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Note generali	"Improve the search engine friendliness of your Web site."
Nota di contenuto	Joomla! 1.5 SEO; Joomla! 1.5 SEO; Credits; About the Author; About the Reviewers; Preface; What this book covers; What you need for this book; Who this book is for; Conventions; Reader feedback; Customer support; Errata; Piracy; Questions; 1. Developing your SEO and Keyword Strategy; Setting up your SEO strategy; Solving basic Joomla! 1.5 SEO problems; Global configuration meta tag settings; PDF, Print, and E-mail icons; Meta generator tag; Why do you need to do keyword research?; How to do basic keyword research; The tools of the trade; Free tools; Google's Adwords; Wordtracker SEO Book Keyword ToolCommercial tools; Keyword Elite; iBusinessPromoter; KeywordDiscovery and SEO toolkit; Choosing the right key words; Building your keyword list; Setting up your baseline statistics; Summary; 2. Optimizing Site Structure; Optimizing your site structure for SEO; Using sections and categories to create structure; Sections and categories; Grouping related topics together; Putting your keywords to work; Create a better-optimized structure with keywords; How will a better structure affect your rankings; Improving your site's usability for users and search engines Showing your site structure at a glanceSmall and fast improvements for usability; Placing uncategorized articles; Improve your menu structure for SEO; Create a better structure with menus; Restructuring your menu items; How to use separators and submenus for SEO; Why a sitemap component is essential for search engines; Why you should use a

sitemap.xml file; Installing and configuring a sitemap component; Installing and using Xmap sitemap component; Configuring Xmap; Other preference options; Adding menus to the sitemap; Linking to the sitemap; XML sitemaps for search engines
Submitting your sitemap to search enginesVerifying your site with Google; Uploading and verification; Your sitemap.xml in Google; Verifying your site with Yahoo!; Verifying your site with Bing; Your sitemap.xml in Bing; Using the robots.txt file to guide Search Engine Robots; Putting the robots to work; Improving the Joomla! robots.txt file; The Joomla! robots.txt file; Putting the sitemap link in robots.txt; Search engine webmaster tools; Summary; 3. Improve Joomla! SEO with the Joomlatwork SEF Patch; Downloading and installing the Joomlatwork patch; Getting hold of the patch
Installing the patchMake your titles more keyword rich; Create keyword-rich HTML titles for menus; Create keyword-rich HTML titles for pages; How to use the new Joomlatwork fields; Making better use of the HTML title; Improve your pages' metadata; Why does metadata matter? How does Google use it?; Using the description tag effectively; Using the keywords tag effectively; How to avoid duplicate meta tag descriptions and keywords; Control how search engines index your site; Control all search engines with the Robots meta tag; Google settings; Upgrade, uninstall, or modify the patch
Some other changes from the patch

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