

## Quick Introduction [web sites]

Hello Everyone! My name is Jen Lampton, and I'm a developer for Chapter Three LLC in San Francisco, California. I've been building websites since 1997, and after constructing my own content management system in 2006, I discovered Drupal 4.7, and never looked back. Today, I maintain several modules on drupal.org. I linger in the Drupal-support channels on IRC, and I co-teach Drupal Training workshops at Stanford University.

I'm also an active member of the Drupal community in the San Francisco bay area. I'm a regular face at the Berkeley Drupal Users Group. I attend the San Francisco Drupal Users Group. I help organize and run the Bay Area Drupal camp, and I'm on the organizing committee for DrupalCon San Francisco in 2010.

## SEO [<http://www.google.com/ig?hl=en>]

I'm here to talk to you today about Search Engine Optimization. SEO, as it sounds, is the process of increasing your web sites visibility to search engines like Google, Yahoo, and Bing. The idea is that if search engines know exactly what's on your site, when people search for something your site provides, you'll end up on the list of results. The higher a site appears in the list of search results, the more visitors it will receive from the search engine.

The screenshot shows a Google search interface with the query "optical ray tracing freeware". The search results page displays several links related to optical ray tracing software, including "Software related to telescopes and making them", "Links - OpTaliX: Optical Design Software", "Optical Ray Tracing - Free Download Optical Ray Tracing Software", "Download RayOptik - RayOptik is a simple optical ray tracer ...", "Ray Tracing Shareware, Freeware Software Download", "Raytrace Programs for ATMs", and "Free ray tracer Download - mac software". On the right side, there are sponsored links for "Optical Design Software" and "Free Lens Design Software".

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 of the factors that goes into determining the order of these results.

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 200 factors, but there are at least 12 changes made to that algorithm every week.

There are a lot of things you can do to help your rankings. 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 use some drupal modules so that search engines become aware how awesome your site is.

### Site Quality [click link #1]

That said, 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.



### How does Drupal help with SEO? [live demo]

I'm not here to bore you with the details of search algorithms, but I know way too much about it, so if you have any specific questions for me I'll be happy to take them after the session.

What I'd like to try to do is a real-time optimization of a small site. I'm sure you are all here to learn which drupal modules to use, and what basic configurations you can do with Drupal to increase your rankings.

Three biggest things to keep in mind when optimizing a site for SEO: content, connectivity, and communication. Content: what your site delivers to people, is it relevant to someone search? is it unique? is it fresh? Connectivity: links within, and outside your site, are they relevant? are they valid? are you linking to trusted sources? are they linking back to you? Communication, between your site and the major search engines, if make their jobs easier, it will help you out.

[demo]

path  
pathauto  
global redirect  
path\_redirect  
<menus> <other links>  
sitemap  
page\_title  
nodewords  
XMLsitemap  
google analytics, statistics  
SEO checklist or SEO friend

## **What Factors can we control?**

### **Content** jen

- 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 data 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)

### **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!

### **Communication (btn your site and SEs)**

- 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 - nofollow, nocache, noindex
- robots.txt file
  - prevent robots from visiting pages you don't want indexed
- nofollow
  - add this tag to the right links (ads!, sign in)
- sitemap.xml
  - submit your pages to search engines

### **More**

- 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

### **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.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>