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 Sitmap

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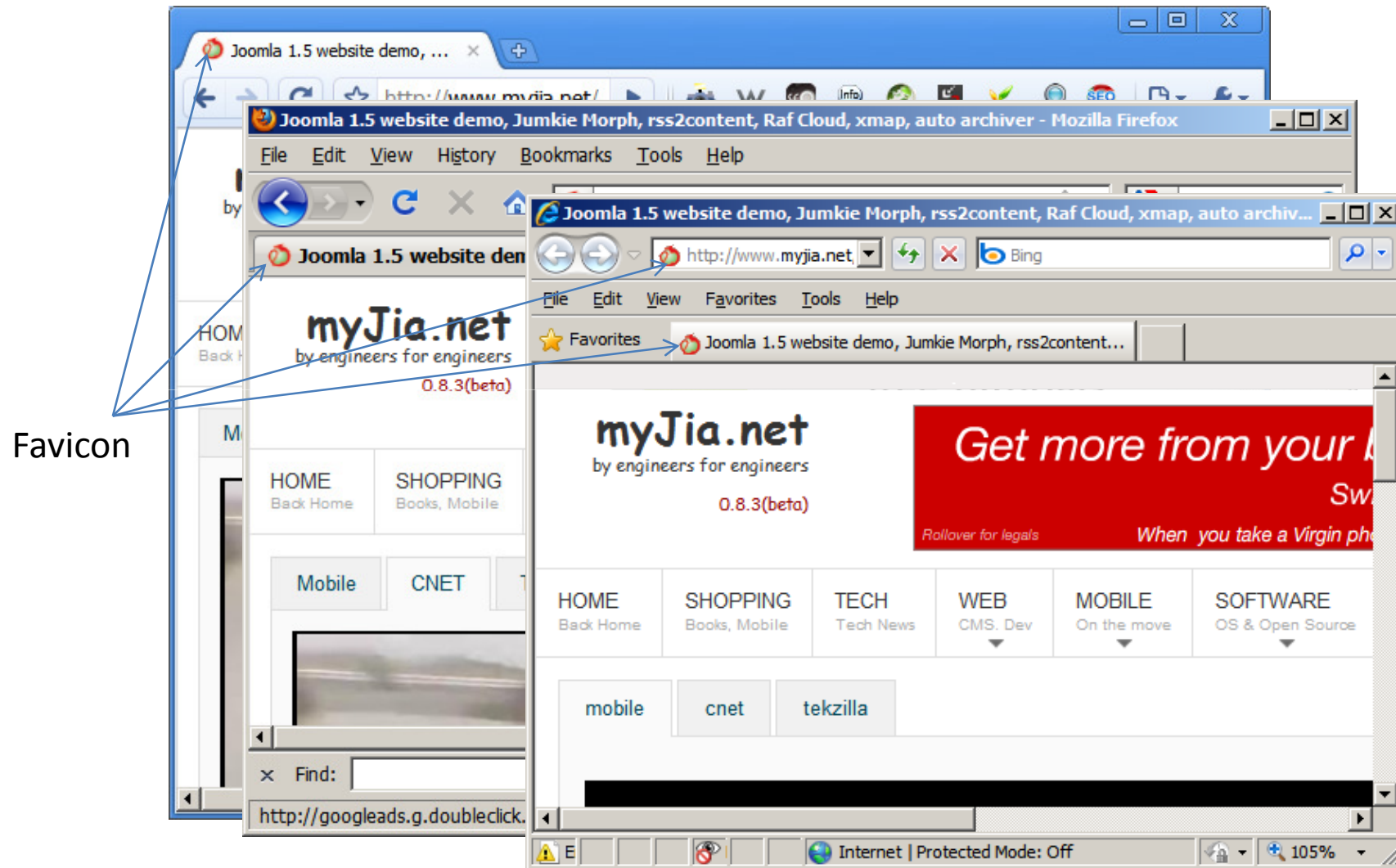
```
<link rel="canonical"
  href="http://www.myjia.net/"/>
```

Site Configuration – 404 Error

Edit the template error.php

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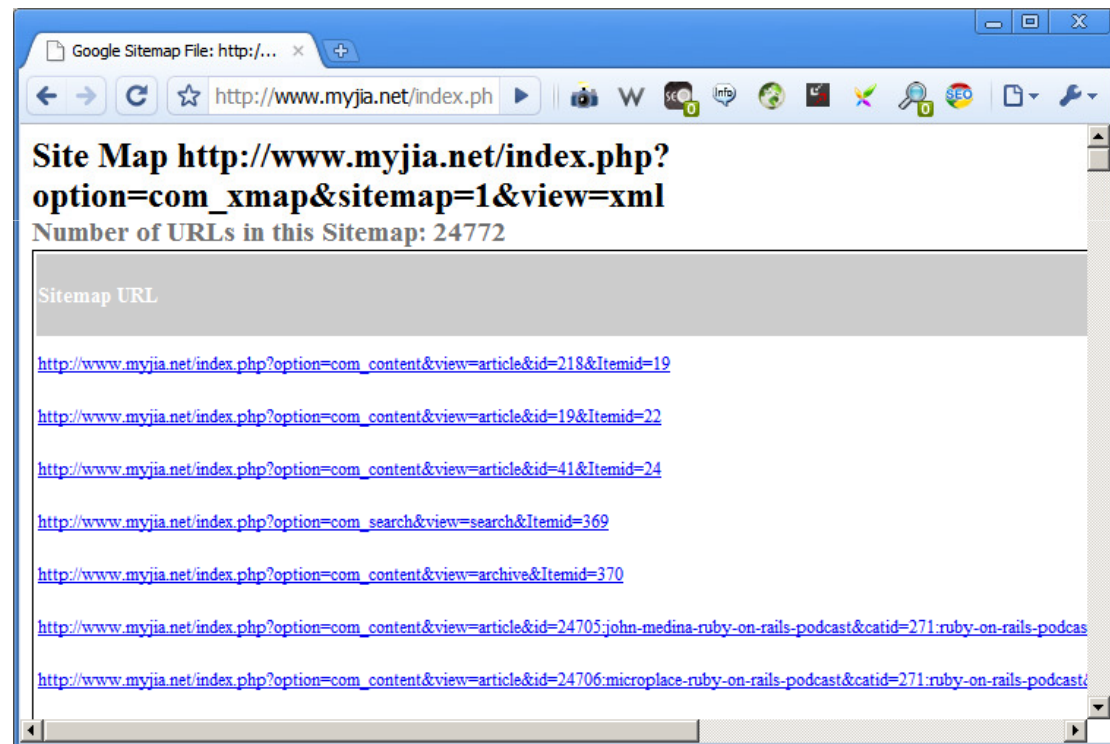
Site Configuration – Favicon

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
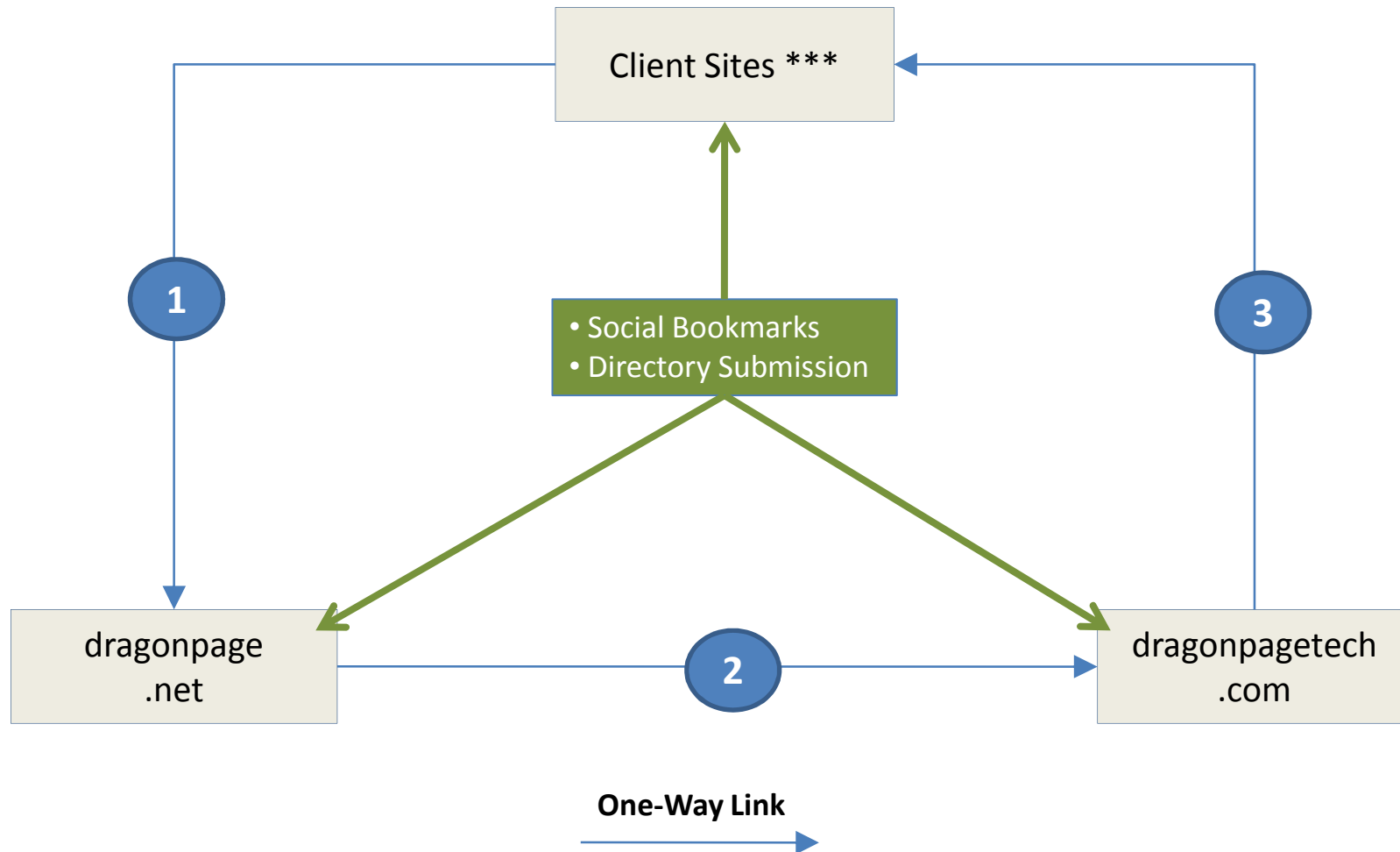
Off-Page SEO

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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