

# SEO Tips and Tricks

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# What is SEO?

- SEO Is **NOT**:

- A way to trick search engines
- A one time expense  
“Set it and forget it”
- Fast

- Good SEO Is:

- communicating effectively with search engines
- communicating well with your visitors
- a commitment
- time consuming

# Benefits of Good SEO

- More Revenue
- Increase in quality traffic
- Increase in credibility of site and content
- A better experience for Search Engine users
- Improve User Experience on your site

# SEO Tactics

- **Research**
- Good Site Architecture
- Semantic Markup
- Content Strategy
- Inbound Links
- Taxonomy
- SEO Modules for Drupal

# SEO & Drupal: Modules

- **SEO Checklist**
  - Pathauto
  - Page Title
  - Global Redirect
  - Path Redirect
  - Meta Tags
  - XML Sitemap
- Google Analytics –  
Benchmark and Measure

# If it Ain't Broke, Don't "Fix" It!

- Drupal works pretty well out of the box
- Don't Mess It Up!
- Page Titles, for example
- Node Titles and Heading tags `<h1>`

# Selling SEO

- What are your client's missing without SEO?
  - Sales or Donations
  - Name Recognition and Organic Search Traffic
- Investing in SEO pays dividends in the long run

# What do you sell?

- Research
- Keyword analysis
- Content Strategy
- Training
- Measurement and Evaluation

## Resources & Links:

- [groups.drupal.org/search-engine-optimization](http://groups.drupal.org/search-engine-optimization)
- [CivicActions.com](http://CivicActions.com)
- [Volacci.com/drupal](http://Volacci.com/drupal)
- [GrowVS.com](http://GrowVS.com)
- [SEOmоз.com](http://SEOmоз.com)
- [Google's SEO Handbook & Webmaster Tools](#)

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