

SEO and Drupal: Designing and developing a search-friendly site

DrupalCon Global 2020

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I work with clients on retainer and delivery projects, and fill the gaps with some SEO.

I also work on Drupal config when no one is looking.

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What we'll cover today

- An overview of SEO best practices, especially in tandem with UX
- What designers need to think about when wireframing
- What engineers need to know when implementing
- Good and bad examples of SEO throughout

An Overview of Search Engine Optimization (SEO)

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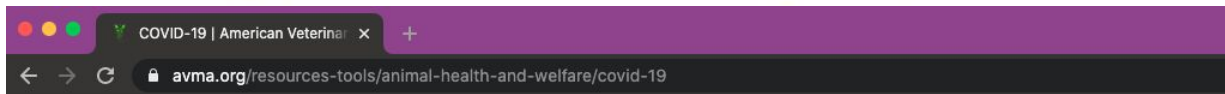
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www.avma.org > animal-health-and-welfare > covid-19 ▾

COVID-19 | American Veterinary Medical Association - AVMA

Stay up to date on the latest **COVID-19** information and **guidance** with free webinars on AVMA Axon. Topics include essential practice resources, small business ...

COVID-19: Protecting your ... · SARS-CoV-2 in animals · Keeping veterinary teams ...



FREE WEBINARS

Stay up to date on the latest COVID-19 information and guidance with free webinars on AVMA Axon. Topics include essential practice resources, small business and economic impacts, and wellbeing.

Start learning

What veterinarians need to know

Health officials across the U.S. and all over the world are working hard to combat COVID-19. The AVMA is committed to providing factual, up-to-date information and resources to support the veterinary community in delivering services during the pandemic. This work includes providing care for pets; horses; livestock (including safeguarding the nation's food supply); laboratory animals; and aquatic, exotic, and wild animals – all work that is essential and helps protect both animal and human health.

In updating this material, the AVMA is in regular contact with federal agencies, such as the CDC, FDA, and USDA; other state, national, and international veterinary and public health expert groups; intergovernmental organizations such as the WHO and OIE; lawmakers, and others.

Google wants to keep the user on Google!

 Adwords (Bottom)

 Adwords (Top)

 Featured Snippet

 Image Pack

 In-Depth Article

 Knowledge Card

 Knowledge Panel

 Local Pack

 Local Teaser Pack

 News Box

 Related Questions

 Reviews

 Shopping Results

 Site Links

 Tweet

 Video

Source: <https://moz.com/learn/seo/serp-features>



Neil deGrasse Tyson

American astrophysicist



haydenplanetarium.org/tyson

Neil deGrasse Tyson is an American astrophysicist, author, and science communicator. Since 1996, he has been the Frederick P. Rose Director of the Hayden Planetarium at the Rose Center for Earth and Space in New York City. [Wikipedia](#)

Born: October 5, 1958 (age 61 years), [Manhattan, New York, NY](#)

Spouse: [Alice Young](#) (m. 1988)

Books: [Astrophysics for People in a Hurry](#), [MORE](#)

Education: [Columbia University](#) (1989), [MORE](#)

TV shows

[View 5+ more](#)



**Cosmos: A
Spaceti...**
2014



StarTalk
Since 2015



**Nova
ScienceN...**
Since 2005



**Gravity
Falls**
2012 – 2016



**The
Universe**
2007 – 2015

takeout restaurants in providence



[All](#)

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[Tools](#)

About 6,940,000 results (0.83 seconds)



Rating [Cuisine](#) [Price](#) [Hours](#)



Hours or services may differ

Providence Coal Fired Pizza

4.4 ★★★★★ (1,012) · \$\$ · Pizza

385 Westminster St

✗ Dine-in · ✓ Takeout · ✓ Delivery



Pizza J

4.4 ★★★★★ (730) · \$\$ · Pizza

967 Westminster St

✗ Dine-in · ✓ Takeout · ✓ No-contact delivery



Veggie Fun

4.5 ★★★★★ (582) · \$\$ · Asian

123 Dorrance St

✗ Dine-in · ✓ Takeout · ✓ Delivery



[More places](#)

So, what's your point?

Stuff that still matters – On-Site SEO

Non-Technical

- Metadata
- Internal linking
- Alt Text
- Conversion Rate Optimization
- Duplicate content

Think anything handled within the Metatags Module

Technical

- Schema.org Markup
- Robots.txt
- Page Speed
- Redirects
- HTTP Status Codes
- URL Structure
- Domains

Stuff that still matters

Off-Site SEO

- Link Building
- Social Media marketing
- Brand mentions
- Staying on top of how your authority is viewed

Other

- Local SEO
- Research
 - Keyword
 - Staying on top of ranking changes

What designers need to think about when wireframing

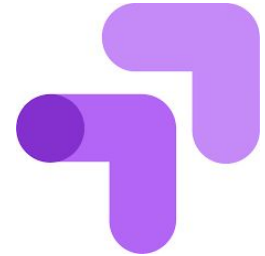


Google Analytics



hotjar

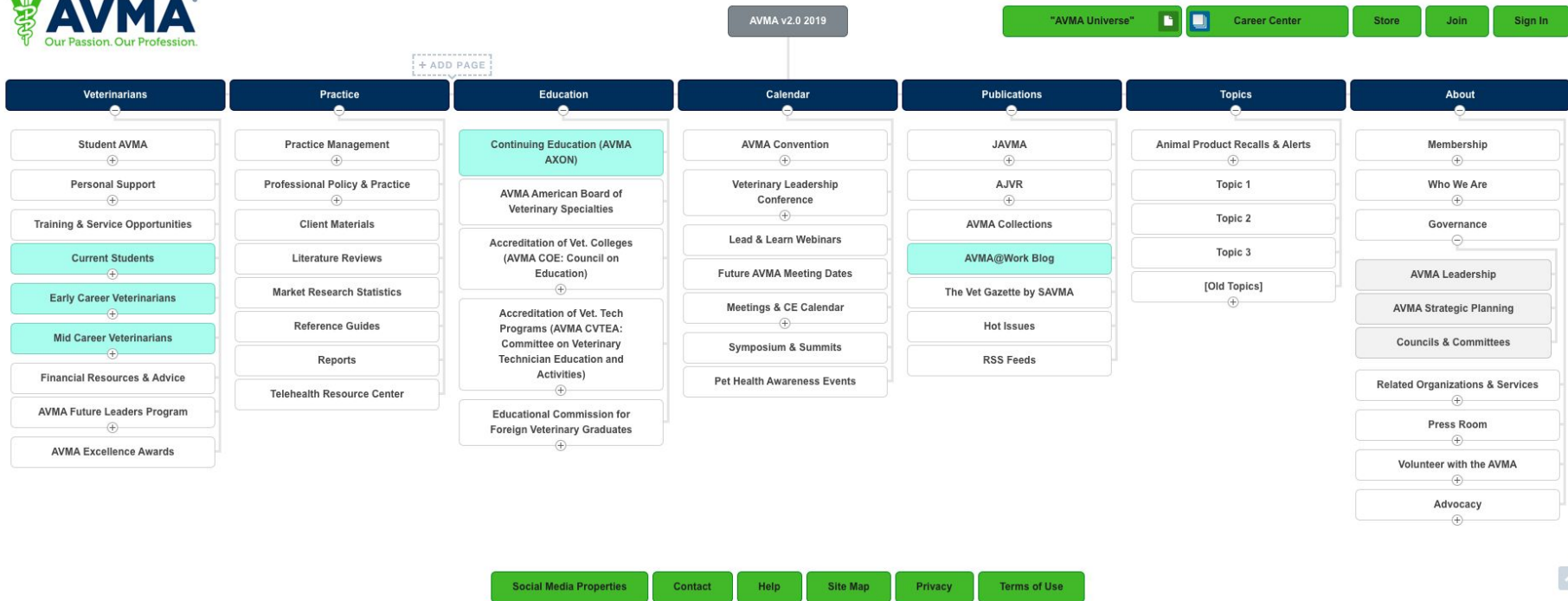
Data!



Query	↓ Clicks	Impressions
avma	23,982	43,992
parvo	11,833	380,567
distemper	11,211	196,804
canine distemper	6,077	60,413
parvovirus	5,583	195,657
leptospirosis in dogs	5,328	54,983
american veterinary medical association	5,106	9,817



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A Monumental Experience

Registration is open for AVMA Convention 2019 in Washington DC. Lock in your plans early for this can't-miss event.

[Register Now](#)

Resources for Veterinarians

Proper antimicrobial use is essential to optimize therapeutic efficacy, enhance treatment success and guard against antimicrobial resistance. Use these guidance documents and practical materials in your daily practice.

[Ex sea omnium accusam >](#)

AVMA's Commitment

Advised by the Committee on Antimicrobials, AVMA continues to work on critical issues of antimicrobial use and resistance for the betterment of animal and public health.

[Ex sea omnium accusam >](#)



Wellbeing

Self-care and workplace wellbeing for the whole veterinary team



Personal finances

Loans, budgets, financial planning, and more



Practice management

Profitability and finance, marketing, leadership, and team building



Animal health & welfare

Disease and pain management, behavior, disaster preparedness, humane endings, and more



One Health

Interprofessional collaboration across animal, human, and environmental health



AVMA policies

Professional policy guidance, open for member input

JOURNALS & RESEARCH

AVMA journals

Journal of the American Veterinary Medical Association (JAVMA)

American Journal of Veterinary Research (AJVR)

Animal Health Studies Database

Veterinary economics

Reports & statistics

Literature reviews

PUBLIC RESOURCES



Pet owners



K-12 educators

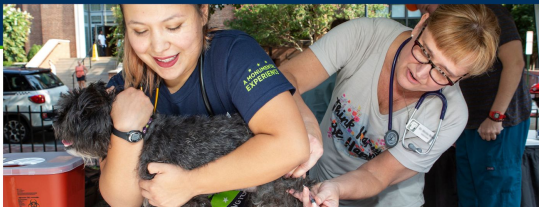
IA and Wireframe Considerations

- Think of your content as searchable items
- The more and more you add to a page, the more you're spreading that pages SEO wealth
 - This can be a good thing if it's an overview page, or a bad thing if you want this page to really rank
 - Don't go crazy with Layout Builder or Paragraphs!
- Consider your navigation and URLs here!

Volunteering with the AVMA

IN THIS ARTICLE:

- Learn how volunteers drive the work of the AVMA.
- See current volunteer opportunities.
- Nominate yourself or others for positions on AVMA councils, committees, and task forces.



The AVMA is a member-driven organization, guided by volunteers. Member volunteers power our work on behalf of our colleagues and the veterinary profession. Committed AVMA members who serve on councils, committees, task forces, and in the House of Delegates and Board of Directors, are fundamental to the AVMA's success.

Any AVMA voting member can volunteer, and there are myriad ways to get involved. As a volunteer, you'll help shape the direction of the Association and our profession. You'll also meet new colleagues, forge valuable and lasting relationships, and give back to the profession by making a difference on the key issues affecting veterinary medicine.

How do I become a volunteer?

The best way to get involved is to run for election to one of our [councils, committees, task forces, or trusts](#). You'll need to [have up-to-date professional information in your AVMA membership profile](#) to do this.

[Learn more and see current volunteer opportunities](#)

What does an AVMA volunteer do?

Volunteers do a wide variety of work on behalf of colleagues and the AVMA, on topics ranging from antimicrobials to medical ethics, and from legislation to education.

[Learn more](#)

Who can volunteer?

Any AVMA voting member can volunteer, and we're proud to have members from all areas of the profession represented in leadership roles.

[Learn more](#)

Why should I become a volunteer?

AVMA volunteer leaders help shape crucial policies and procedures for the Association and have influence at every level of government. Volunteering empowers you to give back to the profession while making personal connections and developing personal and leadership skills.

[Learn more](#)

When would I be needed?

The length of volunteer terms and meeting frequency depend on the volunteer position you hold.

[Learn more](#)

Where do AVMA volunteers serve?

Where you spend your time as an AVMA volunteer also depends on the specific work you sign on to do. Many committee, council, and task force meetings happen at AVMA headquarters outside Chicago.

[Learn more](#)

Design Considerations

- Now is when you start thinking about content and the on-page SEO
 - Metadata
 - CRO - how will these pages perform
 - ALT text on images
 - Content
 - Doesn't have to be final yet, but the story has to be understood
 - Don't duplicate

What engineers need to know when building

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What are we supposed to *not forget*

Much like designers, developers are integral to SEO — since they're the ones who build it!

What are the things that they need to remember?

Modules to Install

- Metatags – /project/metatag
- Google Tag Manager – /project/google_tag
- Google Analytics – /project/google_analytics
- Rabbit Hole – /project/rabbit_hole
- XML Sitemap – /project/xmlsitemap or /project/simple_sitemap

There are many more, but here is our base package

▼ CONTENT: BASIC PAGE

- ☐ App Links
- ☐ Favicons & touch icons
- ☐ Open Graph – Products
- ☒ Basic tags
- ☒ Advanced
- ☒ Open Graph
- ☐ Dublin Core
- ☐ Dublin Core Additional Tags
- ☐ facebook
- ☐ Google Plus
- ☐ Pinterest
- ☐ Twitter Cards
- ☐ Site verification
- ☐ Alternative language links (hreflang)
- ☐ Google Custom Search Engine (CSE)
- ☐ Mobile & UI Adjustments
- ☐ Apple & iOS
- ☐ Android
- ☐ Windows & Windows Mobile

Metatag Module

▼ BASIC TAGS

Simple meta tags.

Page title

[node:title] | [site:name]

The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page, or as the page title in a search engine result. It is common to append '[site:name]' to the end of this, so the site's name is automatically added. It is recommended that the title is no greater than 55 – 65 characters long, including spaces.

Description

[node:summary]

A brief and concise summary of the page's content, preferably 320 characters or less. The description meta tag may be used by search engines to display a snippet about the page in search results.

Google Analytics/Tag Manager

Workspace Versions Admin GTM-MG4LCWJ Workspace Changes: 0 Preview Submit

CURRENT WORKSPACE

Default Workspace >

Search

Overview

Tags

Triggers

Variables

Folders

Templates

Name ↑	Type	Firing Triggers	Last Edited
Google Ads Conversion Tracking	Google Ads Conversion Tracking	All Pages	2 months ago
Google Analytics - Universal Analytics	Google Analytics - Universal Analytics	All Pages	2 months ago
UA - Event - Area of Interest Facet	Google Analytics - Universal Analytics	Area of Interest Facet	14 days ago
UA - Event - Product Type Facet	Google Analytics - Universal Analytics	Product Type Facet	14 days ago

Back to site
Manage
Shortcuts
OomphAdmin
Go to

Content
Structure
Appearance
Extend
Configuration
People
Reports
Help

Settings

List
Settings
Rebuild
Sitemap Entities

Home » Administration » Configuration » Search and metadata » XML sitemap

Minimum sitemap lifetime

No minimum

The minimum amount of time that will elapse before the sitemaps are regenerated. The sitemaps will also only be regenerated on cron if any links have been added, updated, or deleted. Recommended value: 1 day.

☒ Include a stylesheet in the sitemaps for humans.

When enabled, this will add formatting and tables with sorting to make it easier to view the XML sitemap data instead of viewing raw XML output. Search engines will ignore this.

ADVANCED SETTINGS

☐ Generate additional compressed sitemaps using gzip.

Number of links in each sitemap page

Automatic (recommended)

If there are problems with rebuilding the sitemap, you may want to manually set this value. If you have more than 50000 links, an index with multiple sitemap pages will be generated. There is a maximum of 50000 sitemap pages.

Maximum number of sitemap links to process at once

100

If you have problems running cron or rebuilding the sitemap, you may want to lower this value.

Sitemap cache directory *

public://xmlsitemap

Subdirectory where the sitemap data will be stored. This folder must not be shared with any other Drupal site or install using XML sitemap.

Default base URL *

https://www.bcbs.com

This is the default base URL used for sitemaps and sitemap links.

Last modification date format

Medium (2019-06-27T14:56Z)

☐ Enable developer mode to expose additional settings.

☐ Disable cron generation of sitemap files.

This can be disabled if other methods are being used to generate the sitemap files, like `drush xmlsitemap-regenerate`.

Frontpage		INCLUSION	PRIORITY	AVAILABLE	INDEXED	VISIBLE
Content	HoA Article	Included	0.5	280	280	254
	Crid Article	Included	0.5	38	38	0
	HoA Report	Included	0.5	30	30	27
	Page	Included	0.5	147	147	96
	Press Release	Included	0.5	1243	1243	1096
	HoA Video	Included	0.5	35	35	30
	Totals			1773	1773	1503

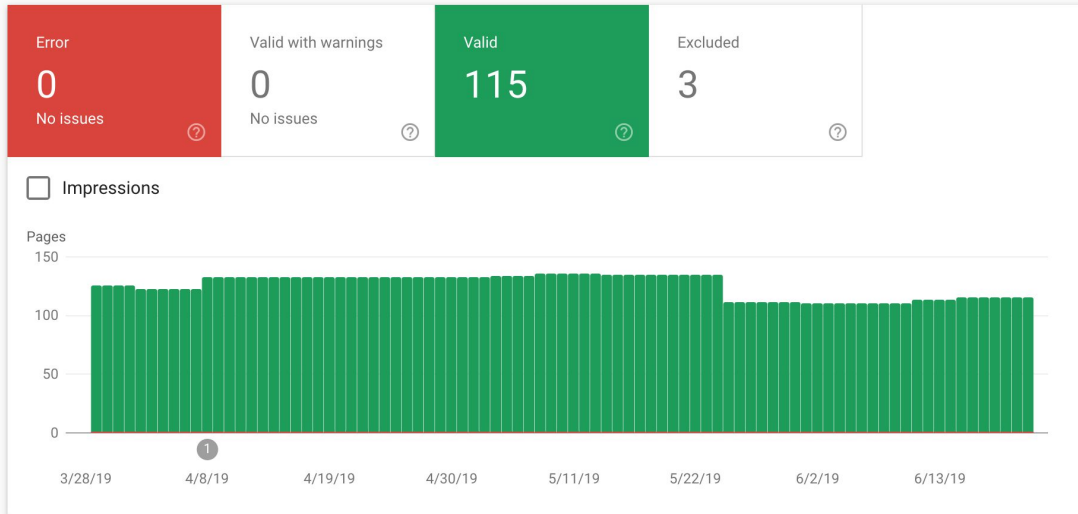
Save configuration

XML Sitemap

Coverage

/sitemap_index.xml ▼

Primary crawler: **Smartphone** ⓘ Last updated: 6/21/19



*There's always more
to learn...*

Thank You

Thank you for joining! Slide link is below, and if you have any questions, please reach out!

oomph.is/seo-dc2020



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ONLINE EVERYWHERE

2020 JULY 14-17

Thank You

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The Oomph logo consists of a solid red square. Inside the square, the word "oomph" is written in a white, lowercase, sans-serif font. The letters are bold and the 'o's are slightly rounded.

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