

SEO Presentation

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SEO Approach

- Site Configuration
- On-Page SEO
- Off-Page SEO
- Link Building Framework

myJia.net

Blog Aggregator



Youtube Aggregator



Site Configuration

Part I

1. www/non-www
2. Canonical Rel Link
3. 404 error
4. Favicon

Part II

1. XML Sitemap
2. Google Webmaster Central
3. Bing Webmaster Central
4. Yahoo Explorer
5. Alexa
6. Google Analytics

Site Configuration - www/non-www

Configure .htaccess

```
RewriteEngine On  
RewriteCond %{HTTP_HOST} !^www\.myjia\.net$  
RewriteRule (.*) http://www.myjia.net/$1 [R=301,L]
```

Site Configuration – canonical Rel Link

Edit the template file

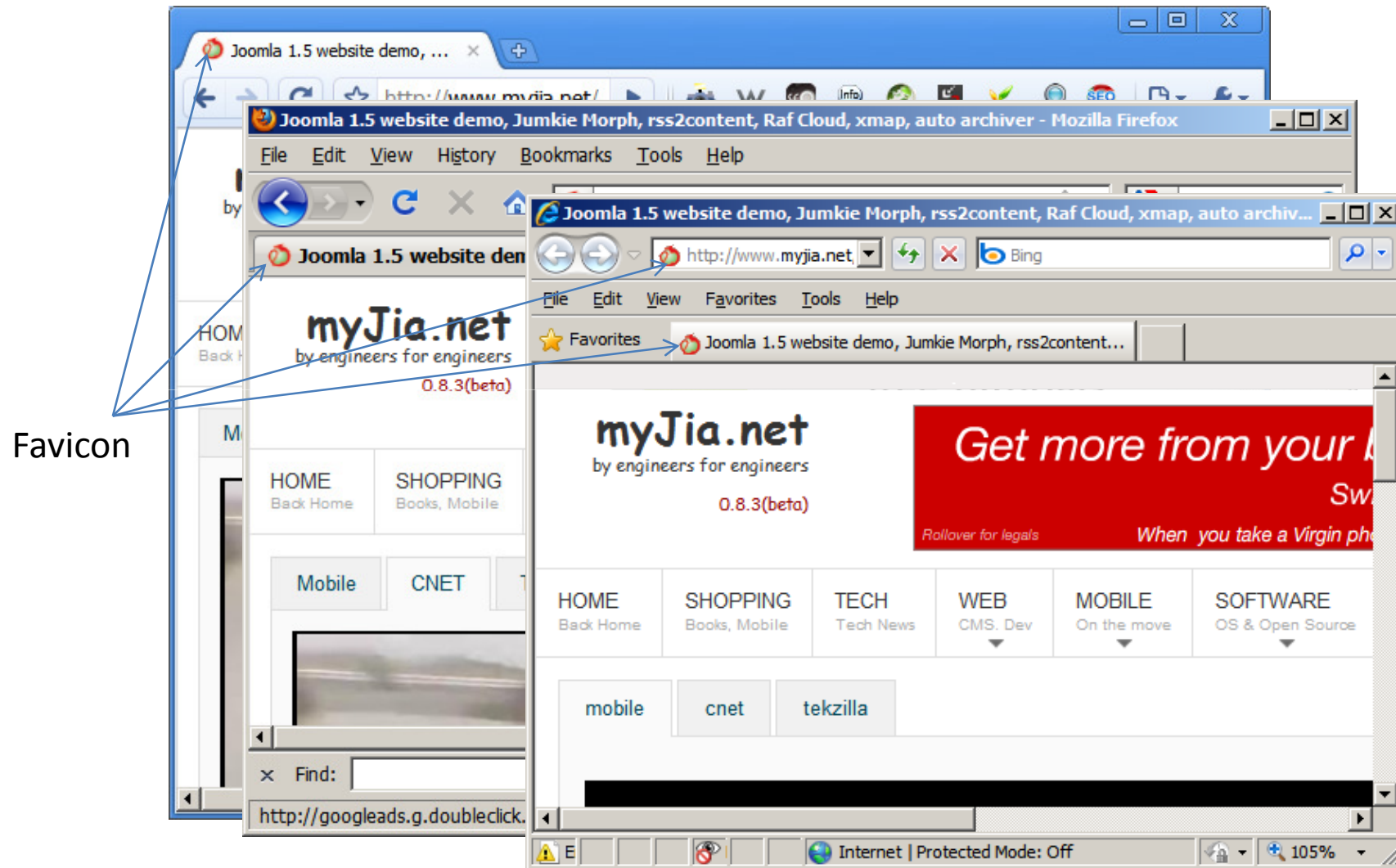
```
<link rel="canonical"  
      href="http://www.myjia.net/" />
```

Site Configuration – 404 Error

Edit the template error.php

```
if ( ($this->error->code) == '404' ) {  
header('Location: index.php');  
exit;  
}
```

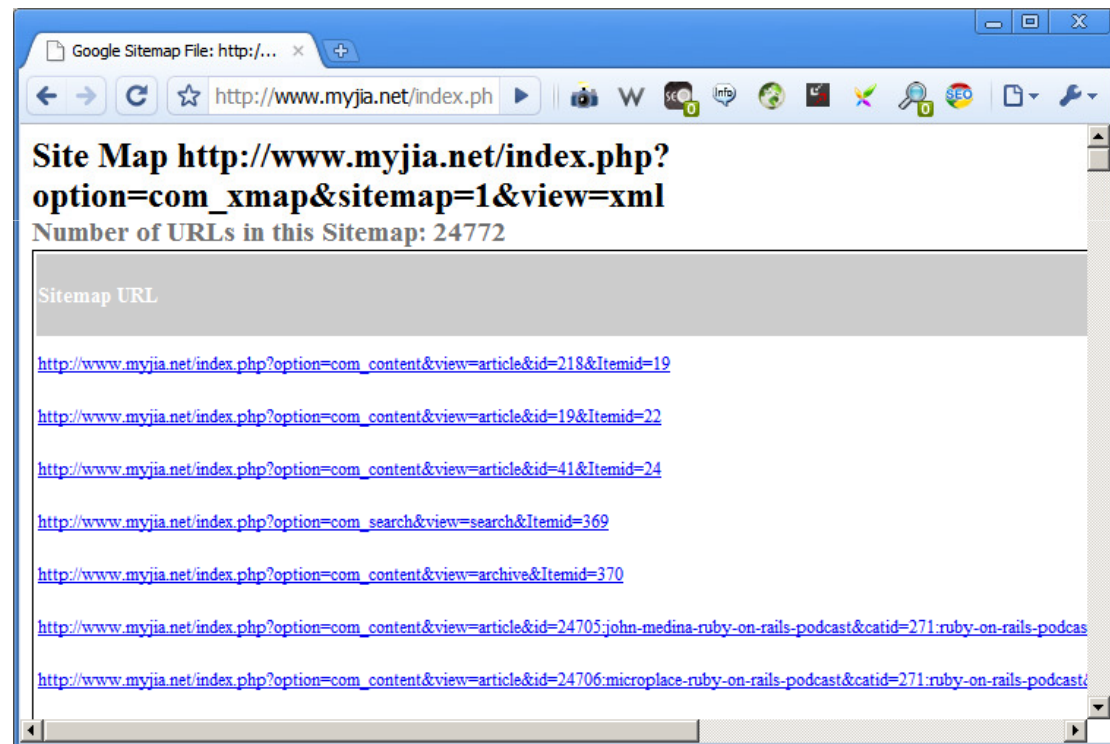
Site Configuration – Favicon



Site Configuration – Sitemap

- Xmap component

- myjia.net (beta)
 - 6 weeks old,
 - 250 Blogs,
 - 1K pages per day,
 - 25K pages,
 - 50% indexed by google



Site Configuration – SE Submission

Edit the template file

- **Google Webmaster Central**

```
<meta name="google-site-verification"  
  content="5HULgn4lhS9AjCm5hxySIMVbIYCp2lM49_VwkSZjf8A" />
```

- **Alexa**

```
<meta name="alexaVerifyID" content="TZX3pGz3OyFzMPG5LbLKjXfJqgI" />
```

- **Yahoo Explorer**

```
<meta name="y_key" content="2c2d4bfa2b1d7812" >
```

- **Microsoft Bing Webmaster**

```
<meta name="msvalidate.01" content="484672EB643EF46310A43757925BCB33"  
  />
```

On-Page SEO

- Google Adwords
- Joomla Extension – SEOGenerator 3.1
 - Title
 - Keyword
 - Description

▼ Plugin Parameters	
Meta Desc. Length	<input type="text" value="200"/>
Title Layout	<input type="text" value="[Page Title] [Site Title]"/>
Separator	<input type="text" value=" "/>
<hr/>	
Optional Front Page Title	<input type="text" value="Home"/>
Front Page Title Layout	<input type="text" value="[Site Title]"/>
<hr/>	
Use Global meta description for front page	<input checked="" type="radio"/> Yes <input type="radio"/> No, Generate based on page content.
<hr/>	
SEOGenerator Credit Tag	<input type="radio"/> Leave It <input checked="" type="radio"/> Kill It
<hr/>	
Minimum Word Length	<input type="text" value="4"/>
Number of Keywords	<input type="text" value="8"/>
Static Keywords	<input type="text"/>
Blacklist	<div>a, able, about, above, abroad, according, accordingly, across, actually, adj, after, afterwards, again, against, ago, ahead, ain't, all, allow, allows, almost, alone, along, alongside, already, also, although, always, am, amid, amidst, among, amongst, an, and, another, any,</div>
save keywords and description by writing and saving an article	<input type="radio"/> Yes <input checked="" type="radio"/> No
Use Title, Content or Both to generate Keywords	<input type="text" value="Both"/>
Regenerate All Keywords and save it	<input type="radio"/> Yes <input checked="" type="radio"/> No

Off-Page SEO

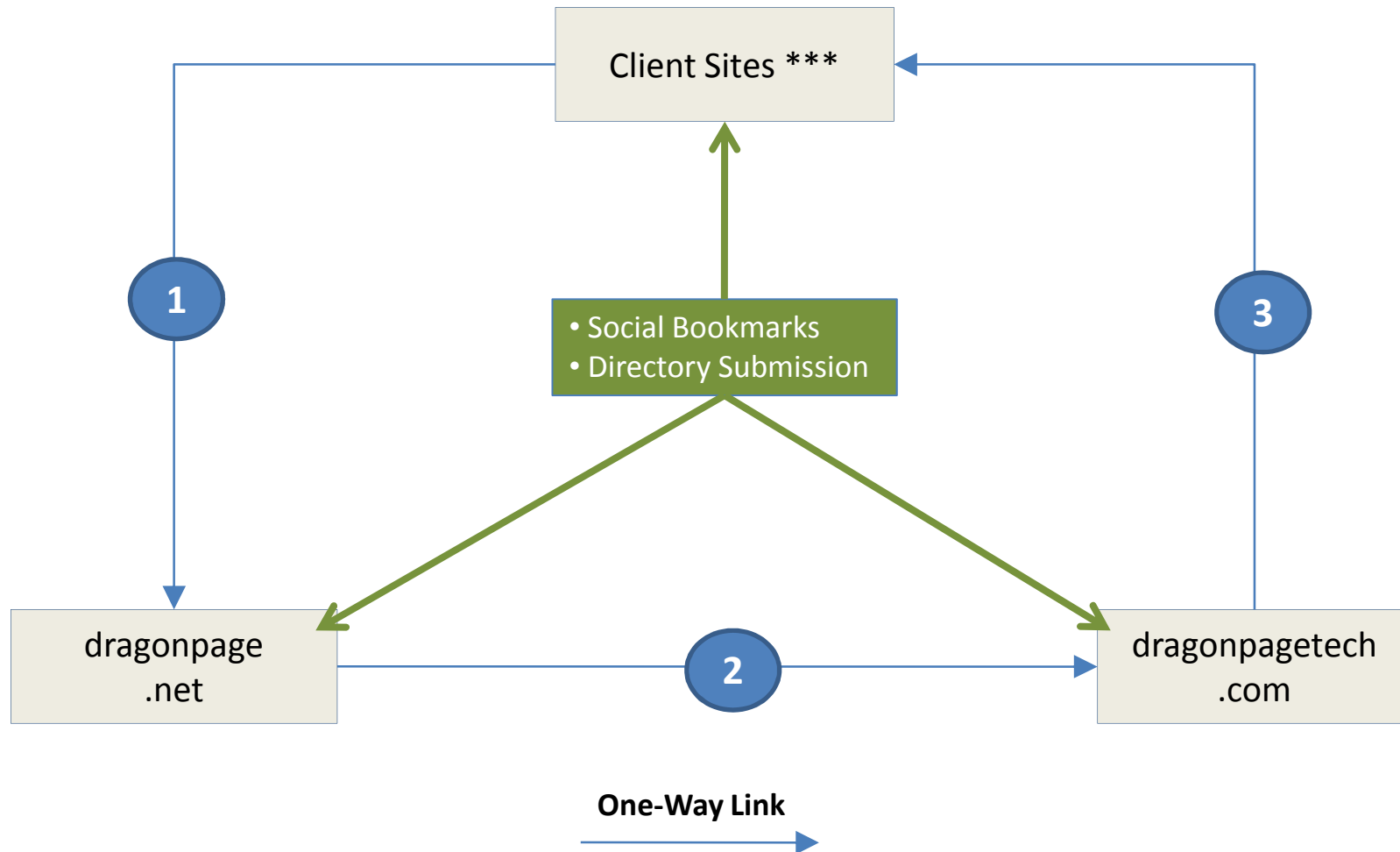
Submission

- Direction
 - DMOZ Submission
 - PR4+ Directory Submission
 - www.wlmarketing.com
- Social Bookmarks
 - PR4+ Submission
 - www.socialmaximizer.com

Social Networks Integration

- Social Bookmarks
 - Delicious
 - Designfloat
 - Stumbleupon
 - Digg
- Facebook Connect
- Tiny URL Twitter Plugin

Link Building Framework



Further Information

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