

# 10 Things Google hates about your website

With a fiery passion

Oh, Google. You market-owning, good-results-delivering search engine, you. We follow your rules because you help our websites obtain traffic from our target market, and we like that. But, in order to follow your rules, we have to understand what you hate. Here are 10 things, and a few options we can explore to right our wrongs.

## 1. Lack of responsive design

- Check the mobile-friendliness of your web pages by running your URLs through Google's very own mobile-friendly test: <https://www.google.com/webmasters/tools/mobile-friendly/>.
- Log in to your Webmaster Tools account and head to Search Traffic > Mobile Usability to locate usability errors you can fix.
- Read Google's "Get Started" guide to developing mobile-friendly websites: <https://developers.google.com/webmasters/mobile-sites/get-started/>.

## 2. Incorrect use of server redirect codes (301 and 302)

- Watch the use of 301 redirects so you aren't using too many. Check out this video for best practices: <https://www.youtube.com/watch?v=r1LVPrYoBkA>.
- Change unnecessary 302/303 redirects into 301 redirects to improve the sites' Search Engine Rankings.

## 3. Duplicate content

- Download the screaming frog web crawler and use it to crawl 500 pages for free: <http://www.screamingfrog.co.uk/seo-spider/>.
- Log in to your Webmaster Tools account and head to Search Appearances > HTML Improvements to locate duplicate meta descriptions you can fix.
- Use the canonical tag to tell search engines what version of the page you want to return for relevant search queries.

## 4. Content that is not thorough, or long for no reason

- Review your key landing pages for content length, and consider splitting content into multiple pages or adding infographics if it's too long, or adding content if it's too short.

More on the next page...

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## 5. Keyword stuffing

- Check out this tool from SEO Book to gauge keyword density: <http://tools.seobook.com/general/keyword-density/>.
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## 6. When you don't update your site EVER

- Keep it FRESH! Read this for tips: <https://moz.com/blog/google-fresh-factor>.
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## 7. Too many links on a page

- Chrome Web Store has a "Check My Links" tool that will give you an exact count of the links on a particular web page, and it will give you a few other handy insights as well. Free tool, check it out.
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## 8. When no site with any level of authority links to yours

- Run your URL through Moz's Open Site Explorer research tool to see what inbound links you are receiving as well as a few details about those links: <https://moz.com/researchtools/ose/>.
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## 9. Lengthy, meaningless URLs

- Keep URLs as short and simple as possible, preferably less than 100 characters. Incorporate keyword phrases in URLs that apply to each page. Use all lowercase, and separate words with dashes (-). URL structure should correspond with site hierarchy through the use of subfolders separated with forward slashes (/).
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## 10. Slow page load times

- To improve the site load time on the desktop sites you can leverage browser caching, eliminate render blocking JavaScript and CSS in above-the-fold content, compact JavaScript code, and optimize images and enable compression.