

AWS  
re:Invent

NET301-R

# Improve your SEO ranking using Amazon CloudFront & Lambda@Edge

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# Agenda

SEO overview (5 min)

Amazon CloudFront and Lambda@Edge for improved SEO (10 min)

Build! (45 min)

# Let's deploy our resources!

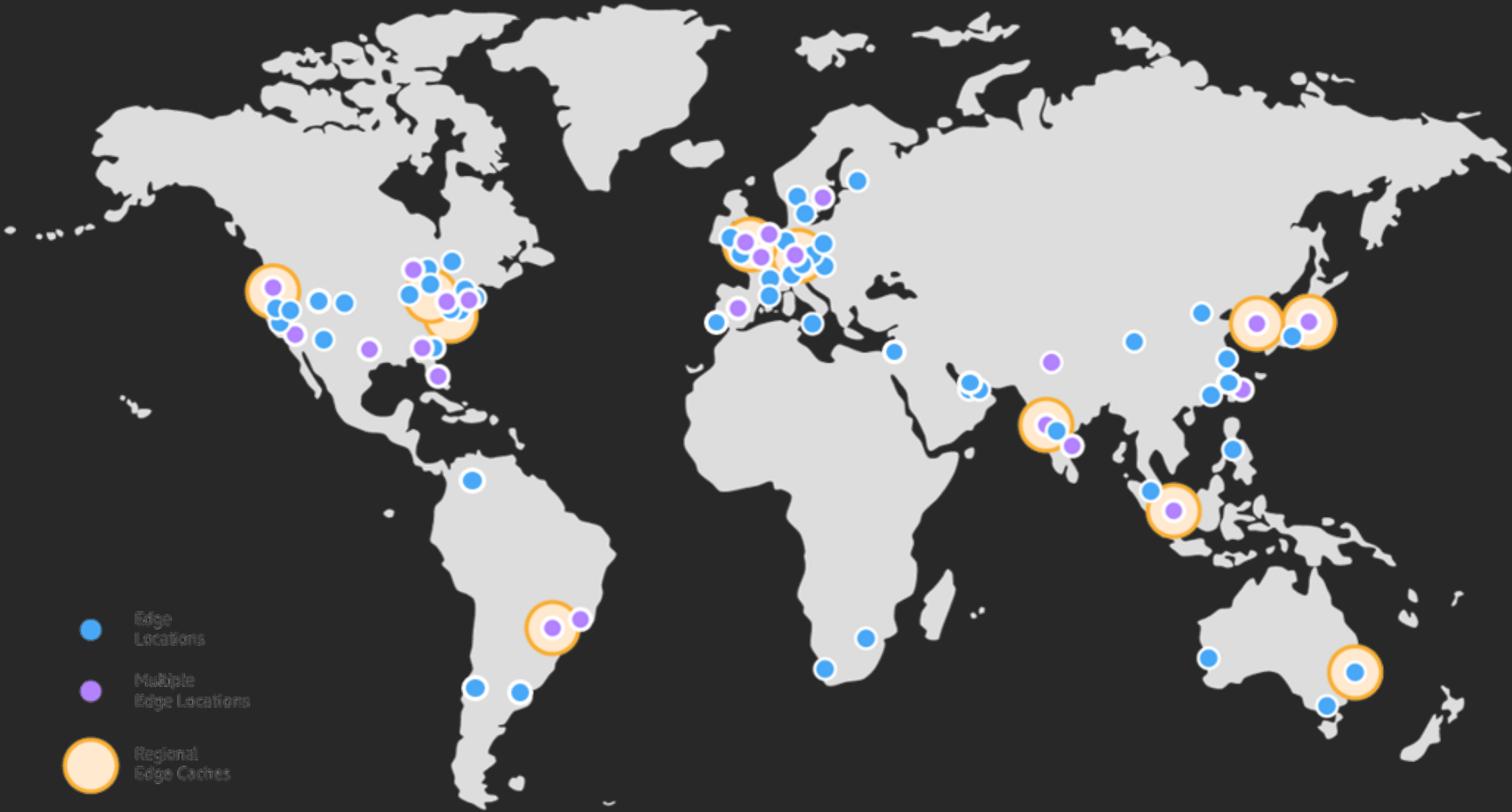
- A CloudFront distribution takes some time to get deployed, so let's first create a distribution along with an Amazon S3 bucket as origin
- Download the CloudFormation template and let's launch it (ensure the region is us-east-1 i.e. N.Virginia): <http://bit.ly/34DFKdG>

# SEO Overview

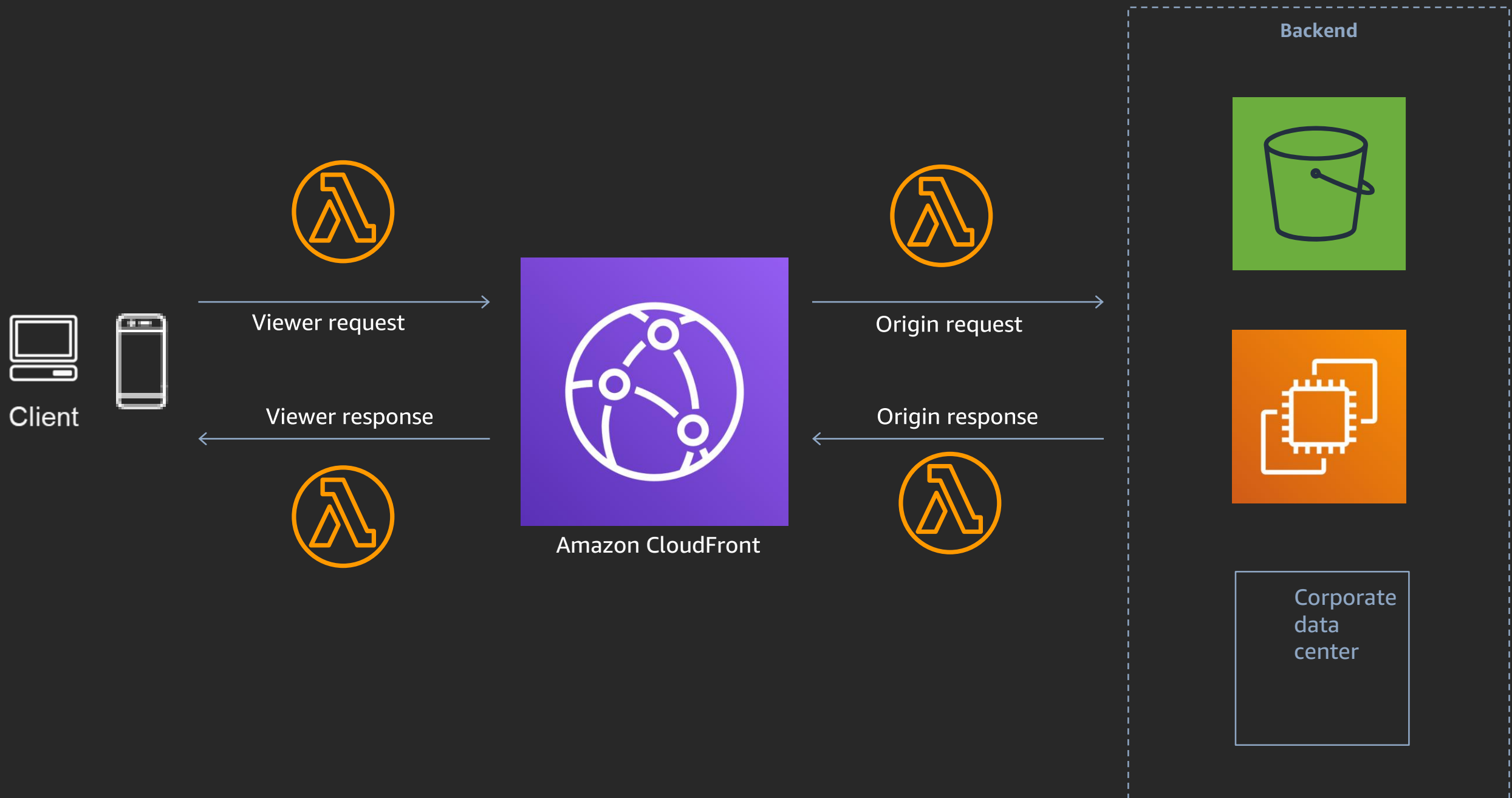
- How your website appears in a search engine's un-paid (aka natural, organic, or free) search results



# What is Amazon CloudFront?



# Lambda@Edge overview

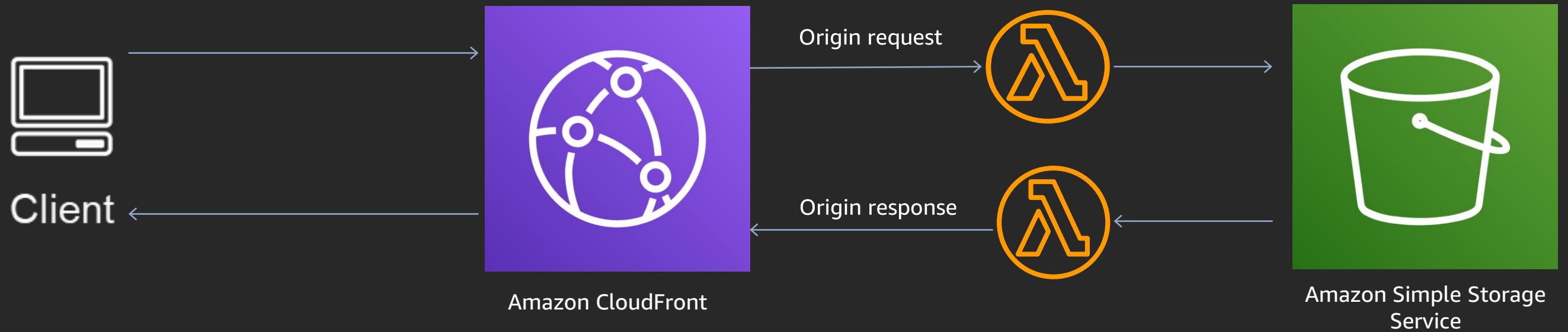


# Improving SEO using Amazon Edge services

- Improved TTFB/Latency using Amazon CloudFront's global footprint
- Custom content based on the device type/mobile friendly website
- Improving speed and security using HTTP strict-transport-security (HSTS) headers
- Caching strategy
- URL optimization/pretty URLs



# Time to build our own edge-optimized SEO solution

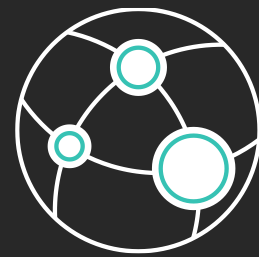


## Let's Build!

- Include HSTS headers – improves security and SEO
- Customize content for mobile websites
- SEO friendly user-facing URL
- Dynamic content indexing and caching strategy
- Fine-tune Amazon CloudFront even further
- Hands-on labs with step-by-step instructions:  
<https://github.com/stuffbyt/re-Invent2019BuildersSession>

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# Thank you!

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