SEO vs. Devs or SEO & Devs?

Optimisey

Cambridge November 2018
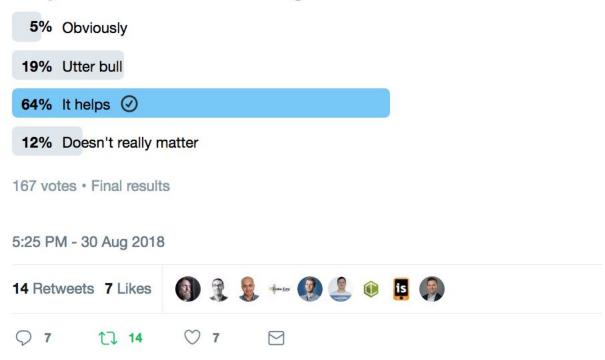
Chris Green
@chrisgreen87

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   ᐧᶦᶦ

SEOs vs. Devs Horror Stories

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

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

19

SEO Horror Stories That Will Scare the Hell Out of You

Your background?

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 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"

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?

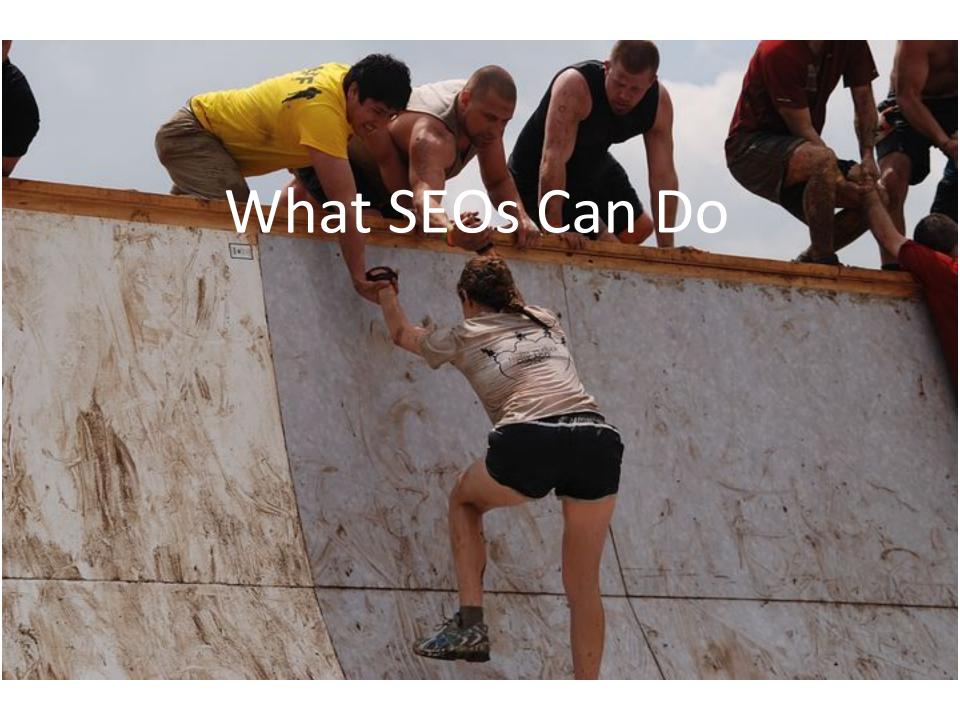8:28 PM - 23 Oct 2018

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:

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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- Twitter: @irishwonder
- Slideshare (for my other decks):
  http://www.slideshare.net/irishwonder/
- LinkedIn: linkedin.com/in/irishwonder
- Blogs:
  http://www.irishwonder.com/blog/ - general SEO
  http://www.irishwonder.syndk8.co.uk/ - darker areas

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