



**White Paper**

# **SEO STRATEGY 201**

## SEO STRATEGY - 201

This document addresses some of the more technical details of Search Engine Optimization (SEO). The target audience should have a fairly strong understanding of SEO and technical solutions. In addition, this article focuses only on Google Organic strategies. However, by applying these measures and strategies, positive effects on Google CPC and other search engines will be shown.

### **Monitoring Google Indexing**

Search Google for “site:[yourdomain]”

Example: ‘site:door84.com’

This will show you all the pages that your domain has indexed with Google.



### **301 Permanent Redirects**

Google penalizes websites that have duplicate content. Very similar pages within a website will have detrimental results within Search Engines, including entire site removal. In addition, Search Engines consider the following examples all different sites.

- <http://www.door84.com>
- <https://www.door84.com>
- <http://door84.com>
- <https://door84.com>

Therefore it is best to pick one domain and drive users, search engines and internal links to one domain. It's the web administrator's role and responsibility to clean and organize the domain.

'www' is an old school, original nomenclature used to specify 'World Wide Web'. There are several theories as to which domain is better to use (www vs non-www).

In addition, webmasters cannot control how user's link to their website. They may link to:

- [www.door84.com](http://www.door84.com)
- [Door84.com](http://Door84.com)

In order to consolidate page rankings it's important to initiate 301 Permanent Redirects to one site. 301 Redirects tell a search engine that the page has been permanently moved to a new location. It will carry over the page rankings and history of the old page.

Permanent redirects of a www domain to a non-www domain or vice versa should be done at the web server level.

## IIS 301 Redirect of a domain

- In internet services manager, right click on the file or folder you wish to redirect
- Select the radio titled "a redirection to a URL".
- Enter the redirection page and \$\$\$Q (See Note Below)
  - Example URL: 'http://door84.com\$\$\$Q'
- Check
  - "The exact url entered above"
  - "A permanent redirection for this resource"
- Click on 'Apply'

Note: This is one of the most common mistakes web administrators make. It's very important to append the \$\$\$Q to the domain. Otherwise, when all pages within a domain get redirected, they would all go to the home page, lose their page rankings, relevance and frustrate the user base.

Example: [www.door84.com](http://www.door84.com) is forwarded to [door84.com](http://door84.com).

The following table shows results with and without the \$\$\$Q

URL Entered in browser	URL without \$\$\$Q	URL with \$\$\$Q
<a href="http://www.door84.com">http://www.door84.com</a>	<a href="http://door84.com">http://door84.com</a>	<a href="http://door84.com">http://door84.com</a>
<a href="http://www.door84.com/home-loans.html">http://www.door84.com/home-loans.html</a>	<a href="http://www.door84.com">http://www.door84.com</a>	<a href="http://door84.com/home-loans.html">http://door84.com/home-loans.html</a>

## 301 Redirect with code

Specific pages should do an inline 301 redirect with code.

Example: <http://door84.com/index.html> can redirect to <http://door84.com>. The following table gives examples of the code in various programming languages.

<b>ColdFusion Redirect</b>	<pre>&lt;.cfheader statusCode="301" statustext="Moved permanently"&gt; &lt;.cfheader name="Location" value="http://www.new-url.com"&gt;</pre>
<b>PHP Redirect</b>	<pre>&lt;? Header( "HTTP/1.1 301 Moved Permanently" ); Header( "Location: http://www.new-url.com" ); ?&gt;</pre>
<b>ASP Redirect</b>	<pre>&lt;%@ Language=VBScript %&gt; &lt;% Response.Status="301 Moved Permanently" Response.AddHeader "Location","http://www.new-url.com/" %&gt;</pre>
<b>ASP .NET Redirect</b>	<pre>&lt;script runat="server"&gt; private void Page_Load(object sender, System.EventArgs e) { Response.Status = "301 Moved Permanently"; Response.AddHeader("Location","http://www.new-url.com"); } &lt;/script&gt;</pre>
<b>JSP (JAVA) Redirect</b>	<pre>&lt;% response.setStatus(301); response.setHeader( "Location", "http://www.new-url.com/" ); response.setHeader( "Connection", "close" ); %&gt;</pre>
<b>CGI PERL Redirect</b>	<pre>\$q = new CGI; print \$q-&gt;redirect("http://www.new-url.com/");</pre>
<b>Ruby on Rails Redirect</b>	<pre>def old_action headers["Status"] = "301 Moved Permanently" redirect_to "http://www.new-url.com/" end</pre>

## ***Crawl Friendly Website***

It is very important to have clean and organized code on all pages. Search Engine Spiders crawl web pages to determine relevance and content. Spiders skip and pass web pages that are difficult to parse.

A good tool to determine code validation can be found here:

<http://validator.w3.org>

Some web pages should not be indexed. Special Meta tags can be used with the following attributes:

- NoFollow
- NoIndex

Proper Meta tags can look like the following

```
<META NAME="ROBOTS" CONTENT="NOINDEX, FOLLOW">  
<META NAME="ROBOTS" CONTENT="INDEX, NOFOLLOW">  
<META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">
```

## ***Monitor with Google Analytics***

Lightweight tracking code can be applied to each page in order to track detailed metrics regarding the use of the site. These metrics track useful information including, but not limited to:

- Unique Visitors
- Physical location of visitors that access the site
- Average Time on site
- Average Pages viewed
- Traffic Sources
- Exit Pages
- Bounce Rate

Monthly analytical reports can be generated and emailed to specific users. The following image illustrates the first page of a sample report.

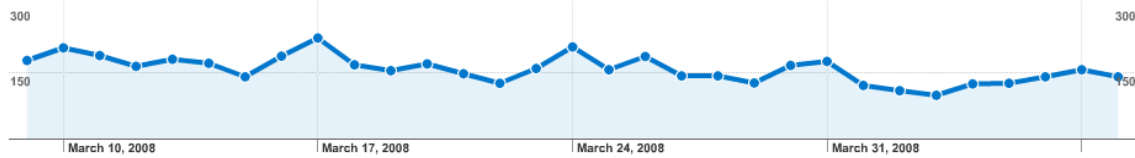
## Dashboard

Mar 9, 2008 - Apr 8, 2008

Comparing to: Site (?)

Export | Email

Beta Graph by: Day | Week | Month | Visits



### Site Usage

4,905 Visits

59.33% Bounce Rate

20,561 Pageviews

00:02:23 Avg. Time on Site

4.19 Pages/Visit

71.07% % New Visits

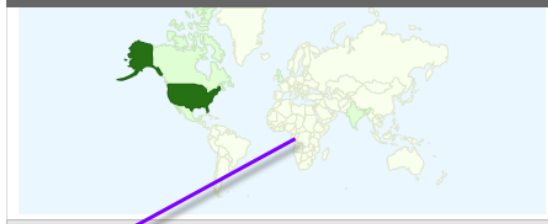
### Visitors Overview



3,809 Visitors

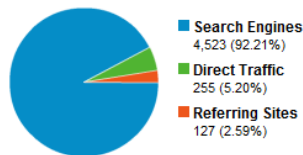
[view report](#)

### Map Overlay



[view report](#)

### Traffic Sources Overview



[view report](#)

### Content Overview

Pages	Pageviews	% Pageviews
<a href="#">/List.html</a>	566	2.75%
<a href="#">/</a>	411	2.00%
<a href="#">/NoLongerActive.html</a>	375	1.82%
<a href="#">/AdvancedSearch.aspx</a>	294	1.43%
<a href="#">/LotList.html</a>	192	0.93%

[view report](#)

Figure 1 - Analytic Report

The arrows indicate sections that you can drill down to a more detailed report. There should be a dedicated resource that constantly reviews all sections of the report.

## Monitor with Google Webmaster

A dedicated resource should also monitor Google Webmaster. The webmaster tool is a great way gather information about how users are finding your site, keywords, crawl errors, links to your site and much more.

## Page Naming Nomenclature

Use dashes instead of underscores. The page name should reflect the main point of the page and utilize the keywords. Search Engines prefer the following for a page regarding home loans.

**Good:** 'home-loans.html'  
**Ok:** 'home\_loans.html'  
**Bad:** 'homeloans.html'  
**Terrible:** '?page\_id=3'

### ***Useful sites***

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