Subject: Re: A few moments for the search engine optimization site ultimatepp.org
Posted by sergeynikitin on Sat, 30 Jan 2010 07:36:50 GMT
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And if we just go into the subject the correct URL.
The fact URL
http://www.ultimatepp.org/www$uppweb$overview$en-us.html
or even
http://www.ultimatepp.org/www/uppweb/overview-en-us.html
contains a lot of excess.
This URL contains the keywords, without which it could well be indispensable. For example the word www uppweb this URL could well be thrown out and replaced by "Ultimate" and "programming environment". And more correct URL would be
  http://www.ultimatepp.org/ultimate/overview_programming_envi ronment-en-us.html
or
  http://www.ultimatepp.org/ultimate/c++_new_approach-en-us.ht ml

In addition, I want to say on the site should make more use of the separation of style (CSS) and content.
In the confirmation propose - look as arranged HTML code main menu - there is a description format for each menu item is repeated. But it must be done in the CSS style class and specify only the reference to the class.(Unnecessary words in the markup - is to reduce the weight of useful words)

Well, very useful in the menu to use Tooltip ballons (tag TITLE). keywords used in the TITLE tag of hyperlinks have much more weight than the words in plain text.

For images, too, must use TITLE tags and ALT (not for the convenience of users but for search engine optimization)

These are mistakes that I have yet noticed.

In practice, of course all of these rules hard to follow. For sites that I do (I am not a professional in this field), I do not always able to follow all the rules.

So all I said is just a wish.