

Problems, options and solutions



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One important fact about search engines ...



Search engines generally want to index as much unique and valuable content from the Internet as they possible can. But, some websites, servers and pages are just not very easy for them to "understand" ...

The question is: Is it yours?

SEO Basics

Based on the IRTA-model

» Indexing

- » Getting your pages in the engines

» Ranking

- » Getting them to rank for relevant search terms

» Traffic

- » Get people to actually click through to your site

» Actions

- » Get the visitors to take the desired actions

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- » **Problems:** Dynamic websites usually creates a lot of indexing barriers

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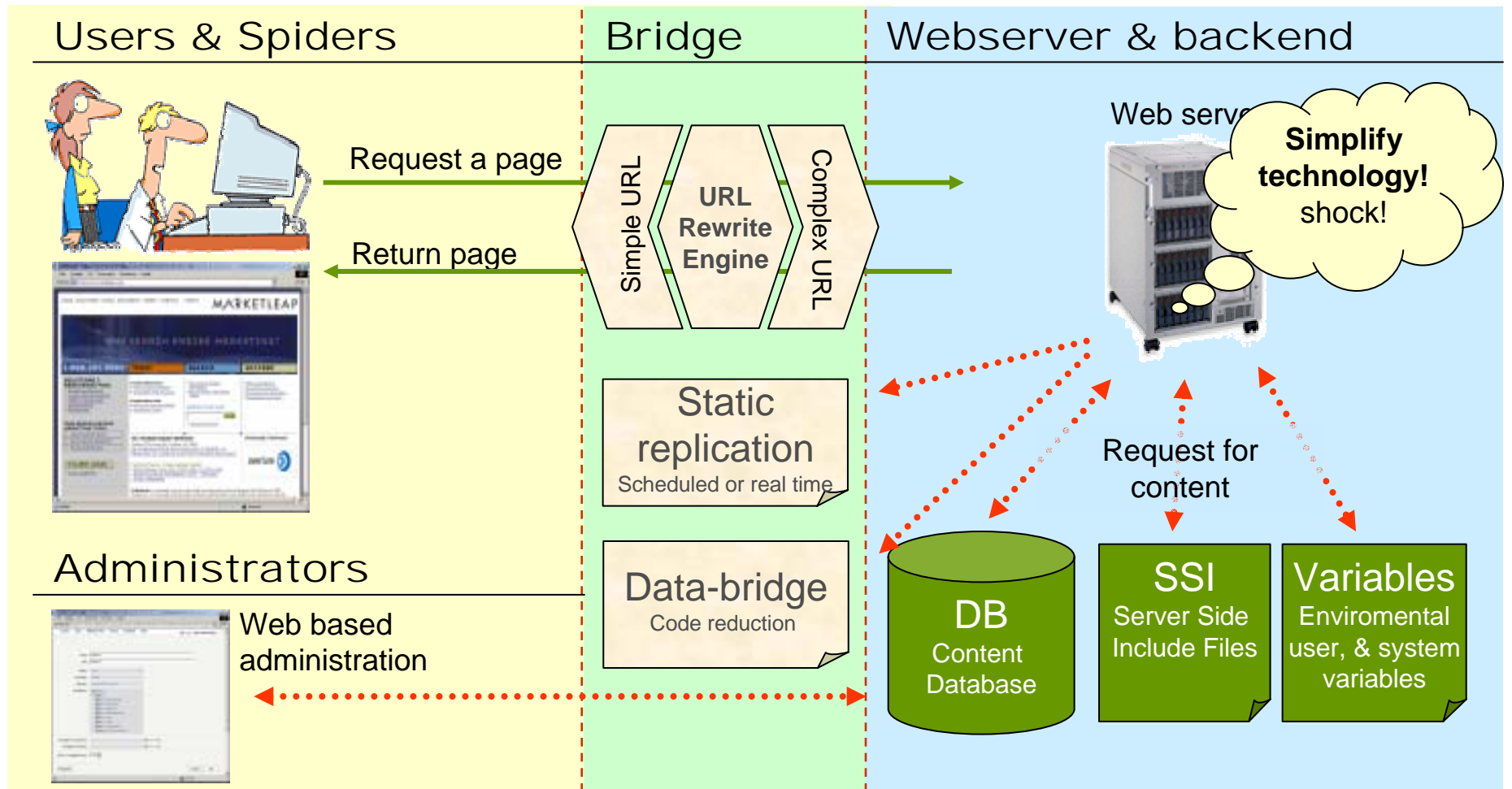
» **Traffic**

- » The game is all the same - static or dynamic

» **Actions**

- » Technology only plays a very limited role (as long as it works!)

Dynamic Website Architecture



Not everything is problem

- » It is not a problem to store content in a database
 - » Search engines just need a “safe” way to access it
 - » Search engines will not query your database
- » A ?-mark is not a problem
 - » - it's just an easy way to identify a template based dynamic web page
<http://www.YourSite.com/TemplateFile.asp?PageID=45&ProdID=12&CatID=7&sortorder=2>
- » SSI (Server Side Include) is not a problem
- » Extension names are not a problem
 - » Use .asp, .jsp, .cfm, .html – or whatever you want



Search engines do not care what processes run on your web server, as long as what is returned is valid HTML in a spiderable architecture

All extensions gets indexed

Test of file name extensions: .mikkel file name - 2 visits - Jul 29

Test of file name extensions. This page has the extension: .mikkel Lorem ipsum dolor sit amet, consectetur adipiscing elit, set eiusmod tempor incididunt et ...

www.seo-debat.dk/ext-test.mikkel - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

Test of file name extensions: .google file name

Test of file name extensions. This page has the extension: .google Pilloaso mako nuto uf cakso dodtos anr koop a cupy uf cak vux noaw yerw phuno. ...

www.seo-debat.dk/ext-test.google - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

Test of file name extensions: .c64 file name

Test of file name extensions. This page has the extension: .c64 Wva hava laasad trenzsa gwo producgs su ldfoBraid, yop quiet geg ba solaly rasponsubla rof ...

www.seo-debat.dk/ext-test.c64 - 2k - [Cached](#) - [Similar pages](#) - [Note this](#)

Infinite number of indexing barriers

Directly related issues:

- » Long and ugly URL's

Long & Ugly URL

- » 294 caracters!
- » 6 parameters
- » + 1 session ID!
- » + 1 "engine" ID!

- » ... And, not indexed!

(Forced line breaks)



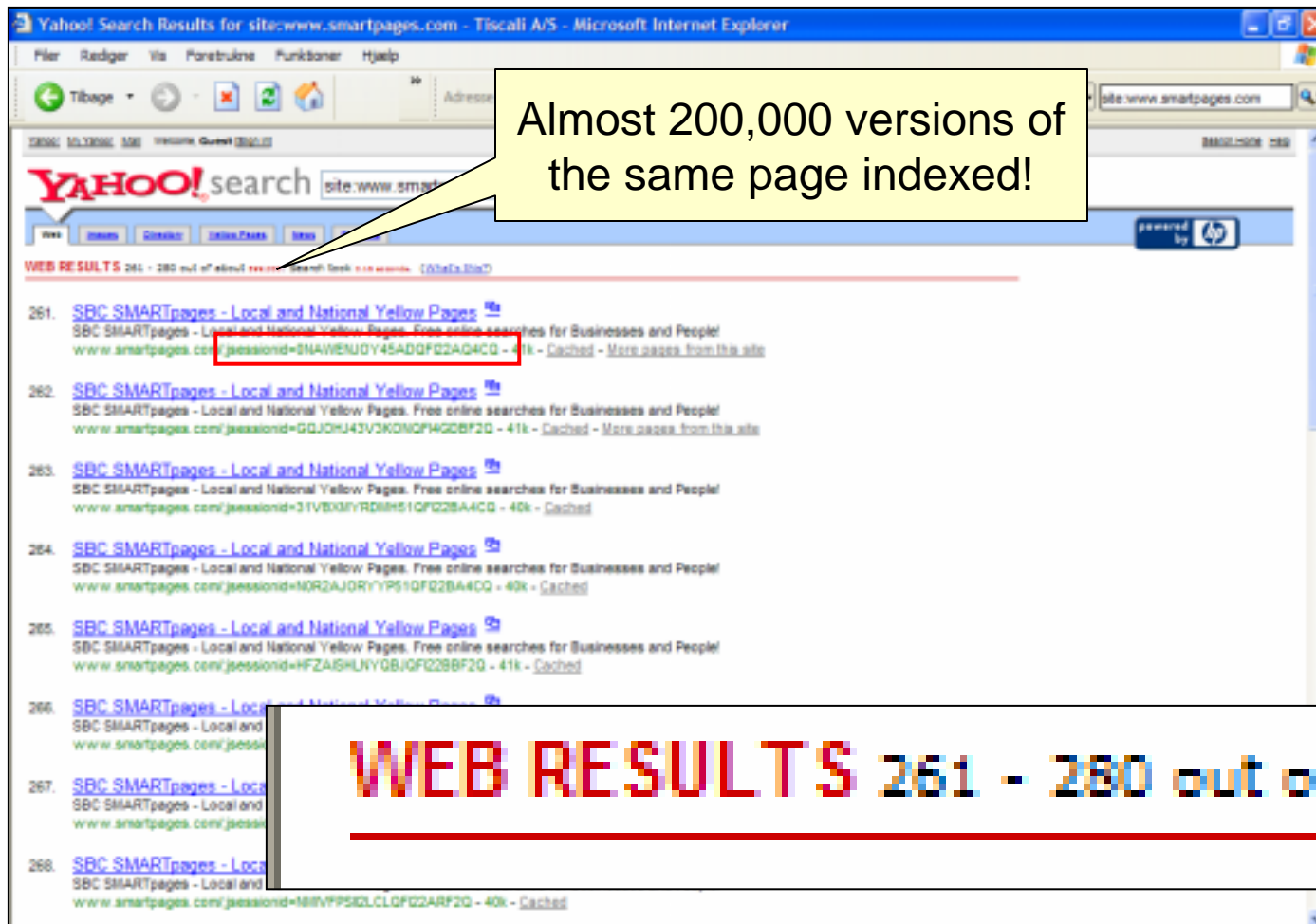
http://www.broadvision.com/bvsn/bvcom/ep/contentView.do?contentType=ISD_COMPANY_CONTENT&programId=8280&programPage=%2Fjsp%2Fwww%2Fbrowse%2Fprogram_general.jsp&contentId=8047&pageTypeId=8180&channelId=-8243&BV_SessionID=NNNN0561259567.1100450801NNNN&BV_EngineID=ccccadcmlhellgcefecefedghhdfjl.0

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Directly related issues:

- » Long and ugly URL's
- » Duplicate content: Many-to-one, Session IDs, click IDs, time stamped URLs etc

The nightmare of session IDs



Infinite number of indexing barriers

Directly related issues:

- » Long and ugly URL's
- » Duplicate content: Session IDs, click IDs, time stamped URLs
- » Technology: Such as AJAX ...!
- » Spider traps - infinite loops of dynamically created links and pages
- » Server downtime or slow responses
- » ... etc.

Indirectly related issues

- » Required support of cookies, JavaScript, Flash etc.
- » GEO-targeting and personalization
- » Form (post method) based navigation
- » ... etc.

Issues not related at all

- » **Robots.txt and META-robots exclusion!**
- » **Frames, password protection etc ...**

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Even Google can't get it right ... In Google

[e.dk/](#) gemt den 6. apr 2007 03:19:22 GMT
g af siden, da vi gennemsøgte nettet.
her for at se den [aktuelle side](#) uden fremhævning.
i ikke længere er tilgængelige. Klik her for kun den [gemte tekst](#)
brug af følgende url: http://www.google.com/search?sourceid=navclient&hl=da&ie=UTF-8&rls=3t*2F



[Nettet](#) [Billeder](#) [Grupper](#) [Indeks](#)

Google-søgning

Jeg føler mig heldig

Søg: på nettet sider på dansk sider fra Danmark

[Avanceret søgning](#)
[Indstillinger](#)
[Sprogværktøjer](#)

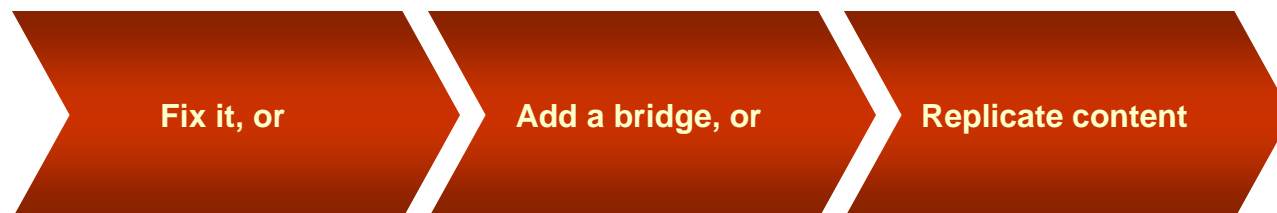
Google.dk på: [Føroyskt](#)

[Annonceringsprogrammer](#) - [Alt om Google](#) - [Google.com in English](#)

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Solutions that works

- » Many solutions available
 - » There is **always more than one way to solve a problem!**
 - don't just pick the first and the best
 - » Research what is possible within your technical, editorial and financial limits
- » Start from the root – and work your way up!
 - » **Fix your system** – if you can, or
 - » **Add a “bridge layer”** to your system – if you can, or
 - » **Replicate your content** in a better format – one way or another



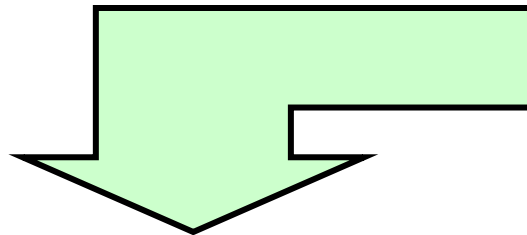
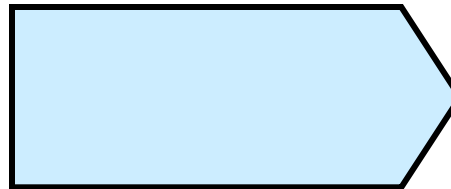
My favorite fix: The **One-Parameter Website**

“Normal” dynamic URLs contain all the necessary information in variables

www.domain.com/template.asp?page_id=12&cate_id=2&sort_order=2&pageType_id=3&channel_id=32

The one parameter version

www.domain.com/template.asp?**R=35**



Back-end database table:

Record_id	35
Page_id	12
Cat_id	2
Sort_order	2
pageType_id	3
channel_id	32
indexing	0

```
If (indexing=0) Then  
  <META NAME="ROBOTS" CONTENT="NOINDEX, NOFOLLOW">  
End If
```

What do you send to the client?

- » View_state on Microsoft .NET
 - » Why send thousands of characters of gibberish to the client when it could be stored on the server and referenced with a simple ID?
- » Leave your comments at home!
 - » I know comments in code can be nice for debugging but please remove it in your final publishing files!
- » Don't serve me a code junkyard!
 - » If you have no content to put in a DIV-tag or table don't send that object to the client!

Static web pages are not so bad!

- » Limit the use of dynamic pages
 - » Do you really need CMS? Not if you have a 20 page website!
 - » Create static pages with your top selling products – and link to them

- » Use dynamic objects on hard coded (static) pages
 - » **Examples:** Banners-scripts, timestamp (from server), rotating news-flash, RSS feeds etc.

- » Create a site map
 - » Guide the search engines to the most important parts of your website
 - » Don't use more than 100 links on each page
 - » Link to the sitemap from all other pages on your website (e.g. in the footer)

Go the easy way: **Pay for play**

- » Search engine inclusion programs (PFI)
 - » Great way to have many (difficult to crawl) URLs included in selected search- and shopping engines
 - » Very good solution for web shops!

- » Directories
 - » Dynamic websites are **not a problem** in directories
 - » There are hundreds of quality directories available ...

- » Pay for placement (PPC)
 - » Any kind of web page that can be directly linked to can be included in PPC-engines and sponsor links

In my personal experience ...



A dynamic website can potentially be much better optimized than any static website will ever be!

Thank **you!**



*And remember ...
You don't have to be genius to be a Geek!*

Mikkel deMib Svendsen

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