SEO

Search Engine Optimization is the process of increasing traffic to a web site from search engines. Typically, the higher a site appears in the list of search results, the more visitors it will receive from the search engine.

Audience Involvement

What things do you think might contribute to your search engine rankings?
[expect to see hands raised - take 5+ answers]

butterfly effect? something like weather patterns?

These are all good, but do any of you know how many factors go into search ranking algorithms at google? There are more than 200. And not only are there 200 factors, but there are at least 12 changes made to that algorithm every week.

I'm not saying these things to dissuade you from trying to optimize your site. There are a lot of things you can do to help your rankings. But this is no longer a system than can be fooled. The best most relevant sites will always end up at the top of these lists. We're just here to teach you how to make your site the best, and choose keywords where your site is most relevant.

Site Quality

I want to drive one very important point home. It won't matter if you do achieve the number-one rank on a search page if the web site you send people to doesn't work. Before you focus on a site's search rankings, that site needs to be capable of achieving the objectives set out for the project. Your site needs to be designed and built with the user

experience in mind, optimizing your search rankings should be secondary.
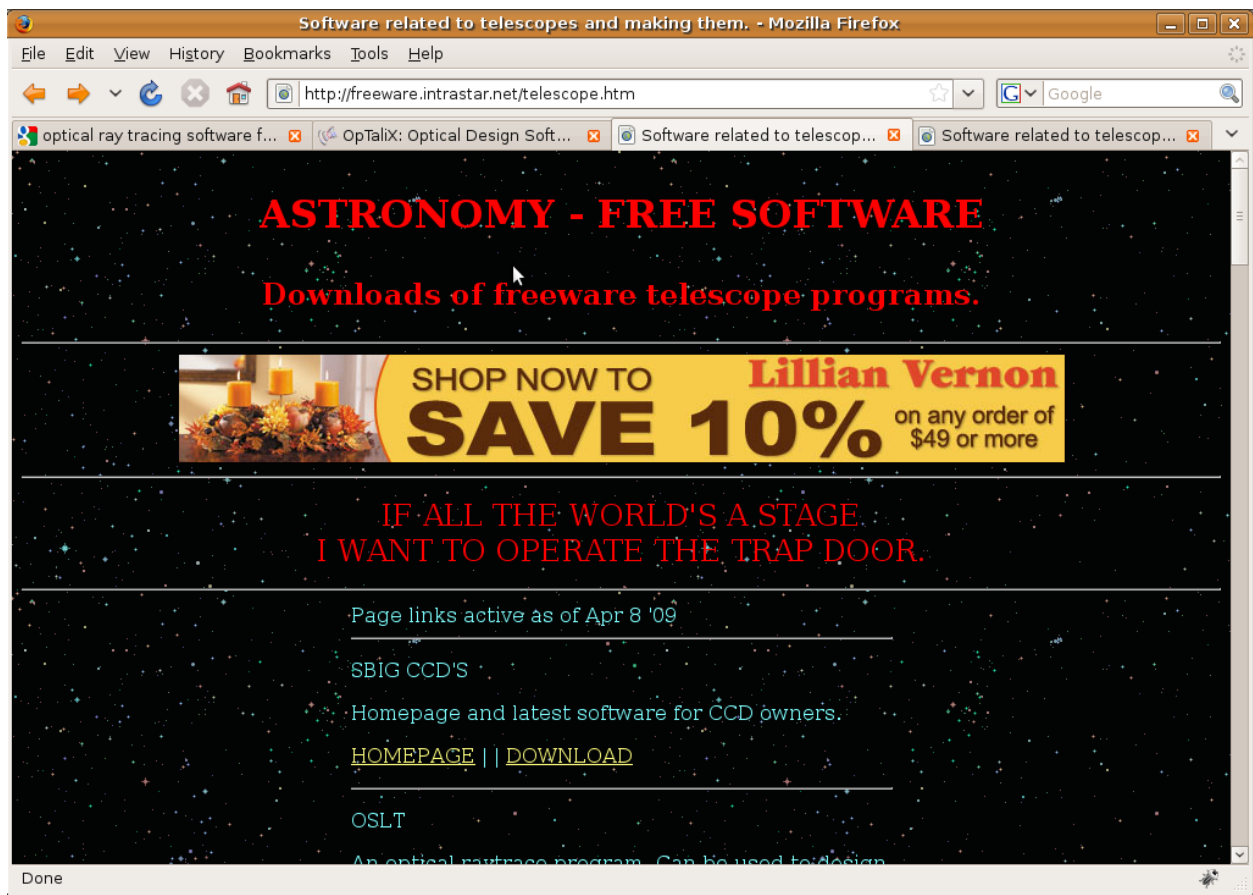
Factors that go into your SEO
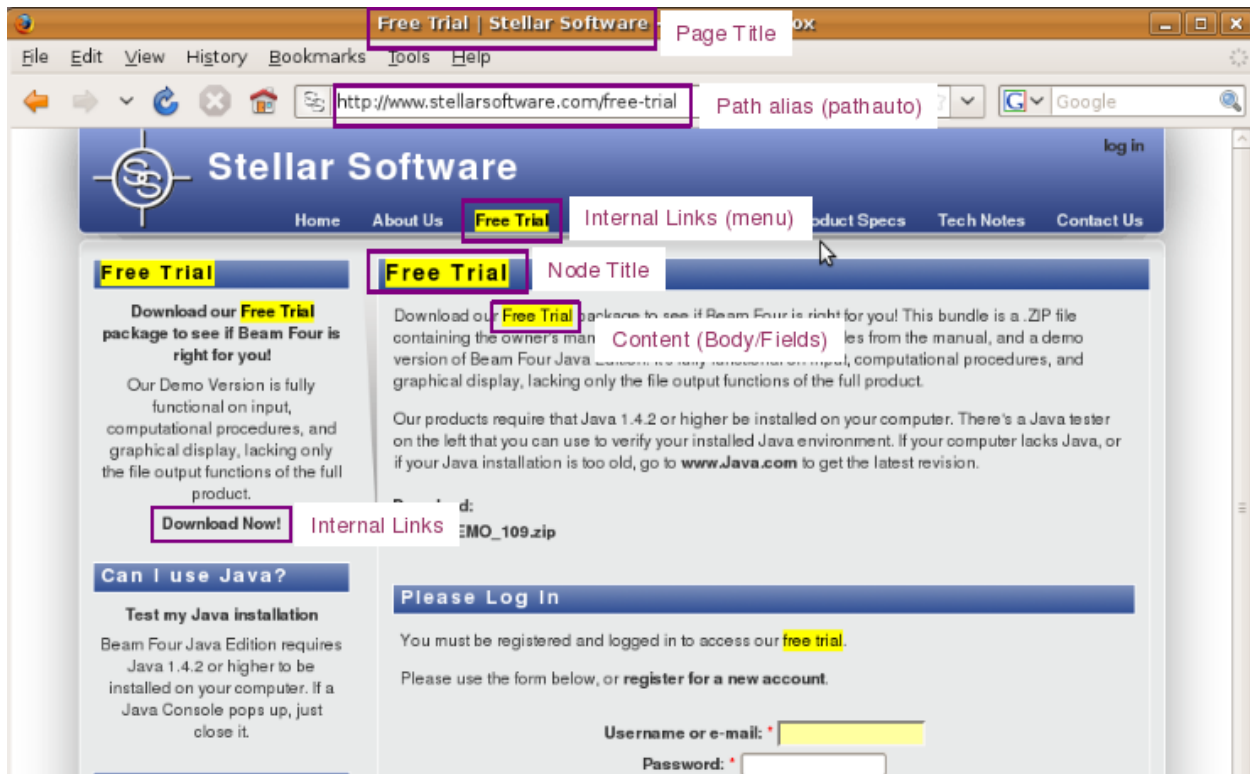
Content
- CONTENT IS KING
    - relevant and unique content
    - update frequently (yay blogs!)
    - keyword rich (but not too rich)
    - text is better than images or video, but
        - use alt tags in images
        - use meta content in videos
- Keyword Density in content
- Headings used around your site
    - keywords used in those headings
- Site Structure (home / secondary / tertiary pages)
    - the distance an important page is from "home" is a factor
- Site Map for humans (what? humans?)
    - making the site work for humans makes it work for robots too!
    - careful, less than 100 links per page (or you might be considered a "link farm")
- Intelligent paths (human readable)

Meta Data
- Title Tags - these are key (keywords here too)
- Description tags - these are for humans, but very important!!!!
- Keywords - NO - keyword meta tags are not used, but...
    - you need to know what keywords your potential visitors will be using
    - you need to know what words your site should be using to attract them
- Robot meta data can be here too - nofollow, nocache, noindex

File   Edit   View   Help

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">

<head>

  <title>Download Optical Ray Tracing Software: Screen Tracing Paper, ADOS, MemSL, ...</title>

  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />

  <meta name="keywords" content="Screen Tracing Paper, ADOS, MemSL, Coyote Tracing for .NET, MediaChecker, OCR .Net Components,
MediaHeal for Removable Disks, Advatrack, Light Map Maker, Vivaldi Scan, SmartFax Pro, SmartInspect, Auto Debug for Windows, ABBYY
FineReader 8 Professional Edition, PhoneWorks Pro, SMLogging suite for Delphi/CBuilder, Phantom CD, PingPlotter Pro, Auto Debug
Professional, ScanWiz, Trace Route Component, OCR Font Package, SpatialVerb VST, Fontonizer, AV Burning Pro, Path Analyzer Pro,
LucidLog.Net, Identify Docs, VisualRoute, OCR Image to Ascii Utility" />

  <meta name="description" content="Free optical ray tracing downloads - Collection of optical ray tracing freeware, shareware
download - Coyote Tracing for .NET, MediaChecker, OCR .Net Components ..." />

  <link href="/resources/style.css" rel="stylesheet" type="text/css"/>

  <script language="JavaScript" type="text/JavaScript" src="/resources/scripts.js"></script>

</head>

<body>

<div id="center">

<!-- Header with Logo and Search form -->

    <div id="mainHeader">

        <a href="http://www.filebuzz.com/"><img alt="FileBuzz: Software Download" src="/resources/fblogo.gif" hspace="0" vspace="0"
border="0" style="float:left;"/></a>

        <form id="searchForm" name="frm_search" method="post" action="/software" onsubmit="return search(true, '/');">
```

Connectivity
- Inbound links
    - keywords in them, and their titles
    - proximity to trusted domains
- Outbound links - TEXT
    - keywords in them, and their titles
- Crosslinks
    - do the sites you link to link back to you? Establishes Credability!

Search Engine Helpers
- robots.txt file
    - prevent robots from visiting pages you don't want indexed
- nofollow
    - add this tag to the right links (ads, sign in, request new password)
- sitemap.xml
    - submit your pages to search engines

Techy Details
- use clean URLs
- SEO-friendly theme (e.g. Zen - sidebars below main content)
- valid HTML
- no broken links
- if you use HAVE TO use dynamic URLS (yes, it's ok now)
    - make they paramaters short ("desc" instead of description")
    - don't use too many

Ok, so how do we do this in Drupal? www.stellarsoftware.com

[live demo]

Webmaster Tips from google, MS, and Yahoo
http://www.google.com/support/webmasters/bin/answer.py?answer=35769
http://help.live.com/help.aspx?mkt=en-us&project=wl_webmasters
http://help.yahoo.com/l/us/yahoo/search/basics/basics-18.html

SEO Articles
http://www.searchenginejournal.com/55-quick-seo-tips-even-your-mother-would-love/
6760/
http://www.seomoz.org/blog/4-rs-of-seo-robots-ranking-relevance-results
http://www.seomoz.org/article/search-ranking-factors#ranking-factors
http://www.conversationmarketing.com/2008/12/seo-2009-adapt-or-die.htm
http://www.cmswire.com/cms/web-cms/drupal-seo-5-must-do-configurations-005044.php
http://www.kristen.org/content/drupal-seo-modules
http://www.ayoswebdesign.com/blogs/stats/2008/05/what-is-click-through-rate-of-
each.html