

Google™



# Search Friendly Development

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# Agenda

- Overview
- Size of the web puzzle
- Search friendly development from start to finish
  - *Planning your site*
  - Designing your site
  - *Choosing technologies (Flash, JavaScript)*
  - Making the page: using your <head>
  - Adding content (text, videos, images)
  - Responding appropriately (301s, 404s)
  - Engaging the community (blogs and reviews)

# In a Nutshell: Visit [google.com/webmasters](http://google.com/webmasters)

- Download the [Google SEO Starter Guide]
- Review FAQs in our Webmaster Help Center
- Verify your site in Webmaster Tools, check stats and messages
- Keep your site clean and secure
- Read the Google Webmaster Central Blog for the latest tips
  - How to change domains
  - Improved Flash indexing
  - Rich Snippets with microformats and RDFa
- Post your specific questions to the Google Webmaster Forum (monitored in 15+ languages)

# Organic Search Focus

The screenshot shows a Google search results page for the query "apple ipod". The browser's address bar shows the URL: <http://www.google.com/search?hl=en&client=safari&rls=en-us&q=apple+ipod>. The search bar contains "apple ipod". The results are categorized into "Sponsored Links" and "Organic Search".

**Sponsored Links:**

- iPod at The Apple Store** (Sponsored Link): store.apple.com iPod shuffle, iPod nano, iPod touch and iPod classic. Free shipping.
- Apple iPod** (Sponsored Link): iPod Touch, Nano w/ Video, Shuffle, 80 & 160GB Classic. Free Shipping. www.CircuitCity.com/iPods
- Apple iPods** (Sponsored Link): Nano, Video, Shuffle, Classic Prices Start at \$47.99. Buy Now! www.MacMall.com/iPod
- "Classic" sale 80GB, 160GB** (Sponsored Link): Buy this hot player while it lasts. Free delivery, order now! Amazon.com/Apple-iPod-Classic
- Buy Electronics** (Sponsored Link): Millions of Products. Read Reviews. Products: Cheap Prices. www.NaxTag.com/Electronics
- Mp3 Players** (Sponsored Link): Find Bargain Prices On Mp3 Players! BizRate.com

**Organic Search:**

- Apple - iPod + iTunes**: Learn about iPod, Apple TV, and accessories. Download iTunes software free and purchase iTunes Gift Cards. Check out the most popular TV shows, movies, ... www.apple.com/itunes/ - 38k - Cached - Similar pages
- Apple - iPod classic**: With up to 160GB of storage, iPod classic lets you carry your entire music and video collection in your pocket: up to 40000 songs or up to 200 hours of ... www.apple.com/ipodclassic/ - 17k - Cached - Similar pages
- Apple Store (U.S.) - Welcome to the Apple Store**: Free recycling. Send your old computer, iPod, or mobile phone to Apple. ... You can also order from The Apple Store by calling 1-800-MY-APPLE. Other Stores: ... store.apple.com/ - 57k - Cached - Similar pages
- News results for apple ipod**:
  - Apple's iPod Works Magic on Mac Sales** - 7 hours ago: SAN FRANCISCO - Apple's AAPL iPod juggernaut is cooling off, but it has helped to drive scorching growth at the company's Mac computer business. ... TheStreet.com - 821 related articles
  - Apple profit soars on Mac, iPod sales** - The Australian - 72 related articles
  - Apple to buy processor designer PA Semi, says report** - Computerworld - 268 related articles
- How to reset iPod**: Press and hold the Play/Pause and Menu buttons simultaneously until the Apple/iPod logo appears, about 6 to 8 seconds. You may need to repeat this step. ... docs.info.apple.com/article.html?artnum=61705 - 28k - Cached - Similar pages

"Paid" Search,  
AdWords

Organic Search

# View of the Web and Google from 10\*\*6 feet



Source: Maile's poor presentation skills

# See Details in Webmaster Tools

## Sitemap summary

Most sites will not have all of their pages indexed.

Improve how Google crawls and indexes your site. [More information.](#)

| Property                  | Status       |
|---------------------------|--------------|
| Sitemap type              | Web          |
| Submitted                 | Oct 26, 2007 |
| Last downloaded by Google | Dec 9, 2007  |
| Total URLs in Sitemap     | 2871         |
| Indexed URLs in Sitemap   | 2181         |

# Introducing Webmaster Tools

Google webmaster tools

Home

[Messages \(2\)](#)

Help with:

[Adding a site](#)

[Getting help](#)

[Google 101](#)

[Message forwarding](#)

## Home

Message Center

Messages

[Forward your messages](#)

- ✉ Crawl rate change request for <http://www.example.com/> 12/17/08
- ✉ Malware notification regarding <http://www.example.com/> 8/27/08

[More »](#)

[+ Add a site...](#)

Sites

Verification

- [googlewebmastercentral.blogspot.com](#) [Details](#)
- [www.example.com](#) [Details](#)

List of sites



# Verify Your Site for Detailed Statistics

Google webmaster tools

[« Back to Home](#) | 

## Help with:

[Understanding verification](#)

[Verifying with meta tag](#)

[Verifying with HTML](#)

[Verification errors](#)

Before we show detailed stats and information about your site, we need to know you're really the site owner.

**Site URL** <http://www.google.com/>

**Verification status** **NOT VERIFIED**

Last attempt Nov 18, 2008: [We couldn't find the verification meta tag.](#)

**Verification method**

- Meta tag
- HTML file

Copy the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="verify-v1"
content="EZK5weRv7u0ShPjpmwrMG0Ebi8U7sk4o8ZQ0QS2yQx4="
>
```

[+ Show me an example](#)

Verify

Verify later

HTML file or  
meta tag verification  
methods





# Planning for a New Site

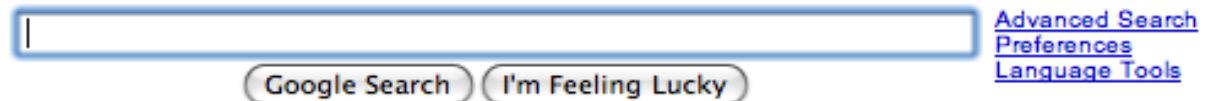


# Making Your Site: Full Steam Ahead

- Create unique content



- Provide a compelling service or product



# Making Your Site: Perhaps Finetune Your Plan?

MFA = Made for Adsense, often not original or compelling

The screenshot shows a website layout with several advertisements and a main content area. At the top, there are four ads: 'Thermotex Heating Pad', 'Gaymar Products', 'Herbal Packs - Save 60%', and 'Quality Hot & Cold Packs'. Below these is a 'Contents' section with links to 'Heat Therapy', 'Different Types of Heat Pads', 'Infrared Heat Therapy', 'Paraffin Wax Heat Therapy', 'Best Heat Therapy for Different Body Conditions', and 'Resources'. The main content area features a large empty box, followed by a paragraph about heat therapy's history and a section titled 'What Is Heat Therapy?' which describes the application of warm compresses.

**Thermotex Heating Pad** →  
Thermotex Therapy Products At Discount Prices. Large Variety!  
[www.AllegroMedical.com](http://www.AllegroMedical.com)

**Gaymar Products**  
High quality patient warming pumps and pads lowest UPS delivered price  
[www.symphonymedicalsupply.com](http://www.symphonymedicalsupply.com)

**Herbal Packs - Save 60%**  
Microwave Instant Heat Packs. Cold or Hot Use. 100% Natural, Free Ship  
[www.HeatMakesSense.com](http://www.HeatMakesSense.com)

**Quality Hot & Cold Packs**  
Gel Packs can be Used Hot or Cold to Treat Injuries & Reduce Pain.  
[www.IceWraps.net/Hot-Cold-Packs](http://www.IceWraps.net/Hot-Cold-Packs)

< > Ads by Google

### Contents

- [Heat Therapy](#)  
What is heat therapy and how does it work.
- [Different Types of Heat Pads](#)  
Heat pads become essential in every household for initial remedy in relieving pain. Learn what types of pads are available.
- [Infrared Heat Therapy](#)  
How infrared heat therapy works, when to use and not to use infrared lamps, precautions in using infrared lamps and the benefits that can be derived
- [Paraffin Wax Heat Therapy](#)  
Paraffin wax therapy is a safe way to soothe pain. Find out how.
- [Best Heat Therapy for Different Body Conditions](#)  
Discover the heat therapy that works best for each condition of the body
- [Resources](#)

Heat has a long reputation of being beneficial for use on chronic non-inflammatory injuries-and thus the practice of heat therapy was born. Heat therapy got it's start during the reign of ancient civilizations. The Egyptians, and similar ancient worlds, engaged in intense worship of the scorching hot Sun God Ra-a fact which only increased the appeal of heat therapy.

### What Is Heat Therapy?

Heat therapy is characterized by the application of warm compresses to the body as a natural remedy for the relief of pain and a renewed sense of health. Coming in the shape of hot water, a soaking soothing cloth, ultrasound, and even a heating pad, the warming relief of heat therapy has been applauded for his knockout punch to chronic injuries marked by the onset of pain in the joints. In fact, heat therapy as been cited as particularly useful to people living with arthritis and a double duo of stiff tissues and muscles. Heat therapy has also been used by serious athletes as a resident member of their pre-game regime; the application of heat therapy before a rigorous work has been documented for it's ability to improve the elasticity of the joint's tissues in addition to stimulating blood flow. Warming therapies cannot be used on acute conditions featuring inflammation because a boost in circulation and rise in the temperature of the skin are trademark calling cards of such therapies.

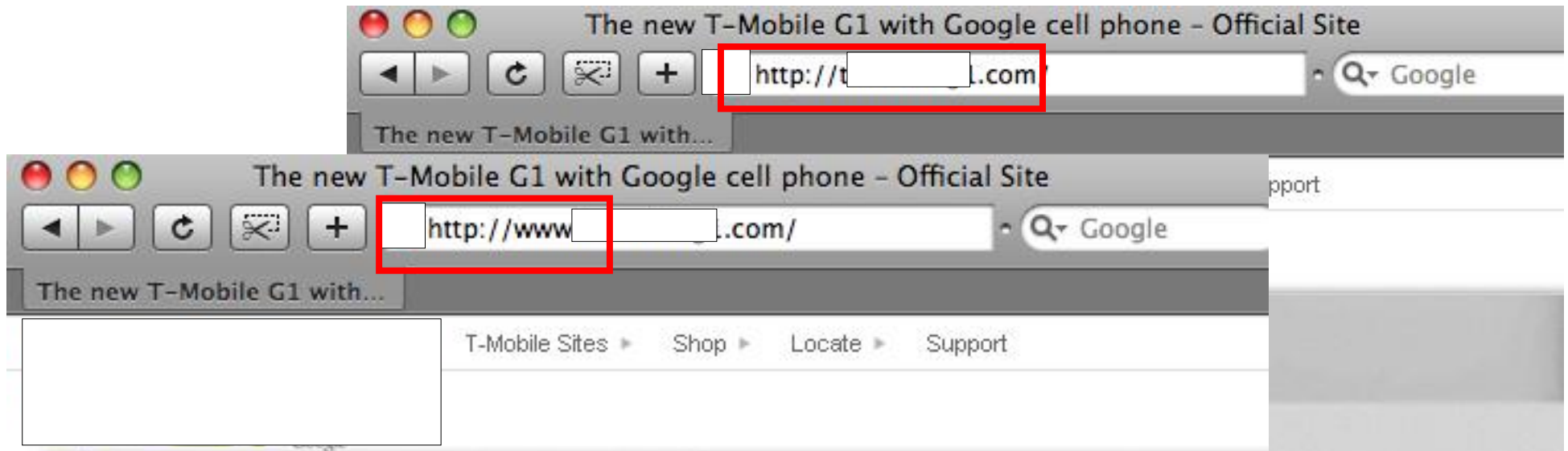
**Herbal Packs - Save 60%**  
Microwave Instant Heat Packs. Cold or Hot Use. 100% Natural, Free Ship  
[www.HeatMakesSense.com](http://www.HeatMakesSense.com)

**Beaded Herbal Heat Packs**  
Our microwave instant heat packs will sooth tired, achy muscles.  
[www.reliefmart.com](http://www.reliefmart.com)

# Select a Domain Name

- Consider geotargeting factors
  - gTLDs (.com, .net, .info) can target any location
  - ccTLDs are often restricted to be country-specific
- Determine reputation/authority with self-hosting
  - blogspot vs. your own domain
- Choose one: non-www vs. www

# Dang, PageRank Dilution



# Set a Geographic Target in Webmaster Tools

- If your site targets several different regions (e.g. all Spanish speakers), you don't need to set a target
- Use on verified sites with gTLDs (.com, .org, .info)

## Settings

### Geographic target

Target users in:

Jersey

Jamaica

Japan

Jersey

Jordan

Save

Cancel

# Determine Where to Host

- Factors in understanding your target geography
  - TLD
  - Webmaster Tools "Geographic Location" setting
  - Webserver IP
- Shared hosting with "bad neighborhoods" does not affect rankings
- Webmaster Tools API and Access Provider Program
  - GoDaddy, Strato



# Webmaster Tools GData API Current Functionality

- View/add/remove sites
- Verify site ownership
- Submit/delete Sitemaps
- Modify site settings: crawl rate, geotargeting preferences
- Manage messages sent to your account by Google via the Message Center
- **NEW**: Retrieve crawl errors



# Designing Your Site



# Site Architecture

- Users find what they want
- Crawlers access content rich pages
- Engines index optimally



# Site Architecture for Users



# Site Architecture for Users: Navigation

- Browseable on desktop or mobile device
- Easy navigation
  - Determine their location
    - Breadcrumbs
  - Get to where they want to go
    - Search box
    - Logical category navigation
    - Homepage to child page, child page to homepage
  - Know what they've already visited
    - Modify color for visited links
    - "Items you also looked at"

# Site Architecture for Users: URL Structure

- Shareable URLs
  - URL takes user to exact item (not menu or homepage)
- Descriptive filenames (hyphen-separated keywords, "g1-phone.html")
- Consider all lowercase URLs for safest implementation
  - Robots.txt is case sensitive thus mixed-case URLs can be a hassle
  - Easier for users if manually typed



# Site Architecture for Search Engines



# Site Architecture for Search Engines

- Secure private content
- Separate adult content from family-friendly content for easier SafeSearch filtering
  - [www.example.com/adult-images/](http://www.example.com/adult-images/)
  - [www.example.com/family-friendly-images/](http://www.example.com/family-friendly-images/)
- Create static links for navigation
  - Not just drop down menus or search box
- Keep important pages well-linked from homepage
- Submit a Sitemap (sitemaps.org with Yahoo!, Ask, and Microsoft)



# Disallow Throwaway Content: Shopping Carts

Googlebot is much too cheap!

```
http://www.example.com/index.php?page=EComm.AddToCart&Pid=3301674647606&returnTo=L2lub20TI=http://www.example.com/index.php&page=EComm.AddToCart&Pid=3301674752418&returnTo=L3BybWw=
```

# Disallow Login Pages

Googlebot forgot his username

```
https://www.example.com/login.asp?er=43d925  
7de47d8b08a91069cccb5
```

# Create and Test Robots.txt in Webmaster Tools

## Crawler access

If your site has content you don't want to appear in search results, use a robots.txt file to specify how search engines should crawl your site's content.

If private or out-of-date content is appearing in Google search results, use the Removal URL tool to request its removal (but first, make sure to review our [removal requirements](#)).

**Test robots.txt**

[Generate robots.txt](#)

[Remove URL](#)

Check to see that your robots.txt is working as expected. (Any changes you make to the robots.txt content below will not be saved.)

| robots.txt file   | Downloaded    | Status        |
|---|---------------|---------------|
| <a href="http://googlewebmastercentral.blogspot.com/robots.txt">http://googlewebmastercentral.blogspot.com/robots.txt</a> | 1 minutes ago | 200 (Success) |

### Text of <http://googlewebmastercentral.blogspot.com/robots.txt>

```
User-agent: Mediapartners-Google
Disallow:

User-agent: *
Disallow: /search

Sitemap:
http://googlewebmastercentral.blogspot.com/feeds/posts/default?orderby=updated
```

# URL Structure: Review Dynamic URLs

- Recognize by name/value pairs
  - `page.foo?&category=1&answer=10`
- Implement with cookies to hide user details
- Accessible as name/value pairs when cookies are disabled

# Implement Standard Practices for URLs

Create algorithmically easily understood (i.e. standard) name/value pairs for dynamic URLs

- <http://www.example.com/product.php?item=g1-phone>
- <http://www.example.com/product.php?item=g1-phone&category=mobile>
- <http://www.example.com/product.php?item=g1-phone&category=mobile&affiliateid=1234>
- <http://www.example.com/product.php?item=g1-phone&category=mobile&affiliateid=5678>

# Standard Dynamic URLs: Ranking

Google ranking interprets keywords in the query string as equivalent to keywords in the path

- [example.com/g1-phone/p?id=3](http://example.com/g1-phone/p?id=3)
- [example.com/p?id=3&item=g1-phone](http://example.com/p?id=3&item=g1-phone)

# Avoid "Mavericky" Alternative Encodings

```
http://antiques.shop.example.com/items/Periods-Styles__end-  
table_W0QQ_catrefZ1QQ_  
dmptZAntiquesQ5fFurnitureQQ_flnZ1QQ_  
npmvZ3QQ_sacatz100927QQ_trksidZp  
3286Q2ec0Q2em282
```

- Where [W0 = ?] and [QQ= &]

# Remove Session IDs From Paths or Position

- Creates (undesirable) infinite crawl possibilities
- Session id as a directory in the file path  
`http://www.example.it/(ikhgqzf20amswbqg1srbrh55)/index.aspx?tpr=4&act=elahttp://`
- Session id as positional value  
`www.example.com.mx/quintanaroo/cancun+hotel+zone-hotels-1-23-a7a14a13a4a23.html`

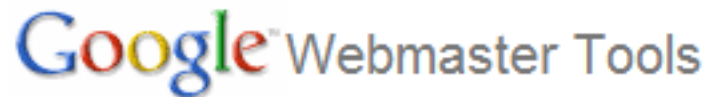


Difficult to understand algorithmically without a parameter name





# Message Center: Infinite Space Notification



[Dashboard](#) > **Message center**

## Message center

[« Back to Messages](#)

From: Google

Subject: **Googlebot found an extremely high number of URLs on your site:  
<http://www.example.com/>**

Date: July 30, 2008

To: Recipient

[« Previous](#) | 8 of 50 | [Next »](#)

Googlebot encountered problems while crawling your site <http://www.example.com/>.

Googlebot encountered extremely large numbers of links on your site. This may indicate a problem with your site's URL structure. Googlebot may unnecessarily be crawling a large number of distinct URLs

# Well Indexed by Google: Sweet Anchor Text

Create descriptive anchor text that names or labels your link

```
Visit the <a  
href="http://googlewebmastercentral.blogspot.com/">  
Webmaster Central Blog</a>.
```

# Anchor Text: How To Be "Not Helpful"



SOLUTIONS FOR: Agencies | Marketers | Publishers | Networks | Our Products ▾ | Insight & I

## Privacy

Please note that DoubleClick's privacy practices as described below do not apply to the privacy policies or practices of other DoubleClick affiliates



### Privacy Policy for Information Use at this Website

[www.doubleclick.com](http://www.doubleclick.com)  
Effective Date 08/14/2008

DoubleClick enables agencies, marketers and publishers to work together successfully and profit from their digital marketing investments. Its focus on innovation, reliability and insight enables clients to improve productivity and results.



Since 1996, DoubleClick has empowered the original thinkers and leaders in the digital advertising industry to deliver on the promise of the rich possibilities of our medium. Today, the company's DART and Performics divisions power the online advertising marketplace. Tomorrow, we will continue to enable clients to profit from opportunities across all digital advertising channels as consumers worldwide embrace them.

**Click here** for more information about our products and services.

"Click here" isn't descriptive



# Choosing Technologies



# HTML and Progressive Enhancement

- Design initially with static HTML content and navigation to reach the largest audience
- Add fancy bonuses (Flash, AJAX) later

# Choosing Technologies: JavaScript

Google now processes many onclick events to discover new URLs. This functionality is being continuously fine-tuned.

- We're constructing much of the page similar to a browser, including link tags and form elements
- If the onclick calls a function, the function must be declared within the URL and not dependent on external files

## JavaScript (cont.)

Examples of URLs that will now be discovered:

```
<div onclick="document.location.href='http://foo.com/'">
```

*if myfunction(x) is defined within the page:*

```
<tr onclick="myfunction('index.html')">  
<a href="#" onclick="myfunction()">new  
page</a>
```

```
<a href="javascript:void(0)"  
onclick="window.open('welcome.html')">open new  
window</a>
```



# Consider Hijax for AJAX

- Format JavaScript with with a static URL as well as JavaScript function for consistent search engine behavior

```
<a href="ajax.htm?foo=32"  
onClick="navigate('ajax.html#foo=32'); return  
false:">foo 32</a>
```

- Search engines often ignore fragment (#foo=32), but respect parameter (?foo=32)

# Choosing Technologies: Flash

- We can find all user-visible text in a Flash file
  - Avoid text in graphic files if you desire content indexed
  - We associate text with the embedding page (if one exists)

Before

After [Deep Impact](#)  
[www.jpl.nasa.gov/multimedia/deep-impact/index-flash.html](http://www.jpl.nasa.gov/multimedia/deep-impact/index-flash.html) - 3k - [Cached](#) - [Similar pages](#)

## [Deep Impact](#)

**NASA's** Hubble, Spitzer and Chandra Space Telescopes will be recording these ... ORBIT PATHS This **animation** shows the trajectory of **Deep Impact** and the orbit ...

[www.jpl.nasa.gov/multimedia/deep-impact/index-flash.html](http://www.jpl.nasa.gov/multimedia/deep-impact/index-flash.html) - 3k - [Cached](#) - [Similar pages](#)

## Flash (cont.)

- For embedded Flash, use well-known JavaScript methods to do the embedding
  - SWFObject
  - SWFObject2
  - UFO
  - AC\_RunActiveContent
- 
- **New:** If your Flash file loads an external resource (e.g. HTML page, XML file, another SWF file), we'll capture that content and associate it with the Flash file.

[www.uab.org](http://www.uab.org) - Union of Bulgarian Motorists - [ [Translate this page](#) ]

[www.uab.org](http://www.uab.org). Българска Федерация по Автомобилен Спорт. © Съюз на Българските Автомобилисти ... [www.uab.org](http://www.uab.org). Bulgarian Motor Sport Federation ...

[www.uab.org/](http://www.uab.org/) - 2k - [Cached](#) - [Similar pages](#)

# Frames and iFrames Current Behavior with Google

- Crawl
  - Frame/iframe URLs discovered at crawl time
  - URLs do not require a separate link on the web
- Index
  - Frames often indexed with parent page
  - Iframes often indexed as independent URL



Making the Page: Using Your `<head>`



# Anatomy of a Search Result

The image shows a Google search result for the query "united way". The search bar at the top contains the text "united way" and a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, there are tabs for "Web" and "Maps". The search result itself is for "Join The Live United Movement" and is highlighted with a blue box. Below the title is a snippet of text: "Headlines: United Way outlines ambitious 10 year goals. Headlines: United Way establishes Asia disaster recovery fund ...", highlighted with a green box. Below the snippet is the URL "www.liveunited.org/ - 18k - Cached - Similar pages", highlighted with a pink box. Below the URL is a list of sitelinks: "New Search", "Jobs", "Your Local United Way", "About United Way", "What United Ways Do", "Volunteer", "Give", and "Mission and Vision", all highlighted with a yellow box. Below the sitelinks is a link for "More results from liveunited.org »". Below the sitelinks is another search result for "United Way International" with a snippet: "Organization whose purpose worldwide is to mobilize local leaders and their communities in order to identify and address local human needs." and a URL "www.uwint.org/ - 38k - Cached - Similar pages".

Google™ united way Search Advanced Search Preferences

Web Maps Result

**Join The Live United Movement**

Headlines: **United Way** outlines ambitious 10 year goals. Headlines: **United Way** establishes Asia disaster recovery fund ...

[www.liveunited.org/](http://www.liveunited.org/) - 18k - Cached - Similar pages

[New Search](#) [What United Ways Do](#)  
[Jobs](#) [Volunteer](#)  
[Your Local United Way](#) [Give](#)  
[About United Way](#) [Mission and Vision](#)

[More results from liveunited.org »](#)

**United Way International**  
Organization whose purpose worldwide is to mobilize local leaders and their communities in order to identify and address local human needs.  
[www.uwint.org/](http://www.uwint.org/) - 38k - Cached - Similar pages

Title

Snippet

URL

Sitelinks



# Making the Page

- Create a unique <title> for each URL
- Add a unique <meta name="description"...> for possible snippet improvement

```
<meta name="description" content="Google Friend  
Connect instantly awakens and strengthens the  
community that visits your site by enriching it with  
social features.">
```

wth duplicate (or near duplicate) content

# Informative Titles for Users and Engines



Web [Show options...](#)

## [Get Your Hair Back.](#)

[www.HairClub.com](http://www.HairClub.com) Get your Free Microscopic Analysis. Life changing results. Look great!

## [Ultimate Guide to Growing Healthy Long Hair: 20 Steps Teach You ...](#)

**Growing long, healthy hair** is not especially difficult, nor does it take expensive hair products if you know the facts. The LongLocks HairSticks Boutique ...

[www.longlocks.com/how-to-grow-long-hair.htm](http://www.longlocks.com/how-to-grow-long-hair.htm) - 42k - [Cached](#) - [Similar pages](#)

## [Hair Growing Tips](#)

Dec 15, 2008 ... If your body is **healthy** and well nourished, your **hair** will be your shining ...

Get plenty of rest and sleep to allow your body to **grow hair**. ...

[www.hairboutique.com/tips/tip214.htm](http://www.hairboutique.com/tips/tip214.htm) - 37k - [Cached](#) - [Similar pages](#)



# Painful Titles

Not exactly informative

[PDF] **Untitled**

File Format: PDF/Adobe Acrobat - [View as HTML](#)

New! HP 39gs Graphing Calculator Classroom Kit. Article – Next. Announcing the HP 39gs Graphing Calculator Classroom Kit for Middle Grades. ...

[h20331.www2.hp.com/Hpsub/downloads/HP\\_0508\\_Calc\\_eNL\\_sm.pdf](http://h20331.www2.hp.com/Hpsub/downloads/HP_0508_Calc_eNL_sm.pdf) - [Similar pages](#)

**untitled**

Tags **untitled** ... More ». Favorited 1 time. Next tabblo in Andre.'s favorites ... This tabblo has the following tags: **untitled**. Finish with this information ...

[h30405.www3.hp.com/studio/stories/view/1179368/?nextnav=favs&navuser=249631](http://h30405.www3.hp.com/studio/stories/view/1179368/?nextnav=favs&navuser=249631) - 106k - [Cached](#) - [Similar pages](#)

[PDF] **Untitled**

File Format: PDF/Adobe Acrobat - [View as HTML](#)

Telepresence,. Effective Visual Collaboration and the Future of Global Business at the Speed of Light. By Howard S. Lichtman. Human Productivity Lab ...

[www.hp.com/halo/pdf/Telepresence\\_Paper.pdf](http://www.hp.com/halo/pdf/Telepresence_Paper.pdf) - [Similar pages](#)

by HS Lichtman - [Cited by 1](#) - [Related articles](#) - [All 9 versions](#)

# Optimize Your HTML

Webmaster Tools displays duplicate titles and meta descriptions for your site

## HTML suggestions

When Googlebot crawled your site, it found some issues with your content. These issues won't prevent your site from appearing in Google search results, but addressing them may help your site's user experience and performance.

| Meta description                            | Pages |
|---|-------|
| <a href="#">Duplicate meta descriptions</a> | 7     |
| Long meta descriptions                      | 0     |
| <a href="#">Short meta descriptions</a>     | 706   |

| Title tag                            | Pages |
|--------------------------------------|-------|
| Missing title tags                   | 0     |
| <a href="#">Duplicate title tags</a> | 160   |

# Minimize Duplicate Content


- <http://www.example.com/product.php?item=g1-phone>
- <http://www.example.com/product.php?item=g1-phone&category=mobile>
- <http://www.example.com/product.php?item=g1-phone&category=mobile&trackingid=1234>

# Minimize Duplicate Content (cont.)

## Potential Ranking Dilution


<http://example.com/page.php?item=g1-phone>

10 external links  
to this URL




<http://example.com/page.php?item=g1-phone&category=mobile>

5 external links to  
this URL



<http://example.com/page.php?item=g1-phone&category=mobile&trackingid=1234>

5 external links to  
this URL



# Use rel="canonical" for Preferred Version

Specify your preferred version in the <head> of each duplicate:

```
<link rel="canonical"
href="http://www.example.com/product.php?
item=g1-phone" />
```

Properties, such as link popularity, will be consolidated to one version. The canonical URL will also likely appear in search results.



Adding Content



# Adding Content: Text

- Make sure your keywords are included in the text
- Adopt the language of your users (e.g. "athletic footwear" vs. "running shoes")
- Be natural and readable
  - Keyword stuffing is spam

# Adding Content: Images

## Signals to optimize for Image Search

- Information surrounding the image
  - Paragraph text
  - Heading
- Quality of the image (e.g. resolution/pixels)
- `<img>` attributes, alt text

```

```



# Image Replacement: Hiding Text Can Be Risky

- "text-indent: -999" discouraged as image replacement technique due to risk factor of appearing spammy
- Best to use alt text, sifr, sprites, then <noscript>

Example of hidden text spam on an electronics e-commerce site

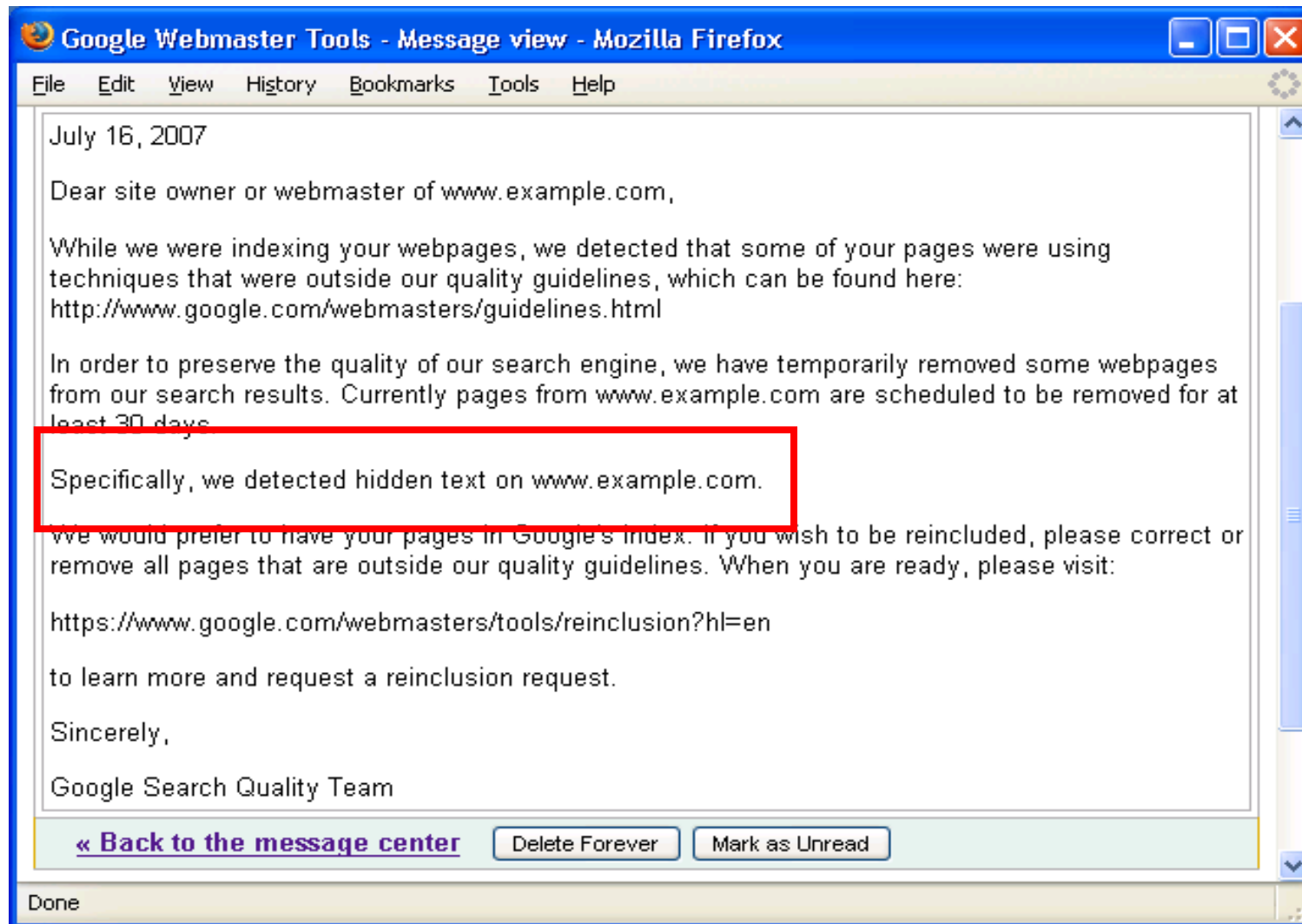
```
<div style="text-indent:-9999px;">
```

```
<a href="http://www. title="Artician Art and I  
<a href="https://ww /pro" title="Artician Pro'  
<a href="http://www. browse" title="Browse Arti  
<a href="http://www. explore" title="Explore Ar  
<a href="http://www. discuss" title="Artician I  
<a href="http://www. search" title="Search Arti  
  
<a href="http://www. title="Artician Web Devel  
<a href="http://www. clients" title="Artician (  
  
<a href="http://www. Alan Frank Law</a>  
<a href="http://alf ations/">Alan Frank Law Pu  
<a href="http://www. dex.php?page=practice#inve  
<a href="http://www. dex.php?page=practice#insc
```

:)



# Message Center: We Think You're Hiding Something...



# Adding Content: Videos

The screenshot shows the YouTube interface for a video titled "Battle at Kruger". At the top, the YouTube logo is followed by "Broadcast Yourself™ Worldwide | English" and "Sign Up | QuickList". Below this is a navigation bar with "Home", "Videos", "Shows", "Channels", and "Community" tabs, and a search box. The video player shows a scene of a savanna with a body of water. Below the player, there is a yellow banner with the text "This is a video response to Buffalo survives lion attack". The video has 104,740 ratings (represented by five stars) and 43,870,478 views. There are buttons for "Favorite", "Share", "Playlists", and "Flag". Below these are social media sharing options for "MySpace", "Facebook", and "Twitter", along with a link for "(more share options)". At the bottom left, there is a link for "Statistics & Data".

- Static HTML navigation
- Text description
- Unique title
- Visible popularity (views and ratings)
- Comments for engagement
- Related videos for stickiness
- Compelling content
- Uptime

# Video Sitemap Submission

```
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:video="http://www.google.com/schemas/sitemap-
video/1.0">
<url>
<loc>http://www.example.com/videos/some_video_landing_page.
html</loc>
<video:video>
<video:content_loc>http://www.example.com/video123.flv
</video:content_loc>
<video:player_loc allow_embed="yes">http://www.example.com/
videoplayer.swf?video=123</video:player_loc>
<video:title>My funny video</video:title>
<video:description>A really awesome
video</video:description>
<video:thumbnail_loc>http://www.example.com/thumbs/123.jpg</video
: thumbnail_loc>
</video:video>
</urlset>
```





# Responding Appropriately



# Key Response Codes

- 200: For when the URL exists
  - No "soft 404s" that redirect to your homepage
- 301: Signals the content has moved permanently
  - Use when existing content has new URL
  - Transfers URL and linking properties from source to target URL
- 404: File not Found, Google treats 410 similarly
- 503: For temporary site maintenance, signals to crawler to revisit later

# Review Crawl Errors

## Crawl errors

Issues Google encountered when crawling your site.

**Web** [Mobile HTML](#) [Mobile WML/HTML](#)

Show URLs: [HTTP \(32,233\)](#) - [In Sitemaps \(285\)](#) - [Not followed \(7,833\)](#) - [Not found \(43,632\)](#) - [Restricted by robots.txt \(488,050\)](#) - [Timed out \(0\)](#) - [Unreachable \(3,090\)](#)

| URL   | Detail                       | Detected     |
|---|------------------------------|--------------|
| <a href="http://www.google.com/alerts/feeds/06332438942041786167">http://www.google.com/alerts/feeds/06332438942041786167</a> | 4xx error                    | May 13, 2009 |
| <a href="http://www.google.com/base/feeds/">http://www.google.com/base/feeds/</a>   | 4xx error                    | May 22, 2009 |
| <a href="http://www.google.com/base/feeds/item">http://www.google.com/base/feeds/item</a>                                     | 4xx error                    | May 22, 2009 |
| <a href="http://www.google.com/base/feeds/itemat">http://www.google.com/base/feeds/itemat</a>                                 | 4xx error                    | May 23, 2009 |
| <a href="http://www.google.com/bookmarks/?output=rss">http://www.google.com/bookmarks/?output=rss</a>                         | 401/407 authentication error | May 25, 2009 |

Error details

List of URLs

# Clean Up the Web: Fix Broken Links!

Webmaster Tools provides the source (within your site or external to your site) for 404s

## Crawl errors

Issues Google encountered when crawling your site.

**Web** [Mobile CHTML](#) [Mobile WML/XHTML](#)

Show URLs: [HTTP \(0\)](#) - [In Sitemaps \(0\)](#) - [Not followed \(0\)](#) - **Not found (110)** - [Restricted by robots.txt \(27\)](#) - [Timed out \(0\)](#) - [Unreachable \(0\)](#)

| URL   | Detail          | Linked From             | Detected     |
|---|-----------------|-------------------------|--------------|
| <a href="http://googlewebmastercentral.blogspot...:usg=ALkJrhjNUdf-QJi2RUTUHGnq-RSFHpY1mw">http://googlewebmastercentral.blogspot...:usg=ALkJrhjNUdf-QJi2RUTUHGnq-RSFHpY1mw</a> | 404 (Not found) | <a href="#">3 pages</a> | May 22, 2009 |
| <a href="http://googlewebmastercentral.blogspot...-may-we-provide-you-with-excellent.html">http://googlewebmastercentral.blogspot...-may-we-provide-you-with-excellent.html</a> | 404 (Not found) | <a href="#">7 pages</a> | May 15, 2009 |
| <a href="http://googlewebmastercentral.blogspot.com/2006/09/debugging-blocked-">http://googlewebmastercentral.blogspot.com/2006/09/debugging-blocked-</a>                       | 404 (Not found) | <a href="#">2 pages</a> | May 17, 2009 |





# Improve 404s

The old look that could scare your visitors



## Not Found

The requested URL `/webmasters/tools/this-page`

---

# Ctrl-C, Ctrl-P the Webmaster Tools 404 Widget

Visit the Google Webmaster Help Center for the code to copy

## Add this widget to your custom 404 page

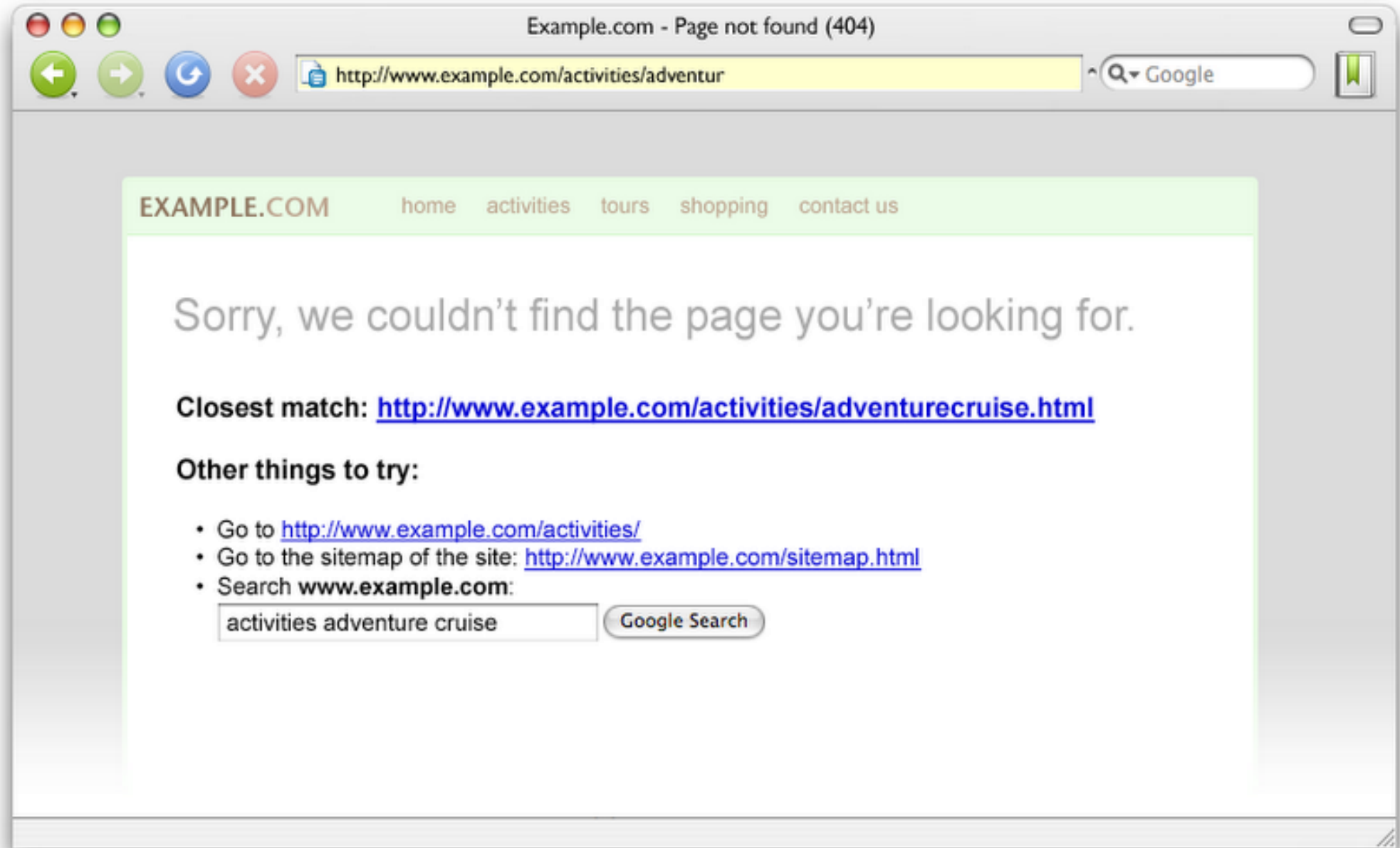
Copy the code below and paste it into your page where you want it to appear.

Select language:

```
<style type="text/css">
  #goog-wm { }
  #goog-wm h3.closest-match { }
  #goog-wm h3.closest-match a { }
  #goog-wm h3.other-things { }
  #goog-wm ul li { }
  #goog-wm li.search-goog { display: block; }
</style>
<script type="text/javascript">
  var GOOG_FIXURL_LANG = 'en';
  var GOOG_FIXURL_SITE = 'http://www.google.com/';
</script>
<script type="text/javascript"
  src="http://linkhelp.clients.google.com/tbproxy/lh/wm/fixurl.js"></script>
```

[Change the appearance of your custom 404 widget.](#)

# Hooray for Friendly 404s





# Engaging the Community



*For any peice of software, the question "Do the people who like it take care of each other?" turns out to be a better predictor of success than "What's the business model?"*

---

Clay Shirky, "Here Comes Everybody"

# Engaging the Community: Blogs

- Become an authority in your field
- Use categories that are also good keywords
- Keep your blog secure
  - Hackable software warnings in Webmaster Tools Message Center
- Review <http://www.mattcutts.com/blog/whitehat-seo-tips-for-bloggers/>
  - Or just Google [matt cutts seo blogging tips]

# Blog FAQs

- Publish full content or snippet?
  - Only mildly better for Google if full content is published
- Robots.txt disallow duplicate content categories/labels like “archives”?
  - Sure, if you’d like us only to crawl unique sections that’s just fine!
- What about tweets?
  - Not currently in ping service, crawled if linked to on the web, can appear in web search results

# Engaging the Community: Comments/Reviews

- Benefits
  - Informed purchasing decision for consumers
  - Communication with/between readers
- Host comments and reviews on your own site for stickiness (need to moderate for spam)
- Place reviews on same URL as product to consolidate content (all related links go to the same URL)



# Microformats and RDFa Reviews in Snippets

Initial focus is on sites whose primary intent is to provide

- Reviews
- Descriptions of people (e.g. social networking sites)

[Drooling Dog Bar B Q - Colfax, CA](#)

★★★★☆ 15 reviews - Price range: \$\$

Drooling Dog has some really good BBQ. I had the pulled pork sandwich, .... Drooling Dog BBQ is a great place to stop at on your way up the hill to Tahoe ...

[www.yelp.com/biz/drooling-dog-bar-b-q-colfax](http://www.yelp.com/biz/drooling-dog-bar-b-q-colfax) - 75k - [Cached](#) - [Similar pages](#)

```
<div class="hReview-aggregate">
```

```
<div class="item vcard">
```

```
<h1 class="fn org">Drooling Dog Bar B Q</h1>
```

```
...
```

```
</div>
```

```
<em>based on <span
```

# Check Backlinks in Webmaster Tools

Learn about your fans: See who links to you and where

## Links to your site

Links to your site

[Anchor text](#)

Find links to:

<http://googlewebmastercentral.blogspot.com/>

Find

Page

[/2008/01/looking-back-on-2007.html](#)

[/2008/01/remove-your-content-from-google.html](#)

[/2008/01/sitemaps-faqs.html](#)

Links (75,777)

[3](#)

[134](#)

[284](#)



# Maximize Traffic with Webmaster Tools

Up to 100 query terms

## Top search queries

Information about user search queries that have returned pages from your site.

Show:

**Impressions** : Your site appeared in these searches

| # | %   | Query                                  | Position |
|---|-----|--|----------|
| 1 | 14% | <a href="#">google</a>                 | 31       |
| 2 | 11% | <a href="#">blogspot.com</a>           | 5        |
| 3 | 8%  | <a href="#">google webmaster tools</a> | 7        |
| 4 | 6%  | <a href="#">google webmaster</a>       | 4        |
| 5 | 6%  | <a href="#">"blogspot.com"</a>         | 4        |
| 6 | 4%  | <a href="#">google trends</a>          | 10       |
| 7 | 4%  | <a href="#">google blog</a>            | 10       |
| 8 | 2%  | <a href="#">google.cmo</a>             | 4        |

**Clickthrough** : Users clicked on your site in these searches

| # | %   | Query                                | Position |
|---|-----|--------------------------------------|----------|
| 1 | 15% | <a href="#">rich snippets</a>        |          |
| 2 | 9%  | <a href="#">google links</a>         |          |
| 3 | 7%  | <a href="#">google webmaster b</a>   |          |
| 4 | 4%  | <a href="#">google rich snippets</a> | 3        |
| 5 | 3%  | <a href="#">sitelinks</a>            | 1        |
| 6 | 2%  | <a href="#">rel canonical</a>        | 1        |
| 7 | 2%  | <a href="#">canonical link</a>       | 2        |
| 8 | 1%  | <a href="#">canonical url</a>        | 2        |

- Last 7 days
- 2 weeks ago
- 3 weeks ago
- April
- March
- February
- January
- December
- November

*Do you think it's better to create a good website or to start a social media campaign?*

---

Search Friendly Development \$10\*\*6 Question

# Thanks!

Visit <http://www.google.com/webmasters/> for more  
webmaster resources!

Google™

