

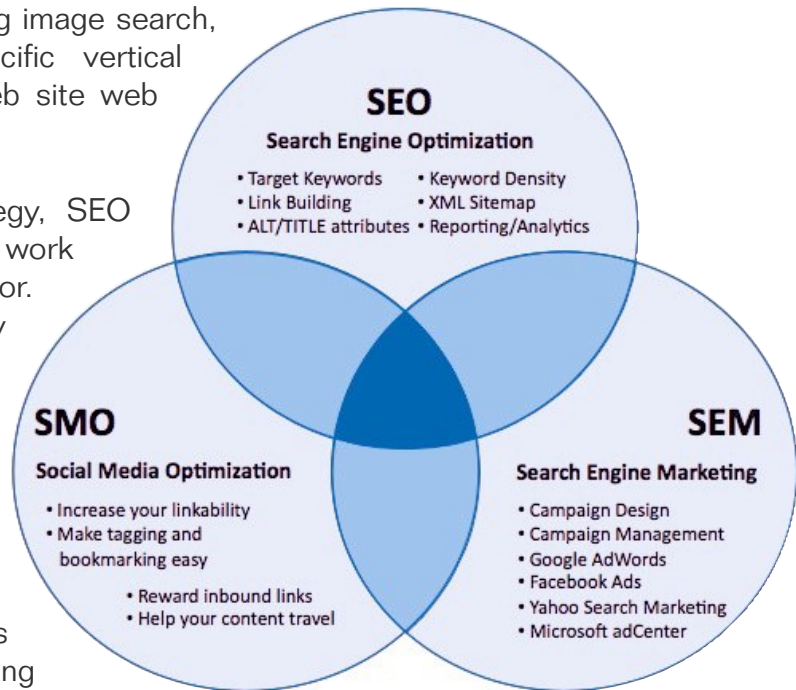
# SEO search engine optimization

## [mcs]<sup>TM</sup>

Search engine optimization (SEO) is the process of improving the volume or quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results. Typically, the earlier a site appears in the search results list, the more visitors it will receive from the search engine. SEO may target different kinds of search, including image search, local search, and industry-specific vertical search engines. This gives a web site web presence.

As an Internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content and HTML coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

The [mcs]Drupal 4.0 system is extremely powerful at maximizing your site structure for search engine friendliness. (see document attached for more detail).



### Primary SEO Focus:

Site Specific Elements  
Link Relationship Building / Management  
Reporting Analytics

## Site Specific Elements

**XML Site Map**- This is a dynamically generated file that is located at the site root and is submitted to search engines to direct their categorizing of a sites content. This is an automatic features under the [mcs]Drupal 4.0

**Clean URL's** - very clean and specific URL's are important, the updated system will provide links such as: [www.durlach.com/properties/office/park-shore/](http://www.durlach.com/properties/office/park-shore/)

**Page Titles** - Titles that appear in the browser bar, they are descriptive of the content , combined with clean url's provide a clear id of your content.

**Keywords** - a careful selection and words within your content targeted to highlight a specific search phrase.

**Tags** - Increasing less important but descriptive hidden meta tags still may have some value.

## External Optimization

### Link Relationship Building / Management

The search engines weight a site based on the network of links pointing to a site and the relative weight of the linking sites. First they weight the site structure and the relative significance of your content and then the linking structure/network to determine your relevance in a search list.

Once a site is structurally sound and attention has been paid to your site organization and content relative to your targeted search phrases it is critical to raise your link significance. This is done by generating links.

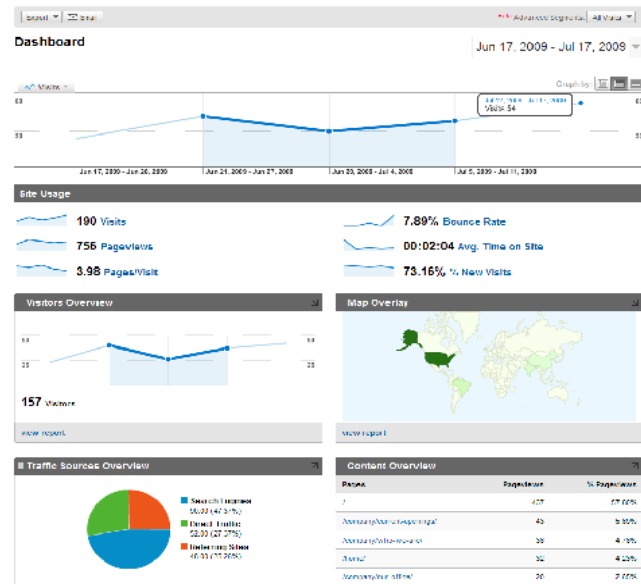
- Featured Stories on your Site/Company with return links
- Industry and Trade Lists
- Google Maps
- Reciprocal Links with Clients
- Social Network Sites
- and on and on

## Reporting Analytics

Google Analytics is undoubtedly the most widely used web analytics application (Internet Site Traffic Reporting). In May 2007 the application was heavily edited, developed and released; the design was simplified and more advanced features were added. Over years Google Analytics managed to gain on popularity because of its simplicity and many advanced features for curious site owners and professional marketers.



**Google Analytics can generate up to 85 different reports** that will help you analyze all possible data about your website traffic. It not only tracks visitors to your site or the number of page views, it can be used to see which content gets the most visits, time on site per visit, which ads are driving the most visitors to your site, it track the performances of your marketing campaigns, including AdWords, Adsense and emails and much, much more.



Monthly Reports  
Control Panel Access

## Desktop Real Time Reports

<http://www.desktop-reporting.com/polaris.html>

Polaris is a cross-platform desktop widget for Google Analytics. With 8 standard reports it's the easiest way keep your data always instantly available. The rich interface and swift navigation make it a pleasure to use.

Polaris is a free download for everyone who manages one website profile. For those who are managing multiple profiles, the upgrade to the full version is \$15 / year. Both the free and the full version will get regular free updates with new functionality and features.



SMO SEM see separate documents