- What it is
- Why we care

and

- What we do about it

What is SEO?

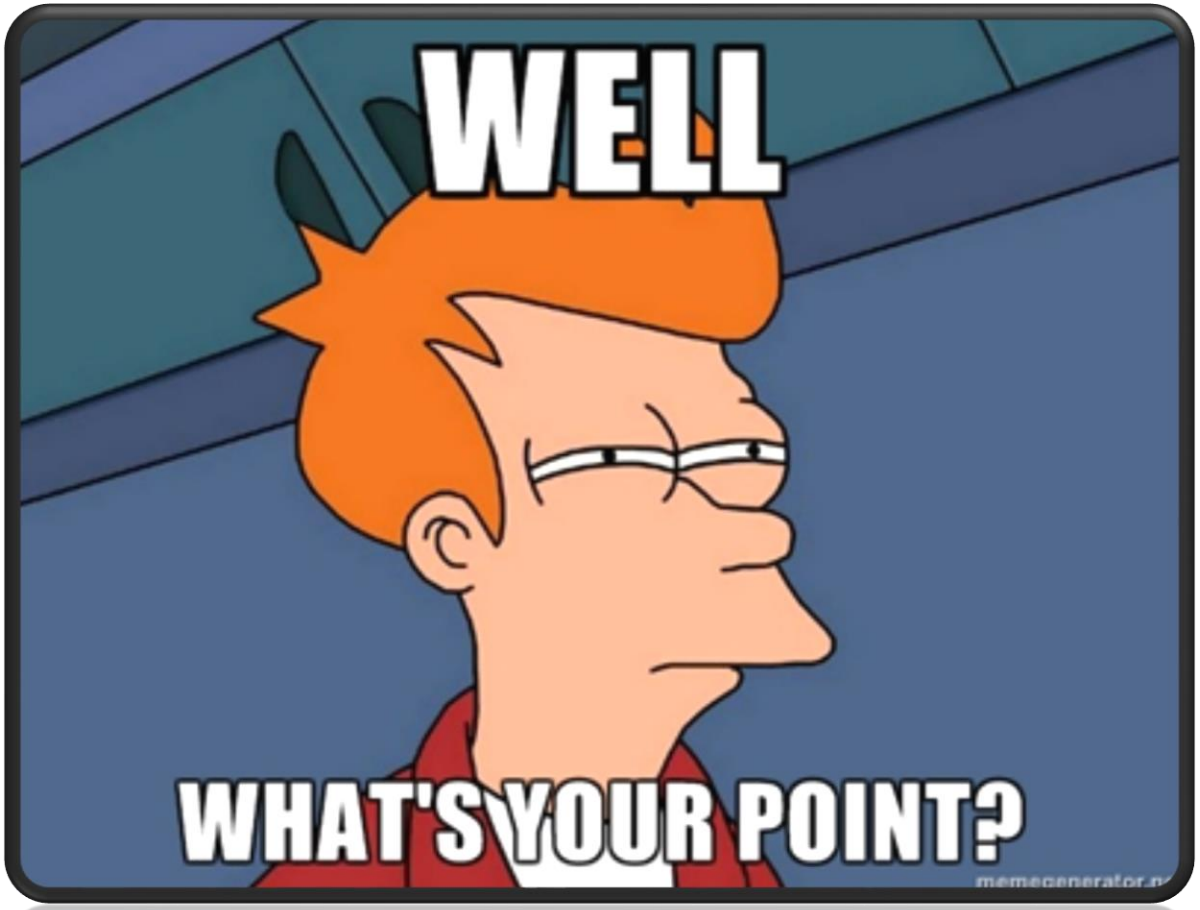
Search Engine Optimization (or Optimizer)

- Wikipedia definition: the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.
- Webopedia definition: a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP).

Less “Geek Speak”, More “English”

Basically,

SEO = how to make your site popular!


WELL
WHAT'S YOUR POINT?

SWEET!

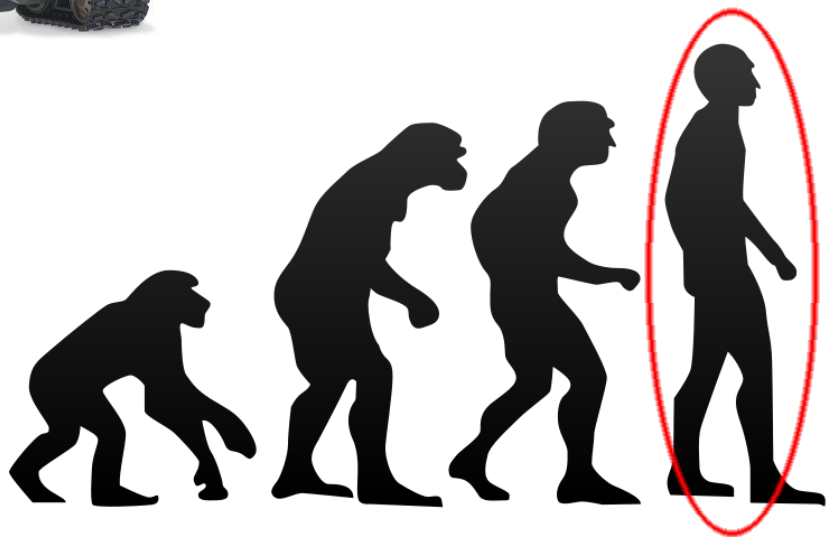
So how do we do it?

Step 1:

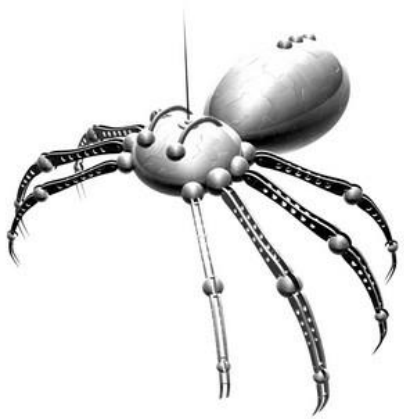
Understand how search engines work.

THINKING
CAP
HICKS

How do Search Engines work?



Robot Engines



- Visit a web site
- Read the info
- Read the meta tags
- Follow the links on the site
- Put indexes on all the info
- Return all this info back to a central depository

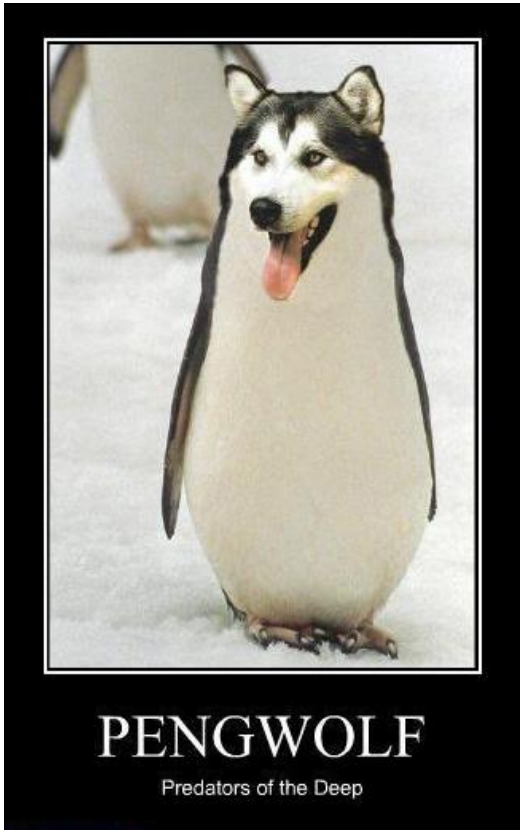
Human-Powered Engines

Relies on people to submit information which subsequently gets indexed and catalogued.

Hybrids

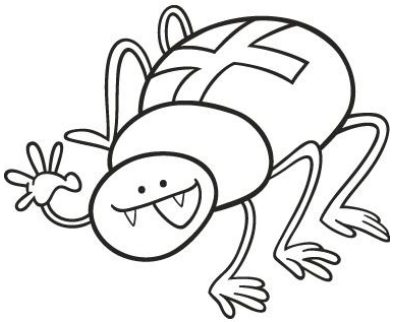
Example:

Example:



Remember…

You're actually searching through the *index ties* that the search engine has already created. You are NOT searching the Web!



- If the algorithms were known, they would quickly collapse.
- Every site maker would effectively be spamdexing.
- Algorithms are secret.
- Algorithms change!
- Educated guess is our friend.
- Some search engines give hints!

Ingredients?

- Keywords
  - Content
  - Meta Tags
  - Title Tags
  - URLS
  - Links

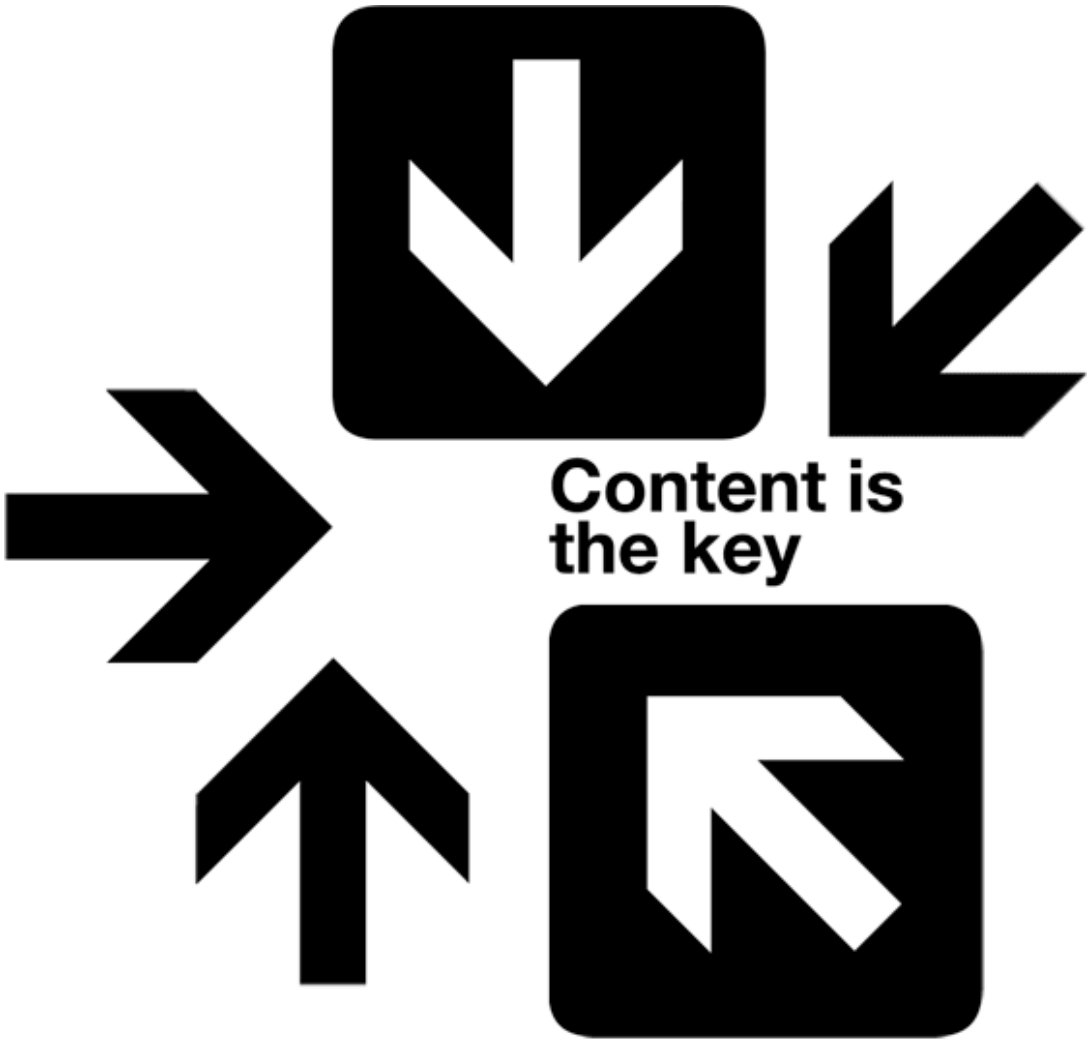
Keywords!

Basics:

- Keywords are everywhere!
- Everything is text based.
- Sites with higher frequency index are typically considered more relevant.

Caveats:

- Keep your site legible.
- Avoid getting in trouble.



- Clever Copy
- Headers/Nav
- Alt/Name tags
- URLs

What is a Meta tag?

A special HTML tag that provides information about a Web page.

```
<head>
<meta name="robots" content="index,follow“/>
<meta name="Googlebot" content="index,follow“/>

<META NAME="Keywords" CONTENT="game, games, cash, competition, cash competition, tournaments, cash tournaments, prizes, cash prizes, video games, card games, word games, strategy games, arcade games, sports games, trivia, solitaire, bowling, golf, jigsaw, chess, mahjong, blackjack, backgammon, trivia, pool, wheel of fortune"/>
<META NAME="Description" CONTENT="Compete for cash and prizes in your favorite online games."/>
</head>
```

- At top, within the <HEAD> tag
- Should contain most important keywords
- 60-70 characters
- Most relevant keywords at beginning
- Don’t overuse keyword
- Avoid stop words
- Should read well
- Keep it short and to the point

Links

Links

Available Flavors:

INTERAL	OUTBOUND	INBOUND
Your internal links will ORGANICALLY contain keywords!	Spiders will follow these, too. Increases SEO of whatever content you link to.	

More on Links…

There's A LOT more to say.

Stay on top of current events!

Yeah, if you could just, come to the dark side, that'd be great.

Black Hat vs White Hat

Dishonest

Based on catching crawler attention

Examples:

- **Hiding text**
- **"Cloaking"**

Honest

Based on good marketing & site design

Examples:

- **Everything we've mentioned so far**

Takeaways

1. Play fair. The bots are smarter than you.
2. Use keywords wisely
3. Care for your links
4. Stay current!!!

Tools?

Tools!

Download & Extend

Add Issues for Drupal SEO Tools to dashboard +

Download & Extend Home | Drupal Core | Distributions | Modules | Themes

Drupal SEO Tools

View | Version control | Revisions

Posted by TomDude48 on *September 24, 2010 at 11:35pm*

The Drupal SEO Tools module seamlessly integrates a sophisticated all-in-one suite of search engine reporting, analysis and optimization tools into your website. It provides a dashboard that integrates analytics reports with links to webmaster tools and vital Drupal SEO modules.

To get a better idea of what this module does, checkout the demo video

The SEO tools suite integrates:

- Keyword research
- Keyword management
- Keyword extraction
- Content optimization
- Content reports (via SEO Friend)
- Content tagging
- Link management
- Content autolinking
- Cornerstone content & silo management

Maintainers for Drupal SEO Tools

TomDude48 - 23 commits
last: 50 weeks ago, first: 2 years ago

randallknutson - 4 commits
last: 2 years ago, first: 2 years ago

View all committers
View commits

Issues for Drupal SEO Tools

To avoid duplicates, please search before submitting a new issue.

Search

Advanced search

All issues
36 open, 42 total

Bug reports
13 open, 15 total

Download & Extend

Add Issues for Drupal SEO Tools to dashboard +

Download & Extend Home | Drupal Core | Distributions | Modules | Themes

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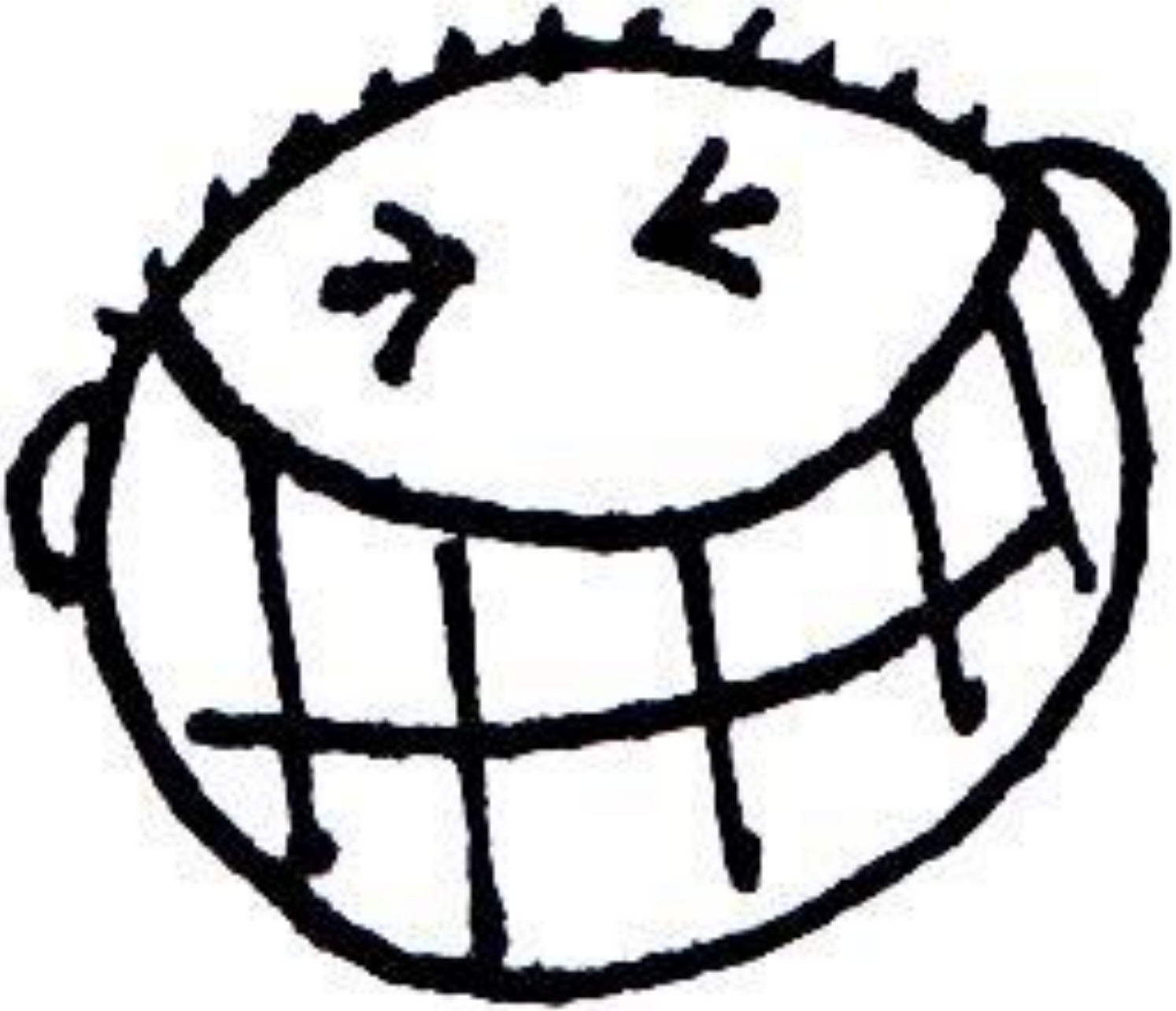


SEO Checklist

View Version control

Posted by Ben Finklea on *October 30, 2007 at 5:12am*

Drupal SEO Checklist - What is it?

The Drupal SEO Checklist uses Drupal SEO best practices to check your website for proper search engine optimization. It eliminates guesswork by creating a functional to-do list of modules and tasks that remain. Updated regularly with the latest techniques, it makes on-page Drupal search engine optimization hassle-free.

It breaks the tasks down into functional needs like Title Tags, Paths, Content and many more. Next to each task is a link to download the module from D.o and a link to the proper admin screen of your website so that you can configure the settings perfectly.

Drupal SEO Checklist also keeps track of what has already been done. It places a date and time stamp next to each item (when you click save). That provides a simple report that you can share with others showing what's been done.

You need Drupal SEO Checklist if

Maintainers for SEO Checklist

TravisCarden - 7 commits
last: 8 weeks ago, first: 39 weeks ago

Ben Finklea - 10 commits
last: 3 years ago, first: 5 years ago

View all committers
View commits

Issues for SEO Checklist

To avoid duplicates, please search before submitting a new issue.

Search

Advanced search

All issues
4 open, 97 total

Bug reports
1 open, 56 total

Subscribe via e-mail

INTRO SCREEN

SEO checklist

Check off each SEO-related task as you complete it. Don't forget to click the *Save* button!

Hide descriptions

Introduction

Tools
0 of 4 (0%) complete

Page titles
2 of 2 (100%) complete

URL paths
2 of 5 (40%) complete

Create search e... ...nts
2 of 2 (100%) c...

Track your...
4 of 8 (50%...

Page content
0 of 9 (0%) complete

Clean code
0 of 2 (0%) complete

Submit your site to the search engines
0 of 9 (0%) complete

How to use the Drupal SEO Checklist

Please read these instructions to get the most out of your Drupal Search Engine Optimization efforts.

Important warning

This checklist will not search engine optimize your site. It was written as a guide for Drupal SEO experts. If you need help with Drupal SEO best practices, the search engines' latest changes, your brand's target audience, or strategic marketing objectives, consider using a Drupal-specific Internet Marketing consultant like Volacci or ask your Drupal developer for a recommendation.

Getting started

Each time you open the SEO Checklist, it will look to see if any tasks have already been completed. For example, if you've already turned on clean URLs then that item will be checked. You still need to click "Save" to time and date stamp the automatically-checked items.

The best way to proceed is to start at the top and work your way through each tab until you're done, clicking save after each completed item.

How it's organized

TRACK VISITORS SCREEN

SEO checklist

Check off each SEO-related task as you complete it. Don't forget to click the *Save* button!

Hide descriptions

Introduction

Tools
0 of 4 (0%) complete

Page titles
2 of 2 (100%) complete

URL paths
2 of 5 (40%) complete

Create search engine accounts
2 of 2 (100%) complete

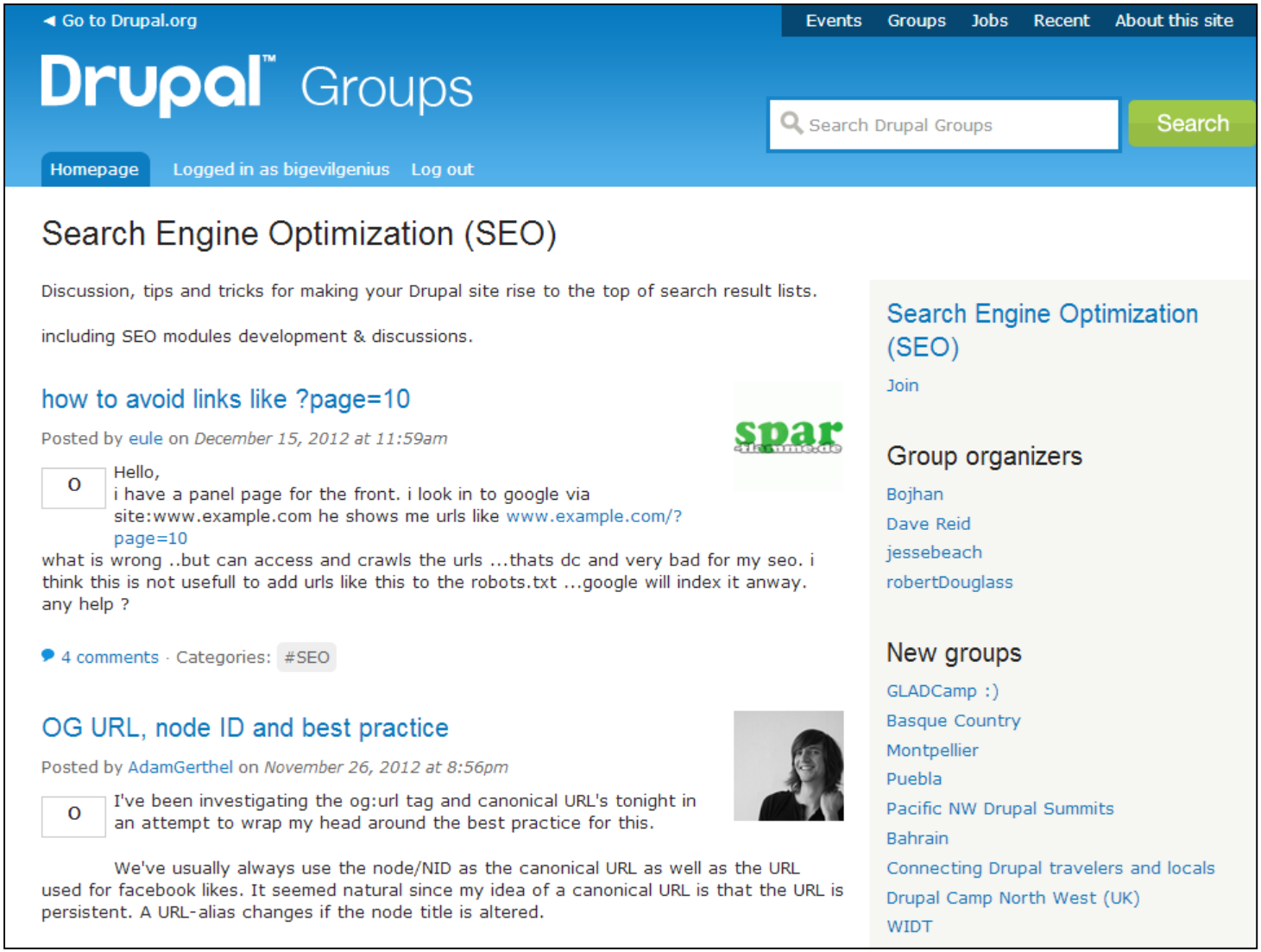
Track your visitors
4 of 8 (50%) complete

Page content
0 of 9 (0%) complete

Clean code
0 of 2 (0%) complete

Submit your site to the search engines
0 of 9 (0%) complete

Know where your visitors are coming from and what they do while visiting your site.

- [x] Install Google Analytics module. – *Completed 07/23/2012 – 10:20 by root*
  Download | Enable
- [x] Sign in to your Google Analytics account and create an Analytics for your website. – *Completed 07/23/2012 – 10:20 by root*
  Google Analytics
- [x] Copy and paste your new Google Analytics code into the Google Analytics module. – *Completed 07/23/2012 – 10:20 by root*
  Module settings
- [x] Authenticate your site with Google Analytics. – *Completed 07/23/2012 – 10:20 by root*
  Google Analytics
- [ ] Install Google Analytics Tokenizer module.
  Download
- [ ] Install Google Analytics Contact Form, Webform, Rules Email module.
  Download | Enable
- [ ] Configure Google Analytics Contact Form, Webform, Rules Email module.

http://groups.drupal.org/seo