

# SEARCH ENGINE OPTIMIZATION (SEO)

John Rearick  
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- Why?
- How Does it Work?
  - The Algorithm
  - Appease the Spider
- Do's
- Don'ts
- Resources

The Google logo is displayed in its characteristic multi-colored font. The letters are: 'G' (blue), 'o' (red), 'o' (yellow), 'g' (blue), 'l' (green), and 'e' (red). The logo is positioned on the right side of the slide.

# WHY?

facebook login

Search

SafeSearch off ▼

About 608,000,000 results (0.07 seconds)

[Advanced search](#)

## [Facebook Login](#)

**Facebook Login** – post this time is about **facebook login** problem of phishing. Unsurprisingly, Facebook offers visitors hundreds of millions of people would ...

[www.sahabatsejati.com/facebook/facebook-login.html](http://www.sahabatsejati.com/facebook/facebook-login.html) - [Cached](#)

## [Login | Facebook](#)

**Facebook** is a social utility that connects people with friends and others who work, study and live around them. People use **Facebook** to keep up with friends, ...

[www.facebook.com/login.php](http://www.facebook.com/login.php) - [Cached](#) - [Similar](#)

## [Facebook Login... | Facebook](#)

16 Sep 2008 ... Topic: **Facebook Login**... Displaying posts 1 - 30 out of 4739. ... The action of Facebook (sending invites using MY name to these people) has ...

[www.facebook.com/topic.php?uid=6147172660&topic...](http://www.facebook.com/topic.php?uid=6147172660&topic...) - [Cached](#) - [Similar](#)

[login for 2 different people | Facebook](#) - 5 May 2010

[farm town login | Facebook](#) - 28 Oct 2009

[Facebook Login via Fring | Facebook](#) - 13 Aug 2009

[More results from facebook.com »](#)

## [Daring Fireball Linked List: 'Facebook Login'](#)

11 Feb 2010 ... ReadWriteWeb has a weblog post that ranks highly in Google's search results for "Facebook login". The comments on the post are filled with ...

[daringfireball.net/linked/2010/02/11/facebook-login](http://daringfireball.net/linked/2010/02/11/facebook-login) - [Cached](#) - [Similar](#)

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“Facebook Wants to Be Your One True Login”

HOW DOES IT WORK?

**How many SEO experts do you need to change  
a lightbulb lightbulbs buy light bulbs neon  
lights sex porn?**

HOW DOES IT WORK?

# HOW DOES IT WORK?

- Google PageRank
- It's any search engine's secret sauce.
- Knowing a little about how the algorithm seems to work will help you get better results

# FACTORS IN THE ALGORITHM

- Links from other sites (and their ranks)
- Semantics
- URL
- Quality
- Meta



# LINKS FROM OTHER SITES

- The biggest factor in determining your rank
- The [anchor](#) text
- The rank of the linking page for the keyword
- Easy to abuse with comment spam

# LINKS FROM OTHER SITES

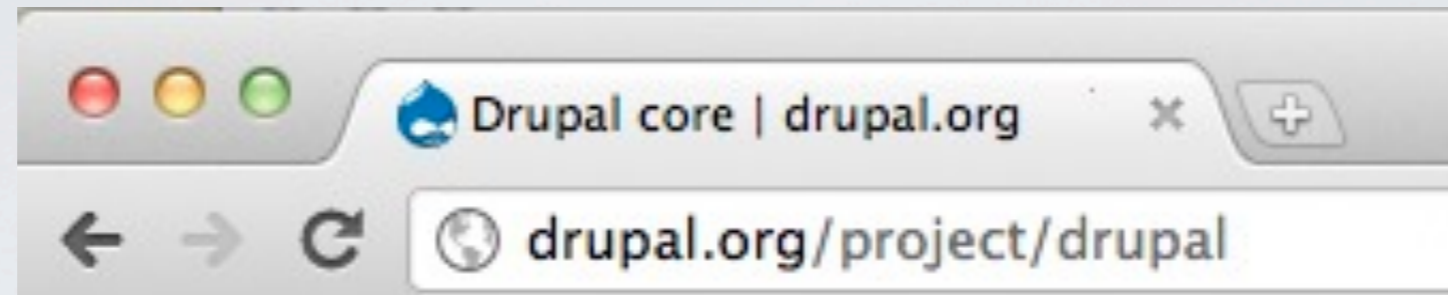
- Should be organic links (not paid).
- Be weary of link farms. They can get you banned from search results
- JCPenny hired a company that link spammed.
  - Became the 1st result for “Samsonite Luggage” ahead of [samsonite.com](http://samsonite.com)

# SEMANTICS



- Appropriate `<title>` tags - **auto\_nodetitle** module
- `<h[1-6]>`, `<strong>`, `<em>`, `alt`, `title`, etc.
- Also very good for accessibility
- Trouble crawling Flash and dynamically loaded content (AJAX JavaScript)

# URL (DOMAIN AND PATH)



- Keywords in the domain, and path will help rankings
- The longer you have owned a domain, the more “legit” your site is
- Can’t trust query parameters used
- Clean URLs, **pathauto** module

# SITE QUALITY

- Broken links - **linkchecker** module
- Site Security - no spam links
- Site Speed - This is a huge topic. Easiest thing, turn on cache!
- Content Updates - **scheduler** module
- Duplicate Content - **globalredirect** module, mod\_rewrite for domain variations (see Drupal's [.htaccess](#)).

# META

- Meta description can be used on the listing page
- Meta keywords may be used as a guide for the search engine to have confidence with its keyword ranking
- **metatags** module

[Apple - Play music and more on iPod.](#) 🔍

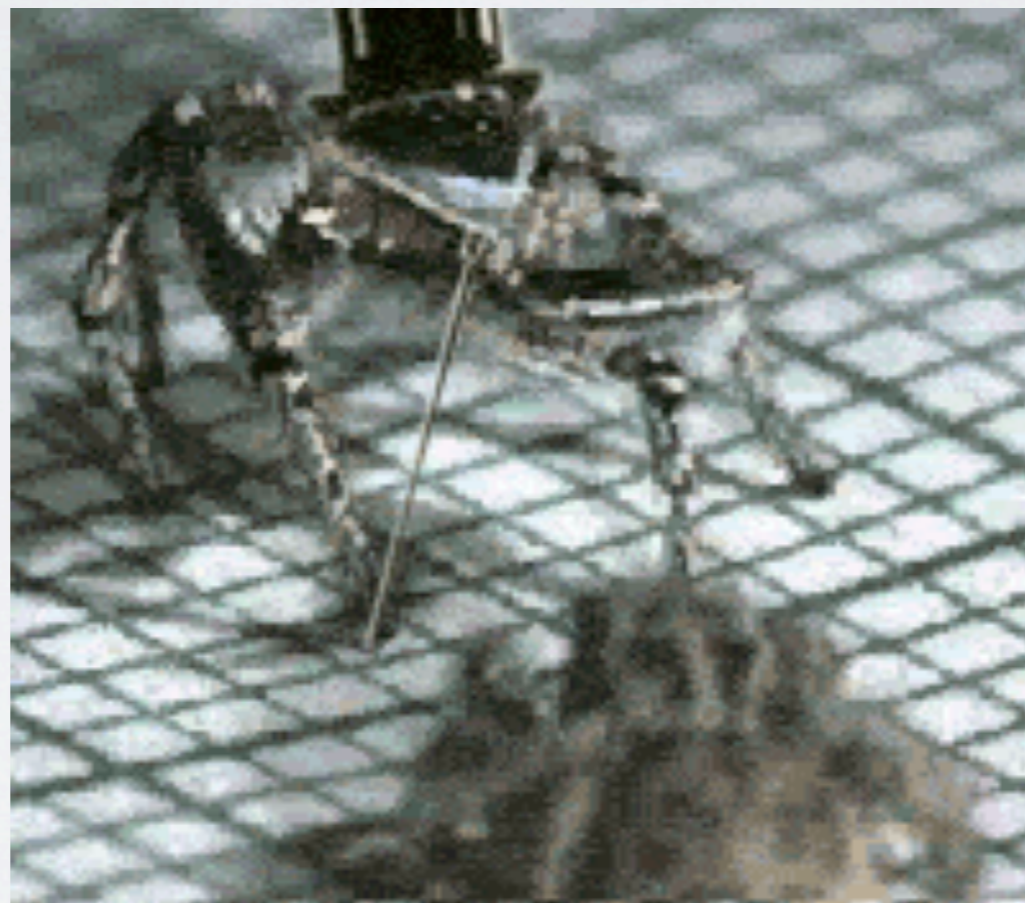
[www.apple.com/ipod/](#) - Cached

Learn about **iPod**, Apple TV, and more. Download iTunes for free and purchase iTunes Gift Cards. Check out the most popular TV shows, movies, and music.

iPod Touch - iPod nano - iPod Cla

```
<meta name="Description" content="Learn about iPod, Apple TV, and more. Download iTunes for free and purchase iTunes Gift Cards. Check out the most popular TV shows, movies, and music." />
```

# APPEASE THE SPIDER



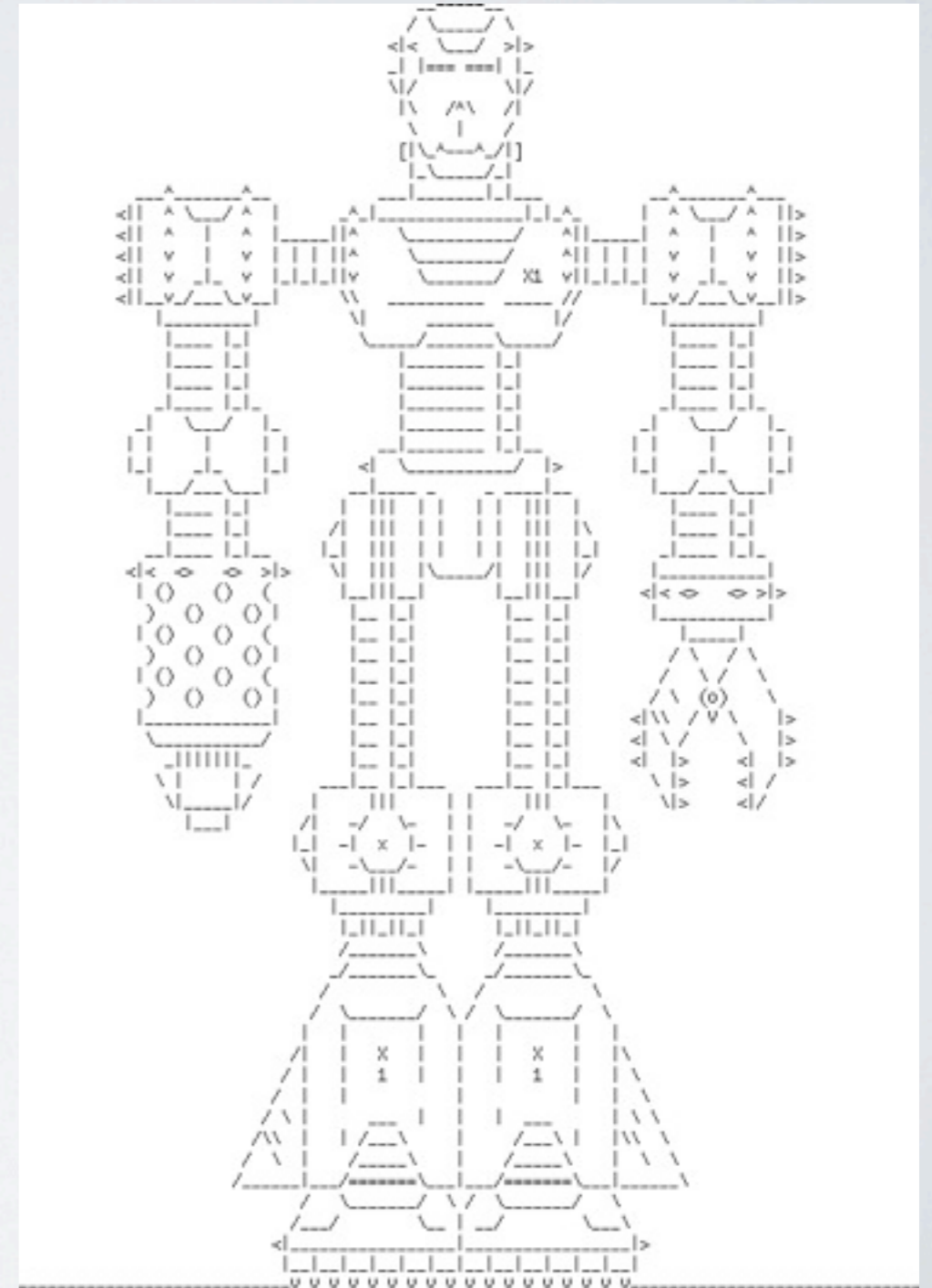
# SITEMAP

- XML Sitemap will show the crawler the structure of your site
- It also adds meta data for pages and file downloads
  - module **xmlsitemap**



# ROBOTS.TXT

- Keeps spider from crawling things that could generate duplicate content. (Search results, some views, etc.)
- Keep in mind the paths specified are world viewable and some robots don't play nice.
- [robotstxt.org](http://robotstxt.org)



# DO'S

- Use Lynx
- Google Webmaster Tools - [google.com/webmaster](http://google.com/webmaster)
- Google Analytics - [google.com/analytics](http://google.com/analytics)
- Validate - [validator.w3.org](http://validator.w3.org)
- Use social media with links to your content
- Pay attention to accessibility

# DON'T DO WHAT DONNY DON'T DOES

This is stuff you don't do:

- 100% Flash
- 100% AJAX
- Make everything bold
- Unnaturally load up on keywords
- Spam your links



JUST MAKE AWESOME  
WEBSITES!

# ARTICLES

- “Facebook Login” <http://is.gd/7sYKQr>
- JCPenny <http://is.gd/OAcGvf>
- Company Sues to remove their spam <http://is.gd/PwOuAg>

# MODULES

- [drupal.org/project/auto\\_nodetitle](https://drupal.org/project/auto_nodetitle)
- [drupal.org/project/pathauto](https://drupal.org/project/pathauto)
- [drupal.org/project/linkchecker](https://drupal.org/project/linkchecker)
- [drupal.org/project/scheduler](https://drupal.org/project/scheduler)
- [drupal.org/project/globalredirect](https://drupal.org/project/globalredirect)
- [drupal.org/project/seo\\_checklist](https://drupal.org/project/seo_checklist)
- [drupal.org/project/metatag](https://drupal.org/project/metatag)
- [drupal.org/project/xmlsitemap](https://drupal.org/project/xmlsitemap)
- [drupal.org/project/google\\_analytics](https://drupal.org/project/google_analytics)
- [drupal.org/project/seo\\_checklist](https://drupal.org/project/seo_checklist)
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# OTHER RESOURCES

- [google.com/webmasters](http://google.com/webmasters)
- [google.com/analytics](http://google.com/analytics)
- robots.txt <http://www.robotstxt.org>
- Slides <http://is.gd/PjuTPn>