

Unit - 2

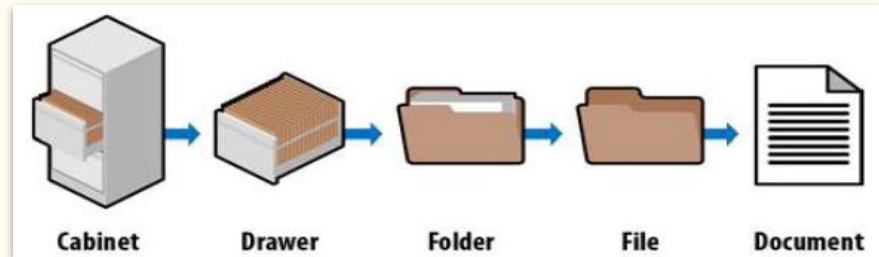
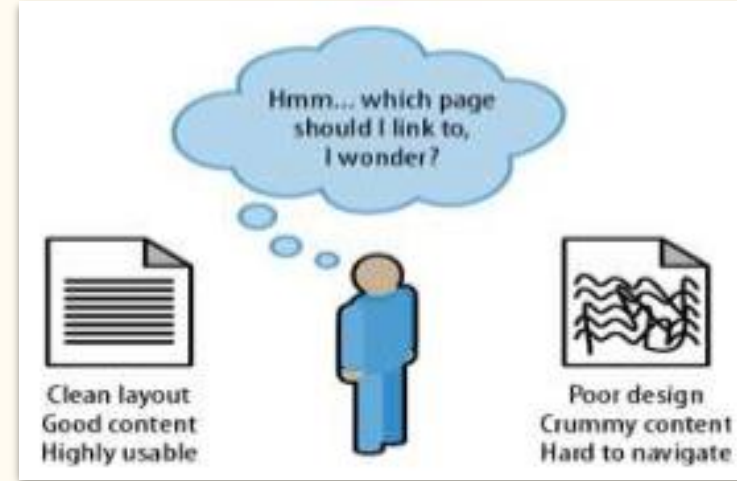
Developing an SEO-Friendly
Website

Making Site Accessible to Search Engines

- Making sure that your website can be crawled.
- Prepare Indexable Content
- Spiderable Link Structures
- XML Sitemaps
 - What to include in a Sitemap file
 - Where to upload your Sitemap file
 - Managing and updating XML Sitemaps
 - Creating an Optimal Information Architecture (IA)

Creating an Optimal Information Architecture (IA)

- The Importance of a Logical, Category-Based Flow
 - Usability and search friendliness
 - Search engines are trying to reproduce the human process of sorting relevant web pages by quality.
 - If a real human were to do this job, usability and the user experience would surely play a large role in determining the rankings.

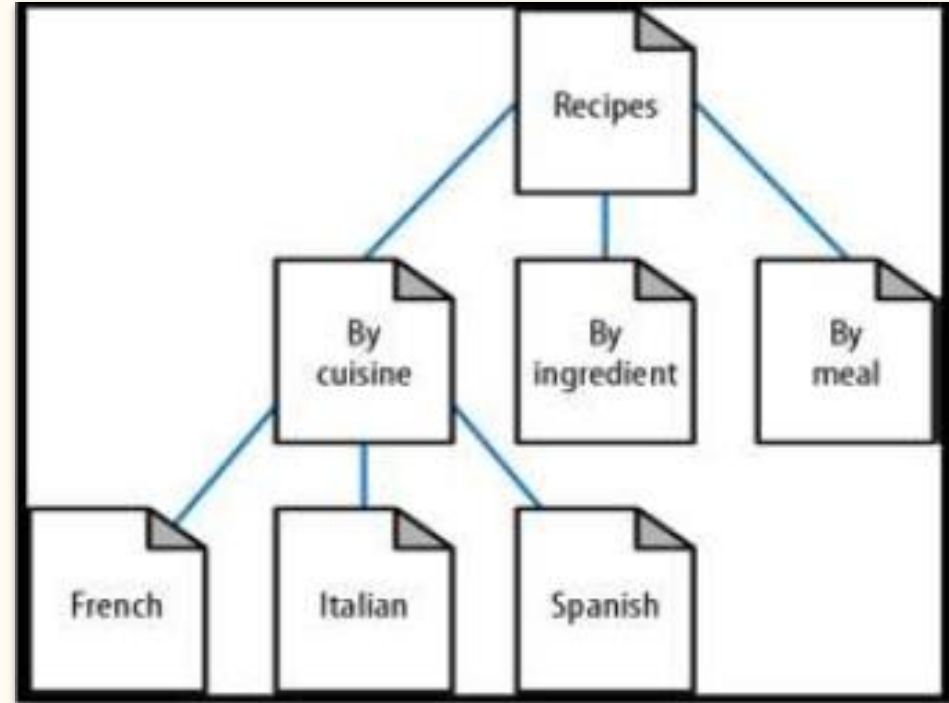


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Filing Category		Site Analogue
Cabinet		Fully Qualified Domain (e.g., seattle.craigslist.org)
Drawer		Primary Site Category (e.g., Housing)
Folder		Secondary Site Category (e.g., Apartments for Rent)
File		Tertiary Site Category (e.g., 2 Bedroom Apartments)
Document		Individual Page/Item (e.g., 2 Bedroom Capitol Hill Loft Apartment)

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- Site Architecture Design Principles
 - When planning your website, remember that nearly every user will initially be confused about where to go, what to do, and how to find what he wants.



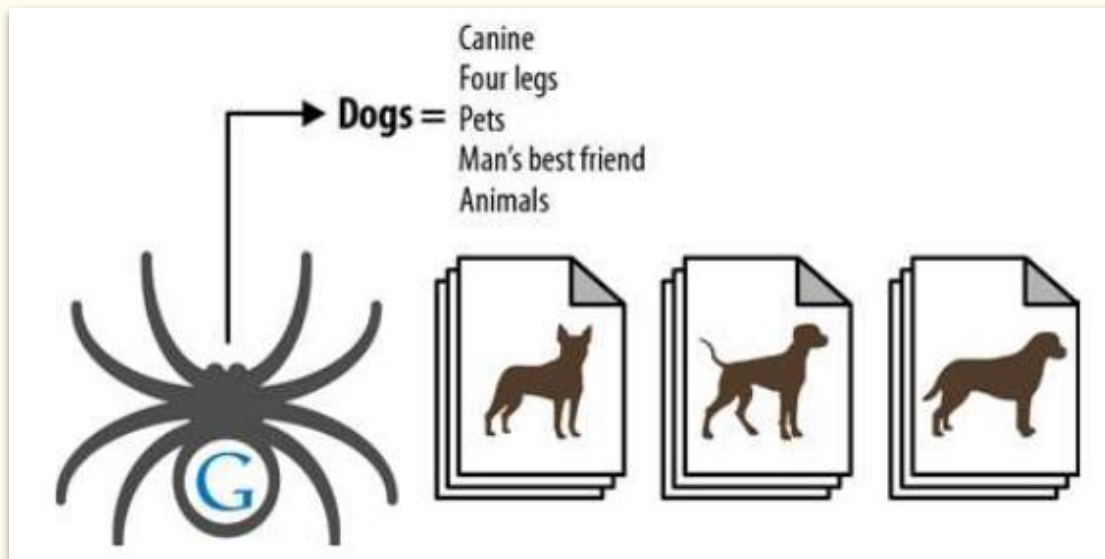
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If you follow this simple protocol.

1. List all of the requisite content pages (blog posts, articles, product detail pages, etc.).
2. Create top-level navigation that can comfortably hold all of the unique types of detailed content on the site.
3. Reverse the traditional top-down process by starting with the detailed content and working your
4. Once you understand the bottom, fill in the middle. Build out a structure for sub navigation to sensibly connect top-level pages with detailed content.
5. Include secondary pages such as copyright, contact information, and other nonessentials.
6. Build a visual hierarchy that shows (to at least the last level of sub navigation) each page on the site.

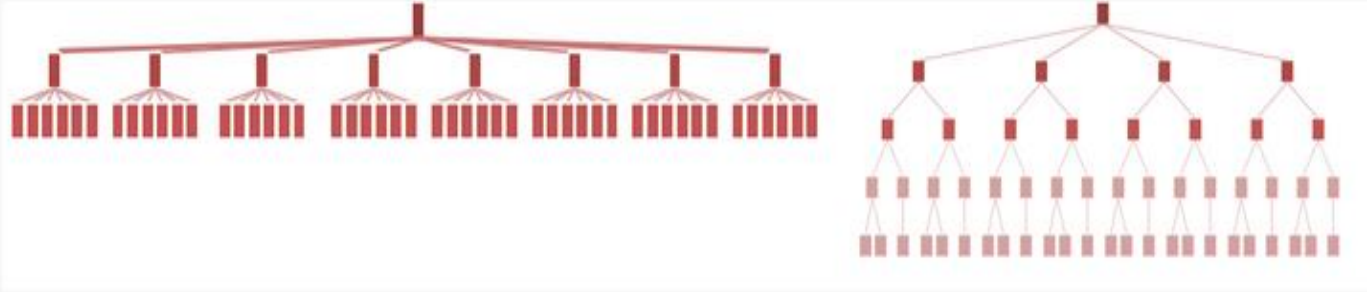
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- Category structuring
 - Spiders learning semantic relationships
 - Taxonomy and ontology



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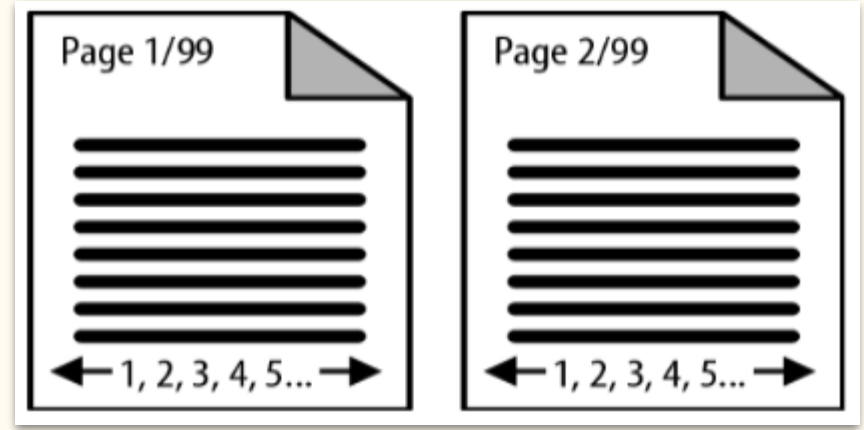
- Flat Versus Deep Architecture
 - Information can be organized in either flat or deep hierarchies.



Left: a flat site hierarchy, with few vertical levels. Right: a deep site hierarchy has the same information organized into more sublevels.

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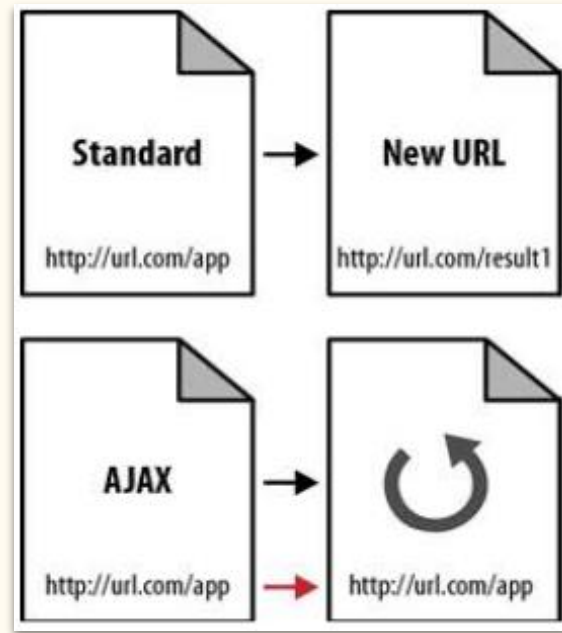
- Avoid Pagination
- Basics of search engine friendliness
- Site elements that are problematic for spiders
- Search and web forms



- Java, images, audio, and video. Adobe Shockwave files, Java embeds, audio, and video (in any format) present content that is largely uncrawlable by the major engines.

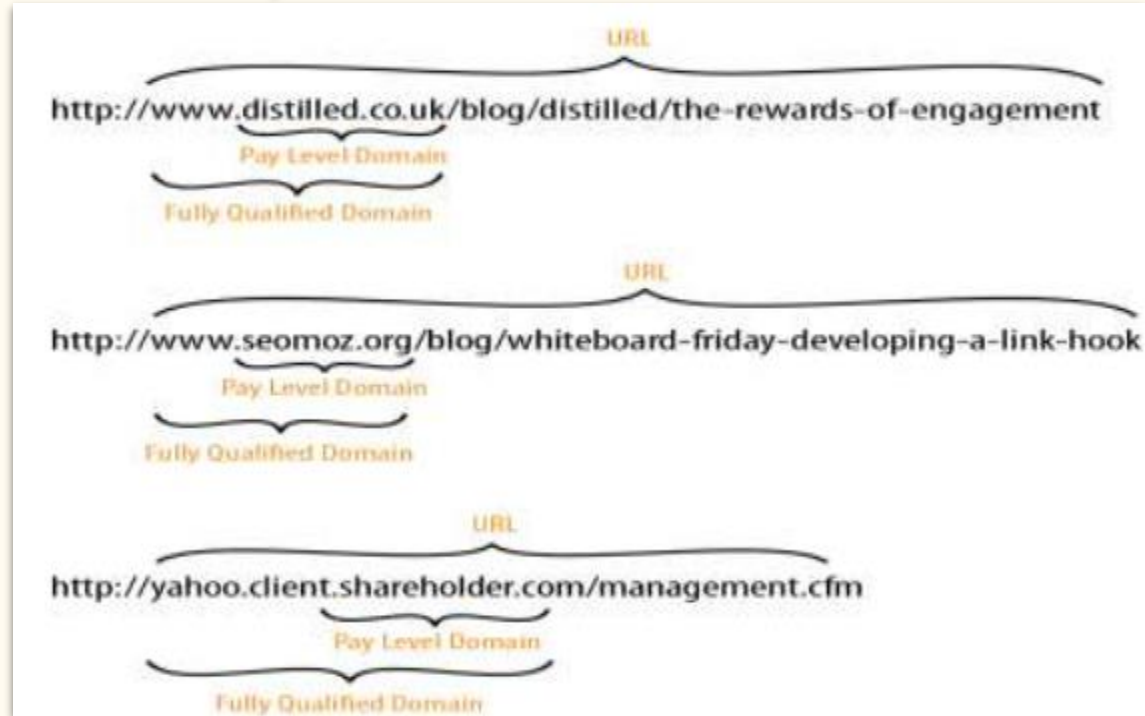
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- AJAX and JavaScript
- Frames (Usually Frame SRC)
- Search engine–friendly navigation guidelines
- Implement a text link–based navigational structure
- Beware of —spider traps
- Watch out for session IDs and cookies
- Be mindful of server, hosting, and IP issues



Root Domains, Subdomains, and Microsites

- Individual pages/URLs
- Subfolders
- Sub domains/fully qualified domains (FQDs)/third-level domains
- Complete root domains
/host domains
/pay-level domains (PLDs)/
second-level domains



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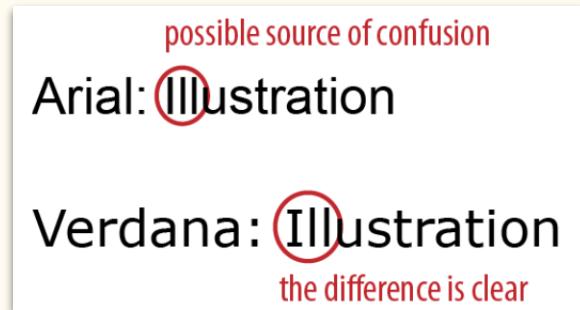
- When to Use a Subfolder
- When to Use a Subdomain
- When to Use a Separate Root Domain
- Micro sites
 - When you own a specific keyword search query domain
 - When you plan to sell the domains
 - As discussed earlier, if you're a major brand building a —secret or buzz-worthy micro site
- When to Use a TLD Other than .com
 - When you already have it.
 - When someone already claimed it.
 - Your use is specific to a country.

Optimization of Domain Names/URLs

- Optimizing Domains
 - Brainstorm five top keywords
 - Make the domain unique
 - Choose only .com-available domains or the TLD for your country
 - Make it easy to type
 - Make it easy to remember
 - Keep the name as short as possible
 - Create and fulfill expectations
 - Avoid trademark infringement
 - Set yourself apart with a brand
 - Reject hyphens and numbers
 - Don't follow the latest trends
 - Use an AJAX domain selection tool

Content Optimization

- Content Structure
- Content length and word count
- Visual layout
- CSS and Semantic Markup
- Google used to recommend keeping pages smaller than 101 KB
- Schema.org and Micro formats
- Markup in search results
- Content Uniqueness and Depth



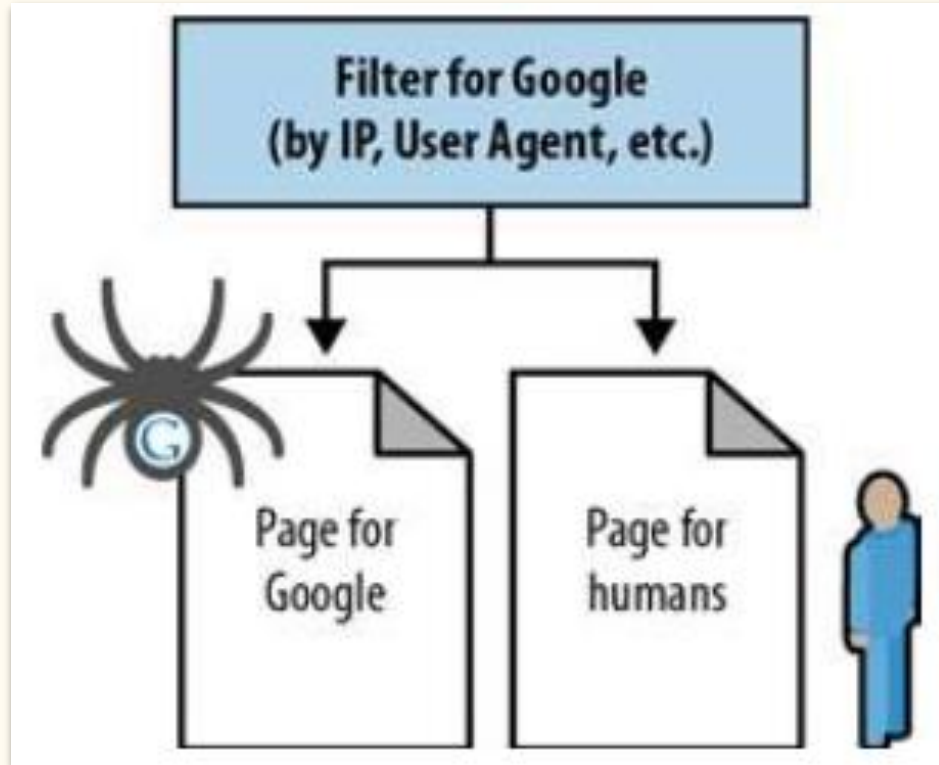
Duplicate Content Issues

- Avoiding
 - Unique content
 - Snippets
 - Singles
 - Duplicate content filter
 - Duplicate content penalty
- How Search Engines Identify Duplicate Content
- How to Avoid Duplicate Content on Your Own Site
 - Use the canonical tag
 - Use robots.txt
 - Use the robots No Index Meta tag or No Follow tag

Controlling Content with Cookies and Session IDs

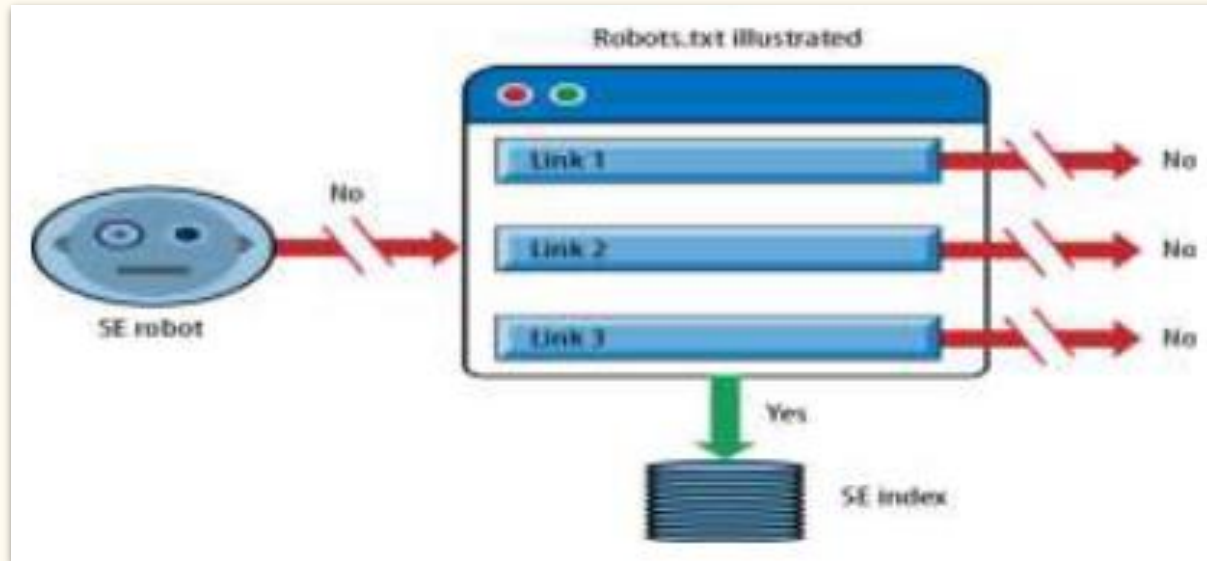
- What's a Cookie?
- What Are Session IDs?
- How Do Search Engines Interpret Cookies and Session IDs?
- Why Would You Want to Use Cookies or Session IDs to Control Search Engine Access?

Content Delivery and Search Spider Control



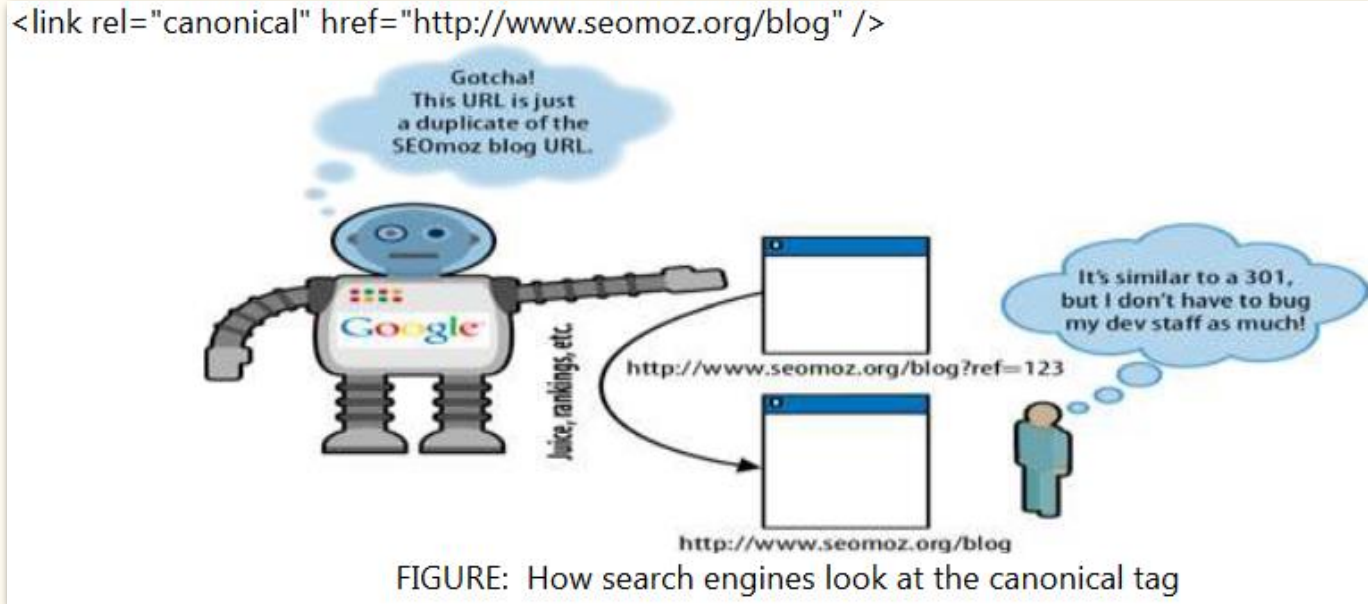
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- How to Display Different Content to Search Engines and Visitors
 - The robots.txt file
 - The Meta robots tag



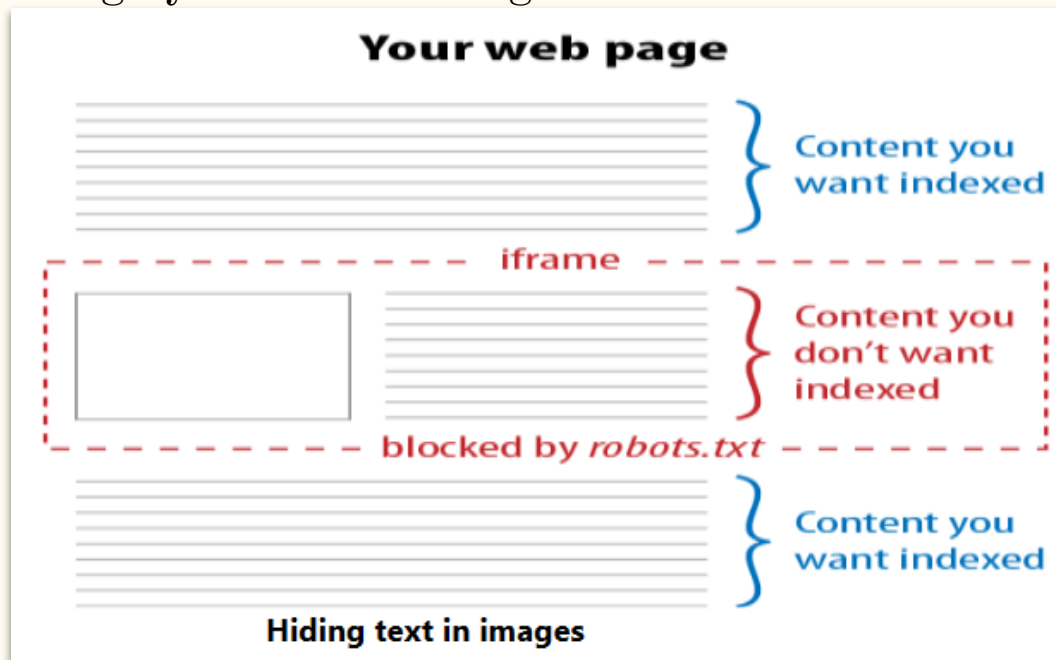
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- The canonical tag



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- Blocking and cloaking by IP address range
- Using iframes



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- Hiding text in Java applets Forcing form submission




Continue

- Using login/password protection
- Removing URLs from a search engine's index
 - By Using Google Search Console

Welcome to Google Search Console

To start, select property type



Domain new


- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

example.com

Enter domain or subdomain

CONTINUE

or



URL prefix

- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

https://www.example.com

Enter URL

CONTINUE

Redirects

- Why and When to Redirect ?
 - You have old content that expires, so you remove it.
 - You find that you have broken URLs that have links and traffic.
 - You change your hosting company.
 - You change your CMS.
 - You want to implement a canonical redirect (redirect all pages on <http://yourdomain.com> to <http://www.yourdomain.com>).
 - You change the URLs where your existing content can not be found for any reason.
- Good and Bad Redirects
 - 301 Moved permanently
 - 302 Moved temporarily

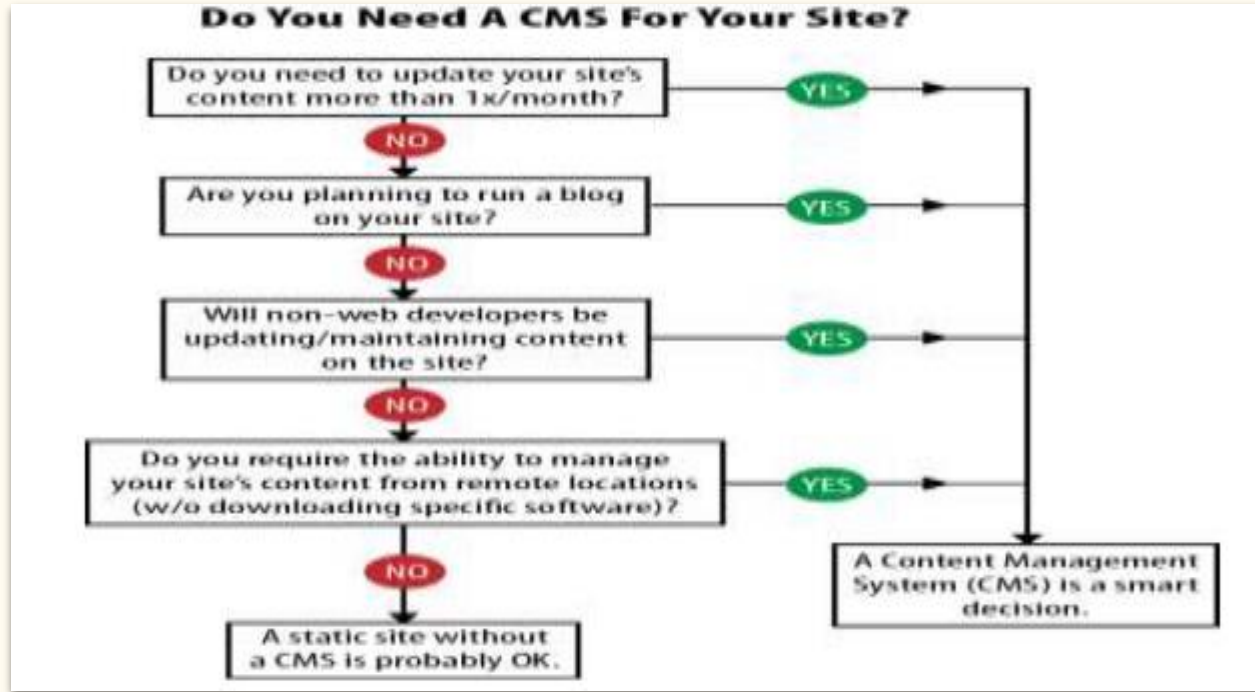
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- Methods for URL Redirecting and Rewriting
 - Htaccess file
 - * means 0 or more occurrences of the immediately preceding character.
 - + means 1 or more occurrences of the immediately preceding character.
 - ? Means 0 or 1 occurrence of the immediately preceding character.
 - ^ means the beginning of the string.
 - \$ means the end of the string.
 - . Means any character (i.e., it acts as a wildcard).
 - \ “escapes” the character that follows; for example, \. means the dot is not meant to be a Wildcard, but an actual character.
 - ^ inside square brackets ([]) means not; for example, [^/] means not slash.
 - For more info - <http://httpd.apache.org/docs/2.2/howto/htaccess.html>

Continue

- The default document redirects solution
 - In php we can use it by a simple way with header element.
 - `<? Header ("Location: http://www.example.com") ;?>`
 - It redirects to the location from where the main page has been called easily.
 - There are other ways also available in with JavaScripts:
 - `window.location.replace("http://www.example.com")`;
 - In Asp.Net we can use `Response.Redirect()` method to redirect the page
 - `<% Response.Redirect "https://www.example.com" %>`
 - Above example are for clearing the doubts only.

Content Management System (CMS) Issues

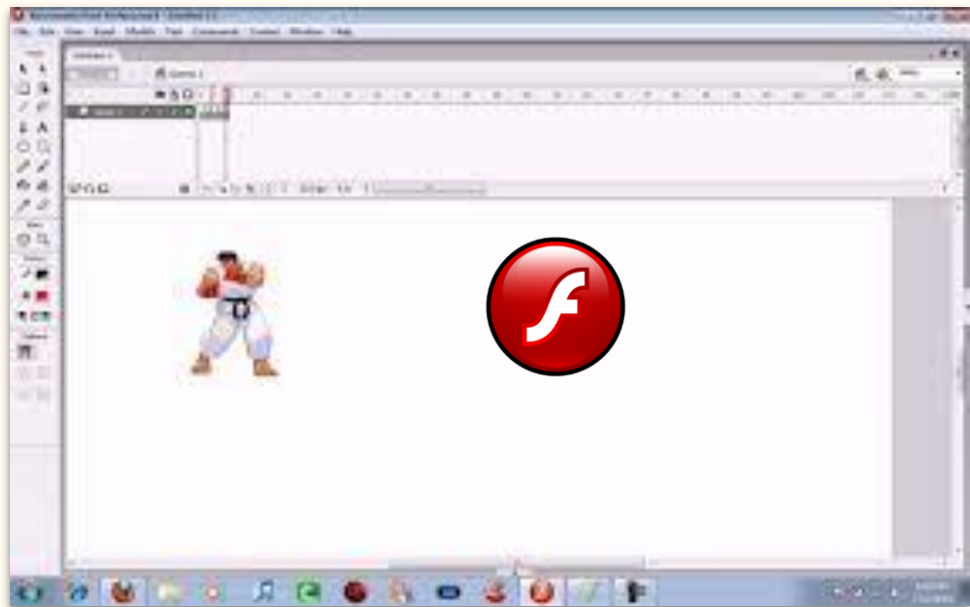


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- A list of basic SEO features that you should be aware of when dealing with CMS.
 - Title tag customization and rules
 - Static, keyword-rich
 - URLs Meta tag customization
 - Enabling custom HTML tags
 - Internal anchor text flexibility
 - Intelligent categorization structure
 - Image-handling and alt attributes
 - URLs free of tracking parameters and session IDs
 - Customizable URL structure
 - Keywords in URLs
 - Multilevel categorization structure
 - Breadcrumb navigation
 - Keyword-rich intro copy on category-level pages
 - XML Sitemap generator
 - HTML4, HTML5, or XHTML validation
 - Pingbacks, trackbacks, comments, and antispam mechanisms

Optimizing Flash (Animation)

- Flash is popular on the Web, but it presents challenges to the search engines in terms of indexing the related content.
- Why Flash is still not fully SEO-friendly ?
 - Different content is not on different URLs
 - The breakdown of text is not clean
 - Flash gets embedded
 - Flash doesn't earn external links like HTML
 - SEO basics are often missing
 - A lot of Flash isn't even crawlable.



Continue

- Flash Coding Best Practices:
 - Flash Meta tags
 - Adobe Flash Search Engine SDK
 - Internal flash coding
 - SWFObject
 - In the body of the text, the code. Information between the <div> HTML tags is read by search engine spiders.

```
<script type="text/javascript" src="swfobject.js"></script>

<div id="flashcontent">
    Text, links, and graphics placed here are replaced by the Flash movie. Search
    engine spiders will read this information, but the browser with an active Flash
    plugin will show the Flash movie instead.
</div>

<script type="text/javascript">
    var so = new SWFObject("whatever.swf", "themovie", "200", "100", "7", "#336699");
    so.write("flashcontent");
</script>
```

Continue

- No Script tags
 - SWFObject and `<div>` tags can be misused for link and keyword stuffing, so too can the No Script tag.

You use No Script tags with Flash .swf files in the following manner:

```
<script type="text/JavaScript" src="YourFlashFile.swf"> </script>
```

Followed at some point afterward by:

```
<No script>
```

```
<H1>Mirror content in Flash file here.</H1>
```

```
<p>Any content within the No Script tags will be read by the search engine spiders, including links
```

```
http://www.mirroredlink.com, graphics, and corresponding alt attributes.
```

```
</no script>
```

- Scalable Inman Flash Replacement (sIFR)
 - The method guarantees that the HTML content and the Flash content are identical.

Best Practices for Multilingual/Country Targeting

- Starting with the basics of international targeting, it is important to let the search engines know where your business is based in as many ways as possible.
 - Using a country-specific TLD (ccTLD) for your domain (e.g., .co.uk)
 - Hosting your site locally, not abroad
 - Including the physical local address in plain text on every page of your site
 - Setting Google Webmaster Central geo targeting to your country of interest
 - Verifying your address with Google Maps
 - Getting links from in-country websites
 - Using the local language on the website
- Problems with Using Your Existing Domain

Continue

- The Two Major Approaches
 - Strong local teams
 - Eg: Amway Products
 - Centralized Marketing and PR
 - either on country-specific sub domains (<http://uk.yourdomain.com>, <http://au.yourdomain.com>, etc.) or in subfolders (/uk/, /au/, etc.)
- Multiple-Language Issues (Best Practices)
 - Create a single website with language options that change the URL by folder structure
 - <http://www.yourdomain.com> versus <http://www.yourdomain.com/esp/>.
 - Create two separate websites, one in English and one with Spanish
 - <http://www.yourdomain.us> and <http://www.yourdomain.es>