

(Robots) "On-Page" Search Engine Optimization

Increased indexation

Increased visibility in the search engines

(Humans) Social Media Optimization

Audience Involvement

So what puts you top of that list? I bet a lot of you already know the basics. Raise your hand if you can share one factor that goes into determining the order of these results.

[hands up, call & repeat factors]

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

I'm not trying to discourage you with these numbers, I'm just trying to point out that this is no longer a game that can be fooled. You need to legitimately earn your way to the top of this list these days.

Ideally, the best most relevant sites should end up at the top of these lists. So your goal should be to make your site the best, and then slap on some drupal modules so that search engines become aware how awesome your site is.

Site Quality

Speaking of awesomeness, 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, optimizing your search rankings should be secondary.

What can you do with your Drupal site?

There are two questions to keep in mind when optimizing a site for SEO: "What can I do on my site to improve the experience for humans?" and "What can I do to my site to increase it's exposure to robots?" I'm sure you are all here to learn which drupal modules to use to increase your rankings.

The following is a list of things you can do to your Drupal site that will help with SEO. Each one has a an explanation of why it's good for humans, why it's good for robots, and what modules you can use make it happen.

What do I do?	Benefits for "Humans" (SMO)	Benefits for "Robots" (SEO)	Modules & Themes
Update frequently.	Breeds loyalty/ returning visitors (curiosity)	Increase frequency of indexing	Workflow, Scheduler
Provide relevant and unique content.	Engagement. Remarkable content will stand out. Brings Links	Not duplicate, increased indexing. Assign authority.	global redirect, path_redirect
Embed social media sharing and bookmarking tools.	Community sharing	N/A	service links, Share, share this, Digg This, Trackback, Twitter

Use alternate and title text for images.	Accessibility compliance	topical relevance to intangibles	wysiwyg, wysiwyg_filter, filefield, imagefield
Use title text for links too.	provide more information than fits in a menu.	Topical relevance	menu, wysiwyg, wysiwyg_filter
Define Site Structure.	Consistency, ease of navigation.	Identify hierarchy	menu, menu_trails, custom_breadcrumbs, path, token, pathauto
Provide Site Maps. (HTML/XML)	HTML: A directory. Ease of navigation.	XML: Ease for indexing. Can give spiders a "hint" which pages have most value and how often updated.	sitemap, siteMenu, xmlsitemap
Create Intelligent URLs.	Easier for Sharing, Bookmarking, Remembering URL	Keywords extracted from path may have keywords	clean_urls, path, token, pathauto
Be mindful of Keyword Density.	N/A	Topical Relevance	content optimizer
Use Heading tags.	Clarity.	Keyword relevance and emphasis indicated.	wysiwyg, your theme
Syndicate via RSS.	keeps people coming back. Encourages mashup.	Ping, Fresh content	views
Internal Linking	Ease of navigation	Spiders indexing pages, passing PageRank	tinymce node picker, similar entries, related content, views
Define accurate Title Tags on every page.	Ease of bookmarking and selecting relevant sites from SERP.	Title is most important On-Page factor	page_title, taxonomy_title, Token
Include a Meta Description tag on every page.	Often used as description below listing in Search Engine results page. Tells people why they should visit your site.	Assists with topical relevance.	nodewords, Token
Consider your Keywords.	N/A	{ Obsolete } What keywords your potential visitors using? what words should your site be using to attract them?	nodewords, Token

Add Robot meta data: nofollow, nocache, noindex.	N/A	Instructions on how to handle content	your theme
Label your links appropriately. (rel="nofollow")	N/A	ads and log-in pages.	wysiwyg, wysiwyg_filter, your theme
Use your robots.txt file.	N/A	Keeps spiders from accessing areas in site unrelated to web content. Also points to XML Sitemap	
Use a SEO-friendly theme.	display your content in the right order for humans (ad first, then header, then left sidebar, then content)	display your content in the right order for robots (header, then content, then left sidebar, then ad)	Zen, AdaptiveTheme, LayoutStudio,
Create valid HTML.	Improve the user experience. Browser needs to translate HTML correctly.	Easier to identify and extract content if they dont get confused by invalid tags.	HTML Purifier
Don't allow broken links.	Improve the user experience. Avoid punishing visitors for clicking links, encourage them to browse site.	Robots dont find dead ends or spend time chasing files that dont exist.	Link Checker
Provide a site Search.	Give people an alternate way to get to content.	N/A	Search, Search 404, Apache Solr, Faceted Search
Moderate your Content.	Improves content quality	Avoid confusing spiders	Mollom, Spam, Captcha, Re-Captcha, modr8, Moderation

What I'd like to try to do is a real-time optimization of a site so you can see how it's done.

path
pathauto
global redirect
path_redirect
<menus> <other links>
sitemap
page_title
nodewords
XMLsitemap
google analytics, statistics
SEO checklist or SEO friend

Other things we haven't even talked about that can help you

- Off page SEO: link building, social media marketing
 - Inbound links
 - keywords in them, and their titles
 - proximity to trusted domains

Webmaster Tips from google, MicroSoft, 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>