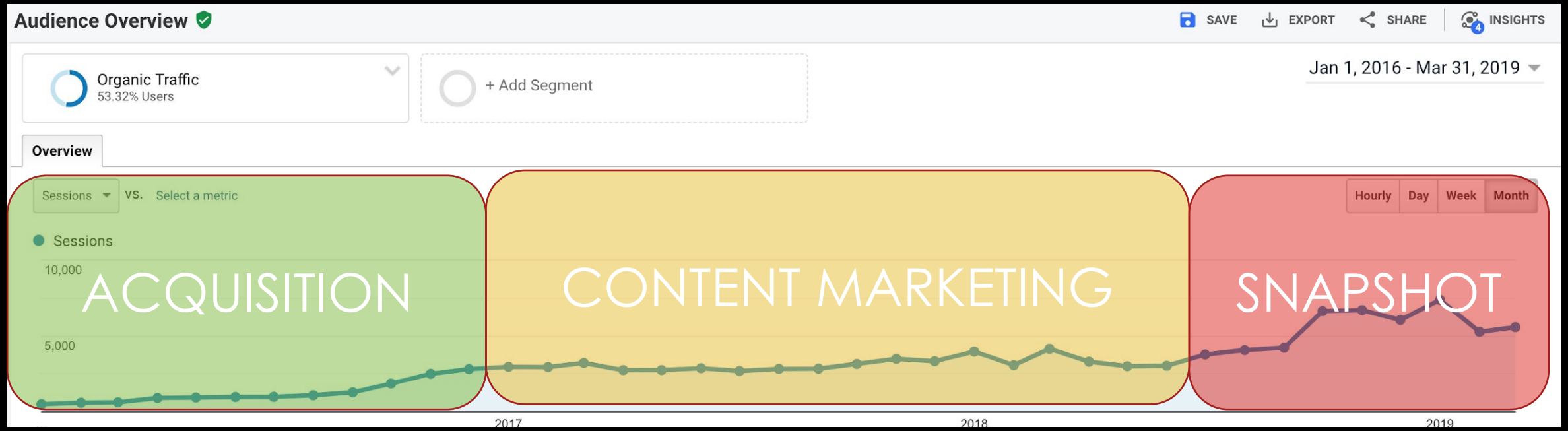


IMPLEMENTATION - SOCIALMEDIA.PL

CONCLUSIONS:

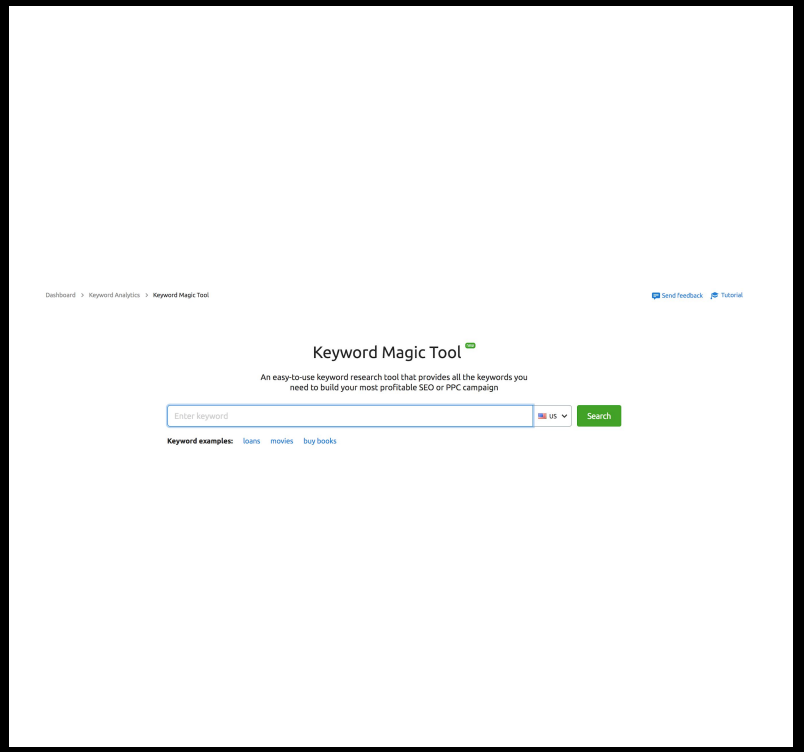
- use keywords that are already ranking quite well;

- leverage quality traffic;

- play Google game.

SEO TACTIC#2
"KEYWORD MAGIC TOOLS"

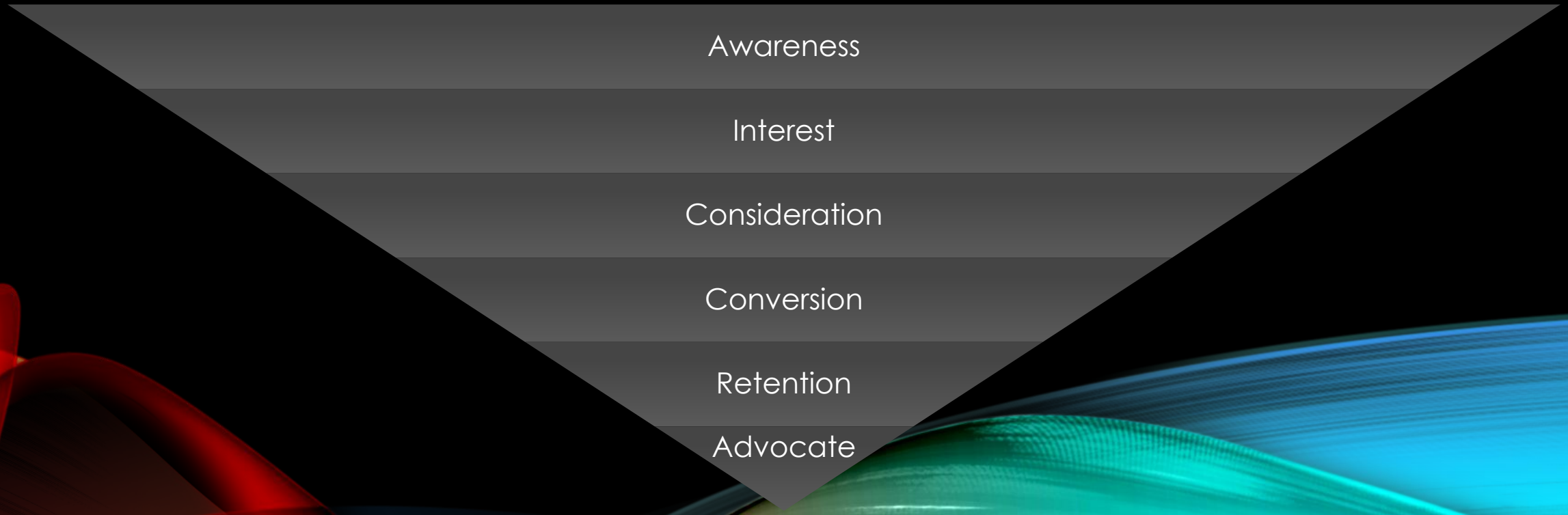
LUKASZ ZELEZNY
seo & social media



KEYWORD MAGIC TOOLS

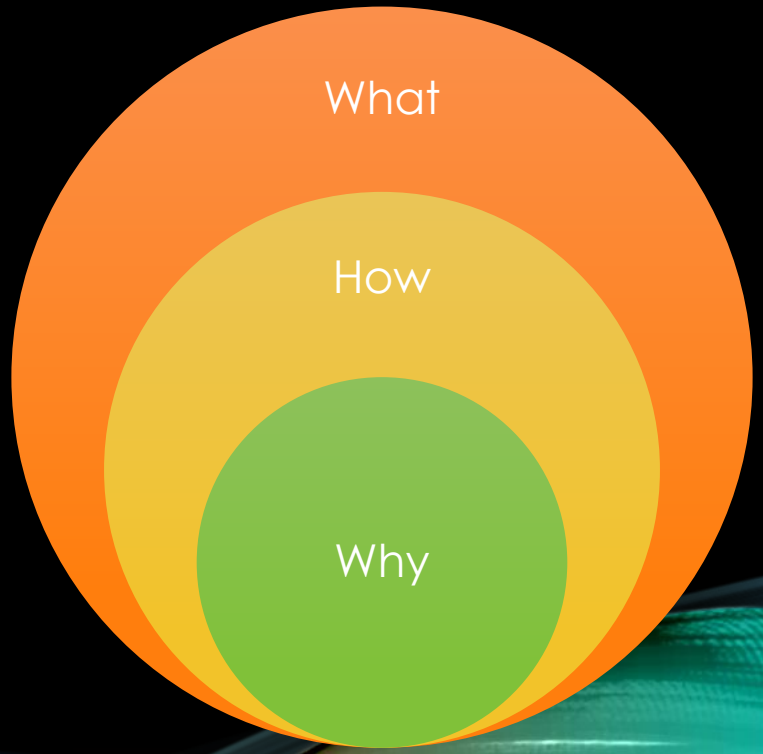
semrush

KEYWORDS BY INTENT

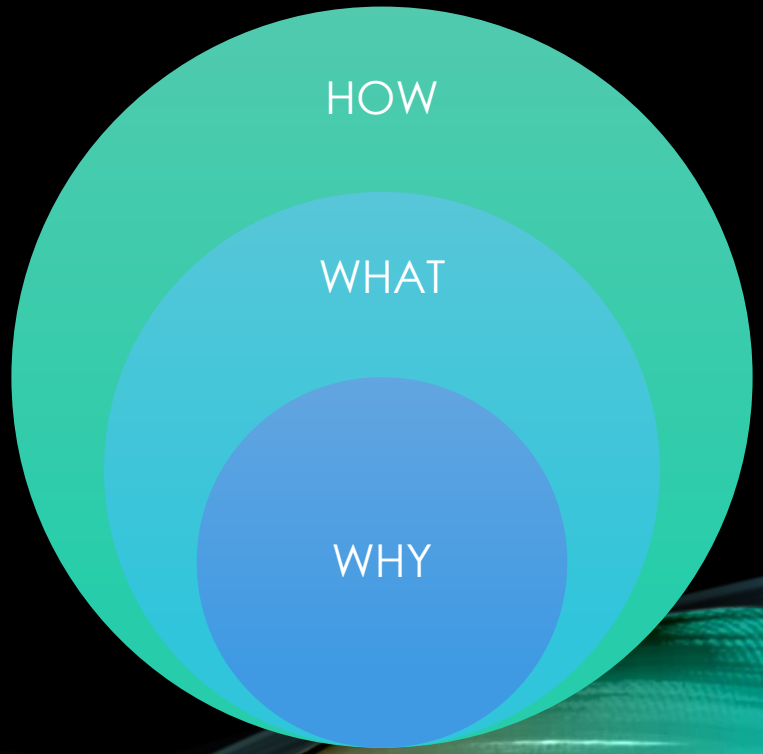


QUESTIONS (WHY/HOW/WHAT/WHERE/ETC)

SIMON SINEK'S THE GOLDEN CIRCLE – START WITH WHY

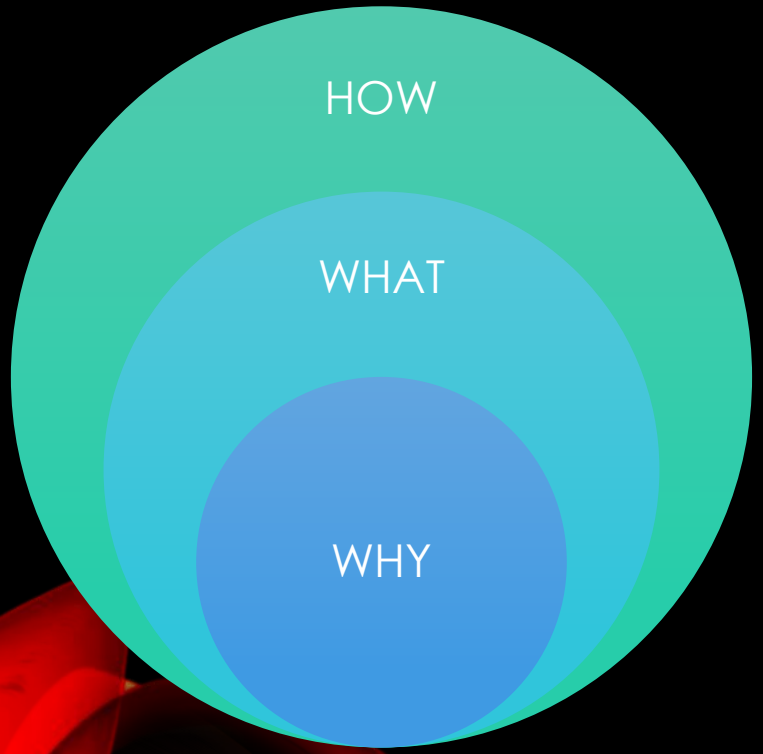


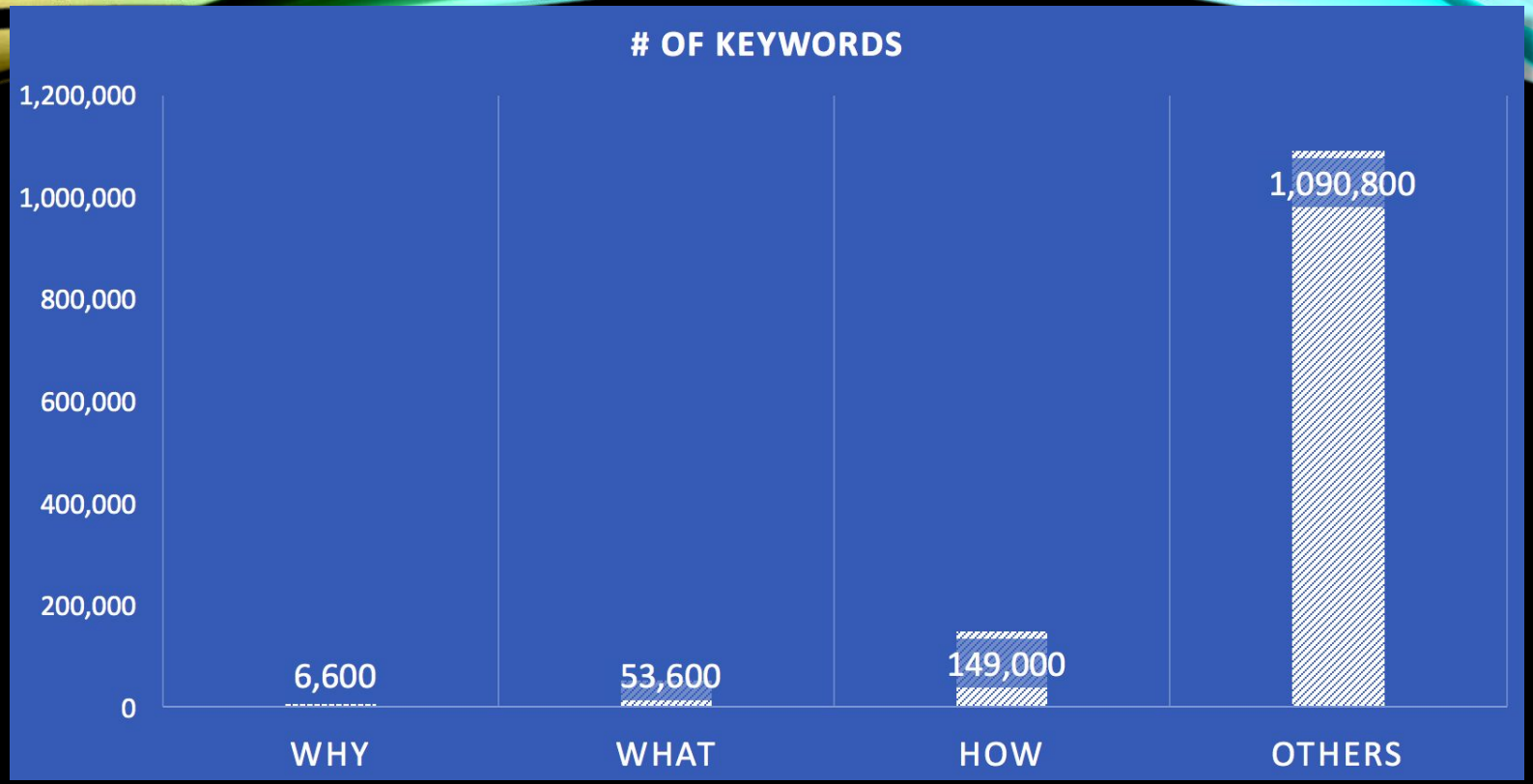
SEO SEARCH VOLUME GOLDEN CIRCLE

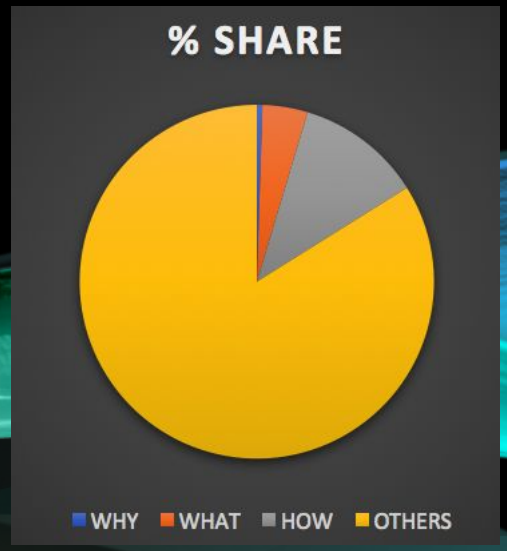


START FROM HOW

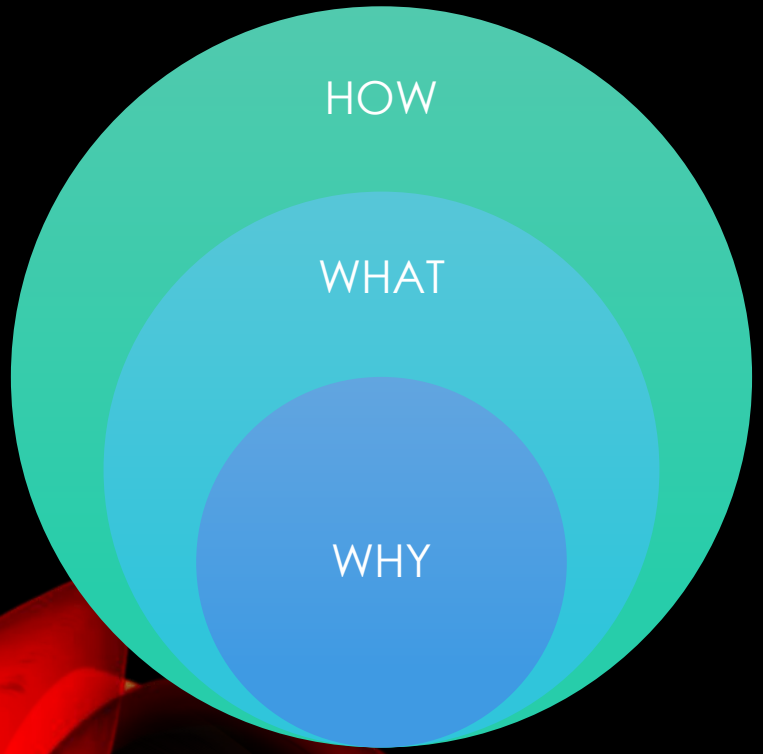
HubSpot

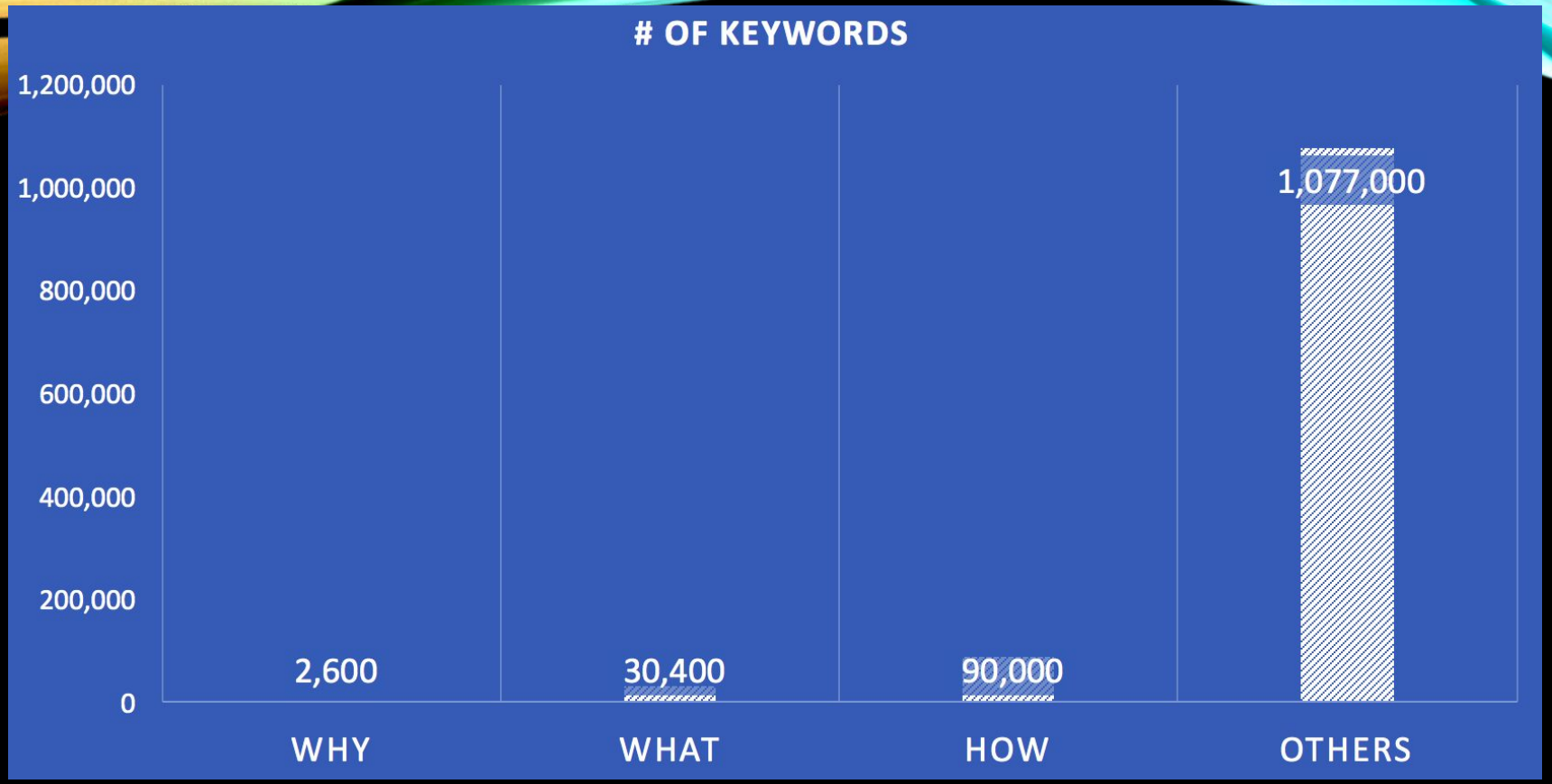

HOW
WHAT
WHY

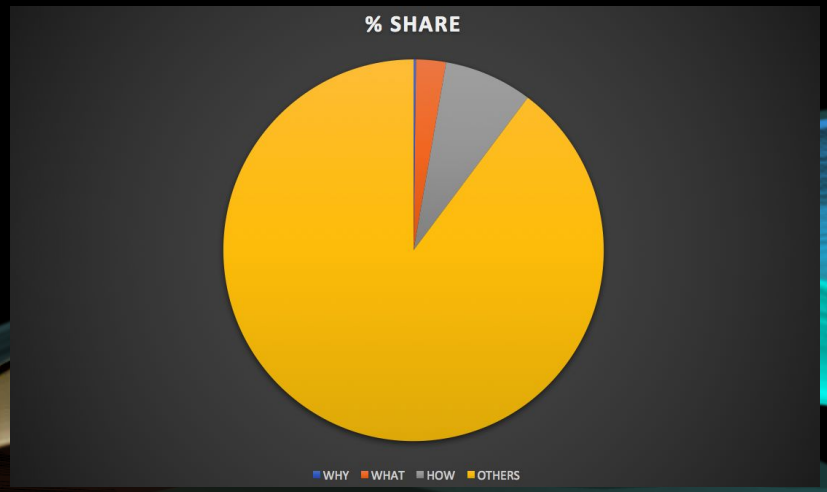

OF KEYWORDS
1,200,000
1,000,000
800,000
600,000
400,000
200,000
0
6,600
53,600
149,000
1,090,800
WHY
WHAT
HOW
OTHERS


% SHARE
WHY
WHAT
HOW
OTHERS

shopify


HOW
WHAT
WHY


OF KEYWORDS
1,200,000
1,000,000
800,000
600,000
400,000
200,000
0
2,600
30,400
90,000
1,077,000
WHY
WHAT
HOW
OTHERS


% SHARE
WHY
WHAT
HOW
OTHERS

Keyword Magic Tool: List 38

organize conference | + New keyword

organize conference | US | Apply | Broad Match | Phrase Match | Exact Match | Related

All | Questions | Advanced filters

By num of keywords | By volume

- All keywords 107
- international 8
- leadership 7
- press 7
- first 5
- call 4
- professional 4

All keywords

Total volume **1,190** | Average difficulty **9.01%**

Keyword	Volume	Trend	KD
who organized the first pan african conference in 1900	260		78.2
who organized the southern christian leadership conference	210		77.19
how to organize a conference	90		71.6
how to organize a conference call meeting	90		n/a

Keyword Magic Tool: List 38

london | + New keyword

london | US | Apply | Broad Match | Phrase Match | Exact Match | Related

All | Questions | Advanced filters

Include keywords: Broad Match | AND | Exclude keywords: Broad Match

Words count	Volume	KD %	CPC (USD)	Com.
from / to	from / to	from 50	from / to	from / to

By num of keywords | By volume

All keywords	79,904
buy	8,114
get	5,813
can	4,952
much	3,853
long	3,468
many	3,402
time	2,795

All keywords

Total volume **374,680** | Average difficulty **0.03%**

Keyword	Volume	Trend	KD
how to cook london broil on the grill	1,600		n/a
how do you cook london broil	1,000		n/a
how long is a flight from boston to london	590		n/a
why are the eagles playing in london	590		n/a
how long is a flight from la to london	480		n/a

All keywords

Total volume **9,470** | Average difficulty **0.02%**

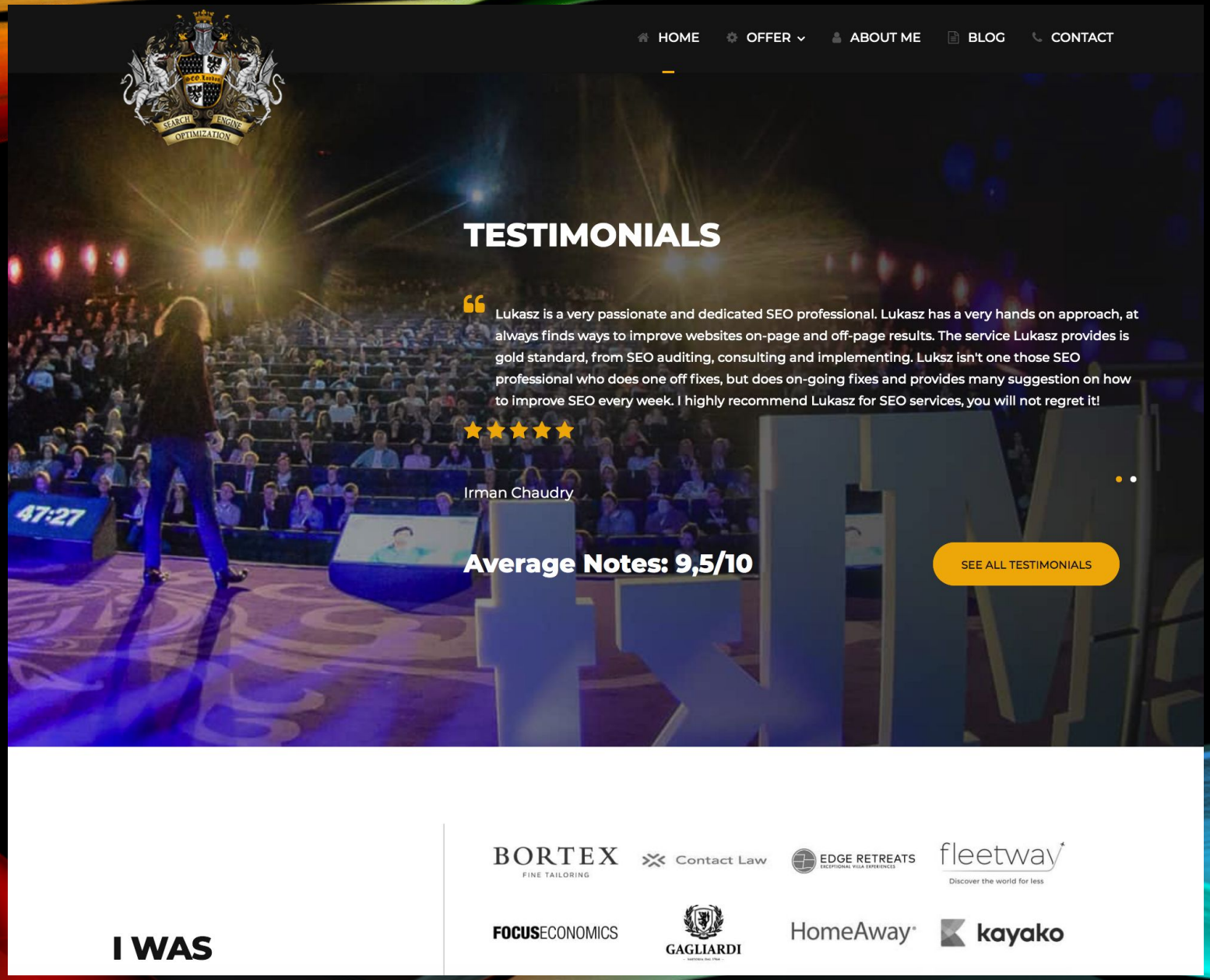
Keyword	Volume	Trend	KD
how to cook broccoli in oven	1,600		n/a
how to cook broccoli on stove	1,000		n/a
how to cook broccoli in instant pot	210		n/a
how to cook frozen broccoli in the oven	170		n/a
how do you cook broccoli rapini	90		n/a
how long do you cook broccoli in the oven	90		n/a
how long do you cook fresh broccoli for	90		n/a
how to cook broccoli and carrots on stove	90		n/a
how to cook broccoli in an air fryer	90		n/a

All keywords

Total volume **759,680** | Average difficulty **0.03%**

Keyword	Volume	Trend	KD
can you get cash back with a credit card	3,600		n/a
how to pay off credit card	3,600		n/a
what are the easiest credit cards to get approved for	2,400		n/a
can you pay taxes with a credit card	1,900		n/a
does dmv take credit cards	1,900		n/a
can i get a credit card with bad credit	1,600		n/a
how to buy bitcoin with credit card	1,600		n/a
how do cash back credit cards work	1,300		n/a

SEO TACTIC#3
“LINKS AND SOCIAL PROFILES”
LZ
LukasZ Zelezny
seo & social media



https://seo.london/

Search

Home | My Network 2 | Jobs | Messaging | Notifications 5 | Me | Work | Learning

Board Members Needed - Increase Your Income - Join Our Award Winning C-Suite Network Today Ad ···

Lukasz Zelezny

SEO Consultant for mid and large organisations with 15+ years experience, Search Award Judge and Top 10 UK Influencer

London, United Kingdom

SEO.London

Silesian University of Technology

See contact info

See connections (500+)

Add profile section | More...

- SEO strategic and result driven approach - Analytical / Number focused - OnPage optimization. - OffPage activities including link building. - User interface architecture suggestions (UX / UI) - ROI orientation. - Growth Hacking approach Specialties: - Working with CEOs/CMOs/SVP of Marketing -...

Edit public profile & URL

Add profile in another language

Ad ···

Ready for your next opportunity?

Lukasz, **Alfred Dunhill Ltd** is hiring!

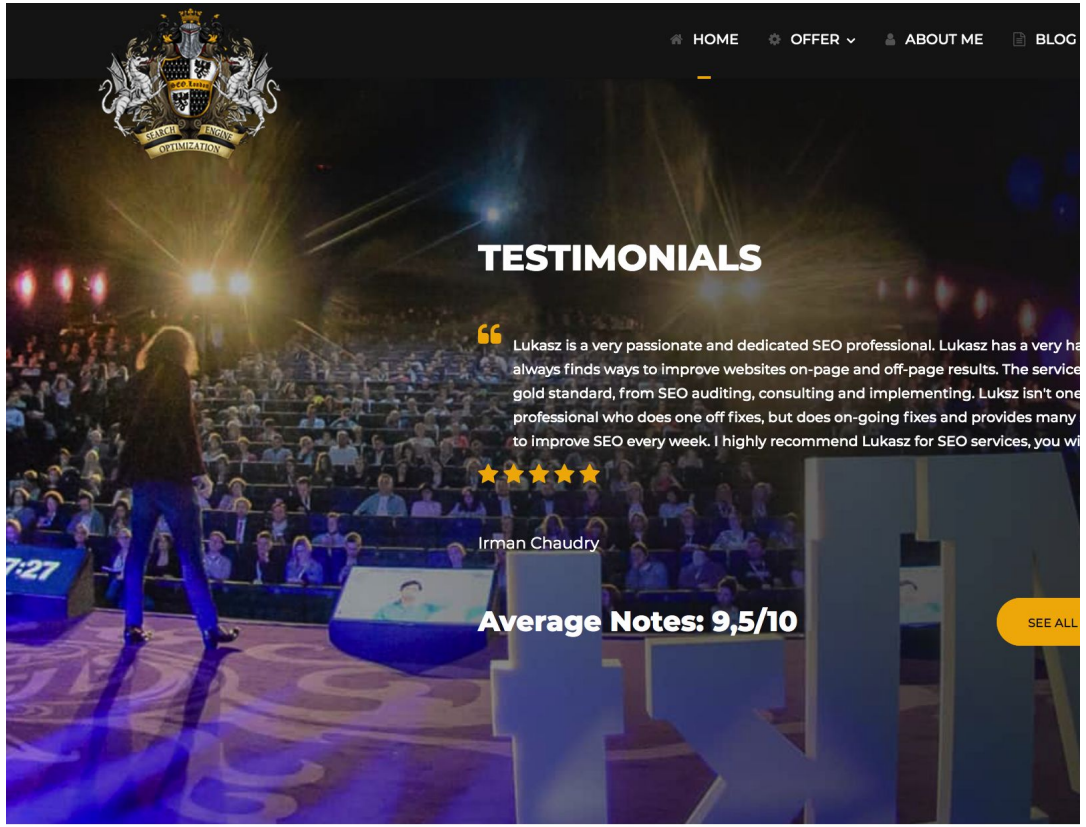
Follow

People Also Viewed

Vincent Hodgson-Coyle • 1st
Head of Digital, Paymentsense

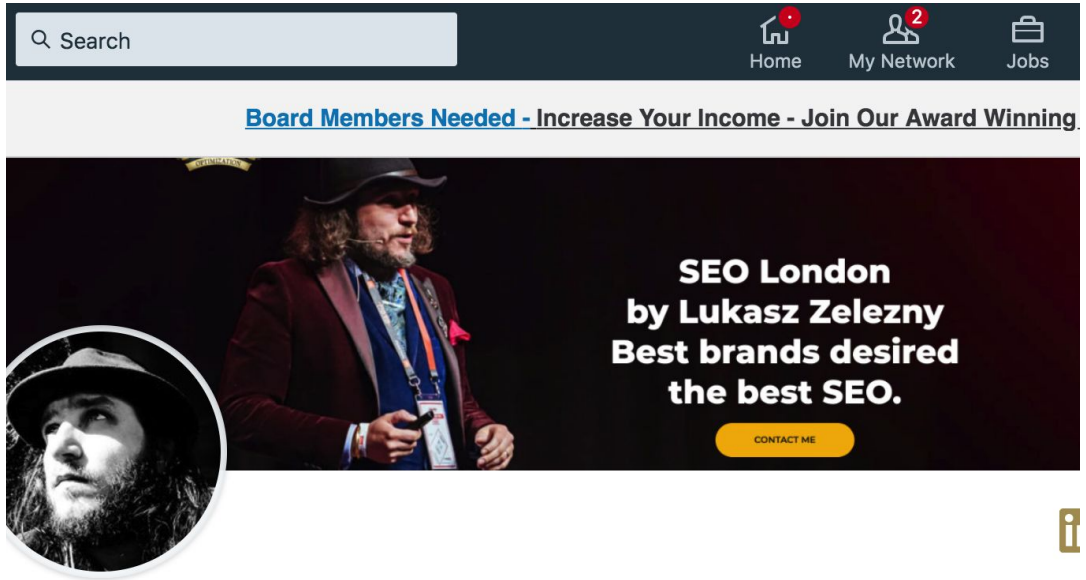
Richard Shove • 1st
Head of SEO | Experienced SEO and Digital Marketing Consultant

https://www.linkedin.com/in/seomanagerlondon/



I WAS

BORTEX FINE TAILORING · Contact Law · EDGE RETREATS · fleet · FOCUSECONOMICS · GAGLIARDI · HomeAway · ka



ukasz Zelezny

EO Consultant for mid and large organisations with 15+ ears experience, Search Award Judge and Top 10 UK fluencer

ndon, United Kingdom

SEO.London

Silesian University of Technology

See contact info

See connections (500

Add profile section

More...

EO strategic and result driven approach - Analytical / Number focused - OnPage optimization. fPage activities including link building. - User i ace architecture suggestions (UX / UI) - RC ientation. - Growth Hacking approach Specialti Working with CEOs/CMOs/SVP of Marketir

Site Explorer (play video) or compare

https://uk.linkedin.com/in/seomanagerlondon | URL

Use Fresh Index | Use Historic Index

Summary | Topics | Ref Domains | Backlinks | New | Lost | Anchor Text | Map | Pages

Would you like to switch to the entire linkedin.com domain? There are 13,137,524,258 external backlinks.

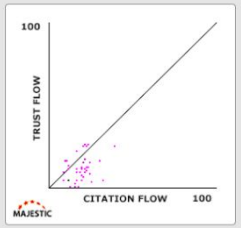
TRUST FLOW

16

TOPICAL TRUST FLOW

15	Computers / Internet
15	Business / Business Services
8	Computers / Internet / Web Design and Development
6	Business / Marketing and Advertising

LINK PROFILE



CITATION FLOW

12

EXTERNAL BACKLINKS

FRESH **141**

HISTORIC 698

REFERRING DOMAINS

FRESH **20**

HISTORIC 48

REFERRING IPS

FRESH **20**

HISTORIC 47

REFERRING SUBNETS

FRESH **20**

HISTORIC 47

#	Referring Domains
1	zelezny.uk
2	sitevisibility.co.uk
3	e-intelligence.in
4	seoinfo.edu.pl
5	remoters.net
6	socialmediasun.com
7	acast.com
8	theotherdesignagency.co.uk
9	ppcmasters.de
10	smxl.it
11	feedburner.com
12	timecamp.com

Interview with Luka

Interviews, Remoters 0 Comments

Lukasz Zelezny is an independent remot
Consultant. You can find Lukasz through hi
LinkedIn.

1. How did you start working remo

remoters

INTERVIEWS EVENTS JOBS COLIVINGS TOOLS BLOG

Home / Interviews / Remoters / Interview with Lukasz Zelezny

Interview with Lukasz Zelezny

Interviews, Remoters 0 Comments

Lukasz Zelezny is an independent remote based SEO Consultant. You can find Lukasz through his Website and LinkedIn.

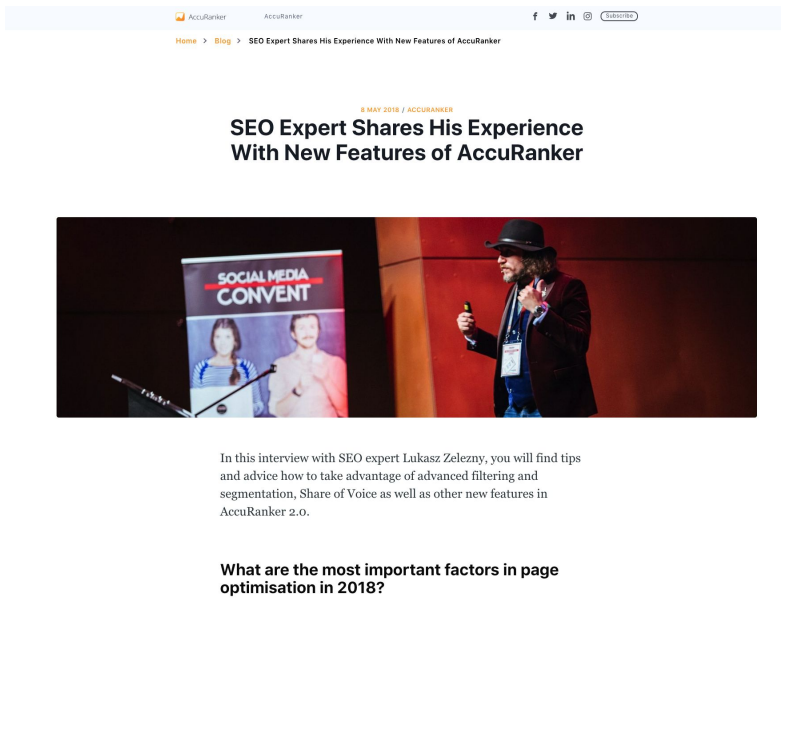
1. How did you start working remotely?

After 15 years of working in-house for various fantastic companies including Zoopla, uSwitch, Thomson Reuters or HomeAway I moved to Dagenham where I purchased house. Commuting was really killing me. 1.5 hour one way means 3 hours a day x 5 days its… 15 hours in a train.

I also became a father at end of 2018 and wanted to see my daughter growing. Additionally I spent last 6.5 years in uSwitch/Zoopla so I decided that it is possibly the best time to move on my own.

INTERVIEWS

- Companies
- Experts
- Remote Job Seekers
- Remoters



If you don't agree or agree with m website.

Lukasz Zelezny, zelezny.uk

LinkedIn

Head of SEO, Growth Hacker and

Site Explorer (play video) or compare

seo.london | Root Domain

Use Fresh Index | Use Historic Index

Summary | Topics | Ref Domains | Backlinks | New | Lost | Anchor Text | Map | Pages

TRUST FLOW

10

TOPICAL TRUST FLOW

10 Computers / Internet / Organizations

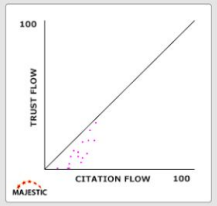
7 Regional / Europe

6 Computers / Internet / Web Design and Development

6 Arts / Performing Arts

more ...

LINK PROFILE



... more

CITATION FLOW

15

SEO for Middle and Large Size Brands from Lukasz Zelezny

EXTERNAL BACKLINKS	REFERRING DOMAINS	REFERRING IPS	REFERRING SUBNETS
FRESH	FRESH	FRESH	FRESH
20	11	11	11
↑ 3	↑ 2	↑ 2	↑ 2

Site Explorer (play video) or compare

https://www.facebook.com/ZeleznyLukasz | URL

Use Fresh Index | Use Historic Index

Summary | Topics | Ref Domains | Backlinks | New | Lost | Anchor Text | Map | Pages

Would you like to switch to the entire facebook.com domain? There are 82,312,986,424 external backlinks.

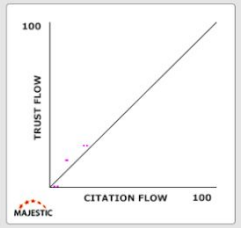
TRUST FLOW

13

TOPICAL TRUST FLOW

13 Computers / Internet

LINK PROFILE



CITATION FLOW

8

EXTERNAL BACKLINKS

FRESH
6

HISTORIC

REFERRING DOMAINS

FRESH
2

HISTORIC

REFERRING IPS

FRESH
2

HISTORIC

REFERRING SUBNETS

FRESH
2

HISTORIC

Site Explorer (play video) or compare

https://twitter.com/lukaszzelezny URL

Use Fresh Index Use Historic Index

Summary Topics Ref Domains Backlinks New Lost Anchor Text Map Pages

Would you like to switch to the entire twitter.com domain? There are 98,271,313,388 external backlinks.

TRUST FLOW

28

TOPICAL TRUST FLOW

26 Computers / Internet / Web Design and Development

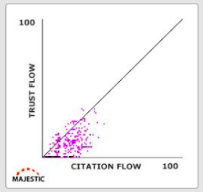
26 World / Polski

22 Computers / Internet

21 Recreation / Travel

more ...

LINK PROFILE



... more

CITATION FLOW

37

Lukasz Zelezny (@LukaszZelezny) | Twitter

EXTERNAL BACKLINKS	REFERRING DOMAINS	REFERRING IPS	REFERRING SUBNETS
FRESH	FRESH	FRESH	FRESH
37,507	**164**	**156**	**153**
HISTORIC	HISTORIC	HISTORIC	HISTORIC
1,866	56	55	55

Site Explorer (play video) or compare

https://www.facebook.com/deejaydeltah | URL

Use Fresh Index | Use Historic Index

Summary | Topics | Ref Domains | Backlinks | New | Lost | Anchor Text | Map | Pages

Would you like to switch to the entire facebook.com domain? There are 82,312,986,424 external backlinks.

TRUST FLOW

10

TOPICAL TRUST FLOW

9 Computers / Internet / Organizations

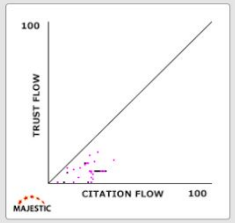
9 Computers / Internet / Web Design and Development

8 World / Italiano

6 Shopping / Publications

more ...

LINK PROFILE



... more

CITATION FLOW

17

EXTERNAL BACKLINKS

FRESH
75

HISTORIC
1,566

REFERRING DOMAINS

FRESH
7

HISTORIC
16

REFERRING IPS

FRESH
6

HISTORIC
15

REFERRING SUBNETS

FRESH
6

HISTORIC
15

Why does it works so well?

- You mostly know who links to your social media profiles;
- Its easy to switch link from social profile to your website;
- Its relevant to switch from social profile to your website;
- Its organic (kind of);
- You can save tremendous amount of time.

SEO TACTIC#4
“PAGE SPEED”
LZ
LukasZ Zelezny
seo & social media

GTmetrix Features Resources Blog GTmetrix PRO

Welcome Lukasz! | User Settings | Log Out

Latest Performance Report for:

https://seowordpress.pl/

Report generated: Tue, Apr 2, 2019 1:16 PM +0100
Test Server Region: London, UK
Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress
Have a look at our WP optimization tips »

Re-Test
Compare
Page Settings
Monitor
Set Up Alerts
Download PDF

Share This Report

Performance Scores

PageSpeed Score	YSlow Score
A (99%)	A (99%)

Page Details

Fully Loaded Time	Total Page Size	Requests
1.6s	203KB	7

PageSpeed | YSlow | Waterfall | Timings | Video | History

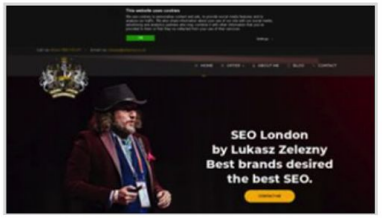
RECOMMENDATION	GRADE	TYPE	PRIORITY
Optimize the order of styles and scripts	A (92)	CSS/JS	HIGH
Minify JavaScript	A (99)	JS	HIGH
Minify CSS	A (99)	CSS	HIGH

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

GTmetrix Features Resources Blog GTmetrix PRO

Welcome Lukasz! | User Settings | Log Out



Latest Performance Report for:

https://seo.london/

Report generated: Tue, Apr 2, 2019 1:16 PM +0100
Test Server Region: London, UK
Using: Chrome (Desktop) 62.0.3202.94, PageSpeed 1.15-gt1.2, YSlow 3.1.8

Looks like you're running WordPress
Have a look at our WP optimization tips »

Looks like you might not be using a CDN
Why should I use a CDN? »

Re-Test
Compare
Page Settings
Monitor
Set Up Alerts
Download PDF

Share This Report

Performance Scores

PageSpeed Score	YSlow Score
A (95%)	B (80%)

Page Details

Fully Loaded Time	Total Page Size	Requests
2.0s	1.68MB	63

PageSpeed | YSlow | Waterfall | Timings | Video | History

RECOMMENDATION	GRADE	TYPE	PRIORITY
Defer parsing of JavaScript	B (80)	JS	HIGH
Leverage browser caching	B (87)	SERVER	HIGH
Avoid CSS @import	A (92)	CSS	MEDIUM
Minify JavaScript	A (99)	JS	HIGH
Minify CSS	A (99)	CSS	HIGH
Minify HTML	A (99)	CONTENT	LOW
Specify a character set early	A (99)	CONTENT	MEDIUM

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page
The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

Learn more about PageSpeed/YSlow scores and how they affect performance.

REMOVE:

- All these share buttons;

REMOVE:

- All these share buttons;
- All external scripts you don't need;

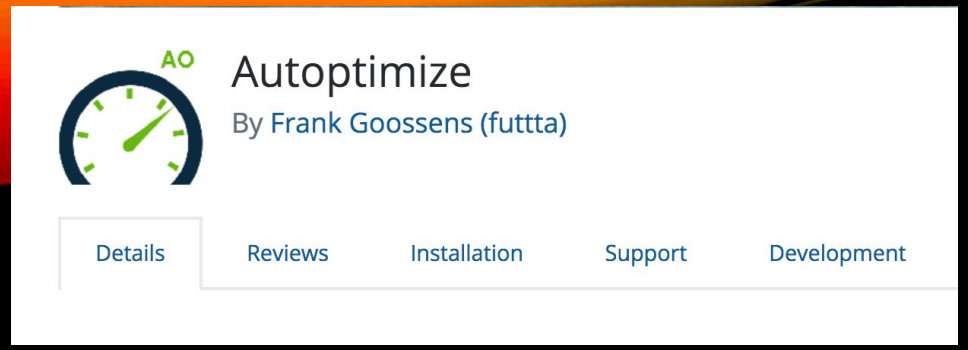
REMOVE:

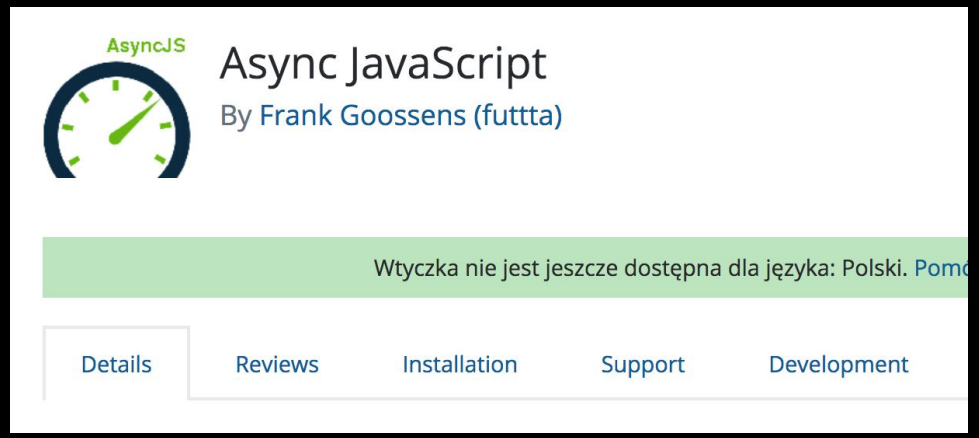
- All these share buttons;
- All external scripts you don't need;
- EVEN MORE externalm scripts you don't need (do you really need Disqus?).

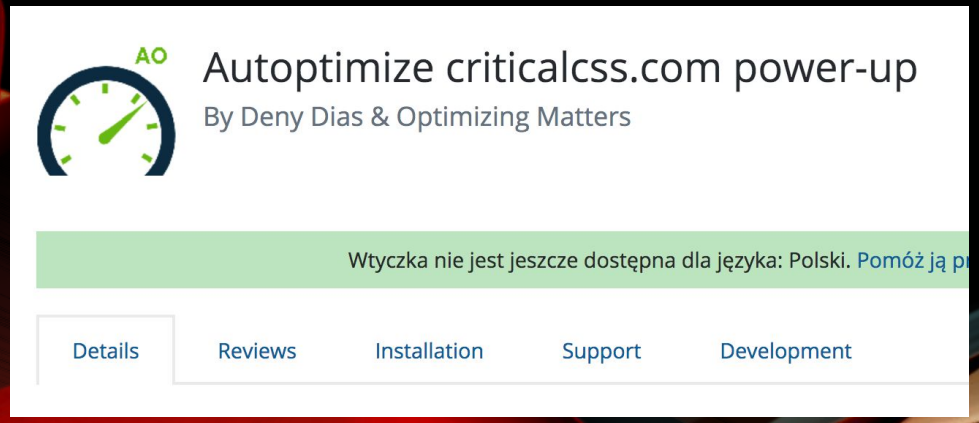
ENABLE GZIP:

```
<IfModule mod_deflate.c>
  # Compress HTML, CSS, JavaScript, Text, XML and fonts
  AddOutputFilterByType DEFLATE application/javascript
  AddOutputFilterByType DEFLATE application/rss+xml
  AddOutputFilterByType DEFLATE application/vnd.ms-fontobject
  AddOutputFilterByType DEFLATE application/x-font
  AddOutputFilterByType DEFLATE application/x-font-opentype
  AddOutputFilterByType DEFLATE application/x-font-otf
  AddOutputFilterByType DEFLATE application/x-font-truetype
  AddOutputFilterByType DEFLATE application/x-font-ttf
  AddOutputFilterByType DEFLATE application/x-javascript
  AddOutputFilterByType DEFLATE application/xhtml+xml
  AddOutputFilterByType DEFLATE application/xml
  AddOutputFilterByType DEFLATE font/opentype
  AddOutputFilterByType DEFLATE font/otf
  AddOutputFilterByType DEFLATE font/ttf
  AddOutputFilterByType DEFLATE image/svg+xml
  AddOutputFilterByType DEFLATE image/x-icon
  AddOutputFilterByType DEFLATE text/css
  AddOutputFilterByType DEFLATE text/html
  AddOutputFilterByType DEFLATE text/javascript
  AddOutputFilterByType DEFLATE text/plain
  AddOutputFilterByType DEFLATE text/xml

  # Remove browser bugs (only needed for really old browsers)
  BrowserMatch ^Mozilla/4 gzip-only-text/html
  BrowserMatch ^Mozilla/4\.0[678] no-gzip
  BrowserMatch \bMSIE !no-gzip !gzip-only-text/html
  Header append Vary User-Agent
</IfModule>
```

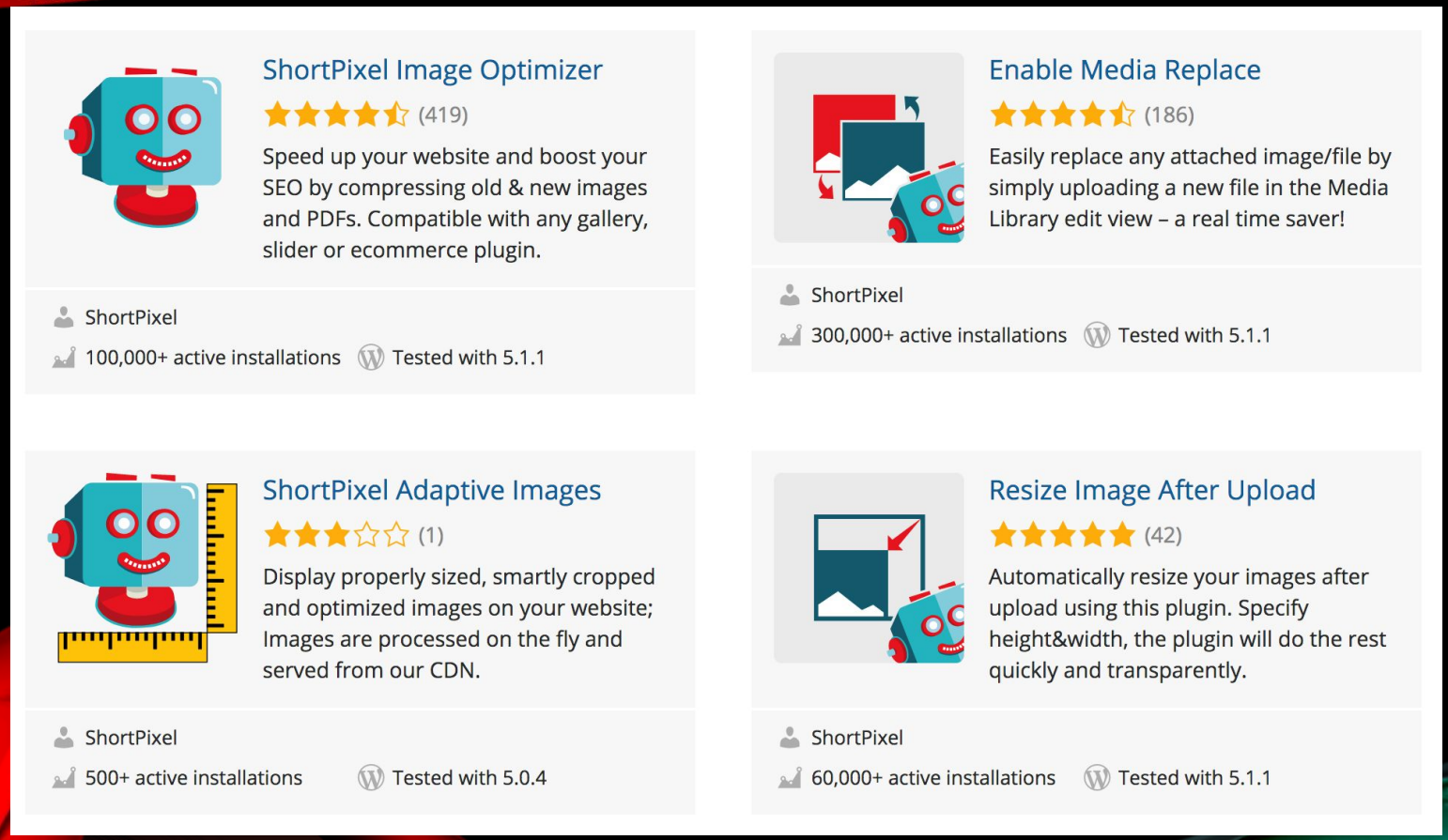


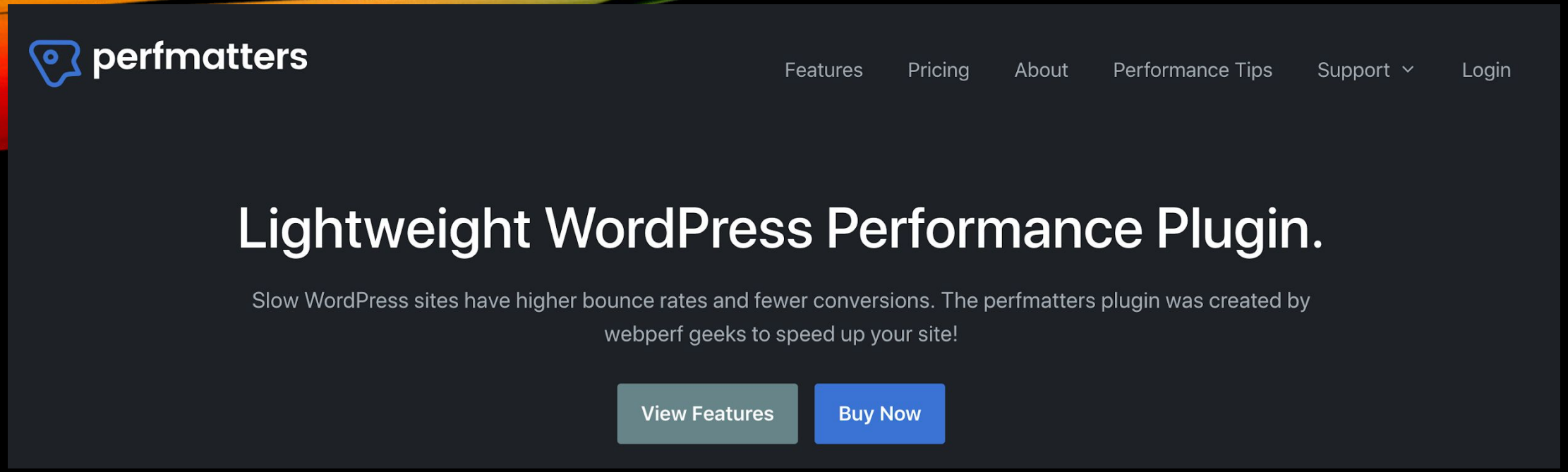




ITSTALL AUTOPTIMIZE SUITE

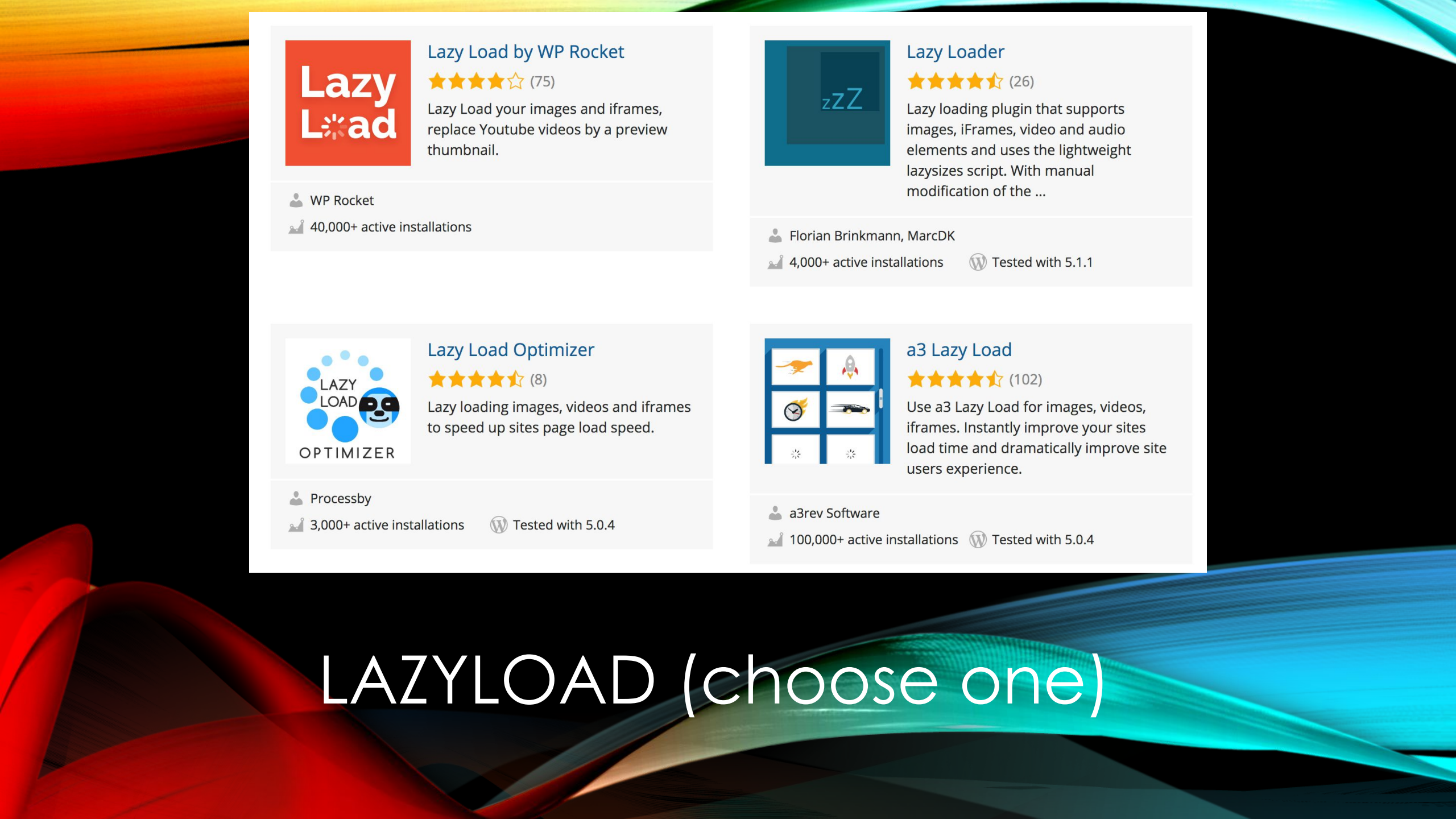
ITSTALL SHORTPIXEL SUITE

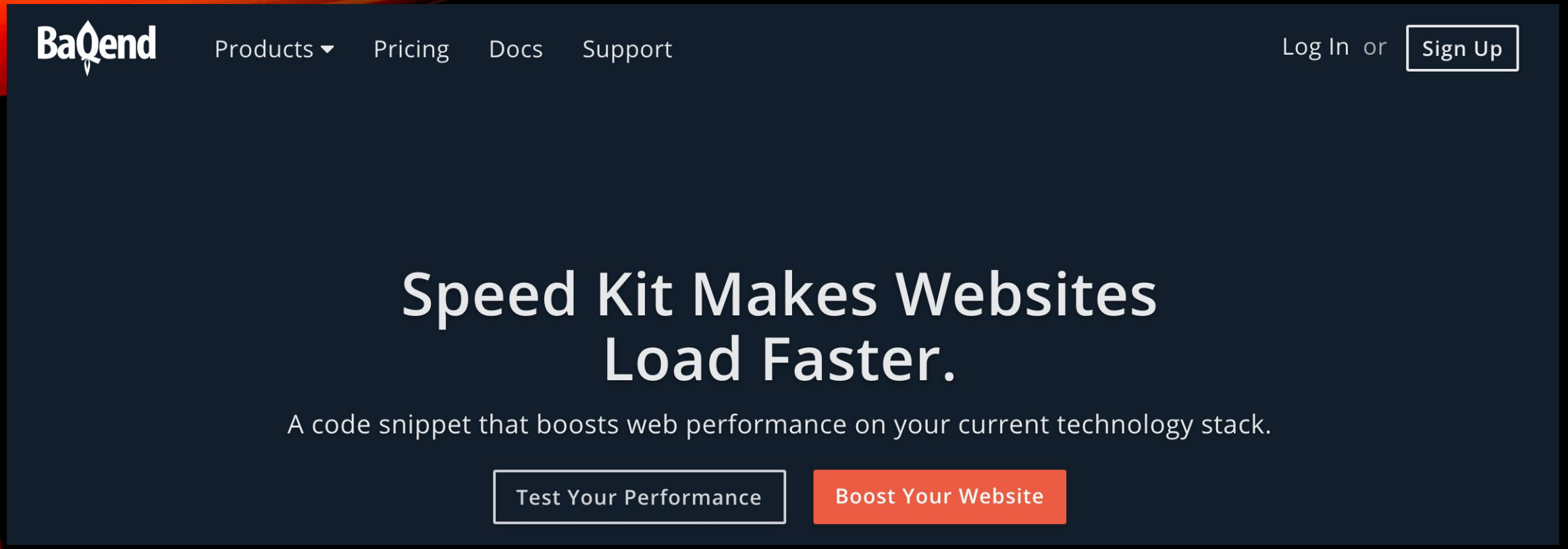




ITSTALL PERFMATTERS.IO

(ga.js hoste locally and more)


Lazy Load by WP Rocket
(75)
Lazy Load your images and iframes, replace Youtube videos by a preview thumbnail.
WP Rocket
40,000+ active installations
Lazy Loader
(26)
Lazy loading plugin that supports images, iFrames, video and audio elements and uses the lightweight lazysizes script. With manual modification of the ...
Florian Brinkmann, MarcDK
4,000+ active installations
Tested with 5.1.1
Lazy Load Optimizer
(8)
Lazy loading images, videos and iframes to speed up sites page load speed.
Processby
3,000+ active installations
Tested with 5.0.4
a3 Lazy Load
(102)
Use a3 Lazy Load for images, videos, iframes. Instantly improve your sites load time and dramatically improve site users experience.
a3rev Software
100,000+ active installations
Tested with 5.0.4
LAZYLOAD (choose one)



SPEEDKIT (optionaly)

Gonzales plugin

Faster WordPress - conditionally disable plugins, CSS and JavaScript files if you don't need them

TL;DR

- **increase PageSpeed, YSlow and Pingdom score**
- **supports W3 Total Cache, WP Super Cache, WP Rocket, Cache Enabler** - squeeze 110% from popular speed up plugins
- **decrease website weight** - less data to load
- **4 years on market**; last update: **117 days ago**
- responsive support (~1h-12h)
- **basic website optimization in price of plugin**

SPEEDKIT (optionaly)

SEO TACTIC#5 “MERGE”

TACTIC:
Merge subdomains into subfolder

CLIENT1:

blog.domain.com

To:

domain.com/blog/

MOVE AND 301:

blog.domain.com

To:

domain.com/~~blog~~/

MOVE AND 301:

blog.domain.com

To:

domain.com/.

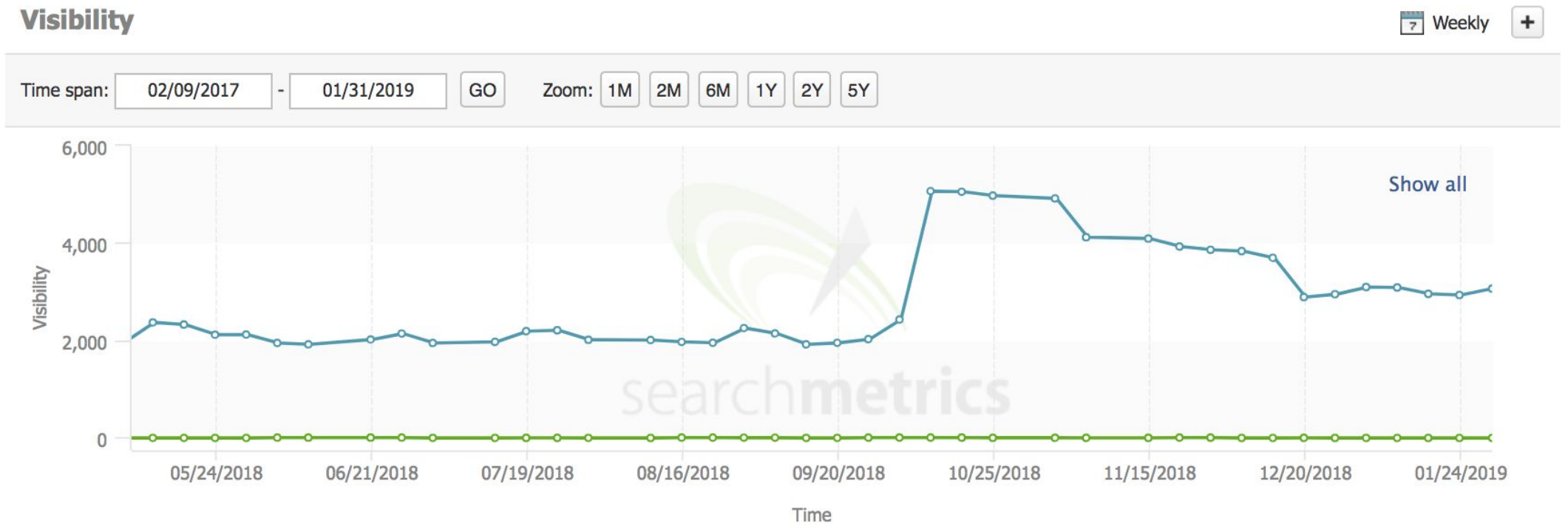
02/03/2019
GO
Zoom:
1M
2M
6M
1Y
2Y
5Y
searchmetrics
17
06/25/2017
09/03/2017
10/29/2017
12/31/2017
03/11/2018
05/06/2018
07/09/2018
09/09/2018
11/04/2018
Time

MOVE AND 301:

forums.domain.com

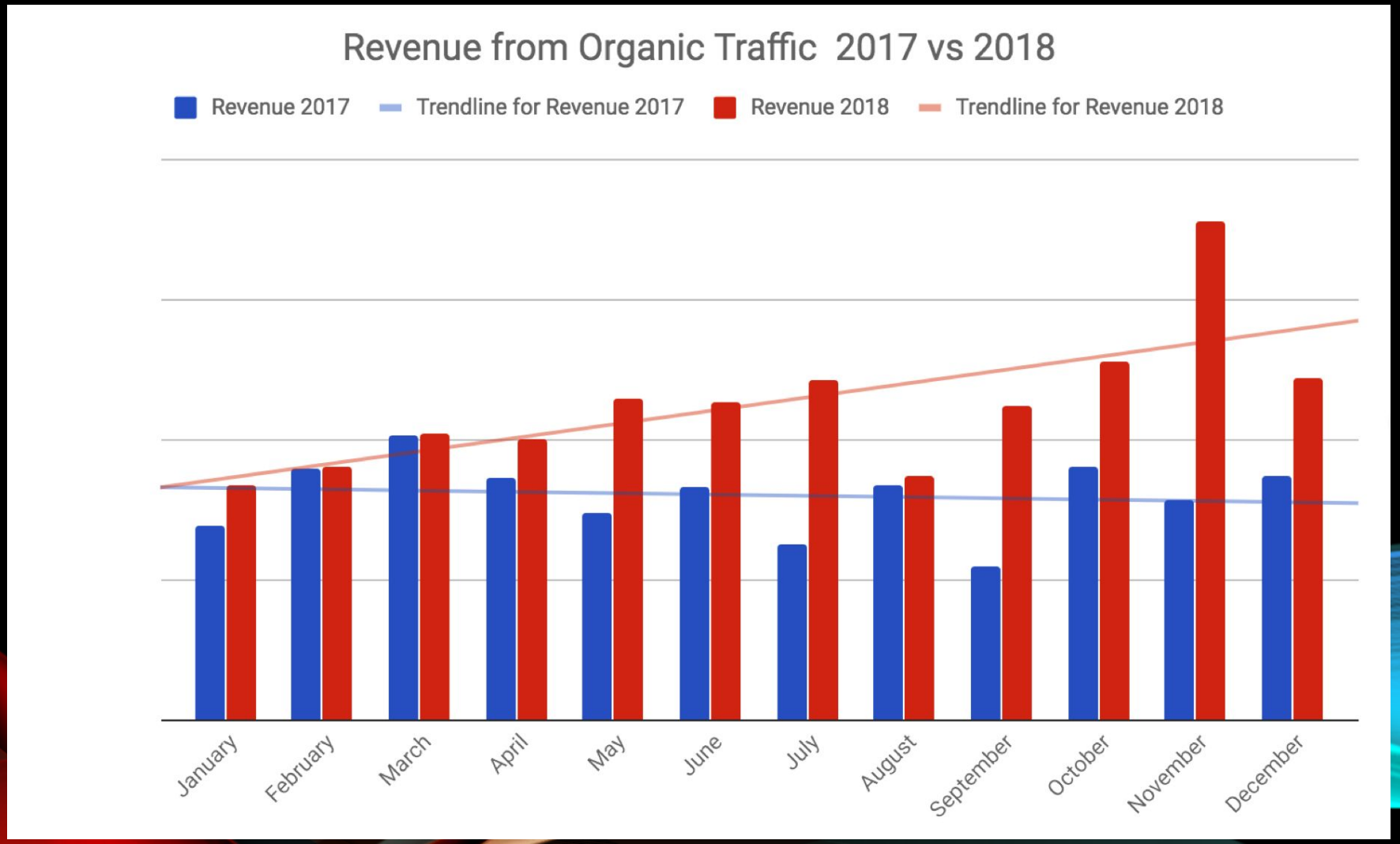
To:

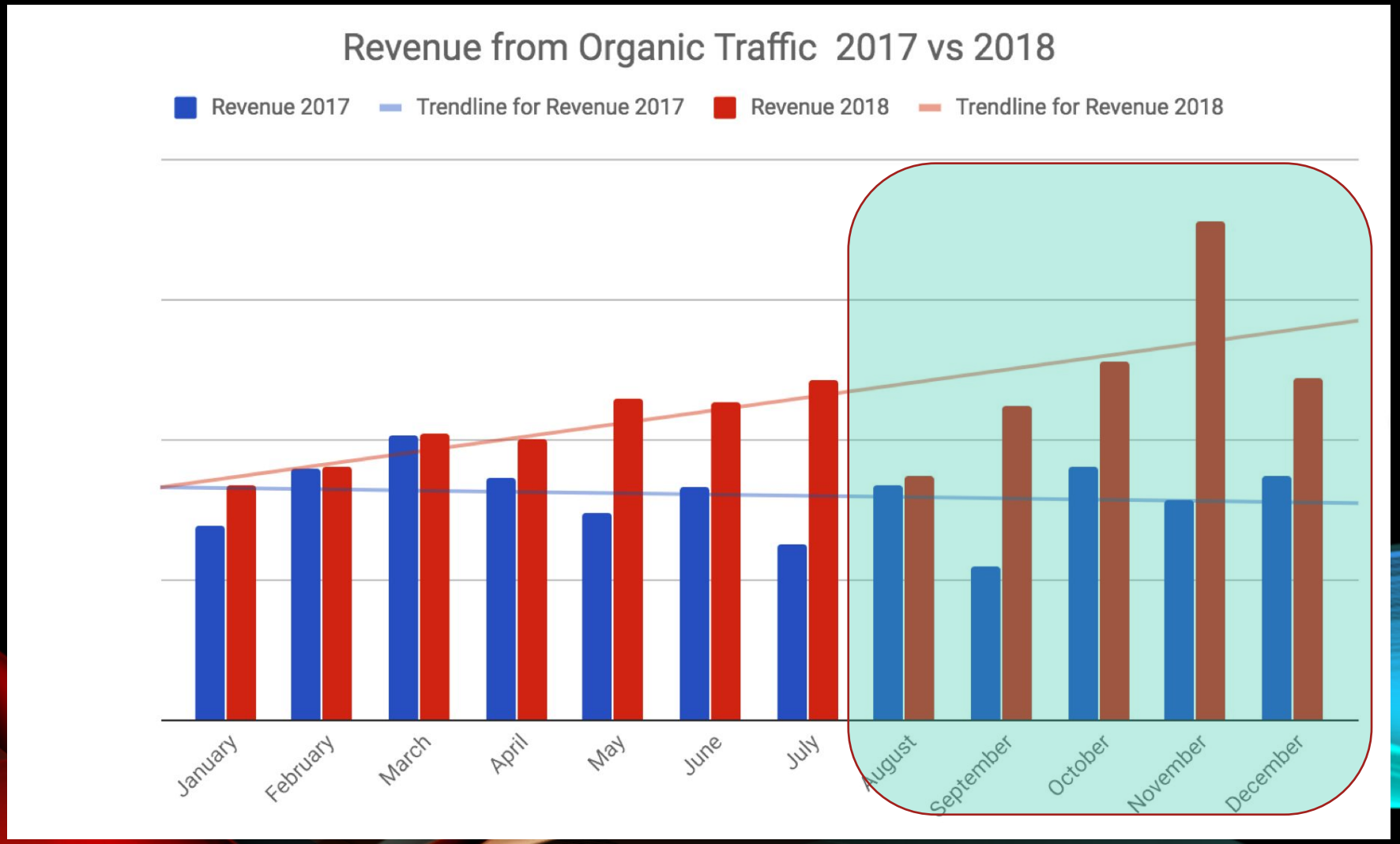
domain.com/forums/


Visibility
Weekly
+
Time span:
02/09/2017
-
01/31/2019
GO
Zoom:
1M
2M
6M
1Y
2Y
5Y
Show all
6,000
4,000
2,000
0
Visibility
searchmetrics
05/24/2018
06/21/2018
07/19/2018
08/16/2018
09/20/2018
10/25/2018
11/15/2018
12/20/2018
01/24/2019
Time

RESULTS

A DUTCH E-COMMERCE SHOP SELLING POWERTOOLS


Revenue from Organic Traffic 2017 vs 2018
Revenue 2017
Trendline for Revenue 2017
Revenue 2018
Trendline for Revenue 2018
January
February
March
April
May
June
July
August
September
October
November
December


Revenue from Organic Traffic 2017 vs 2018
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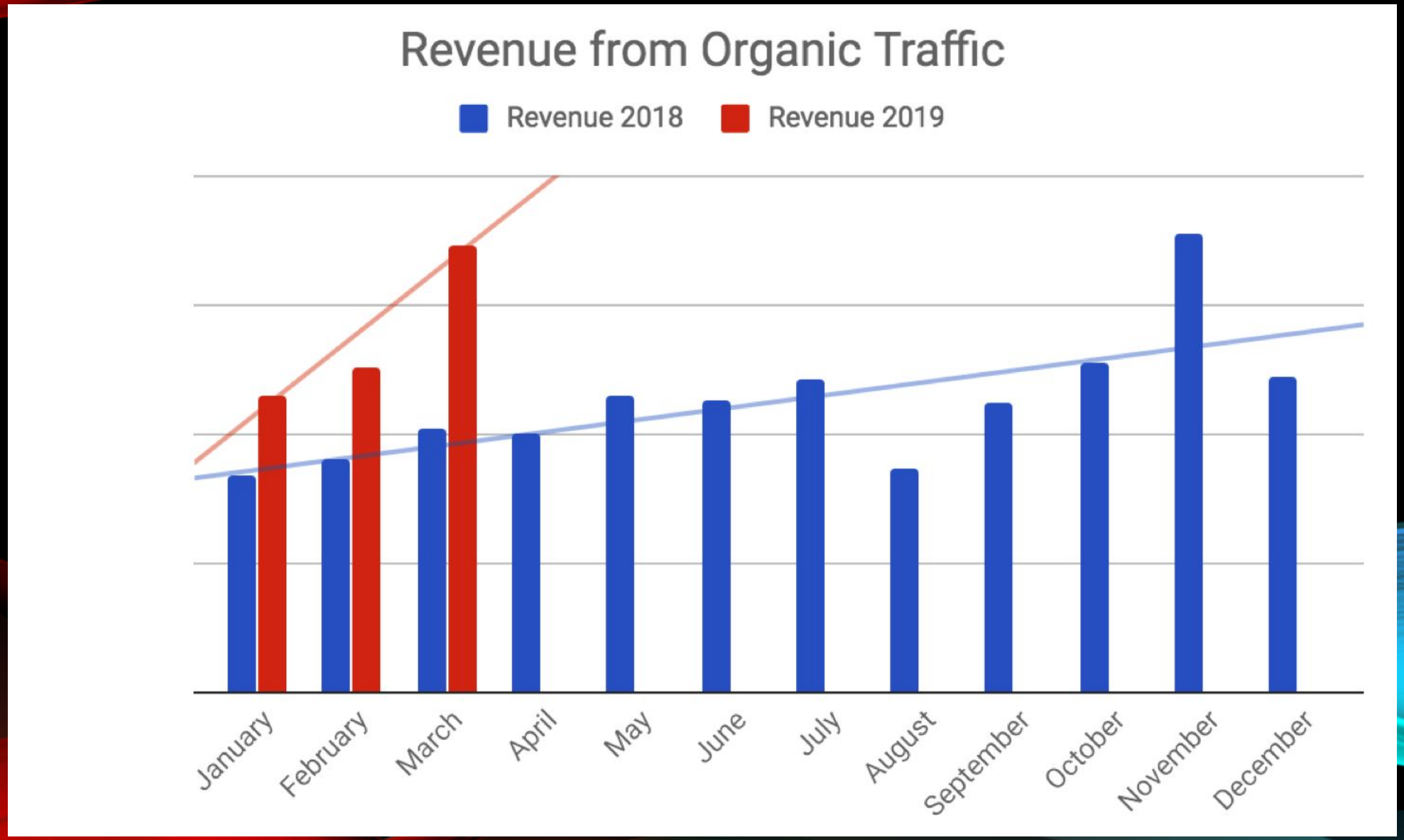
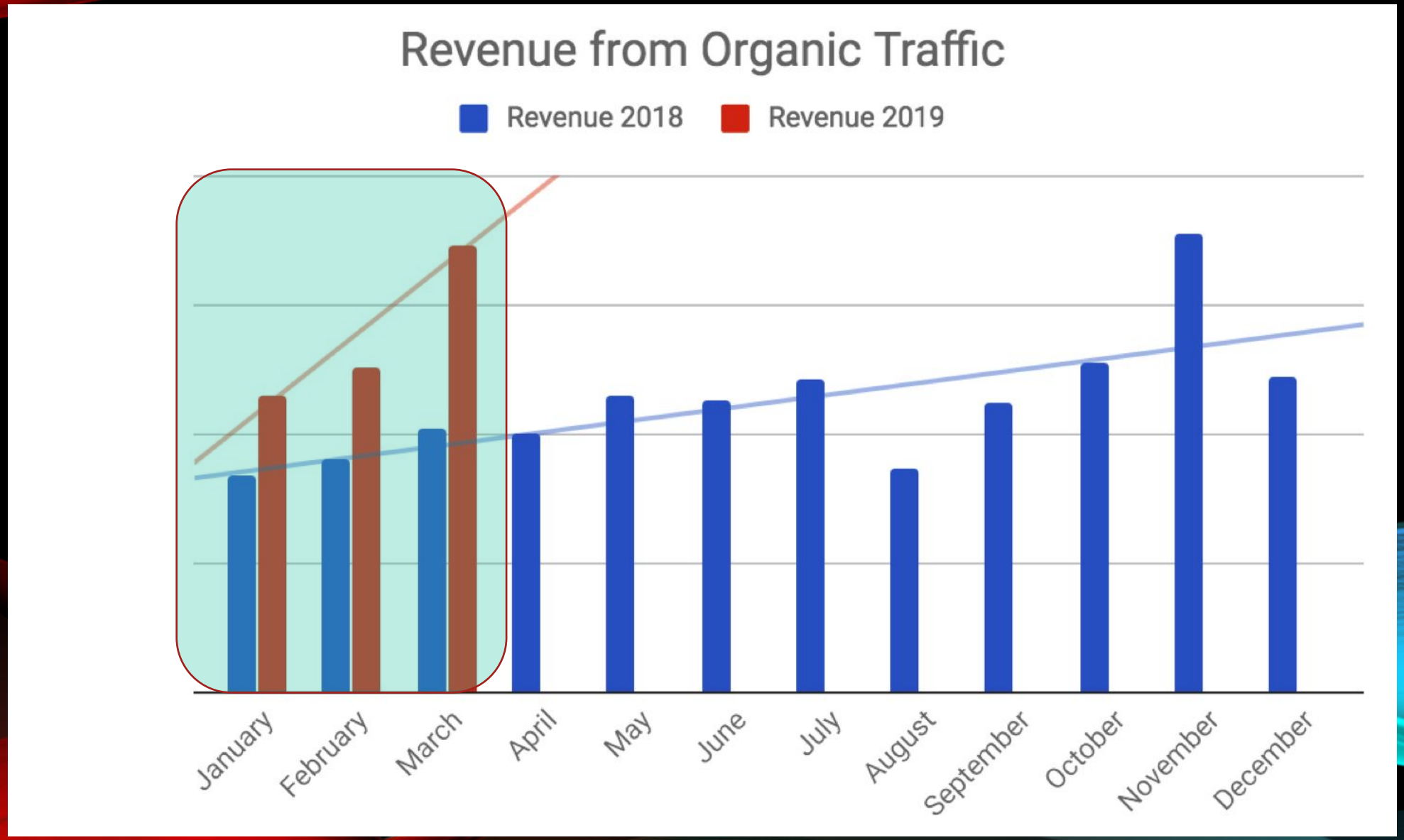
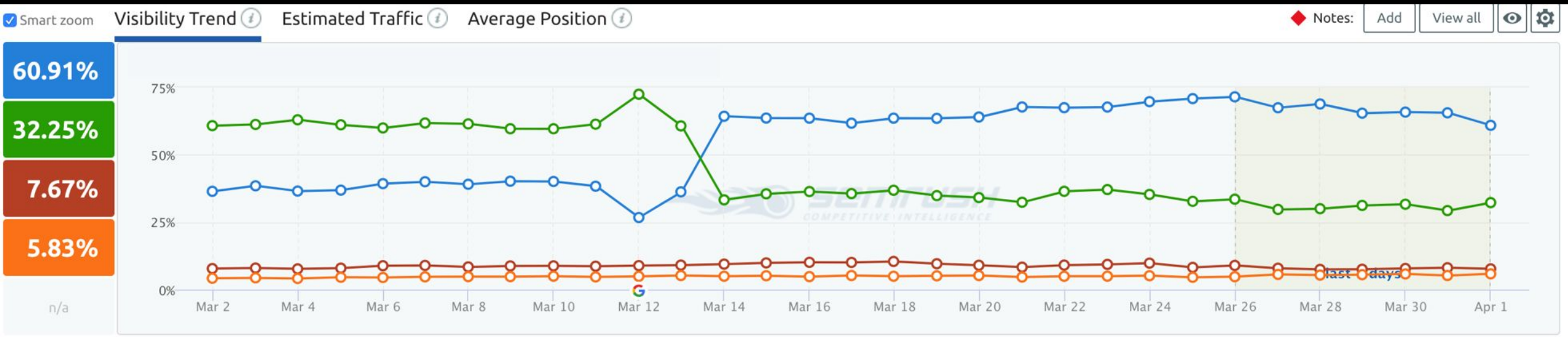
December


Revenue from Organic Traffic
Revenue 2018
Revenue 2019
January
February
March
April
May
June
July
August
September
October
November
December


Revenue from Organic Traffic
Revenue 2018
Revenue 2019
January
February
March
April
May
June
July
August
September
October
November
December

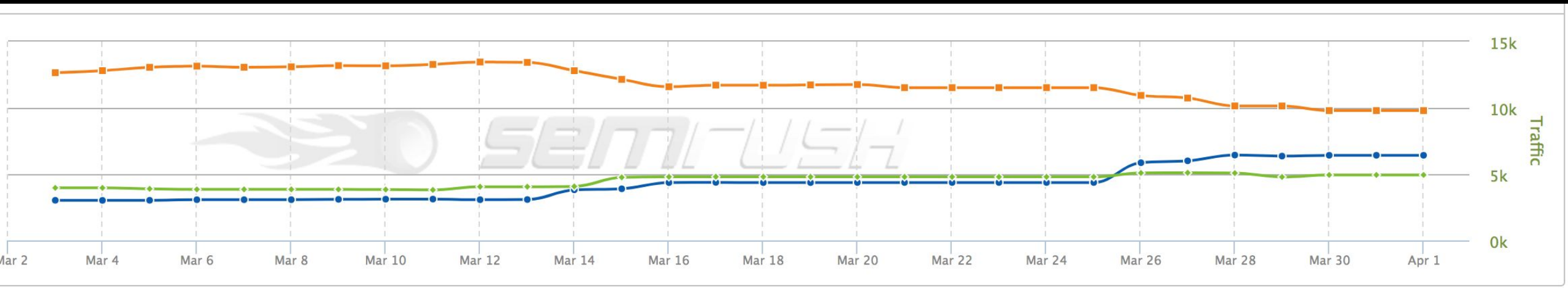
A LONDON BASED INDIAN GOLD JEWELLERY SHOP

SET OF 500ish MOST RELEVANT KEYWORDS



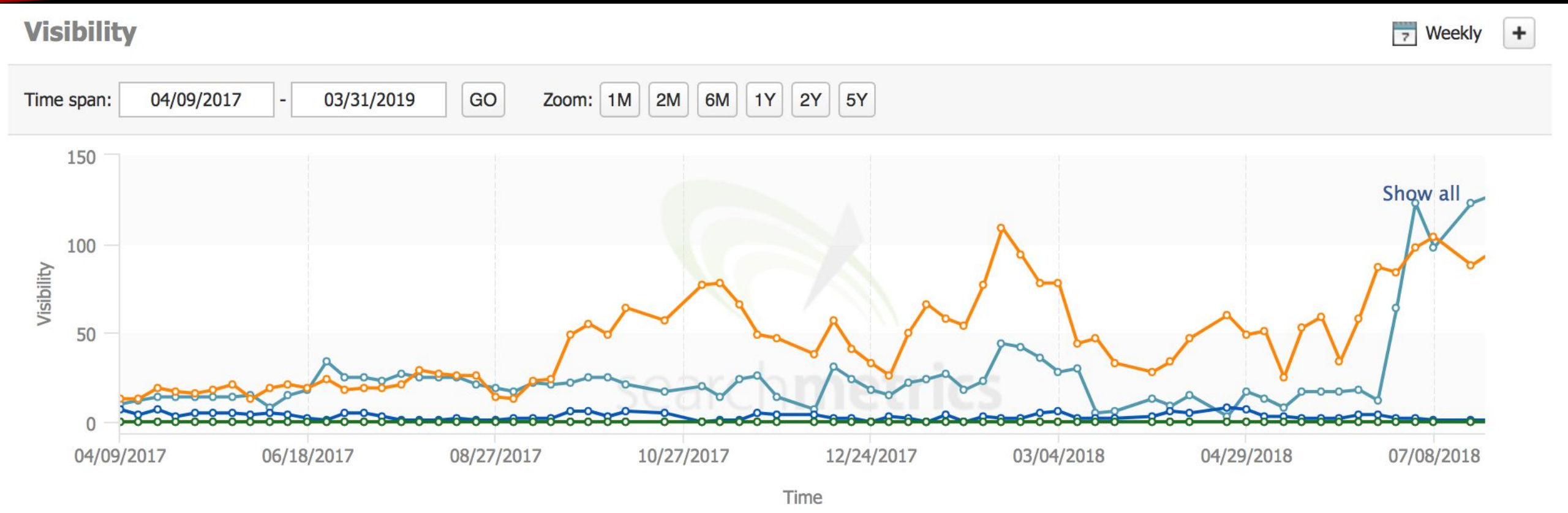
SET OF 500ish MOST RELEVANT KEYWORDS

TRAFFIC PERFORMANCE ACCORDING TO SEMRUSH

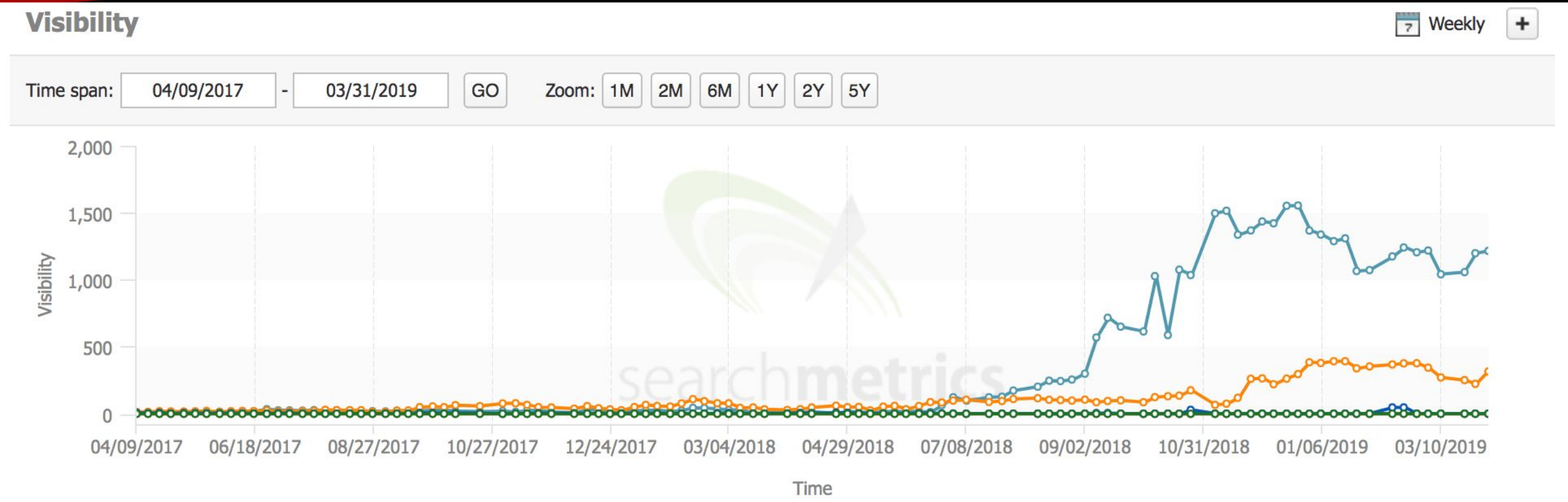


ANOTHER CUSTOMER WHO BECOME AN INDUSTRY LEADER IN 6 MONTHS

PRE-SEO PERIOD



POST-SEO PERIOD



THANK YOU

/Lukasz Zelezny

Slides:

https://seo.london/wroclaw/