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Pubbl/distr/stampa	Birmingham, : Packt Pub., 2012
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Collana	Community experience distilled
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Nota di contenuto	Cover; Copyright; Credits; About the Author; About the Reviewers; www.PacktPub.com; Table of Contents; Preface; Chapter 1: An Introduction to Search Engine Optimization; What is SEO?; SEO terminology; .htaccess; 301 redirect (also known as Permanent Redirect); 302 redirect (also known as Temporary Redirect or Found); 404 error (also known as Page Not Found); AdSense; AdWords; Alexa Rank; Alt attribute; Anchor; Backlink (also known as Inbound Link); Bing Webmaster; Black hat; Bot (also known as robot, spider, or crawler); Canonical URLs; Cloaking; Crawl depth; Deep link Doorway page (also known as gateway page)Duplicate content penalty; Google Webmaster; Internal link density; KEI; Keyphrase density (also known as keyword density); Keyword (or keyphrase); Keyphrase stuffing; Landing page; Link building; Link farm; Link text (also known as anchor text); Long tail; Meta tags; MozRank; nofollow; Organic rank; Outbound link; Page rank; PPC; Reciprocal link; Redirect; Robots.txt;

SEF URLs; SEM; SEOMoz; SERP; SMO; Splash page; Stop word; White hat; XML site map; How search engines assess sites; Summary; Chapter 2: Configuring Joomla's SEO Options  
Setting up Search Engine Friendly URLs Configuring URL aliases; Creating URL aliases for your articles; Controlling the title tag; Article title vs. page title (title tag); Managing metadata; Summary; Chapter 3: Useful Extensions to Enhance SEO; Finding SEO modules; Top SEO modules for Joomla!; AceSEF; Advanced Title Manager; Easy Frontend SEO; Facebook-Twitter-Google+1; iJoomla SEO; JoomSEF; Nice Social Bookmark; obRSS; RSSEO Suite; SEO Canonicalisation Plugin; SEO Friendly Links and Images; SEO-Generator; SEO Links Pro; SEOSimple; sh404SEF; Ultimate Site Tools; Xmap  
Installing and configuring common SEO modules Implementing metadata management; Setting up canonical URLs; Setting up your XML site map; Implementing control over your Alt and Title attributes; Setting up cross-posting to social networks; Providing social bookmarking; Summary; Chapter 4: Getting Ready for Launch; Determining your SEO strategy; Identifying keywords; Assessing keyword effectiveness; Tapping into the power of stemming and variants; Content strategies for enhancing search engine ranking; Setting up third party services that can assist with SEO  
Getting started with Google Analytics Working with Google Webmaster Tools; Working with Bing Webmaster Tools; Summary; Chapter 5: Managing SEO on a Live Site; Link building; Identifying quality link partners; Managing a link marketing campaign; Creating your own links; Directories; Press releases; Video and file sharing; Social media optimization; Reporting and tracking; Popularity metrics; Traffic source metrics; e-Business metrics; Link metrics; Summary; Index

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Sommario/riassunto

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