



10 sfaturi legate de construcția unui website SEO-friendly

Olivian BREDA, 2010.07.24, Orange Concept Store, 14 slide-uri

1. Folosește cuvinte cheie în tag-ul Title



2. Adaugă cuvinte cheie în tagul H1

```
Source of: http://www.skittles.com/default.htm?mm=08&dd=21&yy=1975&terms=on&x=51&y=16

<a href="/default.htm">Home</a>
<a href="/products.htm">Products</a>
<a href="/videos.htm">videos</a>
<a href="/pics.htm">pics</a>
<a href="/chatter.htm">chatter</a>
<a href="/friends.htm">friends</a>
<a href="/contact.htm">contact</a>
<a href="/site-map.htm">Site map</a>

<h1>Skittles.com is home to everywhere you already are. Yes, it sounds strange, but it's true. See our
Facebook, Wikipedia, YouTube, Twitter and Flickr pages all through our website. You can always get information on the
products you love like Original Fruit Flavor Skittles, Skittles Crazy Cores, Skittles Sour, Skittles Tropical and
Skittles Wild Berry. You can also watch the tv commercials that everyone loves on the Skittles YouTube Page or see
original artwork on the Flickr page.</h1>
</div>
<div id="layer2">
  <iframe id="blankfrm" name="blankfrm" src="blank.htm" width="100%" height="100%" frameborder="0"
allowtransparency="true" scrolling="no" ></iframe>
</div>
<div id="ageVerification">
  <div id="ageBox">
    <div style="line-height:0px;"></div>
    <div class="ageBoxMiddle">
      <div></div>
      <div id="ageForm">
        <form name="Bdate" action="" onsubmit="return checkAge();">
          <p>Hold your horses. Before you can check out Skittles.com, you've gotta tell
us your age. So spill it:</p>
          <div class="date">
            <input id="mm" name="mm" type="text" value="MM" onfocus="if (value ==
'MM') {value = ''}" onblur="if (value == '') {value = 'MM'}" />
            <input id="dd" name="dd" type="text" value="DD" onfocus="if (value ==
'DD') {value = ''}" onblur="if (value == '') {value = 'DD'}" />
            <input name="yy" id="yy" type="text" value="YYYY" onfocus="if (value
== 'YYYY') {value = ''}" onblur="if (value == '') {value = 'YYYY'}" />
          </div>
        </form>
      </div>
    </div>
  </div>
</div>
```

3. Primul link către o pagină din site să
conțină cuvinte cheie targetate

LINKING

IS NOT A CRIME



4. URL-ul paginii să conțină cuvinte cheie

Marketing Over Coffee Mar... x



<http://www.marketingovercoffee.com/about/>

5. Folosește URL-uri fără parametri

6. Pune ALT text pentru imagini

Yes
 No

Keep this episode on the Program

Image:

B **I** **U** |

☰ ☲ ☱ ☳ ☴ ☵ ☶ ☷

Path: p

Upload a new image or select an existing image

Input format

Short Description:


B **I** **U** |

☰ ☲ ☱ ☳ ☴ ☵ ☶ ☷

Add image

<http://sswebdev01.wgbh.org/pjohnson/sites/all/modules/tinymce/tinymce/jscryp>

Properties: Change how the image is displayed. Start Over



**Masterpiece
Mystery Lewis**

Title (optional):
Masterpiece Mystery Lewis

Description (optional):

Size: (orig 91x91, max 640x640) Preview

Alignment:
left

Link: Not a link

Insert mode: HTML Code

Insert Cancel

Done

7. E bine ca în codul sursă să ai cât mai puțin cod și cât mai mult text de tip conținut;

```
Source of: http://www.jasonmorrison.net/ - Mozilla Firefox
File Edit View Help

<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
  <title>Jason Morrison</title>
  <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
  <meta name="description" content="Projects, artwork, design work, and essays on design, usability, and web development.">
  <meta name="keywords" content="Jason Morrison, design, usability, UI, information architecture, web development, design process, design thinking, design strategy, design research, design education, design criticism, design history, design theory, design practice, design culture, design industry, design community, design education, design research, design criticism, design history, design theory, design practice, design culture, design industry, design community">
  <link rel="stylesheet" type="text/css" href="style_new.css">
</head>
<body>
  <div id="header">
    <div id="headerimg">
    <div id="titlebox">
      <h1><a href="http://www.jasonmorrison.net/">Jason Morrison</a></h1>
      <h2 class="description">Usability, web development, design</h2>
    </div>
  </div>
</div>
  <div id="container">
    <div id="center" class="column">
```


8. Creează o structură ierarhică a informației
(pe niveluri, cu pagini interconectate)



9. Serverul să aibă uptime cât mai mare




10. Viteza de încărcare a paginilor site-ului să fie mare

SPEEDTEST.NET

9/14/2009


3:42 PM GMT

DOWNLOAD

 **67.73** Mb/s

UPLOAD

 **31.03** Mb/s

 PING **8** ms

ISP:

WiLine Networks

★★★★★ 3.6/5

SERVER:

San Francisco, CA

DISTANCE: < **50** mi

Copy Forum
Link

Copy Direct
Link

Surse imagini

Punctul 1:

<http://www.flickr.com/photos/cambodia4kidsorg/260004685/>

<http://creativecommons.org/licenses/by/2.0/deed.ro>

Punctul 2:

<http://www.flickr.com/photos/kegill/3328559667/>

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

Punctul 3:

<http://www.flickr.com/photos/ross/358692239/sizes/o/>

<http://creativecommons.org/licenses/by-nc/2.0/deed.ro>

Punctul 4:

<http://www.flickr.com/photos/financialaidpodcast/2821827019/>

<http://creativecommons.org/licenses/by-nc-nd/2.0/deed.ro>

Punctul 5:

<http://www.flickr.com/photos/factoryjoe/2936346985/>

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

Surse imagini

Punctul 6:

http://www.flickr.com/photos/wgbh_devblog/2596125318/

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

Punctul 7:

<http://www.flickr.com/photos/jason-morrison/2150499966/>

<http://creativecommons.org/licenses/by-nc/2.0/deed.ro>

Punctul 8:

<http://www.flickr.com/photos/museumwales/2218785762/>

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

Punctul 9:

<http://www.flickr.com/photos/mayhem/2939259129/>

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

Punctul 10:

<http://www.flickr.com/photos/revolute/3919281623/>

<http://creativecommons.org/licenses/by-nc-sa/2.0/deed.ro>

Vă mulțumesc!

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<http://getresultnow.com/>

[http://twitter.com/Olivian BREDA](http://twitter.com/Olivian_BREDA)

Sursa: <http://www.seomoz.org/article/search-ranking-factors>