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Monitoramento de SEO com Cloud Functions

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Search Engine Optimization

Google



Yandex



plaid pants

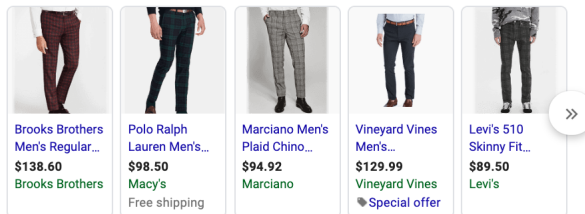


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About 323,000,000 results (0.55 seconds)

See Plaid Pants

Sponsored ⓘ

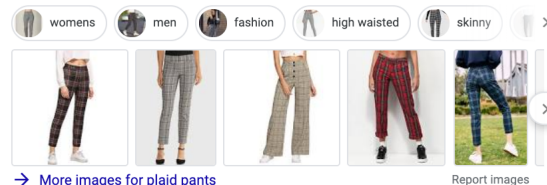


Plaid Pants | Checkered & Tartan Pants | Nasty Gal

<https://www.nastygal.com> › [Clothes](#) › [Pants](#) ▾

You heard it here first, plaid pants are big news for new season so stay ahead of the rest with plaid and tartan in pants of all varieties. From wide leg to cigarette, ...

Images for plaid pants



Plaid Pants: Amazon.com

<https://www.amazon.com> › [slp](#) › [plaid-pants](#) ▾

Buy products related to plaid pants and see what customers say about plaid pants on Amazon.com ✓ FREE DELIVERY possible on eligible purchases.

Women's Pants: Cargo, Plaid + Wide Leg | Urban Outfitters

<https://www.urbanoutfitters.com> › [womens-pants](#)



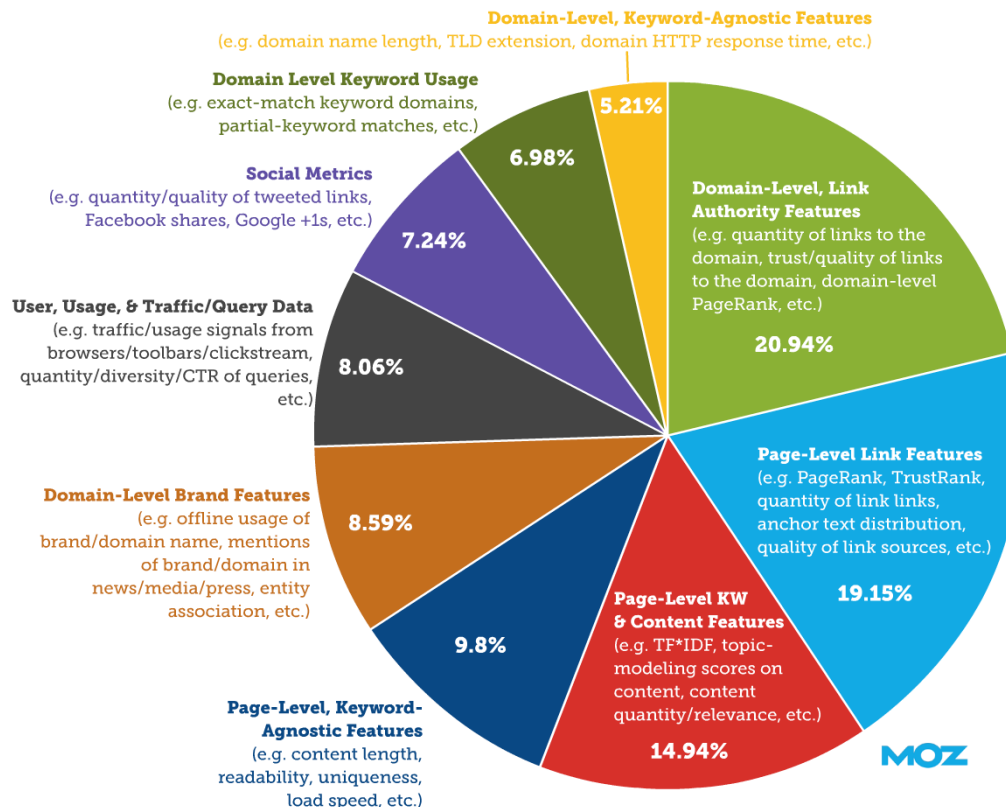
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Resultados orgânicos



Weighting of Thematic Clusters of Ranking Factors in Google

(based on survey responses by 128 SEO professionals in June 2013)



MOZ

Fonte: <https://moz.com>

Violações comuns



Conteúdo duplicado

Redirecionamentos internos

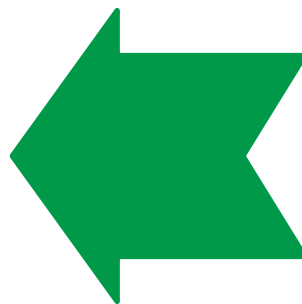
Falta de metadados

Falta de sitemaps

Má semântica no HTML

Cloaking

302, 404, 500





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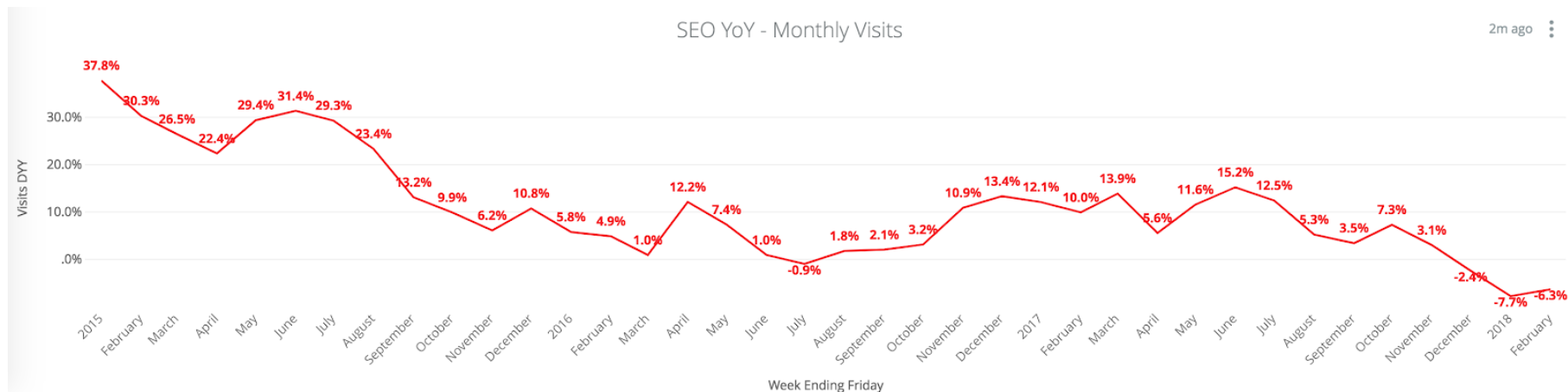
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1.5B
URLs únicas!

Tráfico por buscadores



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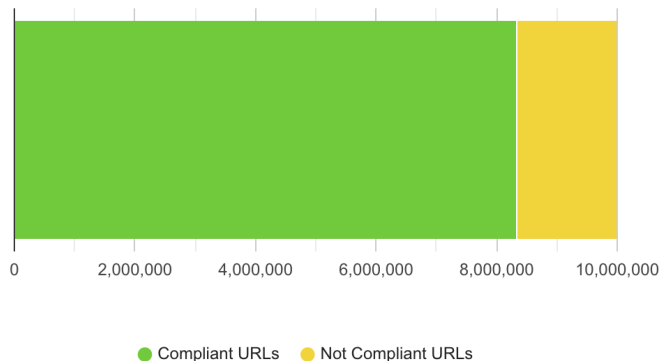


Análise preliminar

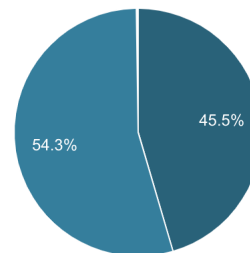


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Compliant / Not Compliant URLs Distribution ?



Not Compliant URLs Reasons ?



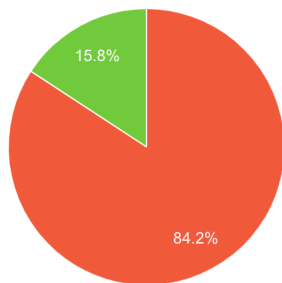
- Bad HTTP Status Code
- Canonical Not Equal
- Bad HTTP Status Code + Meta No-index

more

Análise preliminar

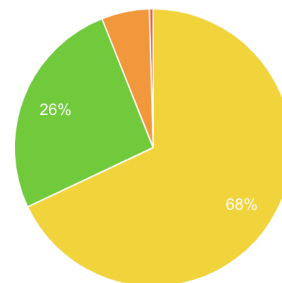


Active / Not Active URLs In Sitemaps (Organic Google Visits)



● Not Active URLs ● Active URLs

Load Time Distribution ?



● Fast (<500 ms) ● Medium (500 ms < 1 s) ● Slow (1 s < 2 s) ● Slowest (>2 s)

Análise preliminar



Content Vs Template ?

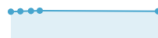


0

3,389

Proportion of Template

52.82 %



1.92 %

% Content Change Since Previous Crawl ?



0

100 %

How much your pages content changed

35.86 %



Ações



1. Recuperação

2. Testes & monitoramento

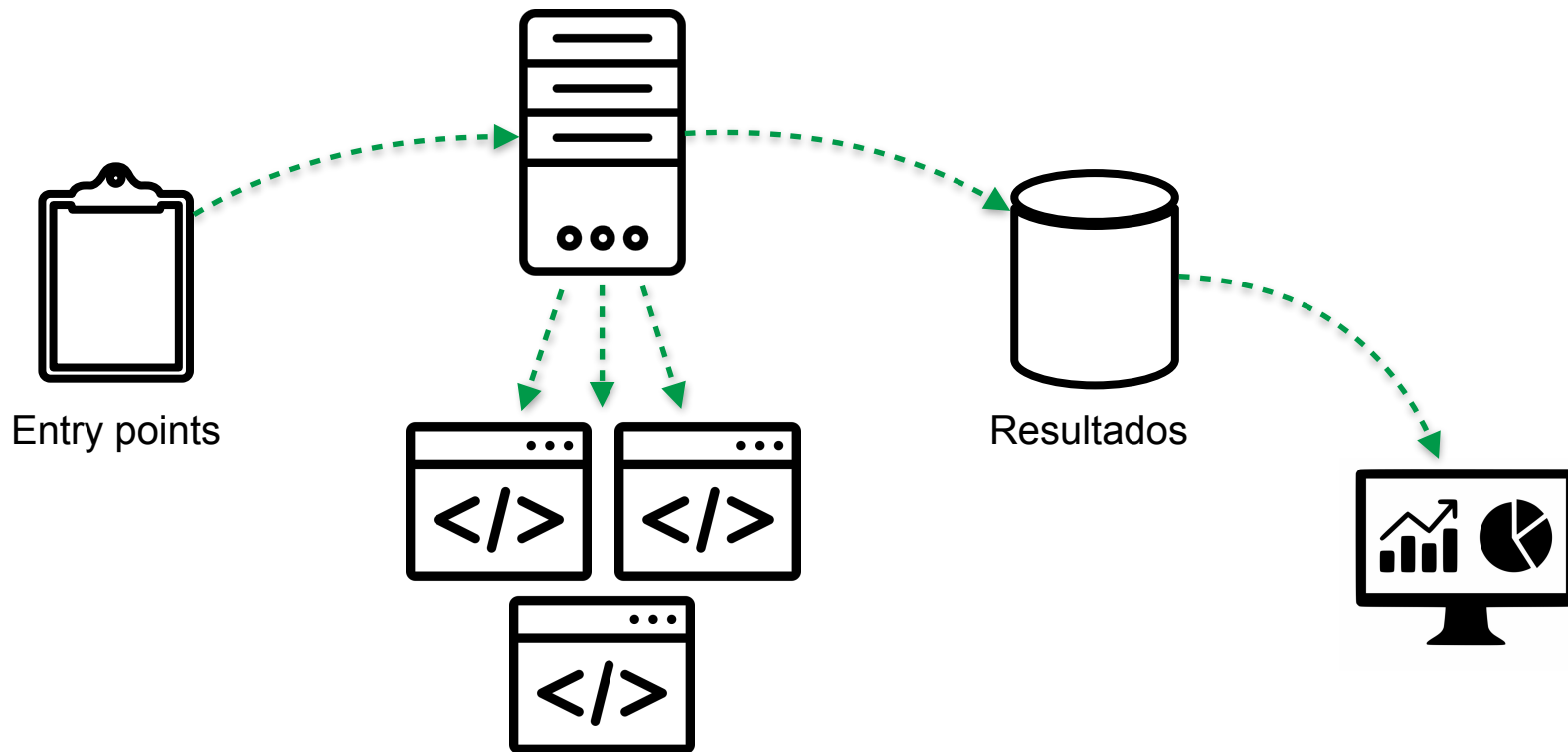
Análise estática

10M URLs / mês

~ \$16K / ano

~ \$1.3K / mês

Testes e monitoramento



Cloud Functions



Análise ad-hoc

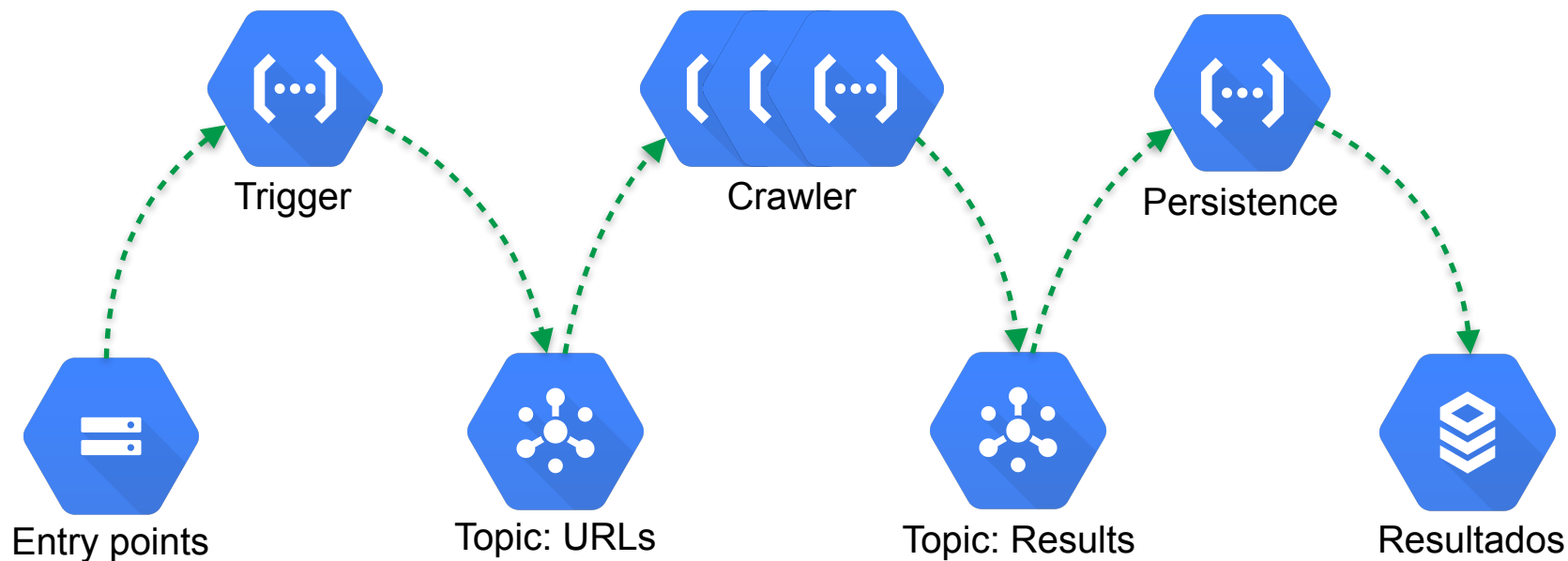
Sem limite de URLs

\$0.4 por 1M de invocações

2M de invocações **gratuitas** / mês

~ \$116.59 / mês

Cloud Functions



Crawler



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Status code

Tempo de resposta

HTML

Content type

Canonical URL

Title

Meta description

Viewport

Header



Tech



Google Cloud



Terraform



puppeteer

Benefícios



Feedback rápido

Integração contínua

Otimização de custos

Flexibilidade

Custo de Ops

Manutenção das melhorias

Resultados



Diminuição de violações

Aumento das visitas orgânicas

Aumento da taxa de conversão

slideshare.net/ipullrank/software-testing-for-seo



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