I'm not robot

reCAPTCHA

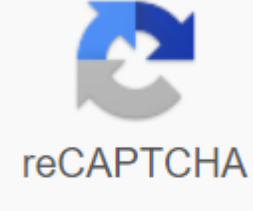**Continue**

Webmaster guidelines pdf

Google's WebMaster Guidelines outlines the steps webmasters can take to better index or scan their websites. In addition, the webmaster guidelines contain a list of the procedures that Google is considering for breaches of these guidelines that could lead to devaluation or even removal from the Google index. Search engine Bing also has its own webmaster guidelines based on the same principles as Google's webmaster guidelines. [1] The Terms of Validity of guidelines[edit] Google's Webmaster Guidelines apply to all sites that Google has added to its index. If you want your website to be permanently displayed in serps, you should be sought to comply with these requirements. The guidelines are based on three main aspects. Webmasters should help Google search for websites (scanning). Secondly, webmasters should help Google classify and recognize content (indexing). Thirdly, webmasters should support users (usage and user experience) of websites they use. Basically, according to Google's webmaster guidelines, the site should support search engine scanning and indexing and ensure a good user experience. Content and design[edit] When creating content, Google's webmaster guidelines emphasize that the site should be created primarily for users and not for search engines. The page should be clearly structured– this applies to both header structure navigation. These aspects should also accurately reflect the content of the site. Google here cites the practice of some webmasters who optimize keyword content and ignore the value of text information. However, the guidelines also state that webmasters should include keywords on their page where they expect their users to search for these queries. Links play an important role as well. Google recommends that each page be accessible using at least one incoming link, but the total number of links on the page should also remain at a reasonable level. Google specifically refers to the work associated with the bot after each link. If the page detects too many links, it cannot scan the entire site. Google advises webmasters to create a summary page for their visitors that contains all the available subpages. The term sitemap is a bit confusing in this context because the way it is used in Google guidelines has nothing to do with xml sitemap. If possible, broken links should also be avoided. Typically, a website should provide all the important information in text form because scanners are not yet able to read images. Images can be optimized using ALT attributes. The techie[edit] technical part of google's webmaster guidelines plays an important role in the robots.txt file. Google explains the advantages of this file and points out that certain Scan. The same file can also be indexed by AdSense Adsense Additionally, the robots.txt file is designed to prevent visitors who are presented with insignificant content serp. The next section of the technical guidelines discusses the verification of published pages. Google recommends using a text browser to check whether all content can be displayed and whether its screen is not hindered by JavaScript or other features. It should also be checked whether the robot can easily scan the page without misleading session IS or other parameters. Finally, any webmaster should test whether their site pages can be opened with different browsers and select CMS with which pages can be indexed easily. Great importance is also placed on the site during loading. Since this is a ranking factor, each administrator should take this aspect seriously and provide quick access to their website. Quality Guidelines[edit] In the Quality Guidelines section, Google's webmaster guidelines list all common forms of SERP manipulation – SEO should ensure that they do not comply with these manipulation practices. Google also encourages users to report spam sites to Google's anti-spam team. The most quoted guideline is: Make pages primarily for users, not search engines. Google's webmaster guidelines often mentioned by Matt Cutts are: Think about what makes your site unique, valuable or attractive. Make your site stand out from others in your area. In short, SEO can only describe these two

statements. However, they do not specify the methods used. Here are some steps that are not recommended: If a website is declassified by Google or the punishment is applied, then there is usually an early warning and a link that the administrator needs to change something. If the domain has been completely removed from the index, a re-reading request may be made to re-index the affected site and, ideally, re-indexed. Violations of webmaster guidelines[edit] If webmasters violate Google's guidelines, the consequences range from a temporary penalty for individual URLs to deleting the entire domain from the index. Google Search Console usually provides users with tips about fines, such as warning about unnatural links. After resolving the aspects described in the alert, webmasters can use the so-called re-reading request to provide a new check for the relevant URLs. Amp Page Guidelines[edit] After installing accelerated mobile pages, Google has expanded the webmaster guidelines to include guidelines for these sites. [2] The guidelines specify the specific requirements that the AMP page must meet in order for Google to be indexed and displayed on mobile SERPs. Links [edit] Internet Links [edit] Google Webmaster guidelines En suivant les consignes d'ordre général ci-dessous, vous permettrez à Google de trouver, d'indexer et de classer votre site. Nous vous conseillons de carefully our instructions regarding We advise you to read carefully our instructions regarding We advise you to read wait wait Quality. They are intended for some illegal practices that may lead to manual actions for spam, algorithmic sanctions, or the final removal of the area concerned from the Google index. When a website is sanctioned for spam, it may no longer appear on Google.com results or on partner sites. General guidelines Help Google find your pages Make sure we can access all pages on your site using a link on the next available page. The reference reference must contain text or, in the case of images, an alternate attribute that is suitable for the destination page. Only the tag form displays links <a> with the href attribute can be investigated. Provide a sitemap file with links to important pages on your site, as well as a page with a legible (uncoded) list of links to those pages. Sometimes this is called a site index or site plan page. Limit the number of links per page (maximum a few thousand). Make sure that the web server accepts the HTTP if-modified-since header. This header asks the web server to report whether your site's content has changed since the last Google survey. This reduces bandwidth usage and unnecessary use of other IT resources. Use the robots.txt file on your web server to manage your site processing to prevent endless space, such as the exploration of search results pages. Be sure to update your robot.txt file. Learn how to manage scans using the robot.txt file. Try the latter range and syntax by using the robot.txt file test tool. How can I help us find your site? Help Google interpret pages Create a useful and informative website and write pages that display content clearly and correctly. Try identifying words that people can use to search for your pages, and then use the same terms on your site. Make sure that the <title> and alt attributes items are accurate, relevant, and descriptive. Create a clear, abstract page tree. Follow the recommended best practices for structured images, videos, and data. If you're using a content management system like Wix or WordPress, make sure it creates many pages and links that search engines can find. To help us understand the content of your website in detail, you can explore all elements of the site that have a significant impact on page view, such as CSS and JavaScript files that affect page interpretation. Our indexing system displays web pages provided to Internet users, including <title>video files, CSS and JavaScript. Use the URL verification tool to view page items that Googlebot can't navigate. Use the robot.txt file to resolve instruction issues in the robot.txt file. Allow search bots to browse your site without session identifiers or URL settings that track their path on your site. This is useful for analyzing the behavior of internet users, but robotic exploration is completely different. Their use can lead to incomplete indexing of your site, as robots can't always remove URLs that look different even though they point to the same page. By default, make important content on your site visible. Google can browse HTML content hidden in navigation items, such as tabs or sections that need to be created, but we think this content is less accessible to users. Therefore, the most important information should be visible in the default page view. If possible, make sure that ad links on pages don't affect your site's ranking in search engines. For example, use the robot.txt file, the rel-nofollow attribute, or sponsored, to prevent robots from tracking advertising links. Help visitors use your pages To provide the most important elements of your site (names, content, links, etc.), use text instead of graphics. To use images for text content, use an alternate attribute to add a short description. Make sure that all links point to web pages. Use valid HTML code. Make it easy to load pages. Fast websites contribute to user satisfaction and improve the overall quality of the web (especially for users with a low-speed Internet connection). Google recommends using tools like PageSpeed Insights and Webpagetest.org to check the performance of your page. Customize your website to all types and sizes of devices: computers, tablets, and smartphones. Use the Mobile Optimization Test tool to see if pages appear on mobile devices and get tips on what improvements you need to make. Make sure your website appears correctly in different browsers. If possible, protect your connections to your website using the HTTPS protocol. Encryption of user and website interactions is one of the best web connection practices. Make sure your pages can be viewed by visually impaired people, for example by testing the ease of using them Reader. Quality guidelines These quality guidelines cover the most common forms of deceptive or manipulative behaviour. However, we are prepared to respond if we identify other unfair methods that are not listed here. Do not assume that the practices not mentioned on this page are authorized by Google. Webmasters who seek to adhere to these basic principles will give internet users more enjoyable surfing and will get a better ranking than those who are constantly looking for loopholes to exploit. If you believe that the site does not comply with our quality guidelines, please send us a spam report. Google aims to provide customizable and automated solutions to problems and uses this report to optimize spam detection systems. Do we apply a manual spam action? Matt Cutts presents manual actions targeting spam. Basics Create your own pages with users thinking first, not search engines. Don't fool internet users. Avoid tricks to improve search engine rankings. To find out if your site complies with our guidelines, just ask yourself: Would I be prevented from explaining to the owner of a competing website or a Google employee what decisions have I made?. You can also ask yourself the following questions: Are these solutions for any help for internet users?, Do we have to use these methods if search engines did not exist? Think about what makes your site unique and attractive, and it adds value to it. Make your site stand out from competing sites in your industry. Specific guidelines Avoid the following methods: Follow the best practices below: make sure that the site is not hacked and delete the infected content as soon as it appears. Delete user-generated spam on your site and accept methods to prevent this type of spam from being generated. If your site doesn't meet one or more of these guidelines, we may apply a manual action against it. Once the problem is resolved, you can submit a request for review. Was this information useful to you? How can we improve it?