

# SEO

## Search Engine Optimizing

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Techniques to improve your rankings with the search engines...



# “Build it and they will come...”

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- ❑ NO, no, no.....!
- ❑ Building a website is like building a hut in the forest, covering your tracks and not telling anyone about it...
- ❑ YOU must get the word out
- ❑ SEO, print promotion, email signatures, local newspapers.... Etc.. Etc...



# Topics to consider

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- Head Tags
- Text
- Alt tags
- Meta tags
- Keywords
- Robots
- Site maps
- Navigation & Linking
- Dynamic pages
- The “Big 3” registration
- Google Webmaster tools
- Reciprocal linking

# Title tags

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- ❑ Make sure that TITLE and ALT tags are descriptive and accurate
- ❑ Google uses title tag information heavily to determine the relevant keyphrases for which to rank a site.
- ❑ Keyphrase use in the title tag is the number one "on page" factor affecting search engine rankings.
- ❑ Company name should not appear in the title tag unless you actually expect to derive traffic from searches involving your company name (?)
- ❑ A word is used in a page title, **MUST** also show up in the main body of the page!



# Text: Amount, validity, relevance

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- Keywords in body text as well as meta tags
- Page TITLE = page - relevant
- Keep main keywords at start of body text
- Show the visitor what they expect to find
- According to web studies, you must capture the attention of your visitor in about 3 seconds. (that's how fast they move on.)

# Alt tags

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- Use descriptive image alt tags  
*Check to see what page looks like without images! (Firefox developer toolbar)*
- Use descriptive file naming, image naming  
no spaces! Use “\_” to separate words for ease  
of readability
- The more opportunity to use keywords the  
better!- but only LEGIT use!

# Meta tags

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- ❑ `<title>page relevant title here</title>`  
*Unique for each page! Not business name*
- ❑ `<meta name="description" content="stuff">`
- ❑ `<meta name="keywords" content="stuff">`
- ❑ `<meta name="robots" content="all">`
- ❑ `<meta name="rating" content="general">`
- ❑ `<meta name="distribution" content="global">`

# Keywords

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- Choose keywords carefully

Keyword selector tool

<http://inventory.overture.com/d/searchinventory/suggestion/>

- Research what terms someone might use to find you
- Ask friends what keywords/phrases they would use to find your site

# <http://www.robotstxt.org/wc/robots.html>

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❑ **To exclude all robots from the entire server:**

❑ User-agent: \*  
Disallow: /

❑ **To allow all robots complete access:**

❑ User-agent: \*  
Disallow:

❑ **3 Directories excluded example:**

User-agent: \*  
Disallow: /cgi-bin/  
Disallow: /tmp/  
Disallow: /~joe/

# http://www.sitemaps.org/protocol.php

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- `<?xml version="1.0" encoding="UTF-8"?>`  
`<urlset`  
`xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">`  
`<url>`
- `<loc>http://www.example.com/</loc>`
- `<lastmod>2005-01-01</lastmod>`
- `<changefreq>monthly</changefreq>`
- `<priority>0.8</priority>`
- `</url>`
- `</urlset>`

# Navigation and linking

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- Make sure pages have HTML links
- Use “footer” links in small HTML
- Less than 100 links per page!  
If the site has more pages, make separate categories. (user-friendly too!)

# Dealing with dynamic pages

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- Dynamically-generated content can create session IDs and URLs that contain a "?" character. Don't force search engine spiders to begin a new session each time.
- ***Note:** Preventing spiders from starting a session on your site may have negative effects if you use a third party for web site CC processing. Check!*

# More Dynamic pages –asp.net

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- How to deal with dynamic pages

Issues with MasterPages

[http://www.macronimous.com/resources/developing\\_SEO\\_friendly\\_websites\\_with\\_ASP\\_NET\\_2.0.asp](http://www.macronimous.com/resources/developing_SEO_friendly_websites_with_ASP_NET_2.0.asp)

Avoid endless loops

# Registration with the “Big 3”

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- Google

<http://www.google.com/addurl/?continue=/addurl>

- Yahoo (*Businesses-consider paying the price to get in the directory \$299*)

<http://search.yahoo.com/info/submit.html>

- DMOZ

Choose your category carefully!

Follow the rules

<http://dmoz.org/add.html>

# Google Webmaster tools

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- Google webmaster tools

<https://www.google.com/accounts/ServiceLogin?service=sitemaps&nui=1&continue=https://www.google.com/webmasters/tools/siteoverview%3Fhl%3Den&hl=en>

- Use to validate and define robot.txt & XML sitemap

# Google rules

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- "The only hard and fast rule is to show Googlebot the exact same thing as your users. If you don't, your site risks appearing suspicious to our search algorithms,"  
*(Quote by a Google programmer)*

# Linking

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- ❑ Reciprocal linking
- ❑ Links to RELEVANT other sites! Link to them, and ask to have link back.
- ❑ Other sites should have *related* content that would be of interest to your viewer.
- ❑ Don't use link-farms.

# SEO Useful links

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- <http://www.seo-news.com/archives/2007/jul/5prt.html>
- <http://www.sitepronews.com/archives/2007/jul/2prt.html>
- <http://www.sitepronews.com/archives/2007/jun/22prt.html>
- <https://adwords.google.com/select/KeywordToolExternal>
- <http://www.wordtracker.com/>
- <http://searchenginewatch.com/>

# More useful links

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- [https://www.google.com/adsense/login/en\\_US/?destination=%2Fadsense%2Fadsense-products&gsessionid=SngvQI82\\_TY](https://www.google.com/adsense/login/en_US/?destination=%2Fadsense%2Fadsense-products&gsessionid=SngvQI82_TY)
- Image alt tags info for CSS background images  
[http://www.digital-web.com/articles/in\\_defense\\_of\\_fahrner\\_image\\_replacement/](http://www.digital-web.com/articles/in_defense_of_fahrner_image_replacement/)  
*Can it be done?*