

SEO for React & SPAs

Increase visibility of your App on Search Engines and LLMs

By Rana Jayant

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Is Google Free?

**How does Google
make money?**

WHO AM I?



Growth Consultant

- Helps SMBs and SMEs
- Digital Growth Consultant
- Contributed to Community



Founder - MixCommerce

- Worked with 50+ SMBs and SMEs
- Drove 52M+ traffic
- Building MixCommecre



Rana Jayant

Founder & CEO - STABLX, MixCommerce

150+ sites, 52M+ traffic, Knows Martin

MY JOURNEY

1. Tech Blog (2016)
2. R&D & ShootOrder (2017)
3. STABLX (2018)
4. MixCommerce (2022)
5. Consulting (NaN)



2016



2018



2022



2024

IDEAL AUDIENCE

1. Web Developers
2. Tech/Team leads
3. Tech Product Managers
4. CTO (Chief Tech Officer)
5. CMO (Chief Marketing Off.)



PROMINENT WORK



**Why Google traffic
is Expensive?**

Traffic Source	Targeting	Sample Data (Web Dev Industry)	Estimated CPC (USD)
Google Ads	Very High	High CPC, competitive, best for leads	\$5 - \$25
SEO	Medium	Long-term, organic traffic, content-driven	N/A (Organic)
Social Media Ads	High	Good for brand awareness & retargeting	\$1 - \$5
Direct Traffic	None	Mostly from referrals & existing clients	N/A (Free)

COST OF VISITORS

PATTERN



Organic Search Traffic 🌐

268M +1.8%

Keywords 10.4M ↑



Paid Search Traffic 🌐

36.3M +2.5%

Keywords 119K ↑

Organic Search Traffic 🌐

185.4M +0.9%

Keywords 13.8M ↓



Paid Search Traffic 🌐

4.1M -0.2%

Keywords 2K ↑

Organic Search Traffic 🌐

18.2M +0.4%

Keywords 5.3M



Paid Search Traffic 🌐

157.5K -2.9%

Keywords 4.9K ↓

My Content

1. Why SEO?
2. Key challenges
3. Content, Design, Dev, Deploy, AB Test
4. Tools
5. Checklist

RESOURCES

Tools

1. **SEMrush**
2. **Industry Predictable Search**
3. **Pages with/Without Search Volume**
4. **Search Console**
5. **ProActive Content + SEO Team**

Checklist (lite, Page 1)

1. Meta & On-Page SEO

- ✓ Meta Title – Includes primary keyword (e.g., Buy iPhone 16 – Best Price & Features)
- ✓ Meta Description – Compelling & keyword-rich (160 characters max)
- ✓ H1 Tag – Clearly defines the product (e.g., iPhone 16 & iPhone 16 Plus)
- ✓ URL Structure – Clean & SEO-friendly (e.g., /product/iphone-16)
- ✓ Image Optimization – High-quality images with proper alt text

2. Schema Markup

- ✓ Product Schema – Name, description, image, brand, SKU, MPN
- ✓ Offer Schema – Price, currency, availability, seller
- ✓ Aggregate Rating Schema – Ratings & reviews (if available)

Checklist (lite, Page 2)

3. Technical SEO

- ✓ Mobile-Friendly – Fully responsive design
- ✓ Fast Page Speed – Optimize images & enable caching
- ✓ Canonical Tag – Prevent duplicate content issues
- ✓ Breadcrumbs – Enhances navigation & search appearance

4. Content & UX

- ✓ Unique Product Description – No duplicate content
- ✓ Internal Linking – Related products & category pages

5. Modern JS Stack (React, Angular, Vue, Next, Nuxt)

- ✓ Static URL (abx.com/iphone-16/)
- ✓ Use URL to change page, not events.
- ✓ Mobile-Friendly – Fully responsive design
- ✓ Use SSR (Server Side Rendering)

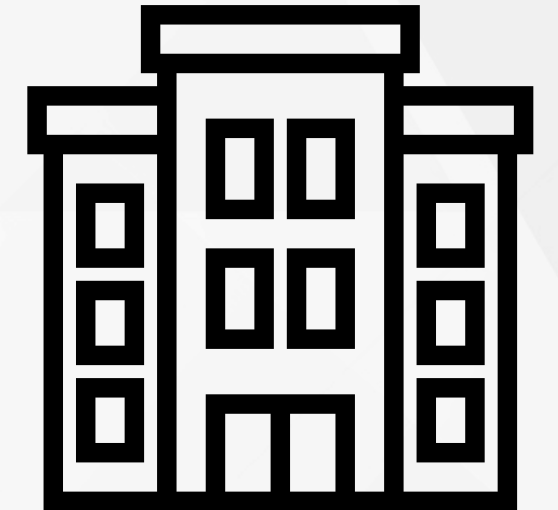
Benefit	Description
Better Search Engine Indexing	Pre-rendered content is easily crawled and indexed by search engines.
Faster Page Load Speed	Fully rendered pages are delivered quickly, reducing bounce rates.
Supports Non-JavaScript Crawlers	Some bots struggle with JavaScript-heavy SPAs, but SSR provides full content access. Preps for AI Indexing
Enhances Accessibility	Faster rendering benefits users with slow connections or weaker devices.
Better Social Media Sharing	Ensures proper Open Graph (OG) tags and Twitter cards for accurate previews.

1. Organisation Schema

json

Copy Edit

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "STABLX",
  "url": "https://stablx.com",
  "logo": "https://stablx.com/logo.png",
  "description": "STABLX provides expert web design, eCommerce development, and AI-powered solutions.",
  "contactPoint": {
    "@type": "ContactPoint",
    "telephone": "+1-800-123-4567",
    "contactType": "customer service",
    "areaServed": "Worldwide",
    "availableLanguage": "English"
  },
  "sameAs": [
    "https://www.facebook.com/stablx",
    "https://www.linkedin.com/company/stablx",
    "https://twitter.com/stablx"
  ]
}
```



2. Service Schema

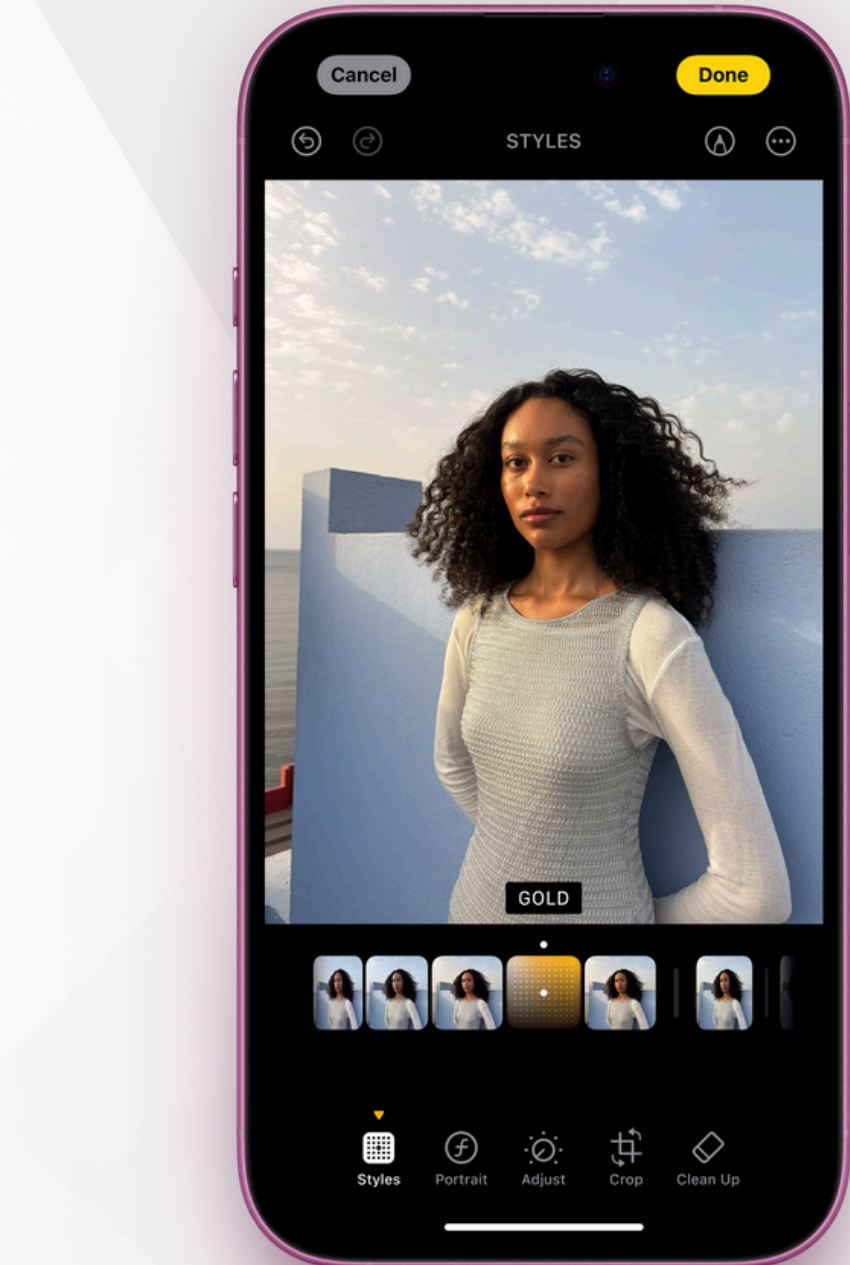
json

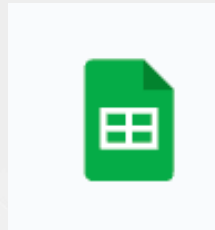
Copy Edit

```
{
  "@context": "https://schema.org",
  "@type": "Service",
  "name": "Web Design Services",
  "description": "Professional web design services focused on creating responsive and",
  "provider": {
    "@type": "Organization",
    "name": "STABLX",
    "url": "https://stablx.com/web-design"
  },
  "serviceType": "Web Design",
  "areaServed": "Worldwide",
  "aggregateRating": {
    "@type": "AggregateRating",
    "ratingValue": "4.8",
    "reviewCount": "150"
  }
}
```

3. Product Schema

```
html Copy Edit  
  
<script type="application/ld+json">  
{  
  "@context": "http://schema.org",  
  "@type": "Product",  
  "@id": "https://www.apple.com/in/iphone-16/#product",  
  "manufacturer": {  
    "@id": "https://www.apple.com/in/#organization"  
  },  
  "brand": {  
    "@id": "https://www.apple.com/in/iphone/#brand"  
  },  
  "name": "iPhone 16 and iPhone 16 Plus",  
  "description": "iPhone 16 and iPhone 16 Plus. Built for Apple Intelligence. Camera (",  
  "url": "https://www.apple.com/in/iphone-16/",  
  "mainEntityOfPage": "https://www.apple.com/in/iphone-16/",  
  "image": "https://www.apple.com/v/iphone-16/e/images/meta/iphone-16_overview__fcivq",  
  "potentialAction": {  
    "@type": "BuyAction",  
    "seller": {  
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    },  
    "url": [  
      "https://www.apple.com/in/shop/goto/buy_iphone/iphone_16"  
    ]  
  }  
}  
</script>
```





Webpage Sample Content

Page Name	Target Keywords	Suggested Headings (H1, H2, H3)	Word Count	Internal Linking Ideas	Call-to-Action (CTA)	Service Schema
UI/UX Design	UI design service	<ul style="list-style-type: none">- H1: Professional UI/UX Design Services- H2: Why Great UI/UX Matters- H2: Our UI/UX Design Process- H3: Research & Wireframing- H3: Prototyping & Testing- H2: Tools & Technologies We Use- H2: Get a Custom UI/UX Design for Your Brand	1200-1500	Link to case studies, eCommerce & AI pa	"Get a Free UI/UX Consultation"	<pre>{ "@context": "https://schema.org", "@type": "Service", "name": "UI/UX Design Services", "description": "Professional UI/UX design services for websites and mobile apps. Improve user engagemer", "provider": { "@type": "Organization", "name": "Your Company Name", "url": "https://yourwebsite.com/ui-ux-design" }, "serviceType": "UI/UX Design", "areaServed": "Worldwide", "aggregateRating": { "@type": "AggregateRating", "ratingValue": "4.8", "reviewCount": "120" } }</pre>



Packages for SEO

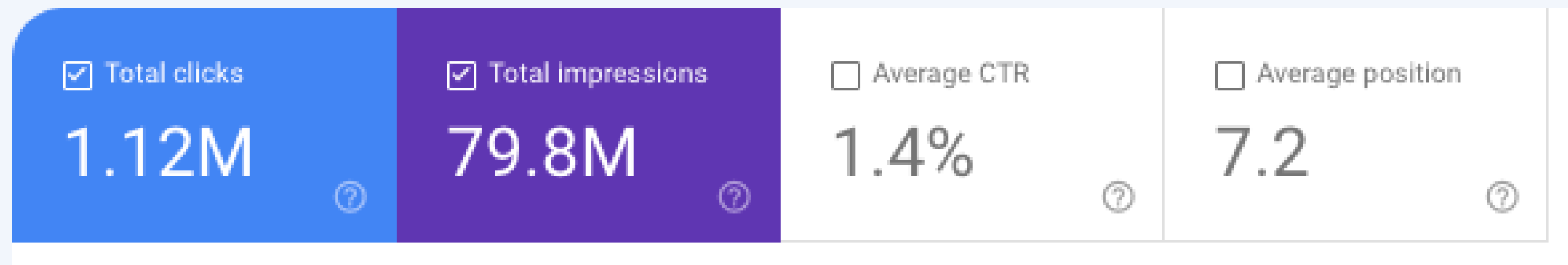
Framework	SEO NPM Packages
React	react-helmet, react-meta-tags
Vue.js	vue-meta, nuxt-seo, vue-seo
Angular	@ngx-meta/core, angular-seo, ngx-seo
Next.js	next-seo, next-sitemap
Nuxt.js	@nuxtseo/module, nuxt-schema-org, nuxt-robots-module
Svelte	svelte-meta-tags, svelte-seo
Node.js (Express, NestJS)	helmet, express-sitemap, express-meta-tags

Other Tools

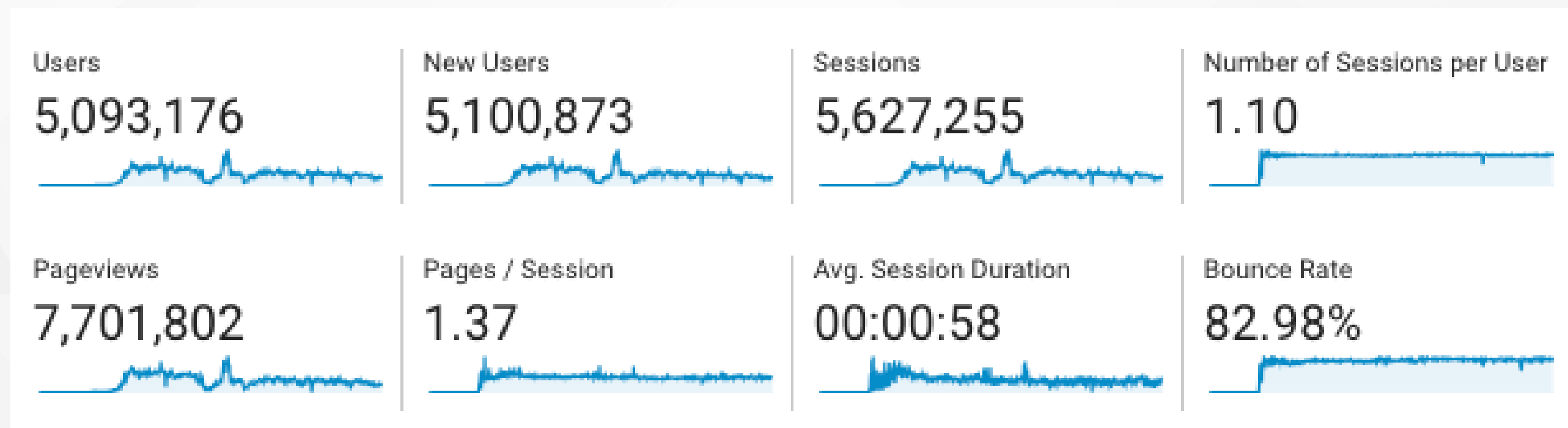
Tool	Features	Pricing
Google Search Console	Indexing, Performance Analytics, Error Reports	Free
Google Analytics	Traffic Insights, User Behavior Analysis	Free
Ahrefs	Keyword Research, Backlink Analysis, Site Audit	Starts at \$99/month
Screaming Frog	Technical SEO, Site Crawling	Free (Limited) / \$259/year

Result 1 (consumer site)

Last 16 months



2017-2023



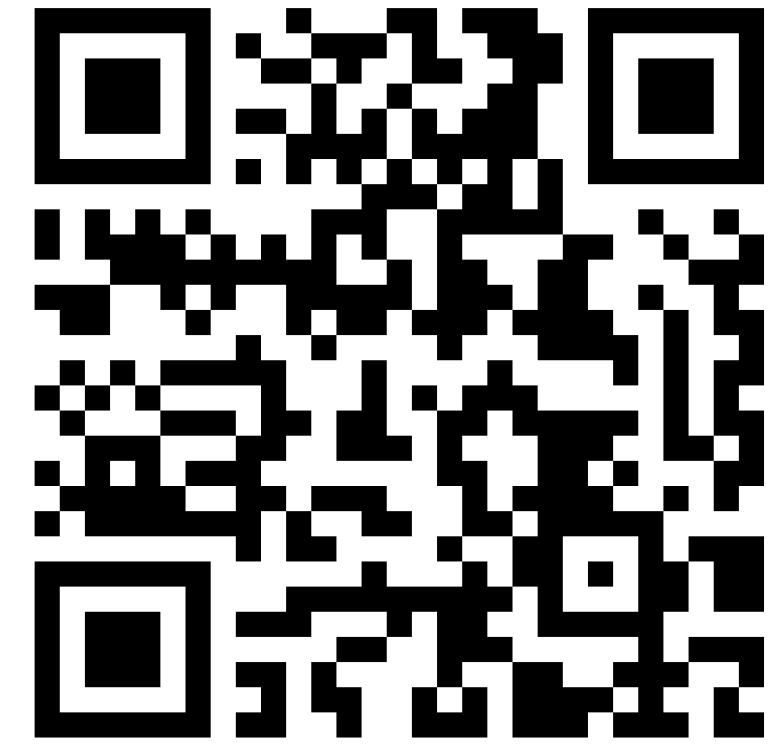
How to Proceed?

- 1. Company's goal**
- 2. Mindset**
- 3. Budget**
- 4. People**
- 5. Partnership**
- 6. KPI**
- 7. Improvement**



ranajayant.com/slides/

Presentation



ranajayant.com/slides/

Rana on LinkedIn



CCD outlets - 454
 Set I - Sum 201 - 454
 ↳ CF (7/63) (Sum)
 Set II - (RES) - 454
 ↳ PAV (Sum 201)
 Value Entry - 270
 ↳ Sum 201
 ↳ BD (Sum 201)

Zeph
 ① Integrated with ... for COD-RR

MixCommerce

MixCommerce

THANK YOU

Feel free to ask any questions.

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