



Joomla! SEO and Internet Marketing

Joomla! day
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Introduction

- SEO and Internet Marketing
 - what is it?
- Joomla tools and utilities
- Questions

SEO and IM

Wikipedia : **Search engine optimization (SEO)** is the process of improving the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results

Me: SEO efforts may involve a site's coding, presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from spidering a site

SEO has more to do with optimizing the WEBSITE itself and has therefore a lot to do with the 'on-site' factors

SEO and IM

Wikipedia : **Internet marketing** is the practice of using all facets of internet advertising to generate a response from your audience. It ties together both the creative and technical aspects of the internet, including design, development, advertising and marketing.

Me: All the effort involved in making your website more visible on the Internet.

Internet Marketing is wider than just SEO and involves off-site factors, such as linking strategies.

SEO/IM Joomla! Utilities/Tips

- SEF URLs
 - SEF patch
-
- Sitemaps
 - Social Bookmarking
 - Linking tools

SEF URLs – Why use them?

For humans:

- Easier to read and remember
<http://www.mysite.co.za/joomla-tutorials.html>

Rather than

http://www.mysite.co.za?option=com_content&task=blogcategory&id=5&Itemid=2

- Can serve as a call to action (20% of real estate in SERPs)

SEF URLs – Why use them?

For Search Engines:

- Not a problem any more i.t.o. spidering, but might still have a marginal effect on direct ranking
- Since keywords are a decisive ranking factor, keywords in the URL or meta-text may help you rank better (for example where people link directly to a URL)



**Duplicate
Content! (ItemID)**

Joomla! SEF URLs

- OpenSEF/NUSEF
- Artio
- SEF Advance
- s404SEF

Joomla! SEF URLs - OpenSEF

Advantages:

- Free
- Works well out of the box, does not create duplicate URLs due to ItemID problems
- Low in terms of resources
- Add-on tools (e.g. Google Sitemap)
- Ability to exclude/include components

DisAdvantages:

- OpenSEF developer quit! Future of project development?
- Inability to remove 'category' from URL
- Sometimes messes up!
- Doesn't work with JoomFish

Joomla! SEF URLs - Artio

Advantages:

- Free
- Works with lots of components (incl Joomfish)
- Works on Windows servers

DisAdvantages:

- Creates duplicate URLs because of ItemID
- Adds advertisement for Artio in meta data
- Performance problems (use for small sites only)

Joomla! SEF URLs – SEF Advance

Advantages:

- Been around for ever – strong support
- Supports large number of components

DisAdvantages:

- Not free
- Requires IonCube

Joomla! SEF URLs – s404SEF

- New kid on the block
- Very positive reviews
- Seems to handle ItemIDs OK
- Can set individual settings for various components.
- Works with Joomfish

SEF patch – Why is it needed?

- Joomla Titles – default is Site Title + Menu
- Most important tag is the TITLE. Only have 65 characters available
- Descriptions and meta tags is site meta tags



**Shows up in SERPs!
Call to action/
mini advertisement**

SEF patch – What is it?

- Two versions, free & commercial (8EU)
- Free patch – apply manually (FTP files),
- Commercial – install like component. More features

What it does:

- Changes titles to 'Page title' of menu (with option to append site title) / title of individual item
- Individual descriptions & keywords for individual items.
- Some other settings as well – minor importance (eg. Content expiration, prevent google from taking snippets etc)

Sitemaps – Why use them

For Humans:

- Having a sitemap on your site helps them to find their way around your site, or find items quickly in a big site

For Search Engines:

- Using the SE sitemaps really helps to get your site indexed faster

Joomla Sitemap Options

- For Humans – Use Joomap component.
- For SEs
 - Use OpenSEF or gSiteCrawler (not Joomla – but free!)
 - Other sitemap utils: SEF Service Map or Dynamic gSitemap
- To submit:
 - Sign up for webmaster account at Google and put in link to sitemap file
 - Put the line:
Sitemap: <http://www.example.com/sitemap.xml>
in your robots.txt file (leave empty line after).
This will help MSN & Yahoo also pick it up

Social Bookmarking – Why use it?

- Traffic to your site NOT from search engines
- Build credibility and links to your site

Joomla Tools

- Technorati tags:
 - Tagbot. Usage – double brackets.
 - Claim your site on Technorati.
 - No PING for this yet
- Bookmarking sites:
 - Sociotag (www.socioclick.com)
 - Sociolize (will ping 5 sites (not technorati))
 - Or new kid on the block : [Social Bookmarking Buttons Plugin](#)

Link Tool – Why use it?

- Reciprocal links are still required (e.g. if you list yourself in certain directories)
- Link Tools should provide SEF links (not redirects/javascript)
- BUT: Google is dropping Link Tool pages.
- Rather use manual pages that looks like normal content pages (not pattern based)

Conclusion

- Sign up for my e-course
- Look out for the full course

THANK YOU FOR LISTENING!

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