



Technical SEO:

Google Ranking Signals You Can't Ignore

Please note that these resources may contain affiliate links. If you buy something after clicking one of these links, I may earn a commission.

- [Watch the class again](#)
- [Download the slides](#)
- [Check out all of my Skillshare classes](#)

Lesson 1: Mobile Responsiveness: Designing for Devices

#FACTS:

- MOBILE BROWSING ACCOUNTS FOR **63% OF WEBSITE VISITS**. Source: [Stone Temple](#)
- AS OF JULY 2018, GOOGLE ANNOUNCED THAT **MOBILE USABILITY** IS AN OFFICIAL RANKING FACTOR (ALSO KNOWN AS “**MOBILE-FIRST INDEXING**”). Source: [Google](#)

Check out how Google sees your website: [Mobile-Friendly Test](#).

Additional Resources:

- [WPMU DEV: Google Search is Going Mobile-First – Here's What It Means for Your WordPress Site](#)
- [Kinsta: WordPress Free vs Paid Themes: Which is Right for Your Next Project?](#)
- [The Blogsmith: Top WordPress Theme Memberships & Highend WordPress Themes](#)

Lesson 2: Page Load Time & User Experience

#FACT: 53% OF MOBILE USERS ABANDON WEBSITES THAT TAKE **3+ SECONDS TO LOAD**. Source: [Google](#)

CDN options:

- Freemium: [Cloudflare](#) and [Jetpack](#)
- Paid: [Fastly](#)

Caching plugin options:

- Paid: [WP Rocket](#)
- Free: [W3 Total Cache](#) and [WP Super Cache](#)

Image optimization plugin options:

- Freemium: [ShortPixel](#) and [Smush](#)

Backup Plugin: [UpDraftPlus](#)

Web Hosting:

- Performance: [Kinsta](#)
- Budget: [Siteground](#)

Check out how Google judges your page speed (with ideas to improve it): [PageSpeed Insights](#).

Additional Resources:

- [Search Engine Land: The Google Speed Update: Page speed will become a ranking factor in mobile search](#)
- [Kinsta: Facebook Instant Articles: How to Setup With WordPress](#)

Lesson 3: Why You Can't Go On Without HTTPS

How to migrate from HTTP to HTTPS:

- Install a SSL certificate
- Redirect HTTP URLs to HTTPS
- Fixed [mixed content warnings](#)

Lesson 4: Menu Design & Usability

Various Resources:

- [WPMU DEV: Creative Website Menu Designs and Best Practices](#)
- [Speckyboy: Analyzing the Hamburger Menu in Web Design](#)
- [WPMU DEV: User Testing Your WordPress Site or Product on a Budget](#)

User Testing Resources:

- [Inspectlet](#)
- [UserTesting](#)
- [Fiverr](#)