

# Forum:[Hack Forums](#)

Thread: [State of SEO](#)

Omniscient - May 12, 2019, 7:51 am

Previous threads:

<https://hackforums.net/showthread.php?tid=5894999>

<https://hackforums.net/showthread.php?tid=5888884>

<https://hackforums.net/showthread.php?tid=5881787>

This was 8 months ago...

This is today...

This is our new crawl stats..

And this is our new Coverage...

We now have 3.7m pages in the Google Index again. This is where we had a big issue as we had drops in pages (down to 500k) which was leading to less search results.

Omniscient Wrote:My best guess is 3-6 months to double our current clicks and impressions. We did double the impressions but clicks only increased by about 30%. Unfortunately Google gave us a few keyword results which wasn't very good for our CTR and then dumped that keyword ranking on us.

Our mobile friendliness is great and that's increasing but as these pages are part of index and then added to Google for Mobile Usability we should see more clicks come to HF from mobile search results.

The number are looking pretty good going forward and I'm finally breathing a slight sigh of relief that all this hard work I'm putting into HF has begun to recover our SEO.

Google changes and HF has to go along with it otherwise we suffer. Every website online besides maybe Twitter, Amazon and Facebook rely heavily on getting visitors from Google search results. But the way Google ranks pages for results changes all the time. So it's a never ending struggle to stay on top. The past year I've worked very hard to bring HF into a new era mainly with getting us a responsive theme and ensuring our pages make Google happy.

Also thanks to Xerotic of course because he's a part of making all this happen.

I'll continue to periodically update HF as things happen but there is a daily review of our SEO by me personally as I work to build up our rankings.

Thank you.

**Thornzzz** - May 12, 2019, 7:54 am

I'm a noob at this stuff, but what is Average position? And what was the huge light blue spike in March?

**Bacardi Cola Lime** - May 12, 2019, 7:55 am

Thank you both for putting the time to make this website better for everyone. As you said, the struggle never ends but glad it goes well at the moment.

**Cryptod** - May 12, 2019, 8:01 am

Appreciate all your hard work you and your dev and all the staff of HF <3

**Angel** - May 12, 2019, 8:03 am

Wow, awesome news! thanks for this update boss

**Omniscient** - May 12, 2019, 8:10 am

Quote:I'm a noob at this stuff, but what is Average position?

That's where our keywords rank for search on the average. We have a ton of #1 keywords but we also have stuff on page 5 too. The average overall position is 15 right now which is okay. I'd prefer an average under 10 but that's hard now with 3.7 million pages ranked.

Quote:And what was the huge light blue spike in March?

We got ranked #1 for a keyword we shouldn't have ranked for. It was both good and bad because we got a lot of impressions but not a lot of clicks because of it. I actually think it hurt us just a bit because of the low CTR (Click through rate).

**ShinyThings** - May 12, 2019, 8:11 am

Thanks for keeping us all informed but what does this stuff mean in laymen's?

**Omniscient** - May 12, 2019, 8:12 am

(May 12, 2019 08:11 AM)ShinyThings Wrote: [\[CITE\]](#) Thanks for keeping us all informed but what does this stuff mean in laymen's?

HF is not dead or dying.

**ShinyThings** - May 12, 2019, 8:14 am

(May 12, 2019 08:12 AM)Omniscient Wrote: [\[CITE\]](#) HF is not dead or dying.

Good to know ? would hate to see the best place on the internet go down. I've grown to love this place.

**duplex** - May 12, 2019, 8:14 am

(May 12, 2019 08:12 AM)Omniscient Wrote: [\[CITE\]](#) HF is not dead or dying.

That's very good news indeed, in omni we trust.

**BTC** - May 12, 2019, 8:15 am

This is really great ? I love to see this, and very interesting to see from 2/15/2019 to 3/31/19

What happened there, is that when their system was updating in terms of SEO? Sorry for my lack of knowledge, just curiosity.

Even though everybody here loves to boast about using duckduckgo and hating on Google, it still make huge strides in terms of acquiring new members and keeping post activity up.

**Bossk** - May 12, 2019, 8:16 am

That's a very nice progression, I can agree that mobile compatibility was improved greatly with the

style update a few months ago.

**Nas** - May 12, 2019, 8:46 am

Congrats on this big progress in the SEO development of HF. This is a huge step forward in the new generation of HF and I've actually seen much more people as guest and newly registered members via the online list compared to a couple of months back.

**Omniscient** - May 12, 2019, 8:48 am

Quote:I've actually seen much more people as guest and newly registered members via the online list compared to a couple of months back.

One of the next things I need to work on is our Bounce Rate where someone clicks to HF from Google but then doesn't click on HF again or they just close the browser window. That's your Bounce Rate and you want it as low as possible at about 20-25% max. We used to be 18% I think but we're higher now for a few reasons which I'll be working on going forward. It's basically one step at a time for SEO. It can take a year or two to really get things correct.

**Kosmos** - May 12, 2019, 8:54 am

I'm extremely happy to see this kind of update. Positivity is good. These rankings especially are great. Do you think we'll hit 5M clicks and 100M impressions before third quarter? Of course it's no rush but with the progress I've seen I wouldn't be surprised to see the numbers rise again and again.

**milw0rm** - May 12, 2019, 8:56 am

(May 12, 2019 08:12 AM)Omniscient Wrote: [\[CITE\]](#) HF is not dead or dying.  
And it will NEVER DIE !!!

**Nas** - May 12, 2019, 8:56 am

(May 12, 2019 08:48 AM)Omniscient Wrote: [\[CITE\]](#) One of the next things I need to work on is our Bounce Rate where someone clicks to HF from Google but then doesn't click on HF again or they just close the browser window. That's your Bounce Rate and you want it as low as possible at about 20-25% max. We used to be 18% I think but we're higher now for a few reasons which I'll be working on going forward. It's basically one step at a time for SEO. It can take a year or two to really get things correct.

Ah I see and I'm guessing having the Hack tab as the first tab was to keep new members/guests browsing HF when they go to the home page.

**Omniscient** - May 12, 2019, 9:00 am

Quote:Do you think we'll hit 5M clicks and 100M impressions before third quarter?  
Probably not.

Quote:Ah I see and I'm guessing having the Hack tab as the first tab was to keep new members/guests browsing HF when they go to the home page.

Someone finally got it. A lot of the changes (sometimes even the lack of) on HF are for SEO purposes.

**Banter** - May 12, 2019, 9:15 am

Great work good to see the numbers going up with your hard work i know it shall continue to get better & better, getting to nearly 100 million impressions & it would be awesome to reach under 10 position.

All Hail our CEO of SEO ?

**?BowmanBot?** - May 12, 2019, 9:38 am

Congrats Omni! It's about time we see the light at the end of the tunnel. Let's continue building the

track onwards!

**Polymath** - May 12, 2019, 9:48 am

I have seen a huge number of improvements done to this website, HF game, bytes system, market ratings, etc. All what this site has to offer will no doubt make users stay and attract more traffic towards here. Omni and the staff members have done an excellent job so far, thank you!

**SoulZeh** - May 12, 2019, 11:21 am

In all honesty I've never ever thought HF was dying or becoming dead, it just had a slow part for a little.

It's good to see the SEO stats though.

**Axe** - May 12, 2019, 11:29 am

Congratulations, very happy seeing your hard work pay off. Hopefully only up from here

**Dorrance** - May 12, 2019, 11:39 am

Great news to hear. I was doing some research and noticed a new few things.

**Hopsin** - May 12, 2019, 11:44 am

(May 12, 2019 09:48 AM)Polymath Wrote: [\[CITE\]](#) I have seen a huge number of improvements done to this website, HF game, bytes system, market ratings, etc. All what this site has to offer will no doubt make users stay and attract more traffic towards here. Omni and the staff members have done an excellent job so far, thank you!

I don't know about current staff but Xerotic is doing an amazing job!

**01001** - May 12, 2019, 11:46 am

That's what we call progress, and I'm confident that the clicks would go high, and the average CTR would get even better than the current situation. However, the improvement would be gradual, and I liked the way you are striving hard to bring HF on top irrespective of what Google or your competitors are throwing. Perfect!

**Punisher** - May 12, 2019, 11:51 am

(May 12, 2019 08:48 AM)Omniscient Wrote: [\[CITE\]](#) One of the next things I need to work on is our Bounce Rate where someone clicks to HF from Google but then doesn't click on HF again or they just close the browser window. That's your Bounce Rate and you want it as low as possible at about 20-25% max. We used to be 18% I think but we're higher now for a few reasons which I'll be working on going forward. It's basically one step at a time for SEO. It can take a year or two to really get things correct.

Would allowing a guest to view 1 or 2 threads without registering and then directing to the sign in page on the 3rd improve this? Obviously there'd be a daily cap of 2 thread views for guests a day without signing in/up. I can imagine some people finding a thread via Google and just leaving after they realize they have to register to see the content.

Even better would be a thread preview of sorts where part of the thread is visible and the rest can only be unhidden after registering.. I've seen news websites do this before to encourage more subscriptions/returning viewers.

**Omniscient** - May 12, 2019, 11:59 am

Quote:Would allowing a guest to view 1 or 2 threads without registering and then directing to the sign in page on the 3rd improve this?

I had this on HF as a custom MyBB plugin I wrote many years ago. I've discussed with Xerotic the possibility of enabling it again. The issue would be that we might get less registrations by doing so. So it's a fine balancing act.

**?BowmanBot?** - May 12, 2019, 12:04 pm

(May 12, 2019 11:59 AM)Omniscient Wrote: [\[CITE\]](#) I had this on HF as a custom MyBB plugin I wrote many years ago. I've discussed with Xerotic the possibility of enabling it again. The issue would be that we might get less registrations by doing so. So it's a fine balancing act.

How about implementing a "Continue Browsing" button?

If users were persuaded to sign up rather than being forced to I think would balance it out quite nicely.

**perm** - May 12, 2019, 12:08 pm

Code new era mainly with getting us a responsive theme and ensuring our pages make Google happy.

What tools do you use for on-site SEO? Lighthouse?

**Omniscient** - May 12, 2019, 12:12 pm

(May 12, 2019 12:08 PM)perm Wrote: [\[CITE\]](#) Code new era mainly with getting us a responsive theme and ensuring our pages make Google happy.

What tools do you use for on-site SEO? Lighthouse?

I use multiple tools.

**Space•** - May 12, 2019, 12:13 pm

I have no fucking clue how this all works, but I suppose it's only good news for HF.

Well done!

**Sigma** - May 12, 2019, 1:02 pm

To help bounce rate you could maybe implement a few things:

- Add a fortnite section for increased gaming searches. A lot of people search the web for online gaming.
- Add a call-to-action for people first visiting the site, maybe something that a person came to look for.
- Maybe some sort of small landing page that shows unique perks or content.

What do you think?

Your SEO would increase dramatically if you had better keywords for the gaming section. Even though this isn't a gaming forum, it is a big part of it. TTG is failing, so right now would be a good time to increase gaming specific SEO.

**Xavier** - May 12, 2019, 1:07 pm

Wow, activity is going to be spiking with these results I hope. I think offering further incentive for users to contribute things that may be useful to outsiders would be great.

**Xerotic** - May 12, 2019, 3:22 pm

(May 12, 2019 01:02 PM)Sigma????? Wrote: [\[CITE\]](#) To help bounce rate you could maybe implement a few things:

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A Fortnite section already exists on HF.

**Traum** - May 12, 2019, 4:44 pm

Interesting to see, and I really like that you're sharing this information with us. SEO is something I don't have a lot of insight in, but posts like these make me interested in the topic.

**Mix** - May 12, 2019, 6:54 pm

(May 12, 2019 08:10 AM)Omniscient Wrote: [\[CITE\]](#) We got ranked #1 for a keyword we shouldn't have ranked for. It was both good and bad because we got a lot of impressions but not a lot of clicks because of it. I actually think it hurt us just a bit because of the low CTR (Click through rate). was going to ask this question but as its already been asked and answered I no longer need to thank you omni for your response!

**muzzy.** - May 12, 2019, 7:22 pm

Do you do much external advertising for HF or do most of our members just come from search?

**xolofolo** - May 12, 2019, 7:29 pm

Stats per HF News, 6 months ago (left) vs now (right):

Daily Posts: 13842.3 | 8,036.34

Daily Threads: 957.56 | 786.53

Daily New Members: 869.23 | 121.75

Posts Per Member: 15.92 | 66

Replies Per Thread: 13.46 | 9.22

Rankings might've improved, but site activity surely hasn't. Any idea why?

**Omniscient** - May 12, 2019, 7:38 pm

(May 12, 2019 07:29 PM)xolofolo Wrote: [\[CITE\]](#) Stats per HF News, 6 months ago (left) vs now (right):

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Replies Per Thread: 13.46 | 9.22

Rankings might've improved, but site activity surely hasn't. Any idea why?

Nope, no idea why. I'm completely clueless. Maybe you can post another troll message and tell me.

**Makaveli The Don** - May 12, 2019, 8:35 pm

Can't find a better video to describe my reaction. Good job Omni!