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Subject: SEO

Posted by [renalpha](#) on Sat, 26 Feb 2011 15:55:43 GMT

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Hello guys,

I was wondering, does anybody actually have any tips to improve your website's SEO?

I might have figured out how to get google's sitelinks working, but im actually looking for tips out of this community who has more tips.

In a way a lot of the people here are IT/ICT students (well i hope).

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Subject: Re: SEO

Posted by [cmatt42](#) on Sat, 26 Feb 2011 16:50:04 GMT

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Sensible keywords, solid backlinks, frequent fresh content... really, google would be a great resource here. I mean that more than just searching for SEO tips; you've got the webmaster tools from Google, Bing, and Yahoo as well as the various special search operators Google has.

Basically, you're making your site more easily accessible using any and all resources, even those that aren't really visible to the visitor (i.e. alt attributes). To go deeper, you really need to focus on your demographic and figure out how they try to search for your topic and use that data to improve.

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Subject: Re: SEO

Posted by [EvilWhiteDragon](#) on Mon, 28 Feb 2011 08:32:21 GMT

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I've heard that separating visual make-up and content should help as well. So that if you disable images, css and javascript it's still readable.

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Subject: Re: SEO

Posted by [newcheese](#) on Mon, 28 Feb 2011 18:03:33 GMT

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I'm interested in this subject as well.

I know HTML/CSS/PHP/jQuery/Javascript but it's all useless if you don't know SEO. And I don't know SEO! I don't think that viral marketing is a realistic method of getting your site attention either (unless your product is really that good).

What I do know, however, is that there's a website (for which you need membership, for a cost)

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that has a monthly newsletter about SEO. It provides updates on what SEO experts think search algorithms look like, so you can constantly update your site to match predicted algorithm modifications. I'll hook you up with a link soon, I need to get to class.

SEO's an art. Wish I knew more!

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Subject: Re: SEO

Posted by [cmatt42](#) on Mon, 28 Feb 2011 19:19:54 GMT

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EvilWhiteDragon wrote on Mon, 28 February 2011 01:32I've heard that separating visual make-up and content should help as well. So that if you disable images, css and javascript it's still readable. Absolutely. Google's HTML, CSS, and Javascript from the Ground Up course gives a pretty good visual on how to work with this: <http://code.google.com/edu/submissions/html-css-javascript/>

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Subject: Re: SEO

Posted by [a000clown](#) on Tue, 01 Mar 2011 05:30:55 GMT

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Have fresh/unique content. If I have to explain this one you shouldn't have a website.

Avoid duplicate content. [example.com?f=1&s=asc](#) vs [example.com?f=1&s=dec](#) both give the same content, only sorted differently. Search engines don't like this, although they're pretty good at figuring out most things on their own via complex algorithms.

Use relevant keywords in your meta tags and title.

Also don't overuse them... "SomeSoftwareName - Page Title" may be great for whoever develops the CMS/Forum you're using, but it's not so great to have it in your search results since it provides nothing meaningful to all/most of your site visitors.

Use proper HTTP codes when redirecting pages.

Create an XML sitemap.

Structure your html to be easily readable on browsers that have css and/or javascript disabled. By that I mean it should make sense when reading from top to bottom in plain text-only mode, rather than having content mixed up all over the place.

The Opera web browser actually has a handy "accessibility" page mode you can toggle for this.

I'm certainly no pro and these are just the simple basics you can do. Personally I believe seo is moot anyways. Follow seo best-practices when you can, but don't go out of your way. The nerds at google work hard so you don't have to

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Subject: Re: SEO

Posted by [EvilWhiteDragon](#) on Tue, 01 Mar 2011 10:39:19 GMT

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@clown:

Good SEO also allows impaired people to be easier able to access your website. I know this isn't too much of a problem for your average site, but if you would be working for a big company or (semi-)government website it is good to keep this in mind.

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Subject: Re: SEO

Posted by [a000clown](#) on Tue, 01 Mar 2011 14:55:45 GMT

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While I agree with what you're saying, seo and following web accessibility guidelines shouldn't be confused. They do compliment each other in certain areas but the objectives of the two are different.

What I meant to say was I don't believe following seo best-practices offers a huge benefit in terms of getting your site's pagerank a higher score. It's nice to follow if it's not too much trouble, but if it requires more effort I think your time would be better spent creating unique content rather than messing with markup.

Web accessibility is a lot more important than seo, imo, as it widens your audience in a tangible way.

A common misconception about web accessibility is that many think it deals exclusively with people who have disabilities, which isn't true. Yes, this is a major part of it, but accessibility also deals with making your site usable cross-browser and cross-platform, including mobile devices which is an extremely popular and fast growing market right now.

In short, your site should offer the same or similar usability to anyone, regardless of their disabilities, software or hardware choices.

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Subject: Re: SEO

Posted by [EvilWhiteDragon](#) on Tue, 01 Mar 2011 15:44:40 GMT

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a000clown wrote on Tue, 01 March 2011 15:55 While I agree with what you're saying, seo and following web accessibility guidelines shouldn't be confused. They do compliment each other in certain areas but the objectives of the two are different.

What I meant to say was I don't believe following seo best-practices offers a huge benefit in terms of getting your site's pagerank a higher score. It's nice to follow if it's not too much trouble, but if it requires more effort I think your time would be better spent creating unique content rather than messing with markup.

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In short, your site should offer the same or similar usability to anyone, regardless of their disabilities, software or hardware choices.

While you're certainly not wrong, I must add that SEO in general has to do with the document structure and information. The mobile parts should be done by CSS and the likes, like creating a print.css (or similar, not sure here) for printing.

As for the cross-platform thing, if one writes valid HTML in the first place it's not too hard to make it work on all platforms. Maybe one needs to apply some (very) small hacks for a platform, but in general it's working OK'ish. Of course IE6 and to lesser extend 7 are pretty bad, but more and more companies are dropping support for IE6 hacks anyway.

Even with the "bad" HTML parsing in IE6, it usually still renders a page that is readable. Perhaps not pretty, but that is not as important as readable.

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Subject: Re: SEO

Posted by [a000clown](#) on Tue, 01 Mar 2011 17:49:41 GMT

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Yup, it's a shame there's still so many who don't write proper markup following standards though Don't even get me started on sites 100% created in flash...

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Subject: Re: SEO

Posted by [EvilWhiteDragon](#) on Wed, 02 Mar 2011 08:10:13 GMT

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a000clown wrote on Tue, 01 March 2011 18:49Yup, it's a shame there's still so many who don't write proper markup following standards though

Don't even get me started on sites 100% created in flash...

At least you're sure that you're not doing anything with SEO then...

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Subject: Re: SEO

Posted by [Goztow](#) on Wed, 02 Mar 2011 08:27:37 GMT

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From my experience, google's algorithm is made to retrieve most sites (bar 100 % image / flash of course). I do some web development myself and i never had a website that wasn't retrieved by google after a few hours / days. Bear in mind that I do place a link on a rather popular site immediately after release, to speed up this process.

The unique content of the website will allow people to retrieve your website easier, simply because there's less other sites that offer the same. Example: I created a site for medical elections, names it medicalelections.<domain> and it was almost immediately the 2nd or 3rd in

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the list on google. However, when I created one for a polyclinic, it was way harder to nail the website down with logical keyword simply because there are 1.000s of polyclinics in Belgium. However, when one went looking for the name of a doctor working in this polyclinic, the site came up first in the results.

SEO might just give you an extra edge in a competitive environment, but I'm with clown on this one.

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