

1. Record Nr.	UNINA9910456631603321
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Titolo	Drupal 6 search engine optimization [[electronic resource]] : rank high in search engines with professional SEO tips, modules, and best practices for Drupal web sites / / by Ben Finklea
Pubbl/distr/stampa	Birmingham, UK, : Packt Publishing, 2009
ISBN	1-282-29874-7 9786612298745 1-84719-823-6
Descrizione fisica	1 online resource (280 p.)
Collana	From technologies to solutions
Disciplina	006.7
Soggetti	Electronic information resource searching Search engines Web site development Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Table of Contents; Preface; Chapter 1: The Tools You'll Need; Drupal 6; Modules; Installing 99% of Drupal modules;; Installing the remaining 1% Drupal modules; Essential SEO modules; Optional SEO modules; Non-SEO modules; Drupal SEO Checklist module; Google Account; Set up a Google Account; Analytics; Google Analytics; Creating a Google Analytics account and installing it on your Drupal site; Yahoo! Analytics; Google Webmaster Tools; Verify your site with Google; Google Webmaster Tools settings; Preferred domain; Crawl rate; Understanding search engine crawlers; Paid tools; CrazyEgg MintOther Great Tools; Install two browsers; Google Toolbar; PageRank; SEO for Firefox plugin; Yahoo! site explorer; Summary; Chapter 2: Keyword Research; What is a keyword?; Keywords aggregate searchers into organized groups; A keyword defines a market; Why keyword research is important; What is your keyword goal?; Goal 1: Brand awareness; Company brand awareness; Product brand awareness; Credibility; Goal 2: Conversions; Transactional; Lead Generation; Page impression (or ad impression); Keyword research tools; Your own web

site; How to set up the Top Searches module;; Your competition
How to scrape your competitors' web site for keywordsGoogle Adwords
Keyword Tool; Google Zeitgeist; Google Trends; SEOMoz; Keyword
Discovery; WordTracker; How to pick the best keywords; The scenario;
How to gather a keywords list; Picking the right terms; Getting rid of
the wrong terms; Summary; Chapter 3: On Page Optimization; Page
titles; The page title module; The token module; Install and configure
the page title module; Rewriting page titles for individual nodes;
Writing page titles that Google and your visitors will love; Setting your
web site's name; Link titles
How to edit the title element of your navigation linksMake Drupal URLs
clean and search engine optimized; A brief history of static and
dynamic URLs; How Drupal handles dynamic URLs; Turning on clean
URLs in Drupal; Optimizing URLs with the Path module; How to turn on
the Path module; How to change a content path; Writing optimized
URLs; Automating paths with Pathauto and Path Redirect; Installing
Pathauto and Path Redirect; Configuring Pathauto; Redirects; 301
Redirects-the right way to move content around; Installing and
configuring Path Redirect; How to set up a 301 redirect
Global Redirect module-fixing Drupal's duplicate content problemsHow
to install and configure the Global Redirect module; Summary; Chapter
4: More On-Page Optimization; Headings; HTML Header tags; How
Drupal handles headings; Drupal menus and navigation; How to change
your navigation; Other links in your site; Optimize images, video, and
other media; File name; The alt and title attributes; Uses of alt and title;
Text near the media file; Meta tags; Installing the Meta tags module;
Configuring the Meta tags module; Specifying meta tags for your
content; Taxonomy meta tags; Node Meta tags
Views Meta tags

Sommario/riassunto

Rank high in search engines with professional SEO tips, modules, and
best practices for Drupal web sites
