

# SEO, SHARED WORK AND COWORKING SPACES IN 2020



# ABOUT SERPACT

- Over 80 international certificates
- Over 40 lectures in Bulgaria
- Over 10 lectures worldwide
- Over 15 years of professional experience
- More than 20 in Bulgarian and international media
- The only Bulgarian SEO agency with a presentation at an official Google event
- The only SEO agency accredited in Stone Temple
- The only Bulgarian agency with a winner of the Europe Search Awards
- With 3 nominations at the European Search Awards 2020

**EKOHT**



**Strypes+**  
an ICT Group company

**ALTARO**

Serpact Ltd.



# EUROPEAN SEARCH AWARDS WINNER



# WHAT IS SEO?

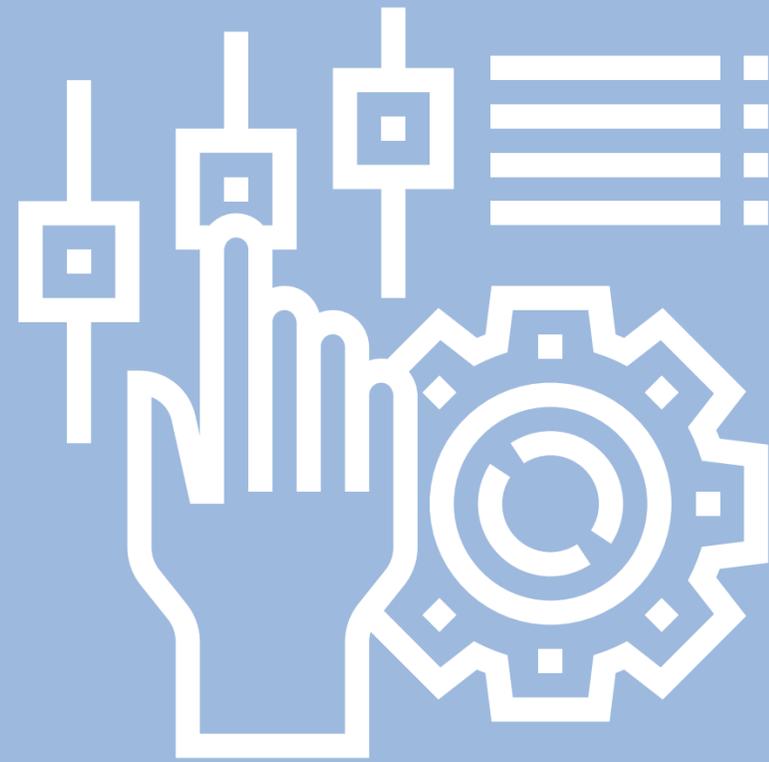
Search Engine Optimization (SEO) helps people find products and information on search engines like Google and Bing. An

SEO specialist, then, researches and analyzes the trends and best practices online to develop and implement strategies that improve search results.

SEO stands for Search Engine Optimization, which is the practice of increasing the quantity and quality of traffic to your website through organic search engine results.



# TECHNICAL SEO



# Full Technical SEO Analysis

## FREE TOOLS

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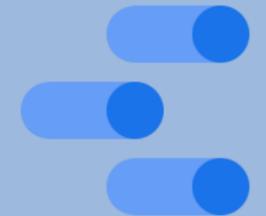
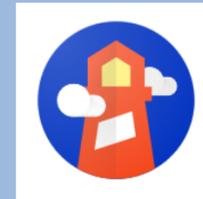


Rich Results Test



Google Structured Data Testing Tool

PageSpeed Insights



## PAYED TOOLS

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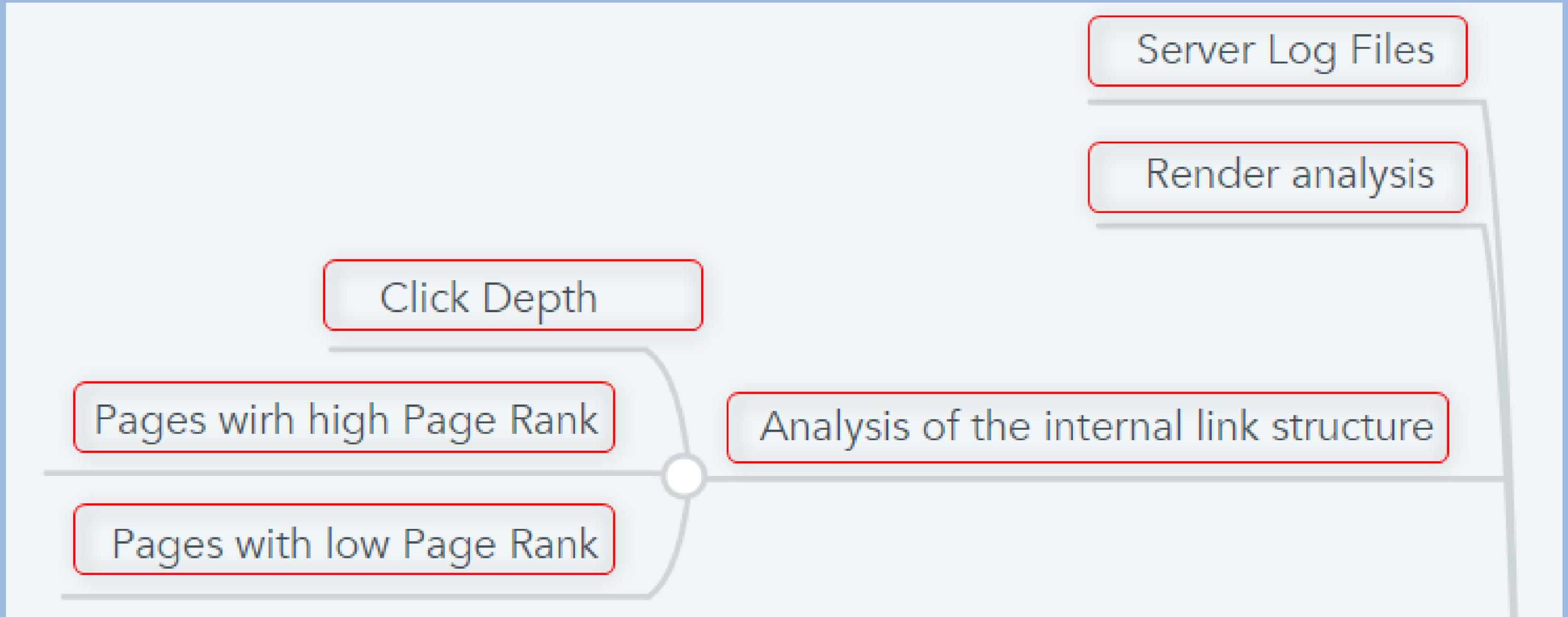


# WHAT IS SEO TODAY?

- Dynamic job
- Could be stressful
- Isolating
- Requires never-ending learning process.
- Could be trial and error work sometimes - testing various search engine marketing techniques.
- Requires totally unique approach from a project to another project.



# Server .log Files / Internal Links





# Render Analysis

- Rendering anomalies
- Detailed analysis was performed
- Some external blocking scripts were found



Последни прогнози:

- [Здраво закъсалият отбор на Монако приема лидера ПСЖ](#)
- [Селта посрещат отпущения се Реал Мадрид](#)
- [Милан ще се пробват да нанесат първа загуба за Ювентус в Серия А](#)
- [Прогноза за мача на Барселона срещу Реал Бетис](#)
- [Манчестър Сити и Манчестър Юнайтед в градско дерби с голям заряд](#)

Спортни прогнози, ревиюта за букмейкърите: Efbet, Bet365, Betfair, Sportingbet и Pinnacle Sports. Бонус за всеки букмейкър в интернет.

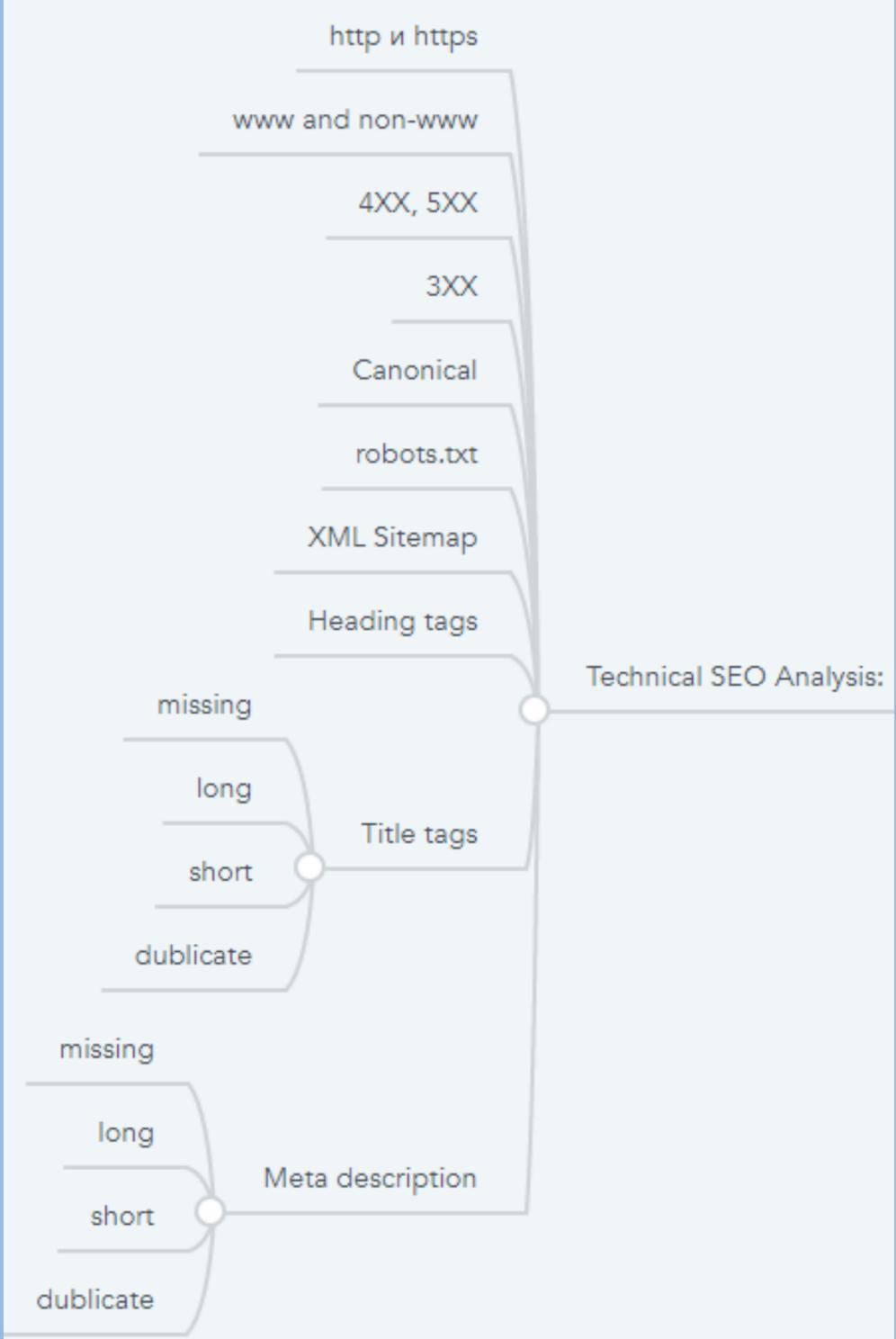
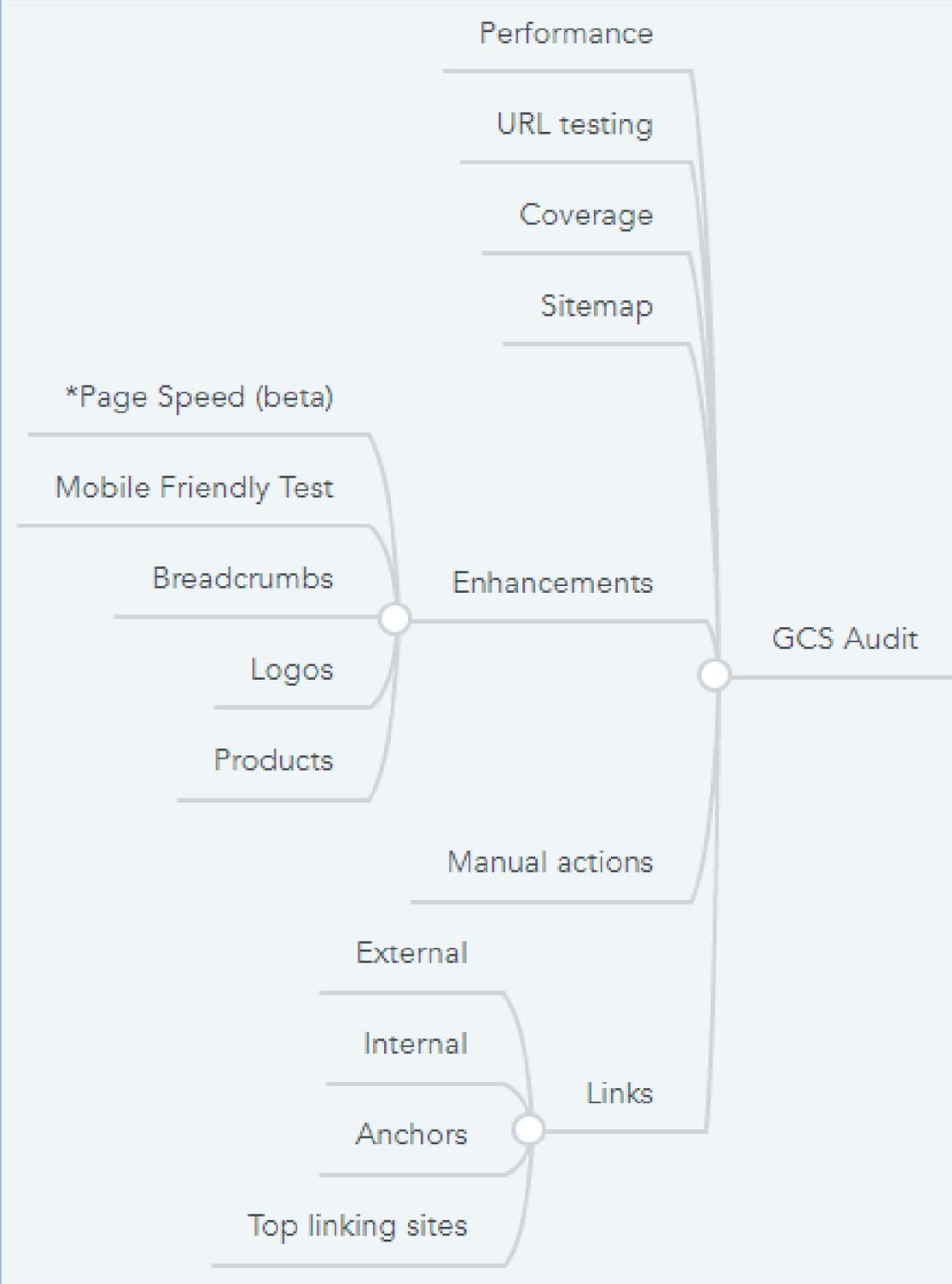
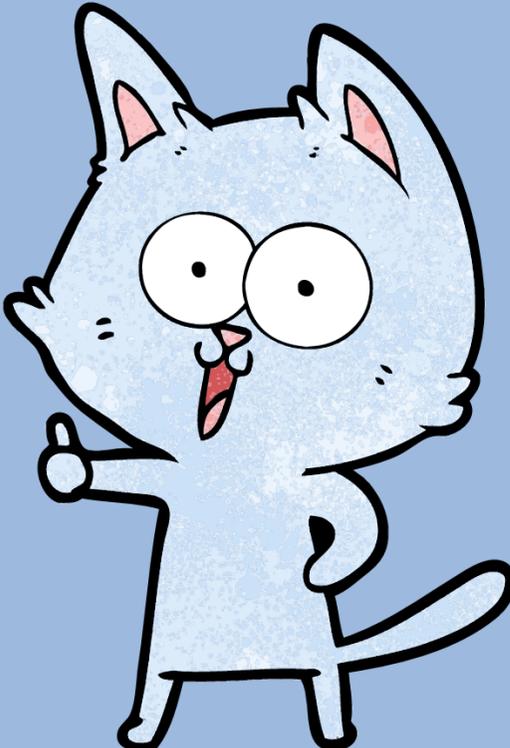
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Навигация

- [Букмейкъри](#)
  - [Efbet](#)
  - [Bet365](#)
  - [Betfair](#)
  - [Winbet](#)
  - [Bwin](#)
  - [1xBet](#)
  - [Pinnacle](#)
  - [Национална Лотария](#)
  - [Еврофутбол](#)
  - [Sportingbet](#)
  - [Евробет](#)
    - [Еврошанс](#)

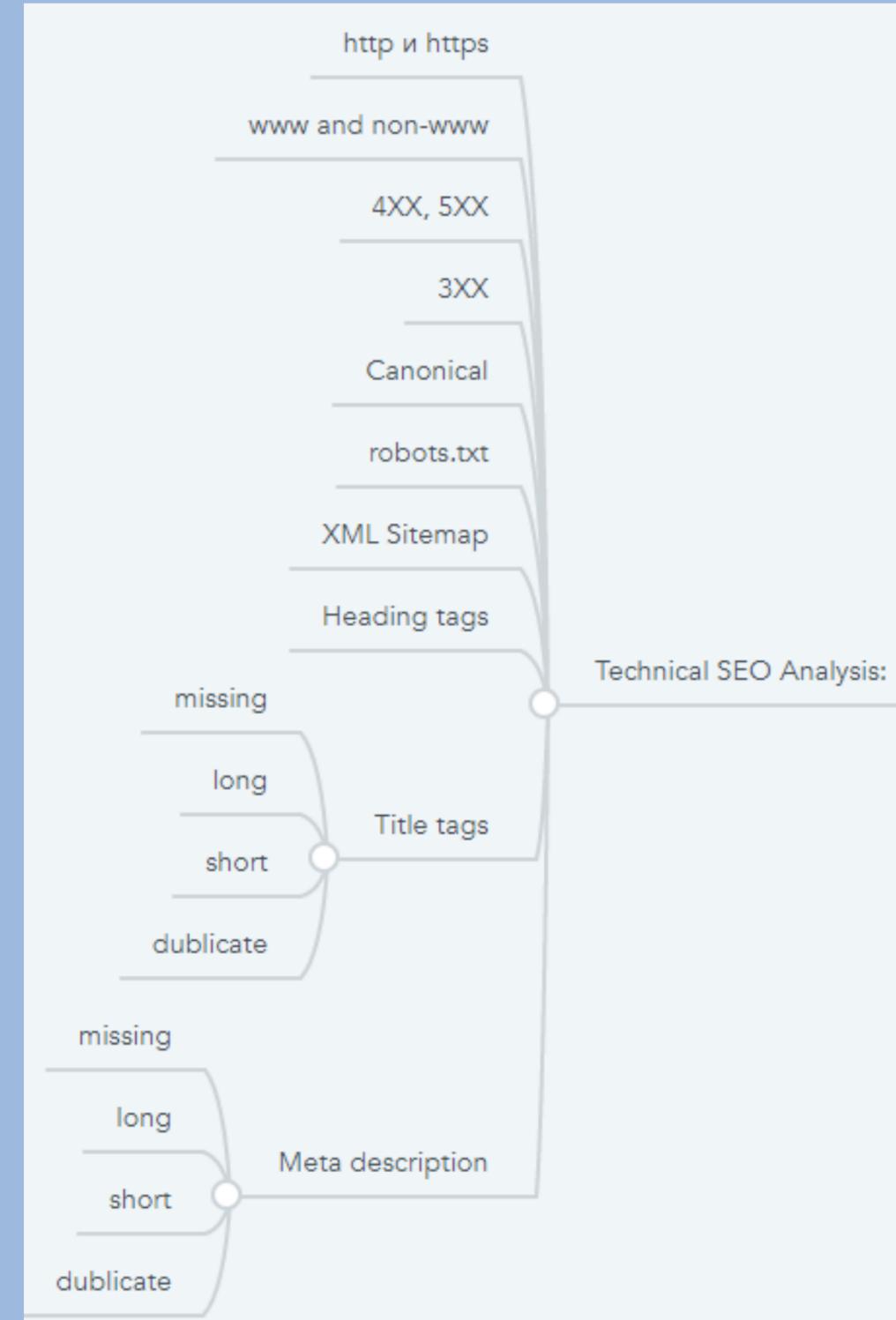
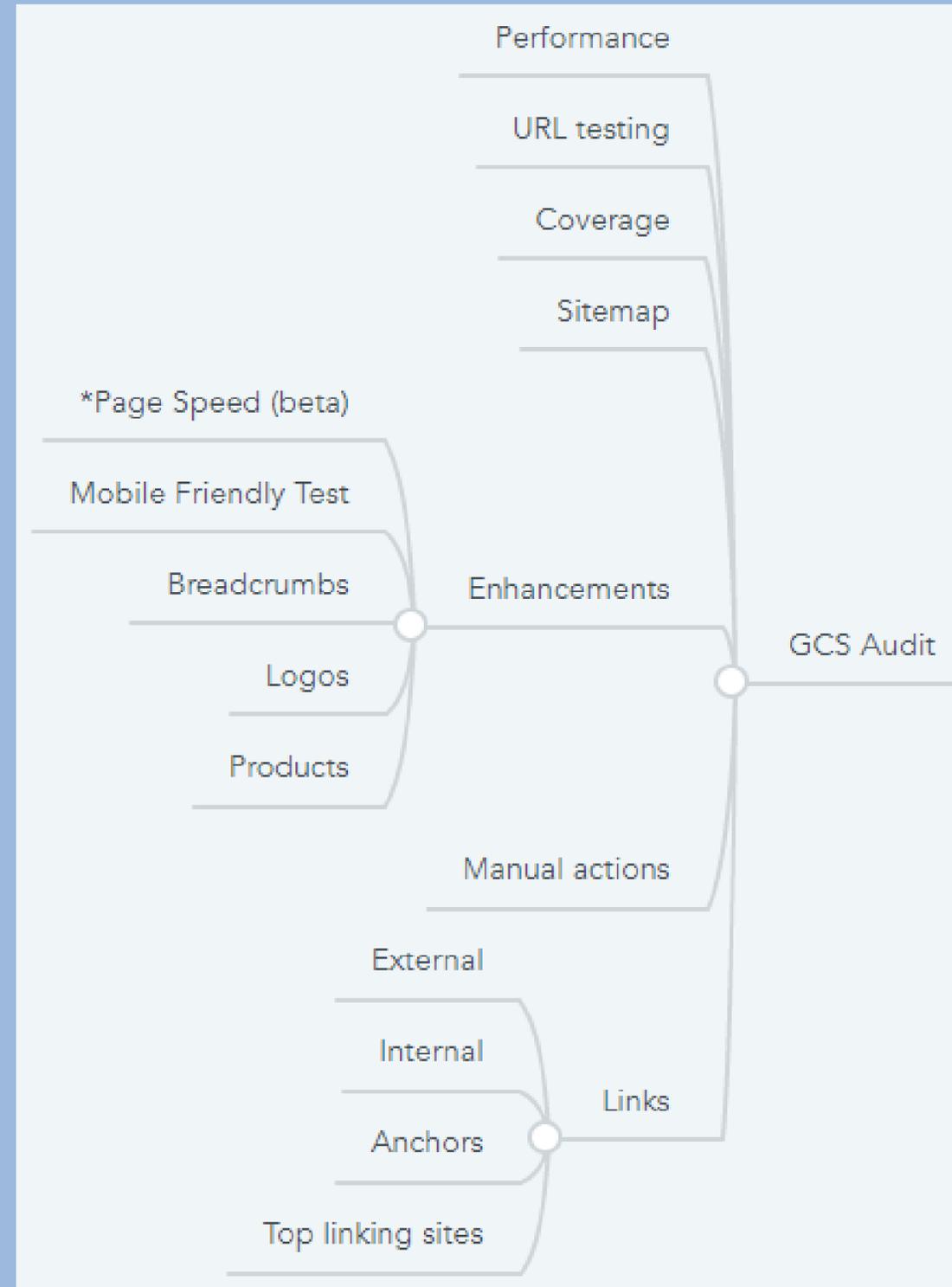
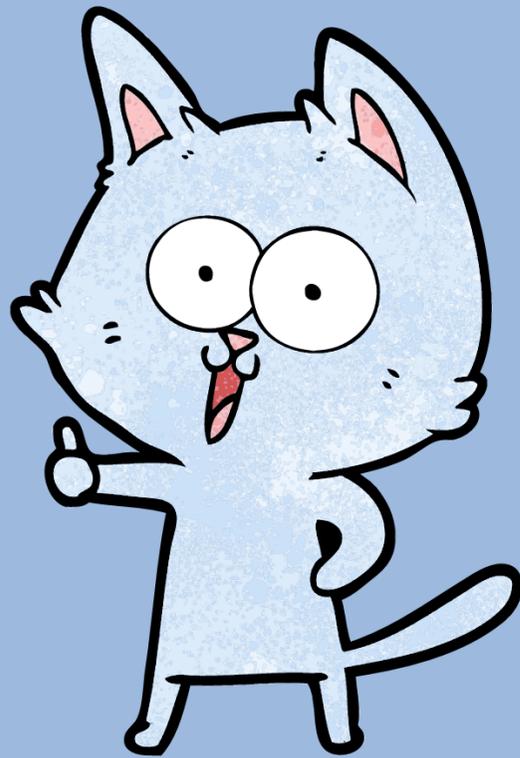
# Technical SEO Audit 1.1.

- On-Page SEO Audit Steps and Criteria



# Technical SEO Audit

- On-Page SEO Audit Steps and Criteria



# Redesign & Page Speed Optimization

1

## Redesign

We started with redesigning on the site layout and elements. The entire code has been rewritten and cleared out, in particular: HTML, CSS, JavaScript, JSON-LD, RDFa were added too.

2

## Page Speed Optimization

In the process of rewriting, we improved the loading speed. We've raised it 3 times!

3

## Website Architecture

The overall structure of the website was completely reorganized and reworked as well for better semantics, UX and architecture.

# Structure Data Markup / Service Markup

```
1 <script type="application/ld+json">
2 {
3   "@context": "http://schema.org/",
4   "@type": "Service",
5   "serviceType": "Shared Office Space",
6   "provider": {
7     "@type": "LocalBusiness",
8     "name": "My Business center",
9     "description": "Your description",
10    "image": "https://serpact.com/your-image.png",
11    "branchCode": "Your code from GMB",
12    "foundingDate": "2007",
13    "telephone": "+ 359 879 111 222",
14    "priceRange": "EUR 63 - EUR 271",
15    "currenciesAccepted": "BGN, USD, EUR, GBP, CHF",
16    "paymentAccepted": "Cash, Credit Card, Local Exchange",
17    "openingHours": "Mo-Su 00:00-24:00",
18    "founder": {
19      "@type": "Person",
20      "name": "Name of the Founder",
21      "nationality": "USA",
22      "jobTitle": "CEO",
23      "gender": "male"
24    },
25    "address": {
26      "@type": "PostalAddress",
27      "streetAddress": "Your address here",
28      "postalCode": "Your Post Code here",
29      "addressCountry": "your country here",
30      "addressLocality": "Your city here"
31    },
32    "geo": {
33      "@type": "GeoCoordinates",
34      "latitude": "42.8456947",
35      "longitude": "22.4833364"
36    },
37    "contactPoint": {
38      "@type": "ContactPoint",
39      "contactType": "customer service",
40      "telephone": "+1-111-111-111",
41      "email": "your@emailaddress.here",
42      "productSupported": "Shared Office Space"
43    }
44  }
45 }
46 </script>
```

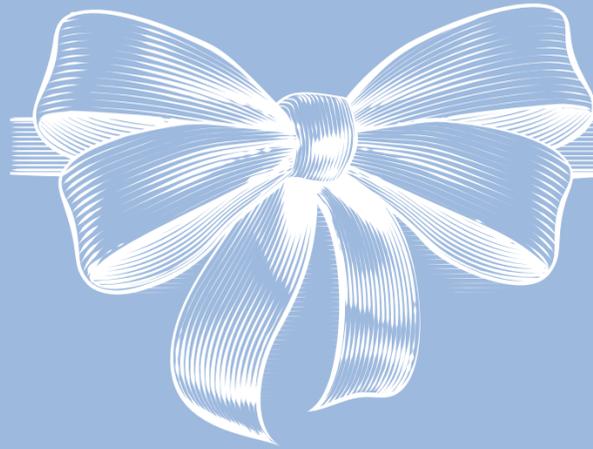
Service		0 ERRORS 0 WARNINGS ^
@type	Service	
serviceType	Shared Office Space	
provider		
@type	LocalBusiness	
name	My Business center	
description	Your description	
image	https://serpact.com/your-image.png	
branchCode	Your code from GMB	
foundingDate	2007	
telephone	+ 359 879 111 222	
priceRange	EUR 63 - EUR 271	
currenciesAccepted	BGN, USD, EUR, GBP, CHF	
paymentAccepted	Cash, Credit Card, Local Exchange	
openingHours	Mo-Su 00:00-24:00	
founder		
@type	Person	
name	Name of the Founder	
jobTitle	CEO	
gender	male	
nationality		
@type	Country	
name	USA	
address		
@type	PostalAddress	
streetAddress	Your address here	
postalCode	Your Post Code here	
addressLocality	Your city here	
addressCountry		
@type	Country	
name	your country here	

geo		
@type	GeoCoordinates	
latitude	42.8456947	
longitude	22.4833364	
contactPoint		
@type	ContactPoint	
contactType	customer service	
telephone	+1-111-111-111	
email	your@emailaddress.here	
productSupported	Shared Office Space	

[serp.ac/service-markup](https://serp.ac/service-markup)



# Tools / links



[serp.ac/free-tools](https://serp.ac/free-tools)

Tools	Link	Why
Google Search Console (GSC or SC)	<a href="https://search.google.com/search-console">https://search.google.com/search-console</a>	Full Performance and SEO score
Google Disavow links	<a href="https://www.google.com/webmasters/tools/disavow-links-main">https://www.google.com/webmasters/tools/disavow-links-main</a>	To Disavow unnatural backlinks
Google AMP Test	<a href="https://search.google.com/test/amp">https://search.google.com/test/amp</a>	For testing your Accelerated Mobile Pages
Google Rich Results Test	<a href="https://search.google.com/test/rich-results">https://search.google.com/test/rich-results</a>	For testing your Markup for Rich Result
Google Structured Data Testing Tool	<a href="https://search.google.com/structured-data/testing-tool/u/0/">https://search.google.com/structured-data/testing-tool/u/0/</a>	For testing your Structure Data markup
Google Robots Testing Tool	<a href="https://www.google.com/webmasters/tools/robots-testing-tool">https://www.google.com/webmasters/tools/robots-testing-tool</a>	For testing your robots.txt file
Google Mobile-Friendly Test	<a href="https://search.google.com/test/mobile-friendly">https://search.google.com/test/mobile-friendly</a>	For testing your Mobile-Friendly pages
Google PageSpeed Insights	<a href="https://developers.google.com/speed/pagespeed/insights/">https://developers.google.com/speed/pagespeed/insights/</a>	For testing your Page Speed
Google My Business (GMB)	<a href="https://www.google.com/intl/bg_bg/business/">https://www.google.com/intl/bg_bg/business/</a>	Full Data and Settings for Google My Business - Local Business on Google Maps

# SO..WHAT IS SEO TODAY?

- Search engines are getting smarter trying to provide the best answer to a query - SEO specialists should follow them.
- Conversational / Voice search is almost here, but it requires unique approaches and smarter strategies.
- These strategies can't be developed just by one person anymore.



# SEO SPECIALISTS CAN WORK AT CO-WORKING SPACES TOO

What does SEO Work include:

- Analytical work / Data Analysis
- Creative work
- Creative thinking
- Extensive communication
- Abstract thinking
- Evaluation work



# CAFES / AT HOME / CO-WORKING SPACE FOR SEOS?

- Working from home is often the go-to option for solopreneurs and beginning freelancers.
- Working in your home office allows you to work anytime you'd like, anyway you'd like.
- Depending on your living situation, you may also have complete control of the environmental noise while you work (or not!)
- Not so many contacts are made when working at home
- Positive side: SEO requires working with a lot of data, calm and silent place like being at home is a great way for analyzing of that data.
- Constant communication with people / colleagues is very important in SEO
- NEGATIVE SIDE: NO SPACE BETWEEN CAREER AND PERSONAL LIFE
- What type of people an SEO should communicate with:
  - UX Designers
  - Graphic Designers
  - CRO Specialists
  - Developers
  - Content marketers / strategists

# CAFES / AT HOME / CO-WORKING SPACE FOR SEOS?



# CAFES / AT HOME / CO-WORKING SPACE FOR SEOS?

- Working from coffee shops is perhaps the most popular choice amongst remote workers.
- Heading to the coffee shop also puts some space between your work and home life.
- Coffee shops may offer the best bang for your buck.
- Disadvantages:
  - **Environment** — Cafes sometimes blast their music or have rowdy customers.
  - Reliability — Even upscale cafes can sometimes have wifi issues.
  - Seating — You may be unable to find a seat, be forced to sit in a noisy area, or only able to sit at a table with no power outlet.
  - Security — Potentially having your bag snatched when you go to the bathroom or having passwords stolen through the public wi-fi.
  - Unsupportive Cafe Culture — Some coffee shops actively discourage you from working. Coffee shops in busy areas may find coffee shop squatters bad for business.

# CAFES / AT HOME / CO-WORKING SPACE FOR SEOS?



# CAFES / AT HOME / CO-WORKING SPACE FOR SEOS?

- Co-working spaces are the hot and modern place for entrepreneurs and freelancers to hustle.
- Co-working spaces have community events and potential networking opportunities that could change the entire trajectory of your career - a great way for a SEO to attract new clients.
- They are way off the home office's social isolation and lack of a professional image.
- Co-working spaces are superior to cafes in some ways as well. Coworking spaces typically have faster wifi, more comfortable chairs, and cooler amenities.
- Free beer or on-site daycare? No problem.
- Co-working spaces can also have limited opening hours - a great way for separating the personal and career life. SEO work could be very overwhelming sometimes, so this is a very important advantage for this type of career.
- Co-working spaces are great for meeting like-minded people in the industry.



# CO-WORKING SPACES AND SEOS?



# Contacts

## EMAIL ADDRESS

[info@serpact.com](mailto:info@serpact.com)

## WEBSITE

[serpact.com](http://serpact.com)

# Thank you

