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# Webometric - IPB

— SEO Technical Guideline —

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# Agenda Website Development

## 1. Create Meta Title & Descriptions

- Onsite ( Landing page)
- On Document ( \*.pdf, \*.doc)

## 2. URL Structure Optimizations (Permalink)

- URL Structure for Category & Single Post

## 3. Crawl Ability Website

- Create/Generate Sitemap.xml
- Submit Sitemap URL to Google Webmaster Tools & Bing Webmaster Tools

## 4. Internal Link Strategy

## 5. Heading Structure (H1, H2, H3)

## 6. Landing Page Optimizations

- Avoid Using Iframes
- Avoid Using Flash

## 7. Create Robots.txt

## 8. Website Language

- Using Meta Language for dual language on your website

## 9. Canonicalization

- ipb.ac.id/index.php to ipb.ac.id

## 10. HTTP Status Code

- 301 Redirect Permanently Ex: www to non-www
- 401 Error Not Found
- 500 Error Server

## 11. Uptime Server

## 12. Keyword Research

# How to Create Meta Title & Descriptions

## Onsite (Landing Page)

`<title>Sample Title</title>`

`<meta name="description" content="Sample Descriptions" />`

```
<head>
  <meta name="msvalidate.01" content="A09F630E732DF4D8BEEA74E4A8DF1EBC" />
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
  <meta name="title" content="Bogor Agricultural University" />
  <meta name="description" content="Website Resmi Institut Pertanian Bogor, Official Website Bogor Agricultural University" />
  <meta name="keywords" content="Bogor Agricultural Univesity, pertanian, kedokteran hewan, perikanan, peternakan, kehutanan, teknologi pertanian, matematika, ipa, ekonomi, manajemen, ilmu komputer, kimia, fisika, ekologi manusia, gizi, keluarga konsumen" />
  <title>Bogor Agricultural University</title>
```

<b>Homepage Title</b>	<b>N/A</b>
<b>Educational Ref. Backlinks</b>	<b>14,782</b>
<b>Governmental Ref. Backlinks</b>	<b>22</b>
<b>Educational Ref. Domains</b>	<b>237</b>
<b>Governmental Ref. Domains</b>	<b>10</b>
<b>Indexed URLs</b>	<b>279,720</b>
<b>Position in Majestic Million</b>	<b><u>29,117</u></b>

`<title>Bogor Agricultural University</title>`

`<meta name="title" content="Website Resmi Institut Pertanian Bogor, Official Website Bogor Agricultural University" />`

# How to Create Meta Title & Descriptions

On- Documents (\*pdf,  
\*doc, \*ps, \*ppt)



09September2014\_popy\_JMA\_Vol\_10\_No\_2\_Juli\_2013\_Final-6.pdf

Description  
Advanced

Description

Document Title:


Author:

Author Title:

Description:

Description Writer:

Keywords:


 Commas can be used to separate keywords

Copyright Status:

Copyright Notice:

Copyright Info URL:

Created: 9/9/2014 10:09:05 PM  
Modified: 9/9/2014 10:09:11 PM  
Application: Adobe InDesign CS3 (5.0)  
Format: application/pdf

Powered By 

# URL Structure Optimizations (Permalink)

## URL Best Practices

### Common URL Elements

`https://store.example.com/category/keyword?id=123#top`

1 2 3 4 5 6 7 8

1. Protocol
2. Subdomain
3. Root Domain
4. Top-Level Domain
5. Subfolder/Path
6. Page
7. Parameter
8. Named Anchor

## SEO Tips for URLs

- Choose shorter, human-readable URLs with descriptive keywords
- Exclude dynamic parameters when possible (see Canonicalization and Pagination)
- When possible, place content on the same subdomain to preserve authority
- ✦ **Recommended:** `https://example.com/blog`
- Less Ideal:** `https://blog.example.com`

# Crawl Ability Website

## Create Sitemap.xml

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>http://www.example.com/</loc>
    <lastmod>2005-01-01</lastmod>
    <changefreq>monthly</changefreq>
    <priority>0.8</priority>
  </url>
</urlset>
```

example website using XML sitemap :

<http://news.okezone.com/kampus/sitemap.xml>

## Submit XML Sitemap to GWT

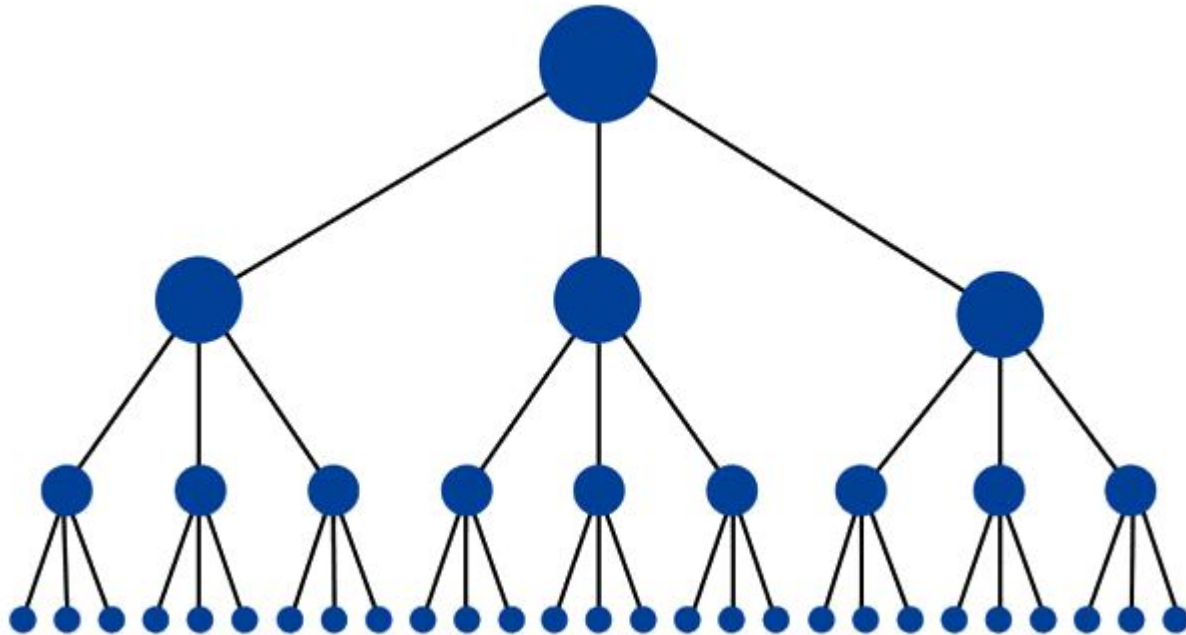
- Site Dashboard
- Site Messages
- ▶ Search Appearance ⓘ
- ▶ Search Traffic
- ▶ Google Index
- ▼ **Crawl**
  - Crawl Errors
  - Crawl Stats
  - Fetch as Google
  - robots.txt Tester
  - Sitemaps**
  - URL Parameters

### Sitemaps

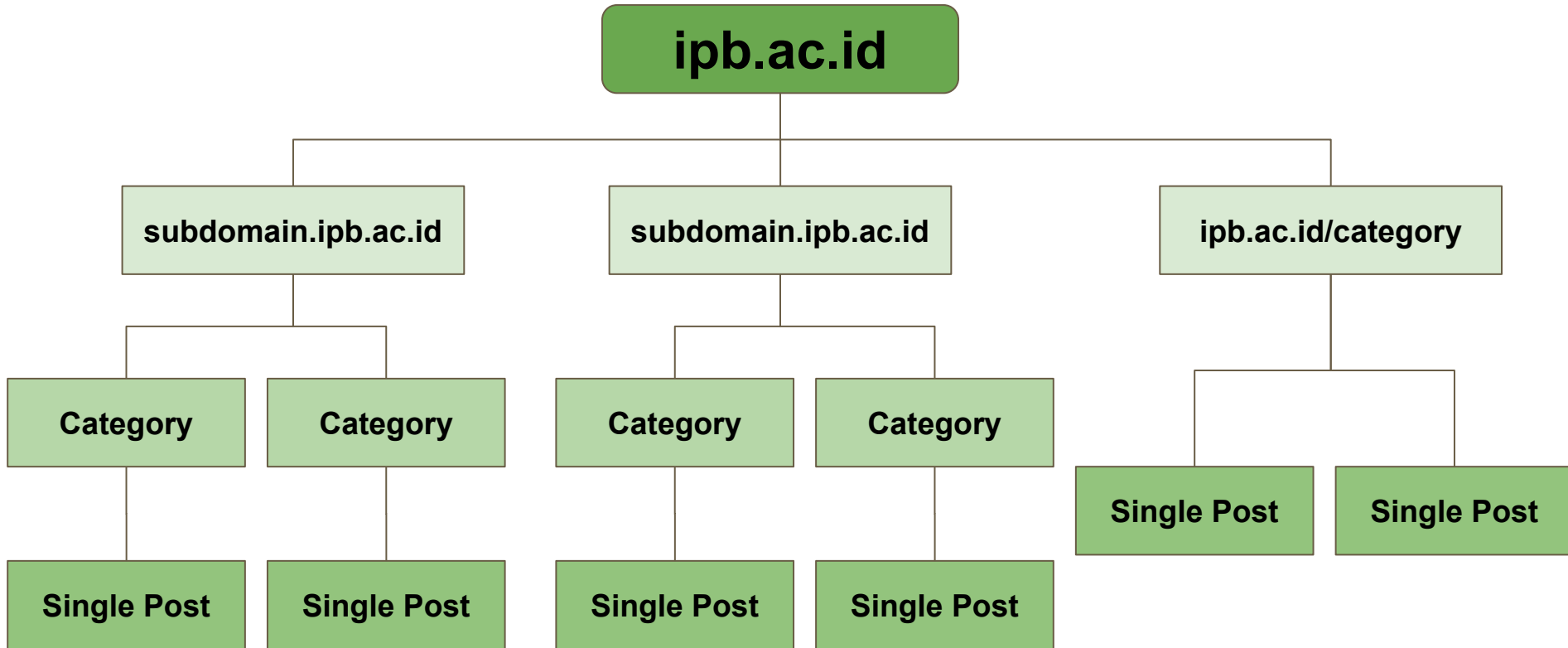
ADD/TEST SITEMAP  

#### Add/Test Sitemap

# Internal Link Strategy

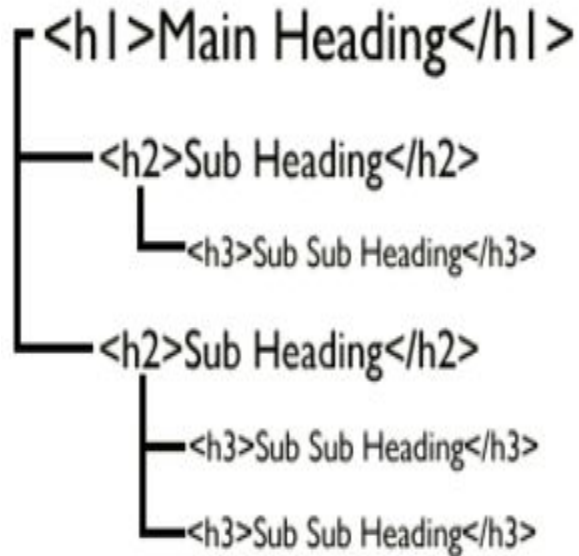


# Internal Link Strategy





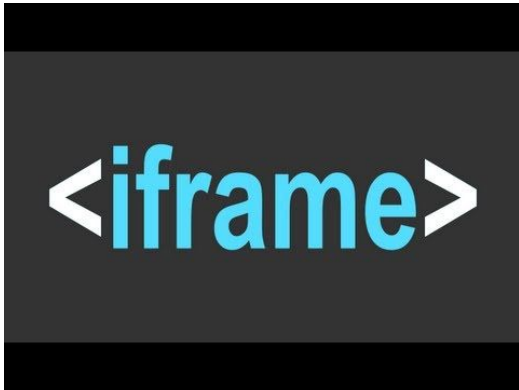
# Heading Structure (H1, H2, H3)



```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0 Transitional//EN">
<HTML>
<HEAD>
  <TITLE>Document Headings</TITLE>
</HEAD>
<BODY>
  Samples of the six heading types:
  <H1>Level-1 (H1)</H1>
  <H2 ALIGN="CENTER">Level-2 (H2)</H2>
  <H3><U>Level-3 (H3)</U></H3>
  <H4 ALIGN="RIGHT">Level-4 (H4)</H4>
  <H5>Level-5 (H5)</H5>
  <H6>Level-6 (H6)</H6>
</BODY>
</HTML>
```

# Landing Page Optimizations

Avoid Using Iframe



example website using iframe :

[www.misteraladin.com](http://www.misteraladin.com)

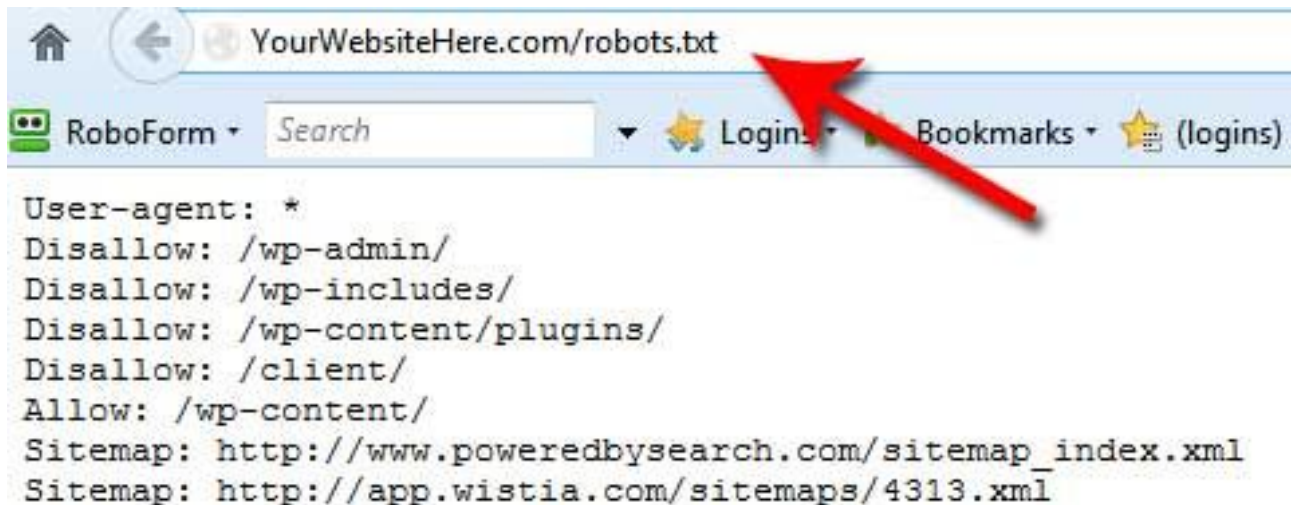
Avoid Using Flash



example website using Flash :

[orangedan.net](http://orangedan.net)

# Create Robots.txt



The image shows a browser window with the address bar containing the URL "YourWebsiteHere.com/robots.txt". A red arrow points to this URL. Below the address bar, there are navigation buttons for "RoboForm", "Search", "Logins", and "Bookmarks". The main content area displays the text of a robots.txt file:

```
User-agent: *  
Disallow: /wp-admin/  
Disallow: /wp-includes/  
Disallow: /wp-content/plugins/  
Disallow: /client/  
Allow: /wp-content/  
Sitemap: http://www.poweredbysearch.com/sitemap_index.xml  
Sitemap: http://app.wistia.com/sitemaps/4313.xml
```

# Website Language

The image displays three computer monitors showing website designs for different languages. The central monitor shows an English website titled "ASSOCIATE" with a navigation menu (Home, Search, Contacts, Testimonials, English, Contact) and a main content area featuring a photo of a group of people and a featured post. Above the monitor is the word "English". To the left is a monitor showing a Chinese website with a red header and the word "ASSOCIATE", with a Chinese flag below it. Above this monitor is the word "Chinese". To the right is a monitor showing a Spanish website with a green header and the word "ASSOCIATE", with a Spanish flag below it. Above this monitor is the word "Spanish". At the far left is a monitor with a colorful 3D cube logo. At the far right is a monitor with the word "KING" in large blue letters. Below the three main monitors is a horizontal row of 20 small circular icons representing various national flags. At the bottom center, the text "International Website designs" is written in a stylized font.

Chinese English Spanish

ASSOCIATE ASSOCIATE ASSOCIATE

Home Search Contacts Testimonials English Contact

This is a Featured Post #1

This is an example of a featured post. You could call this to get information about yourself or your offerings. You might use something like, "See how we manage on our blog to make you more profitable."

Company Profile Professional Solutions Customer Services

Customer Services

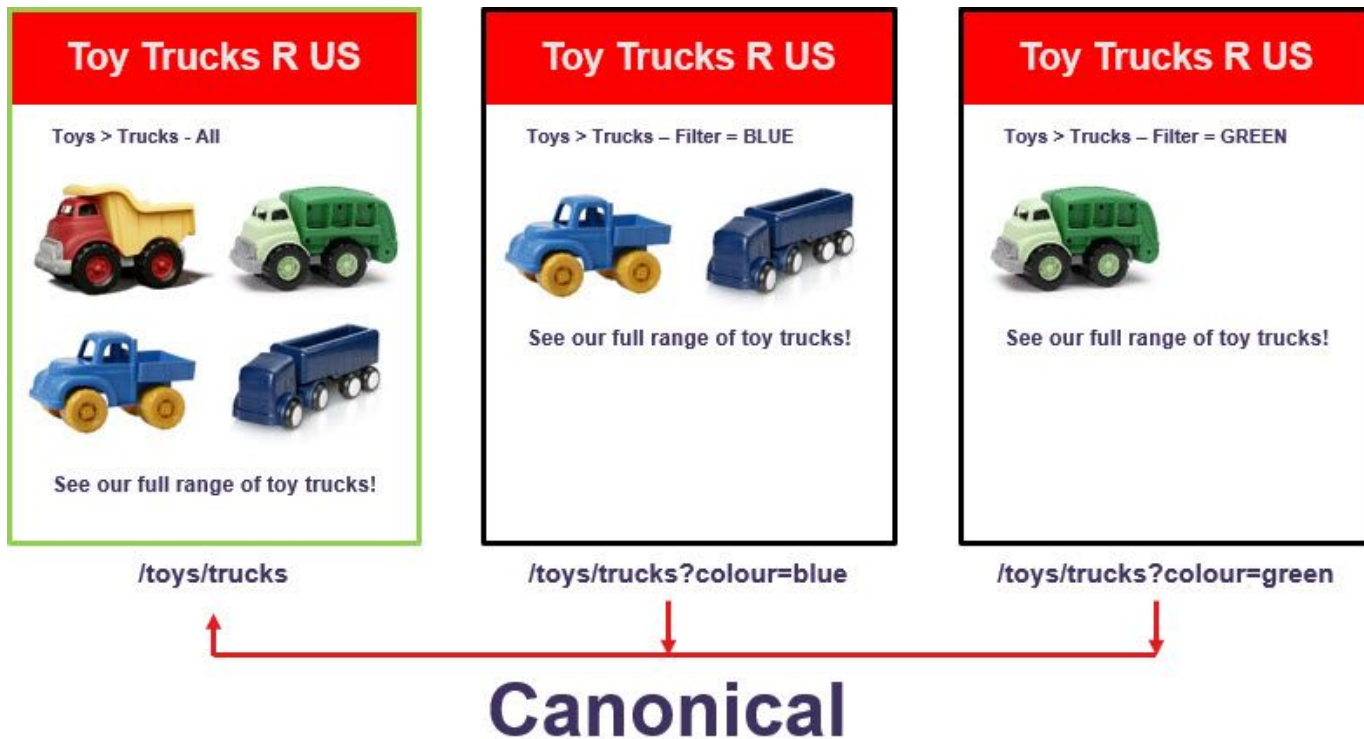
**KING**

*International Website designs*

# Website Language

1. **Declare language attribute in the HTML element**  
`<html lang="de">`
2. **URL Structures for Country & Language Targeting**
  - **ccTLDs (Country Level Only)**  
example.id
  - **Subdirectories with gTLDs**  
example.com/id/
  - **Subdomains with gTLDs**  
id.example.com
3. **rel="alternate" hreflang="x"**  
`<link rel="alternate" hreflang="x-default" href="http://example.id/" />` (Specifies Default)  
`<link rel="alternate" hreflang="id" href="http://example.com/id/" />` (Specifies Language)  
`<link rel="alternate" hreflang="de-DE" href="http://example.id/id-id/" />` (Specifies Language + Region)

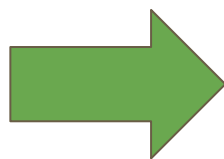
# Canonicalization



# HTTP Status Code

HTTP Status Codes	
200	OK/Success
301	Permanent Redirect
302	Temporary Redirect
404	Not Found
410	Gone (permanently removed)
500	Server Error
503	Unavailable (retry later)

More information at  
<http://mz.cm/HTTP-codes>



# Uptime Server

Desktop <sup>?</sup> Smartphone <sup>?</sup> Feature phone <sup>?</sup>

Server error <sup>?</sup> <b>4</b>	Soft 404 <sup>?</sup> <b>2</b>	Not found <sup>?</sup> <b>19</b>	
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## Top 1,000 pages with errors

Download **MARK AS FIXED (0)** Filter:

Show 25 rows 1-4 of 4 < >

<input type="checkbox"/>	Priority	URL	Response Code	Detected
<input type="checkbox"/>	1	admin/portal/i18n/culture/id	500	12/11/15
<input type="checkbox"/>	2	index.php/admin/portal/i18n/culture/id	500	11/16/15
<input type="checkbox"/>	3	%E2%80%8E	500	11/23/15
<input type="checkbox"/>	4	lombaartikel/pendaftaran/index.php/registration/lists	500	12/13/15



# Error Not Found

## URL Errors

Status: 12/17/15



### Top 1,000 pages with errors

Download **MARK AS FIXED (8)** Filter

Show 25 rows 1-19 of 19 < >

Priority	URL	Response Code	Detected
1	uploads/media_items/lomba-batik-nasional.original.pdf	404	11/17/15
2	uploads/media_items/draf-pengumuman-pelelangan-sederhana-dengan-pascakualifikasi.original.pdf	404	11/19/15
3	uploads/media_items/pp-ri-no-66-tahun-2013.original.pdf	404	12/15/15
4	uploads/media_items/borang-kesediaan-ca-mwa-2014.original.pdf	404	12/15/15
5	uploads/media_items/per-sa-no-91-2013-juknis-pemilihan-anggota-mwa-ipb-lampiran.original.pdf	404	12/15/15
6	uploads/media_items/kalender-pendidikan-ipb-2013-2014.original.pdf	404	12/11/15
7	uploads/media_items/lomba-comic-strip.original.pdf	404	12/4/15
8	uploads/media_items/lomba-business-plan.original.pdf	404	12/4/15
9	uploads/media_items/lomba-menggambar-dan-mewarnai.original.pdf	404	12/4/15
10	uploads/media_items/daftar-peserta-kuliah-sehari-di-ipb-22-maret-2014.original.pdf	404	11/30/15

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**Terima Kasih**

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