The Little Joomla SEO Book

How to make a Search Engine Optimized Joomla website

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Introduction

Why am I writing this book?

The Little Joomla SEO book that is…

Because I think Joomla is a great open source content management system and I think people who use it for there website should get the most out of it.
That means bringing your Joomla website to its full potential.

And one of the things to accomplish that is making your Joomla! Based website rank well in the Search Engines like Google, Live.com and Yahoo.

So what will you find?

I hope you find some answers to your questions like:
- how to make Joomla more Search Engine Friendly
- how to Optimize your Joomla site for Search Engines
- What do I have to do to get a better search engine ranking?

If you do, I am happy ☺

Why is this e-Book free?

Simple, because I like helping people by sharing my knowledge on this subject.
And of course I would like it very much if you would visit my site to find more information on Joomla and Search Engine Optimization.

Can You Guarantee my site will rank higher?

Simple answer: NO!
Nobody can, if someone tells you that they can *guarantee a number One position in Google*, run……and hide from them…they want your money, and lots of it….

How long before you see results form your SEO efforts?

That depends on a lot of factors beyond your control.
Search Engines have to crawl you site first, index it and bring those results to the Search Engine Results Pages for your keyword.
It also depends on the competition for the keyword you target…

Sometimes you see results in a Month, sometimes three, sometimes a takes a Year….
One thing is for sure! If you don't start now, it will take longer…so, what are you waiting for!!

Read On and get to work!

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Nr 1. Research your keywords.

You have to know what people are looking for, it just might not be what you think.
So try these links https://adwords.google.nl/select/KeywordToolExternal and
http://inventory.overture.com/d/searchinventory/suggestion/
I don't need to explain them to you, You know what to do when you get there.

Tip: In the Google Tool, when the results come in form "Keyword Popularity" sort them on Search Volume. Then click "add" on the once you like.
Then you are able to download the list Google created for you.

Nr 2. Create good Titles

By now you have your keywords list of high demand searches.
Put those keywords into your Title, but make it work the right way.
Create Titles that work!

For example "Templates for your Joomla website" will not rank higher in a Search Engine then "Free Joomla Templates – Download the Best Templates"

If you would find these to titles in a Search Engine, which one would you click?

Tip: Want to read more on How to create effective Titles? Go to
http://www.copyblogger.com

Nr. 3 Create Quality Content

I won't go into this one to deep, it speaks for itself.
If you build a website, make it stand out with high quality content that people are coming back to because they want to read and read again.

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They might even place it into there favourites and send it to there friends…or even Digg it?

Best part from this is, if you are found and people click through the site and *don't go back* to search the some keyword again in Google, you just won some extra points for your Page rank

People don't read the page once they found it, they "scan" to see if it contains the right information they are looking for.
Make your pages "scan able" with short paragraphs and white space between sentences if it makes the page easier to read.
Use bullet-point if you are listing things like features of products, web readers love these sections… it gives them a quick overview.

Tip: Try to make pages that fit on one screen and make sure you have a "next" and "previous" item link at the bottom of each page, it can easily bring you more "click troughs"

Nr. 4 Create good Headings

Headings are the Text items that stand out, like "**Nr 4. Headings**" in HTML Country they come as <h1>Big Heading Nr 1!</h1> and <h2> Somewhat less Big Heading Nr 2</h2>
And there are their buddy's <h3>Nr 3 </3> and <h4> nr 4 </h4> and the list can go on and on…

For Search Engine's a H1 means that this most be really important!! So let's give it somewhat more power is somebody looks for the keyword within that Header.
A header H2 is given also so what more importance.
So make sure you have your Keywords in between those HTML Tags, most of the time your online WYSIWYG editor give you the option to select this kind of header.

Tip: Use the <h1> just once on a page just at the start, further down you can use some <h2> tags.
Too much of these <h1> tags and the Search Engine's will not give you what you want…you could get a penalty by a lower ranking.

Nr 5. Using Bold and Italics

The use of **Bold** and *Italic* Fonts are for Search Engines also an indication that this text is *Important* and is given a priority in showing them on the Search Engine Results page.

Ever wondered why on earth these one page sales pitches that go on and on and on… use **Bold Fat text on a Yellow background?**
Well, does this stand out or what… most be Important. Just analyze a few of them and look and learn how they put their major keywords in these fields.

Now I am NOT telling you to go there, unless you really need to, I don't think it looks nice on a "normal" website.
But Bold and Italics, yes you should use them!

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Create paragraph headings in Bold, so each paragraph stands on its own.

Tip: People "scan" a webpage, make sure you "capture" them with your paragraph headings in Bold, so they can easily see what your site is about and they can Jump to their section of Interest..

Nr 6. How to get the right Keyword density

This is one of the more difficult ones.
Keyword density means, in short, that you should balance the number of times you use your keyword on a page in relation to the total of words on that page.

Let's say you write down Joomla Templates 20 times on a page that has a total of 400 words, not including stop words.
Then you divide 20/400 = 5%
If you would do the same on a 100 words page, you get 20/100 =20% you are in trouble here!
With this rate, Search Engines consider this spamming and call it Keyword stuffing.
They will penalize you for this….basically try to keep it between 2% to 8%, some people go even as low as a maximum of 5%.
But don't spend to much time on this, just be aware your are not purposely overdoing it

Tip: Write your page like you normally would tell someone about your topic. Then read it again and see if your keywords distract you from reading in a normal flow.
If so, read and rewrite till it sounds naturally. ***Write for humans not search engines!***

Nr 7. Use your Alt Tags in Images

Alt tags for Images are most of the time overlooked or not used properly.
If you use images in your pages, make sure you always include Alt Tags.

Alt tags are shown instead of the image if you are reading through a text based browser.
They also come up if you hover of the image with your mouse pointer.

Make the tags (and images) fit the content of your page so if you got an image of a Joomla template, then the alt tag should read "Joomla Template example" and for the download icon…"Download your free Joomla Template here"

If possible, and this depends on you editor, try and use the Title tag as well.

In the source code it will come out as
```
<IMG SRC="joomla-template.jpg" WIDTH="140" HEIGHT="100" ALT="Joomla
Template example" TITLE="Joomla Template">
```

You might not see this text, but it is not hidden and Search Engine spiders will read it!

Tip: If you use images, make sure the relevant keywords are in the name of the image.
In the example above, I used an image called Joomla-template.jpg.
People are searching images more and more, via Google, Yahoo and Live…this will bring your site into the "Picture".

Nr 8. Using Meta tags or Not

Should you fill your Meta tags like Description and Keywords or not?
Some webmasters consider this a waste of time….

I am telling you it is definitely NOT a waste of time and a must do in my book.
Fill these items on every page, and think about their content!!

Why go trough all this trouble, there are even generators that can fill these fields for you.
In my opinion, they will not do such a good job as a Human can.

And before you go on and tell me the Keywords Meta tag is not as relevant as it used to be, I know….
But you should not stuff is with keywords and you should use only a few keywords that are also mentioned in the page content.
It won't harm your ranking in Google, but could help in other Search Engines like Live and Yahoo.

And the **Meta tag description**?
This is **real important**, as some of the Search Engines, yes even Google will use this if the can't use a part of the pages content.
So think long and hard about this description, you must make it like a small advertisement.

Try and search for a topic in Google, and look at the reason why you would click on a link!
First you read the Title that is displayed… next thing you read the description of the page that was found…got it?

Tip: Write your Description and Keywords if you are done with the content of the page.
This will make it a lot easier to make an excerpt of your page, and you already know which words you put on the page.

Nr 9. Use Internal Linking

If possible link your pages together with the titles.
This is called internal linking, but works for Search Engines just fine.

It is not as important as External links, but still you can control this better than anything else.
Make your links work for you, don't make your link in Graphics, or like Click Here it does not bring anything…
Well this one does, but it is not a good example of the way you should form your links.

Better would be Joomla SEO Search Engine Optimization for Joomla Sites - Pathos Now you see, you have all your keywords in there.

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If you are linking internally you should look for the same Link Build, so use the keywords, or use the Title of the page you are linking to.
You did get your Keywords in your Page titles, right?

Tip: A Sitemap is a really great way to get an overview of the site, as well as getting one page with all Internal linking, Search Engine Robots think this is great food! They will eat it.

Nr 10. External Linking

External linking is kind of a Hype right now, everybody seems to try and get more external links to there website.

Google does indeed give you a better ranking if you have a lot of links pointing to your website.
But, and this is a **BIG** but…
If these link come from a Bad Social neighbourhood you won't get what you are looking for, ranking wise that is.

Linking Farms, Websites with a lower PR then Yours, Websites linking to you that are not even close to your subject…they all pull you down instead of lifting you up.

Try to find the best sites that do not directly compete with you, but are close to, or on your website Topic, so they should be related.
And ask them friendly if they would link to you, in return for a link back from your website.

Try to make them all link to you in the same, give them the code for implementing the link!
That way you make it easier for them to link, and you have some control over the way they link.

Code you link code to include your major keyword in the description of the link!
Most webmaster ask for a link like: http://www.pathos-seo.com
What do you think that brings? Nothing! Because if People look for that, they already know your domain name.
But if you ask them to link like Joomla Optimization that will bring you much more visitors that don't know your domain.

Tip: Try to get a link from dmoz.org, which is a Directory with a reputation of being hard to get in.
That is because real human editors have to look at your website and decide if it is good enough and that can take a while.
Google Directory uses this as a base, sometimes even using their description of your website.

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Part 2: Joomla Basic Search Engine Optimization

1. Basic Technical Needs

The First thing we want are FURLs = Friendly Uniform Resource Locators.
This means that your URLs are reading like normal pages that contain your keywords.

This will give them a better Search Engine index as well as easier for you visitors to remember.

So a Link like
http://www.example.com/index.php?option=com_content&task=blogsection&id=0&Itemid=9

Will not do as well as http://www.example.com/news/new-seo-build-page.html

But to get this from Joomla we have to do two things:
1.   **Get Joomla basic SEO to work.**
2.   **Install a SEF Component**

1. Joomla Basic SEO on Apache and .htaccess

The First **requires** you to have a hosting platform based on **Apache** and with the **MOD_Rewrite**
for Apache turned on.

You can **check this** in Joomla itself from the administrator backend.
Choose menu item "system" next "System Info" and then the Tab **PHP Info**.
If you scroll down you will find a section called Apache, Loaded Modules.

If in doubt, ask you Hosting Provider Support team, they can turn it on for you as well.

Apache ready?
Lets us look at the htacces.txt file.
If you installed Joomla in a **Subdirectory**, you need to change one line

BaseRewrite

Then rename the file htaccess.txt to .htaccess via your FTP Program.

What happened? It disappeared from your screen!
That is because this file is very special to Unix, it is a hidden file and if you want to see it again, you
have to change your view to show you the hidden files.
Filezilla FTP has this as an option.

Everything ready?

Joomla Global Configuration Setting.

Go to the admin section and go to the Global Configuration.

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There is a Tab that is called SEO.
On that Tab there are two options, turn them both to on and push SAVE.

Now view your website in a new screen and click on some of your menu and content items.
You should get URLs like
http://www.example.com/12/34/25/

If your get 500 errors, that means your .htaccess is wrong, try again.

You can turn the first option in the SEO Tab off and your site is back.
This is why you should review in different screen, than it is faster to turn the option back off if it does not work.

You got the right URLs? Than it is Time for the next step.

Joomla SEF Component

 Open SEF
The Open-Sef Component is the one that I prefer!

There are several others:
SEF Advanced (Commercial)
ArtioSEF now JoomSEF (Free) successor of 404SEF
RemoSef (Free)

And they all have there special way of working (on not working)
I have tried them all myself and came to the conclusion that for my SEO efforts the Open-Sef Component works best.

I will tell you later what parameters to use.
But first, download the best Joomla SEF Component and Install it like a normal component.

Once you installed it, you have a menu choice OpenSEF

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Now let's check on some configuration details that work best for SEO.

Go to the configuration screen of OpenSEF and open the SEF Tab.

Look for Content URL Structure and choose from the dropdown box the option /category/title/

Content URL Structure: /Category/Title

This will get you a URL that contains both the category title and the page title.

You don't want the section in there because it means an extra long URL.
If you want you could just take the Title, but for me, the naming and including the categories is an extra bonus Keyword in the URL ☺

Save your settings!

Well, that is it for this part, but you are not ready to active Open-Sef just yet!

You need to change a few things in the .htaccess file!!

Joomla has a very well documented htaccess.txt file, so read the notes!
You have to disable the standard rewrite section and activate the Third Party Component part.

If you uploaded the right .htaccess, you can activate the OpenSef component.

For mote Information on .htaccess see the appendix A.

Joomla SEF Patch

Now that you have the basics of Joomla SEF running it is time for the next Optimization step.

This one is not as technical as the previous sections.
It requires you to download a file, unzip it and then upload some files via FTP.

Do you think you could manage that? If not, ask the person who installed Joomla for you, because you obviously did not do it yourself ☺

Step-by-Step:
• Download the Free SEF patch form http://www.joomlatwork.com
• Unzip the file, keep the directory structure in tact.
• Upload the files via FTP overwriting the Joomla core files.

Done!

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Hold on, what did you say?
What does it do?
It does a lot!! More then I will tell you….
Read the information on the website….just kidding..

Here are the key elements of the changes that this patch brings to optimize your Joomla website.

A better Title for your Joomla pages:
Standard from Joomla you get a title structured like "website name – page title"

A correct title and metatags for your menus
You get the possibility to set a title for each menu item and extra fields for a description and keywords.

More Control over metatags
A standard Joomla website always gives you the metatags from the global configuration first and then **ads** the content description and keywords to that field so you most always be aware of this as you write your metatags.

This patch alters that behaviour to the correct way of handling metatags.
The content Meta tags is used, without additions, simple as that.

Robots.txt change
In the standard Joomla robots.txt access to the images directory is not allowed.
This patch takes that restriction away, because it can bring in extra traffic from search results if people search for Images in Google, Live.com and Yahoo.

P.s. Remember the tip at nr 7 of the 10 key factors? Create Images with names that contain your keywords…. Just another way of getting traffic.

Sitemap

A sitemap is a must have for any website!
Search Engine spiders love these pages because they provide the complete content of a website.
Don't confuse this sitemap with the Google sitemap, you will learn about that one later on!

Joomap Component

Joomap is for this purpose one of the best.
You can download this component from http://developer.joomla.org/sf/projects/joomap

Install it like a normal Component and create a link to the component from one of you menus

You can completely change the way it looks via the Css of the component, but I never did and it looks perfectly in the templates I use
The only thing you could look into is whether you want one, two or more columns for the content of the webpage, and if you want all the menus or just selective ones.

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It also has a build in feature to generate a Google sitemap from this map, but I will tell you why you a better of with the one from the Open-Sef component.

Google Sitemap

See, I told you I would tell you about Google sitemap…
Google sitemap is a special file, which also contains the information about every webpage of your Joomla website.

But it is stored and constructed in a special way.
This file is an .xml file which stands for eXtensible Markup Language.
It is build from the protocol that Google has defined for this kind of information file.
As I write this, both Google, Yahoo en Live (msn) have joined together to use the protocol from
http://www.sitemaps.org

Creation of the Sitemap File
Now for you to use this file, you can simply let Open-Sef generate one from its database fields.
This will deliver you nice FURLs (Friendly URLs) into the sitemap.xml.

In Open-Sef you have the option to name the file anyway you want, my advice to you:
Use the name sitemap.xml, as this is likely to become a standard.
Also place the file in you root directory, because that is where Google expects it to be.

Change the OpenSef Google Sitemap configuration to:

Google Sitemap Settings

XML file name:	sitemap
Sitemap location:	http://www.pathos-seo.com/

For you to be able to generate this file, first place an empty file with the name sitemap.xml in your root and change the access to 707 to make is writable.
You can do this via your FTP program.

If you have done that, than go back to the OpenSef administration and generate the file.

After you created it, go the Google's webmaster central, login with your Google gmail account and got to the webmaster tools.
Follow the procedures to claim your domain and tell Google where the sitemap.xml file is located.
Let is rest for a while and let Google do there stuff….then go back and check if everything is oké and without errors.

I still have some hope that this sitemap.xml thing will get processed the same as the robots.txt file, but that's just me thinking about Google, Live an Yahoo sitemap.xml

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Search Engine Optimized Template

You probably are focused on this one great looking template that is loaded with Flash animations and has some beautiful graphics for the menu items that drops down via a special JavaScript.

My advice? Look beyond the eye candy and check a demo first…
If you look at the demo site, parse it through a spider view tool and see what is left of the content.
Or is your knowledge of HTML is sufficient, look at the source code yourself.

Because **"Content is King"** and spiders should be able to find there food!
If your lyrics are embedded in Flash, Images and JavaScript's…spiders are not very good in unwrapping, even if it's the best content around.

Choosing a Joomla Template

If you are going to look for a Joomla template, you have several options:
- Get a free template
- Buy a professional one
- Let someone build a custom one

Which way you want to go is up to you and your Budget.

It all depends on your needs and wants.
The second and third option of course brings more possibilities on having a Search Engine Optimized template.

What you should look for is a template that has it layout based on Css in stead of tables.

And that brings the content of the pages on the most desired place in the source code, so in the first place possible.

On my website you can find several links to free Joomla templates, Commercial templates and links to people who can produce very good custom made templates.

Otherwise, you can make one yourself… just download some free ones and start customizing yourself.

Key benefits of not using a free template
Your site has a more exclusive look so visitors are more likely to remember you.
You get support if something doesn't really work as you expected.

Expensive? Really Good Commercial templates can be bought at a price range starting from about 35 Dollars.
Now that is a good investment for you website.

Now Your done, or actually just beginning!

So, there you have it….
All the basic information on starting to make you Joomla website optimized for the Search Engines.

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Or at least you got the **technical stuff** in place, and you got the **10 key factors** on hand.
Now it is up to you to **write the best content** around on the subject of your website!

Write with passion and knowledge, continue to do so, even if it seems you don't get any results fast.
You got to have **patience** to build good long lasting websites that keep ranking well and that people want to link to and tell there friends about!

Build a Site that is visited time and time again, because there is good content, and that my dear friend is where your strengths is!!

You and only you are the major factor in real Search and Visitor optimized websites!!

So start building!!

P.s. If you need more information, or just want to visits an other website then your own:
Joomla SEO Search Engine Optimization for Joomla Sites - Pathos

Or my Blog Joomla SEO Blog by Pathos-Seo.com

Just to stay informed on new developments and more tips and tricks for Joomla SEO.

P.p.s:

You can send this file to any of your friends, college's or other interested party, even post it on your own website for download.
Provided you do not change the content of this file.

But please live up to this Copyright notice, thank You for doing so!

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Appendix A:

Information on .htaccess and Joomla.

The htaccess.txt file is part of the Joomla core download.
You should find it in the root of your Joomla installation.

The basic purpose of the .htaccess file here is to Rewrite the cryptic URL's from a dynamic content management system to more readable URL's

For Apache to be able to do that, it needs to know some things about the URL Joomla produces and how they should be handled

This information is stored in the .htaccess file.

Three things to look for if the file doesn't work as expected

Nr one: Your Joomla installation is in a subdirectory.
Then un remark # RewriteBase /   and change it to the right path like
RewriteBase /subdirectory or RewriteBase /~username/htdocs

Nr Two: Your web hosting does not support SymLinks.
In that is the case, place a remark # sing in front of
Options FollowSymLinks
so it then reads
Options FollowSymLinks

Nr Three: Your web hosting doesn't allow you to use your own .htaccess file
If that is the case, just ask them nicely if they could to active this option and explain them why you want it, they just might active it for you.

I have had such a problem before, and I did asked them and they were so nice to let me know that they would move my site to a server that supported these actions!!
The old one did not have that possibility.

There are three examples of Joomla htaccess files below.
Basic Joomla .htaccess
Basic Joomla .htaccess without the comments.
Third party SEF Joomla .htaccess

These three files are also on the website as txt files so you can copy them with a text editor

Below is a **basic Joomla .htaccess** file that comes with the remarks:

```
##
# @version $Id: htaccess.txt 4756 2006-08-25 16:07:11Z stingrey $
# @package Joomla
# @copyright Copyright (C) 2005 Open Source Matters. All rights reserved.
# @license http://www.gnu.org/copyleft/gpl.html GNU/GPL
# Joomla! is Free Software
##
```

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```
###########################################################
#  READ THIS COMPLETELY IF YOU CHOOSE TO USE THIS FILE
#
# The line just below this section: 'Options FollowSymLinks' may cause problems
# with some server configurations.  It is required for use of mod_rewrite, but may already
# be set by your server administrator in a way that dissallows changing it in
# your .htaccess file.  If using it causes your server to error out, comment it out (add # to
# beginning of line), reload your site in your browser and test your sef url's.  If they work,
# it has been set by your server administrator and you do not need it set here.
#
# Only use one of the two SEF sections that follow.  Lines that can be uncommented
# (and thus used) have only one #.  Lines with two #'s should not be uncommented
# In the section that you don't use, all lines should start with #
#
# For Standard SEF, use the standard SEF section.  You can comment out
# all of the RewriteCond lines and reduce your server's load if you
# don't have directories in your root named 'component' or 'content'
#
# If you are using a 3rd Party SEF or the Core SEF solution
# uncomment all of the lines in the '3rd Party or Core SEF' section
#
###########################################################

#####  SOLVING PROBLEMS WITH COMPONENT URL's that don't work #####
# SPECIAL NOTE FOR SMF USERS WHEN SMF IS INTEGRATED AND BRIDGED
# OR ANY SITUATION WHERE A COMPONENT's URL's AREN't WORKING
#
# In both the 'Standard SEF', and '3rd Party or Core SEF' sections the line:
# RewriteCond %{REQUEST_URI} ^(/component/option,com) [NC,OR] ##optional - see notes##
# May need to be uncommented.  If you are running your Joomla/Mambo from
# a subdirectory the name of the subdirectory will need to be inserted into this
# line.  For example, if your Joomla/Mambo is in a subdirectory called '/test/',
# change this:
# RewriteCond %{REQUEST_URI} ^(/component/option,com) [NC,OR] ##optional - see notes##
# to this:
# RewriteCond %{REQUEST_URI} ^(/test/component/option,com) [NC,OR] ##optional - see
notes##
#
###########################################################


##  Can be commented out if causes errors, see notes above.
Options FollowSymLinks

#
#  mod_rewrite in use

RewriteEngine On


# Uncomment following line if your webserver's URL
# is not directly related to physical file paths.
#  Update Your Joomla/MamboDirectory (just / for root)
```

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```
# RewriteBase /


########## Begin - Joomla! core SEF Section
############## Use this section if using ONLY Joomla! core SEF
## ALL (RewriteCond) lines in this section are only required if you actually
## have directories named 'content' or 'component' on your server
## If you do not have directories with these names, comment them out.
#
#RewriteCond %{REQUEST_FILENAME} !-f
#RewriteCond %{REQUEST_FILENAME} !-d
#RewriteCond %{REQUEST_URI} ^(/component/option,com) [NC,OR]          ##optional - see
notes##
#RewriteCond %{REQUEST_URI} (/|\.htm|\.php|\.html|/[^.]*)$  [NC]
#RewriteRule ^(content/|component/) index.php
#
########## End - Joomla! core SEF Section




########## Begin - 3rd Party SEF Section
############## Use this section if you are using a 3rd party (Non Joomla! core) SEF extension -
e.g. OpenSEF, 404_SEF, 404SEFx, SEF Advance, etc
#
RewriteCond %{REQUEST_URI} ^(/component/option,com) [NC,OR]          ##optional - see
notes##
RewriteCond %{REQUEST_URI} (/|\.htm|\.php|\.html|/[^.]*)$  [NC]
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteRule (.*) index.php
#
########## End - 3rd Party SEF Section




########## Begin - Rewrite rules to block out some common exploits
## If you experience problems on your site block out the operations listed below
## This attempts to block the most common type of exploit `attempts` to Joomla!
#
# Block out any script trying to set a mosConfig value through the URL
RewriteCond %{QUERY_STRING} mosConfig_[a-zA-Z_]{1,21}(=|\%3D) [OR]
# Block out any script trying to base64_encode crap to send via URL
RewriteCond %{QUERY_STRING} base64_encode.*\(.*\) [OR]
# Block out any script that includes a <script> tag in URL
RewriteCond %{QUERY_STRING} (\<|%3C).*script.*(\>|%3E) [NC,OR]
# Block out any script trying to set a PHP GLOBALS variable via URL
RewriteCond %{QUERY_STRING} GLOBALS(=|\[|\%[0-9A-Z]{0,2}) [OR]
# Block out any script trying to modify a _REQUEST variable via URL
RewriteCond %{QUERY_STRING} _REQUEST(=|\[|\%[0-9A-Z]{0,2})
# Send all blocked request to homepage with 403 Forbidden error!
RewriteRule ^(.*)$ index.php [F,L]
#
########## End - Rewrite rules to block out some common exploits
```

_____

Here is the Basic Joomla htaccess file without all the comments.

```
##
# @version $Id: htaccess.txt 4756 2006-08-25 16:07:11Z stingrey $
# @package Joomla
# @copyright Copyright (C) 2005 Open Source Matters. All rights reserved.
# @license http://www.gnu.org/copyleft/gpl.html GNU/GPL
# Joomla! is Free Software
##

##  Can be commented out if causes errors, see notes above.
Options FollowSymLinks

#  mod_rewrite in use

RewriteEngine On


#  Uncomment following line if your webserver's URL
#  is not directly related to physical file paths.
#  Update Your Joomla/MamboDirectory (just / for root)

# RewriteBase /


########### Begin - Joomla! core SEF Section
############## Use this section if using ONLY Joomla! core SEF
## ALL (RewriteCond) lines in this section are only required if you actually
## have directories named 'content' or 'component' on your server
## If you do not have directories with these names, comment them out.
#
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteCond %{REQUEST_URI} ^(/component/option,com) [NC,OR]          ##optional - see
notes##
RewriteCond %{REQUEST_URI} (/|\.htm|\.php|\.html|/[^.]*)$  [NC]
RewriteRule ^(content/|component/) index.php
########### End - Joomla! core SEF Section

########### Begin - Rewrite rules to block out some common exploits
## If you experience problems on your site block out the operations listed below
## This attempts to block the most common type of exploit `attempts` to Joomla!
#
# Block out any script trying to set a mosConfig value through the URL
RewriteCond %{QUERY_STRING} mosConfig_[a-zA-Z_]{1,21}(=|\%3D) [OR]
# Block out any script trying to base64_encode crap to send via URL
RewriteCond %{QUERY_STRING} base64_encode.*\(.*\) [OR]
# Block out any script that includes a <script> tag in URL
RewriteCond %{QUERY_STRING} (\<|\%3C).*script.*(\>|\%3E) [NC,OR]
# Block out any script trying to set a PHP GLOBALS variable via URL
RewriteCond %{QUERY_STRING} GLOBALS(=|\[|\%[0-9A-Z]{0,2}) [OR]
# Block out any script trying to modify a _REQUEST variable via URL
RewriteCond %{QUERY_STRING} _REQUEST(=|\[|\%[0-9A-Z]{0,2})
# Send all blocked request to homepage with 403 Forbidden error!
```

_____

```
RewriteRule ^(.*)$ index.php [F,L]
#
########## End - Rewrite rules to block out some common exploits
```

Here is the Basic Third Party Joomla htaccess file without all the comments.

```
##
# @version $Id: htaccess.txt 4756 2006-08-25 16:07:11Z stingrey $
# @package Joomla
# @copyright Copyright (C) 2005 Open Source Matters. All rights reserved.
# @license http://www.gnu.org/copyleft/gpl.html GNU/GPL
# Joomla! is Free Software
##

##  Can be commented out if causes errors
Options FollowSymLinks

#
#  mod_rewrite in use

RewriteEngine On

#  Uncomment following line if your webserver's URL
#  is not directly related to physical file paths.
#  Update Your Joomla/MamboDirectory (just / for root)

# RewriteBase /

########## Begin - 3rd Party SEF Section
############## Use this section if you are using a 3rd party (Non Joomla! core) SEF extension -
e.g. OpenSEF, 404_SEF, 404SEFx, SEF Advance, etc
#
RewriteCond %{REQUEST_URI} ^(/component/option,com) [NC,OR]          ##optional - see
notes##
RewriteCond %{REQUEST_URI} (/|\.htm|\.php|\.html|/[^.]*)$  [NC]
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteRule (.*) index.php
#
########## End - 3rd Party SEF Section

########## Begin - Rewrite rules to block out some common exploits
## If you experience problems on your site block out the operations listed below
## This attempts to block the most common type of exploit `attempts` to Joomla!
#
# Block out any script trying to set a mosConfig value through the URL
RewriteCond %{QUERY_STRING} mosConfig_[a-zA-Z_]{1,21}(=|\%3D) [OR]
# Block out any script trying to base64_encode crap to send via URL
RewriteCond %{QUERY_STRING} base64_encode.*\(.*\) [OR]
# Block out any script that includes a <script> tag in URL
RewriteCond %{QUERY_STRING} (\<|\%3C).*script.*(\>|\%3E) [NC,OR]
# Block out any script trying to set a PHP GLOBALS variable via URL
RewriteCond %{QUERY_STRING} GLOBALS(=|\[|\%[0-9A-Z]{0,2}) [OR]
# Block out any script trying to modify a _REQUEST variable via URL
```

_____

```
RewriteCond %{QUERY_STRING} _REQUEST(=|\[|\%[0-9A-Z]{0,2})
# Send all blocked request to homepage with 403 Forbidden error!
RewriteRule ^(.*)$ index.php [F,L]
#
########## End - Rewrite rules to block out some common exploits
```