Building SEO-Friendly Sites with Drupal

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About Me

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PANTHEON

What Is SEO?

- SEO = Search Engine Optimization, the process of making a website better for search engines

- SEO/Internet Marketing departments do:

  - Keyword Research

  - Content Writing/Editing for Optimum Keywords

  - Advertising based on keywords

- **Site builder's role is to facilitate implementing these changes.**

Areas Builders Can Help

- Domains

- URLs

- XML Site Maps

- Metatags

- RDF/Schema

- Tracking Scripts
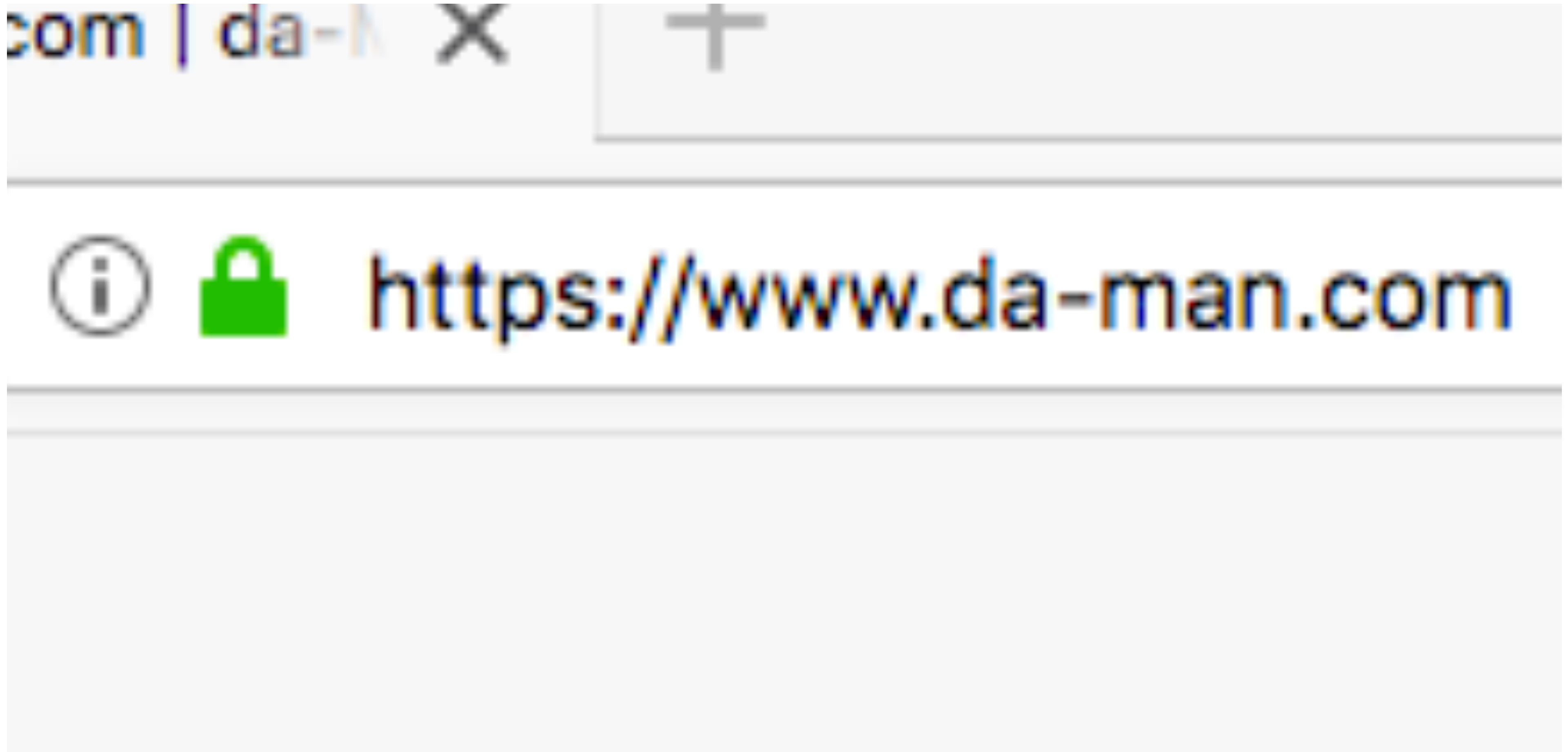
Domains

Problem: Many Domains

- Your site is available via many domains.

  - da-man.com, danielficker.com, da-man.net, etc.

- Default config would be to allow pages to be accessed on any domain.

- This is duplicate content and search engines will try to deal with it.

- Search engines may decide domain A is the authority on some pages and domain B is an authority for others. Content is split across sites.

Solution: Redirect Domains

- Redirect (HTTP 301) to the main domain.

    - Drupal's default `.htaccess` file includes some sample code with suggestions to fix this (for Apache servers).

    - See your web server documentation for solutions.

- Redirects give a clear message to the search engines:

    - This is all one site AND <u>da-man.com</u> is the place to get it.

URLs
In-site Content Organization

What are URLs?

- URL: Universal Resource Locator

  - `http://{domain.com}/{path}`

- Domain directs you to a server.

- Path directs you to a file on that server.

URLs Should

- URLs should be organized intelligently.

- URLs should convey hierarchy, if any.

- URLs should convey meaning.

- URLs should be hackable.

- Example: `/blog/2017/10/sample-post`

  - Then `/blog/2017` should exist with expected data.

robots.txt

- Tells search engines/spiders what to ignore.

- Default Drupal install includes a pretty good one.

- Add paths to it if pages exist that have content search engines should not index.

- On staging/test sites, don't index at all (don't let this get to live though):

```
User-agent: *
Disallow: /
```

URL Aliases

- By default, every Drupal page is accessible at `/node/[nid]`. For example, `/node/1`.

- Option to set a URL Alias if desired (Path module):

Menu settings
Not in menu

Revision information
No revision

URL path settings
Alias: about

Authoring information
By admin on 2014-07-27 13:02:20
-0500

Publishing options
Published

URL alias

about

Optionally specify an alternative URL by which this content can be accessed. For example, type "about" when writing an about page. Use a relative path and don't add a trailing slash or the URL alias won't work.

Module: Pathauto

- URL: http://www.drupal.org/project/pathauto

- Requires Token module.

- By default, all new content will get an automatic alias created based on Content Title field:

  - `/content/[node:title]`

- Can be customized for each content type.

Pathauto (Cont.)

- Also creates automatic paths for Taxonomy Term and User entities as well.

- Translates punctuation and spaces to dashes, drops common words (a, the, etc.).

- Lots of configuration options under the "URL Aliases" configuration section:

  - `/admin/config/search/path`

- Great to have keywords automatically in the URL.

Redirect

- URL: http://www.drupal.org/project/redirect

- Redirects from a URL to content or another URL.

- Problem: What if you change the page title?

  - The URL changes too. What about the old alias?

- Solution: This automatically adds a redirect.

Redirect (Cont.)

- Detects when an alias is changed and creates a redirect from the old alias to the entity.

- Add your own redirects for custom short URLs for print ads or other links.

- Tries to detect and fixes Circular Redirects automatically.

Global Redirect

- URL: http://drupal.org/project/globalredirect

- Drupal 7 only; In Drupal 8, features included in main Redirect module.

- Originally it's features were to be included in Redirect module but that is not yet the case.

- Makes sure that there is only one URL for every page including front page.

- Redirects to the appropriate URL if not the one.

Global Redirect (Cont.)

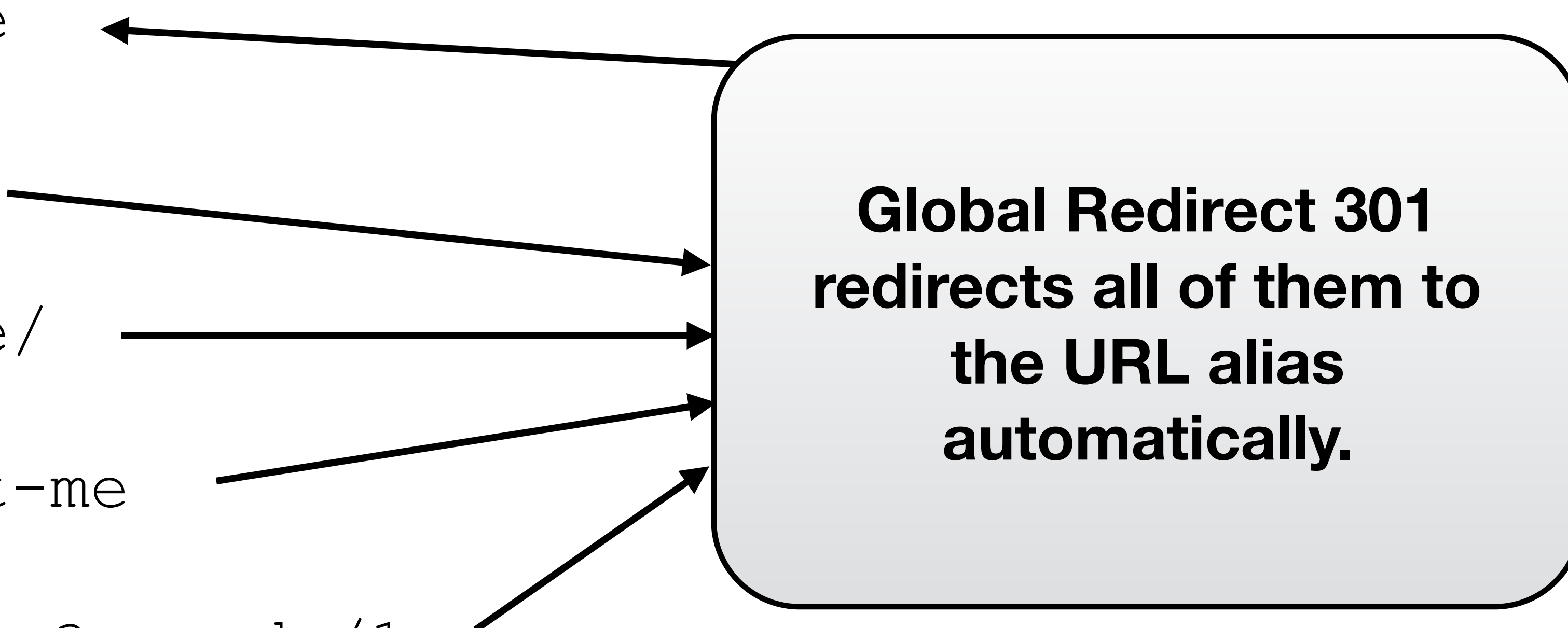- All these URLs show the exact same content:

  - `about-me`

  - `node/1`

  - `about-me/`

  - `?q=about-me`

  - `index.php?q=node/1`

Global Redirect 301 redirects all of them to the URL alias automatically.

Sitemap file: https://www.da-man.com/sitemap.xml

Number of URLs in this sitemap: 460

| URL location ▲	Last modification date	Change frequency	Priority
https://www.da-man.com/		daily	1.0
https://www.da-man.com/blog			0.7
https://www.da-man.com/blog/2005/02/19/the-best-picture-nominees-nobodys-seen	2011-10-01T22:15Z	never	0.5
https://www.da-man.com/blog/2005/02/21/gotta-be-creative	2011-10-01T22:15Z	never	0.5
https://www.da-man.com/blog/2005/02/21/job-prospects	2011-10-01T22:15Z	never	0.5
https://www.da-man.com/blog/2005/02/22/exciting	2011-10-01T22:15Z	never	0.5
https://www.da-man.com/blog/2005/02/23/well-thats-that	2011-10-01T22:15Z	never	0.5
https://www.da-man.com/blog/2005/02/24/star-wars	2011-10-01T22:15Z	never	0.5
https://www.da-man.com/blog/2005/02/24/updated-ipods	2011-10-01T22:15Z	never	0.5

XML Site Maps

All the Pages in One Place

XML Sitemap

- URL: http://drupal.org/project/xmlsitemap

- Creates XML file(s) with a list of all pages.

- Also data of page last updated, how often updated.

- Can include Content, Menu Items, Taxonomy Terms, User Profiles.

- Can submit automatically to Google, Bing, etc.

Google Search Console

Google Search Console

- URL: http://www.google.com/webmasters
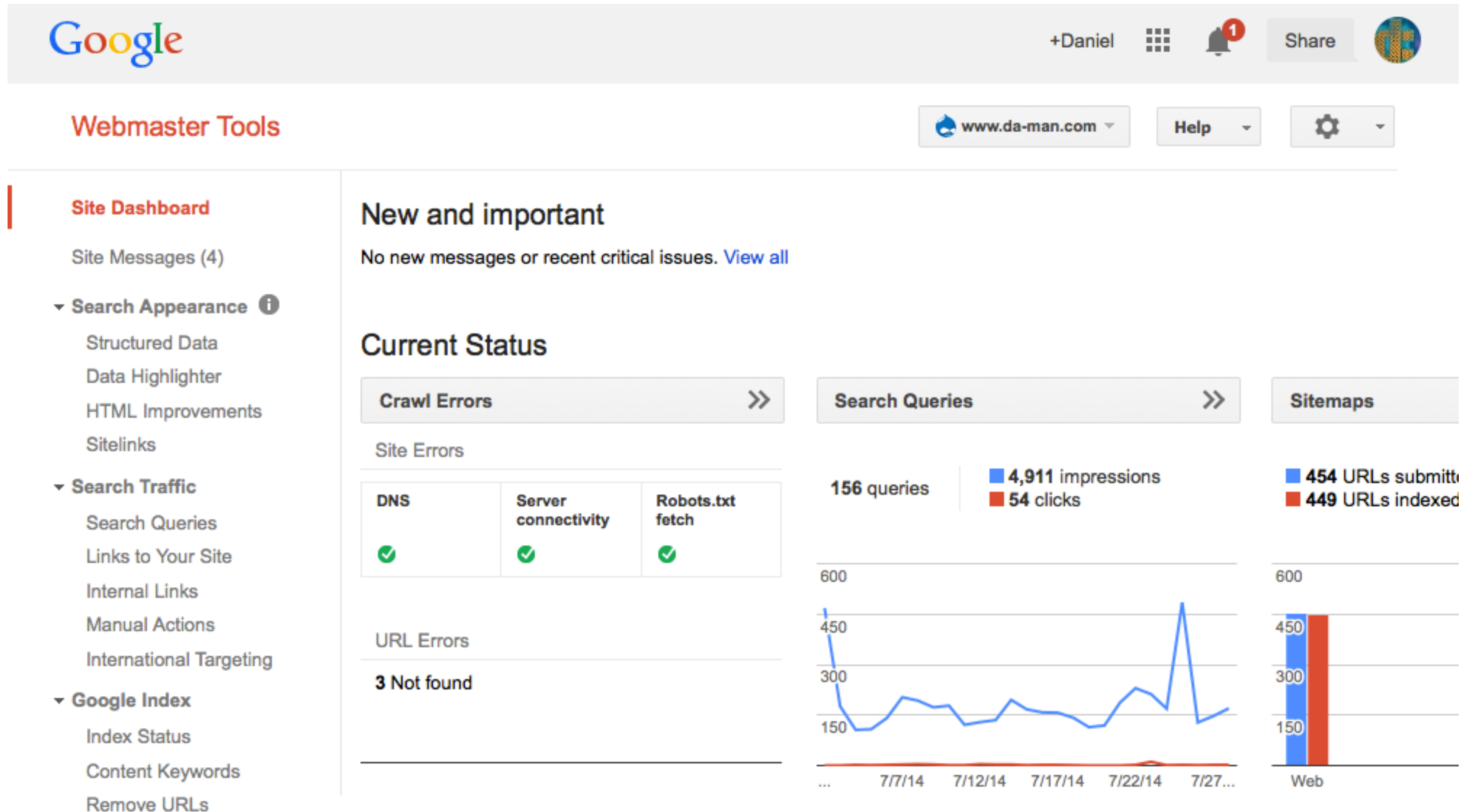
- Just need to Verify your site to get it.

- Can manually submit XML Sitemaps and see errors in them.

- Plenty of data on how Google sees your site.

- List of 404 pages they see, other crawl errors.

- Even notifications of when Google notices problems with your site.

Photo: **Nogran**

Metatags
Hidden Data for the Robots

Page Title

- When installing Drupal, you set a "Site Name".

- By default, every page's title is set to:

  - `[Content Title]|[Site Name]`

- This is great assuming the title has most of the important keywords on the page.

Metatag

- URL: http://drupal.org/project/metatag

- Uses Token module to set defaults.

- Can be overridden for any entity type or entity.

- Can set Page Title, Description, Keywords, Canonical URL, Robots and many more.

- Includes modules for Open Graph, Twitter Cards and Facebook.

Metatag Node Edit Display

Menu settings
Not in menu

Revision information
No revision

URL path settings
Automatic alias

URL redirects
No redirects

Meta tags
Using defaults

Authoring information
By admin on 2014-07-27 13:02:20 -0500

Publishing options
Published

Browse available tokens.

Page title

[node:title] | [site:name]

The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page.

Description

[node:summary]

A brief and concise summary of the page's content, preferably 150 characters or less. The description meta tag may be used by search engines to display a snippet about the page in search results.

Abstract

A brief and concise summary of the page's content, preferably 150 characters or less. The abstract meta tag may be used by search engines for archiving purposes.

Keywords

A comma-separated list of keywords about the page. This meta tag is *not* used by most search engines.

▸ **ADVANCED**

Real-Time SEO

- URL: https://www.drupal.org/ project/yoast_seo

- Implements Yoast's SEO API to check for problems.

- Gives you ideas on how to improve the content.

Focus keyword

example   ● SEO: **ok**

Pick the main keyword or keyphrase that this post/page is about.

Snippet

Example Title | Drupal SEO
http://yoast.goalgorilla.com/**example**-post
This is an **example** post. It tells us all we want to know about the subject we are
interested in... Lorem Ipsum is simply dummy text of the printing.

Content analysis

● No images appear in this page, consider adding some as appropriate.

● The focus keyword does not appear in the URL for this page. If you decic

● The page title contains 26 characters, which is less than the recommend
compelling call-to-action copy.

● The copy scores 60.3 in the Flesch Reading Ease test, which is considere

● The text contains 333 words, this is more than the 300 word recommen

● The keyword density is 0.9%, which is great, the focus keyword was four

● The focus keyword appears in 1 (out of 1) subheadings in the copy. Whil

● In the specified meta description, consider: How does it compare to the
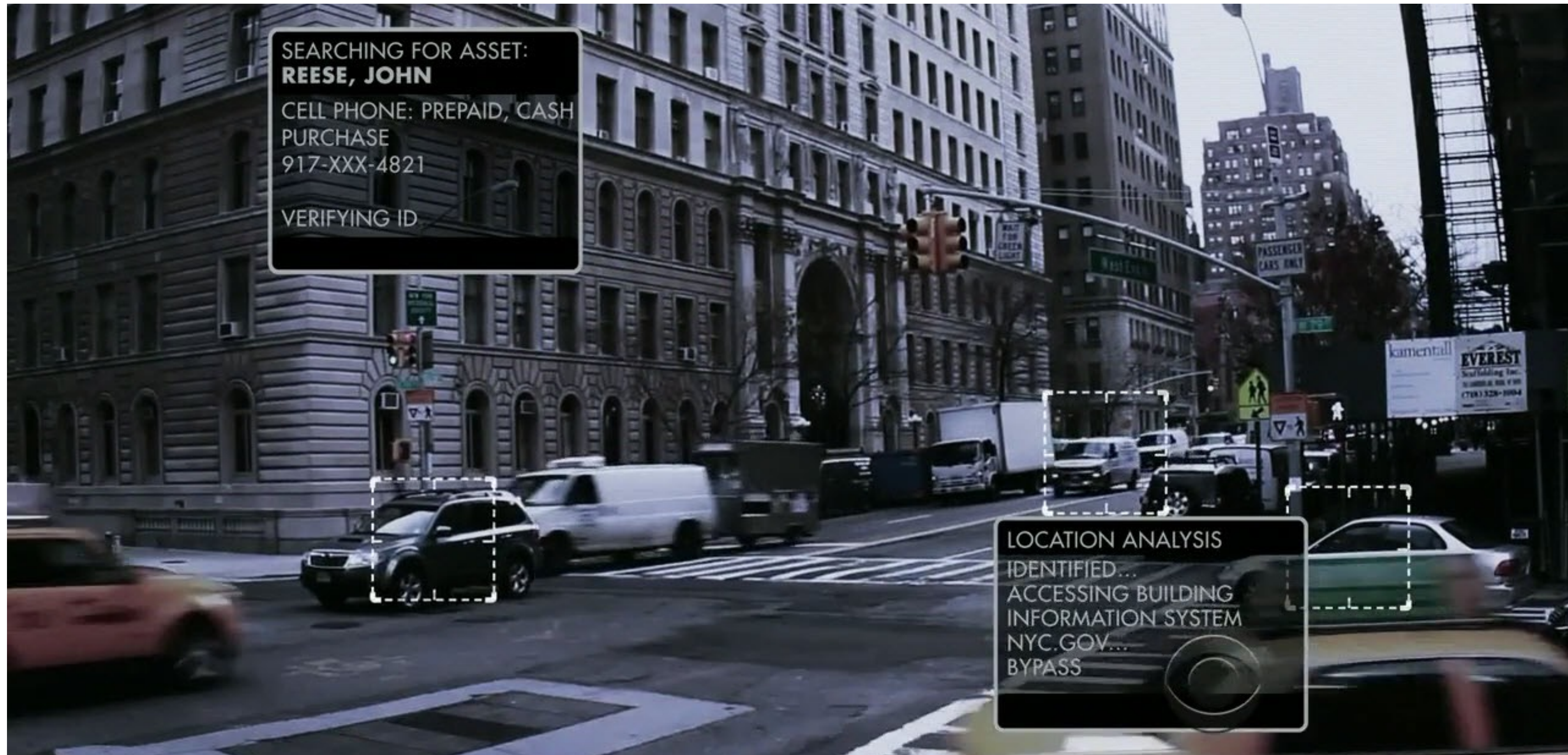
RDF & Schema

More Hidden Data for Robots

Drupal Core RDF

- RDF is an open W3C standard.

- Adds basic computer-readable metadata throughout pages.

- Only really see it in the source HTML of the page.

- Other servers can more easily parse your site's data.

schema.org

- Drupal 7 module: https://www.drupal.org/project/schemaorg

  - Adds support for more data types.

  - Assign content type to a schema.org data type.

  - Assign fields to the data type's properties via field admin.

- Much of this included in RDF module in Drupal 8.

- Drupal 8 more UI config: https://www.drupal.org/project/rdfui
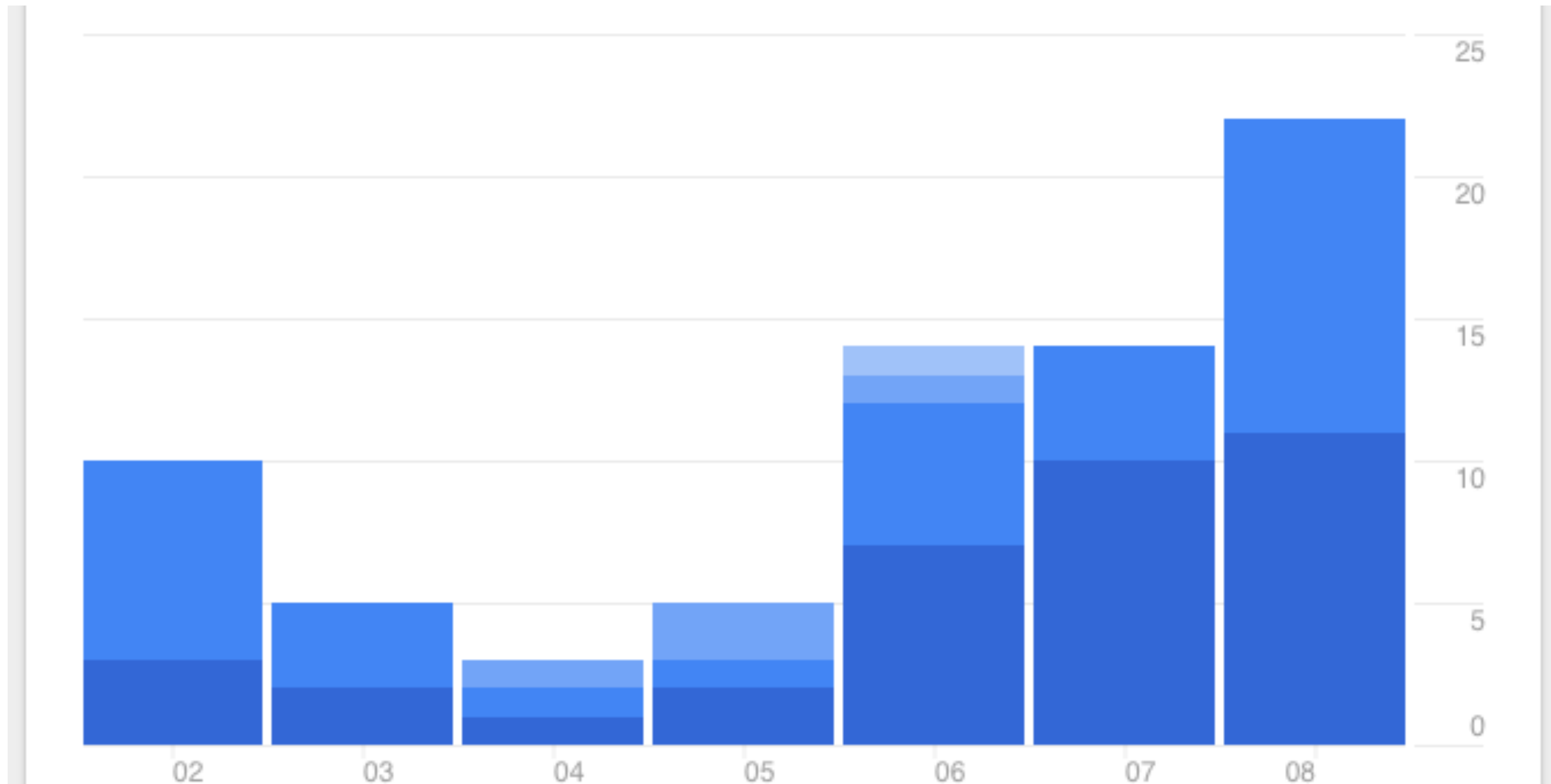
Tracking Scripts

More Data to Analyze

Google Analytics

- URL: http://drupal.org/project/google_analytics

- The de-facto standard for analytics b/c FREE.

- Just enable module and pop in ID.

- Lots more options for tracking as well.

Tracking Code

- URL: https://www.drupal.org/project/tracking_code

- Allows you to add JS snippets to the head, top or bottom of body.

- Allows filtering options to set what page they are loaded on.

- D7 only; for Drupal 8, maybe use Asset Injector: https://www.drupal.org/project/asset_injector

- Other tools such as Google Tag Manager could work well here.

Site Verify

- URL: http://drupal.org/project/site_verify

- Many services want a verification text file.

- Create a file of any name with basic text content.

- Can upload a (small) file's contents as well.

- Better than adding Meta Tag verifications, IMHO.

- No stable Drupal 8 release. Can always just do manually.

The End

Any Questions?