

Tech talk

Wat zelfs experts in 2023 blijven fout doen



A man with short brown hair and glasses, wearing a light grey sweater over a light green collared shirt, is clapping his hands. He is looking towards the left of the frame. In the background, there is a blue wall, a red and white striped flag, and a green plant. The scene appears to be a meeting or a presentation.

Als ik zie dat jullie niet meer gefocust zijn,
zal ik dit doen: klap, klap.

Intéressant.

Al die kennis...



SEO VOOR E-COMMERCE

Jan-Willem Bobbink



E-COMMERCE SEO FAILS

Steven Van Vessum



SITE MIGRATIES

Dirk Ceupens



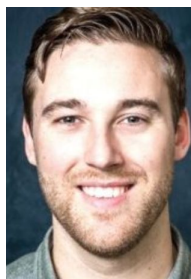
CONTENT INVENTARISATIE

Dave Lorrez



GOOGLE UPDATES AND THE FUTURE

Sander Tamaëla



SEO AT SCALE

Felix Peters



SEO CONSULTANCY & PROJECT MANAGMENT

Marloes Zweers



LOCAL SEO @ VDAB

Liesbet Devylder



LOCAL SEO @ RADISSON

Ken Derwael



SEO IN COMPLEXE B2B

Steven Van Duyse



CONTENT ALS SEO TROEF

Jente Kasprowski

Al die kennis...



De SERP als basis voor je SEO-strategie
Chantal Smink - Freelance SEO & Online Strategist

SEO BENELUX.
MEETUP GENT
5 mei 2022



Intro tot language models voor SEO
Michael Van Den Reym, SEO Expert @ iO

SEO BENELUX.
MEETUP GENT
5 mei 2022



Human-centric SEO: How to rock future-proof on-page SEO
Marjolein Schollaert, On-page SEO-specialist

SEO BENELUX.
MEETUP GENT
5 mei 2022



Getting shit d'ne
Kevin Verleg

SEO BENELUX.
MEETUP AMS

...

Wat zou nog interessant
kunnen zijn?



Tech talk

Wat zelfs experts in 2023 blijven fout doen





Disclaimer:

Ik maak ook fouten hé.

Wie?



SEOs

(ook ik)

Dev



PO/business



1

2

3

4



#1 Ze gebruiken robots.txt verkeerd





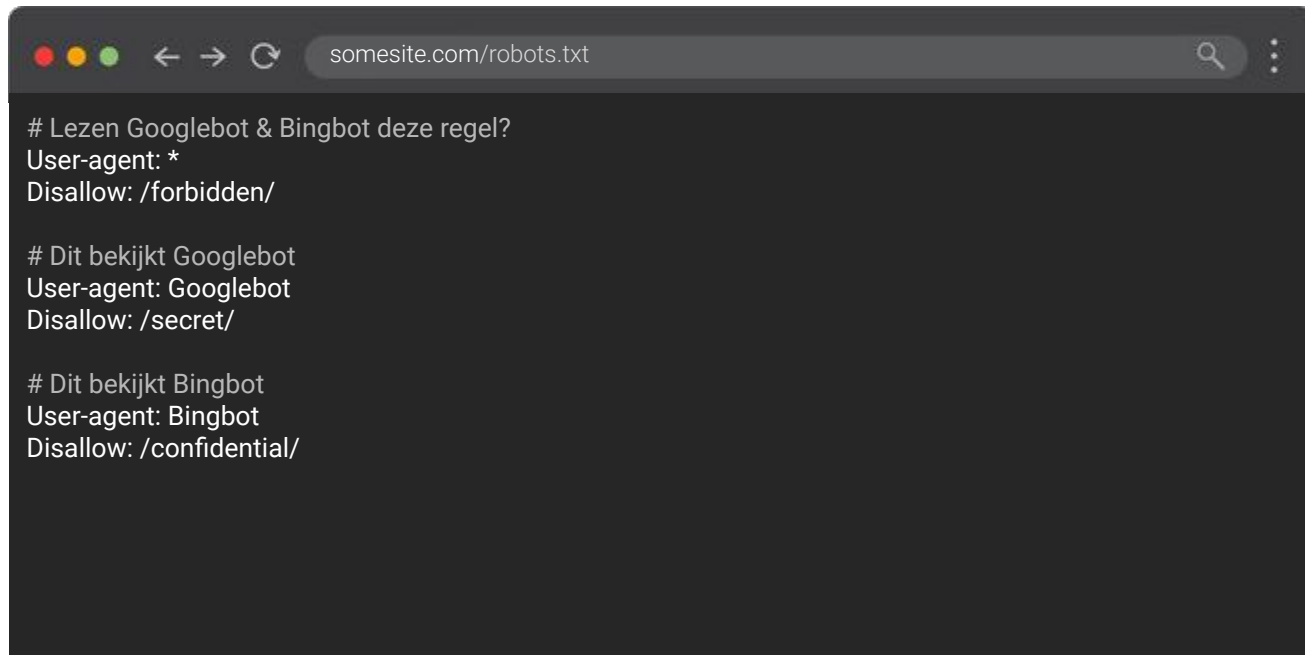
Drie fouten gezien.

De case van  TikTok

A man with glasses and a grey sweater stands in a classroom, looking thoughtful with his hand to his chin. He is facing a group of students seated at desks. The room has large windows on the left, an American flag on the wall, a potted plant, a globe, and a whiteboard with faint writing. The scene is brightly lit by natural light from the windows.

Toen begon hij een heel lange uitleg.

In feite komt het hier op neer



```
# Lezen Googlebot & Bingbot deze regel?  
User-agent: *  
Disallow: /forbidden/  
  
# Dit bekijkt Googlebot  
User-agent: Googlebot  
Disallow: /secret/  
  
# Dit bekijkt Bingbot  
User-agent: Bingbot  
Disallow: /confidential/
```

Regels worden niet gebundeld (geen overerving). Enkel de meest specifieke UA telt.

Als je me niet gelooft:

```
1 User-agent: *  
2 Disallow: /forbidden/           # Googlebot negeert deze regel  
3  
4 User-agent: Googlebot  
5 Disallow: /forbidden-for-google/
```

✖ 0 fouten ⚠
0 waarschuwingen

Verzenden

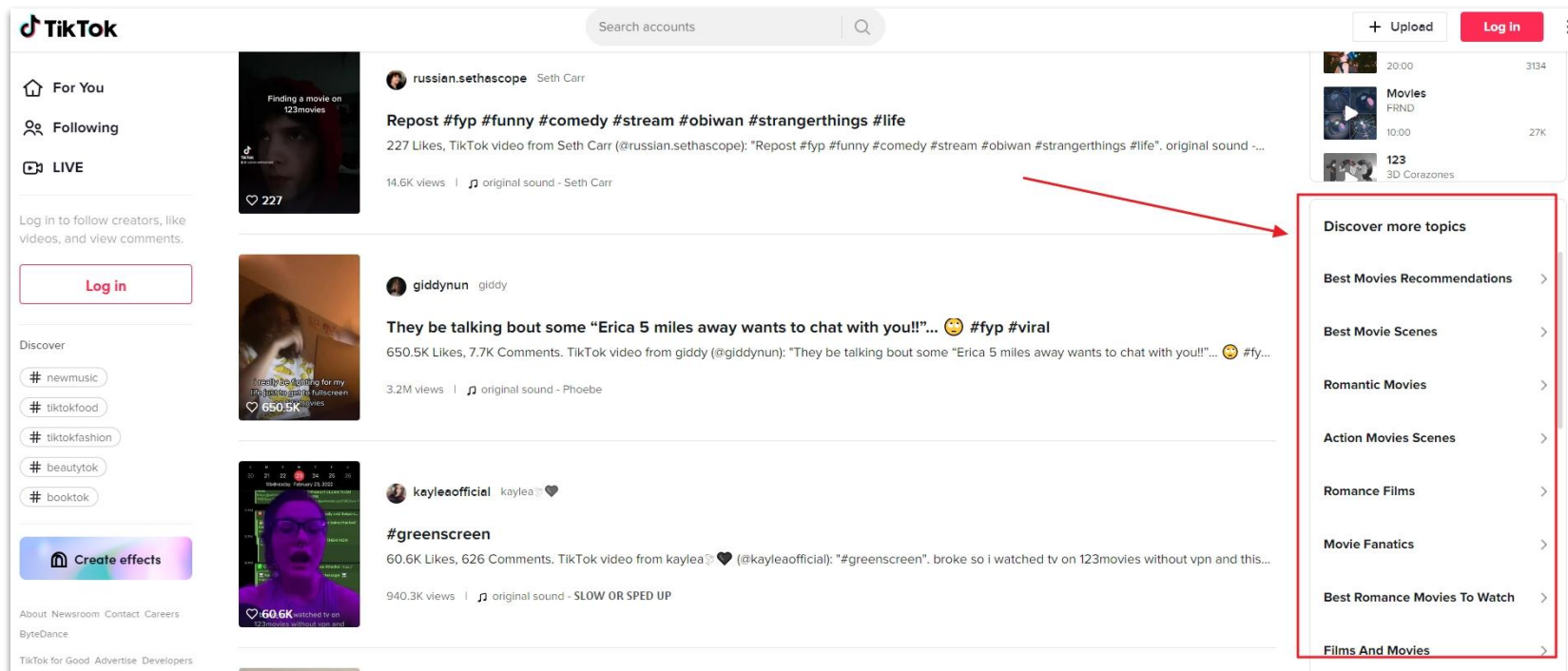
https://www. be/ forbidden/test Googlebot ▼ TOEGESTAAN



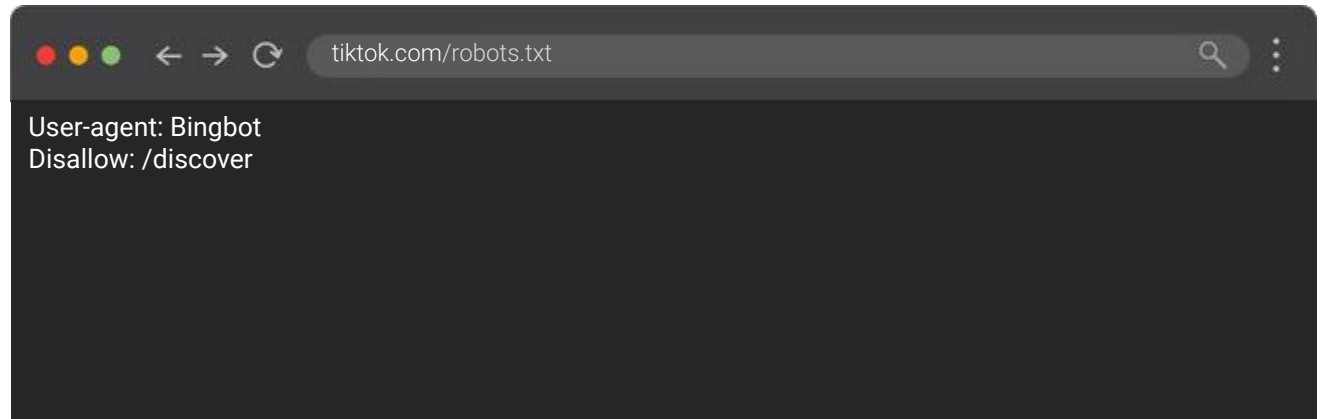


→ wil **niet** dat Bing de /discover folder nog crawl

Welke robots.txt code brief je naar de developer?



<https://www.tiktok.com/discover/best-movies>



POV:

Dit was hun
robots.txt.

```
User-agent: Baiduspider  
User-agent: 360Spider
```

```
User-agent: *  
Allow: /foryou  
Allow: /discover  
Allow: /about  
Allow: /legal  
Allow: /safety  
Allow: /forgood  
Allow: /community-guidelines  
Allow: /tag  
Allow: /amp  
Allow: /transparency  
Allow: /share  
Allow: /music  
Disallow: /inapp  
Disallow: /auth  
Disallow: /embed/@  
Disallow: /embed/v2  
Disallow: /embed/curated  
Disallow: /link
```



En dus, de developer
copy-pastet uw code.

A screenshot of a web browser window displaying the robots.txt file for tiktok.com. The address bar shows "tiktok.com/robots.txt". The page content lists rules for different user agents. A red rectangle highlights the disallow rules for the Yisouspider user agent. A red arrow points from the text "copy-pastet uw code" to this highlighted section.

```
User-agent: Yisouspider
Disallow: /

User-agent: *
Allow: /foryou
Allow: /discover
Allow: /about
Allow: /legal
Allow: /safety
Allow: /forgood
Allow: /community-guidelines
Allow: /tag
Allow: /amp
Allow: /transparency
Allow: /share
Allow: /music
Disallow: /inapp
Disallow: /auth
Disallow: /embed/@
Disallow: /embed/v2
Disallow: /embed/curated
Disallow: /link

User-agent: Bingbot
Disallow: /discover
```

En ja, ook dat deden ze bij TikTok

39 lines 0 Removals

Copy all

```
1 User-agent: Baiduspider
2 User-agent: 360Spider
3 User-agent: Sogouspider
4 User-agent: Yisouspider
5 Disallow: /
6
7 User-agent: *
8 Allow: /foryou
9 Allow: /discover
10 Allow: /about
11 Allow: /legal
12 Allow: /safety
13 Allow: /forgood
14 Allow: /community-guidelines
15 Allow: /tag
16 Allow: /amp
17 Allow: /transparency
18 Allow: /share
19 Allow: /music
20 Disallow: /inapp
21 Disallow: /auth
22 Disallow: /embed/@
23 Disallow: /embed/v2
24 Disallow: /embed/curated
```

```
25 Sitemap: https://www.tiktok.com/tos/node/sitemaps/sitemap.xml
26 Sitemap: https://www.tiktok.com/tos/node/sitemaps/sitemap_tag_jpagency_index_20
    200509_-1553821641.xml
```

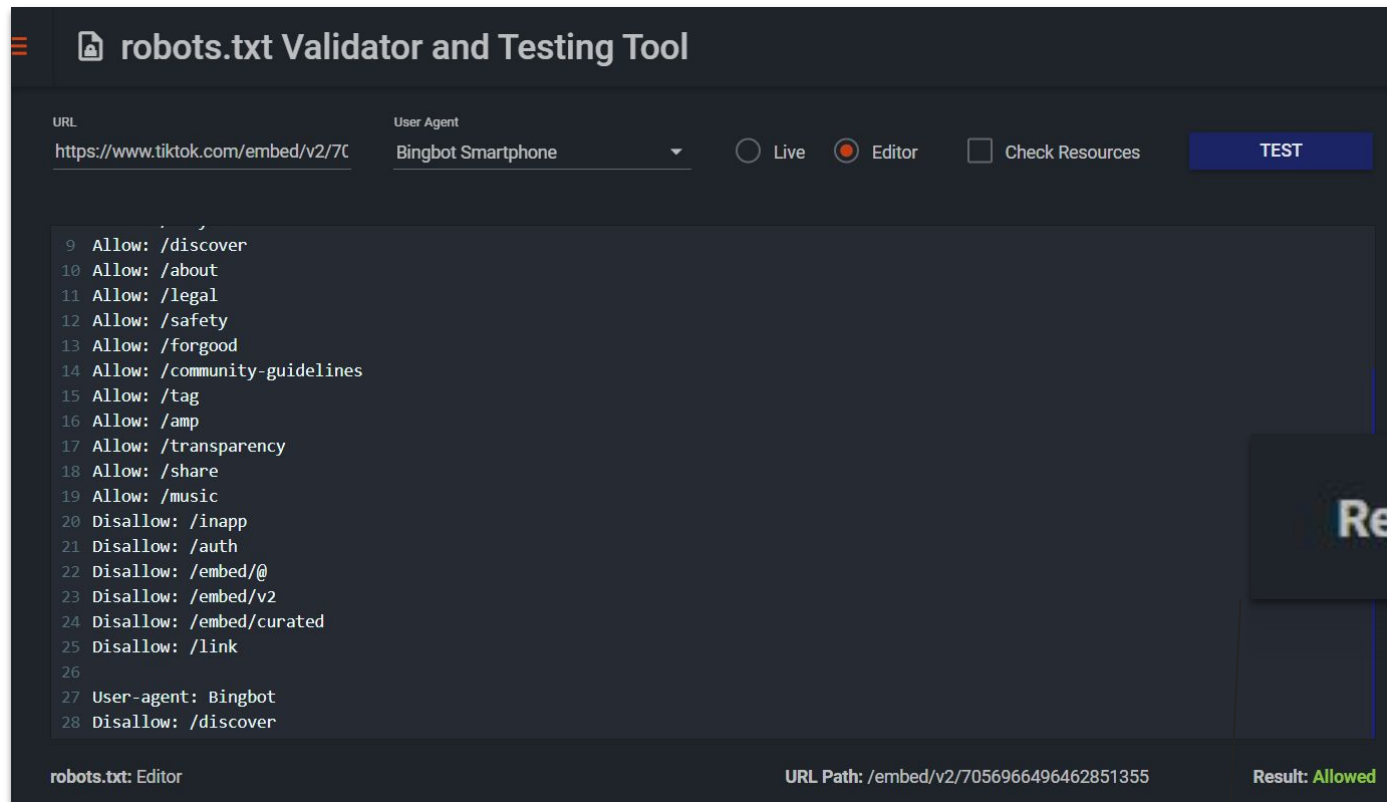
42 lines + 3 Additions

Copy all

```
1 User-agent: Baiduspider
2 User-agent: 360Spider
3 User-agent: Sogouspider
4 User-agent: Yisouspider
5 Disallow: /
6
7 User-agent: *
8 Allow: /foryou
9 Allow: /discover
10 Allow: /about
11 Allow: /legal
12 Allow: /safety
13 Allow: /forgood
14 Allow: /community-guidelines
15 Allow: /tag
16 Allow: /amp
17 Allow: /transparency
18 Allow: /share
19 Allow: /music
20 Disallow: /inapp
21 Disallow: /auth
22 Disallow: /embed/@
23 Disallow: /embed/v2
24 Disallow: /embed/curated
```

```
25
26 User-agent: Bingbot
27 Disallow: /discover
28 Sitemap: https://www.tiktok.com/tos/node/sitemaps/sitemap.xml
29 Sitemap: https://www.tiktok.com/tos/node/sitemaps/sitemap_tag_jpagency_index_20
    200509_-1553821641.xml
```

Het problem:



The screenshot displays the 'robots.txt Validator and Testing Tool' interface. At the top, the URL 'https://www.tiktok.com/embed/v2/7056966496462851355' is entered in the 'URL' field, and 'Bingbot Smartphone' is selected in the 'User Agent' dropdown. The 'Editor' mode is selected with a radio button, and the 'TEST' button is highlighted in blue. Below the input fields, a list of robots.txt rules is shown, including 'Allow: /discover', 'Allow: /about', 'Allow: /legal', 'Allow: /safety', 'Allow: /forgood', 'Allow: /community-guidelines', 'Allow: /tag', 'Allow: /amp', 'Allow: /transparency', 'Allow: /share', 'Allow: /music', 'Disallow: /inapp', 'Disallow: /auth', 'Disallow: /embed/@', 'Disallow: /embed/v2', 'Disallow: /embed/curated', 'Disallow: /link', 'User-agent: Bingbot', and 'Disallow: /discover'. At the bottom right, a large dark box displays the result 'Result: Allowed' in green text. The footer of the tool shows 'robots.txt: Editor', 'URL Path: /embed/v2/7056966496462851355', and 'Result: Allowed'.

robots.txt Validator and Testing Tool

URL: <https://www.tiktok.com/embed/v2/7056966496462851355>

User Agent: Bingbot Smartphone

☐ Live ☒ Editor ☐ Check Resources **TEST**

```
9 Allow: /discover
10 Allow: /about
11 Allow: /legal
12 Allow: /safety
13 Allow: /forgood
14 Allow: /community-guidelines
15 Allow: /tag
16 Allow: /amp
17 Allow: /transparency
18 Allow: /share
19 Allow: /music
20 Disallow: /inapp
21 Disallow: /auth
22 Disallow: /embed/@
23 Disallow: /embed/v2
24 Disallow: /embed/curated
25 Disallow: /link
26
27 User-agent: Bingbot
28 Disallow: /discover
```

Result: Allowed

robots.txt: Editor URL Path: /embed/v2/7056966496462851355 Result: Allowed

<https://www.tiktok.com/embed/v2/7056966496462851355>

En  doet juist hetzelfde.



De robots.txt van

```
twitter.com/robots.txt

User-agent: *
Allow: /*?lang=
Allow: /hashtag/*?src=
Allow: /search?q=%23
Allow: /i/api/
Disallow: /search/realtime
Disallow: /search/users
Disallow: /search/*/grid

Disallow: /*?
Disallow: /*/followers
Disallow: /*/following

Disallow: /account/deactivated
Disallow: /settings/deactivated

Disallow: /oauth
Disallow: /1/oauth

Disallow: /i/streams
Disallow: /i/hello

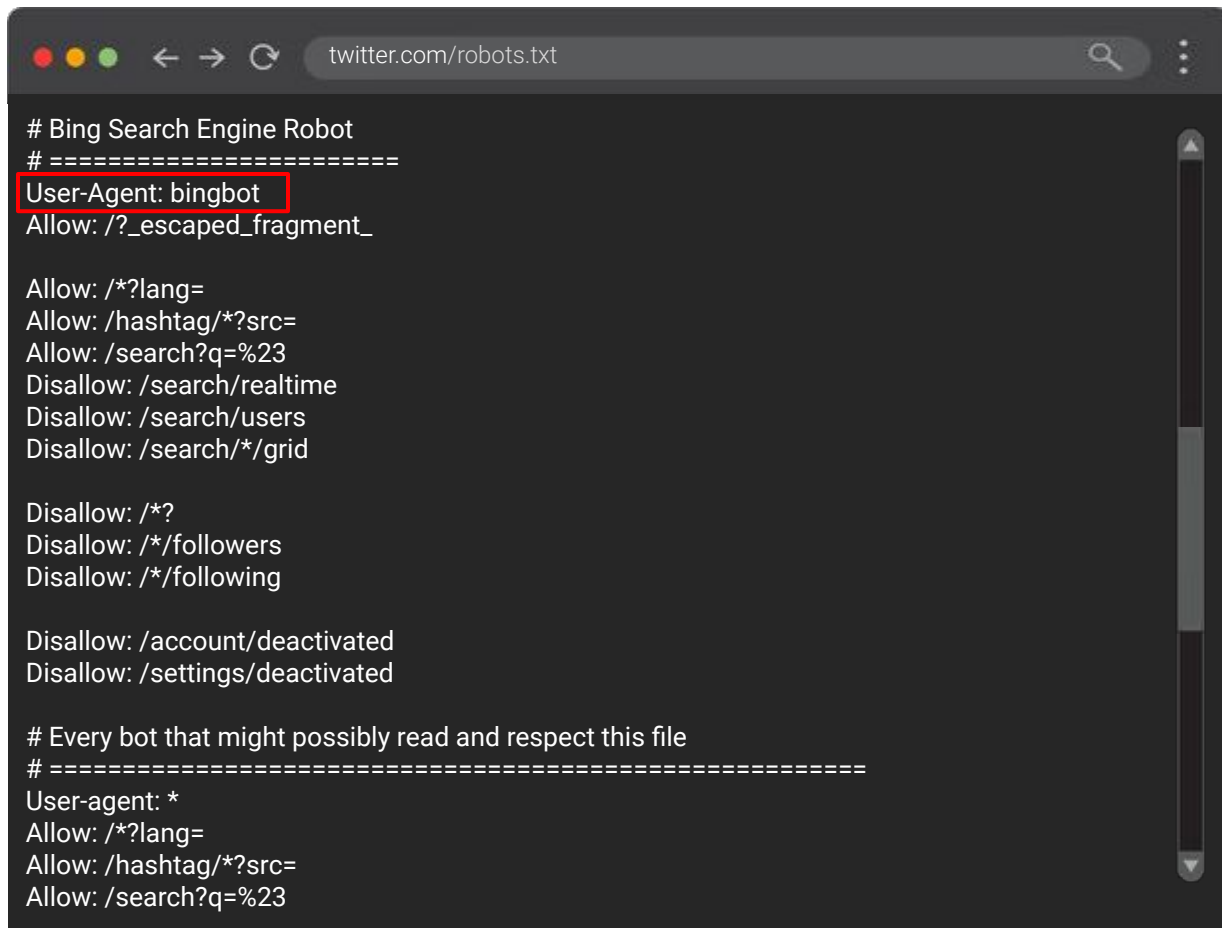
# WHAT-4882 - Block indexing of links in notification emails. This applies to all bots.
# =====
Disallow: /i/u
```

We scrollen wat naar boven

Disallow: /oauth
Disallow: /1/oauth

Disallow: /i/streams
Disallow: /i/hello

Disallow: /i/u



```
# Bing Search Engine Robot
# =====
User-Agent: bingbot
Allow: /?_escaped_fragment_

Allow: /*?lang=
Allow: /hashtag/*?src=
Allow: /search?q=%23
Disallow: /search/realtime
Disallow: /search/users
Disallow: /search/*/grid

Disallow: /*?
Disallow: /*/followers
Disallow: /*/following

Disallow: /account/deactivated
Disallow: /settings/deactivated

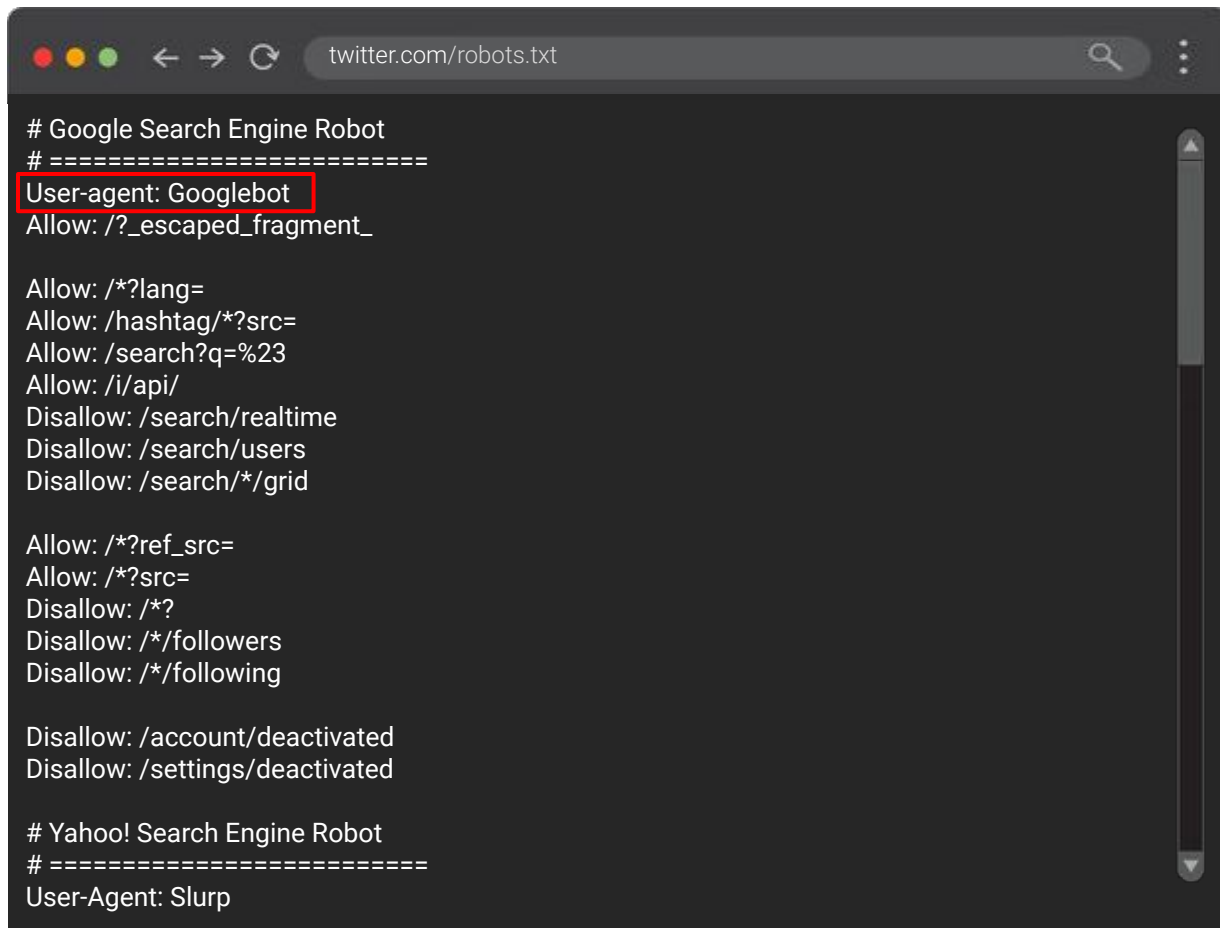
# Every bot that might possibly read and respect this file
# =====
User-agent: *
Allow: /*?lang=
Allow: /hashtag/*?src=
Allow: /search?q=%23
```

We scrollen
nog wat
naar boven

Disallow: /oauth
Disallow: /1/oauth

Disallow: /i/streams
Disallow: /i/hello

Disallow: /i/u



```
# Google Search Engine Robot
# =====
User-agent: Googlebot
Allow: /?_escaped_fragment_

Allow: /*?lang=
Allow: /hashtag/*?src=
Allow: /search?q=%23
Allow: /i/api/
Disallow: /search/realtime
Disallow: /search/users
Disallow: /search/*/grid

Allow: /*?ref_src=
Allow: /*?src=
Disallow: /*?
Disallow: /*/followers
Disallow: /*/following

Disallow: /account/deactivated
Disallow: /settings/deactivated

# Yahoo! Search Engine Robot
# =====
User-Agent: Slurp
```

Linked  is dan weer chaos.



De robots.txt van LinkedIn



4102 lijnen tekst

```
linkedin.com/robots.txt

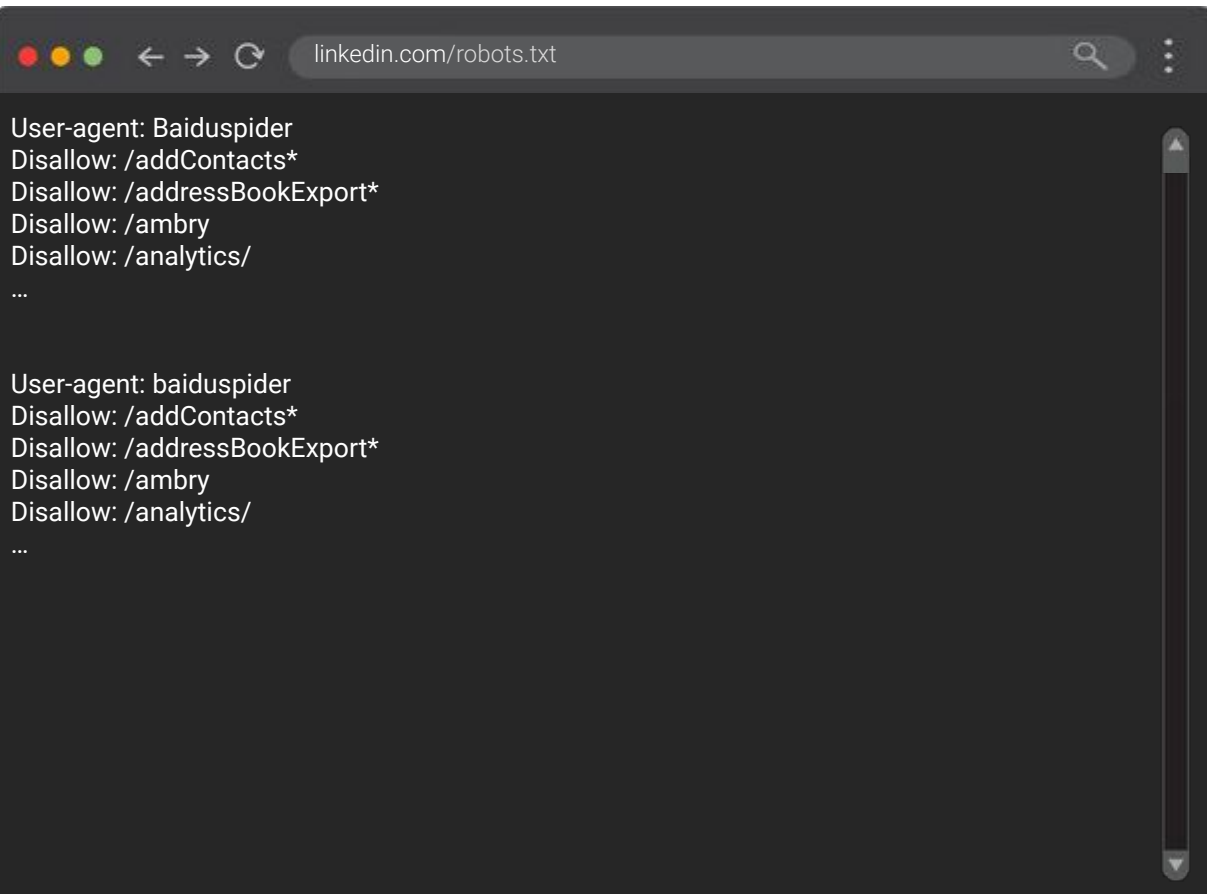
# Notice: The use of robots or other automated means to access LinkedIn without
# the express permission of LinkedIn is strictly prohibited.
# See https://www.linkedin.com/legal/user-agreement.
# LinkedIn may, in its discretion, permit certain automated access to certain LinkedIn pages,
# for the limited purpose of including content in approved publicly available search engines.
# If you would like to apply for permission to crawl LinkedIn, please email
whitelist-crawl@linkedin.com.
# Any and all permitted crawling of LinkedIn is subject to LinkedIn's Crawling Terms and Condition
# See http://www.linkedin.com/legal/crawling-terms.

User-agent: Googlebot
Disallow: /addContacts*
Disallow: /addressBookExport*
Disallow: /ambry
Disallow: /analytics/
Disallow: /answers*
Disallow: /authwall
Disallow: /badges/profile/create
Disallow: /cap/
Disallow: /chat/
Disallow: /checkpoint/
Disallow: /companyDir*
Disallow: /connections*
Disallow: /csp/
Disallow: /e/
```

Lichtjes chaotisch.

En wat opvalt:

eentje had
ook volstaan.

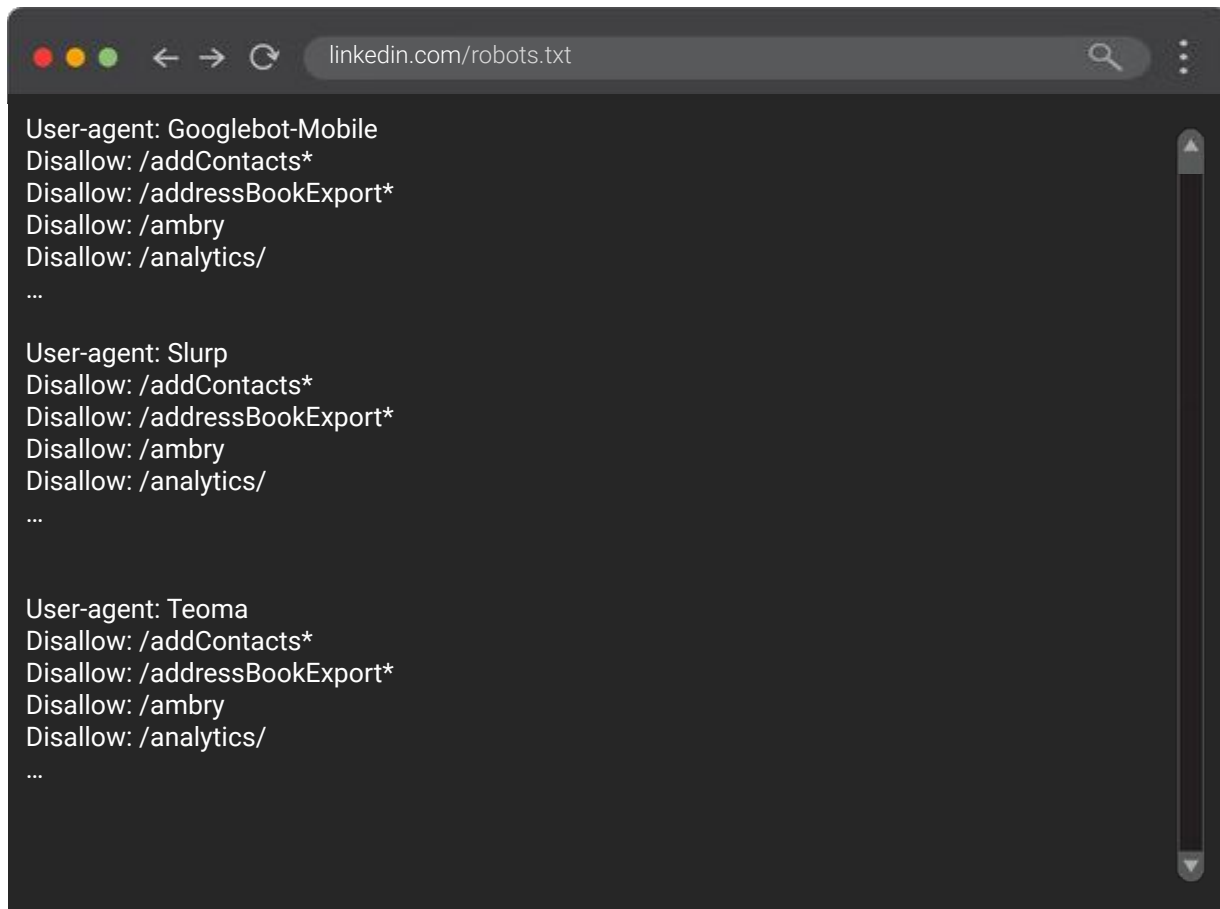


```
User-agent: Baiduspider
Disallow: /addContacts*
Disallow: /addressBookExport*
Disallow: /ambry
Disallow: /analytics/
...

User-agent: baiduspider
Disallow: /addContacts*
Disallow: /addressBookExport*
Disallow: /ambry
Disallow: /analytics/
...
```

En wat opvalt:

Outdated.



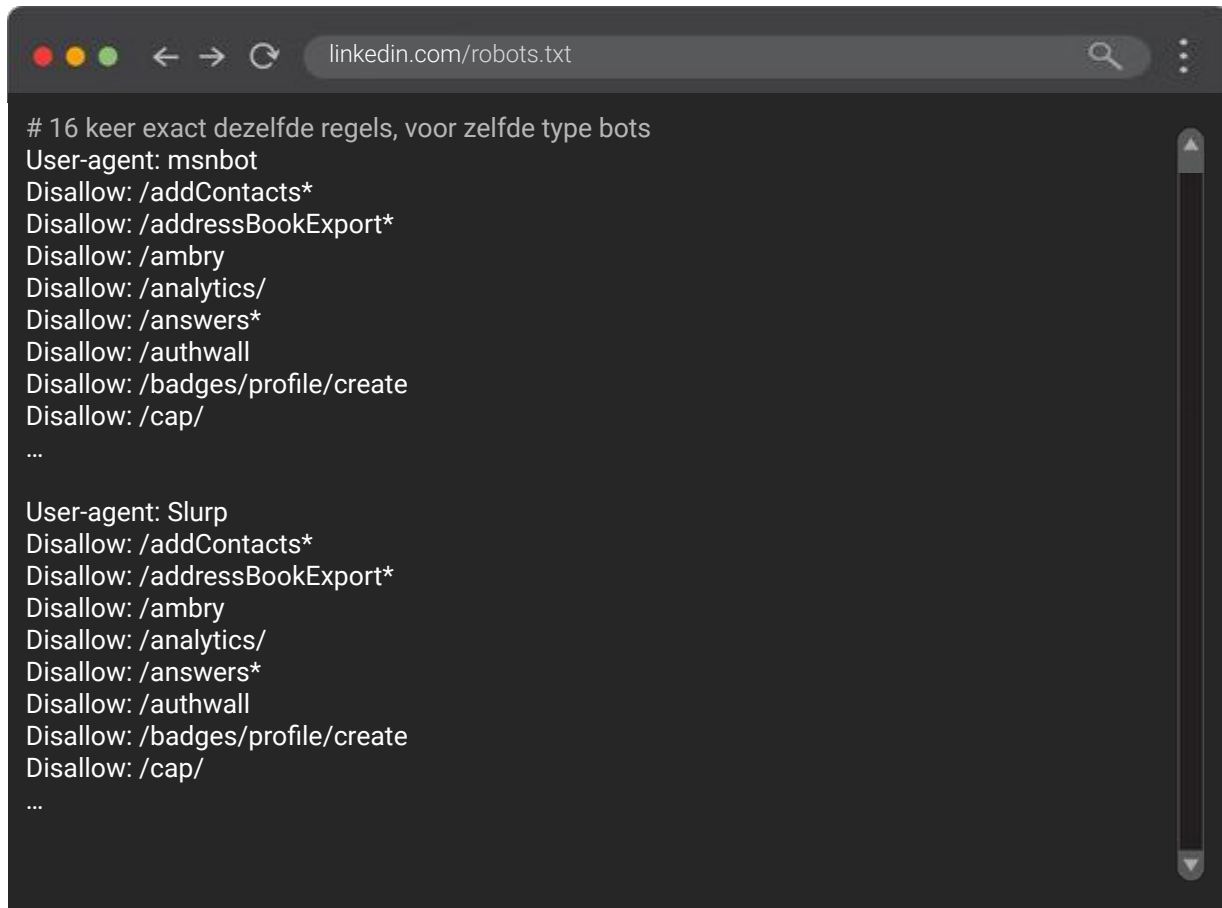
```
User-agent: Googlebot-Mobile
Disallow: /addContacts*
Disallow: /addressBookExport*
Disallow: /ambry
Disallow: /analytics/
...

User-agent: Slurp
Disallow: /addContacts*
Disallow: /addressBookExport*
Disallow: /ambry
Disallow: /analytics/
...

User-agent: Teoma
Disallow: /addContacts*
Disallow: /addressBookExport*
Disallow: /ambry
Disallow: /analytics/
...
```

En wat opvalt:

16 gelijkaardige
UA's met
identiek
dezelfde regels.



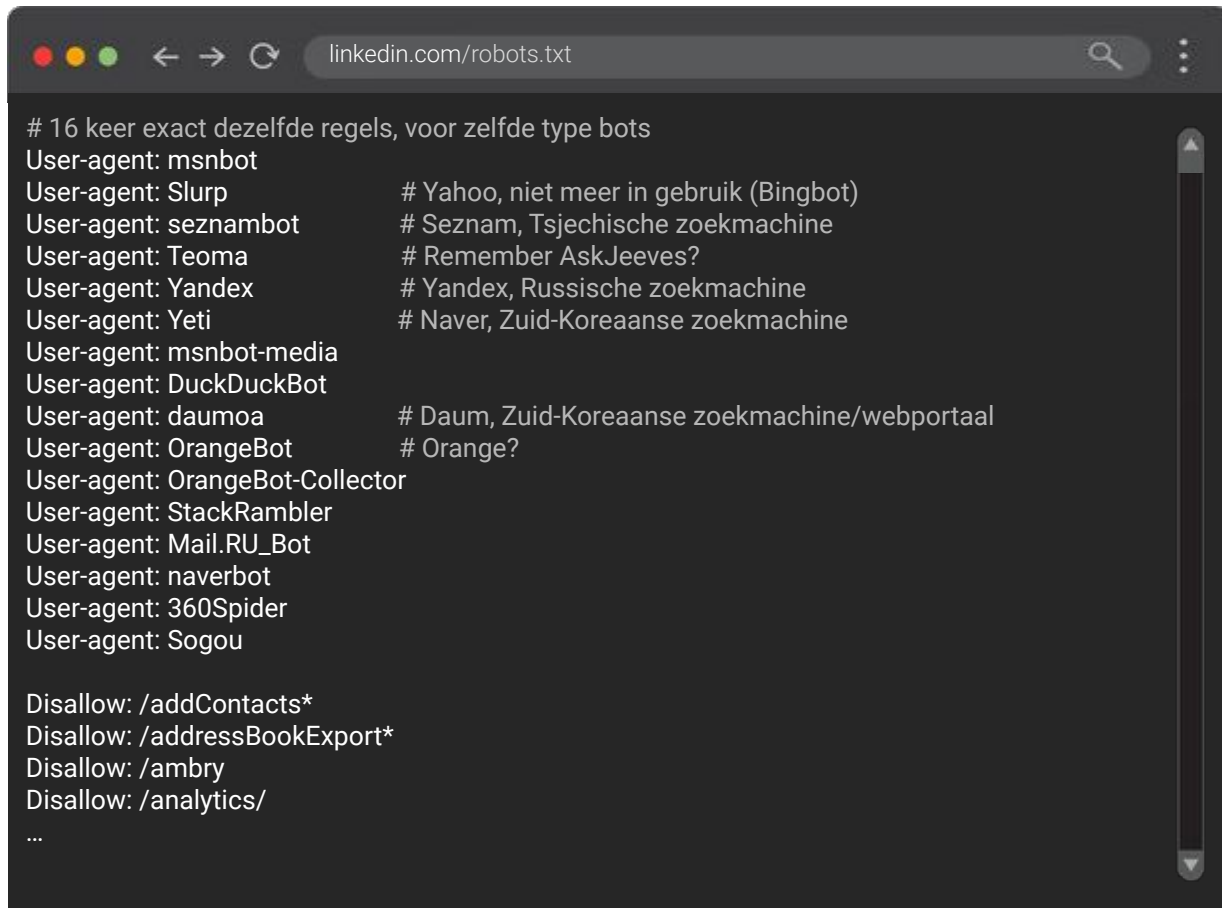
```
# 16 keer exact dezelfde regels, voor zelfde type bots
User-agent: msnbot
Disallow: /addContacts*
Disallow: /addressBookExport*
Disallow: /ambry
Disallow: /analytics/
Disallow: /answers*
Disallow: /authwall
Disallow: /badges/profile/create
Disallow: /cap/
...

User-agent: Slurp
Disallow: /addContacts*
Disallow: /addressBookExport*
Disallow: /ambry
Disallow: /analytics/
Disallow: /answers*
Disallow: /authwall
Disallow: /badges/profile/create
Disallow: /cap/
...
```

En wat opvalt:

16 gelijkaardige
UA's met **identiek**
dezelfde regels.

1.710 (42%) lijnen
uitgespaard.

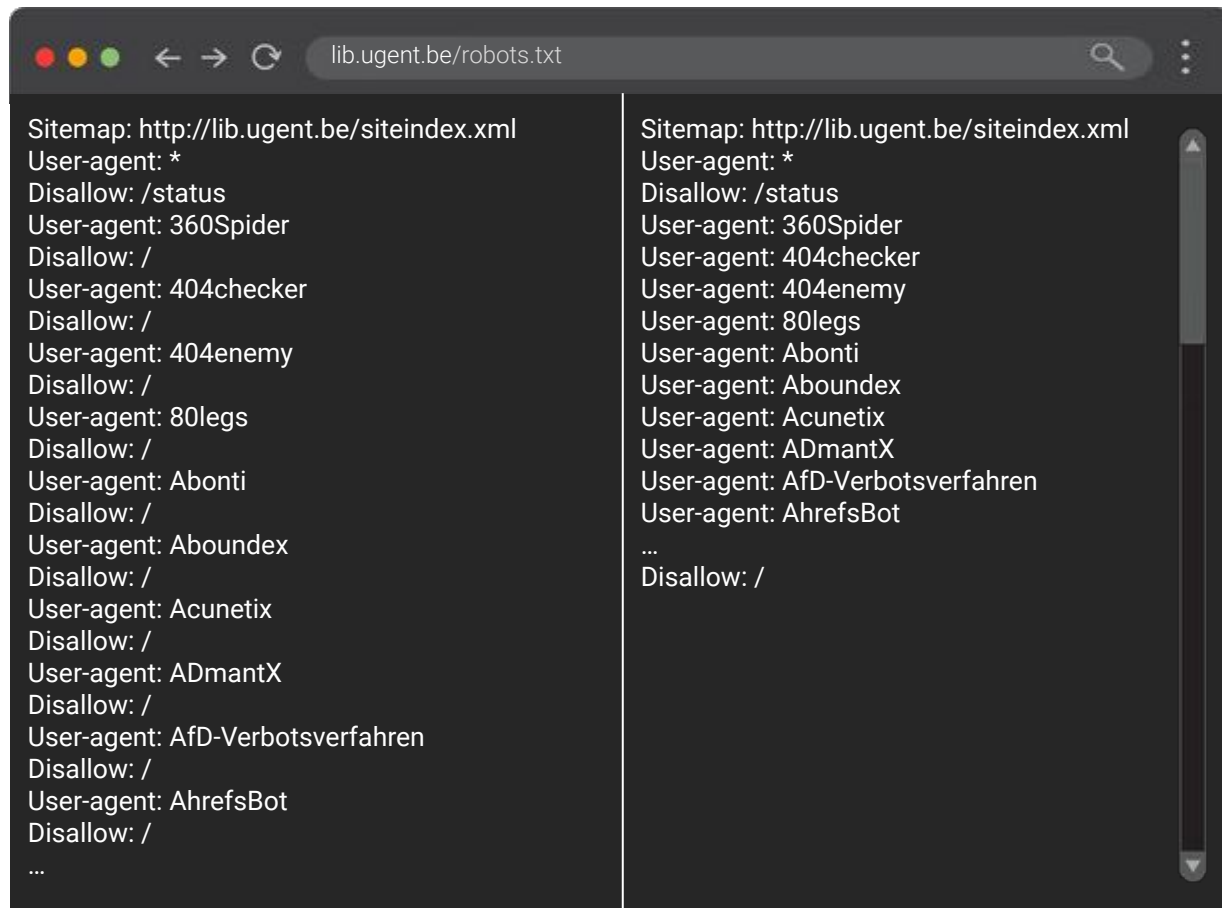


```
# 16 keer exact dezelfde regels, voor zelfde type bots
User-agent: msnbot
User-agent: Slurp                # Yahoo, niet meer in gebruik (Bingbot)
User-agent: seznambot           # Seznam, Tsjechische zoekmachine
User-agent: Teoma               # Remember AskJeeves?
User-agent: Yandex              # Yandex, Russische zoekmachine
User-agent: Yeti                # Naver, Zuid-Koreaanse zoekmachine
User-agent: msnbot-media
User-agent: DuckDuckBot
User-agent: daumoa              # Daum, Zuid-Koreaanse zoekmachine/webportaal
User-agent: OrangeBot           # Orange?
User-agent: OrangeBot-Collector
User-agent: StackRambler
User-agent: Mail.RU_Bot
User-agent: naverbot
User-agent: 360Spider
User-agent: Sogou

Disallow: /addContacts*
Disallow: /addressBookExport*
Disallow: /ambry
Disallow: /analytics/
...
```

Leuk weetje:

Dichter bij huis,
juist hetzelfde



```
lib.ugent.be/robots.txt

Sitemap: http://lib.ugent.be/siteindex.xml
User-agent: *
Disallow: /status
User-agent: 360Spider
Disallow: /
User-agent: 404checker
Disallow: /
User-agent: 404enemy
Disallow: /
User-agent: 80legs
Disallow: /
User-agent: Abonti
Disallow: /
User-agent: Aboundex
Disallow: /
User-agent: Acunetix
Disallow: /
User-agent: ADmantX
Disallow: /
User-agent: AfD-Verbotsverfahren
Disallow: /
User-agent: AhrefsBot
Disallow: /
...

Sitemap: http://lib.ugent.be/siteindex.xml
User-agent: *
Disallow: /status
User-agent: 360Spider
User-agent: 404checker
User-agent: 404enemy
User-agent: 80legs
User-agent: Abonti
User-agent: Aboundex
User-agent: Acunetix
User-agent: ADmantX
User-agent: AfD-Verbotsverfahren
User-agent: AhrefsBot
...
Disallow: /
```

Er is geen monitoring.



Herken je dit?

“ Can you please add this code to the robots.txt?



Hier zitten we weer.

2 bezorgdheden voor tech SEO'ers:

1. (Wanneer) hebben ze het uitgevoerd?
2. Gaat er niks stuk bij een robots.txt aanpassing in de toekomst?

Wat als je dat zou monitoren met Slack alerts?

```
proxy.php database.txt
1 <?php
2 header("Cache-Control: no-store, no-cache, must-revalidate, max-age=0");
3 if(isset($_GET['site'])){
4     include_once 'inc/dbh.inc.php';
5
6     // Check for errors
7     if (mysqli_connect_errno()) {
8         die('Connect Error (' . mysqli_connect_errno() . ') ' .
9             mysqli_connect_error());
10
11     // Select the column you want to retrieve
12     $column = 'site_url';
13
14     // Write the SQL query to retrieve the column
15     $query = "SELECT id FROM robotstxt_tbl WHERE $column = " . $_GET["
16         site"] . " " . "LIMIT 1";
17
18     // Execute the query
19     $result = mysqli_query($conn, $query);
20
21     // Check if the query was successful
22     if (!$result) {
23         die('Failed to retrieve the data: ' . mysqli_error($conn));
24     }
25 }
```

robotstxt-alert

1

Sunday, April 16th



robotstxt-alert APP 10:03 AM

Your robots.txt has changed: <https://www.orange.be/robots.txt>

Wednesday, April 19th



robotstxt-alert APP 10:04 AM

Your robots.txt has changed: <https://www.be/robots.txt>

Friday, April 21st



robotstxt-alert APP 10:05 AM

Your robots.txt has changed: <https://www.google.com/robots.txt>

Thursday, April 27th



robotstxt-alert APP 10:09 AM

Your robots.txt has changed: <https://www.be/robots.txt>

Friday, April 28th



robotstxt-alert APP 10:03 AM

Your robots.txt has changed: <https://www.netflix.com/robots.txt>

Your robots.txt has changed: <https://www.com/robots.txt>

Saturday, April 29th



robotstxt-alert APP 10:12 AM

Your robots.txt has changed: <https://ebay.be/robots.txt>

Yesterday



robotstxt-alert APP 10:07 AM

Your robots.txt has changed: <https://www.facebook.com/robots.txt>

In afwachting van eigen dashboard (work in progress)



43 lines 0 Removals	Copy all	44 lines + 1 Addition
1 User-agent: Baiduspider		1 User-agent: Baiduspider
2 User-agent: 360Spider		2 User-agent: 360Spider
3 User-agent: Sogouspider		3 User-agent: Sogouspider
4 User-agent: Yisouspider		4 User-agent: Yisouspider
5 Disallow: /		5 Disallow: /
6		6
7 User-agent: *		7 User-agent: *
8 Allow: /foryou		8 Allow: /foryou
9 Allow: /discover		9 Allow: /discover
10 Allow: /about		10 Allow: /about
11 Allow: /legal		11 Allow: /legal
12 Allow: /safety		12 Allow: /safety
13 Allow: /forgood		13 Allow: /forgood
14 Allow: /community-guidelines		14 Allow: /community-guidelines
15 Allow: /tag		15 Allow: /tag
16 Allow: /amp		16 Allow: /amp
17 Allow: /transparency		17 Allow: /transparency
18 Allow: /share		18 Allow: /share
19 Allow: /music		19 Allow: /music
20 Disallow: /inapp		20 Disallow: /inapp
21 Disallow: /auth		21 Disallow: /auth
22 Disallow: /embed/@		22 Disallow: /embed/@
23 Disallow: /embed/v2		23 Disallow: /embed/v2
24 Disallow: /embed/curated		24 Disallow: /embed/curated
25		25 Disallow: /link
26		26
26 User-agent: Bingbot		27 User-agent: Bingbot
27 Disallow: /discover		28 Disallow: /discover



A scene from a television show featuring three individuals standing outdoors at night. On the left, a woman with long brown hair, wearing a dark jacket over a light-colored sweater, looks towards the center with a slight smile. In the middle, a man with short brown hair, wearing a dark jacket over a tan hoodie, looks down and to his left. On the right, a man wearing a grey baseball cap, glasses, a dark sweater, and a tan and dark blue puffer jacket looks directly at the camera with a neutral expression. The background shows a brick building with a white door and some windows, illuminated by streetlights.

Dat hou ik geheim,
als jullie het niet erg vinden.

Geen codingkennis (of goesting)?

A time machine for your robots.txt file

A correctly implemented robots.txt is essential. A single mistake has the potential to drop your website completely from search engines.

That's why **ContentKing** immediately alerts you whenever your robots.txt file changes. You're also able to travel back in time to see and compare every single robots.txt revision.

Find answers, get context and gain insights to unlock new opportunities. [Learn more about robots.txt monitoring.](#)

Robots.txt [COMPARING VERSIONS](#)
18 Nov 9:19 AM – Today 10:23 AM

1	1	User-agent: *
2	2	Disallow: /help/
3		Disallow: /product-pages/offices/
4		Disallow: /product-pages/kitchens/
3		Disallow: /product-pages/bedrooms/
5	4	Disallow: /landing-pages/
6	5	Disallow: /wp-admin/
7	6	
8	7	# Crawling directives for GoogleBot
9	8	User-agent: GoogleBot
10		Disallow: /product-pages/offices/
11		Disallow: /product-pages/kitchens/



In-app
notifications



Email
alerts



Slack
notifications



Microsoft Teams
notifications

Robots.txt: **de learnings**

Robots.txt: De learnings

1. Robots.txt doet niet aan overerving (enkel meest specifieke UA geldt)
2. Gooi altijd in de robots.txt tester. **ALTIJD!**
3. Bundel UA's met dezelfde regels (leesbaarheid).
4. Monitoring & alerts zijn heel handig.

#2 Migraties: er loopt al eens wat fout.

Nee, het gaat niet hierover

- ~~302~~ → 301 redirect.
- robots.txt: `Disallow: /` van staging naar live
(solution: browser paswoord)

Redirects met UTM's



Redirects met UTM tags

- ?utm_medium=301&utm_source=website.com
- met canonical tag naar cleane URL

oude URL	nieuwe URL
/over-ons/contact	/contact?utm_medium=301&utm_source=website.com
/producten	/shop?utm_medium=301&utm_source=website.com
/p/gameboy-color	/p/gameboy-color-14522?utm_medium=301&utm_source=website.com
/nl/home	/nl?utm_medium=301&utm_source=website.com

Redirects met UTM tags

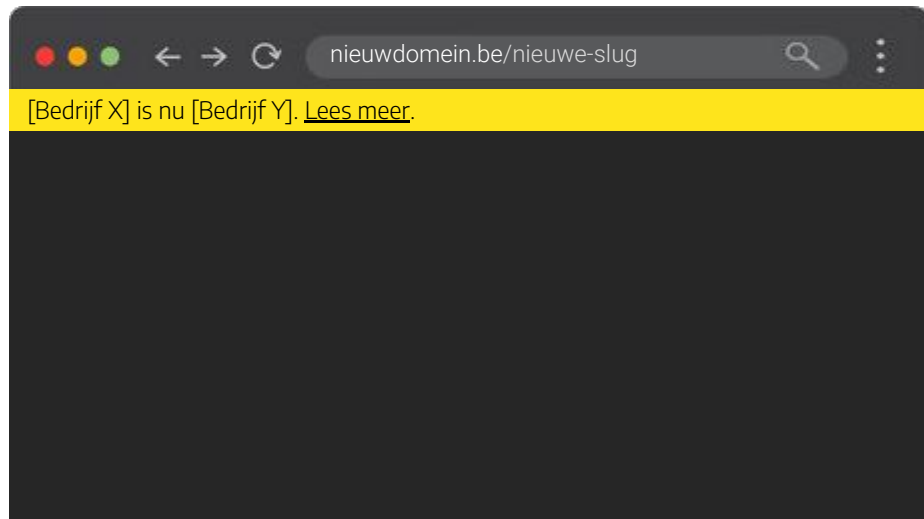
- **entries:** → attributie kapot
 - ~~google/organic~~ → **website.com/301**
 - ~~google/cpe~~ → **website.com/301**
 - ~~facebook.com/referral~~ → **website.com/301**
- **interne links naar oude URL:** redirect → nieuwe sessie gecreëerd (= 2 sessies)

Hoe dan wel?

- **Geen UTM tags**
- **Custom dimensie in GTM (“migratie_url=true”) instellen en meeschieten**

Redirects met UTM tags

“Maar we hebben dit nodig om een melding (banner) te tonen aan mensen die van oudewebsite.com komen.”



Redirects met UTM tags

“Maar we hebben dit nodig om een melding (banner) te tonen aan mensen die van oudewebsite.com komen.”

→ tussenredirect (1P cookie zetten) & uitlezen

```
12 # tussenredirect
13
14 RewriteCond "%{HTTP_HOST}" .*ouddomein\.be.*
15 RewriteRule .* https://nieuwdomein.be/redirect%{REQUEST_URI}
   [CO=blockcookie:true:%{HTTP_HOST}:600:/,R=301,L]
16
17 # Uw standaardredirect regels
18 ...
```

1. ouddomein.be/oude-slug
2. nieuwdomein.be/**redirect**/oude-slug (*plaatst cookie*)
3. nieuwdomein.be/nieuwe-slug

Geen staging opgezet.



Gij

Ik zie geen hol.

Developer

Ik neem het risico.

Bring it on.

Geen staging opgezet

“te veel werk” of “te grote database”

- Redirects kunnen niet getest worden
- Technische audit staging kan niet
- Veel assumpties
- **“Onze developers hebben reeds rekening gehouden met SEO tags.”**

A man and a woman are sitting on a bed in a hotel room, facing each other. The man is on the left, wearing a dark blue sweatshirt and khaki pants. The woman is on the right, wearing a light grey sweater and blue jeans. They are both looking at each other. In the background, there is a nightstand with a lamp and some books. The room has a warm, yellowish light.

Ik geloof er niks van.
- Ik geloof er ook niks van.



En dan gaan ze live...

De redirects zijn niet actief.





Echt error, gewoon error.

Voorbeeld van zulke assumpties

“De PDF’s blijven onveranderd.” → Ah, geen redirects nodig dus.

Nieuwe site: **PDF’s blijken niet overgezet.**

Voorbeeld van zulke assumpties

	A	B	C	D	J	L	M
1						GSC clicks	
2	Oude URL	Slug	Status nu?	Type	Nuttig	Clicks	Vertoningen
4			404	PDF	Ja	1576	9832
7			404	PDF	Ja	1394	18638
8			404	PDF	Ja	761	24186
10			404	PDF	Ja	599	30728
11			404	PDF	Ja	582	5255
12			404	PDF	Ja	576	21804
13			404	PDF	Ja	550	7104
14			404	PDF	Ja	544	15577
15			404	PDF	Ja	523	8320
16			404	PDF	Ja	491	12083
17			404	PDF	Ja	489	14693
18			404	PDF	Ja	464	5433
19			404	PDF	Ja	425	2750
20			404	PDF	Ja	388	14988
21			404	PDF	Ja	388	9058
22			404	PDF	Ja	369	7558
23			404	PDF	Ja	353	3298

ALWAYS GOOD

Niks aan te doen.

#3 Kan beter:

- communicatie
- dev relations
- buy-in krijgen



Altijd tekstuele briefings



Ticket loopt niet?

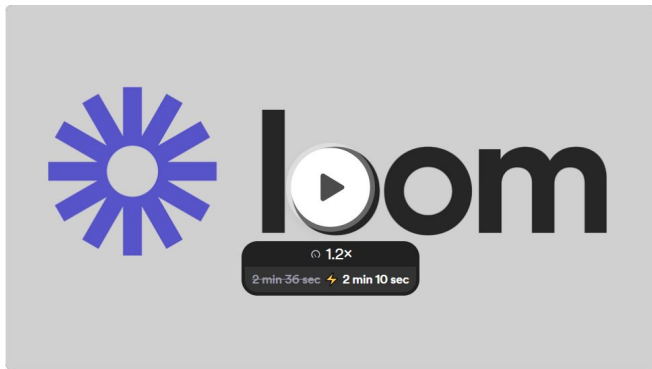
Case: prerender.io bleef regelmatig kapot gaan

- Meermaals gebriefd (ticket/mails)
- Vermoeden: Elke release $\Rightarrow$ kapot
- Slept aan (~ maanden)

Jan $\rightarrow$ PO $\rightarrow$ Lead dev $\rightarrow$ Front-end dev

Ticket loopt niet?

Case: prerender.io bleef regelmatig kapot gaan



En opnieuw:

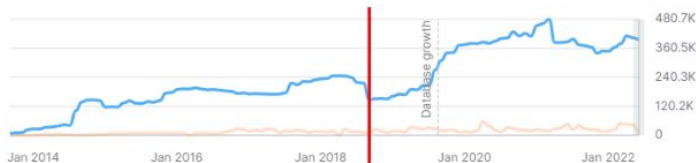
Jan → PO → Lead dev → Front-end dev

⇒ 1 week later definitief opgelost.

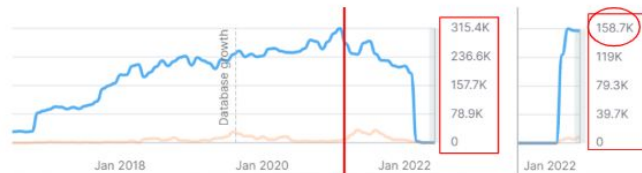
**Nieuwe website plannen:
Hoe geraak je als SEO'er mee aan de tafel?**

“Nieuw webplatform kiezen zonder nadenken over SEO? Dit is het risico.”

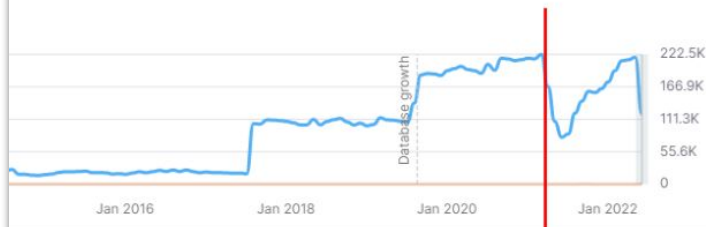
- 32% **verlies** van organisch verkeer
- 81% **verlies** van “top 3” posities in Google
- **Geraamde kost: € 5,01 miljoen** online omzet verloren
- Offline impact? Dev. kost? 12M vooraleer terug oud niveau



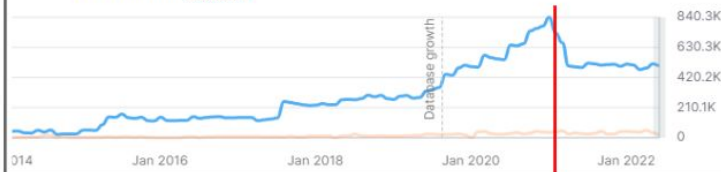
- 43% **verlies** van organisch verkeer
- 53% **verlies** van “top 3” posities in Google



- 50% **verlies** van organisch verkeer
- 72% **verlies** van “top 3” posities in Google



- 40% **verlies** van organisch verkeer
- 38% **verlies** van “top 3” posities in Google
- **XX%** **verlies organische omzet** (Confidentieel: cijfer op te vragen bij 29AC)



En jawel...

Niet veel later een mail:

“De enterprise architecten zouden graag eens een meeting inplannen met je om te weten wat ze dienen te vragen aan de vendors voor SEO.”

THE END

Amai. Ik zou wel iets kunnen drinken.