



# SEO and Drupal: Best Practices and Tools



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# What is SEO?



- What is SEO (Search Engine Optimization)?
- The process of optimizing your website to increase visibility through 'organic' search engine results.
- What are Organic results?

# Anatomy of a SERP



Search Term

Paid Ad

Organic Results

gainesville landscaping

About 1,330,000 results (0.34 seconds)

**Gainesville Landscaping** | TheMastersLawnCare.com  
[www.themasterslawncare.com](http://www.themasterslawncare.com)  
 We can give you the lawn you've always dreamed of. Free estimates!

Ads - Why these ads?

**The Masters Lawn Care: Gainesville Land...**  
[www.themasterslawncare.com/](http://www.themasterslawncare.com/)  
 The Master's Lawn Care services commercial and residential **Gainesville**, Florida. We ...  
 ★★★★★ 10 Google reviews

**Balsinger's Landscape Services (386) 462-2564 Gainesville, Florida ...**  
[www.balsingerslandscapes.com/](http://www.balsingerslandscapes.com/)  
 Gainesville, Florida's top **landscape** service- We install water features, low voltage lighting, irrigation systems and entire **landscapes**.  
 Contact Balsingers Landscapes - Balsinger's Landscape Services

**Gainesville Landscaping and Lawn Care Company, Lawn Service ...**  
[www.gainesvillelandscaping.com/](http://www.gainesvillelandscaping.com/)  
**Gainesville** Landscaping provides **landscaping**, lawn care, lawn mowing and **landscape** maintenance services to **Gainesville**, Newberry, Archer, High Springs ...

**Arrowhead Landscapes LLC.**  
[www.arrowheadlandscapes.com/](http://www.arrowheadlandscapes.com/)  
 3 Google reviews

A SW Gainesville  
 Gainesville  
 (352) 481-5296

B 6703 Southwest 78  
 Street  
 Gainesville  
 (352) 374-7774

Google Places

Map for **gainesville landscaping**

Ads - Why these ads?

**Landscaping Design**  
[www.ayardyoulllove.com](http://www.ayardyoulllove.com)  
 We Are A Full Service **Landscaping** Contractor. Let Us Design Your Yard.

**Find Landscapers Near You**  
[www.servicemagic.com](http://www.servicemagic.com)  
 Get Matched to Local, Pre-Screened Designers & Landscapers. Free Bids! 1,051 people +1'd ServiceMagic

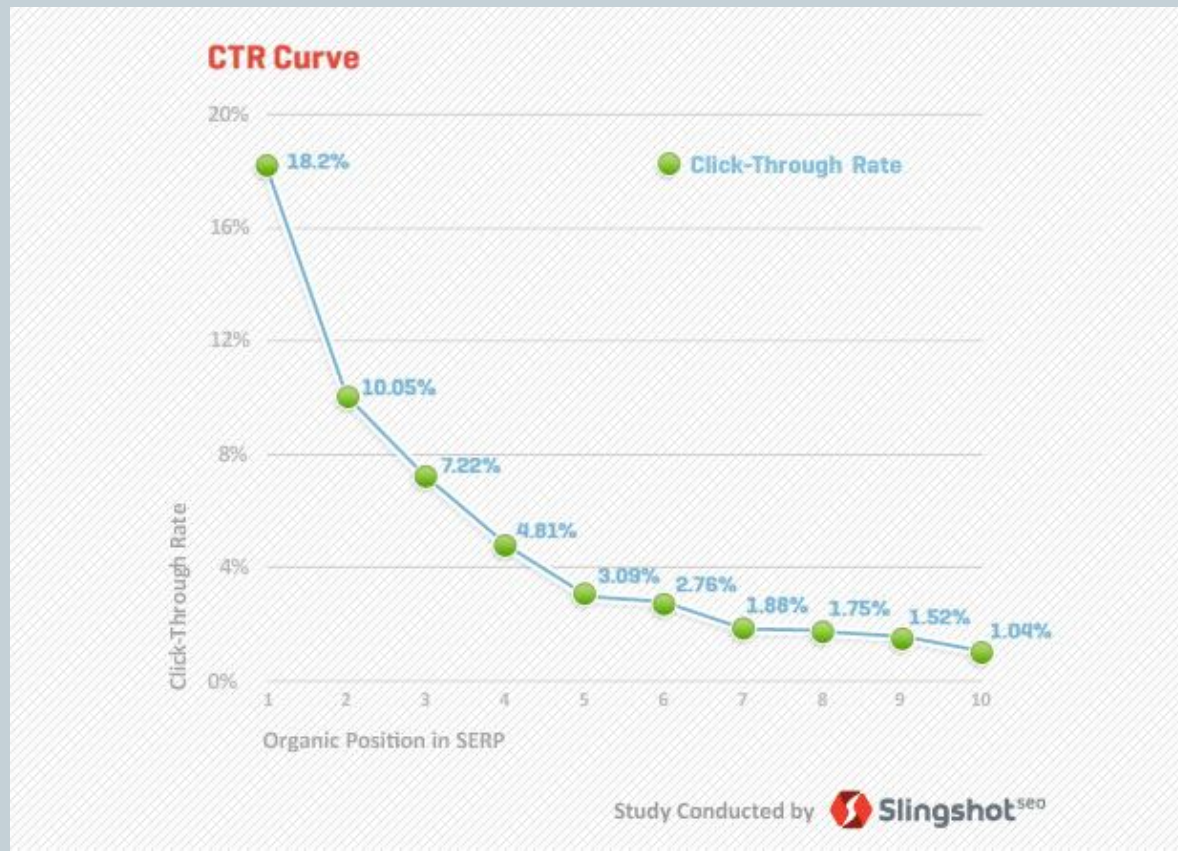
**Get Landscaping Estimates**  
[www.bidclerk.com](http://www.bidclerk.com)  
 Get Free Competitive Quotes For **Landscaping** From Local Contractors.

Ads

# Click Through Ratio on a SERP



- What percentage clicks does #1 position receive? #2? #3?



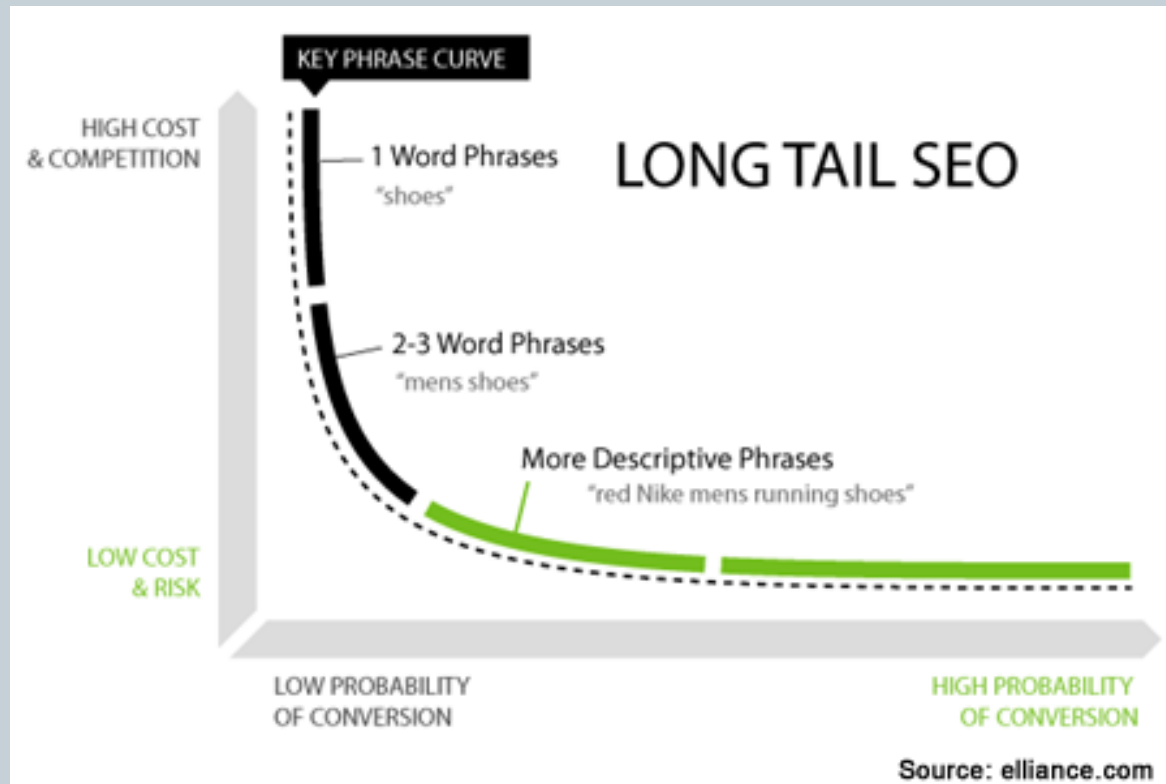
Source: <http://www.seomoz.org/blog/mission-imposserpble-establishing-clickthrough-rates>



# Don't Forget: "Long Tail"



- What is the long tail?





# How do Search Engines (Google) Work?



- Crawl
- Index
- Query
- Rank ★





# How do Search Engines Rank?



- **Relevance**

- How relevant is your site to the search term?
- May take into account location

- **Popularity**

- How popular is your web page? Who links to you?



# First Steps: Find Your Keywords



- What are your keywords
- How do you find them?
  - Brainstorm / Survey / Keyword Tools
- Take into account keyword difficulty  
*“Real Estate” vs “Lake Mary Real Estate”*





# Most Important Factors



- Inbound Links (who links to you)
  - Not all inbound links are created equal!
    - ✦ Popularity of linking site
    - ✦ Relevance or linking site
    - ✦ Anchor Text

```
<a href="http://www.xxyy.com">Anchor Text</a>
```



# Most Important Factors (pg 2)



## Keyword in Title Tag!

`<title>The Masters Lawn Care: Gainesville  
Landscaping & Lawn Service</title>`



[The Masters Lawn Care: Gainesville Landscaping & Lawn Service](#)

[www.themasterslawncare.com/](http://www.themasterslawncare.com/)

**The Master's Lawn Care** services commercial and residential Gainesville, Florida. We emphasize customer SERVICE and getting the job done right the first time!

[Employment Application](#)

Thank you for your interest in **The Masters Lawn Care**. Please fill ...

[Contact](#)

Email Addresses. For general information and questions ...

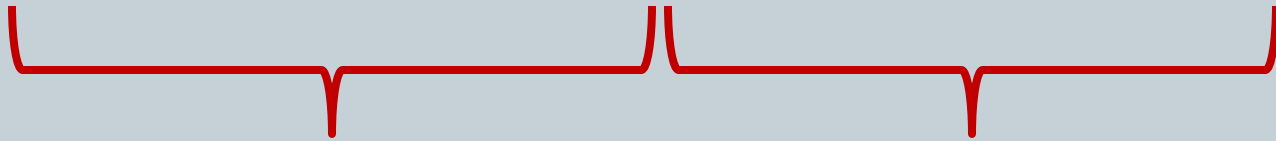


# Most Important Factors (pg 3)



- URL
  - Keyword in domain name
  - Keyword in path

<http://www.themasterslawncare.com/gainesville-landscaping>



Domain Name

Path



# Other Very Important Factors



- (Somewhat) Valid Markup
- Good to Great Content
  - Updated and Timely Content
  - Not too many ads ‘above the fold’  
<http://googlewebmastercentral.blogspot.com/2012/01/page-layout-algorithm-improvement.html>
- Keyword Usage
  - Header Tags (H1, H2, H3)
  - As well as in regular text (p)



# What About Metatags??



- Metatags – Are they still used in rankings?

✦ *....Not Really*

- But, they're still important!



# Meta Description



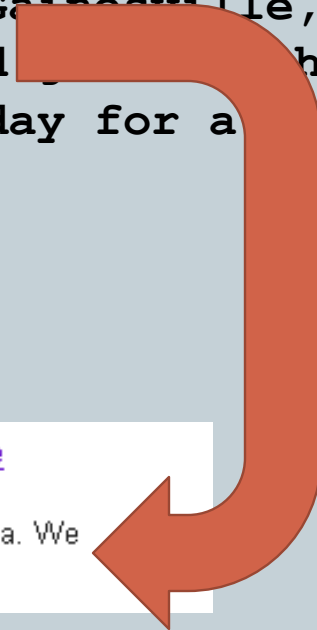
- Description Meta Tag:

```
<meta name="description" content="The Master's Lawn Care services commercial and residential Gainesville, Florida. We emphasize customer SERVICE and getting the job done right the first time! Call us today for a free estimate!" />
```

[The Masters Lawn Care: Gainesville Landscaping & Lawn Service](http://www.themasterslawncare.com/)

[www.themasterslawncare.com/](http://www.themasterslawncare.com/)

**The Master's Lawn Care** services commercial and residential Gainesville, Florida. We emphasize customer SERVICE and getting the job done right the first time!





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# Keyword Metatag



- Keyword Meta Tag
  - Not Really Used Anymore by Search Engines.





# Open Graph Protocol



- Developed by Facebook
- “The implications that the Open Graph have on the web as a whole relate significantly to search engines. Facebook already drives more traffic for some searches, specifically social searches, than Google itself. The Open Graph is creating Facebook’s own extensive and highly interactive version of a search engine ”  
– *paraphrased from Wikipedia*



# Open Graph Meta Tags



- Open Graph Tags Taken off of IMDB (Pulp Fiction)

```
<meta property="og:title" content="Pulp Fiction (1994)"/>  
<meta property="og:type" content="video.movie"/>  
<meta property="og:image" content="http://.....image.jpg"/>  
<meta property="og:site_name" content="IMDb"/>
```



Meta Description Tag

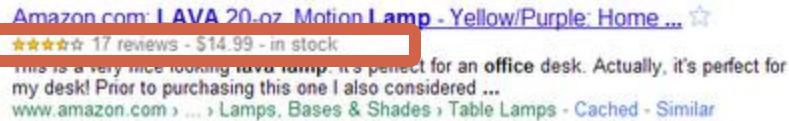




# Rich Snippets!



- What are Rich Snippets?
  - HTML Specifications provide for greater semantics (meaning) in your webpage through microdata, RDFa, etc



- RDFa vs Microdata
  - D7 Core Supports RDFa!
  - ...but, Microdata is the way to go :)



# Markup before Rich Snippets



ACME Executive Anvil

```

```

Sleeker than ACME's Classic Anvil, the Executive Anvil is perfect for the business traveler looking for something to drop from a height.

Category: Anvils

Product #: 925872

Average rating: 4.4, based on 89 reviews

Regular price: \$179.99

Sale: \$119.99 (Sale ends 5 November!)

Available from: Executive Objects

Condition: Previously owned, in excellent condition

In stock! Order now!



# Markup After Rich Snippets



```
<div itemscope itemtype="http://data-vocabulary.org/Product">
  <span itemprop="brand">ACME</span>
  <span itemprop="name">Executive Anvil</span>
  
  <span itemprop="description">Sleeker than ACME's Classic
    Anvil, the Executive Anvil is perfect for the business traveler
    looking for something to drop from a height.</span>
  Category: <span itemprop="category" content="Hardware > Tools > Anvils">Anvils
</span>
  Product #: <span itemprop="identifier" content="mpn:925872">925872</span>
  <span itemprop="review" itemscope itemtype="http://data-vocabulary.org/Review-
    aggregate">
  <span itemprop="rating">4.4</span> stars, based on
  <span itemprop="count">89</span> reviews </span>
```

[Amazon.com: Lava Lite 2124 14.5-Inch Silver Lava Lamp, Yellow ...](#)

[www.amazon.com](#) > ... > [Lamps & Light Fixtures](#) > [Lamps](#) > [Table Lamps](#)

★★★★★ 59 reviews - \$19.99 - In stock

This is the original **Lava Lamp!** Lava. Its ever-changing patterns are hypnotizing, yet invigorating. It is an art form. Classic and at the same time progressive.



# Resources for Microdata



- Schema.org
- Combining Drupal, HTML5 and Microdata:  
<http://www.ibm.com/developerworks/web/library/x-drupalhtml5/>
- Rich snippets (microdata, microformats, and RDFa)  
<http://support.google.com/webmasters/bin/answer.py?hl=en&answer=99170&topic=1088472&ctx=topic>



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# Drupal??



- How does Drupal fit in to SEO?







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# Within Drupal Core



- Drupal Core is great at SEO!
  - Clean URLs
  - Path
  - Semantic markup
- But you still need some help from contrib...



# Additional Modules



- There are > 50 SEO related Drupal Modules!

- Alinks
- Automatic Node titles
- Calais
- Content Optimizer
- Custom Breadcrumbs
- Digg This
- Drupal SEO Tools
- Excerpt
- Featured Content
- Find URL Alias
- Global Redirect
- Glossify SEO
- good to have
- Google Analytics
- HTML Purifier
- Keyword Analysis
- Keyword Research
- Link Intelligence
- Links Checker
- Menu Attributes
- Meta Tags
- Meta Tags by Path
- Meta Tags Node Type
- Metatag
- More Like This
- Nodewords
- Nofollow List
- Page Title
- Page Title by Path
- Path
- Path Redirect
- Pathauto
- Pathauto Settings
- Pathologic
- Readability An.
- Redirect
- Related Content
- Related Links
- RobotsTxt
- Safe HTML
- Scribe SEO An.
- Search 404
- SEO Checker
- SEO Checklist
- SEO Essentials
- SEO Friend
- Service Links
- URL List
- Urlify
- W3C Analyzer
- WordStream KW Tools
- Wordtracker
- XML Sitemap

- Where do I start?



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With your content, dummy :)!

Then...



# Path Essentials



- Path + Pathauto + Global Redirect + Redirect
- Path: <http://drupal.org/documentation/modules/path>
  - Included in Drupal Core; allows you to specify aliases for your nodes. (node/110 = /bobs-widgets)
- Pathauto: <http://drupal.org/project/pathauto>
  - Will automatically create the aliases for your nodes based on the node title
- Global Redirect: <http://drupal.org/project/globalredirect>
  - Automatically redirects node/110 to /bobs-widgets. Helps avoid duplicate content.
- Redirect: <http://drupal.org/project/redirect>
  - Remembers old Path aliases and redirects them to current path. Also allows user to set up their own 301 redirects .



# MetaTags



- Metatag in D7 (Nodewords in D6)  
<http://drupal.org/project/metatag>
- Automatically generate your metatags with tokens (requires the token module).
- Map a field to a specific meta tags
- Don't forget to enable and configure Open Graph Meta Tags



# Page Title



- Page Title:  
[http://drupal.org/project/page\\_title](http://drupal.org/project/page_title)
- Allows you to specify a title tag that is different from the node title
- Integrates with token module



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# Google Analytics



- Google Analytics Module  
[http://drupal.org/project/google\\_analytics](http://drupal.org/project/google_analytics)
- Inserts GA code into Drupal
- Tracks users, links
- More advanced options





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# XML Sitemap



- XML Sitemap  
<http://drupal.org/project/xmlsitemap>
- Use for large sites (500+ nodes)



# Other Tools



- Google Webmaster Tools
  - <https://www.google.com/webmasters/tools>
- Google Analytics
  - <http://www.google.com/analytics/>
- Google Keyword tool
  - <https://adwords.google.com/select/KeywordToolExternal>
- SEOMoz (\$\$)
  - <http://www.seomoz.org/>



# Great SEO Resources



- **Beginners Guide to SEO** (more advanced than the title lets on)
  - <http://www.seomoz.org/beginners-guide-to-seo>
- **Open Graph Protocol**
  - <http://ogp.me/>
- **Rich snippets (microdata, microformats, and RDFa)**
  - <http://support.google.com/webmasters/bin/answer.py?hl=en&answer=99170>
- **Combine Drupal, HTML5, and microdata**
  - <http://www.ibm.com/developerworks/web/library/x-drupalhtml5/>



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# Questions?



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<https://www.facebook.com/groups/43405081389/>

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