



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT. (AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
Nr.Amrapali Railway crossing
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinanagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645



Lt. Shree Chimanbhai Shukla

BCA SEM 5 - SEO

Shree H.N.Shukla College Campus,
Street No. 2, Vaishali Nagar,
Nr. Amrapali Railway Crossing,
Raiya Road, Rajkot.
Ph. (0281)2440478, 2472590

Shree H.N.Shukla College Campus,
Street No. 3, Vaishali Nagar,
Nr. Amrapali Railway Crossing,
Raiya Road, Rajkot.
Ph. (0281)2471645

Website: www.hnsgroupofcolleges.org Email: hnsinfo@hnshukla.com



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Rajkot – 360001.
Ph No. 0281- 2440478

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Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645

UNIT 4: Developing an SEO-Friendly Website

- Making Site Accessible to Search Engines
- Creating an Optimal Information Architecture
- Root Domains, Sub domains, and Micro sites
- Optimization of Domain Names/URLs
- Keyword Targeting
- Content Optimization
- Duplicate Content Issues Controlling
- Content with Cookies and Session IDs
- Content Delivery and Search Spider
- Control
- Redirects, Content Management System
- (CMS) Issues
- Optimizing Flash

UNIT -4

(As Per the Syllabus UNIT 3)

Developing SEO friendly Website

INTRODUCTION:

In this chapter, we will examine the major elements of how to assess the search engine friendliness of your site. Making your site content accessible to search engines is the first step toward creating visibility in search results. Once your website content is accessed by a search engine, it can then be considered for relevant positioning within the SERPs.

Q.1 Explain about making site accessible to Search Engines.3M/5M

- The first step in the SEO design process is to ensure that your site can be found and crawled by the search engines. This is not as simple as it sounds, as there are many



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popular web designs and implementation constructs that the crawlers may not understand.

Following options are used to found and crawled WebPages from search engines.

1. Index able content.
2. Spider able link structures.
3. XML sitemaps.

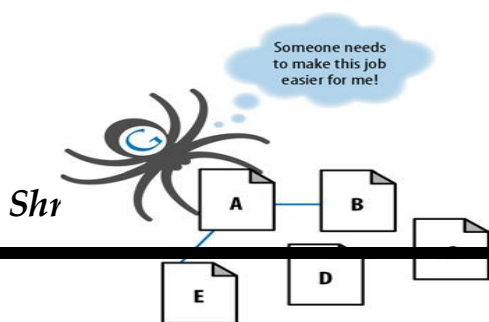
Index able Content:-

- ✓ To rank well in the search engines, your site's content—that is, the material available to visitors of your site—should be in HTML text form.
- ✓ For example, while the search engines do crawl images and **Flash files**, these are content types that are difficult for search engines to analyze, and therefore they do not help them determine the topical relevance of your pages.
- ✓ It is difficult to read and crawl the flash file by the search engine.
- ✓ However, in our experience the preference is almost always given to HTML-based files.
- ✓ The search engines also face challenges with “**identifying**” **images** from a relevance perspective, as there are minimal text-input fields for image files in GIF, JPEG, or PNG format (namely the filename, title, and alt attribute).
- ✓ The search engines also face challenges with “identifying” images from a relevance perspective, as there are minimal text-input fields for image files in GIF, JPEG, or PNG format (namely the filename, title, and alt attribute).

Spider able Link Structures:-

- ✓ We strongly recommend taking the time to build an internal linking structure that spiders can crawl easily.

- ✓ In Figure, Google's spider has reached Page A and sees links to pages B and E. However, even though pages C and D might be important pages on the site, the spider has no way to reach them (or even to





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know they exist), because no direct, crawl able links point to those

XML Sitemaps:-

- ✓ Google, Yahoo!, and Bing (from Microsoft, formerly MSN Search, and then Live Search) all support a protocol known as XML Sitemaps.
- ✓ Google first announced it in 2005, and then Yahoo! and MSN Search agreed to support the protocol in 2006. Using the Sitemaps protocol you can supply the search engines with a list of all the pages you would like them to crawl and index.
- ✓ Adding a URL to a Sitemap file does not guarantee that it will be crawled or indexed. However, it can result in pages that are not otherwise discovered or indexed by the search engines getting crawled and indexed.
- ✓ Verification/registration of XML Sitemaps may indicate positive trust/authority signals.
- ✓ The crawling/inclusion benefits of Sitemaps may have second-order positive effects, such as improved rankings or greater internal link popularity.
- ✓ Sitemaps use a simple XML format that you can learn about at <http://www.sitemaps.org>. XML Sitemaps are a useful and in some cases essential tool for your website.

➤ What to include in a Sitemap file:

- ✓ When you create a Sitemap file, you need to take care in situations where your site has multiple URLs that refer to one piece of content.
- ✓ You can use the Sitemap file as one way to suggest to the search engines which URL points to the preferred version of a given page.

➤ Where to upload your Sitemap file:



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- ✓ When your Sitemap file is complete, upload the file to your site in the highest-level directory you want search engines to crawl (generally, the root directory), such as www.yoursite.com/sitemap.xml.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	XML STANDS FOR	Extensible Markup Language
2	What is sitemap?	XML sitemap is a list of your website's URLs. It acts as a roadmap to tell search engines what content is available and how to reach it
3	Where to upload your Sitemap file	Root directory of domain www.yoursite.com/sitemap.xml .

Q.2 Explain about Optimal Information Architecture (IA) in detail.3M/5M

- Making your site friendly to search engine crawlers also requires that you put some thought into your site information architecture. A well-designed architecture can bring many benefits for both users and search engines.

1. The Importance of a Logical, Category-Based Flow
2. Usability and search friendliness
3. An analogy
4. Site Architecture Design Principles
5. Category structuring
6. Topical relevance
7. Taxonomy and ontology

The Importance of a Logical, Category-Based Flow:

- ✓ The search engines face myriad technical challenges in understanding your site.



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- ✓ Crawlers are not able to perceive web pages in the way that humans do, and thus significant limitations for both accessibility and indexing exist.
- ✓ Logical and properly constructed website architecture can help overcome these issues and bring great benefits in search traffic and usability.
- ✓ At the core of website information architecture are two critical principles: usability, or making a site easy to use; and information architecture, or crafting a logical, hierarchical structure for content.



FIGURE: Making your site attractive to link with clean layout.

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.

An analogy:

- ✓ Look at how a standard filing cabinet is organized. You have the individual cabinet, drawers in the cabinet, folders within the drawers, files within the folders, and documents within the files.





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FIGURE - Similarities between filing cabinets and web pages

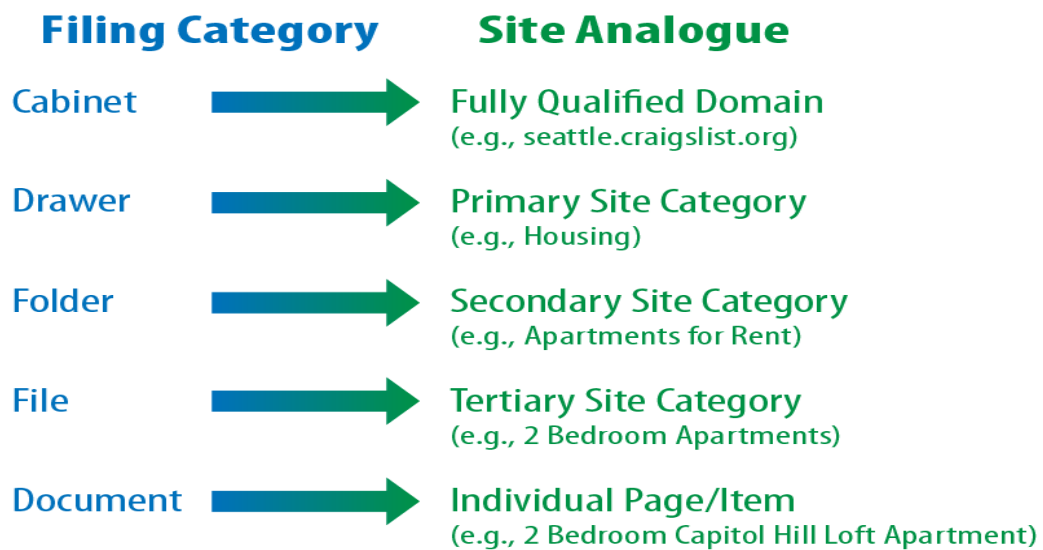
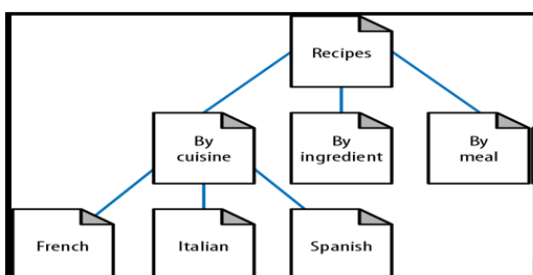


Figure - It shows what it looks like when you apply this logic to the popular Website, Craigslist.org.

- This principle applies perfectly to the process of SEO, where good information architecture dictates:
 - As few clicks as possible to get to any given page.
 - One hundred links or fewer links per page.
 - A logical, semantic flow of links from home page to categories to detail pages.

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.**
- ✓ Well-organized site architecture helps solve these problems and provides semantic and usability benefits to both users and search engines.



- ✓ As Figure demonstrates, a recipes website can use intelligent architecture to fulfill visitors' expectations about content and create a positive browsing experience.



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- **FIGURE - Structured site architecture**
Designing site architecture

- The process itself should not be overly arduous, 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 way up to an organizational structure capable of holding each page.
 4. Once you understand the bottom, fill in the middle. Build out a structure for sub
 5. Navigation to sensibly connect top-level pages with detailed content. In small sites, there may be no need for this level, whereas in larger sites, two or even three levels of sub navigation may be required.
 6. Include secondary pages such as copyright, contact information, and other Non essentials.
 7. Build a visual hierarchy that shows (to at least the last level of sub navigation) each page on the site.

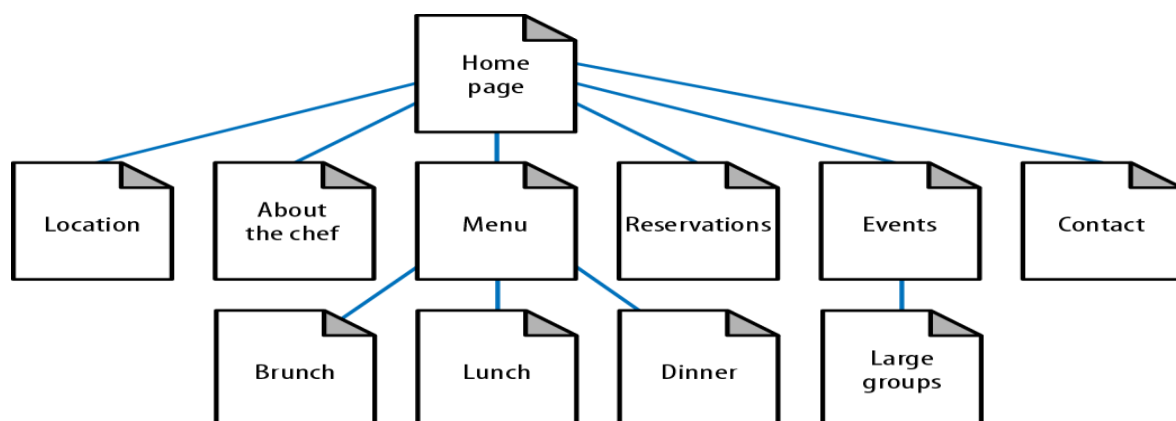


Figure: Second example of structured site architecture

Category structuring:

- ✓ As search engines crawl the Web, they collect an incredible amount of data (millions of gigabytes) on the structure of language, subject matter, and relationships between content.

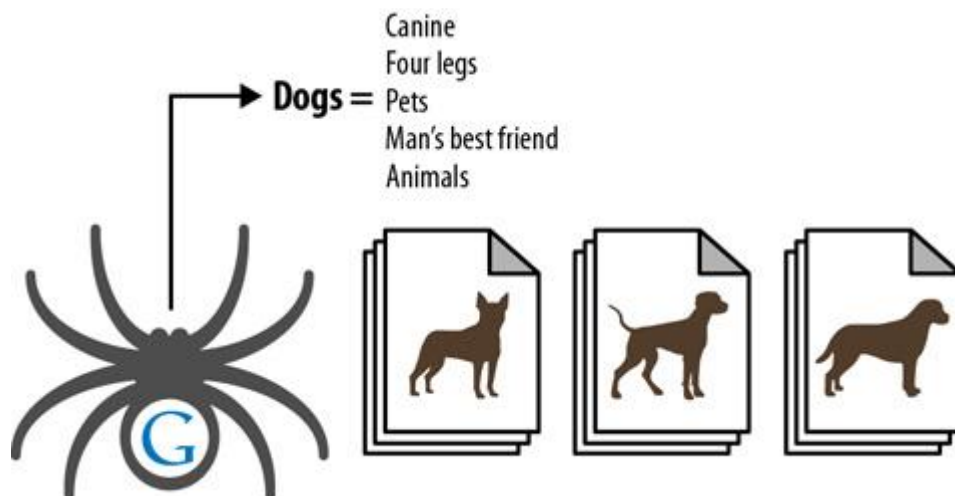


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- ✓ As shown in Figure, search engine spiders can learn semantic relationships as they crawl thousands of pages that cover a related topic (in this case, dogs).



Spiders learning semantic relationships

✚ Topical relevance:

- ✓ Naturally, this pattern of relevance-based scoring extends from single relationships between documents to the entire category structure of a website. Site creators can best take advantage of this by building hierarchies that flow from broad, encompassing subject matter down to more detailed, specific content.

✚ Taxonomy and ontology:

- ✓ In designing a website, you should also consider its taxonomy and ontology. **The taxonomy** is essentially a **two-dimensional hierarchical model** of the architecture of the site.
- ✓ You can think of ontology as mapping the way the human mind thinks about a topic area. It can be much more complex than taxonomy, because a larger number of



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relationship types can be involved. One effective technique for coming up with an ontology is called card sorting.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	What is analogy?	You have the individual cabinet, drawers in the cabinet, folders within the drawers, files within the folders, and documents within the files.
2	What is Topical Relevance?	It describes single relationship between documents and its category.
3	What is ontology?	It is a mapping process in this process they work about the thinking process of human in particular topic.

Q.3 State the difference between Flat and Deep Architecture.3M

- ✓ One very strict rule for search friendliness is the creation of flat site architecture. Flat sites require a minimal number of clicks to access any given page, whereas deep sites create long paths of links required to access detailed content.
- ✓ Figure 1 in contrast, a flat site (see Figure 2) allows users and search engines to reach most content in just a few clicks.



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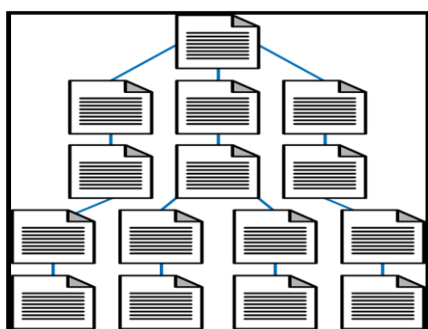


FIGURE 1. Deep site architecture

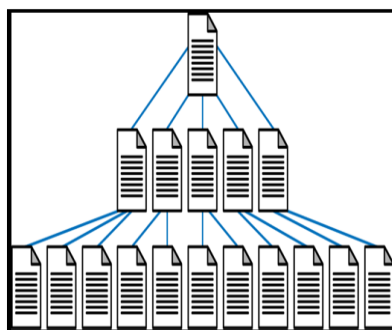


FIGURE 2. Flat site architecture

FLAT ARCHITECTURE	DEEP ARCHITECTURE
It has minimum no. of clicks to reach the web pages.	It has maximum no. of clicks to reach the WebPages.
It creates short path and link architecture.	It creates long path and link architecture.
For crawling it is very easy.	For crawling it is difficult.
It is also easy for visitors.	It is complex for visitors.
As per the search engine it is good architecture.	As per the search engine it is not good architecture.
It prepares root tree concept.(figure 2)	It prepares random tree concepts.(figure1)

Q.4 what is PAGINATION?

Definition: Pagination, the practice of creating a sequence of pages to break up long Lists of elements or long articles.

- ✓ Some ecommerce sites use pagination for product catalogs that have more products than they wish to show on a single page), is problematic for many reasons.
- ✓ Reasons to avoid pagination :
 1. Pagination provides virtually no topical relevance.
 2. Pagination can potentially create duplicate content problems or be seen as indicative of poor-quality content.
 3. Pagination can create spider traps, and having hundreds or thousands of extraneous, low-quality pages can be detrimental to search visibility.



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Q.5 Explain Search-Friendly Site Navigation.2M/3M

- ✓ Website navigation is something that web designers have been putting considerable thought and effort into since websites came into existence.
- ✓ Even before search engines were significant, navigation played an important role in helping users find what they wanted.
- ✓ It plays an important role in helping search engines understand your site as well.

➤ Basics of search engine friendliness:

- ✓ The search engine spiders need to be able to read and interpret your website's code to properly spider and index the content on your web pages.
- ✓ Do not confuse this with the rules of organizations such as the World Wide Web Consortium (W3C), which issues guidelines on HTML construction.
- ✓ Although following the W3C guidelines can be a good idea, the great majority of sites do not follow these guidelines, so search engines generally overlook violations of these rules as long as their spiders can parse the code.

Q.6 List Site elements that are problematic for spiders.1M/2M

- ✓ While simple HTML is not a problem for the spiders, many other types of content may appear on a web page that work well for humans but not so well for search engines. Here are some of the most common problem areas.
- ✓ **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.**

Q.7 Explain Frames and URL issue in detail.3M

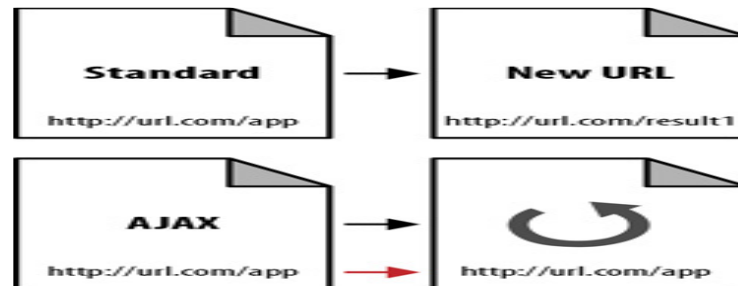
- ✓ For search engines, the biggest problem with frames and iframes is that they often hold the content from two or more URLs on a single page.
- ✓ For users, the issue is that search engines, which direct searchers to only a single URL, may get confused by frames and direct visitors to single pages (orphan pages) inside a site intended to show multiple URLs at once.



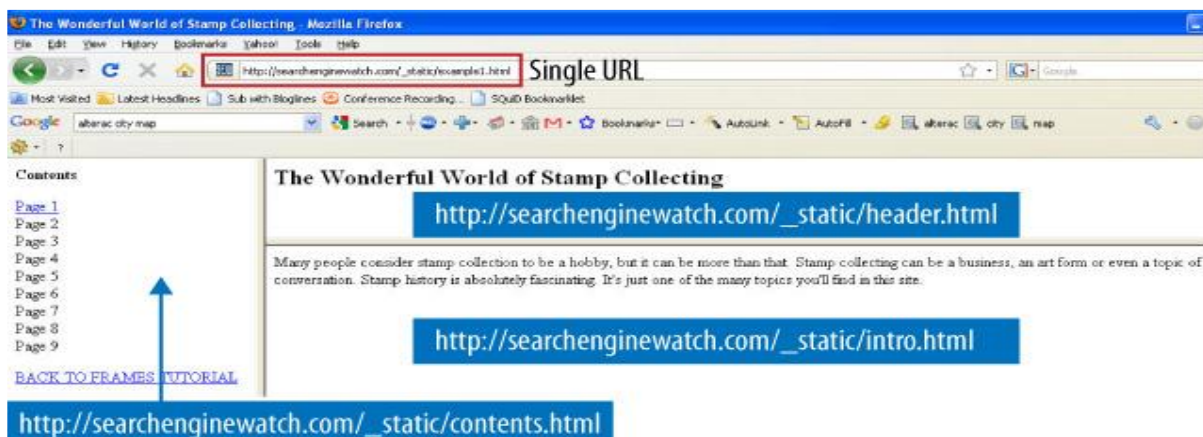
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- ✓ Figure shows an example page that illustrates how multiple pages are combined into a single URL with frames, which results in link distribution and spidering issues.



➤ Search engine–friendly navigation guidelines:

- ✓ Although search engine spiders have become more advanced over the years, the basic premise and goals remain the same: spiders find web pages by following links and record the content of the pages they find in the search engine's index (a giant repository of data about websites and pages).

➤ Implement a text link–based navigational structure:

- ✓ If you choose to create navigation in Flash, JavaScript, or some other technology the search engine may be unable to parse, make sure to offer alternative text links in HTML for spiders to ensure that automated robots (and visitors who may not have the required browser plug-ins) can reach your pages.



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➤ Beware of “spider traps”:

- ✓ Even intelligently coded search engine spiders can get lost in infinite loops of links that pass between pages on a site.

➤ Watch out for session IDs and cookies:

- ✓ If you limit the ability of a user to view pages or redirect based on a cookie setting or session ID, search engines may be unable to crawl your content.

➤ Be mindful of server, hosting, and IP issues:

- ✓ Server issues rarely cause search engine ranking problems—but when they do, disastrous consequences can follow.
- ✓ The engines are acutely aware of common server problems, such as downtime or overloading, and will give you the benefit of the doubt (though this will mean your content cannot be spidered during periods of server dysfunction).

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Search engines navigation does not support ...	Flash, JavaScript
2	Problematic elements for crawlers are.....	Java, images, audio, and video. Adobe Shockwave files, Java embeds, audio, and video (in any format)

Q.8 Explain Root Domains, Sub domains, and Micro sites in detail.3M/5M



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- ✓ Among the common questions that arise when structuring a website (or restructuring one) are whether to host content on a new domain, when to use subfolders, and when to employ micro sites.

➤ Individual pages/URLs:-

These are the most basic elements of the Web: filenames much like those that have been Found on computers for decades, which indicate unique documents.

A typical URL might look something like: <http://www.yourdomain.com/page.html>.

➤ Subfolders:-

- ✓ The folder structures that websites use can also inherit or be assigned metrics by search engines (though there's very little information to suggest that they are used one way or another).
- ✓ In the URL <http://www.yourdomain.com/blog/post17.html>, /blog/ is the subfolder and post17.html is the name of the file in that subfolder.

➤ Sub domains/fully qualified domains (FQDs)/third-level domains:-

- ✓ In the URL <http://blog.yourdomain.com/page.html>, three kinds of domain levels are present. The top-level domain (also called the TLD or domain extension) is .com, the second-level domain is your domain, and the third-level domain is blog. The third-level domain is sometimes referred to as a sub domain.
- ✓ The word sub domain when referring to www, although technically, this too is a sub domain.

➤ Complete root domains/host domains/pay-level domains (PLDs)/second-level domains:-

- ✓ The domain name you need to register and pay for, and the one you point DNS settings toward, is the second-level domain (though it is commonly improperly called the “top-level” domain).



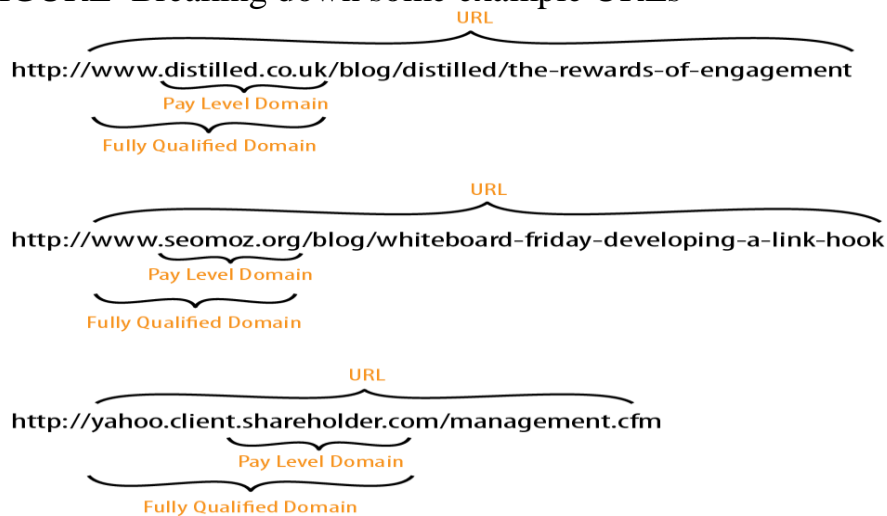
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- ✓ In the URL <http://www.yourdomain.com/page.html>, yourdomain.com is the second-level domain. Other naming conventions may refer to this as the “root” or “pay-level” domain. FIGURE Breaking down some example URLs



➤ When to Use a Subfolder:-

- ✓ If a subfolder will work, it is the best choice 99.9% of the time. Keeping content on a single root domain and single sub domain (e.g., <http://www.yourdomain.com>) gives the maximum SEO benefits, as the engines will maintain all of the positive metrics the site earns around links, authority, and trust and will apply these to every page on the site.

➤ When to Use a Sub domain:-

- ✓ If your marketing team decides to promote a URL that is completely unique in content or purpose and would like to use a catchy sub domain to do it, using a sub domain can be practical. [Maps.google.com](http://maps.google.com) is an example of where the marketing considerations make a sub domain an acceptable choice.

➤ When to Use a Separate Root Domain:-



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- ✓ If you have a single, primary site that has earned links, built content, and attracted brand attention and awareness, it is very rarely advisable to place any new content on a completely separate domain.

Q.9 what is Micro sites? 1M/2M

- ✓ Micro sites are a concept of minimum optimization to avoid access of multiple sites.
- ✓ There is a lot of debate about micro sites, and although we generally recommend that you do not saddle yourself with the hassle of dealing with multiple sites and their SEO risks and disadvantages, it is important to understand the arguments, even if there are only a few, in favor of doing so.
- 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.
- Multiple sites split the benefits of links:
 - ✓ A single good link pointing to a page on a domain positively influences the entire domain & every page on it.
 - ✓ 100 links to Domain A \neq 100 links to Domain B+1 link to Domain A (from Domain B)



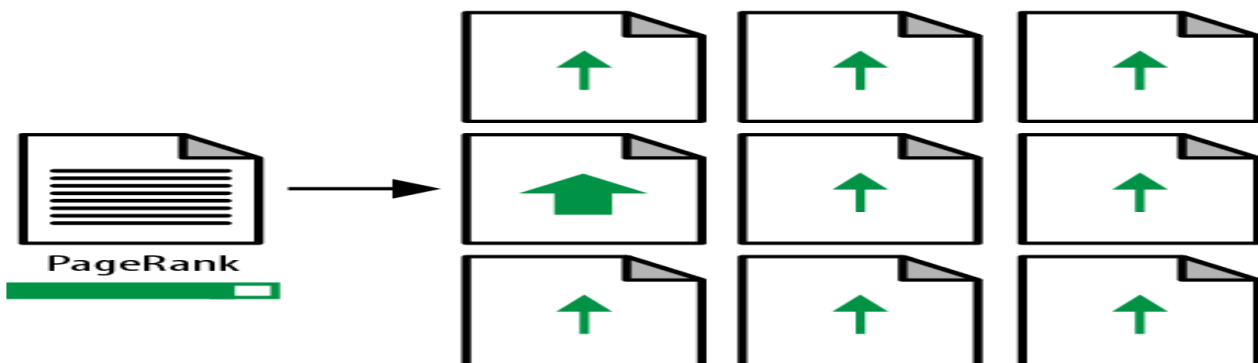
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The rising tide (of a link) lifts all boats (on the domain)



**Not only does the individual page
gain rankings, the entire domain
(and every page on it) receives
some ranking benefit**

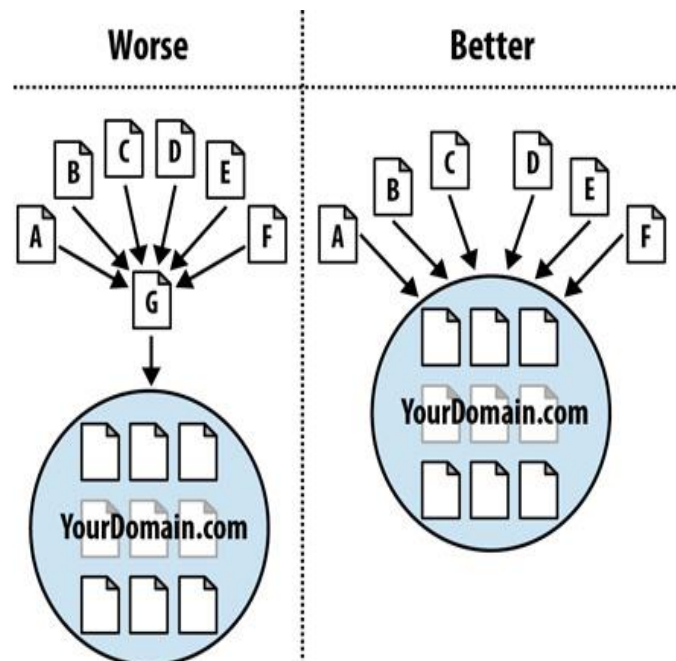


FIGURE How direct links to your domain are better



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✓ When to Use a TLD(TOP LEVEL DOMAIN) Other than .com

- ✓ There are only a few rare situations in which you should consider using a TLD other than .com:
 - When you own the .com and want to redirect to a .org, .tv, .biz, etc., possibly for Marketing/ branding/geographic reasons. Do this only if you already own the .com and Can redirect.
 - When you can use a .gov, .mil, or .edu domain (.jobs, though technically restricted to HR and hiring organizations, is available to anyone who hires and doesn't have any Special search benefits).
 - When you are serving only a single geographic region and are willing to permanently Forego growth outside that region (e.g., .co.uk, .de, .it, etc.).
 - When you are a nonprofit and want to distance your organization from the commercial World. In this case, .org may be for you.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	TLD means.....	Top level Domain
2	What is micro sites....	It is a concept of minimum optimization to avoid multiple no. of sites.

Q.10 Explain Optimization of Domain Names/URLs in detail.5M

- ✓ Two of the most basic parts of any website are the domain name and the URLs for the pages of the website. This section will explore guidelines for optimizing these important elements.
 - **Optimizing Domains:**
- ✓ When a new site is being conceived or designed, one of the critical items to consider is the naming of the domain, whether it is for a new blog, a company launch, or even just a friend's website.



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➤ Brainstorm five top keywords:

- ✓ When you begin your domain name search, it helps to have five terms or phrases in Mind that best describe the domain you're seeking.

1. Make the domain unique:

- ✓ Having your website confused with a popular site that someone else already owns is a recipe for disaster.
- ✓ Thus, never choose a domain that is simply the plural, hyphenated, or misspelled version of an already established domain.

2. Choose only .com-available domains or the ccTLD for your country:

- ✓ If you're not concerned with type-in traffic, branding, or name recognition, you don't need to worry about this one.
- ✓ However, if you're at all serious about building a successful website over the long term, you should be worried about all of these elements, and although directing traffic to a .net or .org is fine, owning and 301'ing the .com, or the ccTLD for the country your website serves (e.g., .co.uk for the United Kingdom), is critical.

3. Make it easy to type:

- ✓ If a domain name requires considerable attention to type correctly due to spelling, length, or the use of unmemorable words or sounds, you've lost a good portion of your branding and marketing value.

4. Make it easy to remember:

- ✓ Remember that word-of-mouth marketing relies on the ease with which the domain can be called to mind.

5. Keep the name as short as possible:

- ✓ Short names are easy to type and easy to remember (see the previous two rules).



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6. Create and fulfill expectations:

- ✓ When someone hears about your domain name for the first time, he should be able to instantly and accurately guess what type of content he might find there.

7. Avoid trademark infringement:

- ✓ This is a mistake that isn't made too often, but it can kill a great domain and a great company when it is. To be sure you're not infringing on anyone's registered trademark with your site's name, visit the US Patent and Trademark office site (<http://www.uspto.gov/trademarks/index.jsp>) and search before you buy.

8. Set yourself apart with a brand:

- ✓ Using a unique monitor is a great way to build additional value with your domain name.

10. Reject hyphens and numbers:

- ✓ Both hyphens and numbers make it hard to convey your domain name verbally and fall down on being easy to remember or type. Avoid Roman or spelled-out numerals in domains, as both can be confusing and mistaken for the other.

11. Don't follow the latest trends:

- ✓ Website names that rely on odd misspellings (as do many Web 2.0-style sites), multiple hyphens (such as the SEO-optimized domains of the early 2000s), or uninspiring short adjectives (such as "top...x," "best...x," "hot...x") aren't always the best choice.

12. Use an AJAX domain selection tool:

- ✓ Websites such as Name boy and Domjax make it exceptionally easy to determine the availability of a domain name. Just remember that you don't have to buy through these services. You can find an available name that you like, and then go to your registrar of choice.



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*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Developer must not include...	Never choose a domain that is simply the plural, hyphenated, or misspelled version of an already established domain.
2	Domain name must be...	Small, unique and easy to type & remember

Q.11 Explain about Picking the Right URLs in detail.

Or Explain keyword targeting in URLs.5M

- ✓ Search engines place some weight on keywords in your URLs. Be careful, however, as the search engines can interpret long URLs with numerous hyphens in them (e.g., Buy-this-awesome-product-now.html) as a spam signal.
- ✓ What follows are some guidelines for selecting optimal URLs for the pages of your site(s).

➤ Describe your content:

- ✓ An obvious URL is a great URL. If a user can look at the address bar (or a pasted link) and make an accurate guess about the content of the page before ever reaching it, you've done your job.
- ✓ Keep it short
- ✓ Static is the way
- ✓ The search engines treat static URLs differently than dynamic ones. Users also are not fond of URLs in which the big players are?, &, and =. They are just harder to read and understand.
- ✓ Descriptive are better than numbers
If you're thinking of using 114/cat223/ you should go with /brand/adidas/ instead
- ✓ Keywords never hurt.
If you know you're going to be targeting a lot of competitive keyword phrases on your Website for search traffic, you'll want every advantage you can get.



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- ✓ Sub domains aren't always the answer
First off, never use multiple sub domains (e.g., product.brand.site.com); they
Are unnecessarily complex and lengthy.
- ✓ Use fewer folders
- ✓ A URL should contain no unnecessary folders (or words or characters, for that matter).
Hyphens separate best
- ✓ When creating URLs with multiple words in the format of a phrase, hyphens are best
to separate the terms (e.g., /brands/dolce-and-gabbana/), but you can also use plus
signs (+).

Keyword Targeting:-

- ✓ This practice has long been a critical part of search engine optimization, and although
other metrics (such as links) have a great deal of value in the search rankings, keyword
usage is still at the core of targeting search traffic.
- ✓ The first step in the keyword targeting process is uncovering popular terms and
phrases that searchers regularly use to find the content, products, or services your site
offers. There's an art and science to this process, but it consistently begins with a list
of keywords to target.

Title Tags:

- ✓ Do keep in mind, however, that a title tag for any given page must directly correspond
to that page's content.
- ✓ Place your keywords at the beginning of the title tag.
- ✓ Limit length to 65 characters (including spaces).
- ✓ Use a divider. (-,>,/)
- ✓ Target searcher intent.
- ✓ Be consistent.

Meta Description Tags:



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- ✓ Meta descriptions have three primary uses:
 - To describe the content of the page accurately and succinctly
 - To serve as a short text “advertisement” to click on your pages in the search results
 - To display targeted keywords, not for ranking purposes, but to indicate the content to Searchers
- ✓ Here are seven good rules for Meta descriptions:
 - Tell the truth.
 - Keep it succinct. Be wary of character limits—currently Google displays up to 160 characters,
 - Author ad-worthy copy.(short and sweet)
 - Analyze psychology.
 - Include relevant keywords.
 - Don’t employ descriptions universally.

✚ Heading (H1, H2, H3) Tags:

- ✓ The Hx tags in HTML (<h1>, <h2>, <h3>, etc.) are designed to indicate a headline hierarchy in a document. Thus, an <h1> tag might be considered the headline of the page as a whole, whereas <h2> tags would serve as subheadings, <h3>s as tertiary-level headlines, and so forth.
- ✓ The search engines have shown a slight preference for keywords appearing in heading tags, notably the <h1> tag (which is the most important of these to employ).

✚ Document Text:

- ✓ As far as the search engines are concerned, however, the text in a document—and particularly the frequency with which a particular term or phrase is used— has very little impact on how happy a searcher will be with that page.

✚ Image Filenames and alt Attributes:



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- ✓ The filename Image alt text in html coding.

Boldface Text:

- ✓ Some SEO professionals who engage in considerable on-page optimization testing have noticed that, all else being equal, a page that includes the targeted keyword(s) in `` or `` tags (HTML elements that boldface text visually) outrank their counterparts that do not employ boldface.

Long-Tail Keyword Targeting:

- ✓ Developer also focuses on Long tail keywords.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	<code><h2></code> is used for	Subheading in webpage
2	Maximum character in title tag is...	65 to 70 characters
3	Maximum character in Meta tag is...	150 to 160 characters

Q.12 Explain Content Optimization in detail.3M/5M

- ✓ Content optimization relates to how the presentation and architecture of the text, image, and multimedia content on a page can be optimized for search engines. Many of these recommendations are second-order effects.
- ✓ If you regularly practice the techniques in this section, you'll earn better consideration from the engines and from the human activities on the Web that influence their algorithms.

Content Structure:



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- ✓ Because SEO has become such a holistic part of website development and improvement, it is no surprise that content formatting—the presentation, style, and layout choices you select for your content—is a part of the process.

possible source of confusion

Arial: **Illustration**

Verdana: **Illustration**

the difference is clear

Content length and word count:

- ✓ Content length is another critical piece of the optimization puzzle that's mistakenly placed in the “keyword density” or “unique content” bucket of SEO.
- ✓ Lengthy pieces often don't fare particularly well on the Web (with the exception, perhaps, of the one-page sales letter), whereas short-form and easily digestible content often has more success.

Visual layout:

- ✓ Last but not least in content structure optimization is the display of the material. Beautiful, simplistic, easy-to-use, and consumable layouts instill trust and garner far more readership and links than poorly designed content wedged between ad blocks that threaten to overtake the page.

CSS and Semantic Markup:

- ✓ Cascading Style Sheets (CSS) is commonly mentioned as a best practice for general web design and development, but its principles provide some indirect SEO benefits as well.

Google used to recommend keeping pages smaller than 101 KB:



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- ✓ It used to be a common belief that there were benefits to implementing pages that were small in size.
- ✓ Now, however, search engines deny that code size is a factor at all, unless it is really extreme. Still, keeping file size low means faster load times, lower abandonment rates, and a higher probability of the page being fully read and more frequently linked to.
- ✓ You can use CSS code to provide emphasis, to quote/reference, and to reduce the use of tables and other bloated HTML mechanisms for formatting, which can make a positive difference in your SEO.

Schema.org and Micro formats:

- ✓ In June 2011, Google, Bing, and Yahoo! came together to announce a new standard for markup called Schema.org.
- ✓ You can see a copy of the announcement at <http://googleblog.blogspot.com/2011/06/introducing-schemaorg-search-engines.html>.
- ✓ This represented a new level of commitment by the search engines to the concept of marking up content, or more broadly, allowing the publisher to provide information about the content to the search engines.

✓ *1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	Text based Web page size is.	101KB
2	Schema.org was developed in which year...	June 2011
3	CSS stands for	Cascading Style Sheets

Q.13 List types of content.1M



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- There are 4 types of content.
- ✓ Unique Content
- ✓ Snippets Content
- ✓ Shingles Content
- ✓ Duplicate Content.

Q.14 How to Avoid Duplicate Content on Your Own Site.1M/2M

- ✓ Here is a summary of the guidelines on the simplest solutions for dealing with a variety of scenarios:
 - Use the canonical tag. This is the next best solution to eliminating the duplicate pages.
 - Use robots.txt to block search engine spiders from crawling the duplicate versions of Pages on your site.
 - Use the robots No Index Meta tag to tell the search engine not to index the duplicate Pages.
- ✓ Be aware, however, that if you use robots.txt to prevent a page from being crawled, using No Index or No Follow on the page itself will not make sense: the spider can't read the page, so it will never see the No Index or No Follow tag.

Q.15 what's a Cookie? 1M/2M

- ✓ A cookie is a small text file that websites can leave on a visitor's hard disk, helping them to track that person over time.
- ✓ Cookies are the reason Amazon.com remembers your username between visits and the reason you don't necessarily need to log in to your Hotmail account every time you open your browser.
- ✓ Cookie data typically contains a short set of information regarding when you last accessed a site, an ID number, and, potentially, information about your visit.



Q.16 What Are Session IDs? 1M/2M



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- ✓ Session IDs are virtually identical to cookies in functionality, with one big difference:
- ✓ When you close your browser (or restart), session ID information is (usually) no longer stored on your hard drive.
- ✓ Figure illustrates. The website you were interacting with may remember your data or actions, but it cannot retrieve session IDs from your machine that don't persist (and session IDs by default expire when the browser shuts down).
- ✓ In essence, session IDs are like temporary cookies (although, as you'll see shortly, there are options to control this).

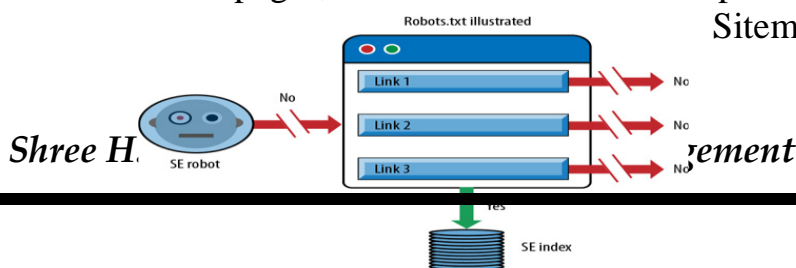
Reference topic:

How Do Search Engines Interpret Cookies and Session IDs?

- ✓ They don't. Search engine spiders are not built to maintain or retain cookies or session IDs and act as browsers with this functionality shut off.
- ✓ Despite the occasional access engines are granted to cookie/session-restricted pages, the vast majority of cookie and session ID usage creates content, links, and pages that limit access.

Q.17 Explain the robots.txt file in detail.2M/3M

- ✓ This file is located on the root level of your domain (e.g., <http://www.yourdomain.com/robots.txt>), and it is a highly versatile tool for controlling what the spiders are permitted to access on your site. You can use robots.txt to:
 - Prevent crawlers from accessing nonpublic parts of your website
 - Block search engines from accessing index scripts, utilities, or other types of code
 - Avoid the indexation of duplicate content on a website, such as “print” versions of HTML pages, or various sort orders for product catalogs Auto discover XML Sitemaps





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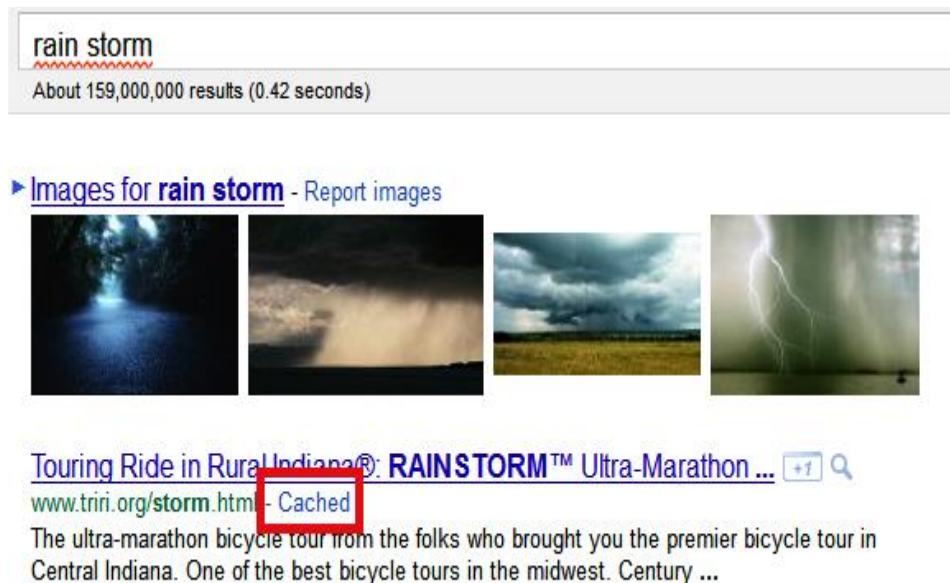
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- ✓ Google, Yahoo!, Bing, Ask, and nearly all of the legitimate crawlers on the Web will follow the instructions you set out in the robots.txt file.
- ✓
- ✓ Commands in robots.txt are primarily used to prevent spiders from accessing pages and subfolders on a site, though they have other options as well.

Q.18 Explain the Meta robots tag in detail.1M/2M

- ✓ The Meta robots tag has three components: cache, index, and follow. The cache component instructs the engine about whether it can keep the page in the engine's public index, available via the "cached snapshot" link in the search results (see Figure).



Q.19 Explain the canonical tag in detail.1M/2M

- ✓ This tag is useful to identify duplicate content in your particular webpage.
- ✓ In February 2009, Google, Yahoo!, and Microsoft announced a new tag known as the canonical tag (sometimes referred to as rel="canonical"). This tag was a new construct designed explicitly for the purposes of identifying and dealing with duplicate content. Implementation is very simple and looks like this:

`<link rel="canonical" href="http://www.seomoz.org/blog" />`



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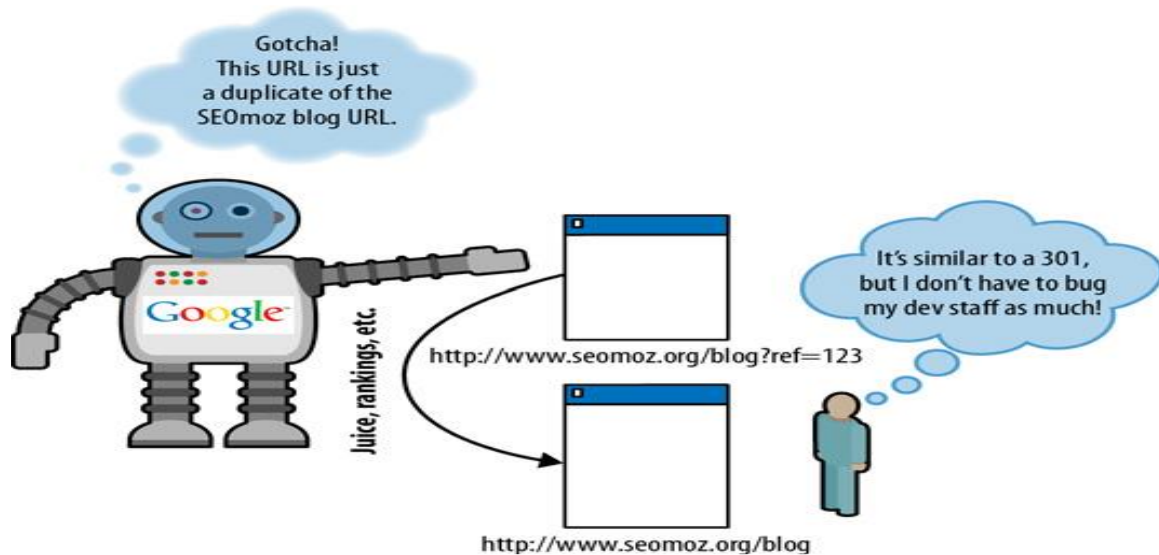


FIGURE- How search engines look at the canonical tag

Q.20 Explain Blocking and cloaking by IP address range in detail.2M/3M

- ✓ You can block particular bots from crawling entire IP addresses or ranges through server-side restrictions on IPs.
- ✓ Most of the major engines crawl from a limited number of IP ranges, making it possible to identify them and restrict access.
- ✓ This technique is, ironically, popular with webmasters who mistakenly assume that search engine spiders are spammers attempting to steal their content, and thus block the IP ranges to restrict access and save bandwidth.

Using iframes:



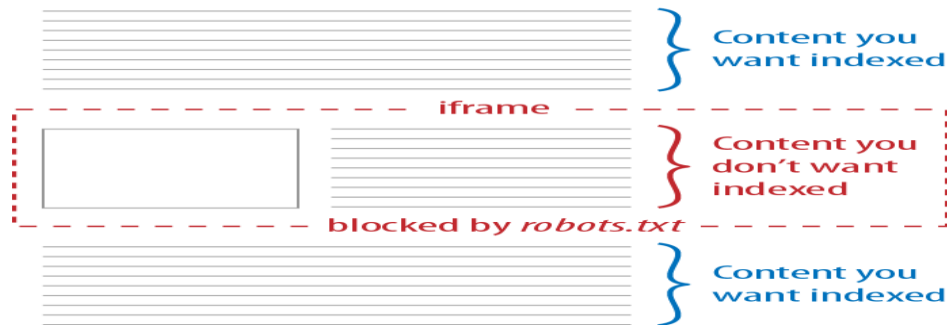
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Your web page



Hiding text in images

- ✓ As we discussed previously, the major search engines still have very limited capacity to read text in images (and the processing power required makes for a severe barrier). Hiding content inside images isn't generally advisable, though, as it can be impractical for alternative devices (mobile devices, in particular) and inaccessible to others (such as screen readers).

Q.21 what is redirect? Explain in detail.3M/5M

- ✓ A redirect is used to indicate when content has moved from one location to another. For example, suppose you have some content at <http://www.yourdomain.com/old.html>, and you decide to restructure your site.
- ✓ As a result of this restructuring, your content may move to <http://www.yourdomain.com/critical-keyword.html>.

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 be found for any reason.



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Good and Bad Redirects:

- ✓ It turns out that there is more than one way to perform a redirect, and they are not all created equal.
- ✓ There are two major types of redirects that can be implemented, tied specifically to the HTTP status code returned by the web server to the browser. These are:
 - “301 moved permanently”
- ✓ This status code tells the browser (or search engine crawler) that the resource has been permanently moved to another location, and there is no intent to ever bring it back.
 - “302 moved temporarily”
- ✓ This status code tells the browser (or search engine crawler) that the resource has been temporarily moved to another location, and that the move should not be treated as permanent.
- ✓ Both forms of redirect send a human or a search engine crawler to the new location, but the search engines interpret these two HTTP status codes in very different ways.

Q.22 Explain about Content Management System (CMS) Issues in detail.3M/5M

- ✓ When looking to publish a new site, many publishers may wonder whether they need to use a CMS, and, if so, how to ensure that it is SEO-friendly.
- ✓ It is essential to determine whether a CMS is necessary before embarking on a web development project. You can use the flowchart in Figure to help guide you through the process.



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Do You Need A CMS For Your Site?

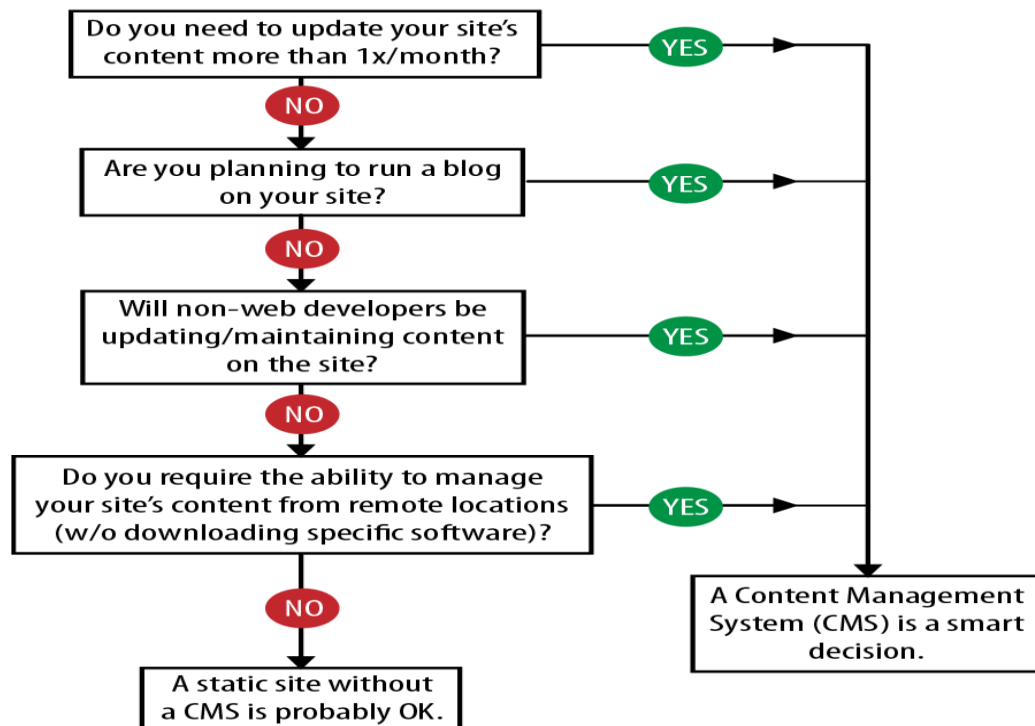


FIGURE- Flowchart to determine whether you need a CMS

- ✓ The next step involves understanding how to ensure that a CMS will be search engine–friendly. Here is a list of basic SEO issues that you should be aware of when dealing with CMSs (both prebuilt and custom-made).
- ✓ By dealing with these, you will ensure a relatively smooth platform for content delivery:

- 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



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- 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 anti spam mechanisms
- ✓ The problem with comments/trackbacks/pingbacks is that they are vectors for spam, so if you have one or more of these features enabled, you will be spammed. Therefore, effective spam prevention in the form of Akismet, Mollom, or Defensio is a must.

Q.23 Explain about Selecting a CMS.3M

- ✓ There are many factors to consider when choosing an existing CMS. Many CMSs are free, but some of them are proprietary, with a license cost per site.
- ✓ The majority of CMSs were not designed with security, stability, search friendliness, and scalability in mind, though in recent years a few vendors have developed excellent CMSs that have search friendliness as their primary focus.
- ✓ Popular CMS solutions that the authors have experience with include Joomla, Drupal, Pixel silk, and Word Press. Each of these has strong support for SEO, but each of them requires some configuration for optimal results.
- ✓ Make sure you get that help up front to get the SEO for your site off to a strong start. Electing a CMS is an important process. If you make the wrong choice, you will doom Your site to failure. Like most software, CMSs are a moving target—what’s missing Today may be a new feature tomorrow.



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
Nr.Amrपाली Railway crossing
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645

✚ Third-Party CMS Add-ons:

- ✓ Many CMS platforms offer third-party plug-ins or add-ons that extend the core functionality of the CMS. In the Word Press plug-in directory alone there are over 15,000 plug-ins.
- ✓ Plug-ins provides a simple way to add new SEO features and functionality, making the CMS much more flexible and future-proof. It is particularly helpful when there is an active community developing plug-ins.
- ✓ Google announced in November 2011 that it is continuing to expand its ability to execute JavaScript, and it is known that Google can now index Face book Comments.
- ✓ It may be able to read reviews implemented with Bazaar Voice or Power Reviews in the near future, but what it can and cannot execute is not fully known.
- ✓ To be safe, one novel solution to the JavaScript problem is to execute the JavaScript, extract the content from its encrypted form, and present it in plain-text format so that the search engines can see it.

*1 WORD QUESTION ANSWERS:-

SR. NO	QUESTIONS	ANSWERS
1	CMS stand for	Content Management System
2	Crawler friendly site developed with which language.	CMS language
3	If you make the wrong choice in selecting CMS then it creates	Failure



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
Nr.Amrapali Railway crossing
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinanagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645

Q.24 what is Flash? Explain it.2M/3M

- ✓ **Flash is popular on the Web, but it presents challenges to the search engines in terms of indexing the related content.**
- ✓ This creates a gap between the user experience with a site and what the search engines can find on that site.
- ✓ It used to be that search engines did not index Flash content at all. In June 2008, Google announced that it was offering improved indexing of this content (<http://googlewebmastercentral.blogspot.com/2008/06/improved-flash-indexing.html>). This announcement indicates that Google
- ✓ Here are some reasons 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 crawl able.
- ✓ Note that it used to be that you could not test the crawl ability of Flash, but the Adobe Search Engine SDK does allow you to get an idea as to how the search engines will see your Flash file.

Flash Coding Best Practices:(Advanced Topic For Knowledge)

- ✓ **Flash Meta tags:**
- ✓ Beginning with Adobe/Macromedia Flash version 8, there has been support for the addition of **title and description meta tags to any .swf file**. Not all search engines are able to read these tags yet, but it is likely that they will soon.



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT. (AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
Nr.Amrapali Railway crossing
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645

✓ Adobe Flash Search Engine SDK:

- ✓ Flash developers may find the SDK useful for server-based text and link extraction and conversion purposes, or for client-side testing of their Flash content against the basic Adobe (formerly Macromedia) Flash Search Engine SDK code.
- ✓ Tests have shown that Google and other major search engines now extract some textual content from Flash .swf files. It is unknown whether Google and others have implemented Adobe's specific Search Engine SDK technology into their spiders, or whether they are using some other code to extract the textual content.

✓ Internal Flash coding:

- ✓ Search engines currently do not read traced text (using the trace() function) or text that has been transformed into a shape in Flash (as opposed to actual characters). Only character-based text that is active in the Flash stage will be read (see Figure).

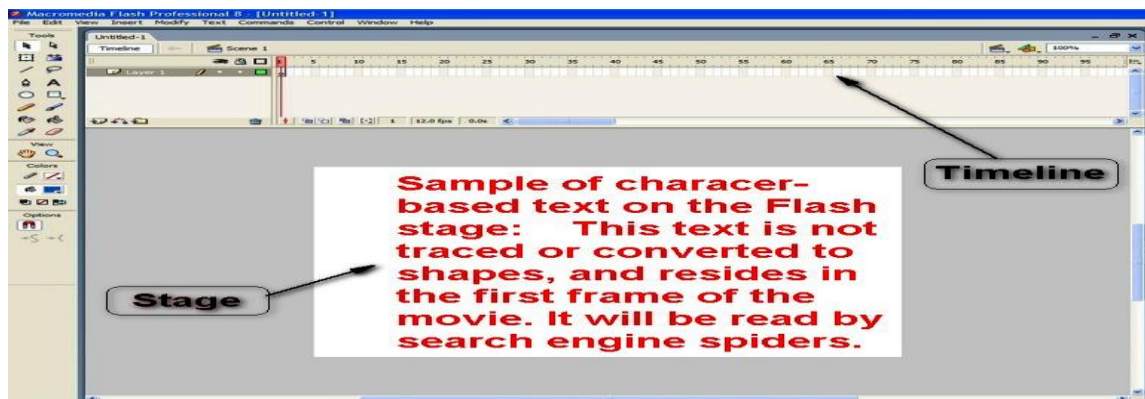


FIGURE- Example of spider-readable text inside a Flash program

- ✓ Search engine spiders do not see dynamically loaded content (text added from an external source, such as an XML file).
- ✓ The font size of text does not affect search engines; they read any size font.
- ✓ Special characters such as <, >, &, and “ are converted to HTML character references (<, >, &, and ") and should be avoided.



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
Nr.Amrapali Railway crossing
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2440478

3 – Vaishalinanagar,
Nr. Amrapali Railway crossing,
Raiya Road,
Rajkot – 360001.
Ph No. 0281- 2471645

➤ SWFObject and No Script tags:

- ✓ Because alternative content workarounds for SEO of Flash files have been historically abused by spammers, we cannot recommend using these tactics to optimize your Flash files without providing a critical disclaimer.
- ✓ Google and other search engines do not algorithmically ban sites for using SWFObject and No Script tags; it usually requires human intervention to evoke a penalty or outright ban.
- ✓ The opportunity for abuse is obvious upon viewing the code. This small piece of code is placed

within the <head> tags:

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

```
<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>
```

- ✓ In the body of the text, the code looks something like Figure 6-48.
- ✓ FIGURE 6-48. Information between the <div> HTML tags is read by search engine spiders
- ✓ The **No Script tag** has been abused in “black hat” SEO attempts so frequently that caution should be taken when using it. Just as SWFObject and <div> tags can be misused for link and keyword stuffing, so too can the No Script tag.

➤ Scalable Inman Flash Replacement (sIFR):

- ✓ SIFR is a technique that uses JavaScript to read in HTML text and render it in Flash. The essential fact to focus on here is that the method guarantees that the HTML content and the Flash content are identical.



SHREE H.N.SHUKLA COLLEGE OF I.T. & MGMT.

(AFFILIATED TO SAURASHTRA UNIVERSITY)

2 – Vaishalinanagar,
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Rajkot – 360001.
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- ✓ One great use for this is to render headline text in an ant aliased font (this is the purpose for which sIFR was designed). This can provide a great improvement in the presentation of your site.

➤ Conclusion:-

- ✓ By now you should be aware that a search engine–friendly website is the first step toward SEO success. In the next chapter we will demonstrate how links are also a critical piece of the SEO puzzle—particularly when targeting highly competitive terms.
- ✓ However, if you have not made your site crawler-friendly and optimized, all of your other efforts—whether they be link development, social media promotion, or other tactics to improve search visibility and increase search traffic—will be wasted.