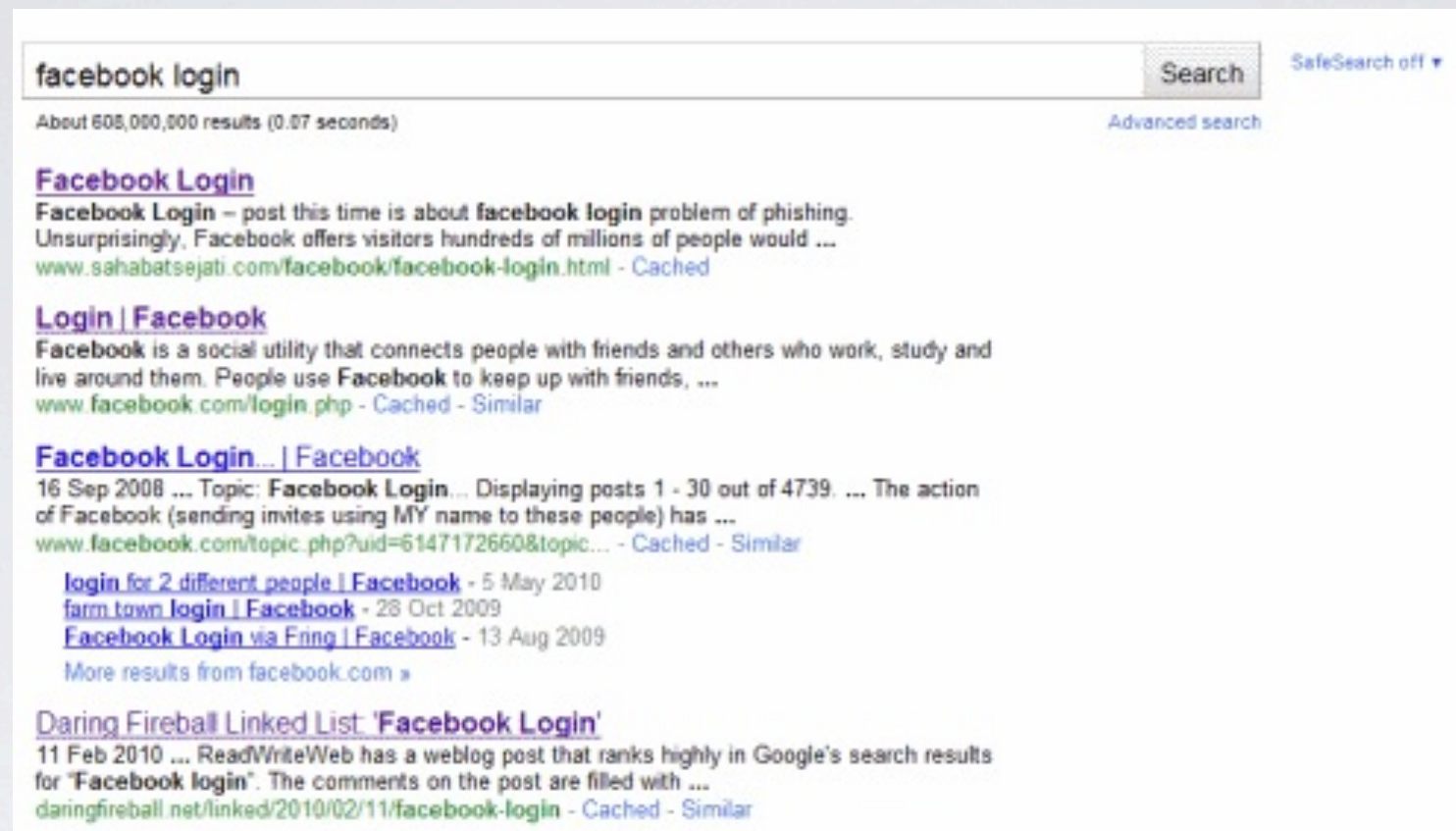# SEARCH ENGINE OPTIMIZATION (SEO)

John Rearick
Drupal Corn
8/29/2011

- Why

- How

  - The Algorithm

  - Appease the Spider

- Do's

- Don'ts

- Resources

WHY?

- People search "Facebook Login" to log into Facebook

- Read Write Web had article "Facebook Wants to Be Your One True Login" became the 1st result for "Facebook Login"

- User comments on the article complained about Facebook not working

HOW?

- Google PageRank algorithm determines the order of the search results.

- It's any search engine's secret sauce.

- Knowing a little about how the algorithm seems to work will help you get better results

FACTORS IN THE ALGORITHM

- Links from other sites (and their ranks)

- Semantics

- URL

- Quality

- Meta

LINKS FROM OTHER SITES

- The biggest factor in determining your rank

- The [anchor](#) text

- The rank of the linking page for the keyword
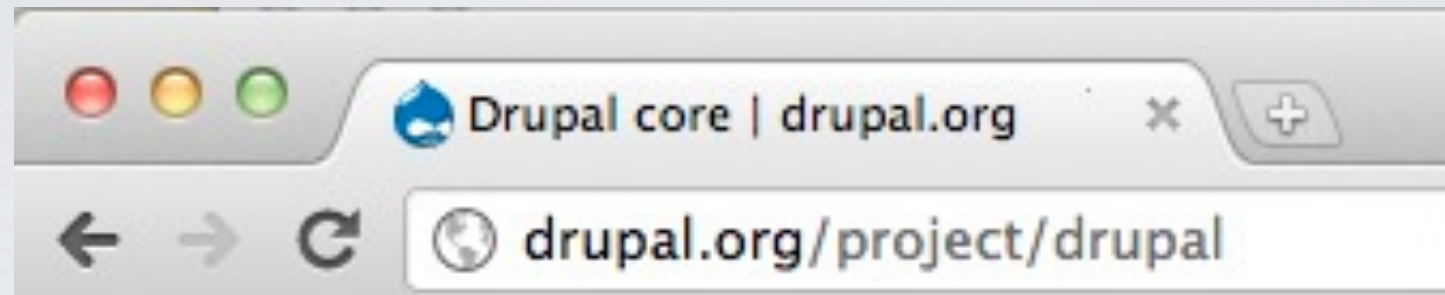
LINKS FROM OTHER SITES

- Should be organic links (not paid).

- Be weary of link farms. They can get you banned from search results

- JCPenny hired a company that link spammed.

  - Became the 1st result for "Samsonite Luggage" ahead of samsonite.com

SEMANTICS

- Appropriate <title> tags - auto_nodetitle module

- <h[1-6]>, <strong>, <em>, alt, title, etc.

- Also very good for accessibility

- Trouble crawling Flash and dynamically loaded content (AJAX JavaScript)

URL (DOMAIN AND PATH)

- Keywords in the domain, and path will help rankings

- The longer you have owned a domain, the more "legit" your site is

- Can't trust query parameters used

- Clean URLs, pathauto module

SITE QUALITY

- Broken links - linkchecker module

- Site Security - no spam links

- Site Speed - This is a huge topic. Easiest thing, turn on cache!

- Content Updates - scheduler module

- Duplicate Content - globalredirect module, mod_rewrite for domain variations (see Drupal's .htaccess).

META

- Meta description can be used on the listing page

- Meta keywords may be used as a guide for the search engine to have confidence with its keyword ranking
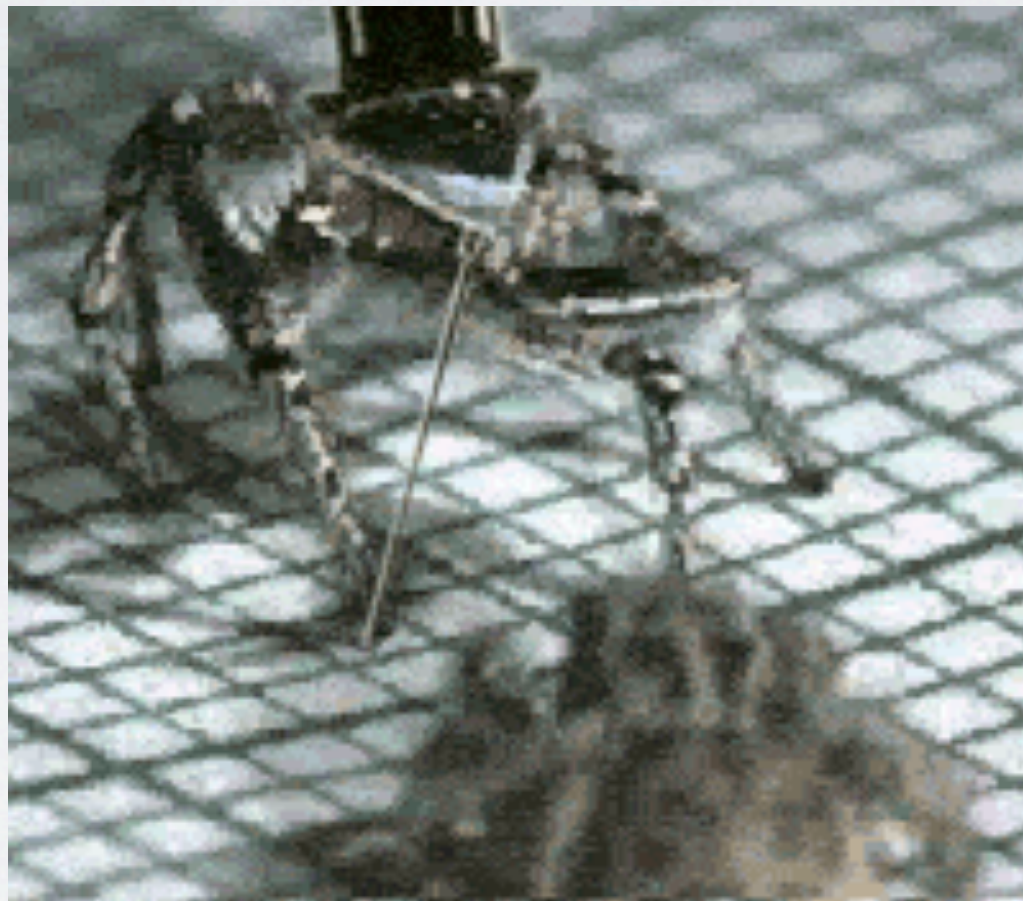
- Modules nodewords(d6) metatags(d7)
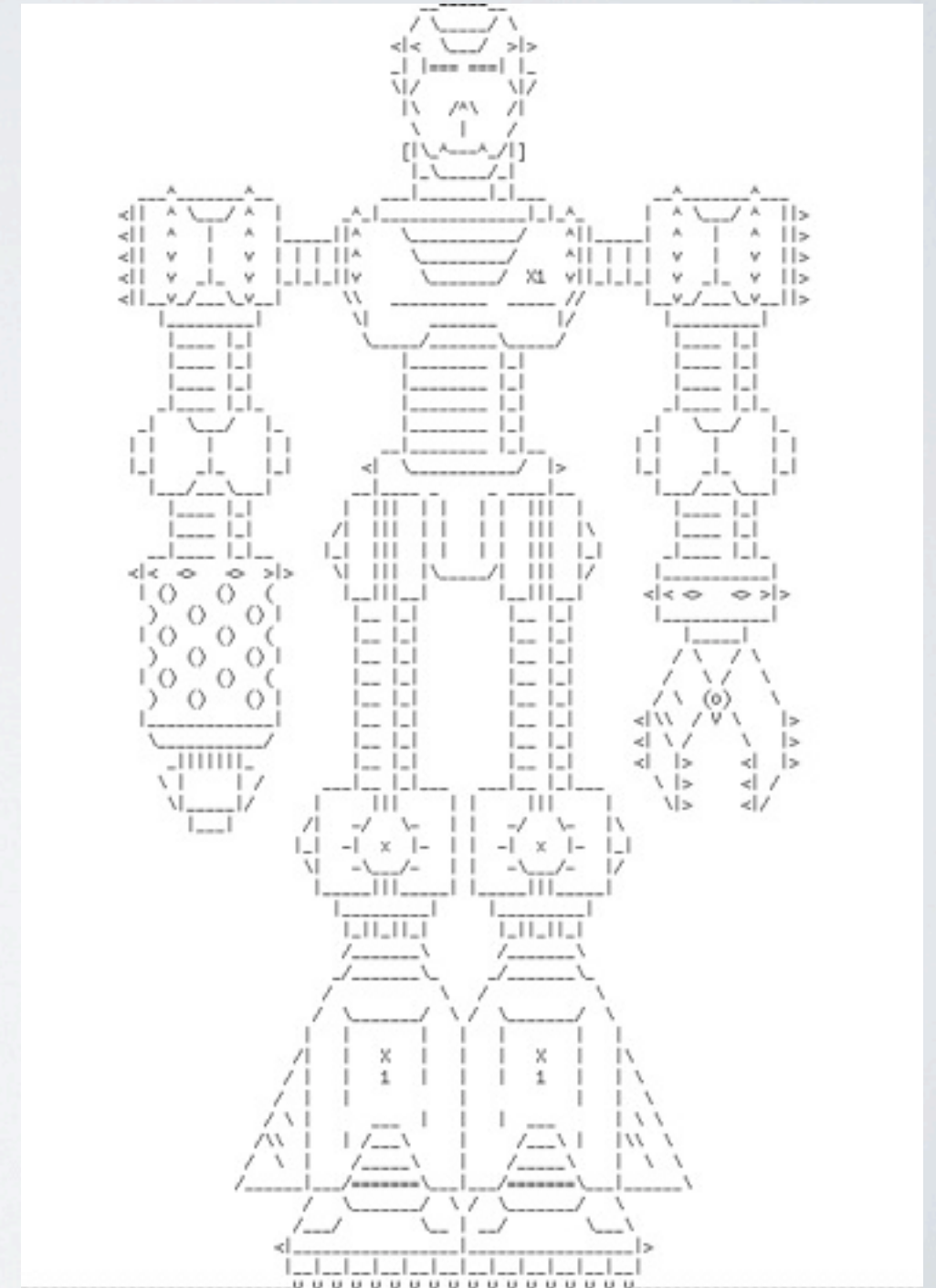
APPEASE THE SPIDER

SITEMAP

- XML Sitemap will show the crawler the structure of your site

- It also adds meta data for pages and file downloads

  - module xmlsitemap

ROBOTS.TXT

- Keeps spider from crawling things that could generate duplicate content. (Search results, some views, etc.)

- Keep in mind the paths specified are world viewable and some robots don't play nice.

- robotstxt.org

HTTP 304 NOT MODIFIED

- If you can, use it. Saves you load on your server when Google comes crawling

DO'S

- Use Lynx

- Google Webmaster Tools - google.com/webmaster

- Google Analytics - google.com/analytics

- Validate - validator.w3.org

- Submit site to news and social media

- Pay attention to accessibility

DON'T DO WHAT DONNY DON'T DOES

This is stuff you don't do:

- 100% Flash

- 100% AJAX

- Make everything bold

- Unnaturally load up on keywords

- Spam your links

ARTICLES

- "Facebook Login" http://is.gd/7sYKQr

- JCPenny http://is.gd/OAcGvf

MODULES

- drupal.org/project/auto_nodetitle

- drupal.org/project/pathauto

- drupal.org/project/linkchecker

- drupal.org/project/scheduler

- drupal.org/project/globalredirect

- drupal.org/project/nodewords (d6)

- drupal.org/project/metatags (d7)

- drupal.org/project/xmlsitemap

- drupal.org/project/google_analytics

- drupal.org/project/seo_checklist

OTHER RESOURCES

- google.com/webmasters

- google.com/analytics

- robots.txt http://www.robotstxt.org