

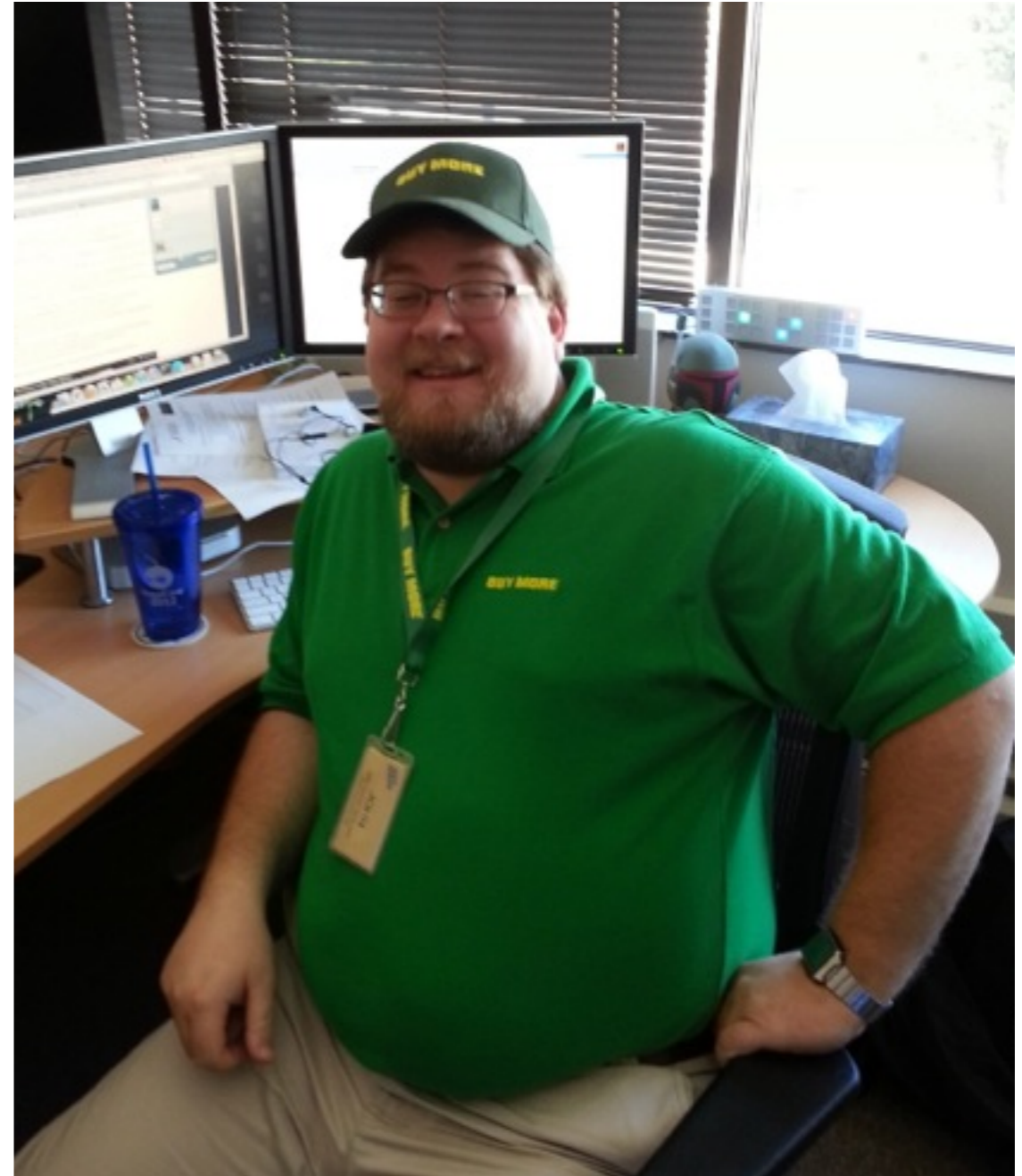
Building SEO-Friendly Sites with Drupal

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Twin Cities DrupalCamp 2014

About Me

- Computer geek since age 11
- PHP Developer for 9 years
- Drupal Developer for 5+ years
- Blog: <http://da-Man.com/>
- Twitter: [@deliriousguy](https://twitter.com/deliriousguy)
- Currently employed by



Disclaimer

- I am not a Search Engine Optimization (SEO) expert. I am a PHP developer.
- No keyword research or market analysis today.
- Talk to a real SEO professional for those.
 - Plug: August Ash does SEO

Overview


- Drupal Core Settings
- Contributed Must-Have Modules
- Other Contributed Modules
- Q&A

SEO Basics

- Keywords
 - Keywords in Page Title, Meta Tags
 - Keywords in Important Content Tags
- Duplicate Content
 - Duplicate Content on Domains
 - Duplicate Content on URLs.
- XML Site Maps

Dashboard Content Structure Appearance People Modules Configuration Reports Help Hello admin Log out

Add content Find content Edit shortcuts



TC Drupal Test My account Log out

Home

Welcome to TC Drupal Test

No front page content has been created yet.

- [Add new content](#)

Drupal 7 Core

The Basics

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.

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	URL alias <input type="text" value="about"/>
Revision information No revision	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.
URL path settings Alias: about	
Authoring information By admin on 2014-07-27 13:02:20 -0500	
Publishing options Published	

Save

Preview

Delete

Clean URLs

- On Apache installs, Clean URLs will likely just work.
- Install automatically turns on if it just works.
- Without clean URLs, every page looks like:
 - `index.php?q=node/1`
- This is still what Drupal core sees, but it can be prettier and optimized for SEO with Clean URLs.

Duplicate Domains

- Sites don't want multiple domains or even subdomains registering as the same site.
- Don't want drupal.org, www.drupal.org, and test.drupal.org displaying the same content.
- Solution: Redirect (HTTP 301) to the main domain.
 - Drupal's default `.htaccess` file includes some sample code with suggestions to fix this.
 - See your web server documentation for solutions

robots.txt

- Tells search engines/spiders what to ignore.
- Default Drupal install includes a pretty good one.
- May want to add paths to it if pages exist that don't have content search engines should index.
- On staging/test sites, don't index at all:

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



Drupal Modules

Making Drupal Powerful

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.

Aside: URLs

- URLs should be organized intelligently.
- URLs should convey hierarchy, if any.
- URLs should convey meaning.
- URLs should be hackable.
- Example: `blog/2014/08/sample-post`

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: Add 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.
- Circular Redirects Issue (to be committed):
<http://drupal.org/node/1796596>
- Drupal 6 Module is called Path Redirect instead.


Global Redirect

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

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 Twitter Cards and Facebook.

Metatag Content Fields

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

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

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](#)

Metatag Alternatives

- Page Title (http://drupal.org/project/page_title)
 - Just does `<title>` tag, no `<meta>` tags.
- Meta Tags Quick (http://drupal.org/project/metatags_quick)
 - Uses entity fields instead of tokens.
- Nodewords (<http://drupal.org/project/nodewords>)
 - Drupal 6 version of Metatag module.



Other Tips & Tricks

Optional Modules and Recommendations for SEO

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.

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.

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.

Google Webmaster Tools



+Daniel



Share



Webmaster Tools

www.da-man.com

Help



Site Dashboard

Site Messages (4)

Search Appearance

- Structured Data
- Data Highlighter
- HTML Improvements
- Sitelinks

Search Traffic

- Search Queries
- Links to Your Site
- Internal Links
- Manual Actions
- International Targeting

Google Index

- Index Status
- Content Keywords
- Remove URLs

New and important

No new messages or recent critical issues. [View all](#)

Current Status

Crawl Errors >>

Site Errors

DNS	Server connectivity	Robots.txt fetch
✓	✓	✓

URL Errors

3 Not found

Search Queries >>

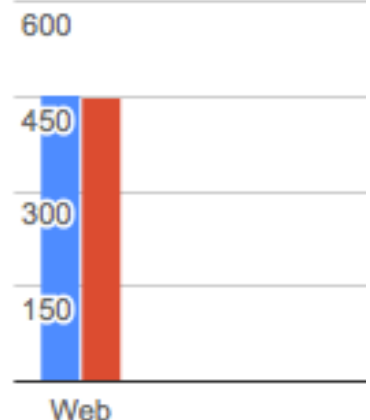
156 queries

4,911 impressions
54 clicks



Sitemaps

454 URLs submitted
449 URLs indexed



Google Webmaster Tools

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

SEO Checklist

- URL: http://drupal.org/project/seo_checklist
- Adds a checklist to keep track of all of this (and a bit more) right on your site.
- Doesn't configure anything for you, just lists what should be set up on a site.
- I don't use it, but could be helpful for newbies.

Search 404

- URL: <http://drupal.org/project/search404>
- Disables any other set 404 page.
- Displays “not found” message and search results for the keywords in the URL.
- Not as good as finding 404 pages and 301 redirecting them to the appropriate content.

Link Checker

- URL: <http://drupal.org/project/linkchecker>
- Scans your site content and tries the links.
- Reports that include all the broken links you link to.
- Good for both internal and external links.

The End

Any Questions?

