

Vodafone Online Programme Online Marketing Search Engine Optimization (SEO) Guidelines

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Introduction

Search engines are one of the primary ways that Online users find Web sites. That's why a Web site with good organic search engine listings will see a dramatic increase in traffic.

Search engine optimization means ensuring that your Web pages are accessible to search engines and are focused in ways that help improve the chances they will be found. It also ensures that the user finds the relevant information they are searching for on the Web site reducing the number of click thru.

Implementing the Global Guidelines will increase your site's search visibility generating an increase in traffic to VF sites and tapping into visitors who previously missed the VF site. The proposed approach provides a number of small changes that can be made to Vodafone sites that can produce big results.

This document provides:

- 1. Global VF Search Engine Optimization Guidelines**
- 2. Proposed phased implementation approach and techniques to improve SEO ranking that will have the biggest impact for large sites such as Vodafone Online Properties**

NOTE: Other SEO improvements will be too costly and the expected return too marginal in value for a high trafficked site such as Vodafone OpCo websites. SEO work does not have to be complex or involve many resources. Most search engines do not require a high level of detail from large corporate web sites and have adapted their algorithms in accordance with their expectations.

Who should read/ use this guidelines? The SEO guidelines are targeted at Online Business Leads and Online Marketing Managers, Brand Managers, Public Relations Managers, Developers/ Programmers, and Copyrighters/ Content Developers.

Related Documentation

- SEO_OpCo_Audit.xsl
- SEO_Phase1_Implementation.xsl

Executive Summary

The Global SEO Guidelines outline the SEO improvement that will have the biggest impact.

Overall, the Vodafone OpCos do not reach the searching customer beyond brand phrases meaning searching specifically for 'Vodafone'. A user searching with generic phrases such as 'mobile phone' will not yield natural search results for Vodafone. There is an opportunity to increase traffic to VF sites by optimizing the websites for generic search terms.

There are variations in SEO execution across OpCos and no Global SEO global standards have not been implemented. Different OpCos have implemented Best Practices in specific SEO improvement areas. Implementing existing best practice from OpCos consistently across all Vodafone OpCos will create consistency and

improve brand equity in the Search Space.

Differences between each OpCo such as language and market specific needs do not allow for a blanket approach for all OpCos regarding optimization of titles, description, and keywords. However, a global SEO Master List has been built to achieve consistency across group. This Master List needs to be translated to local language and consider local variations before implementation. See [SEO_Phase1_Implementation.xls](#)

In Summary, due to Vodafone's strong brand value, the Vodafone websites can benefit from relatively little SEO effort potentially yielding significant gains. Currently there exists an inconsistent SEO execution throughout the OpCos.

There is significant opportunity to implement global standards to produce website traffic growth and brand equity in the search space

Search Results on Search Engine Results Pages (SERPs) in Google

Sponsored Links or Paid Search Results/ Keyword Advertising

Organic Search Results or Non-Paid Search Results

The screenshot shows a Google search for 'mobile plans' on January 08, 2008. The search results are categorized into sponsored links and organic search results. The sponsored links are highlighted with a red border and include:

- Phone Plan** (Sponsored Links): www.virginmedia.com Great rates for calls abroad with Virgin Talk International.
- O2 Official Online Deals** (Sponsored Links): www.o2.co.uk/shop Exclusive online deals with free phones on a tariff deal to suit you
- Official Orange Website** (Sponsored Links): Orange.co.uk/shop Get 600 minutes, unlimited text & save up to £180 with Orange online
- Cheap Mobile Tariff Plans** (Sponsored Links): More **mobile** for your money from the cheap **mobile** tariff specialists. e2save.com
- Latest Mobile Deals** (Sponsored Links): Free Nokia N95 - Free Samsung U600. Xbox 360's and LCD's in stock! www.mobileexpress.co.uk
- Mobile Phones For Less** (Sponsored Links): Huge savings on the latest phones View our deals of the week now! www.dialaphone.co.uk
- Free Nokia From 3 Mobile™** (Sponsored Links): Get a Free Nokia with 100 Minutes or Texts, Only £12 Per Month on 3™ Three.co.uk/Nokia
- Mobiles.co.uk Phone Deals** (Sponsored Links): Free phones, half price line rental and great free gifts, plus fast P&P www.Mobiles.co.uk
- Free Mobile Phones** (Sponsored Links): A Huge Selection Of Free Phones With Line Rental & Cashback Offers! www.onestopphoneshop.co.uk
- Free Mobile Tariff Plans** (Sponsored Links)

The organic search results are highlighted with a blue border and include:

- Orange - mobile help and support - mobile service plans**: Service **plan** information See details on the full range of Orange service **plans**. Details of the new animal service **plans** can be found here. www1.orange.co.uk/service_plans/ - 17k - Cached - Similar pages
- Orange - mobile help and support - mobile service plans - pay monthly**: Find web exclusive offers, and learn about new service **plans**, Magic Numbers, Your Group, Student **Plans** and more. www1.orange.co.uk/service_plans/paymonthly/index.html - 23k - Cached - Similar pages [More results from www1.orange.co.uk]
- Orange UK Home Page**: Get great **mobile** phone deals and broadband packages in the Orange Shop. ... using your **mobile** abroad · UK **mobile** coverage · **mobile** service **plans** ... www.orange.co.uk/ - 69k - Cached - Similar pages
- Orange - mobile help and support - mobile service plans - pay as ...**: See our many easy and convenient top-up options for pay as you go customers. www.orange.co.uk/service_plans/payasyougo/ways_cash_overview.html - 21k - Cached - Similar pages [More results from www.orange.co.uk]
- CoolSmartPhone.com - Windows Mobile - The future plans...**: CoolSmartPhone - Windows **Mobile** News, Reviews, Tweaks, Tricks and Cool Stuff! Orange

Example of Search Results Page for the Term 'mobile plans' in Google.co.uk – January 08

Search Engine Optimization

Goals

- Drive first Search results for Vodafone
- Maximize Brand Equity
- Increased traffic for Vodafone Online Properties and a stronger, more competitive presence in the search space
- Meet customer's demand for Vodafone online
- Stimulate revenues and subscriber growth at reduced costs
- Reduce churn by displacing negative comments to lower search rankings
- Raise competitor's costs while displacing competing ads to lower search rankings
- Achieve a consistent look and feel in the Search Space

**Natural Search to increase overall Online Traffic
by 11% YoY since implementation of Global Guidelines**

Search Engine Optimization

Objectives per Tier/ OpCo

Tier 1	Tier 2	Tier 3	IN
<ul style="list-style-type: none">• Tier 1 OpCos are located in high traffic countries and offer immediate return on investment in SEO modifications. While the competition is more intense, there is opportunity to increase traffic.	<ul style="list-style-type: none">• Tier 2 OpCos offer immediate return on investment as the Search Medium is not as developed as for Tier 1. There is an opportunity to become the leaders in this Space.	<ul style="list-style-type: none">• Tier 3 OpCos hold possibility for growth, however, the volume of potential subscribers is small. There is an opportunity to drive traffic at reduce costs.	<ul style="list-style-type: none">• India has the opportunity to reach a broad audience via Search, and increase traffic at reduced costs.

Performance Metrics

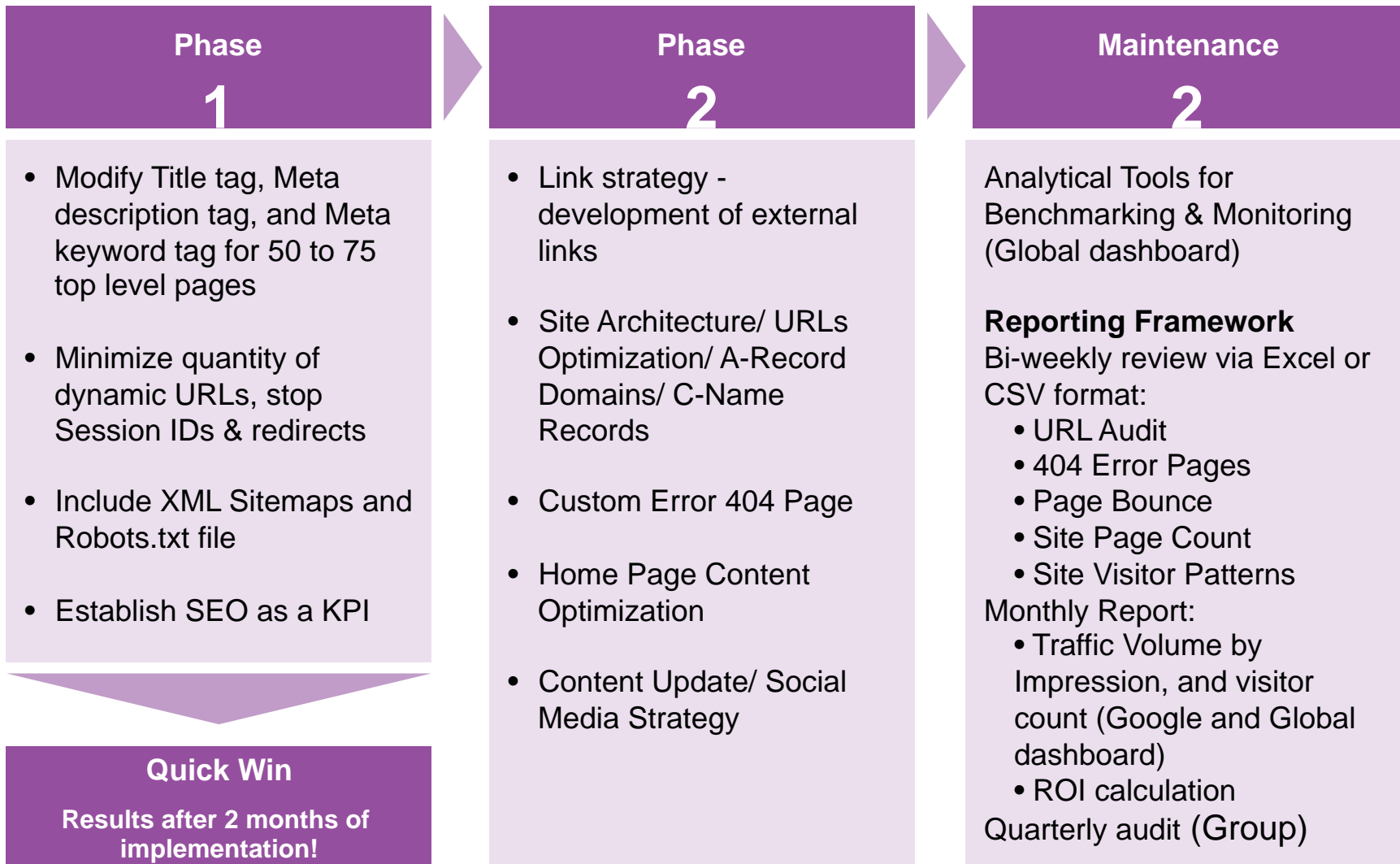
To calculate the SEO improvement per OpCo you will need to know:

- total unique visitors, and
- total unique visitors from search engines

To estimate the improvement, look at current organic traffic and calculate it can go up as much as 35% to 45% (max.) in two years. Add the increase to the existing traffic. The traffic increase should be linear over time.

Search Engine Optimization Phased Approach for Implementation

Search Engine Optimization – Phased Approach for Implementation



SEO Phase 1

SEO Phase 1

High Impact

1	Modify Title Tag, Meta Description Tag & Meta Keyword Tag
2	Minimize Amount of Dynamic URLs, Stop Session IDs and Redirects
3	Include XML Sitemap and Robots.txt
4	Establish SEO as a KPI

Title Tag

NZ home page Source Code including Title Tag

The **title** of a Web site page appears visible:

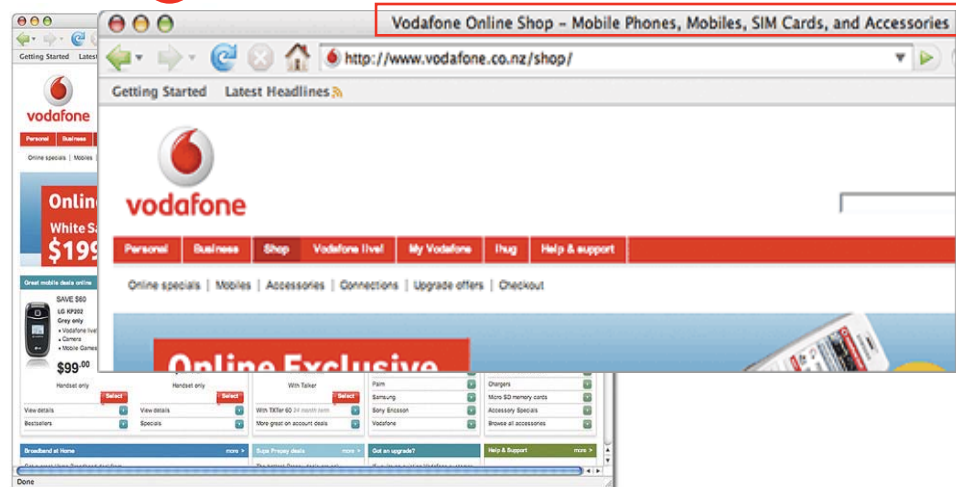
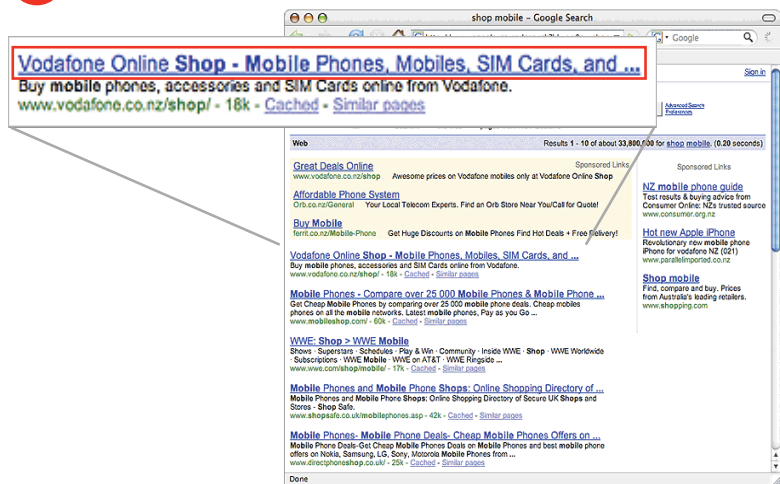
- 1) as a link to the destination page at the Search Results Page
- 2) at the top of the browser window on the Web site page

```
Source of: http://www.vodafone.co.nz/shop/
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
<meta http-equiv="content-type" content="text/html; charset=UTF-8" />
<title>Vodafone Online Shop - Mobile Phones, Mobiles, SIM Cards, and Accessories</title>
<meta name="keywords" content="" />
<meta name="description" content="Buy mobile phones, accessories and SIM Cards online from Vodafone " />
<link rel="search" type="application/opensearchdescription+xml" title="Vodafone" href="/help/opensearch.xml">

<link rel="P3Pv1" href="/w3c/p3p.xml" />
<link rel="stylesheet" type="text/css" href="/css/1.1.2/reset.css" />
<link rel="stylesheet" type="text/css" href="/css/1.1.2/main.css" />

<script type="text/javascript" src="/js/yui/yui-yde-p.js"></script>
<script type="text/javascript" src="/js/main.js"></script>
<script type="text/javascript" src="/js/kbpopup.js"></script>
<script type="text/javascript" src="/js/swfobject.js"></script>
<script type="text/javascript" src="/js/search.js"></script>
```

1 Title for VF-NZ Home Page on SERP for term 'shop mobile' **2** Title on browser window for Vodafone NZ Home Page



Description Tag

Description Tag

The **description** of a Web site page appears visible:

- 1) as a description of the destination page at the Search Results Page

NZ home page Source Code including Description Tag

```
Source of: http://www.vodafone.co.nz/shop/
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
<head>
  <meta http-equiv="content-type" content="text/html; charset=UTF-8" />
  <title>Vodafone Online Shop - Mobile Phones, Mobiles, SIM Cards, and Accessories</title>
  <meta name="keywords" content=" " />
  <meta name="description" content="Buy mobile phones, accessories and SIM Cards online from Vodafone " />
  <link rel="search" type="application/opensearchdescription+xml" title="Vodafone" href="/help/opensearch.xml">

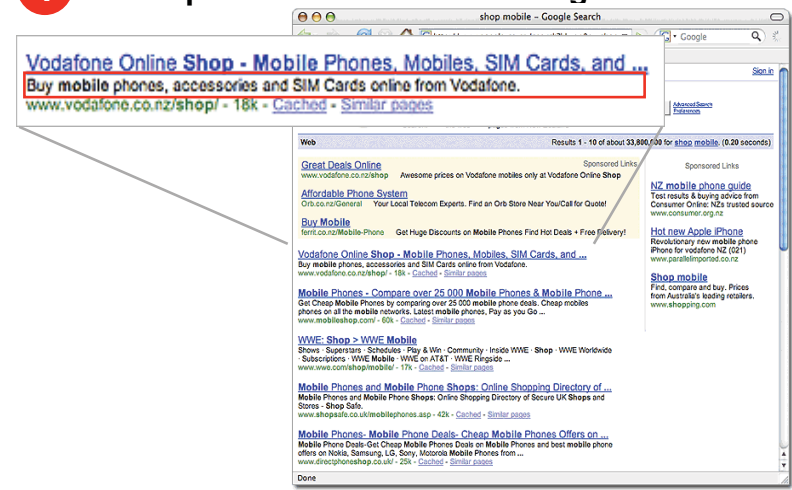
  <link rel="P3Pv1" href="/w3c/p3p.xml" />
  <link rel="stylesheet" type="text/css" href="/css/1.1.2/reset.css" />
  <link rel="stylesheet" type="text/css" href="/css/1.1.2/main.css" />

  <script type="text/javascript" src="/js/yui/yui-yde-p.js"></script>

  <script type="text/javascript" src="/js/main.js"></script>
  <script type="text/javascript" src="/js/kbpopup.js"></script>
  <script type="text/javascript" src="/js/swfobject.js"></script>
  <script type="text/javascript" src="/js/search.js"></script>

```

1 Description for VF-NZ Home Page on SERP for term 'shop mobile'



Code Including Title and Meta Tags

```
<HTML>
```

```
<HEAD>
```

```
<TITLE>Replace with page title</TITLE>
```

```
<meta name="keywords" content="Replace with keywords" />
```

```
<meta name="description" content="Replace with description" />
```

```
<meta http-equiv="pragma" content="no-cache" />
```

```
<meta name="robots" content="index, follow, noodp" />
```

```
<meta name="googlebot" content="index, follow" />
```

```
<meta name="language" content="de" />
```

Title, Meta Description and Meta Keyword Tag Description

Titles

<title> *Replace with the title of the page* </title>

Web pages need good titles in order to be ranked well by search engines.

Google and other noteworthy search engines recognize that large companies cannot make significant SEO focused changes, and therefore titles play an important role for large sites such as Vodafone OpCo sites. **Small changes to a title for a high trafficked website can yield a significant effect upon ranking and overall traffic growth.**

While SEO is an important step in reaching website growth and sales goals, SEO requirements and Brand value should be balanced when making SEO improvements. **The focus of SEO modifications should be on preserving and enhancing brand value (user experience).** Fortunately, Google is sensitive to this issue of brand management and small changes to titles will have a significant effect upon ranking and overall traffic growth. Thus the recommended **initial number of pages to modify is 50 to 75**. In the future, when developing new website sections and pages Search Engine Optimization should be a requirement.

Title updates to 50 to 75 pages for a high trafficked website can yield a significant effect upon ranking and overall traffic growth.

Description

<meta name="description" content=" *Replace with description of the page* ">

The description attribute provides a concise explanation of a web page's content. This allows the web page authors to give a more meaningful description for listings than might be displayed if the search engine was unable to automatically create its own description based on the page content. The description is often, but not always, displayed on search engine results pages, so it can impact click-through rates. W3C doesn't specify the size of this description meta tag, but almost all search engines recommend it to be shorter than 200 characters of plain text.

Keywords

<meta name="keywords" content=" *Replace with relevant keywords* ">

Made up of applicable phrases, terms and services provided on the web page, the keywords tag has generally fallen out of favor with search engines. However **search engines will still consider keywords for large sites.** The keywords are not visible to the user neither on the SERPs nor on the site page look & feel/ front-end. Keywords are hidden in the code and can be seen on the source code by clicking on View/Source on the browser.

Writing Titles, Descriptions, and Keywords

Specifically In Search: Terms Along The Customer Life Cycle Phases*

In conducting SEO it is important to recognize that customer engagement and sales can originate from customers all along the customer life-cycle, not just from those that are familiar with your product and/ or ready to purchase. In order to connect with customers at all stages of the life-cycle, each stage of the customer life-cycle must be taken into account.

Vodafone websites are not ranking well for important generic search terms that have a big impact in customer engagement at the awareness and retention stage of the life-cycle.

VF OpCos need to expand titles and keywords to include relevant terms that apply to each stage of customer life-cycle. SEO tactics regarding search terms should be balanced with Brand.

Through thoughtful and targeted SEO terminology, search ranking for both brand and generic terms will drive an improvement in brand reach, sales, and customer satisfaction/retention.

Definitions

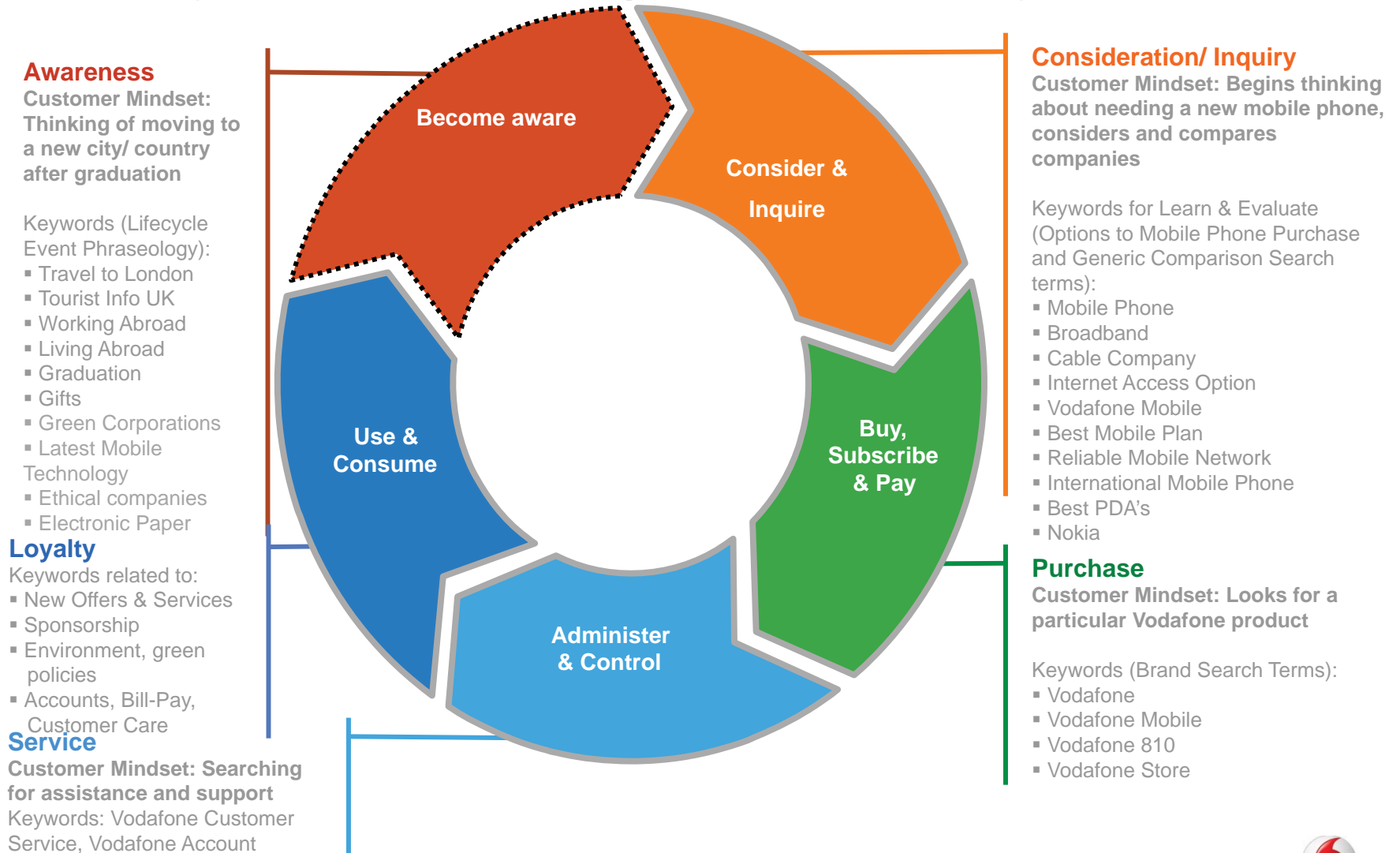
Brand Term: Vodafone, Vodafone mobile

Generic Term: mobile phone, customer care, birthday gift, green corporations

*See next slide and Customer Life Cycle section in Appendix for more information

Writing titles, descriptions, and keywords

Specifically In Search: Terms Along The Customer Life Cycle Phases



Vodafone Best Practice Guidelines – Writing Titles

Writing Titles

- Title tags should include the brand, specific keyword phrases and be both compelling and descriptive. It should relate to the visible text copy but be unique, not a direct copy. Consider the following guidelines:
- **Brand your traffic**
Use the title of the site or brand as the 1st to 7th word in every title tag to help searchers know where they're going and to increase return visits.
- **Limit length to 65 characters (including spaces) or less**
Note that the engines have fluctuated recently and Google, in particular, is now supporting up to 70 characters in some cases. It is acceptable to write longer titles but they will be visually truncated.
- **Incorporate keyword phrases**
It's critical that whatever keyword research shows as being the most valuable for capturing searches gets prominently included in the title tag. It doesn't have to be the first words, but it should be the semantic and logical center of attention.

Vodafone Best Practice Guidelines – Writing Titles

- **Target longer phrases if they're relevant**

When choosing keywords to include in a title tag, use as many as are relevant to the page at hand, while remaining accurate and descriptive. Including those additional terms that are both relevant to the page and receive significant search traffic can bolster the page's value. Don't include subject matter not covered on that page, even if it is relevant to the brand – this will cannibalize rankings by forcing the engines to choose which page on the site is more relevant.

- **Use a divider**

When splitting up the brand from the descriptive, use a hyphen "-".

- **Target searcher intent**

Keep in mind the search terms the audience employed to reach the site. If the intent is browsing or research-based, a more descriptive title tag is appropriate. If it's reasonably sure the intent is purchase, download or other action, make it clear in the title that this function can be performed on this page, or site.

- **Repeat in the headline** (This guideline is not currently possible on the home page or main secondary pages but it is possible to implement on detail secondary content pages)

Re-using the title tag of each page as the H1 header tag can be valuable from both a keyword targeting standpoint and a user experience improvement. Users who go to a page from search engines will have the expectation of finding the title they clicked and they will be more likely to stay on a page they're reasonably certain fits their intended goal or query.

Vodafone Best Practice Guidelines – Writing Description and Keywords

Description

The following rules for good meta description may increase the odds that your meta description tag will get used:

- Have unique meta descriptions on each applicable page
- Show facts about the content on the page that are not represented in the title
- Make the description easy to read
- Make sure your descriptions are quality and represent the content on the page
- Always describe content honestly
- Keep descriptions at 160 characters or less
- It's extremely important to have keywords in the meta tag - the bolding done by the engines can make a big difference in visibility and CTR.

Keywords

Search engines *do* read keywords for large sites, like Vodafone. It is recommend to incorporate keywords for select top-level pages.

Vodafone Best Practice Guidelines – Keyword Stemming, Misspellings, and Synonyms

Writing Titles, Description and Keywords

Keyword Stemming

Keyword Stemming is taking the stem of a word, and building additional words by adding a prefix or suffix and using pluralization. This method is generally used in creating keyword lists in SEO.

All titles, descriptions and text should be brand centric first, then evaluated for SEO purposes. Any effort to cut phraseology based upon Google's possible stemming algorithm can lead to problems.

Best practice: develop a Brand focused message descriptive of the destination page as opposed to an overly SEO-focused message.

Misspellings

Most major search engines adapt to common misspellings. Misspellings and other variations of brand and generic phraseology can be addressed within Meta or via an SEM focused paid keyword campaign.

Synonyms

Synonyms can be addressed on secondary pages. For example, *cell phone* may not be common in the UK but you can identify secondary pages to rank for this less common, synonymous phrase. It is best to avoid synonyms at the sacrifice of brand.

Vodafone Best Practice Guidelines – Examples

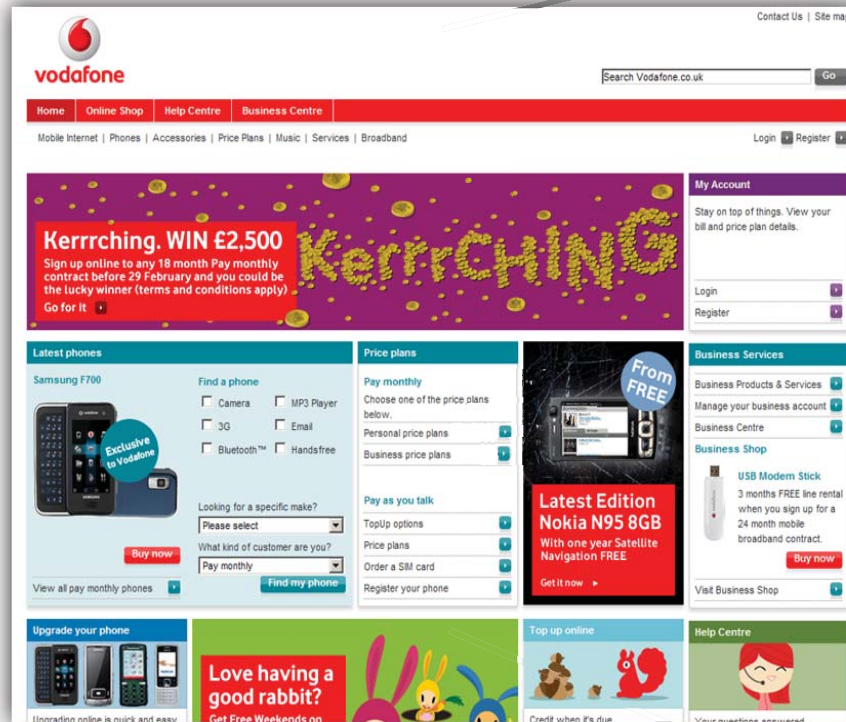
The following examples, and their corresponding screenshots, are examples of the Vodafone Best Practice Guidelines style of Search Title Optimization (STO) writing for ranking in search engines for important generic search terms.

In developing these examples, the use and popularity of the search terms was verified. An overall products page (VF-UK Products Page) and one specific service page (VF-IE Service Page) were chosen to demonstrate the difference in focus. The brand name is strategically placed after the generic search terms in the tile tags in these pages to rank high for these generic terms as Vodafone will continue to rank well for brand.

There are methods to test the effectiveness of titles before the full implementations. If you need guidance on how to develop an approach to test tiles, set a time limit, and monitor the results, please contact mercedes.madanire@vodafone.com

Vodafone Best Practice Guidelines

Example of Home Page



Home Page VF-UK

<HTML>
<HEAD>

<TITLE>Vodafone UK-Mobile Phones, Mobile Internet, DSL & Broadband</TITLE>

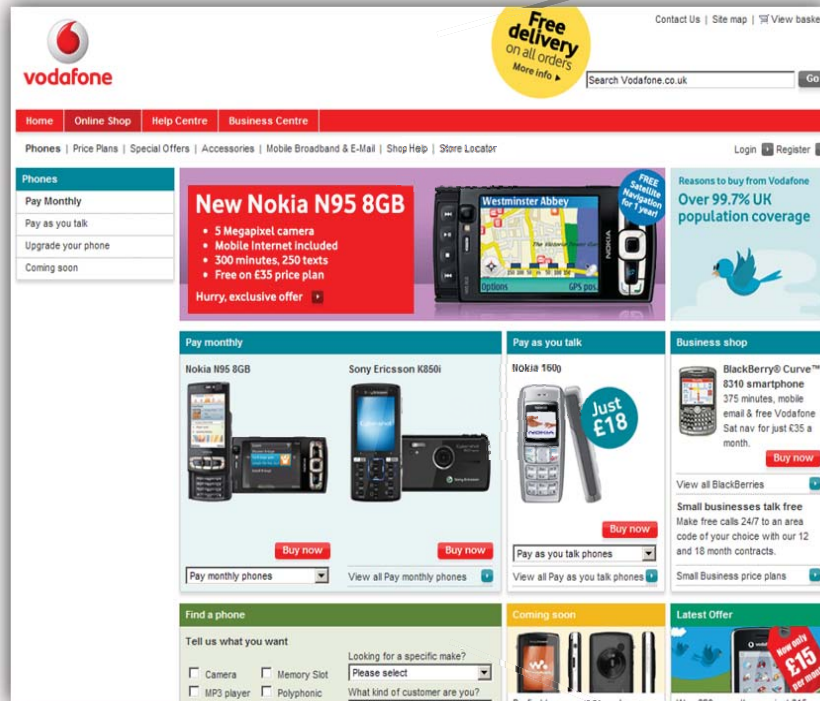
<Meta name="description" content="Your Trusted Wireless Provider-Shop Mobile Phones, DSL, Broadband & Internet Services, Online Bill Pay, Manage your Business Account, Contact Customer Service, & Explore the Newest Phones">

<Meta name="Keywords" content="Vodafone, Vodafone Shop, Mobile Tariffs, Mobile Phones, Mobile Internet, Broadband, DSL, Vodafone Bill Pay, Latest Phones, Phone Upgrades, Mobile Business, Business price plans, SMS, SIM Card, Vodafone Help">

NOTE: For detailed process to write titles, descriptions, and keywords see SEO_Phase1_Implementation.xsl

Vodafone Best Practice Guidelines

Example of Product Page



Product Page VF-UK

<HTML>
<HEAD>

<TITLE>Shop Mobile Phones Online-Vodafone UK-Mobile Internet, DSL, Broadband & Phone Plans</TITLE>

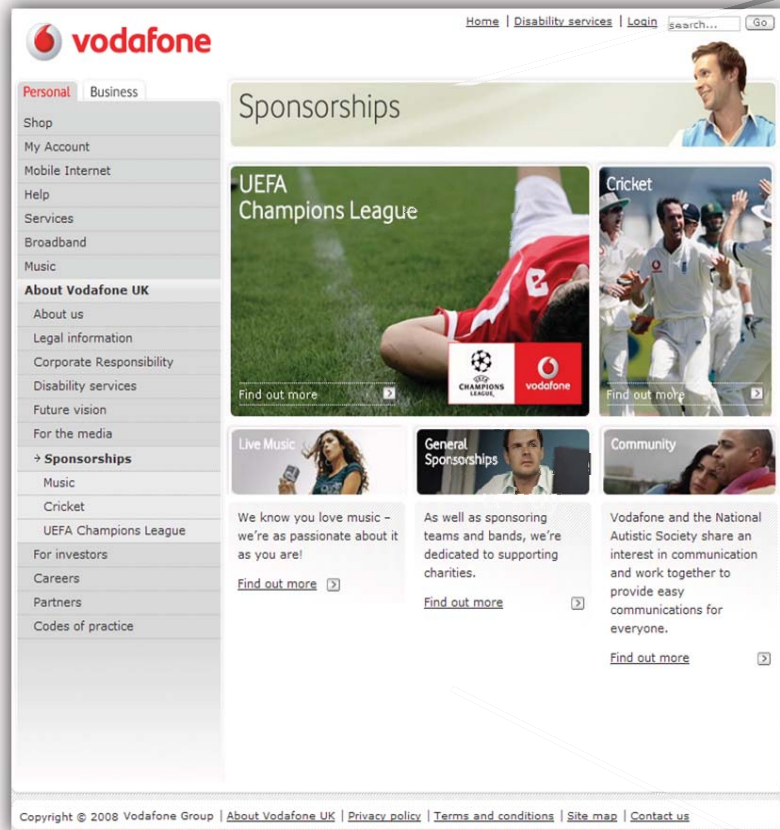
<Meta name="description" content="Make the Most of Now with Vodafone Online-Shop Mobile Phones, DSL, Mobile Broadband, Email & Internet Services, & Explore the Newest Phones.">

<Meta name="Keywords" content="Vodafone, Vodafone Shop, Mobile Tariffs, Mobile Phones, Mobile Phone Accessories, Mobile Internet, Mobile Broadband, DSL, Latest Phones, Phone Upgrades, Pre Pay Plans, Mobile Business, Business price plans, Mobile Working, SMS, SIM Card, Nokia N5, Samsung F700, Blackberry, Sony Ericsson">

NOTE: For detailed process to write titles, descriptions, and keywords see SEO_Phase1_Implementation.xsl

Vodafone Best Practice Guidelines

Example of Sponsorship Page



Sponsorship Page VF-UK

<HTML>
<HEAD>

<TITLE>Corporate Sponsorship-Vodafone UK-
Live Music, Sports & Charities</TITLE>

<Meta name="description" content="Get to know Vodafone UK – Community Involvement through Corporate Sponsorship: UEFA Champions League, Live Music Awards, England Cricket Team, National Autistic Society, Vodafone UK Foundation">

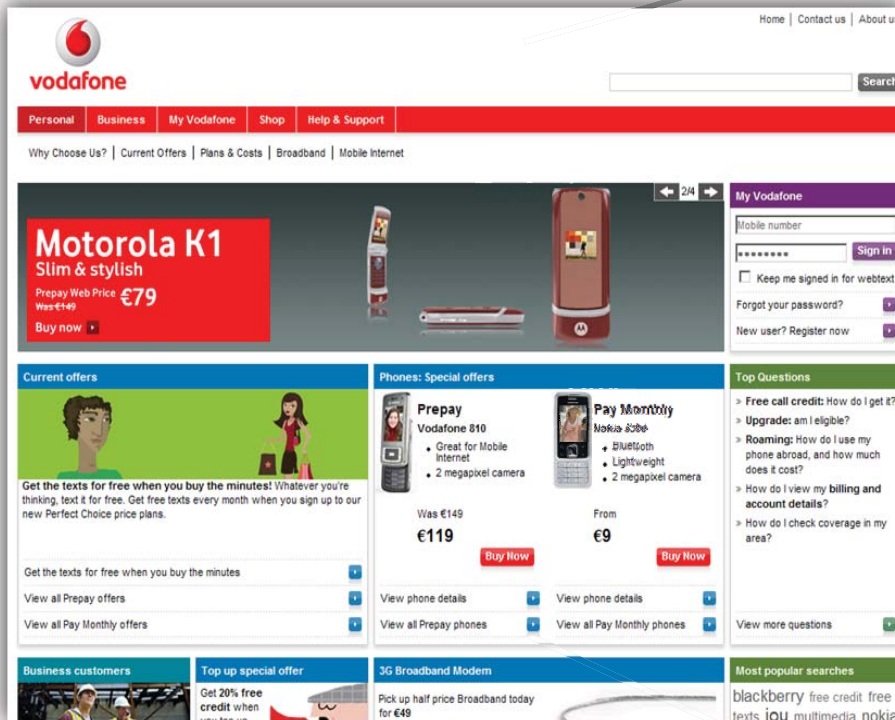
<Meta name="Keywords" content="Vodafone, Vodafone Corporate Sponsorship, UEFA Champions League, National Autistic Society, Cricket, Live Music, Live Music Awards, Vodafone UK Foundation, Vodafone charities, Vodafone community involvement, ethical corporation, corporate responsibility">

NOTE: For detailed process to write titles, descriptions, and keywords see SEO_Phase1_Implementation.xsl

Vodafone Best Practice Guidelines

Example of Home Page

Home Page VF-IE



<HTML>
<HEAD>

<TITLE>Vodafone Ireland-Mobile Phones,
Mobile Internet, DSL & Broadband</TITLE>

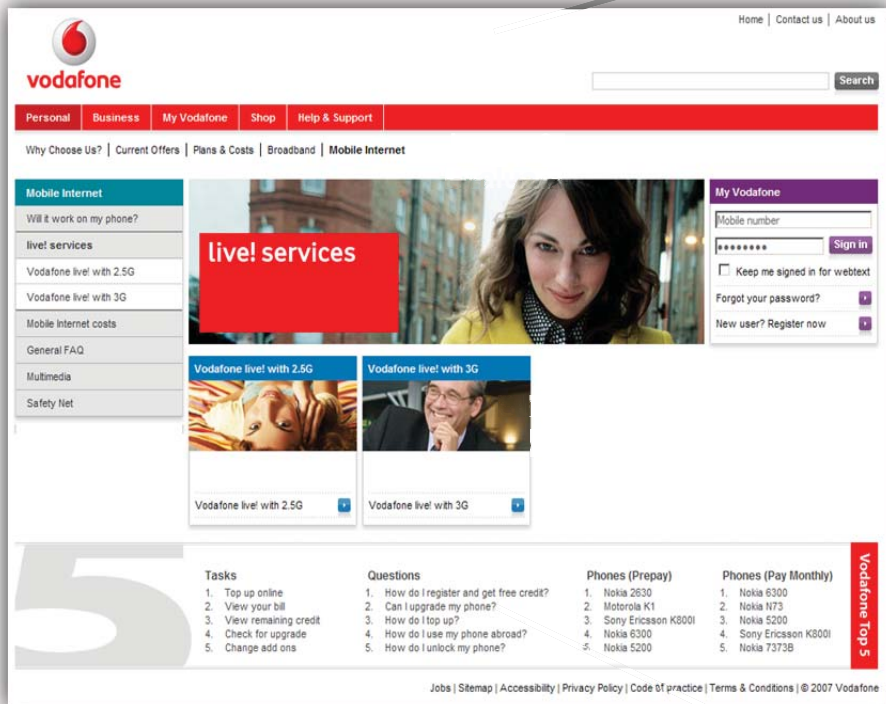
<Meta name="description" content="Your
Trusted Wireless Provider-Shop Mobile
Phones, Pre Pay Phones, DSL, Broadband, &
Internet Services, Online Bill Pay, Customer
Service, & Explore the Newest Phones">

<Meta name="Keywords" content="Vodafone
Ireland, Vodafone Shop, Mobile Tariffs, Mobile
Phones, Mobile Internet, Broadband, DSL,
Vodafone Bill Pay, Latest Phones, Phone
Upgrades, Mobile Business, Business price
plans, SMS, SIM Card, 3G Broadband Modem,
Vodafone Help">

NOTE: For detailed process to write titles, descriptions, and keywords see SEO_Phase1_Implementation.xsl

Vodafone Best Practice Guidelines

Example of Service Page



Service Page – VF IE

<HTML>
<HEAD>

<TITLE>Vodafone live! Mobile Internet, Mobile TV, Music & Games-Vodafone Ireland</TITLE>

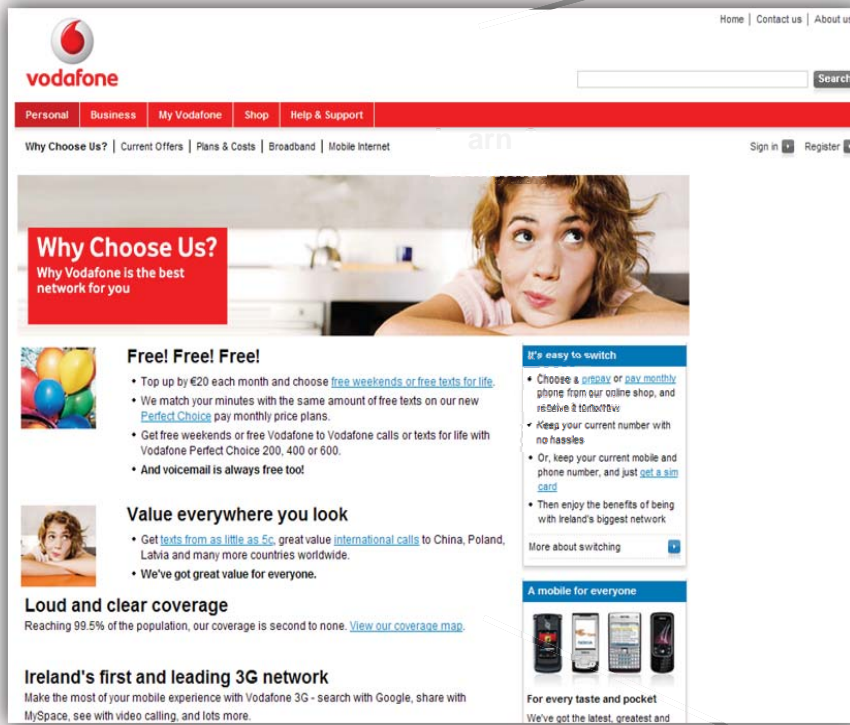
<Meta name="description" content="The Web at your Fingertips with Vodafone live!- Get Mobile Internet, Mobile TV, Download Music, Watch Sports, Download Games, Celebrity Gossip, News & Weather">

<Meta name="Keywords" content="Vodafone, Vodafone Shop, Vodafone live!, Mobile Internet, Mobile Web, Mobile TV, Realtones, Download Music, Download games, Mobile Sports, Sports on my Mobile, Mobile Videos, Videos on my Phone, Mobile Internet Plans, Vodafone live! Phones, Vodafone live! Setup">

NOTE: For detailed process to write titles, descriptions, and keywords see SEO_Phase1_Implementation.xsl

Vodafone Best Practice Guidelines

Example of Promotional Page



Promotional Page VF-IE

<HTML>
<HEAD>

<TITLE>The Best Mobile Network-Switch to Vodafone-Vodafone Ireland</TITLE>

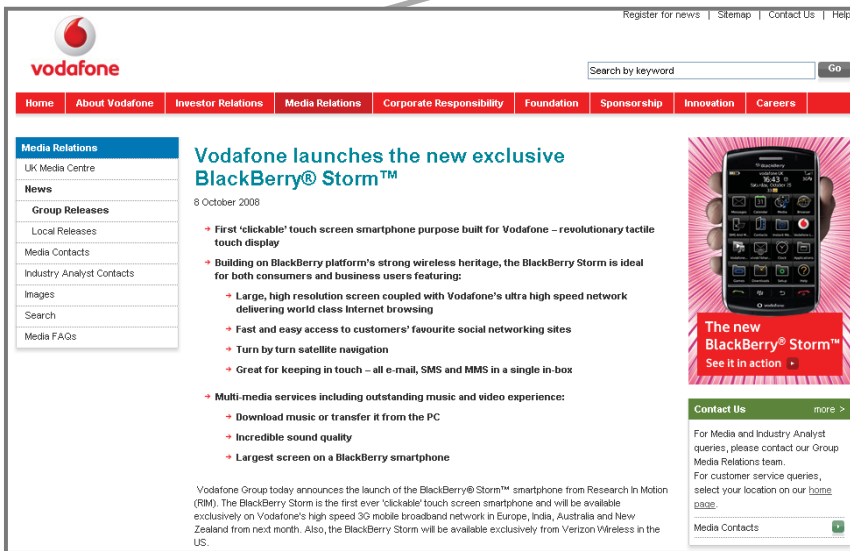
<Meta name="description" content="So Many Reasons to Switch!-Vodafone has Free Weekends & Free Texts, the Best Mobile Plans, Mobile Internet & MobileTV-Vodafone Ireland">

<Meta name="Keywords" content="Vodafone, Best Mobile Phones, Best Mobile Plans, Best Mobile Coverage, Free Weekends, Free Texts, Mobile Internet, Mobile Web, Mobile TV, Coverage and Roaming, Pre Pay Mobile Plans, Pay Monthly Mobile Plans, Vodafone 3G Broadband, Broadband Modem">

NOTE: For detailed process to write titles, descriptions, and keywords see SEO_Phase1_Implementation.xsl

Vodafone Best Practice Guidelines

Example of Press Release – Product Launch



Press Release – Vodafone.com

<HTML>
<HEAD>

<TITLE>BlackBerry Storm launch exclusively @ Vodafone</TITLE>

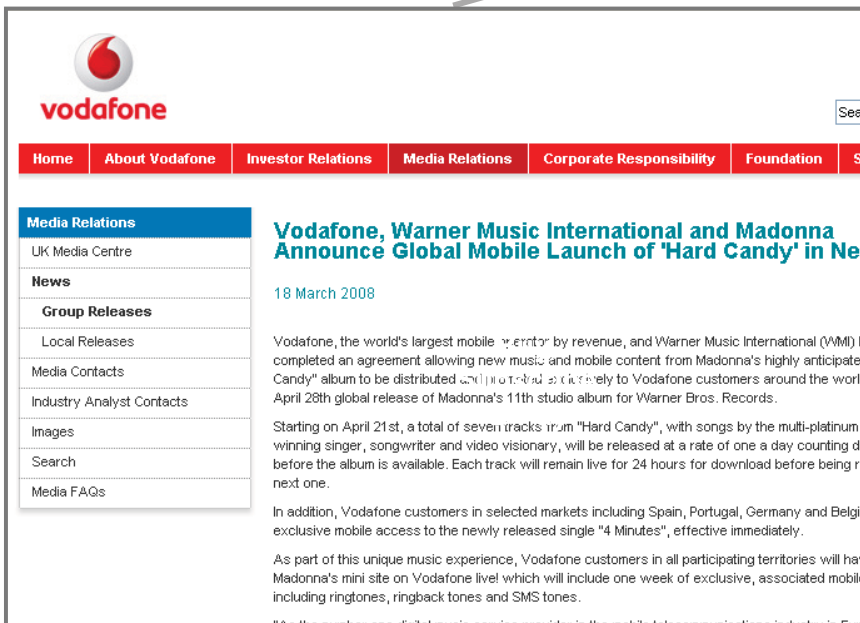
<Meta name="description" content="Vodafone customers get exclusive access to the newest BlackBerry smartphone: Storm on Oct 8. They'll enjoy the fastest 3G network, mobile downloads, streaming audio and video, mobile music and push email">

<Meta name="Keywords" content="Vodafone press, Vodafone mobiles, Vodafone smartphone, newest BlackBerry, Vodafone news, Vodafone exclusives, best smartphone, fastest mobile internet, fastest mobile downloads">

NOTE: For detailed process to write titles, descriptions, and keywords see SEO_Phase1_Implementation.xsl

Vodafone Best Practice Guidelines

Example of Press Release – Event/ Partnership



Press Release – Vodafone.com

<HTML>

<HEAD>

<TITLE>Vodafone & Madonna Global Launch
"Hard Candy" Album - Advance Copy @
Vodafone live!</TITLE>

<Meta name="Vodafone customers get
exclusive access to new Madonna album one
week before official release. Download music,
videos & ringtones through Vodafone live! &
Warner Music">

<Meta name="Keywords" content="Vodafone,
Vodafone live!, Madonna, Madonna New
Album, Advance Copy Madonna Album, WB
Music, Warner Music, Hardy Candy, Vodafone
Music, Music Download, Video download,
Madonna ringtones, Vodafone press releases,
Vodafone PR">

Recommended URL:

www.press.vodafone.local/Madonna_Hard_Candy_Release

NOTE: For detailed process to write titles, descriptions, and keywords see SEO_Phase1_Implementation.xsl

Process to update Title, Meta Description and Meta Keyword Tag

#	Work Item	Hours	Frequency/ Year	Who?
1	Create a list of high level navigation pages	5	Once	Online Marketing/ Online Analyst
2	Create a list of relevant and popular brand and generic search terms	8	Once	Online Marketing/ Comms/ PR
3	Order the list according to volume -- this information can be collected from Google Adwords	8	Once	Search Specialist/ Copywriter
4	Write titles, descriptions, and keywords per URL	10	Once	Search Specialist/ Copywriter
5	Replace current titles and descriptions with rewrites	8	Once	Technology/ Direct CMS access by each department
6	Maintenance: Ongoing Updates	n/a	Ongoing	All departments/ Technology/ Direct CMS access

SEO Phase 1

High Impact

1	Modify Title Tag, Meta Description Tag & Meta Keyword Tag
2	Minimize Amount of Dynamic URLs, Stop Session IDs and Redirects
3	Include XML Sitemap and Robots.txt
4	Establish SEO as a KPI

Search Engine & User Friendly URLs

Search engines rely on the naming schema of a URL and therefore the language within the URL is important. Users rely on simple URL structure when they read the URL name or cut and paste URLs into blogs, articles, and other places. The naming convention also gives the user confidence that he/ she is going to the desired destination. Thus an easy to understand URL naming convention should be developed when developing the site architecture to improve the user experience.

URL: Dynamic vs. Static

There are two types of URLs: dynamic and static.

A dynamic URL is a page address that results from the search of a database-driven web site or the URL of a web site that runs a script. In contrast to static URLs, in which the contents of the web page stay the same unless the changes are hard-coded into the HTML, dynamic URLs are generated from specific queries to a site's database. The dynamic page is basically only a template in which to display the results of the database query. Instead of changing information in the HTML code, the data is changed in the database.

There is a risk when using dynamic URLs: search engines don't like them. Dynamic URLs can cause a lack of site crawl and links. For those at most risk of losing search engine positioning due to dynamic URLs are e-commerce stores, forums, sites utilizing content management systems and blogs or any other database-driven website. Many times the URL that is generated for the content in a dynamic site looks something like this:

```
http://www.somesites.com/forums/thread.php?threadid=12345&sort=date
```

A static URL on the other hand, is a URL that doesn't change, and doesn't have variable strings. It looks like this:

```
http://www.somesites.com/forums/the-challenges-of-dynamic-urls.htm
```

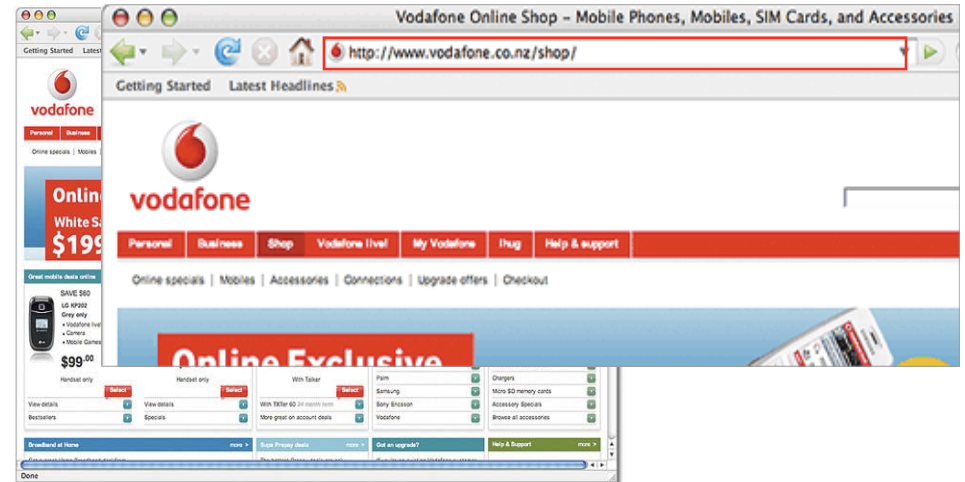
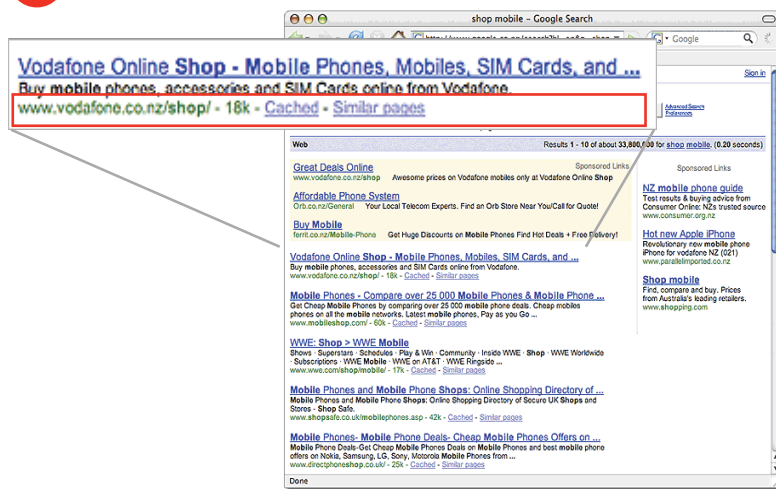
Static URLs are typically ranked better in search engine results pages, and they are indexed more quickly than dynamic URLs, if dynamic URLs get indexed at all. **Static URLs are also easier for the end-user to view and understand what the page is about.** If a user sees a URL in a search engine query that matches the title and description, they are more likely to click on that URL than one that doesn't make sense to them. Good url naming convention and schema improve user experience.

The URL of a Web site appears visible on Search Engines

The **URL** of a Web site page appears visible:

- 1) below the description at the Search Results Page
- 2) at the bottom of the browser window when you Mouse Over a link
- 3) on the browser window

1 URL for VF-NZ Home Page on SERP for term 'shop mobile' **3** URL on browser window for Vodafone NZ Home Page



2 When you Mouse Over a link the destination URL appears at the bottom of the browser window as an indication to the user of the destination

Session IDs and Redirects

Session IDs

A piece of data that is used in network communications, often over HTTP, to identify a session, a series of related message exchanges. Session identifiers become necessary in cases where the communications infrastructure uses a stateless protocol such as HTTP. A session ID is typically granted to a visitor on his first visit to a site and then for example stored in a cookie by the user's web browser application. The browser will then transparently include the cookie data in all subsequent page requests to the seller's site, thus allowing the server to identify the session and send back a page that may include such data as the number of articles the user has previously requested. What makes this different from a user ID is that sessions are typically short-lived (they expire after a preset time of inactivity which may be minutes or hours) and may become invalid after a certain goal has been met. Vodafone websites' Session ID traps -- located by Google.local -- have not been found. **Avoiding session IDs within the URL string is a best use strategy.**

Redirects

301/ 302 Redirects: In the HTTP computer protocol used by the World Wide Web, a redirect is a response with a status code beginning with 3 that induces a browser to go to another location. A 301 redirect means the URL has moved permanently and a 302 indicates a temporary redirect.

The use of redirects should be discontinued. If redirects are needed, they should be Search Engine Friendly -- 301 permanent redirects.

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XML Sitemaps

Google introduced Google Site Maps so web developers could publish lists of links from across their sites. The basic premise is that some sites have a large number of dynamic pages that are only available through the use of forms and user entries. The sitemap files can then be used to indicate to a web crawler how such pages can be found.

Google, MSN, Yahoo and Ask now jointly support the Sitemaps protocol. Since MSN, Yahoo, Ask, and Google use the same protocol, having a sitemap lets the four biggest search engines have the updated page information. Sitemaps do not guarantee all links will be crawled, and being crawled does not guarantee indexing. However, **a sitemap is still the best method for getting a search engine to learn about an entire site.**

The efforts to create site maps are minimal and the benefits high. Site maps, especially formatted for Google.local in XML formats are very important to SEO ranking. These maps can immediately solve problems relating to site page popularity and thus ranking.

XML Sitemap Format

The Sitemap Protocol format consists of XML tags. The file itself must be UTF-8 encoded. A sample Sitemap is shown below.

```
<?xml version="1.0" encoding="UTF-8"?>
  <urlset xmlns="http://
www.google.com/schemas/sitemap/0.84"
  xmlns:xsi="http://www.w3.org/
2001/XMLSchema-instance"
  xsi:schemaLocation="http://
www.google.com/schemas/sitemap/0.84
http://www.google.com/
schemas/sitemap/0.84/sitemap.xsd">
  <url>
    <loc>http://
www.vodafone.cns/
strategy_analyst_presentation_2006.pdf</
loc>

    <lastmod>2008-01-17T21:10:35+01:00</
lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.5</priority>
  </url>
</urlset>
```

Submitting Sitemaps

If Sitemaps are submitted directly to a search engine, it will return status information and any processing errors. Refer to the appropriate search engine for information on monitoring the automatic submissions. The location of the Sitemap can be specified using a robots.txt file to help search engines find the Sitemaps. To do this, the following lines need to be added to robots.txt:

```
Sitemap: <sitemap_location>
```

The <sitemap_location> should be the complete URL to the Sitemap, such as: <http://www.vodafone.com/sitemap.xml>

This directive is independent of the user-agent line, so it doesn't matter where you place it in your file. If you have a Sitemap index file, you can include the location of just that file, you don't need to list each individual Sitemap listed in the index file.

Search engine	Submission URL	Help page
Google	http://www.google.com/webmasters/tools/ping?sitemap= (it's not working yet BAD Request 400)	How do I resubmit my Sitemap once it has changed? http://www.google.com/support/webmasters/bin/answer.py?answer=34609
Yahoo!	http://search.yahooapis.com/SiteExplorerService/V1/updateNotification?appid=SiteMapWriter&url= http://search.yahooapis.com/SiteExplorerService/V1/ping?sitemap=	Does Yahoo! Support Sitemaps? http://help.yahoo.com/l/us/yahoo/search/siteexplorer/manage/siteexplorer-45.html
Ask.com	http://submissions.ask.com/ping?sitemap=	Q: Does Ask.com support sitemaps? http://about.ask.com/en/docs/about/webmasters.shtml#22
Moreover.com	http://api.moreover.com/ping?u=	
Live Search	http://webmaster.live.com/ping.aspx?siteMap=	Webmaster Tools (beta) http://webmaster.live.com/

For more information on format and submitting Sitemaps:

<http://www.sitemaps.org/protocol.php>

<https://www.google.com/webmasters/tools/docs/en/protocol.html>

Robots.txt

Robots.txt aid search engines with safe indexing. Robots.txt files are helpful to Googlebot, the spider that visits your web sites. Other engines rely on robots.txt files as an aid to navigating web sites. Even though Robots.txt has been replaced largely by XML Site maps, it is a good formality to include a standard Robots.txt file.

Robots.txt need to be carefully planned, as naming hidden directories could be detrimental. **This effort will require approximately 2-3 hours from Technology.**

Robots.txt Code

This best practice example allows all robots to visit all files because the wildcard "*" specifies all robots:

```
User-agent: *  
Disallow:
```

This example keeps all robots out:

```
User-agent: *  
Disallow: /
```

The next is an example that tells all crawlers not to enter into four directories of a website:

```
User-agent: *  
Disallow: /cgi-bin/  
Disallow: /images/  
Disallow: /tmp/  
Disallow: /private/
```

SEO Phase 1

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Establishing SEO as a KPI

Requirements to establish natural search as a KPI:

1. Gross impression counts for a fixed set of search terms: Impression based tracking (external source such as web tracker)
2. Multiple source tracking (multiple media to one sale) – single tag or cookie
3. Tracking pure search engine traffic

Appendix

Keyword Advertising vs. Search Engine Optimization

Keyword Advertising vs. Search Engine Optimization

- Keyword Advertising
 - + Short term effects: immediate application possible
 - + Cost control by costs per click (CPC/PPC) and defined budget
 - + Strengthening of brand awareness
 - Danger of non-conversant clicks and manipulation
 - High competition by direct telco-rivals
- Search Engine Optimization
 - Continuous controlling of positioning and as far as required adjustment necessary
 - + No emergence of costs through non-conversant clicks
 - + Strengthening of brand awareness
 - + **Long term effects presumed successful optimization**

Strategy: benefit by use of synergetic effects!

Reliance on PPC/ SEM alone can lead to:

- Lack of credibility to users
- Unstable traffic levels based around paid marketing activity rather than long term stability of organic traffic
- Reduced SM€ (Sales Multiplier per € invested) due to higher spend

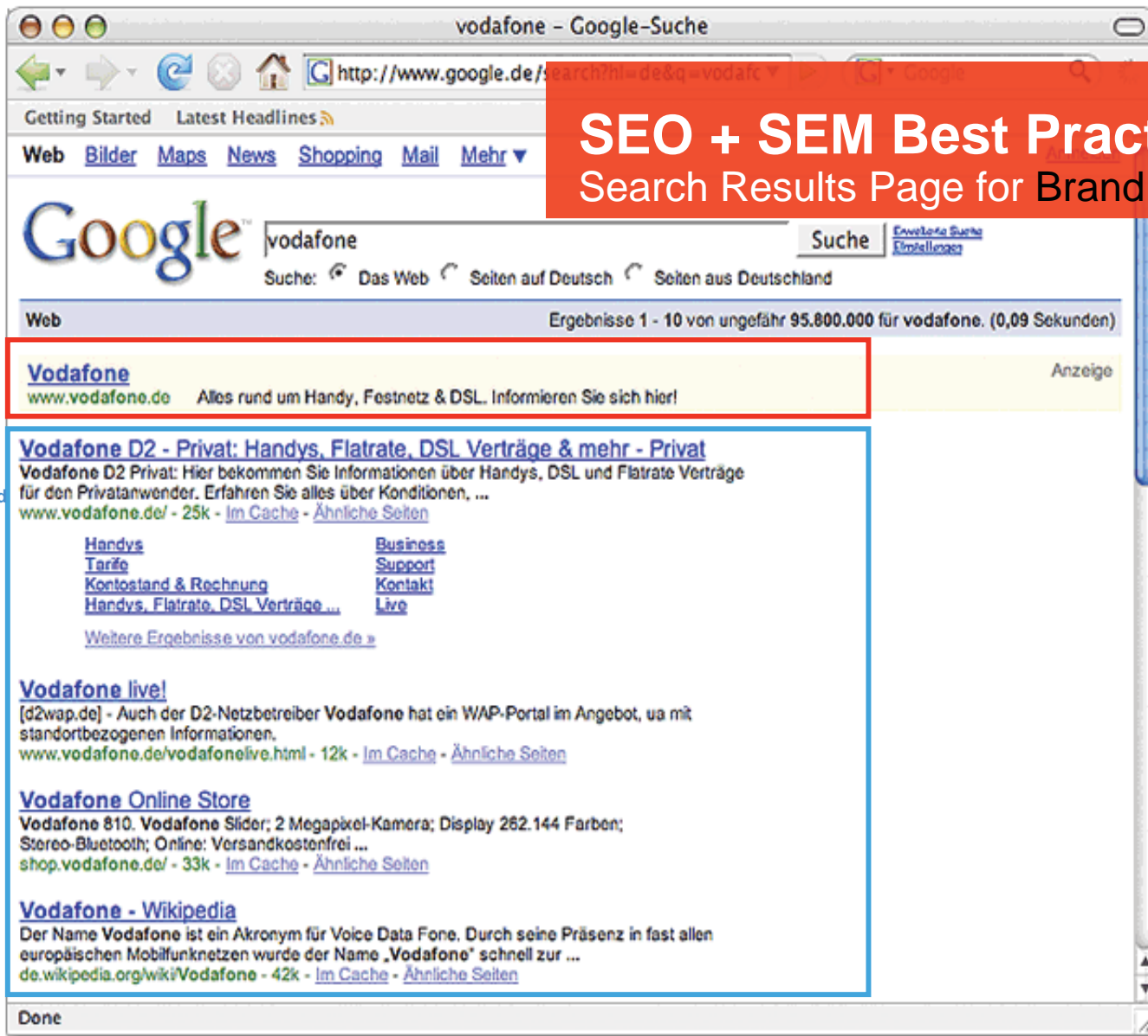
Sites requiring sustainable qualified traffic should use both SEM and SEO

Keyword Advertising vs. Search Engine Optimisation

Benefits of SEO

- Sustainable Qualified Traffic
- Reinforced Credibility:
Users expect credible companies to have a high profile in organic listings
- Prevent Competitor Displacement:
PPC campaigns are vulnerable to rapid position changes
- Domination of SERP:
Keyword advertising can only target < 20% of the reply page
- Increased Credibility:
Users trust Search Engines Organic listings more that they trust keyword advertising

Search Engine Optimization Best Practice



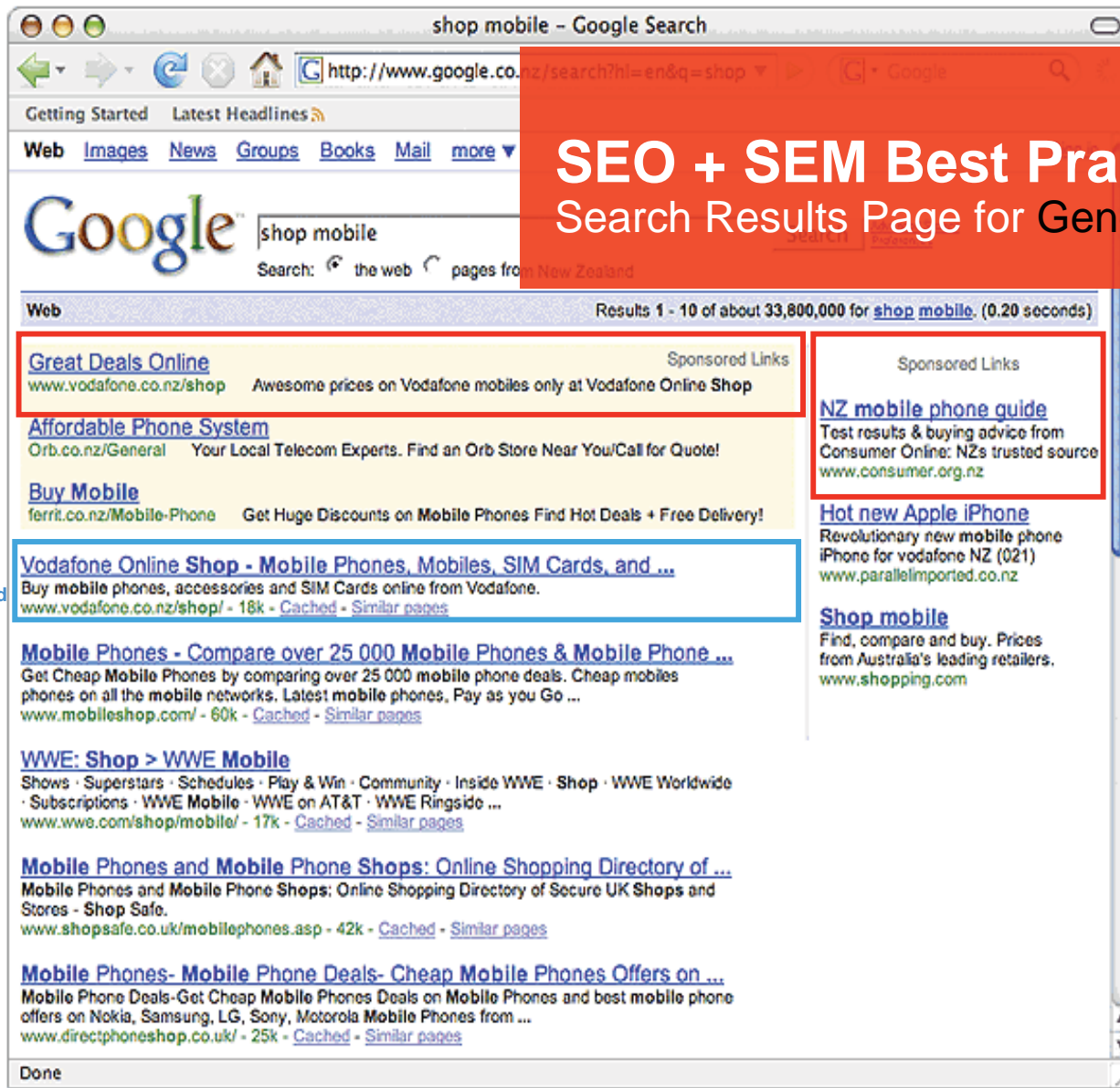
SEO + SEM Best Practice: VF DE
 Search Results Page for Brand Term 'vodafone'

SEM/
 PPC
 Paid

SEO
 Non-paid

Example of Search Results Page for the Brand Term 'vodafone' in Google.de – January 08





SEO + SEM Best Practice: VF NZ

Search Results Page for Generic Term 'shop mobile'

SEM/PPC
Paid

SEO
Non-paid

Example of Search Results Page for the Generic Term 'shop mobile' in Google.co.nz – January 08



Web Images Maps News Shopping Google Mail more Sign in

Google mobile plans Search Advanced Search Preferences

Search: the web

Results 1 - 100 of about 14,100,000 for mobile plans (10:29 seconds)

SEO + SEM Best Practice: Orange UK Search Results Page for Generic Term 'mobile plans'

SEM/PPC Paid

SEO Non-paid

Phone Plan
www.virginmedia.com Great rates for calls abroad with Virgin Talk International.

O2 Official Online Deals
www.o2.co.uk/shop Exclusive online deals with free phones on a tariff deal to suit you

Official Orange Website
Orange.co.uk/shop Get 600 minutes, unlimited text & save up to £180 with Orange online

Orange - mobile help and support - mobile service plans
Service plan information See details on the full range of Orange service plans. Details of the new animal service plans can be found here.
www1.orange.co.uk/service_plans/ - 17k - Cached - Similar pages

Orange - mobile help and support - mobile service plans - pay monthly
Find web exclusive offers, and learn about new service plans, Magic Numbers, Your Group, Student Plans and more.
www1.orange.co.uk/service_plans/paymonthly/index.html - 23k - Cached - Similar pages
[More results from www1.orange.co.uk]

Orange UK Home Page
Get great mobile phone deals and broadband packages in the Orange Shop. ... using your mobile abroad · UK mobile coverage · mobile service plans ...
www.orange.co.uk/ - 69k - Cached - Similar pages

Orange - mobile help and support - mobile service plans - pay as ...
See our many easy and convenient top-up options for pay as you go customers.
www.orange.co.uk/service_plans/payasyougo/ways_cash_overview.html - 21k - Cached - Similar pages
[More results from www.orange.co.uk]

CoolSmartPhone.com - Windows Mobile - The future plans...
CoolSmartPhone - Windows Mobile News, Reviews, Tweaks, Tricks and Cool Stuff! Orange

Cheap Mobile Tariff Plans
More mobile for your money from the cheap mobile tariff specialists.
e2save.com

Latest Mobile Deals
Free Nokia N95 - Free Samsung U600. Xbox 360's and LCD's in stock!
www.mobileexpress.co.uk

Mobile Phones For Less
Huge savings on the latest phones View our deals of the week now!
www.dialaphone.co.uk

Free Nokia From 3 Mobile™
Get a Free Nokia with 100 Minutes or Texts, Only £12 Per Month on 3™
Three.co.uk/Nokia

Mobiles.co.uk Phone Deals
Free phones, half price line rental and great free gifts, plus fast P&P
www.Mobiles.co.uk

Free Mobile Phones
A Huge Selection Of Free Phones With Line Rental & Cashback Offers!
www.onestopphonestop.co.uk

Free Mobile Tariff Plans

Example of Search Result Page for the Generic Term 'mobile plans' in Google.co.uk – January 08

50	Presentation title in footer	Lat Modified: November 2009
	March 17, 2010	Version 2.0



Best Practice Examples

Title and Description Best Practice – Orange UK

Example of
successful title
& description



Web Images Maps News Shopping Google Mail more ▾ Sign in

Google mobile plans Search Advanced Search Preferences

Search: the web pages from the UK

Web Results 1 - 100 of about 14,200,000 for **mobile plans**. (0.18 seconds)

Phone Plan Sponsored Links
www.virginmedia.com £11 per month for free weekend calls, plus 39+ Digital TV channels

Mobile Sponsored Links
www.o2.co.uk/shop Great New Phones Available on O2 Online Shop. Free Calls and Texts.

Free Orange Mobile Phones
Orange.co.uk/shop 600 mins, unlimited text & the latest mobile phones from Orange

Orange - mobile help and support - mobile service plans
Service plan information See details on the full range of Orange service plans. Details of the new animal service plans can be found here.
www1.orange.co.uk/service_plans/ - 17k - Cached - Similar pages

Orange - mobile help and support - mobile service plans - pay monthly
Find web exclusive offers, and learn about new service plans, Magic Numbers, Your Group, Student Plans and more.
www1.orange.co.uk/service_plans/paymonthly/index.html - 23k - Cached - Similar pages
[More results from www1.orange.co.uk]

Orange UK Home Page
Get great mobile phone deals and broadband packages in the Orange Shop. ... using your mobile abroad · UK mobile coverage · mobile service plans ...
www.orange.co.uk/ - 66k - Cached - Similar pages

Orange - mobile help and support - mobile service plans - pay as ...
See our many easy and convenient top-up options for pay as you go customers.
www.orange.co.uk/service_plans/payasyougo/ways_cash_overview.html - 21k - Cached - Similar pages
[More results from www.orange.co.uk]

CoolSmartPhone.com - Windows Mobile - The future plans...
CoolSmartPhone - Windows Mobile News, Reviews, Tweaks, Tricks and Cool Stuff! Orange SPV E600, E650, C600, C700, M3100, M5000, C100, F600, Audiovox SMT5600, ...
www.coolsmartphone.com/news3724.html - 51k - Cached - Similar pages

Cheap Mobile Tariff Plans
The mobile specialists with cheap mobile tariff plans, gifts & more!
e2save.com

Latest Mobile Deals
Free Nokia N95 - Free Samsung U600. Xbox 360's and LCD's in stock!
www.mobileexpress.co.uk

Mobile Phones For Less
Huge savings on the latest phones View our deals of the week now!
www.dialaphone.co.uk

Official - 3 Mobile™
Get a Free Nokia with 300 Minutes or Texts, Only £15 A Month From 3™
Three.co.uk/Store

Mobiles.co.uk Phone Deals
Free phones, half price line rental and great free gifts, plus fast P&P
www.Mobiles.co.uk

Free Mobile Phones
A Huge Selection Of Free Phones With Line Rental & Cashback Offers!
www.onestopphoneshop.co.uk

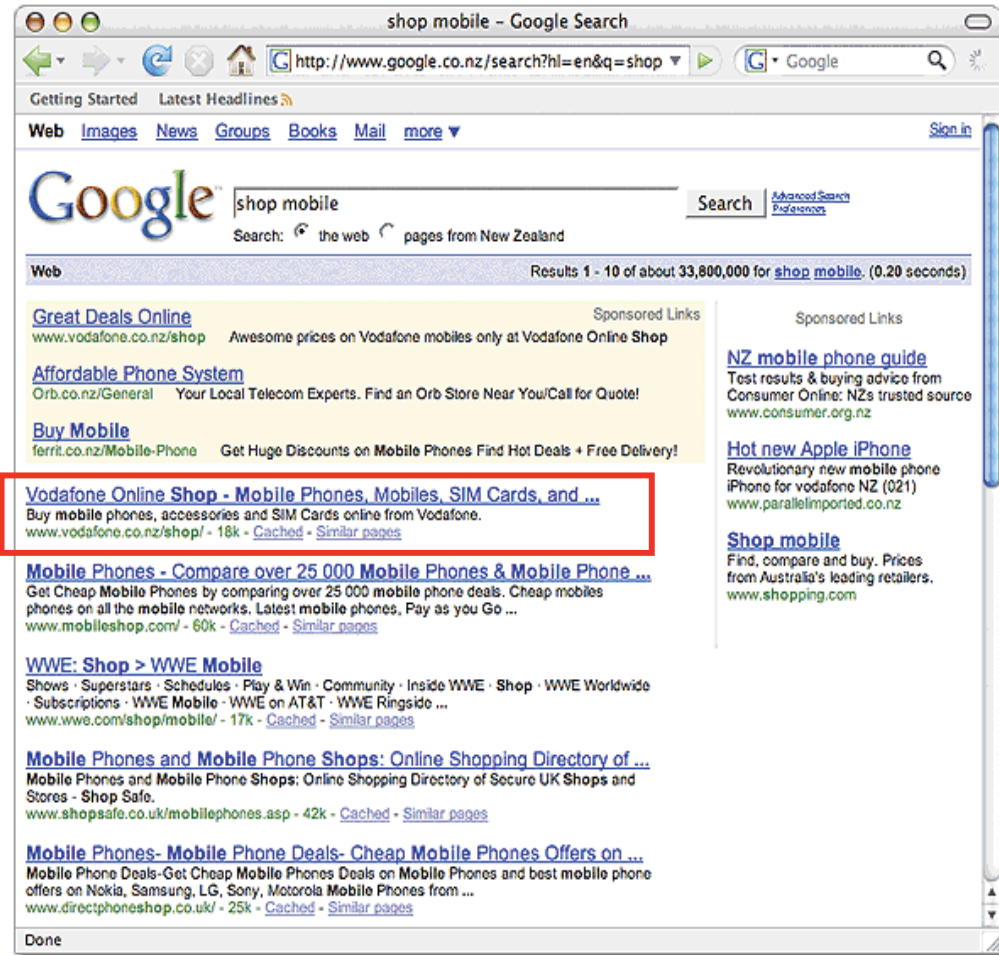
Free Mobile Tariff Plans
Extra savings on mobile phones with refurbished & surplus stock!
www.CarphoneWarehouseClearance.com

Search Engine Result Page for search query 'mobile plans' in Google.co.uk

Vodafone Best Practice Examples – VF NZ

Title and Description Best Practice – VF-NZ

Example of successful title & description



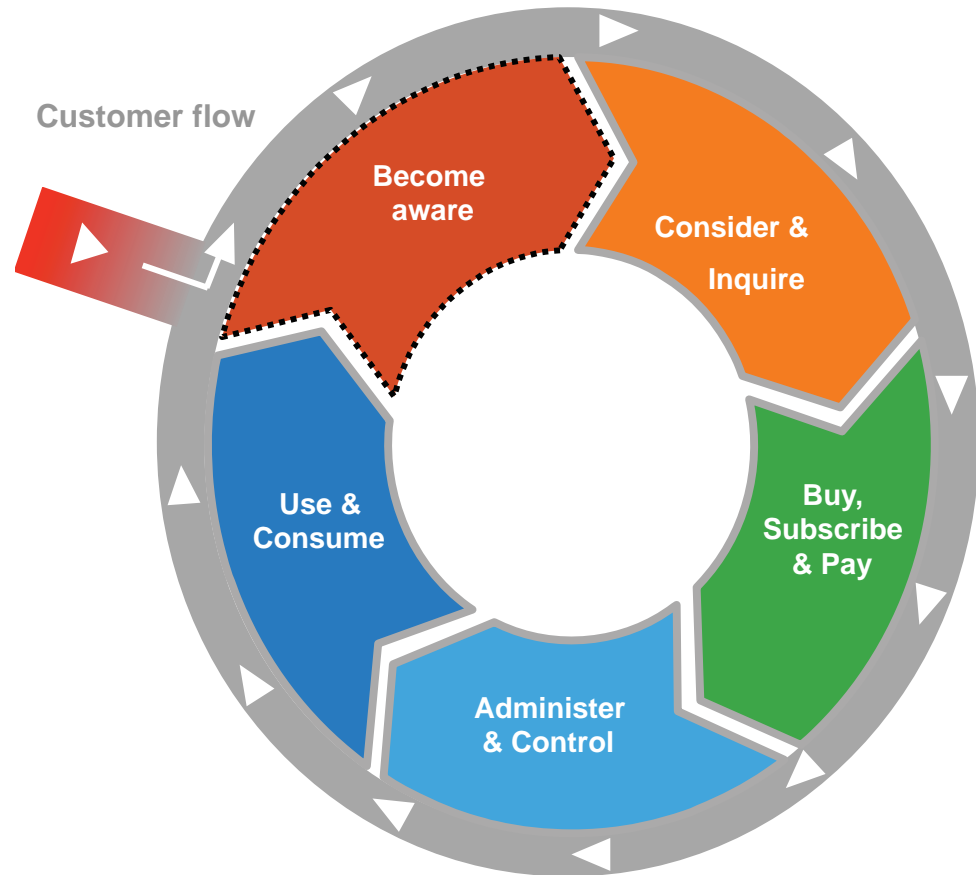
Search Engine Result Page for search query 'shop mobile' in Google.co.nz

Customer Life-Cycle specifically in Search

VF Aspiration: Drive the customer along the life cycle online, growing Vodafone demand online that will translate into extended reach, sales, increased customer satisfaction and retention.

Strategic Search Placement

Employ **Connection Strategy** to speak to would-be customers at each stage, with a message that addresses their particular needs and interests at each stage and **encourages customer flow through the Customer Journey towards Purchase and Retention.**

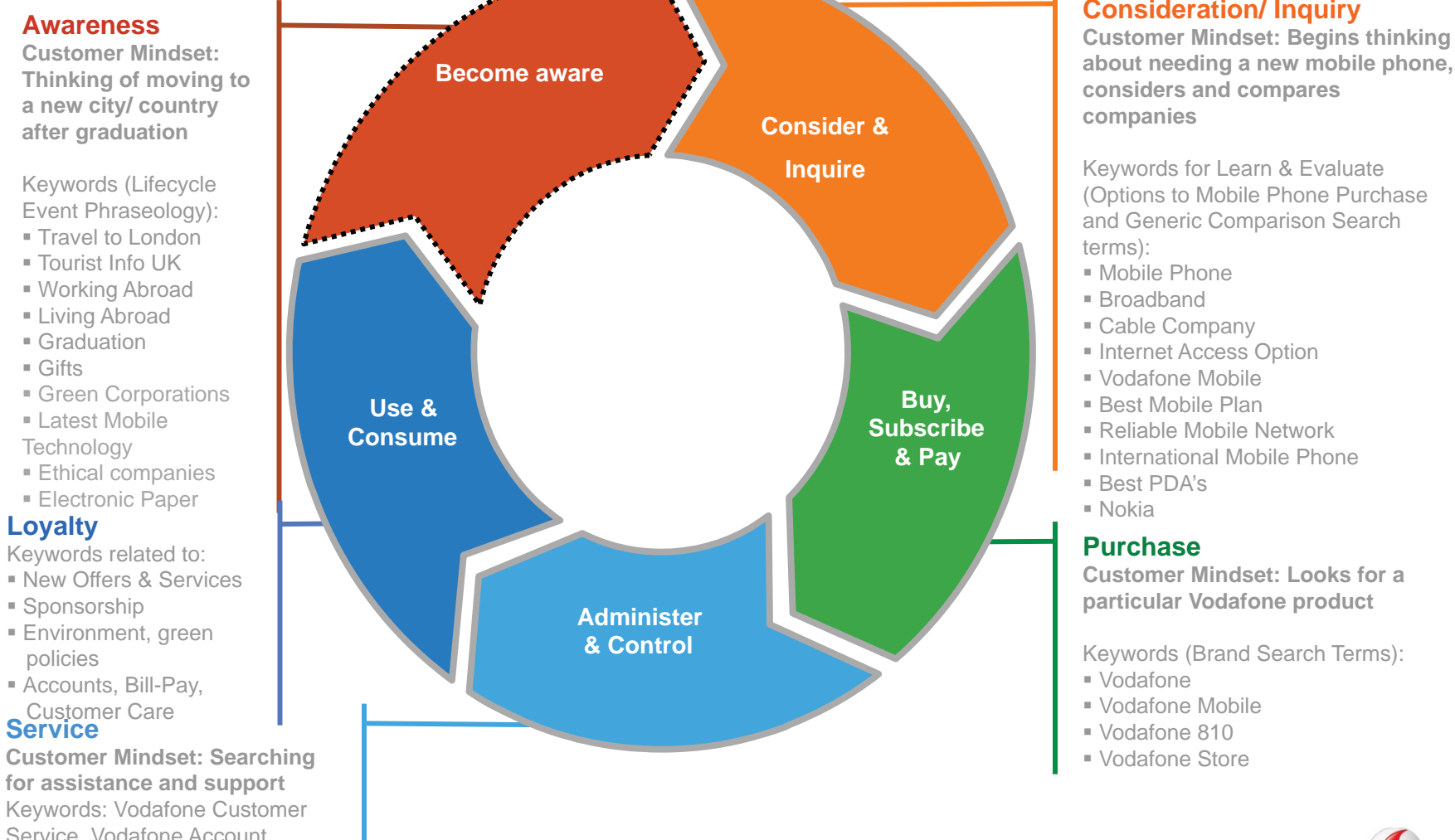


Customer Journey:

- The process is linear
- Whether it is explicit or otherwise, customers generally go through all stages of customer engagement- though they may travel quickly through some.
- Having said that, stages often not quite so distinct – bleed into one another

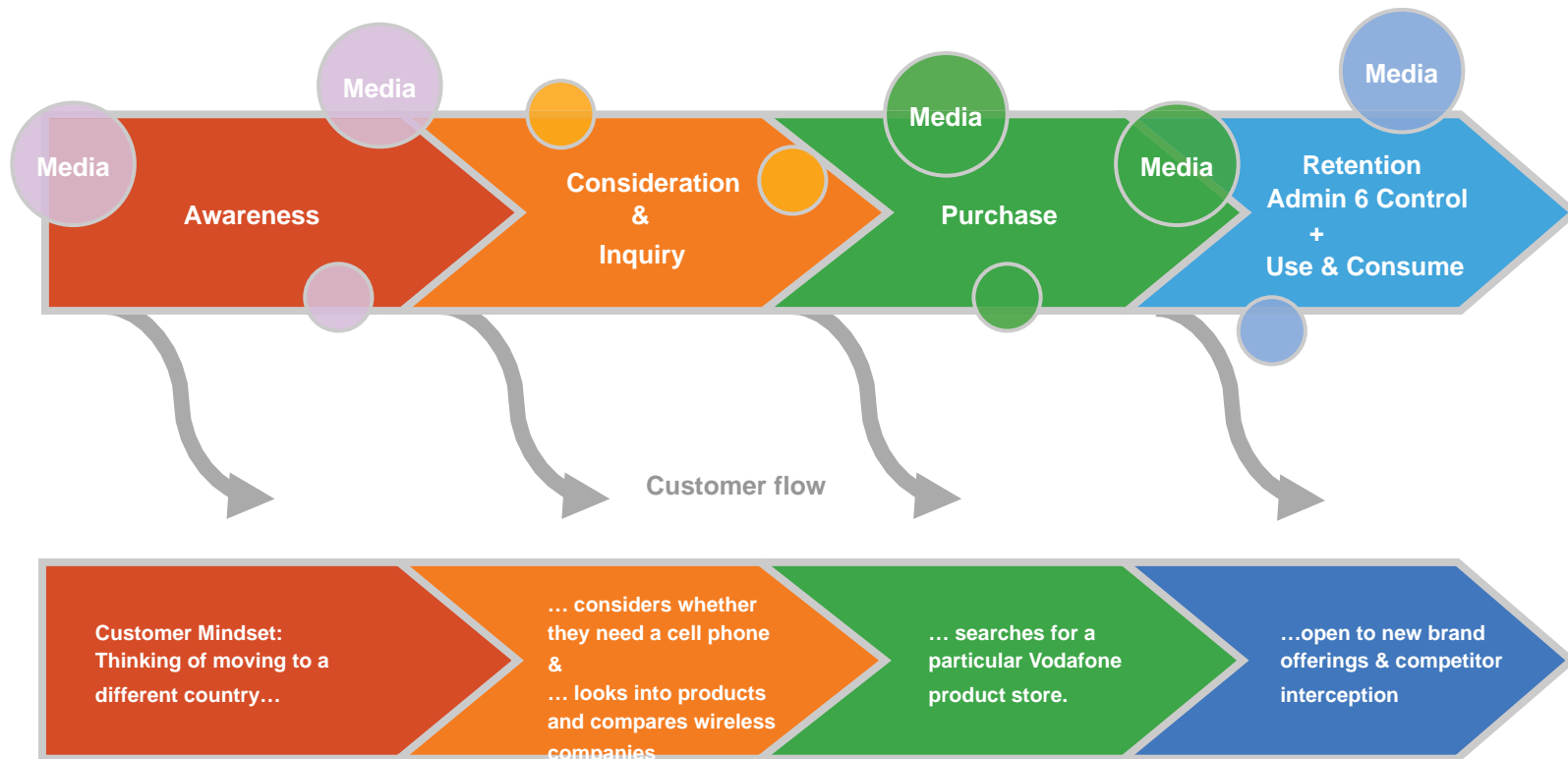
Customer Journey

Specifically In Search: Terms Along The Customer Life Cycle Phases

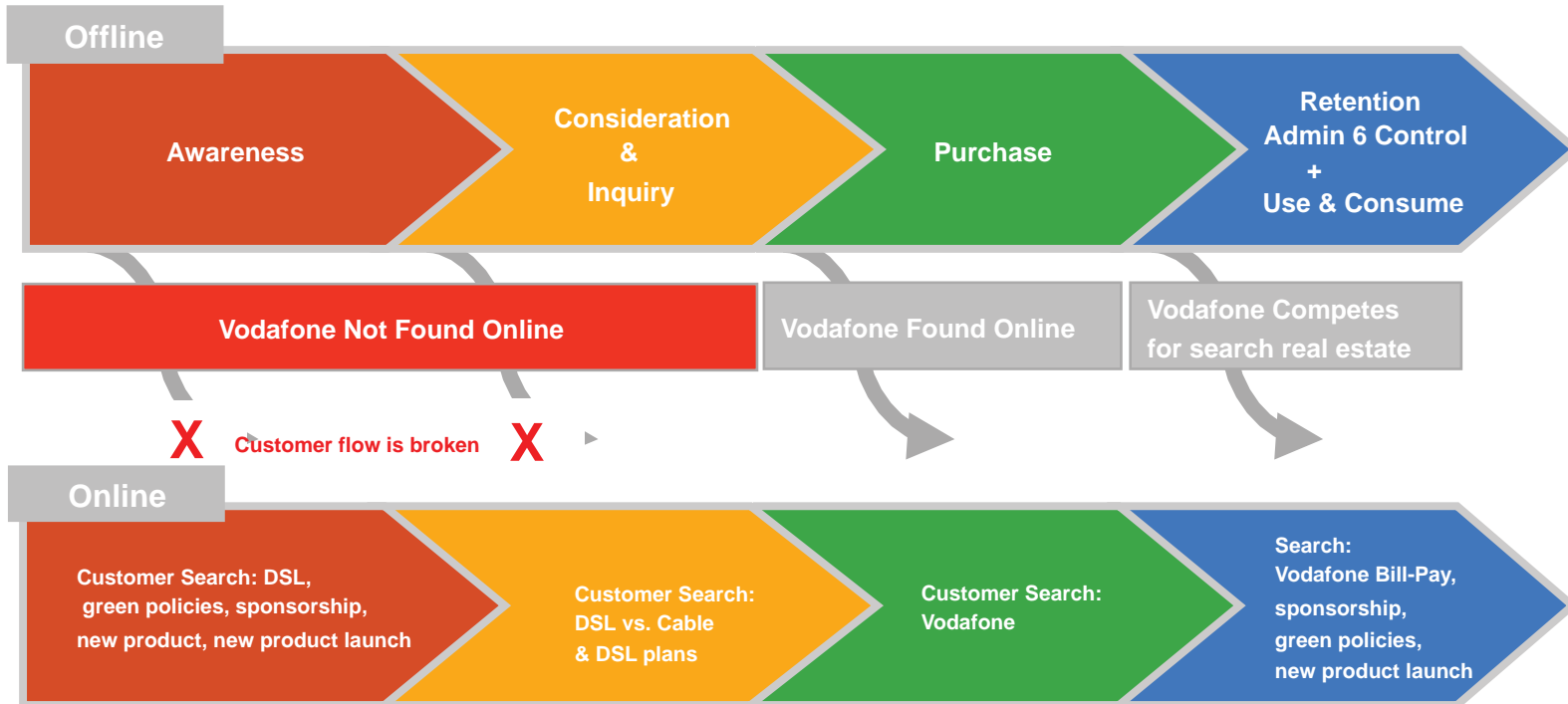


Customer Journey

Strategic Search Placement



Customer Journey - VF Current Situation



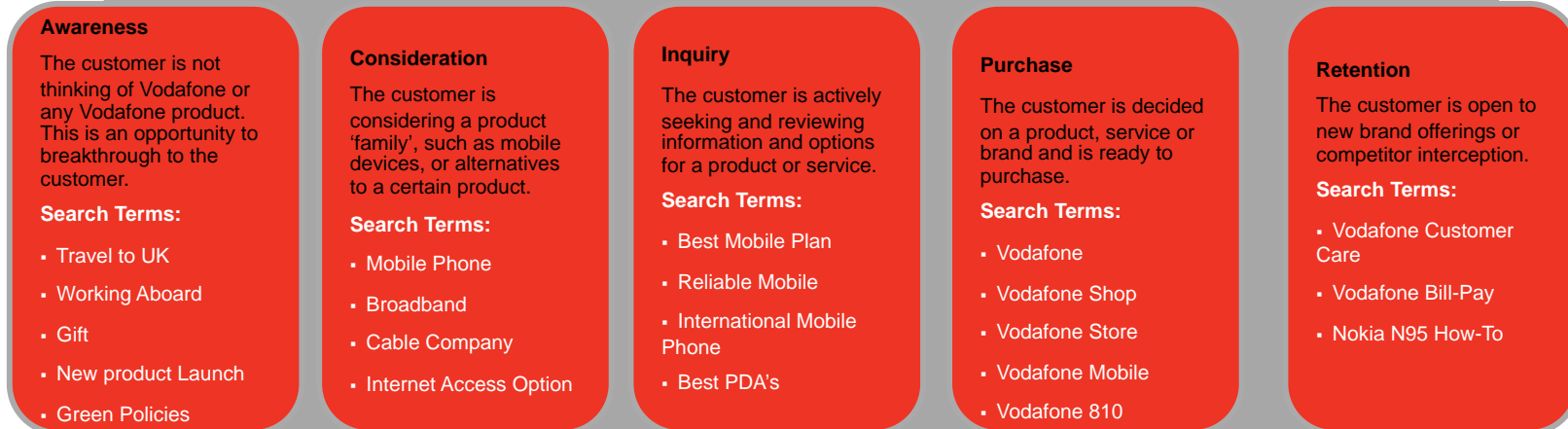
Customer disconnect:

- In general, Vodafone does not reach users at the Awareness and Consideration Stage of the Lifecycle.
- Offline activity translates into search activity, and both generic search terms for Vodafone products and services, and Brand terms are not found 24/7 online.
- Competitors can easily intercept Vodafone customers in the search space.

Customer Journey

Vodafone connecting the dots

Scenario



Connecting the dots:

- Reaching the customer at all stages of the life-cycle requires all departments to work together implementing search efforts
- Traffic goals per stage of the lifecycle need to be set and monitored.
- There is a need to integrate Online and Offline activities so as not to create awareness for generic terms offline and competitors showing up for those search terms online

Glossary of Terms

Search Engine Optimization Glossary of Terms

GENERAL

- **Click fraud** is an illegal practice that occurs when individuals click on Web site click through advertisements (either banner ads or paid text links) to increase the payable number of click throughs to the advertiser. The illegal clicks could either be performed by having a person manually click the advertising hyperlinks or by using automated software or Online bots that are programmed to click these banner ads and pay per click text ad links.
- **CPC:** Short for *cost-per-click*, an Online marketing formula used to price online advertisements. Advertisers will pay Internet publishers based on the number of clicks a specific ad gets.
- **CTR:** Short for *click-through rate*, the ratio of the number of times a user clicks on an online advertisement per number of viewers who view the Web site that has the advertisement on it. For example, if one out of 100 people who visit a specific Web site click on an advertisement and are taken to the advertiser's site, then the CTR of that advertisement is 1/100, or 1%.
- **Deep Link Ratio:** This ratio calculates the ratio of deep links — links to internal pages — versus the number of links to the homepage.
- **Impressions:** How many times your ad for this keyword was shown to a visitor.
- **Keyword:** A word used by a search engine in its search for relevant Web pages.
- **PPC:** Short for *pay-per-click*, an Online marketing formula used to price online advertisements. *Same as Cost-per-click (CPC).*
- **Search Engine Marketing (SEM):** SEM is often used to describe acts associated with researching, submitting and positioning a Web site within search engines to achieve maximum exposure of your Web site. SEM includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.
- **Search Engine Optimization (SEO):** The process of increasing the amount of visitors to a Web site by ranking high in the search results of a search engine. The higher a Web site ranks in the results of a search, the greater the chance that that site will be visited by a user. It is common practice for Internet users to not click through pages and pages of search results, so where a site ranks in a search is essential for directing more traffic toward the site.
- **SEM:** Short for *search engine marketing*.
- **SEO:** Short for *search engine optimization*.
- **SERPs:** Short for *search engine results pages*.
- **SME:** Short for *sales multiplier per € invested*.
- **STO:** Short for *search title optimization*.
- **Traffic:** The measurement of the amount of users that visit a Web site.
- **User Generated Content:** User generated content (UGC, often hyphenated), also known as Consumer Generated Media (CGM) or User created Content (UCC), refers to various kinds of media content, publicly available, that are produced by end-users. It reflects the expansion of media production through new technologies that are accessible and affordable to the general public. These include digital video, blogging, podcasting, news, gossip, research, mobile phone photography and wikis. In addition to these technologies, user generated content may also employ a combination of open source, free software, and flexible licensing or related agreements to further diminish the barriers to collaboration, skill-building and discovery.
- **W3C:** Short for *World Wide Web Consortium*, an international consortium of companies involved with the Internet and the Web. The W3C was founded in 1994 by Tim Berners-Lee, the original architect of the World Wide Web. The organization's purpose is to develop open standards so that the Web evolves in a single direction rather than being splintered among competing factions.

Search Engine Optimization Glossary of Terms

META ELEMENTS

- Meta elements are HTML or XHTML elements used to provide structured metadata (data about data) about a web page. Such elements must be placed as tags in the head section of an HTML or XHTML document. Meta elements can be used to specify page description, keywords and any other metadata not provided through the other head elements and attributes.

Meta elements are used most often to help search engines categorize them correctly. They are inserted into the HTML document, but are often not directly visible to a user visiting the site.

- **Titles:** <title>The title of the page</title>

While technically not a meta tag, this tag is often used together with the "description." The contents of this tag are generally shown as the title in search results (and of course in the user's browser when visiting the page or viewing bookmarks).

- **Description:** <meta name="description" content="A description of the page">

The description attribute provides a concise explanation of a web page's content. This allows the webpage authors to give a more meaningful description for listings than might be displayed if the search engine was unable to automatically create its own description based on the page content.

- **Keywords:** <meta name="keywords" content="keywords">

Made up of applicable phrases, terms and services provided on the web page.

- **Robots:** <meta name="robots" content="...", ...">
<meta name="googlebot" content="...", ...">

The robots attribute is used to control whether search engine spiders are allowed to index a page, or not, and whether they should follow links from a page, or not. The noindex value prevents a page from being indexed, and nofollow prevents links from being crawled. Other values are available that can influence how a search engine indexes pages, and how those pages appear on the search results. The robots attribute is supported by several major search engines. There are several additional values for the robots meta attribute that are relevant to search engines, such as NOARCHIVE and NOSNIPPET, which are meant to tell search engines what not to do with a web pages content. Meta tags are not the best option to prevent search engines from indexing content of your website. A more reliable and efficient method is the use of the Robots.txt file (Robots Exclusion Standard).

NOFOLLOW tag tells a search engine not to follow the links on a specific page. NOARCHIVE tag tells a search engine not to store a cached copy of your page. NOSNIPPET tag tells Google not to show a snippet (description) under your a search engine listing, it will also not show a cached link in the search results

NOODP don't use text from ODP (The Open Directory Project a.k.a. dmoz.org) to generate a title or snippet for this

UNAVAILABLE_AFTER:[DATE] remove this page from the search results after the specified date and time

NOYDIR (Yahoo!) Also used next to the ODP listing the content from their own Yahoo! directory but introduced in February 2007, a meta tag that provides webmasters with the option to opt-out of this. Yahoo! Directory titles and abstracts will not be used in search results for their pages if the NOYDIR tag is being added to a web page.

- **Redirects:** Meta refresh elements can be used to instruct a web browser to automatically refresh a web page after a given time interval. It is also possible to specify an alternative URL and use this technique in order to redirect the user to a different location. Using a meta refresh in this way and solely by itself rarely achieves the desired result. For Internet Explorer's security settings, under the miscellaneous category, meta refresh can be turned off by the user, thereby disabling its redirect ability entirely. Many web design tutorials also point out that client side redirecting tends to interfere with the normal functioning of a web browser's "back" button. After being redirected, clicking the back button will cause the user to go back to the redirect page, which redirects them again. Some modern browsers seem to overcome this problem however, including Safari, Mozilla Firefox, and Opera.

It should be noted that auto-redirects via markup (versus server side redirects) are not in compliance with the W3C's – Web Content Accessibility Guidelines (WCAG) 1.0 (guideline 7.5).

- **HTTP message headers:** Meta elements of the form <meta http-equiv="foo" content="bar"> can be used as alternatives to http headers. For example, <meta http-equiv="expires" content="Wed, 21 Jun 2006 14:25:27 GMT"> would tell the browser that the page "expires" on June 21 2006 21:05:27 GMT and that it may safely cache the page until then.

Search Engine Optimization Glossary of Terms

LINKS

- **Link density:** A measure of the quantity and quality of other web sites that link to a specific site. It is an example of the move by search engines towards off-the-page-criteria to determine quality content.

Search engines such as Google use a special link analysis system to rank web pages. Citations from other WWW authors help to define a site's reputation. The philosophy of link popularity is that important sites will attract many links and content-poor sites will have difficulty attracting any links.

- **Link equity:** Link equity is the amount of positive value a website receives from the totality of a linking campaign.
- **Crawl (by search engines):** A search engine crawl refers to a program or automated script which browses the World Wide Web in a methodical, automated manner. This process is called web crawling or spidering. Search engines in particular use spidering as a means of providing up-to-date data. Web crawlers are mainly used to create a copy of all the visited pages for later processing by a search engine that will index the downloaded pages to provide fast searches.

Given the current size of the Web, even large search engines cover only a portion of the publicly available internet. As a crawler always downloads just a fraction of the Web pages, it is highly desirable that the downloaded fraction contains the most relevant pages, and not just a random sample of the Web. This requires a metric of importance for prioritizing Web pages. The importance of a page is a function of its intrinsic quality, its popularity in terms of links or visits, and even of its URL.

- **RSS:** A family of web feed formats used to publish frequently updated content such as blog entries, news headlines or podcasts. An RSS document, which is called a "feed," "web feed," or "channel," contains either a summary of content from an associated web site or the full text. RSS makes it possible for people to keep up with their favorite web sites in an automated manner that's easier than checking them manually.

Search Engine Optimization Resources

- www.searchenginewatch.com
- www.clickz.com
- www.webopedia.com

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Thank you