

SEO and Drupal

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09/12/20

Overview

What/Why/How is SEO?

Modules

Tools

What is SEO?

The image shows a screenshot of a Google search results page for the query "Christmas gifts". The search bar at the top contains the text "Christmas gifts" and a "Search" button. Below the search bar, the text "Results 1 - 10 of about 82,400,000 for Christmas gifts. (0.27 seconds)" is displayed. The search results are organized into sections: "News results for Christmas gifts", "Christmas Gifts - Ideas for the 2009 Holiday Season", and "Christmas Gifts | Christmas Gift Ideas Directory". On the right side, there is a "Sponsored Links" section with three advertisements: "Meaningful Gifts", "Best Gift Ever", and "Godiva Official Site".

Annotations in red text and arrows are overlaid on the image:

- Pay Per Click - Keyword**: A large red text label positioned above the search bar, with a red arrow pointing down to the search bar.
- High Ranking**: A large red text label positioned above the first news result, with a red arrow pointing down to the headline of the first news item.

Why is this important?

For websites that need visibility on the Internet to be on the top pages of search engine display

[www.ecommerce.com/Christmas gifts](#) [Search](#)

Searches related to **Christmas gifts**

[top christmas gifts](#)

[unique christmas gifts](#)

[homemade christmas gifts](#)

[christmas gifts 2008](#)

[great christmas gifts](#)

[personalized gifts](#)

[christmas decorations](#)

[christmas shopping](#)



Christmas gifts

Search

[Search within results](#) - [Language Tools](#) - [Search Help](#) - [Dissatisfied? Help us improve](#) - [Try Google Experimental](#)

How to SEO?

- **Most Important** – Content Pages
- Relevant Keywords placement
- Optimizing medias (images, videos, and etc.)
- Page titles
- Meta tags
- Clean URL
- Sitemaps/taxonomy

Content Pages

- Content is for people to read, not search engines
- Understand the **keywords** that you are promoting

Ex 1:

- Shocking photos: **Tiger Woods** is an ET!
- **Tiger Woods** is an ET: Shocking photos revealed!

Ex 2:

- 5 minutes a day makes you **lose weight**
- **Weight loss** secrets: only 5 minutes a day!

Content Pages

- Keyword density
- Freshness
- Bold, strong, and emphasized text
 - `bold` - **bold**
 - `strong` - **strong**
 - `<i>italics</i>` - *italics*
 - `emphasis` - *italics*
- Headers
 - `<h1></h1>`
 - `<h2></h2>`

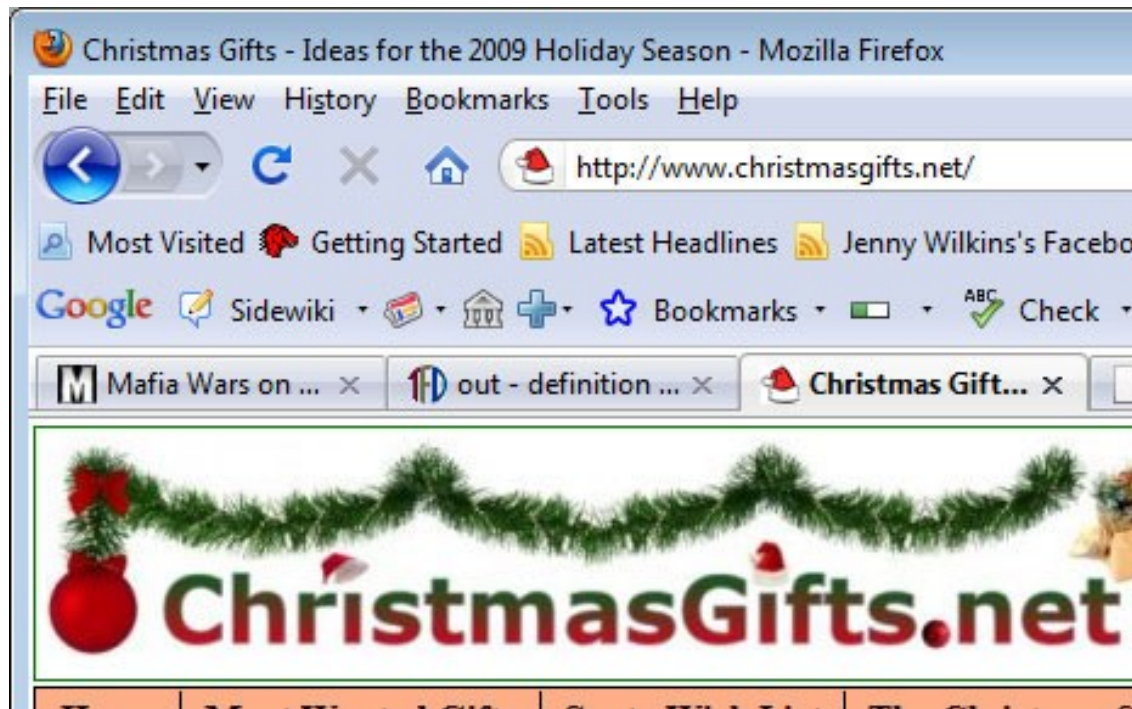
Optimizing medias

Images/Videos/Other medias

- File Name:
 - img_001.jpg vs. supermodel_heidi_klum.jpg
- Alt tag:
 - ``
- Put text/transcript near the media file

Page Titles

- `<TITLE>Christmas Gifts - Ideas for the 2009 Holiday Season</TITLE>`



Content Block Order

The screenshot shows a Drupal website interface. At the top, the Drupal logo and name are on the left, and navigation links for 'Primary links', 'Download', 'Support', 'Forum', 'Contribute', and 'Contact' are on the right. Below the navigation is a search box labeled '\$search_box'. The main content area is titled 'Architectural \$title of theming' and includes a 'View' button, 'Edit', 'Outline', and 'Revisions' options. The page content discusses theming architecture, mentioning 'numerous reasons' and 'business logic'. The text is divided into two paragraphs, with the second paragraph starting with 'This abstraction in Drupal is achieved through the theme function...'. On the left, a 'Theming Guide' sidebar lists various topics, with 'Overriding themable output' selected. On the right, a user profile for 'JohnAlbin' is visible, showing 'My issues' and 'Contributor links'.

\$left

\$title

\$content

\$right

Meta Tags – Description,

Keyword

```
<META name="description" content="All latest Christmas gifts and tips. Use our Christmas shopping directory to buy Christmas Gifts. Enjoy the Christmas Gift Story, send e-cards, create a wish list, check our Christmas blog."> <META name="keywords" content="christmas, gifts, directory, xmas, story, gif, animation, santa, santa claus, elf, reindeer, tree"> <meta name="language" content="english"> <meta name="robots" content="all"> <meta name="revisit-after" content="1 days"> <meta http-equiv="Page-Enter" content="blendtrans(duration=0.2)"> <LINK REL="SHORTCUT ICON" HREF="http://www.christmasgifts.net/images/favicon.ico">
```

Clean URL

<http://john.albin.net/drupal/zen-classic-is-dead>

Pathauto

Vs.

<http://john.albin.net/node/204>

CleanURL

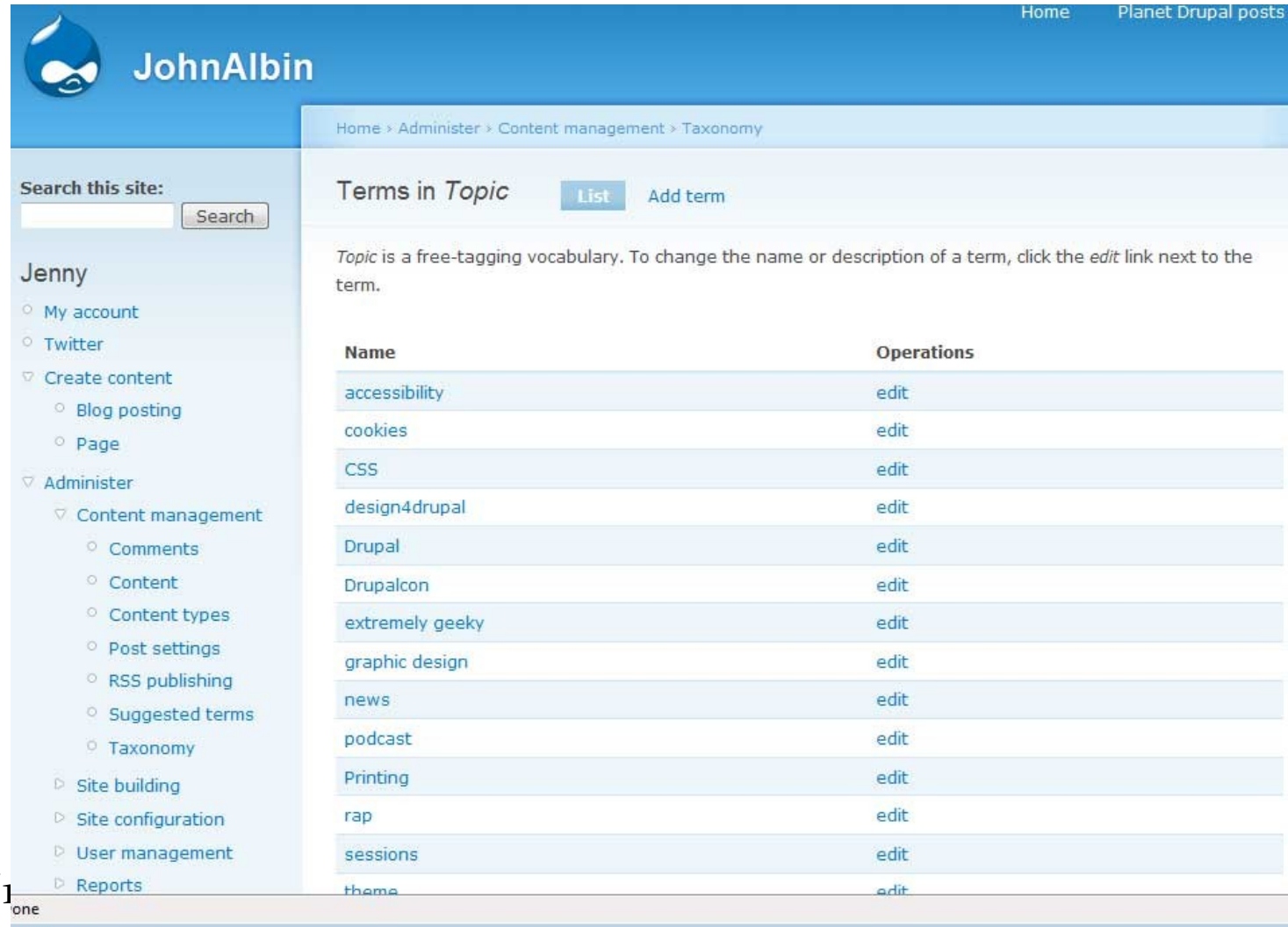
204

Default

Vs.

Sitemaps/Taxonomy

- <http://john.albin.net/admin/content/taxonomy>



JohnAlbin

Home Planet Drupal posts

Home > Administer > Content management > Taxonomy

Search this site: Search

Jenny

- My account
- Twitter
- ▽ Create content
 - Blog posting
 - Page
- ▽ Administer
 - ▽ Content management
 - Comments
 - Content
 - Content types
 - Post settings
 - RSS publishing
 - Suggested terms
 - Taxonomy
 - ▷ Site building
 - ▷ Site configuration
 - ▷ User management
 - ▷ Reports

Terms in *Topic* [List](#) [Add term](#)

Topic is a free-tagging vocabulary. To change the name or description of a term, click the *edit* link next to the term.

Name	Operations
accessibility	edit
cookies	edit
CSS	edit
design4drupal	edit
Drupal	edit
Drupalcon	edit
extremely geeky	edit
graphic design	edit
news	edit
podcast	edit
Printing	edit
rap	edit
sessions	edit
theme	edit

Drupal Modules

- SEO Checklist:
http://drupal.org/project/seo_checklist
- Page Title:
 - http://drupal.org/project/page_title
 - <http://drupal.org/project/token>
- Clean URL – included with Drupal
- Pathauto:
 - <http://drupal.org/project/pathauto>
- Taxonomy:
 - http://drupal.org/project/taxonomy_title

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- Meta tags:

Drupal Modules - Tools

- Google
 - Analytics: http://drupal.org/project/google_analytics
 - Webmaster Tool:
<http://www.google.com/webmasters/tools>
- XML Sitemap Module
 - <http://drupal.org/project/xmlsitemap>

Drupal Modules - Tools

- SEOMoz: <http://www.seomoz.org/tools> - Team Target

Term Target Report

This report displays the result of your Term Targeting test. The purpose of this report is to give you an idea of how well your page is targeting a specific keyword and whether you can improve your targeting by incorporating the keyword in more strategic locations throughout the page. The report is broken down into a summary of term target factors and an extended analysis of term target elements and your keyword's prominence within those sections.



Your URL Grade

After analyzing your page for the supplied keyword's prominence, the Term Targeting tool will issue your page a letter grade (e.g. an A+ would mean that your keyword appears in 90-100% of our tool's parameters, while a C- signifies that your keyword appears in 50-54% of the tested elements). The higher the percentage, the better targeted your page is for the keyword you specified.