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Subject: Re: SEO

Posted by [a000clown](#) on Tue, 01 Mar 2011 05:30:55 GMT

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Have fresh/unique content. If I have to explain this one you shouldn't have a website.

Avoid duplicate content. `example.com?f=1&s=asc` vs `example.com?f=1&s=dec` both give the same content, only sorted differently. Search engines don't like this, although they're pretty good at figuring out most things on their own via complex algorithms.

Use relevant keywords in your meta tags and title.

Also don't overuse them... "SomeSoftwareName - Page Title" may be great for whoever develops the CMS/Forum you're using, but it's not so great to have it in your search results since it provides nothing meaningful to all/most of your site visitors.

Use proper HTTP codes when redirecting pages.

Create an XML sitemap.

Structure your html to be easily readable on browsers that have css and/or javascript disabled. By that I mean it should make sense when reading from top to bottom in plain text-only mode, rather than having content mixed up all over the place.

The Opera web browser actually has a handy "accessibility" page mode you can toggle for this.

I'm certainly no pro and these are just the simple basics you can do. Personally I believe seo is moot anyways. Follow seo best-practices when you can, but don't go out of your way. The nerds at google work hard so you don't have to

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