

# Optimizing SEO in SPAs

# SEO

*noun*

practice of increasing traffic to your website through unpaid search results



You Want Everyone  
To Find You



**Kyle Blanchette**

@kgblanchette

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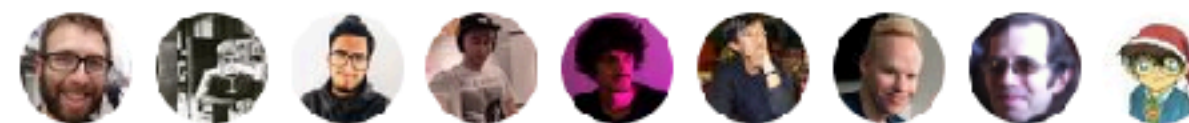


New SEO game... spot the day that this ecomm site migrated to 100% client side JS and started lazy loading all of the important content on the pages with onScroll() events 🕒



2:36 PM - 15 Aug 2018

165 Retweets 391 Likes

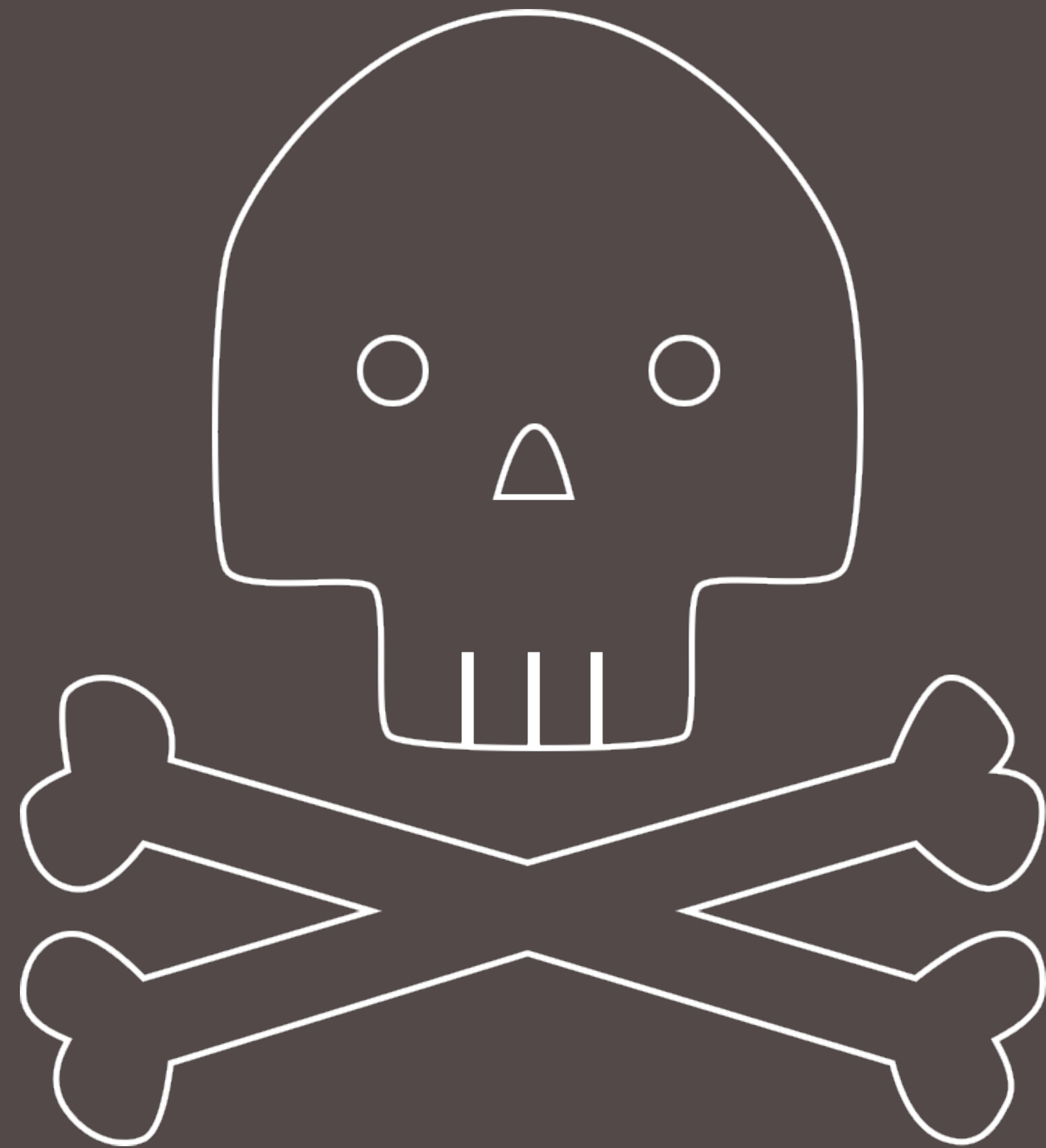


@mercedescodes



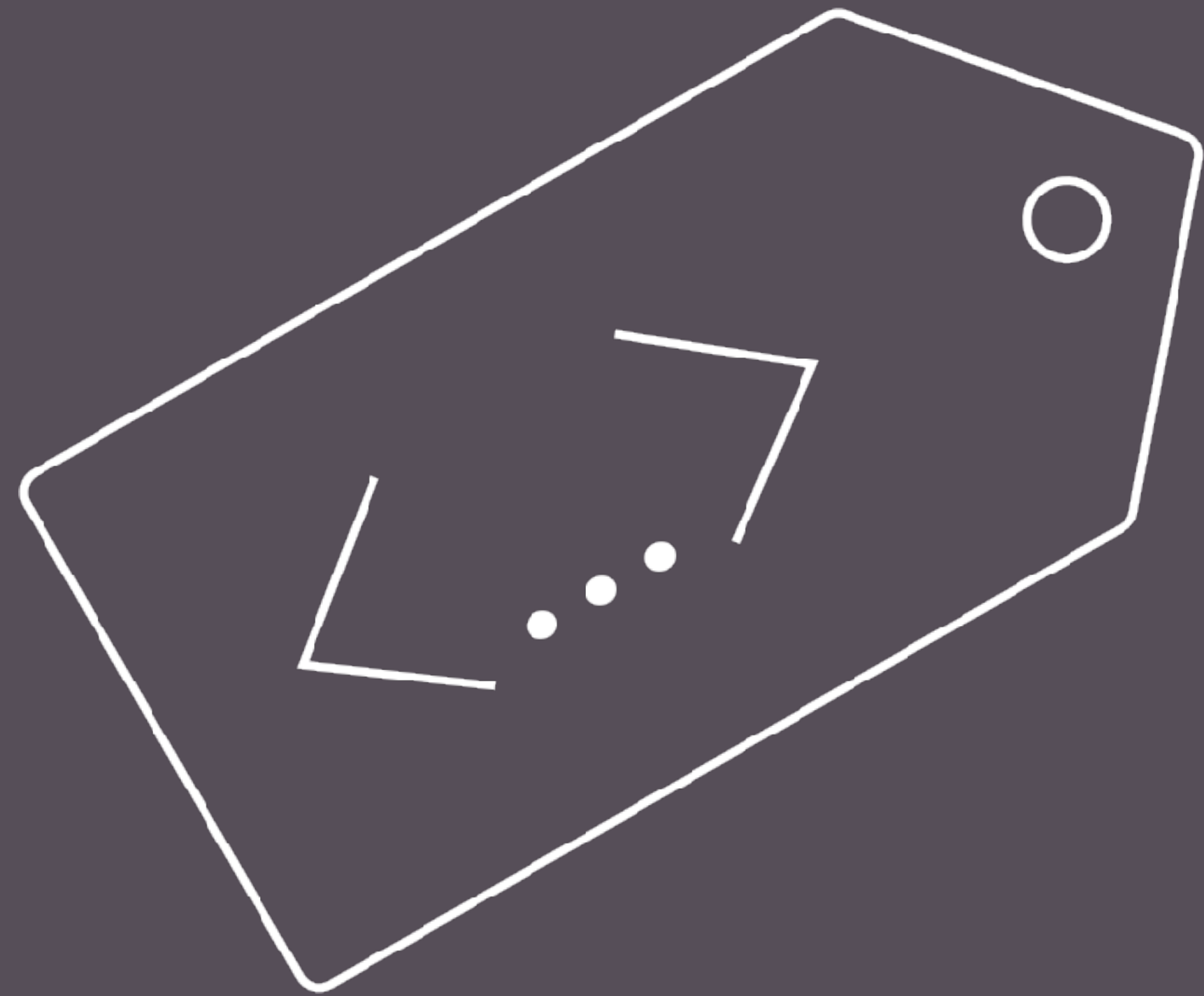
@mercedes

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# Content Is Queen

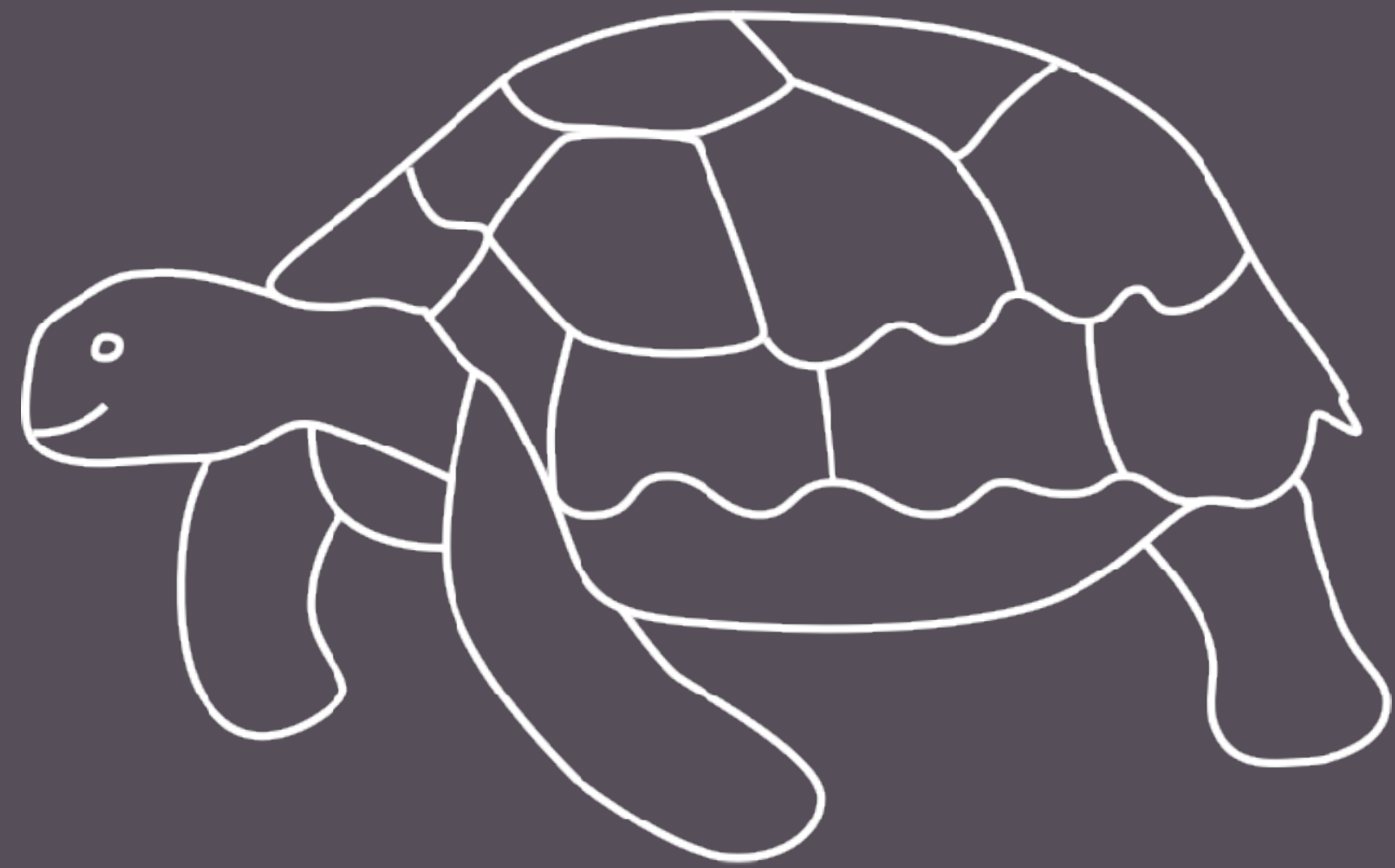


# Meta Content

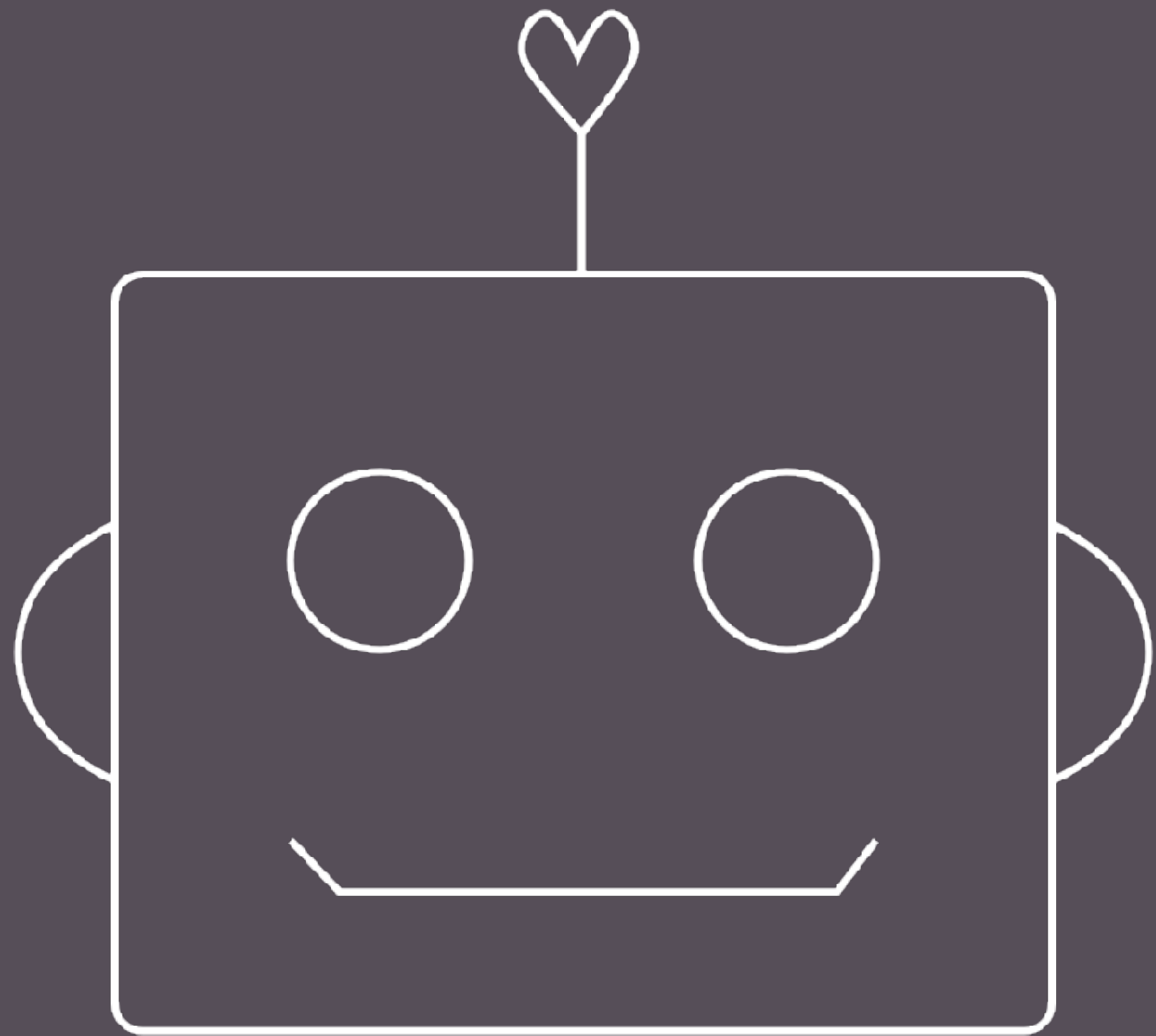


# Correct Routing





# Avoid Long Running Scripts



# Don't Block Scripts in robots.txt



**Kim Dewe** @kimdewe · Jul 16

Hi @JohnMu, what are your current thoughts on GB rendering of SPA's? .... 👍  
or 👎 or 👍 - I'm not sure if JS rendering is working "well" for me yet.



1



1



**John** ☆.o(≧▽≦)o.☆

@JohnMu

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Replying to @kimdewe

It's not always perfect, and certainly not easy, but for some sites it can work well, even if you rely on client-side-rendering (just JS, no server-side-rendering). YMMV :)

3:32 PM - 16 Jul 2018



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# Fetch as Google

## Fetch as Google

<http://www.mercedesbernard.com/> 

Googlebot type: Desktop

Request Indexing

✔ Complete on Monday, September 3, 2018 at 7:36:01 PM PDT

### Fetching

### Downloaded HTTP response:

```
1 HTTP/1.1 200 OK
2 Server: Cowboy
3 Connection: keep-alive
4 X-Powered-By: Express
5 Accept-Ranges: bytes
6 Cache-Control: public, max-age=0
7 Last-Modified: Sun, 19 Aug 2018 21:11:30 GMT
8 Etag: W/"394a-16554074fd0"
9 Content-Type: text/html; charset=UTF-8
10 Content-Length: 14666
11 Date: Tue, 04 Sep 2018 02:36:02 GMT
12 Via: 1.1 vegur
13
14 <!DOCTYPE html><html xmlns="http://www.w3.org/1999/xhtml" lang="en" xml:lang="en"><head><script type="text/javascript" async="" src="https://www.google-analytics.com
15   function gtag(){dataLayer.push(arguments);}
16   gtag('js', new Date());
17
18   gtag('config', 'UA-121177820-1');</script><script>var _rollbarConfig = {
19     accessToken: "b67bflcd221c4d2d91eb5621cb10c85e",
20     captureUncaught: true,
21     captureUnhandledRejections: true,
22     payload: {
23       environment: "production"
24     }
25   };
26   // Rollbar Snippet
27   !function(r) { function e(n) { if (o[n]) return o[n].exports; var t = o[n] = { exports: {}, id: n, loaded: !1 }; return r[n].call(t.exports, t, t.exports, e)
28   // End Rollbar Snippet</script><meta charset="utf-8"><meta name="viewport" content="width=device-width,initial-scale=1"><link href="/static/css/app.15b905f0f596:
29 </div></div></div></div> <div data-v-893ef468="" class="Hero-background"><img data-v-893ef468="" src="//images.ctfassets.net/kueynwv98jit/2aJslvjshmq882y2a20eIq/00d:
```

Download Time: 0.065 seconds



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# Prerendering



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# Server Side Rendering



Go Forth and Be Found

