



Search Engine Optimization

What Developers Need to Know

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Top Of The List
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Agenda

- SEO Basics
- Developer Specifics
 - Keywords
 - Links
 - Content / Coding Style / Design
- SEO Webmaster Tools

SEO Basics

- Search result types
 - Organic
 - PPC (pay per click) & Sponsored Links
- Search engines
 - Google (AOL)
 - Yahoo
 - MSN
 - Ask
- Algorithms – Some Sharing of Logic
 - Search engines themselves
 - Industry research results
 - SEO geeks: cause and effect / experimentation
 - *Lots of speculation*

Web Results 1 - 10 of about 953,000 for Michigan SEO solutions. (0.23 seconds)

Save \$1000s With DIY SEO Sponsored Link
Text-Link-Ads.com Instant Traffic & Higher Rankings 1000s of Text Links Ads From \$10/m

Sponsored Links

Michigan Seo Solutions
Want Millions Of Monthly Visitors?
Search Engine Optimization Services
upcontent.com

TopOfTheList.net - Michigan SEO Solutions
Websites rank higher on search engine lists with search engine marketing techniques. Small and medium sized businesses our specialty.
topofthelist.net/ - 9k - Cached - Similar pages

Michigan SEO Solution Michigan SEO Services
michigan ohio seo,design michigan seo web,marketing seo target marketing michigan seo target,expert michigan seo,michigan seo services.
www.a1seo-services.com/michigan-seo-solution.html - 19k - Cached - Similar pages

eSawvy Marketing: Michigan Web Site Promotion, Internet Search ...
Michigan Online Marketing & SEO. eSawvy Online Marketing Company ... products are a total online marketing automation solution with the performance to power ...
www.esawvymarketing.com/ - 12k - Cached - Similar pages

Search Engine Optimization for Realtors - Michigan SEO Solutions
HomeSurfUSA Search Engine Optimization: the way to make your website get out in front.
www.homesurfusa.com/products/seo/ - 25k - Cached - Similar pages

Sponsored Link

Organic Search Results

PPC
(Pay Per Click)

Organic Search

- **Keywords**
 - Words / phrases target customers search
 - Where and how often they appear on site
- **Community (Links)**
 - Inbound: quality, relevance, popularity, etc.
 - Outbound: information sharing
 - Within site
- **Content / Code / Design**
 - Be a resource: Depth and breadth of information
 - Coding styles: File formats, naming conventions

Developer Specifics: Choosing the Right Keywords

- Choosing the right keyword phrases
 - Hire a search engine marketer
 - Go for the obvious
 - Some free tools
 - Number of searches, thesaurus (sort of)
<http://searchmarketing.yahoo.com/rc/srch/>
 - Competition:
<http://google.com>
allintitle:keyword

Developer Specifics: Keyword Placement

- Page title: <TITLE> tag
 - 70 to 80 characters; 10 words
 - Unique for each page, but can share keywords
 - Include domain name or business name in each title tag
- Meta Tags
 - <meta name = "description" content = "define company">
 - <meta name = "keywords" content = "lots of keywords">
 - <meta http-equiv="Content-Language" content="en">
 - Includes / templates / CSS
- <h1> <h2> <h3> Headings
 - <http://www.nigritudeultramarines.com>
- Paragraph text:
 - 1st 25 words on home page
 - higher up relevance
 - Bold

Developer Specifics: Building Community with Links

- Google™ Page Rank (Quality)
 - Inbound - Sites linking to you
 - Outbound - Sites linking from you
 - Crosslinks – Within the site
- Relevance
 - Type of Site: popular network neighborhoods (slashdot)
 - Subject: similar keywords
 - Domain type: com, .edu, .org
- Quantity
 - Outbound: Benchmark 2-3 per page / Maximum 10 – 15 per page
 - Inbound: The more the better (usually)
- And ...
 - Anchor Keyword
 - Title Keyword
 - Dynamic URLs - Complexity not so good
 - Broken Links - <http://validator.w3.org/checklink>

Developer Specifics: Content / Coding Style

- Design
 - Zero Points:
 - Fancy Graphics, Pop-ups, Frames, Log-in pages
 - Positive Points:
 - HTML Text: 100 to 250 words per page
 - Image alt attributes
 - Hierarchical navigation w/at least one text based navbar
 - Static text link to every page on site
 - Site map for users
 - Naming
 - Page names, classes, images, functions, routines
 - Archiving or moving pages

Coding Design

- Avoid unnecessary code (one example)
 - `<h1> <div align="justify"> Sample text</div> </h1>`
 - `<h1 align="justify" class="classname">Sample text </h1>`
- Technology Issues
 - Java Script – not executed; provide alternatives when necessary
 - Flash - SWS file / Flash 8
 - <http://blog.deconcept.com/2006/03/13/modern-approach-flash-seo/>
 - Adobe Search Engine SDK <http://www.adobe.com/licensing/developer/>
 - ASP and Postbacks - search engines cannot click buttons
 - <http://www.wwwcoder.com/main/parentid/457/site/6173/68/default.aspx>
- Search engine view
 - Lynx browser (lynx.isc.org)
 - Simple viewer (www.delorie.com/web/lynxview.html)

Tools that Entice or Repel Robots

- Robot visibility
 - Robots meta tag
 - Don't index this site:
<meta name = "robots" content = "noindex, nofollow">
 - Index all of this site:
<meta name = "robots" content = "index, follow">
 - Robots.txt file
 - Bans robots from parts or all of a site
 - User-agent: * (bans all robots)
 - Disallow: /cgi-bin (bans robots from crawling the cgi-bin directory)
 - More Info: www.robotstxt.org/wc/faq.html

Google's Gifts

- **Google Sitemap File**
 - Tells Google (and other search engines) your site has changed
 - Create using Sitemap Protocol (preferred)
 - Automatic site map generator
www.google.com/webmasters/sitemaps/docs/en/sitemap-generator.html
- **Google Analytics**
 - Web analysis information: visitors, where they're from, LOTS more
 - www.google.com/analytics/#utm_medium=et&utm_source=bizsols&utm_campaign=analyticsE

Summary

- **Keywords**
 - Keep a list handy
- **Links**
 - Ensure links within site can be seen by robots
 - Suggest outbound links when you know them; remember anchor link text relevance
- **Code**
 - Title / metatags: don't go live without them
 - Headers: explicitly called, code around graphics
 - Watch the technology issues (Flash, asp, etc.)

Questions?

