

IS337 Handout: Search Engine Optimization

Why is SEO important?

SEO goal:

What is PageRank?

Most important factor in improving PageRank?

How can you improve PageRank of one page on your site at the expense of others on your site?

Ways to improve your Web pages for SEO for particular search term:

1. URLs:
2. <title>, <meta>
3. <h1>
4. Keyword ratio
5. SiteMap
6. HTML
7.

Buying and selling links: a good idea?

Black-hat techniques:

- Keyword stuffing
- Link farm
- Article spinning
- PageRank spoofing

Tools:

- Google Webmaster Tools
- Firefox extension: SenSEO, SEOopen