

Как полюбить SEO или сайт

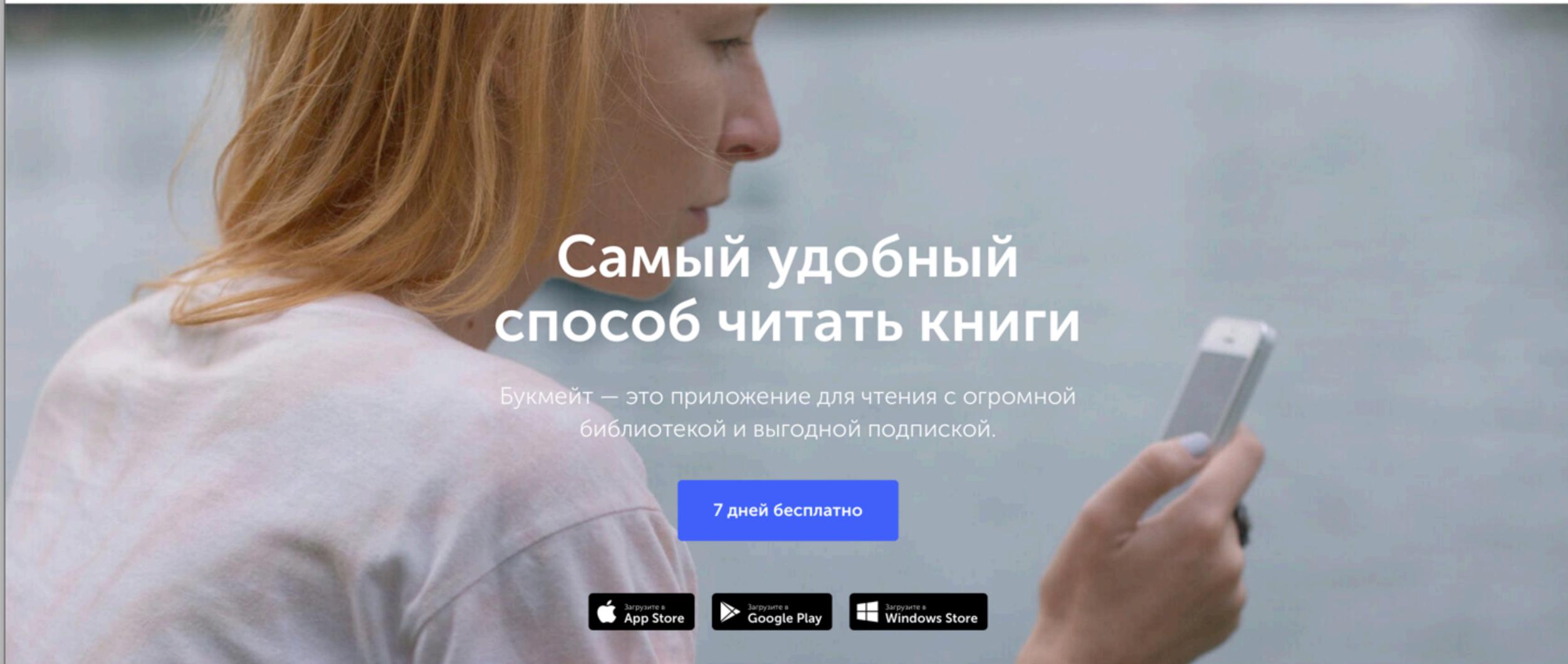
Самат Галимов
RAWG.io

- 15 минут доклад
- 15 минут вопросы

– bookmate

– meduza

– rawg



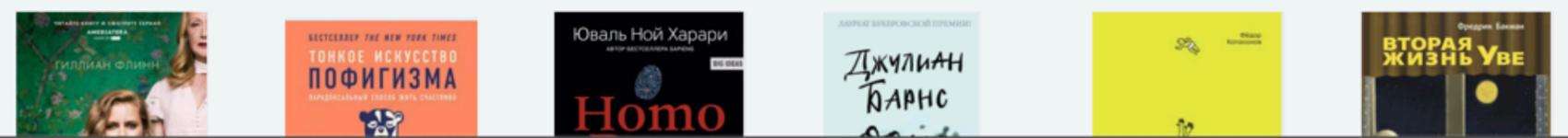
Самый удобный способ читать книги

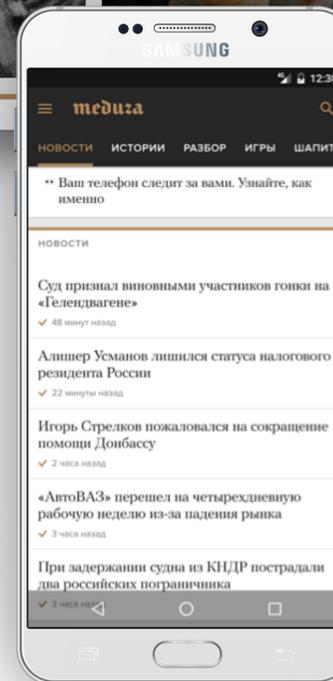
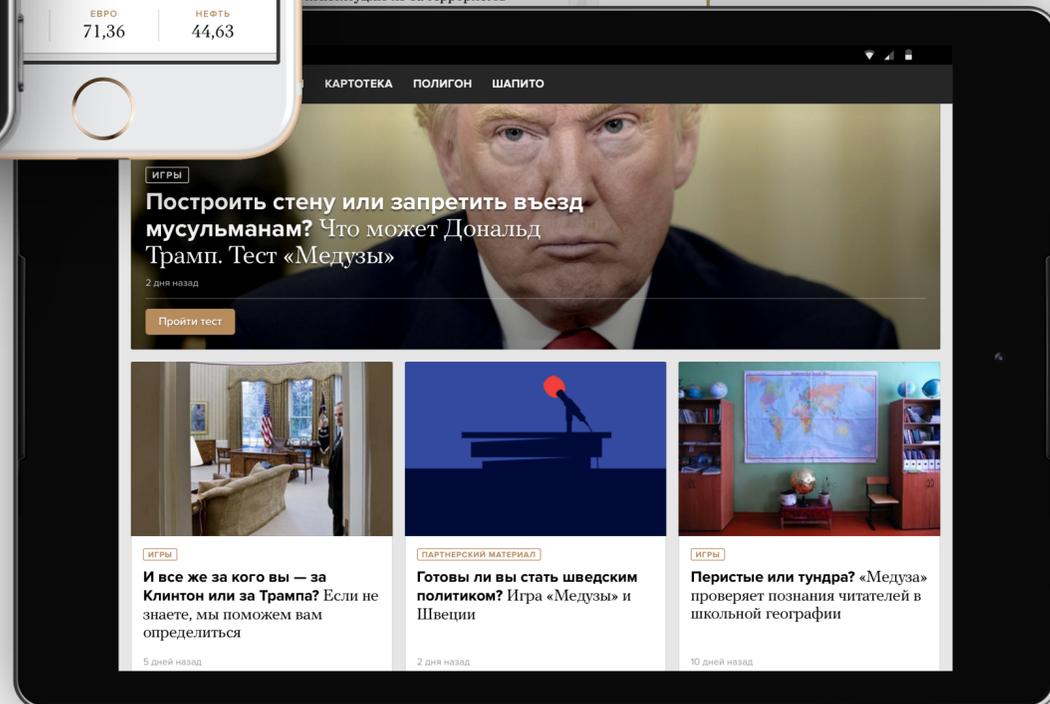
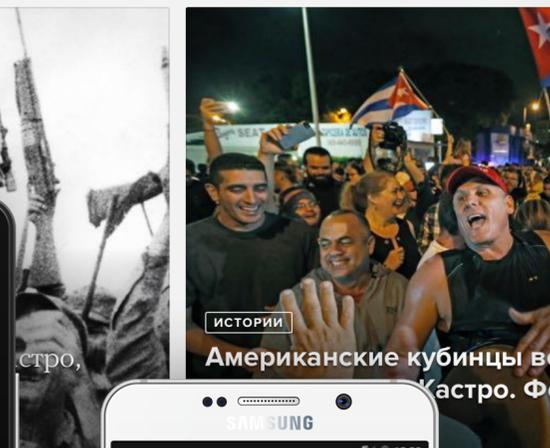
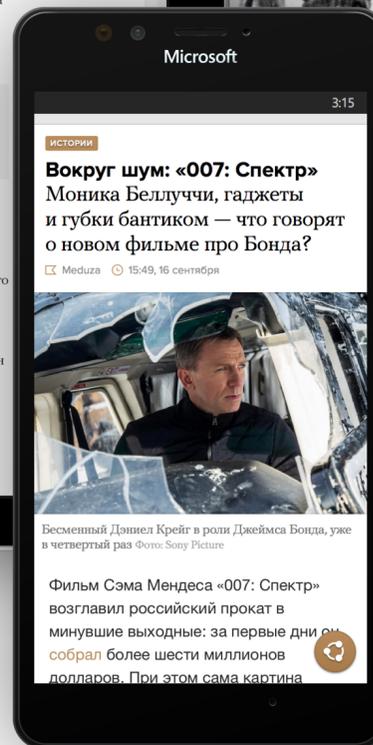
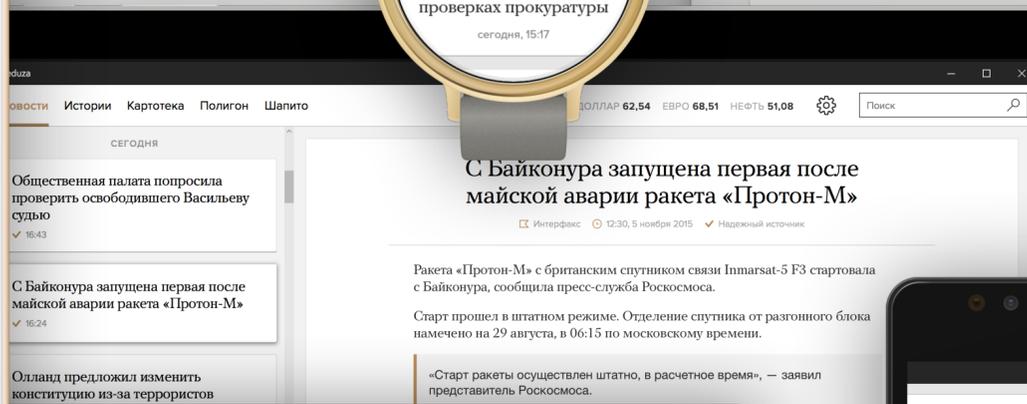
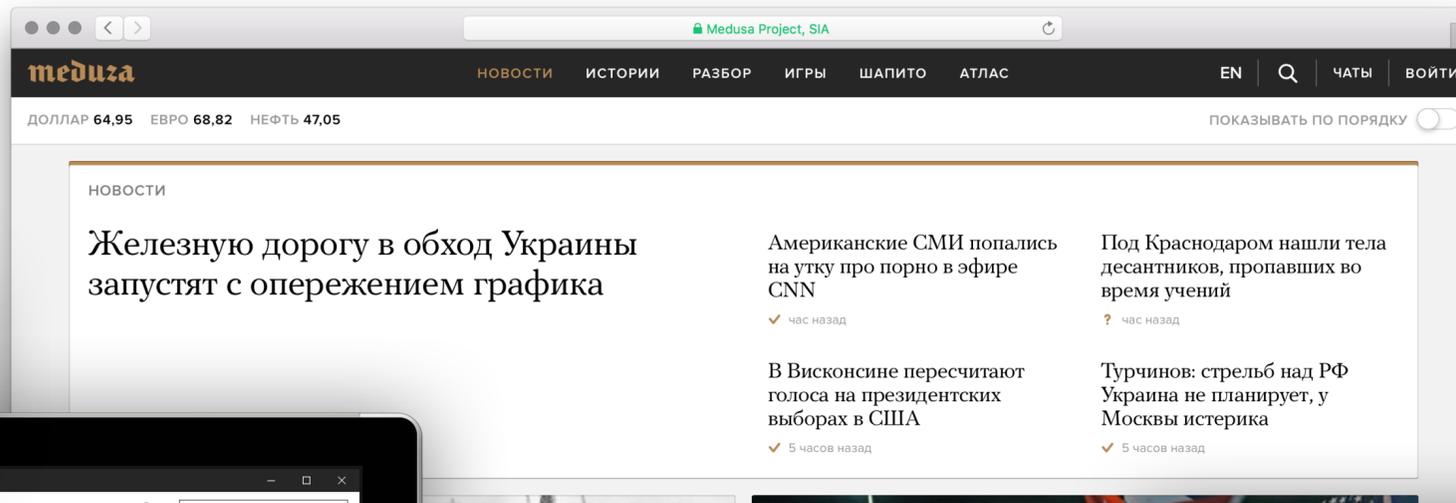
Букмейт — это приложение для чтения с огромной библиотекой и выгодной подпиской.

7 дней бесплатно



Бестселлеры







Uncharted 4: A Thief's End

Rate the game



Exceptional



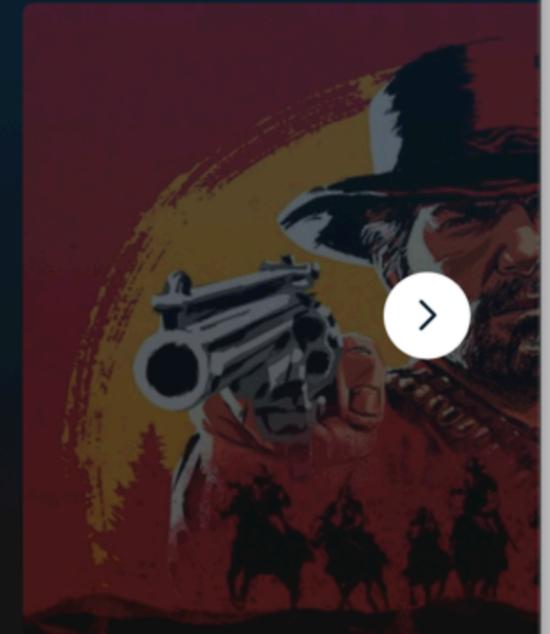
Recommended



Meh



Skip



Share with friends

Facebook

Twitter

Rate: Nav:
Q W < >
A S

зачем SEO?



трафик

СЕОШНИК ХУЖЕ ***

ПОДВАЛЫ С МУСОРОМ

**глупые
роботизированные
тексты**

сделайте список

На самом деле



серверные КОДЫ ВОЗВРАТА

404

502 503

301 302

разумная
структура разделов,
перелинковка

title, h1, meta
description

СКОРОСТЬ

nojs

ВНЕШНИЕ ССЫЛКИ

краулинговый бюджет

... И ЧУТЬ-ЧУТЬ СХЕМ

СКОРОСТЬ



— первый вход

— последующие переходы

— ответ сервера

— рендеринг на клиенте

сервер

- tls connection
- запрос - ожидание ответа
(генерация)
- время загрузки (размер 🍌 или 🌪️)

сервер

- кеширование (nginx)
- для разных клиентов

рендеринг

- число DOM-элементов на странице
- объем стилей на странице
- inline / external
- число/вес внешних ресурсов

больше?

- http2 push

- ...

инструменты





Web Page Performance Test for

<https://rawg.io/games/grand-theft-auto-v>

From: Warsaw, Poland - Chrome - Cable
2/11/2019, 11:48:24 PM

Need help improving?

A	A	A	A	B	X
First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content	Effective use of CDN

Tester: vps407391-217.182.72.109
First View only
 Test runs: 3
[Re-run the test](#)

[Raw page data](#) - [Raw object data](#)
[Export HTTP Archive \(.har\)](#)
[View Test Log](#)

Performance Results (Median Run)

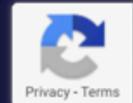
	Load Time	First Byte	Start Render	Speed Index	First Interactive (beta)	Document Complete			Fully Loaded			
						Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View (Run 1)	5.393s	0.388s	1.800s	1.949s	> 5.467s	5.393s	39	3,734 KB	7.997s	44	3,741 KB	\$\$\$\$\$

[Plot Full Results](#)

Test Results

Run 1:

	Waterfall	Screenshot	Video
First View (5.393s) Timeline (view) Processing Breakdown Trace (view)			Filmstrip View Watch Video

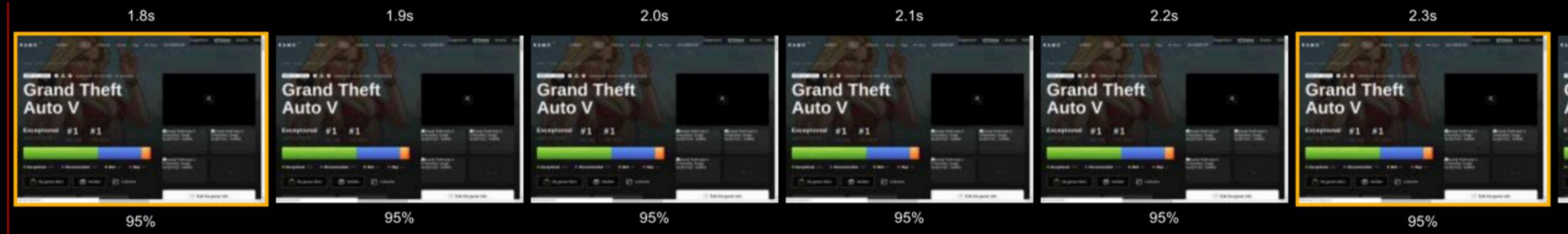


WEBPAGETEST **20i**™ FROM THE CREATORS OF RESELLER HOSTING

HOME TEST RESULT TEST HISTORY FORUMS DOCUMENTATION ABOUT

Tested From: Warsaw, Poland - Chrome - Cable

1: rawg.io/game
s/grand-theft-au
to-v
(Edit)



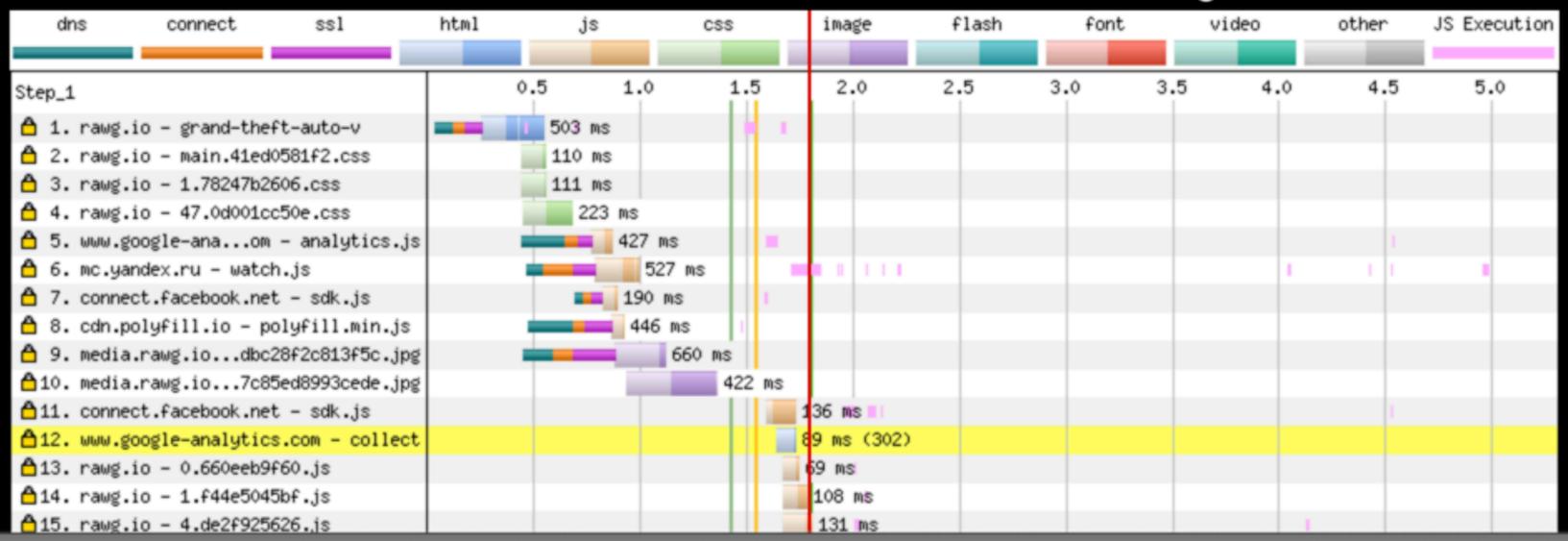
Slow Motion

Create Video

Advanced customization options...

Export filmstrip as an image...

- Thumbnail Size: Small, Medium, Large
- Thumbnail Interval: 60 FPS, 0.1 sec, 0.5 sec, 1 sec, 5 sec
- Comparison Endpoint: Visually Complete, Last Change, Document Complete, Fully Loaded



PageSpeed Insights

HOME GUIDES REFERENCE

https://rawg.io/games/grand-theft-auto-v ANALYZE

MOBILE DESKTOP

54

https://rawg.io/games/grand-theft-auto-v

The [speed score](#) is based on the lab data analyzed by [Lighthouse](#).

Analysis time: 3/21/2019, 5:05:25 PM

Scale: ● 90-100 (fast) ● 50-89 (average) ● 0-49 (slow)

Field Data

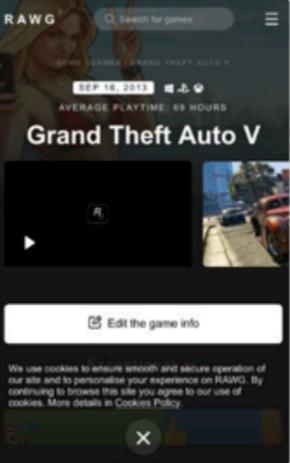
The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

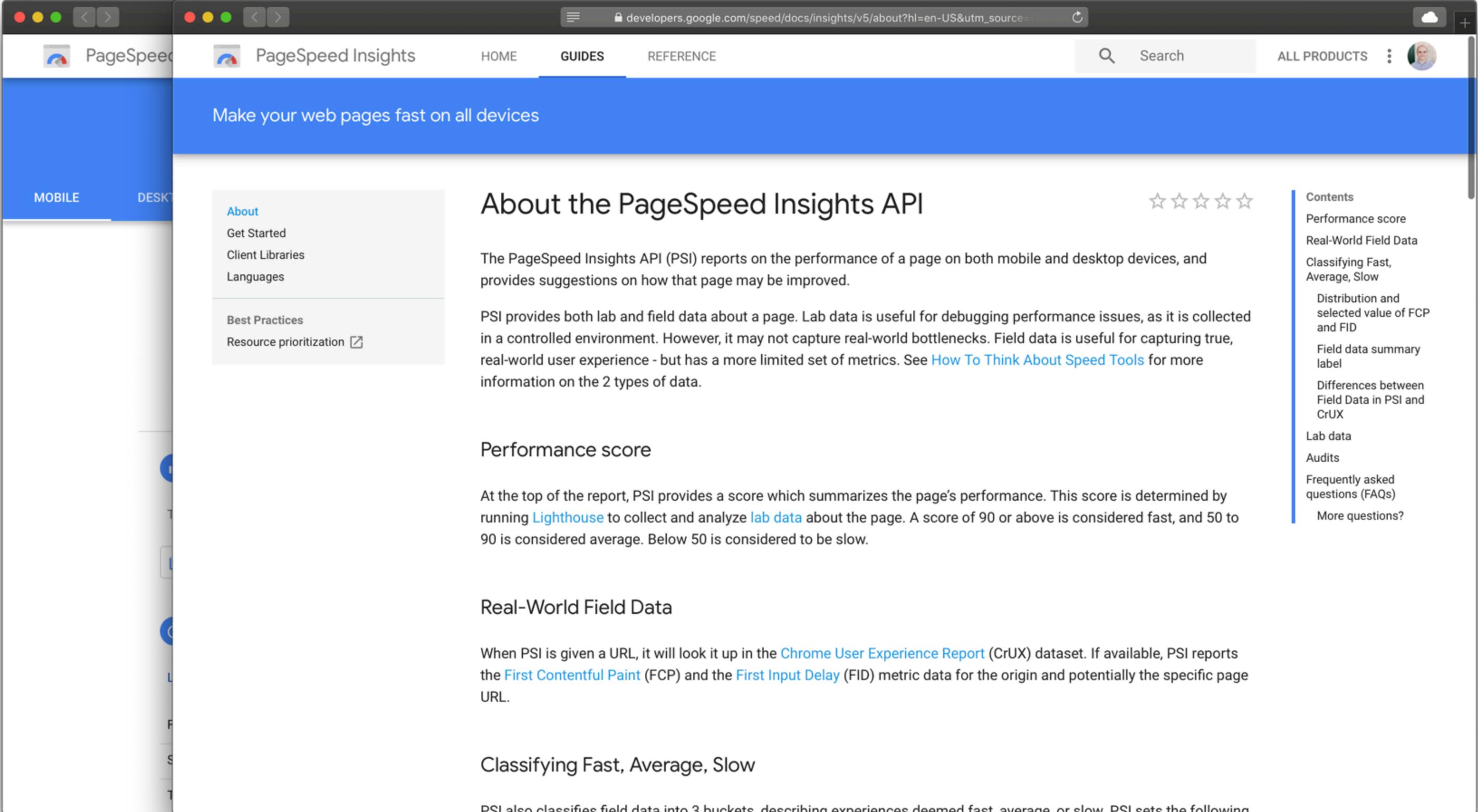
[Show Origin Summary](#)

Lab Data

[Lighthouse](#) analysis of the current page on an emulated mobile network. Values are estimated and may vary.

First Contentful Paint	2.2 s ✔	First Meaningful Paint	2.4 s i
Speed Index	4.4 s i	First CPU Idle	9.5 s ▲
Time to Interactive	10.8 s ▲	Estimated Input Latency	860 ms ▲





Make your web pages fast on all devices

MOBILE DESKTOP

About

Get Started

Client Libraries

Languages

Best Practices

Resource prioritization

About the PageSpeed Insights API



The PageSpeed Insights API (PSI) reports on the performance of a page on both mobile and desktop devices, and provides suggestions on how that page may be improved.

PSI provides both lab and field data about a page. Lab data is useful for debugging performance issues, as it is collected in a controlled environment. However, it may not capture real-world bottlenecks. Field data is useful for capturing true, real-world user experience - but has a more limited set of metrics. See [How To Think About Speed Tools](#) for more information on the 2 types of data.

Performance score

At the top of the report, PSI provides a score which summarizes the page's performance. This score is determined by running [Lighthouse](#) to collect and analyze [lab data](#) about the page. A score of 90 or above is considered fast, and 50 to 90 is considered average. Below 50 is considered to be slow.

Real-World Field Data

When PSI is given a URL, it will look it up in the [Chrome User Experience Report](#) (CrUX) dataset. If available, PSI reports the [First Contentful Paint](#) (FCP) and the [First Input Delay](#) (FID) metric data for the origin and potentially the specific page URL.

Classifying Fast, Average, Slow

PSI also classifies field data into 3 buckets, describing experiences deemed fast, average, or slow. PSI sets the following

Contents

Performance score

Real-World Field Data

Classifying Fast, Average, Slow

Distribution and selected value of FCP and FID

Field data summary label

Differences between Field Data in PSI and CrUX

Lab data

Audits

Frequently asked questions (FAQs)

More questions?

Grand Theft Auto V - release

DevTools - rawg.io/games/grand-theft-auto-v

Elements Console Sources Network Performance Memory Application Security Audits React GA Debugger

https://rawg.io/games/grand-theft-auto-v

RAWG

Suggestion

Audits

Identify and fix common problems that affect your site's performance, accessibility, and user experience. [Learn more](#)

Device

- Mobile
- Desktop

Audits

- Performance
- Progressive Web App
- Best practices
- Accessibility
- SEO

Throttling

- Simulated Fast 3G, 4x CPU Slowdown
- Applied Fast 3G, 4x CPU Slowdown
- No throttling

Clear storage

[Run audits](#)

+ Write a review 1320

Write a comment

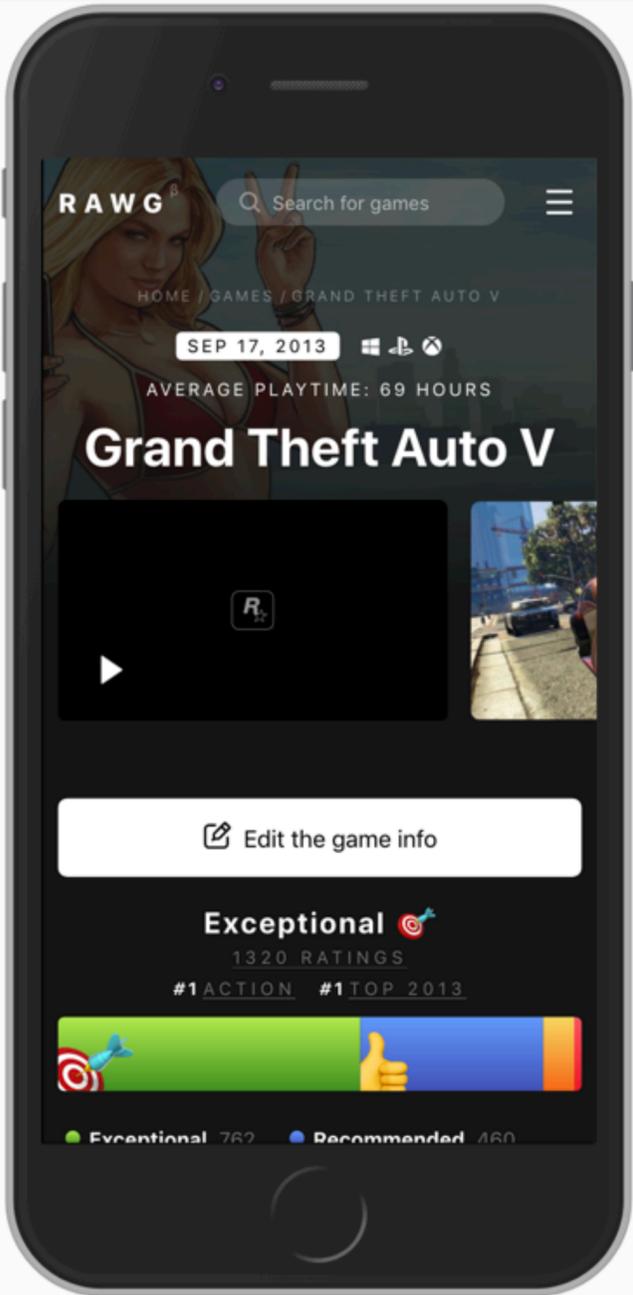
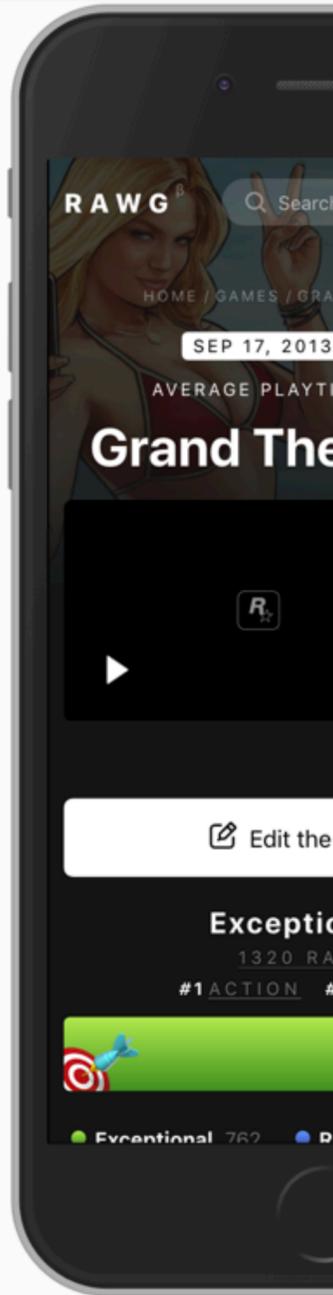
Available on

iPhone 6/7/8 375 x

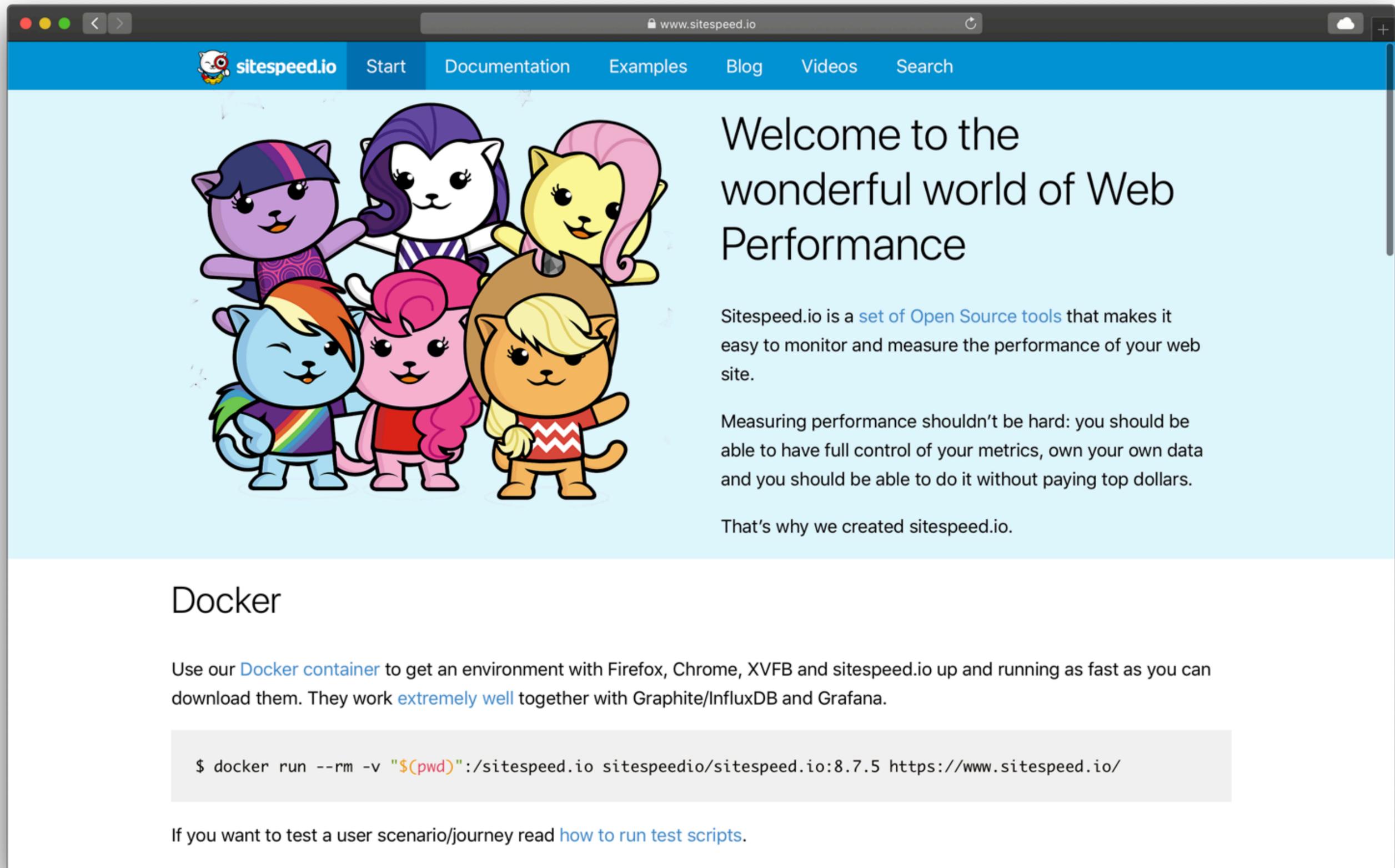
iPhone 6/7/8 375 x 667 85% Online

- Disable JavaScript samples
- Enable advanced paint instrumentation (slow)

Network: Online
CPU: No throttling
 4x slowdown
 6x slowdown



Click the record button  or hit **⌘ E** to start a new recording.
Click the reload button  or hit **⌘ ⇧ E** to record the page load.
After recording, select an area of interest in the overview by dragging.
Then, zoom and pan the timeline with the mousewheel or **WASD** keys.
[Learn more](#)



Welcome to the wonderful world of Web Performance

Sitespeed.io is a [set of Open Source tools](#) that makes it easy to monitor and measure the performance of your web site.

Measuring performance shouldn't be hard: you should be able to have full control of your metrics, own your own data and you should be able to do it without paying top dollars.

That's why we created sitespeed.io.

Docker

Use our [Docker container](#) to get an environment with Firefox, Chrome, XVFB and sitespeed.io up and running as fast as you can download them. They work [extremely well](#) together with Graphite/InfluxDB and Grafana.

```
$ docker run --rm -v "$(pwd)":/sitespeed.io sitespeedio/sitespeed.io:8.7.5 https://www.sitespeed.io/
```

If you want to test a user scenario/journey read [how to run test scripts](#).

Спасибо!

samat.me
[@ctodaily](https://twitter.com/ctodaily)