



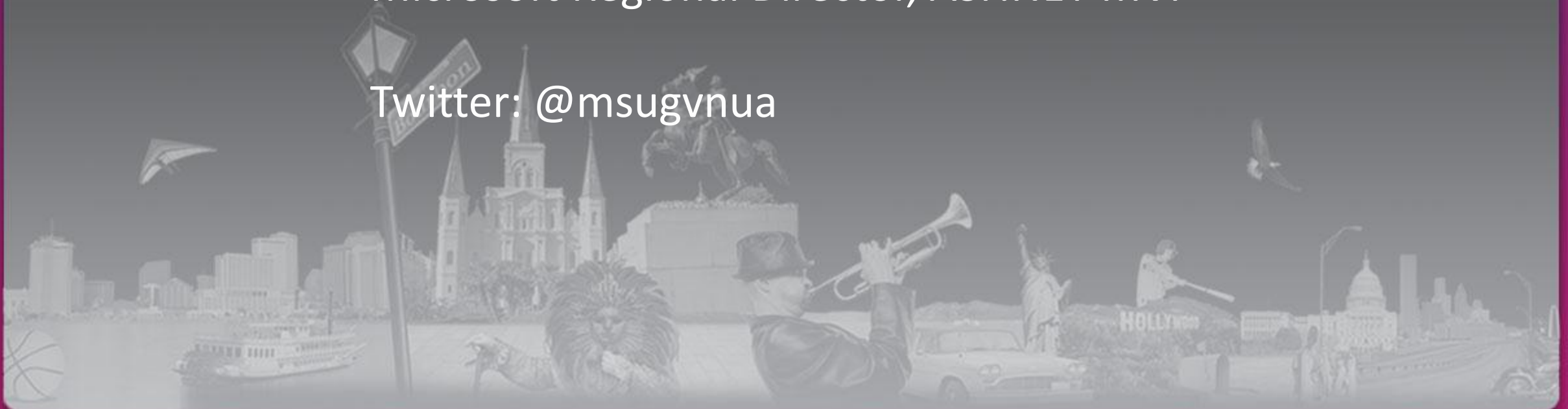
Поисковая оптимизация сайтов (SEO) для разработчиков ASP.NET приложений

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О чем поговорим?

- ➔ ViewState
- ➔ Заголовки и мета информация
- ➔ Url routing и url rewriting
- ➔ Обработка ошибок и перенаправления
- ➔ IIS SEO Toolkit
- ➔ Инструменты для клиентской оптимизации



ViewState

```
<form name="_ctl0" method="post" action="page.aspx" id="_ctl0">  
< input type="hidden" name="__VIEWSTATE"  
value="dDwtNTI0ODU5MDE1Ozs+ZBCF2ryjMpeVgUrY2eTj79HNI4Q=" />
```

.....some code

```
< /form>
```

Заголовки (Title)

Технология	Пример кода
ASP.NET (все версии)	<pre>Page.Title = "Some Title"; <%@ Page Language="C#" AutoEventWireup="true" CodeFile="Default.aspx.cs" Inherits="_Default" Title="Title" %></pre>
ASP.NET MVC 3.0	<pre>ViewBag.Title = "Some Title"; @ViewBag.Title // dynamic type</pre>

Мета информация (description & keywords)

Технология	Пример кода
ASP.NET < 4.0	<pre>HtmlMeta metaDesc = new HtmlMeta(); metaDesc.Name = "description"; metaDesc.Content = "Cool meta description"; Page.Header.Controls.Add(metaDesc);</pre>
ASP.NET 4.0	<pre>Page.MetaDescription = @"Cool meta description"; Page.MetaKeywords = @"Cool, meta, keywords";</pre>
ASP.NET MVC 3.0	<pre>ViewBag.Description = "Cool meta description"; ViewBag.Keywords = "Cool, meta, keywords";</pre>

Мета информация (MVC 3.0)

```
@{ var description = ViewBag.Description ?? "Default description"; }
```

```
<meta name="description" content="@description" />
```

Главная / Microsoft User Group Community 🔍

msug.vn.ua/

Microsoft User Group Community - технологическое сообщество ИТ специалистов ...

Urls и routing

Плохо:

http://site.com/Product.aspx?id={id}&action=0

http://site.com/Product.aspx?id={id}&action=1

http://site.com/Product.aspx?id={id}&action=2

Намного лучше:

http://site.com/product/{id}/edit

http://site.com/product/{id}/info

http://site.com/product/{id}/description

Urls и routing в ASP.NET

```
void Application_BeginRequest(object sender, EventArgs e) {  
    HttpContext context = HttpContext.Current;  
    string path = context.Request.Path.ToLower();  
  
    int lastContent = path.LastIndexOf("/product/");  
    if (lastContent == -1) return;  
  
    int lastSlash = path.LastIndexOf('/');  
    string key = path.Substring(lastSlash + 1, path.Length - lastSlash - 1);  
  
    context.RewritePath("~/default.aspx?id=" + key, false);  
}
```


Переадресация / ASP.NET - проблема

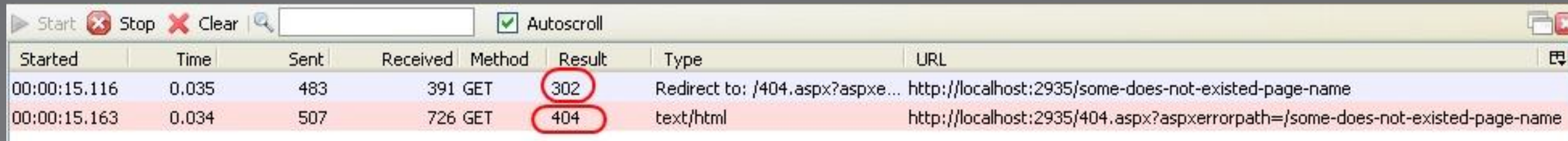
```
<customerrors defaultredirect="GenericError.aspx" mode="On">  
  <error statusCode="404" redirect="404.aspx"></error>  
  <error statusCode="501" redirect="501.aspx"></error>  
</customerrors>
```

Start	Stop	Clear		Autoscroll					
Started	Time	Sent	Received	Method	Result	Type	URL		
00:00:01.781	0.035	483	390	GET	302	Redirect to: /404.htm?aspxer...	http://localhost:2935/some-does-not-existed-page-name		
00:00:01.830	0.068	506	424	GET	200	text/html	http://localhost:2935/404.htm?aspxerrorpath=/some-does-not-existed-page-name		

Переадресация / ASP.NET - решение

```
protected void Page_Load(object sender, EventArgs e)
{
    Response.StatusCode = 404;
}
```

Результат:

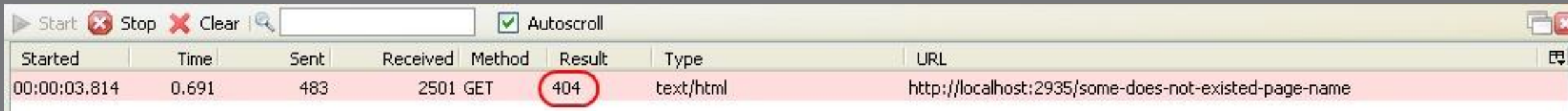


The screenshot shows a network monitoring tool with a table of HTTP requests. The first row shows a 302 redirect from a non-existent page to a 404 error page. The second row shows the 404 error response itself. The status codes 302 and 404 are circled in red in the original image.

Started	Time	Sent	Received	Method	Result	Type	URL
00:00:15.116	0.035	483	391	GET	302	Redirect to: /404.aspx?aspse...	http://localhost:2935/some-does-not-existed-page-name
00:00:15.163	0.034	507	726	GET	404	text/html	http://localhost:2935/404.aspx?aspxerrorpath=/some-does-not-existed-page-name

Переадресация / ASP.NET - решение

```
protected void Application_Error(object sender, EventArgs e) {  
    Exception ex = Server.GetLastError();  
    if (ex is HttpException) {  
        if (((HttpException)(ex)).GetHttpCode() == 404)  
            Server.Transfer("~/404.aspx");  
    }  
    // Код для общих ошибок  
    Server.Transfer("~/GenericError.aspx");  
}
```



The screenshot shows a web browser's developer console with a 404 error. The error message is "404" (circled in red) and the URL is "http://localhost:2935/some-does-not-existed-page-name". The console also shows the time taken for the request (0.691) and the amount of data sent (483) and received (2501).

Started	Time	Sent	Received	Method	Result	Type	URL
00:00:03.814	0.691	483	2501	GET	404	text/html	http://localhost:2935/some-does-not-existed-page-name

Переадресация / ASP.NET – решение #2

```
protected void Application_BeginRequest(object sender, EventArgs e)
{
    var host = Request.Url.Host;
    if (host.Equals("progblog.ru", StringComparison.OrdinalIgnoreCase)) {
        var newUrl = new UriBuilder(Request.Url);
        newUrl.Host = "www." + host;
        Response.StatusCode = 301;
        Response.Status = "301 Moved Permanently";
        Response.AddHeader("Location", newUrl.Uri.AbsoluteUri);
        Response.End();
        return;
    }
}
```

Переадресация / ASP.NET 4.0 / коды 301 и 302

<u>Response.Redirect(String)</u>	Перенаправляет запрос по новому адресу и задает новый URL-адрес. Код 302.
<u>Response.Redirect(String, Boolean)</u>	Перенаправляет клиента на новый адрес URL. Задает новый адрес URL и условия прекращения выполнения текущей страницы. Код 302.
<u>Response.RedirectPermanent(String)</u>	Выполняет безвозвратное перенаправление с запрошенного URL-адреса на заданный URL-адрес. Код 301.
<u>Response.RedirectPermanent(String, Boolean)</u>	Выполняет безвозвратное перенаправление с запрошенного URL-адреса на заданный URL-адрес и предоставляет возможность завершить ответ. Код 301.

Urls и routing в ASP.NET MVC и Dynamic Data

```
public static void RegisterRoutes(RouteCollection routes)
{
    routes.IgnoreRoute("{resource}.axd/{*pathInfo}");

    routes.MapRoute(
        "Default", // Route name
        "{controller}/{action}/{id}", // URL with parameters
        new { controller = "Home", action = "Index", id = "" }); // Parameter defaults

    routes.MapRoute(
        "ArticleRoute",
        "{article}/{controller}/{action}",
        new { article="Unknown", controller = "Home", action = "Index" } );
}

protected void Application_Start() { RegisterRoutes(RouteTable.Routes);}
```

ActionResults в ASP.NET MVC 3.0

```
public class HomeController : Controller
{
    public ActionResult Index()
    {
        return View();
    }
}
```

ActionResults в ASP.NET MVC 3.0


- ContentResult
 - EmptyResult
 - FileContentResult
 - FilePathResult
 - FileStreamResult
 - JavaScriptResult
 - JsonResult
 - PartialViewResult
 - RedirectResult
 - RedirectToRouteResult
 - ViewResult
 - HttpNotFound
 - HttpStatusCodeResult
-
- **RedirectResult**
 - **RedirectToRouteResult**
 - **HttpNotFound**
 - **HttpStatusCodeResult**

ActionResults в ASP.NET MVC 3.0

```
public ActionResult SpecificResult()  
{  
    return new HttpStatusCodeResult(404);  
}
```

```
public ActionResult NotFound()  
{  
    return HttpNotFound();  
}
```

Search Engine Optimization Toolkit & URL Rewriter

 Site Analysis Report

Summary

[Back to Reports](#) Query ▾

'scottgu.com' Overview

Start URL: <http://www.scottgu.com/>


Start Date: 6/3/2009 12:18:15 AM

End Date: 6/3/2009 12:18:28 AM

Downloaded Items: 407

Links Found: 1869

Number of Violations: 721


 Violations


Violations Summary


Pages with Most Violations

Violation Categories

Violation Levels












 Content

 Performance

 Links

Violations Summary

Actions ▾

Violation Title	Violation Level	Violation...	Count
 The tag does not have an ALT attribute defined.	Warning	SEO	186
 The description is missing.	Warning	SEO	137
 The URL is linked using different casing.	Warning	SEO	104
 The title begins with a brand name.	Warning	SEO	73
 The page contains unnecessary redirects.	Information	SEO	73
 The page contains invalid markup.	Warning	Content	64
 The <h1> tag is missing.	Warning	SEO	64
 The page contains multiple canonical formats.	Error	SEO	14
 The link text is not relevant.	Warning	SEO	3
 The redirection response results in another redirection.	Warning	SEO	2
 The content type for the resource is incorrect.	Warning	Content	1

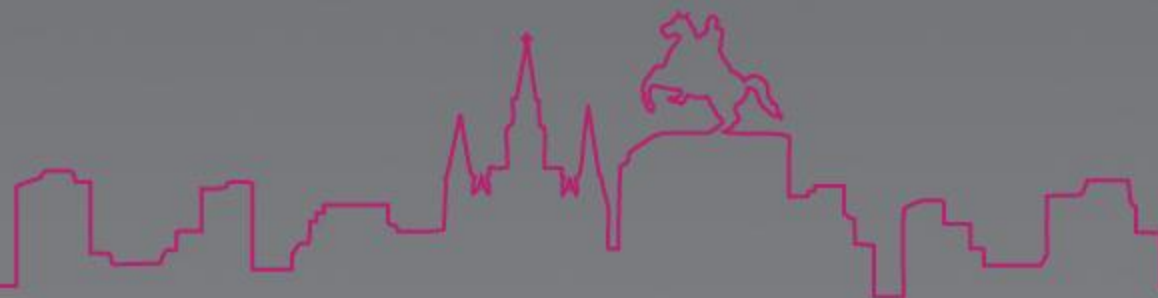
Инструменты для клиентской оптимизации

- ➔ Ajax Minifier | <http://ajaxmin.codeplex.com/>
- ➔ JavaScript Compressor | <http://javascriptcompressor.com/>
- ➔ CSS Compressor | <http://www.csscompressor.com/>
- ➔ Sprite and Image Optimization Framework |
➔ <http://aspnet.codeplex.com/releases/view/65787>
- ➔ FireBug & Developer Tools & CDN



Ссылки

- ➔ <http://www.asp.net/ajaxlibrary/AjaxMinAnalyzing.ashx>
- ➔ <http://www.microsoft.com/web/spotlight/urlrewriter/>
- ➔ <http://msug.vn.ua/Posts/Details/3436>
- ➔ <http://habrahabr.ru/blogs/net/115195/>
- ➔ <http://www.microsoft.com/web/seo/>
- ➔ <http://blogs.msdn.com/b/ruscottgu/archive/2009/06/03/iis.aspx>
- ➔ <http://weblogs.asp.net/scottgu/archive/2007/02/26/tip-trick-url-rewriting-with-asp-net.aspx>





Спасибо за внимание!

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