

# *SEO vs. Devs or SEO & Devs?*

Optimisey

Cambridge November 2018



**Chris Green**

@chrisgreen87

Following



Reactions please:

"You have to be a web developer to be any good at tech SEO"

Any shares would be great!

5% Obviously

19% Utter bull

64% It helps ✓

12% Doesn't really matter

167 votes • Final results

5:25 PM - 30 Aug 2018

14 Retweets 7 Likes



7



14



7



What was my reply?



**IrishWonder** @IrishWonder · Aug 31



Voted but haven't commented - it does help if you can speak the same language with the developers and understand their challenges and what it takes for tasks to be accomplished



3



5



# SEOs vs. Devs Horror Stories



**Dan Taylor**  
@TaylorDanRW

Following



## 37 #SEO Horror Stories From The Frontlines #HappyHalloween



### 37 Examples Of Bad SEO Advice & SEO Horror Stories | 2018 Edition

SEO is an extremely active community, which is one of the best things about it - but because in theory, anyone with WiFi can offer SEO we tend to see some amazing

[dantaylor.online](http://dantaylor.online)

3:27 PM - 31 Oct 2018

3 Retweets 2 Likes



# 19 SEO Horror Stories That Will Scare the Hell Out of You

By [Alexandra Tachalova](#) / October 31, 2018

542 5.0K

SHARES READS



**19**  
**SEO**  
**Horror Stories**  
**That Will Scare**  
**the Hell Out of**  
**You**

Your background?



A photograph of two antelope heads, likely from a species like a topi or similar, with long, spiraling horns. They are positioned in the center of the frame, facing each other with their heads lowered and horns touching. The background is a lush green field with a dense line of trees in the distance. The text "Reasons for Conflicts/Misunderstandings" is overlaid in the center in a large, black, sans-serif font.

# Reasons for Conflicts/Misunderstandings

Some SEOs are (technically) clueless

Some devs are pretty clueless, too

Do you:

- Understand the CMS you are auditing?

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- Understand how much is affected by reported issues?

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- Understand how much is affected by reported issues?
- Understand the effort required to fix?

Do you:

- Understand the CMS you are auditing?
- Understand how much is affected by reported issues?
- Understand the effort required to fix?
- ... vs ROI of the fix?





Devs' Fears



“If I build a perfect system,  
I will make myself redundant”

“Don’t tell me how to do my job”



**John**    
@JohnMu

Following



One of the things front-end developers ask us is what SEOs actually do (and ... if they're necessary ...). How can we highlight the work great SEOs do in our docs? How would/do you explain what you do as an SEO to a developer?



8:28 PM - 23 Oct 2018

88 Retweets 280 Likes



 147

 88

 280



# What SEOs Can Do



To get a proper answer,  
ask a proper question

Learn a programming language

# Useful resources:



Learn HTML Code, Tags & CSS

 learn-php.org

w3schools.com

LEARN JS

codecademy

 learnpython.org

 MDN web docs  
moz://a



**Ruby**

A PROGRAMMER'S BEST FRIEND

Educate site owners/clients



Have a side project where you act as both developer and SEO

# Questions? Comments?

## Feel free to get in touch!

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- Blogs:  
<http://www.irishwonder.com/blog/> - general SEO  
<http://www.irishwonder.syndk8.co.uk/> - darker areas

