

1. Record Nr.	UNINA9910785740703321
Autore	Shreves Ric
Titolo	Drupal search engine optimization [[electronic resource] ] : drive people to your site with this supercharged guide to Drupal SEO // Ric Shreves
Pubbl/distr/stampa	Birmingham, : Packt Pub., 2012
ISBN	1-283-62074-X 9786613933195 1-84951-879-3
Descrizione fisica	1 online resource (116 p.)
Disciplina	006.78
Soggetti	Web site development Web sites - Design Web search engines
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
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; Back link (also known as an "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 a "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; no follow; Organic rank; Outbound link; PageRank; PPC; Reciprocal link; Redirect; Robots.txt; SEF URLs; SEM; SEOMoz; SERP; SMO; Splash page; Stop word; Title attribute; White hat; XML sitemap; How search engines assess sites?; Summary Chapter 2: Configuring Drupal's SEO Options Configuring Site Details;

Setting the site name; Setting the slogan; Creating custom error pages; Setting up search engine friendly URLs; Enabling Clean URLs; Enabling the Path module; Writing Custom URL aliases; Setting up taxonomy and tagging; Configuring your site's RSS feeds; Summary; Chapter 3: Useful Extensions to Enhance SEO; Finding SEO modules; Top SEO modules for Drupal; Drupal SEO Tools; Facebook social plugins integration; Global Redirect; Meta tags; Page Title; Pathauto; Search 404; SEO Checklist; SEO UI; SEO Watcher; SexyBookmarks  
TagCloudsXML sitemap; Installing and configuring common SEO modules; Enhancing SEF URLs; Implementing metadata management; Improving Title Tag management; Setting up Canonical URLs; Setting up your XML sitemap; Providing social bookmarking; Summary; Chapter 4: Getting Ready for Launch; Determining your SEO strategy; Identifying keywords and phrases; Assessing keyword effectiveness; Tapping into the power of stemming and variants; Content strategies for enhancing search engine ranking; Managing metadata; 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

Sommario/riassunto

Drive people to your site with this supercharged guide to Drupal SEO