



Search Engines Optimization

*Introduction and Application to
Adobe Flash & Flex*



A Good Start:

- Introduce your site to SE (search engines):
 - DMOZ (Open Directory Project)
 - <http://www.dmoz.org/>
 - Google
 - <http://www.google.com/addurl/>
 - Yahoo
 - <http://search.yahoo.com/dir>
 - Msn
 - <http://search.msn.com/docs/submit.aspx?FORM=WHWL>



SEO

- Respect standards (HTML & XHTML)
 - Avoid formatting error increase the comprehension of SE. So don't hesitate to validate your code:
 - <http://validator.w3.org/>



SEO

- TAGS META

- `<meta name="keywords" content="keywords defining a web page">`
- `<meta name="description" content="Textual description of a web page">`
- `<title> Page Title</title>`



SEO

- TAG HTML

- From `<h1>` to `<h6>`:

- Allow to structure your document, avoid using DIVs to highlight content only to human, h1 to h6 are clear to SE.

- ``

- `<a href'...' title='emphasis your keywords'>my link`



SEO

- Web page content
 - Keywords use, your most important keywords should be used as much as possible in content
 - Distribute important keywords in strategic position: content, images, link, folder & file name, tags



SEO

- Web site structure
 - Your domain name
 - 2 way to use your money:
 - Keywords in your domain name
 - Original domain name, but needs more marketing (buzz) and advertisement



SEO

- Me and the Others
 - Get links from credible source (pagerank), avoid links farms or any cheap black-hat SEO.
 - SEO for the poor :')
 - Forum
 - Blog (comments)



SEO

- Me and the others
 - Have a clear and easily accessible structure
 - Sitemap
 - Internal links (title attributes in <A>)
 - External links (title seems to have more weight)



SEO

- DO:
 - High updates frequency on your web pages
 - Add web pages, linking to your home
 - Links from Credible (PR) website



SEO

- DON'T:
 - Cheap SEO: community links from none professional
 - Links farms
 - Bad content: stay relevant with your positioning, avoid duplicate content
 - Broken Links



SEO

- Seriously do not:
 - Black Hat!!!
 - Just Say No
 - There are a lot of techniques we can think of, hard to find something they didn't think of
 - Risk: get black listed from SE



SEO 2.0

- Be social!
 - Use social media to get some exposure
 - Newsgroup (mail)
 - Forum
 - Mail
 - Instant Messaging
 - ...



SEO 2.0

- Be social
 - Use socialy generated content:
 - Digg.com
 - Del.icio.us
 - StumbleUpon.com
 - ...



SEO Cheat Sheet

1. Identify the market
2. Identify your positioning
3. What tools are you going to use
4. What is your budget



SEO Cheat Sheet

1. What is the market?

- Who is the public of your website?
 - Generation web? Young? Impaired?
 - Where do they get their information from?
 - » Positioning depends of the public!



SEO Cheat Sheet

2. Identify your keywords

2. List 20 keywords

- Use Google Suggest or Yahoo Marketing to have some keywords proposal
- <http://google.com/complete/search?output=toolbar&q=keywords>
- http://search.yahooapis.com/WebSearchService/V1/relatedSuggestion?appid=auHP497V34EUToi908cw7ZhtE0eU9o96wljfq5I3MRACXCDDoI_v7Byf9XI2Ib.sZDU-&query=keywordsString



SEO Cheat Sheet

3. Some tools:

- Google Analytics
 - <http://www.google.com/analytics/>
- Google Adwords
 - adwords.google.com (outils mots clés très utiles)
 - Only 15 CHF to get started
- SEOChat, nice collection of tools
 - <http://www.seochat.com/>
- Keywords Positions and competitors
 - <http://metah.ch/seo/keywords-positions.php>



SEO Cheat Sheet

4. What is your Budget?

– 0\$

- Not that bad, just be more patient

– >0\$

- Advertisement

- Google Adwords (adwords.google.com)
- Yahoo Marketing (searchmarketing.yahoo.com)
- Blogs posts
- ...



SEO Cheat Sheet

Conclusion

1. Know your keywords
2. Be structured
3. Get fresh content (Blgo / forum)
4. Be attractive (newsletter, RSS, content)
5. Be SE readable
6. Analyze the behavior of your visitors
7. Use your social network
8. Get out of the Web (AUGG is a good start 😊)



SEO



What About Flash ? Flex? Javascript?



SEO For Flash, Flex and JS

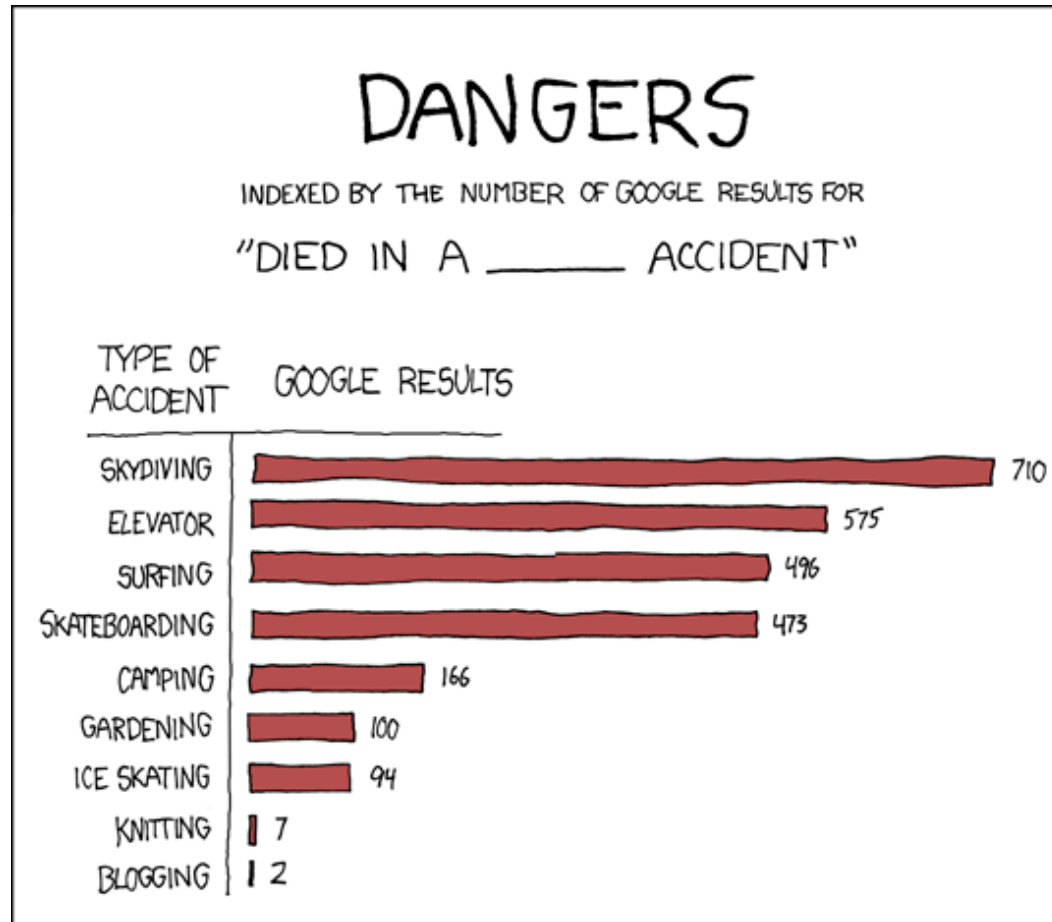
Context

- SE don't understand JavaScript
 - All content driven by JS is completely unreadable
- Solutions?
 - Don't use JavaScript !



SEO For Flash, Flex and JS

Do not believe what they say...



<http://xkcd.com/369/>



SEO For Flash, Flex and JS

Solutions #1 :

Create an abstract layer understandable from SE

– Detect navigator

- Is it a bot : redirect to HTML / static version
- Is not a bot : show FFJ (Flash Flex JS) content

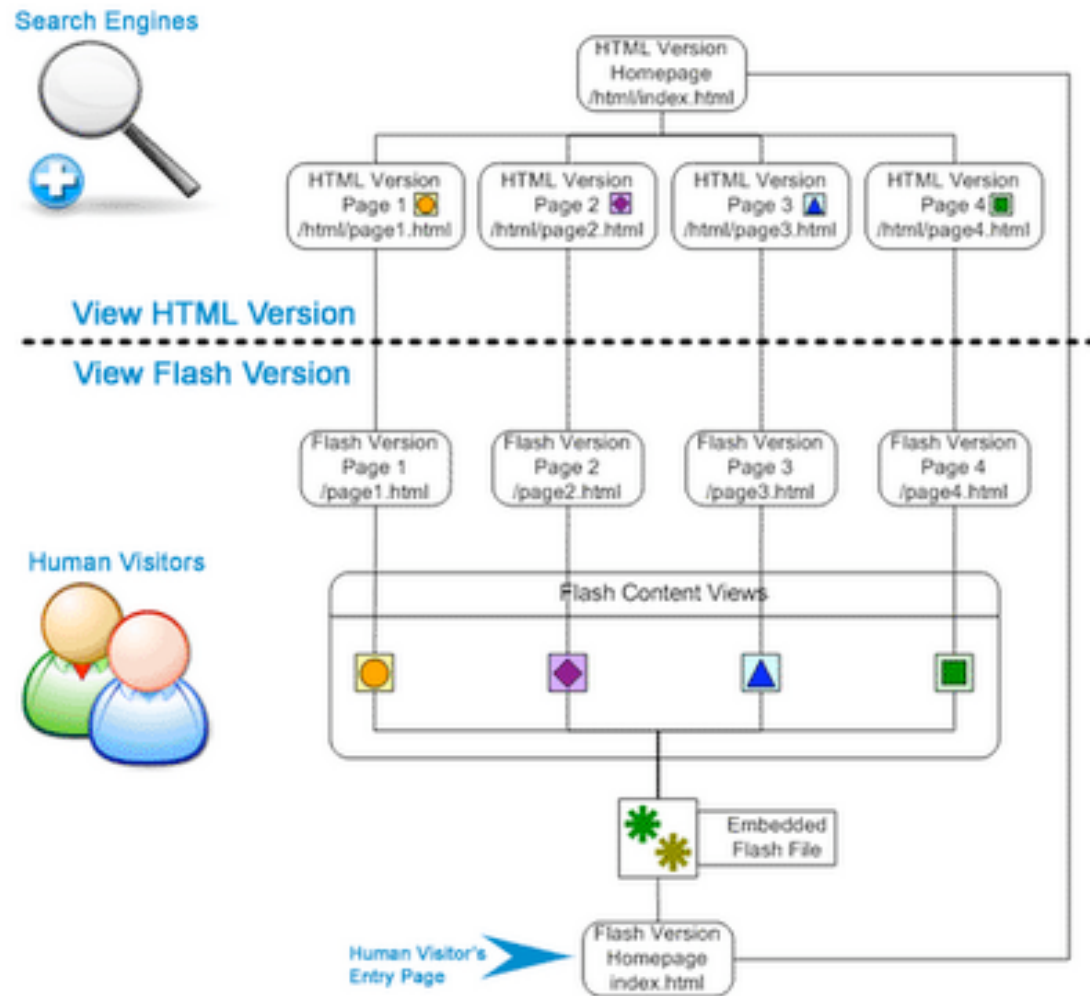
– Problem?

- Content and work is duplicate
- Time consuming
- Bad pages are indexed...



SEO For Flash, Flex and JS

Solutions #1 :



<http://www.businessol.com/seo-blog/2008/02/4-seo-solutions-for-flash.html>



SEO For Flash, Flex and JS

Solutions #2 :

Create an abstract layer understandable from SE

- Javascript rewriting
 - Solution used with SWFObject
 - (<http://blog.deconcept.com/swfobject/>)
 - Have HTML content inside a DIV and place the SWF in this DIV by JavaScript
- Problems?
 - Same as before: duplicate content
 - But pages can be adressed
 - <http://www.asual.com/swfaddress/>



SEO For Flash, Flex and JS

Solutions #3 :

Create an abstract layer understandable from SE

- XSLT (XML Stylesheet Transformation)
 - Flash content driven by XML (server side generated)
 - Use XSLT to embed the SWF
- Problems?
 - Need a SWF content driven by XML
 - The most professional SEO solution for SWF / JS
- Proof: <http://directory.onflex.org/>



SEO For Flash, Flex and JS

Solutions #3 : How – To?

1) The XML

```
<?xml version="1.0" encoding="ISO-8859-1"?>  
<?xml-stylesheet type="text/xsl" href="template.xsl"?>  
<html>  
  <head>  
    <title>Metah</title>  
    <meta name="Description" content="description"/>  
    <meta name="Keywords" content="SEO, Flash, XML, XSLT"/>  
  </head>  
  <slide> ... </slide>  
</html>
```



SEO For Flash, Flex and JS

Solutions #3 : How – To?

2) The XSL

```
<xsl:stylesheet version="1.0">
<xsl:output method="html" version="1.0" encoding="UTF-8"/>
<xsl:template match="/">
<html><head>
    <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
    <title>SEO FLASH</title>
    <script type="text/javascript" src="http://www.metah.ch/js/swfobject.js"/>
    <script type="text/javascript">
        // SWF Objects
    </script>
</head>
<body scroll="no" onload="writeView()"><div id="flashcontent"/></body>
</html></xsl:template></xsl:stylesheet>
```



SEO For Flash, Flex and JS

Solutions #3 : How – To?

3) The SWF

While embedding the Flash use as Flash Vars

- document.location
 - Will directly access the XML
- Use the XML in your SWF 😊



Questions?

SEO For Flash, Flex and JS