Search engine optimization

**N.B.** This page appears to be **mostly** about SEFURLs (although that is SEO related) rather than *search engine optimization*. Another page here Search Engine Friendly URLs has the start of how SEFURLs are currently working in Tiki.

**Wishlist**
- Machine Learning for SEO and SEM
- Sitemap
- SEO Panel

**Top dogfood &nbsp; priorities**
- **Areas Perspective Multi-domain dogfood**
  - Areas: [http://suite.tiki.org/Tiki+vs+eyeOS](http://suite.tiki.org/Tiki+vs+eyeOS) should not have &lt;link rel="canonical" href="https://suite.tiki.org/Tiki+vs+eyeOS"&gt;. It should redirect or at least put a canonical to the domain with *suite* in it.

**Top priorities**
- Canonical links: They should be done for various object types and have Short URLs. Please see: [http://tikiwiki.svn.sourceforge.net/viewvc/tikiwiki/trunk/templates/canonical.tpl](http://tikiwiki.svn.sourceforge.net/viewvc/tikiwiki/trunk/templates/canonical.tpl)
  1. **done**
     - Comments (found in Google results) such as
       - [http://dev.tiki.org/tiki-comment-list?type=wiki+page&amp;objectId=Composer](http://dev.tiki.org/tiki-comment-list?type=wiki+page&amp;objectId=Composer) and
       - [http://dev.tiki.org/tiki-comment-list?type=wiki+page&amp;objectId=TrackerToGanttChart](http://dev.tiki.org/tiki-comment-list?type=wiki+page&amp;objectId=TrackerToGanttChart)
       should 301 to the page
  2. **done**
  3. **done**
  4. **done**
  5. **done**
  6. **done** (called it forumthread)
     - Super: Can we have title of threads like we do for blog bosts? [http://tiki.org/forumthread45664-http-500-internal-server-error](http://tiki.org/forumthread45664-http-500-internal-server-error)
     - This example found in Google search results doesn't have a canonical
       - [http://tiki.org/tiki-view_forum_thread.php?display=&amp;comments_parentId=50955&amp;amp;forumId=26&amp;amp;fullscreen=&amp;amp;PHPSESSID=](http://tiki.org/tiki-view_forum_thread.php?display=&amp;comments_parentId=50955&amp;amp;forumId=26&amp;amp;fullscreen=&amp;amp;PHPSESSID=) also found in Google, doesn’t have a canonical
     - ”[https://tiki.org/tiki-viewforum_thread.php?comments_parentId=52156&amp;display=print”](https://tiki.org/tiki-viewforum_thread.php?comments_parentId=52156&amp;display=print”) was found in a search result. Perfect candidate for a canonical URL
  7. Tracker items: nice URLs and Canonical
  8. calendar - too tricky, the sefurl is messy and has too many rewrite rules, needs tidying up
e 9. **done**

**Notes**
- Inform robots not to index error messages (ex.: db connection issue)
  - but added meta generator?
- Error 503 or something
- http://doc.tiki.org/Meta+Tags

- inform robots not to index machine translated pages like: http://info.tiki.org/tiki-index.php?machine_translate_to_lang=fa&amp;no_bl=y&amp;page=About+Tiki
- http://www.google.com/support/webmasters/bin/answer.py?answer=35769
- pages which end with .txt should also work with shortURLS
- browser title of https://info.tiki.org/tiki-list_file_gallery.php?view=list&amp;galleryId=4 is "calendar"

Questions
- Should we use absolute URLs for canonicals?
  - Answer: yes
- What about: https://github.com/piwik/piwik/issues/2974

Open
Pending

Closed
Discussion on IRC about SEFURLs

[+]
Some tips from Dima

Dima is a developer in contact with Regis & Marc and who will join the Tiki community in February 2013

Also I'm sending you some seo-recomendations:

1) It would be better to make redirects (for example from http://info.tiki.org/Join+the+Community to http://info.tiki.org/Join+the+Community/) All urls should be in one format.
2) In robots.txt directive Crawl-Delay should be at the bottom of the file
3) Indexing search should be forbidden by placing Disallow: /tiki-searchresults* into robots.txt
4) &lt;h1&gt; tags should be without any attributes, such as id, class etc.
5) As I can see, main page is http://tiki.org/tiki-index.php but http://tiki.org/ redirects to http://info.tiki.org. It's not good :)
6) Also I've never seen directive Exclude in robots.txt before.

Huh ? I do not understand this:

Dima wrote:

4) tags should be without any attributes, such as id, class etc.
- why ? &mdash; luci

Tricky

- http://doc.tiki.org/Wiki-Syntax+Text
- http://doc.tiki.org/wiki-Syntax+Text; not OK because of this rule RewriteRule ^wiki-(A-Za-z0-9+) tiki-index.php?page=$1 QSA,L, but complicated what to do with this rule, backward compatibility suggest we keep it. But it's a rule that don't even support non-alpha in pagename
- URL Rewriting Revamp
  - http://www.aboutus.org/Learn/Quick-SEO-Fixes-for-Internal-Links
  - http://schema.org/
- The Inconvenient Truth About SEO
  - https://github.com/PiedWeb/SeoPocketCrawler
  - https://github.com/ARCANEDEV/SEO-Helper
  - https://packagist.org/packages/evert/sitemap-php is abandoned so perhaps could be replaced by *
  - https://github.com/melbahja/seo/tree/master/src/Sitemap
- https://github.com/melbahja/seo/pull/151 (project seems on hold)
  - https://github.com/marcortola/behat-seo-contexts +
  - https://packagist.org/packages/marcortola/behat-seo-contexts

### alias
- Rewrite Rules
- Clean URL
- Clean URLs
- SEO
- Canonical URLs
- Canonical URL
- Canonical
- Canonical links
- Canonical link