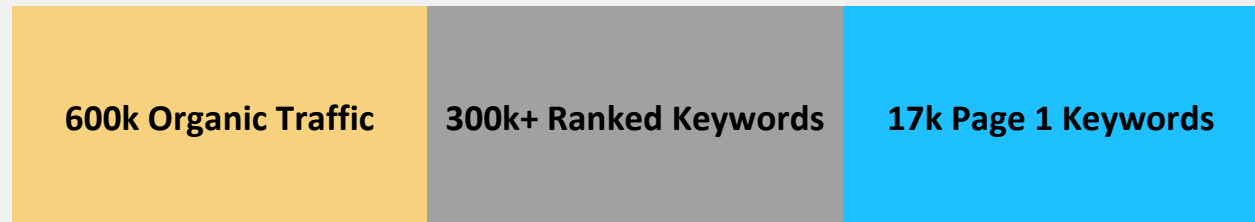


## SEO Case Study

# NFL Professional Sports SEO

Baltimore Ravens

baltimoreravens.com



Two important technical SEO factors that Google takes into consideration for keyword rank are clean code and page load speed. While the visitor only sees the ‘front-end’ of a website, also known as the UI (user interface), Google crawls and reads the HTML, Javascript, CSS and other coding technologies behind the scenes.

Baltimoreravens.com is a complex website offering services from sports news and information to online merchandise sales. **The level of CSS and Javascript required for this level of functionality is staggering.** The website was originally coded with much of the CSS and Javascript incorporated inline among the HTML. This increases the amount of code in the HTML file making it more difficult for Google to understand and increasing the file size leading to longer load times. Although in some rare cases inline CSS and Javascript is appropriate, normally this code should be separated from the HTML.

This project included auditing all front-end technologies to determine the optimal use of code – separating the CSS and Javascript from HTML where appropriate and reducing files sizes and load times. The result was not only a **boost to keyword rank** but also an overall technology optimization and error free code.

**RANK HARVEST**  
— seo & digital