

Joomla & SEO



Joomla is a versatile system for content management of [websites](#), also known as a [CMS](#). It can be utilized effectively for SEO, although it does contain some built in deficiencies concerning such search engine optimizing. This is mostly because this CMS program's content is actually stored inside of a database instead of residing on a server, as the search engine majors typically expect. As a result, Joomla is not easily accessed by the search engines for the purposes of indexing. In practical layman's terms, this means that the major search engines such as Google, Yahoo!, and Bing are not actually capable of comprehending the program's developed sites unless the individual provides the search engines with some help. This shortcoming can be remedied, and the software's installation can be SEO optimized.

Common Pitfalls

The biggest hurdle to overcome for the software's search engine optimization revolves around its user unfriendly URLs. This is because the standard software installations create URL results that look something like this:

http://www.mycooljoomlasite.com/index.php?option=com_content&task=view&id=3&Itemid=1. The problem with such a URL is that it does not provide any helpful information whatsoever concerning the web content to which it is being linked. In simple terms, one can say that if a person is not capable of understanding the links as they are written, then neither is a search engine able to do it. A far better URL would look more like this: <http://www.mycooljoomlasite.com/videos/flying-squirrels.html>. This is a much better and user friendlier URL. This is also a URL that the search engines and visitors are both capable of more easily comprehending.

Solutions

The real heart of the issue revolves around how the individual is capable of working these understandable SEO URL's into the software designed website. This challenge can be practically and effectively addressed in a number of ways. First, the user will need to go to the administration center and enable the SEO URLs. This can be done by clicking on site, then global configuration, then SEO. Second, the htaccess.txt needs to be renamed .htaccess. This function can be found in the installation root directory.

Once this has been successfully accomplished, the URLs will appear more like this:

http://www.mycooljoomlasite.com/component/option,com_mtree/task,viewlink/link_id,3/Itemid,1/.

Without a doubt, this is a search engine friendlier URL, and much more easily understood. Still, it is not so descriptive. In order to better improve the links' description, the person will require a little third party assistance which comes in the form of modules, component, and plug ins.

While it is bad news that Joomla is not search engine optimization friendly, there is plenty of help available in order to fix this problem. Chief among such solutions are search engine optimization components produced by third parties. These components offer the necessary methods for translating the user unfriendly URLs into practically anything which the person would prefer having. For those who are in a hurry to get this done, so that their search engine optimized website can get up and

running right away, the patched version of JoomSEO is sufficient. There are other SEO components which can be utilized as well. After these have been both installed and set up, such search engine optimized extensions will allow the individual to optimize the efficacy of the site for both visitors and search engines alike.

New Features in 1.5

On top of this improvement in the search engine optimizing, the software's 1.5 edition supports the ability to add an .html suffix to the end of all content items. This URL suffix option can be enabled by simply going to the administration section and selecting the global configuration option. Next, the person will need to change the button located next to Add Suffix to URLs to yes from the currently selected no. Then, when the individual looks at his or her website again, the URLs should look something like the following: /frontpage.html.

SEO functions can be enabled in the 1.5 edition of the program by doing the following three steps:

1. Login on to the administration area
2. Select the Global Configuration option
3. The Search engine optimizing settings will be noted which will permit the person to either disable or enable specific Search engine optimizing functions for the software.

Additional Improvements

Another way to boost the search engine ranking for the website is to employ unique meta keywords and descriptions. Although global meta keywords and descriptions are not added by default to every content item, this can in fact be easily altered. In order to cause every content item which is created to come with a unique meta keyword and description, the following steps must be completed.

1. The person must go to the program's administration area and select the Article menu and Content menu option
2. The individual will have to open the content item up
3. The right hand column displays an option which is called Meta data Information
4. Next the person will expand the Meta data Information box so that the option of adding unique keywords and a description that accurately reflects such content as has been created is allowed.
5. Once the changes have been made, the individual must select the save button.

Should the individual decide that he or she does not wish to have the name of the global site, its keywords, or its meta description to be displayed in literally every content item which is created, then the person will have to perform the above specified steps for every content item which is created, one at a time. Although this is a time consuming process, the alternative result will be that the default setting for the software will perform the additions of the meta keywords and meta description out of the global setting automatically to every content item.

Conclusion

Although getting Joomla properly search engine optimized may take some time and require a little patience, the rewards in so doing are certainly worth the trouble. A website which is both optimized and well organized will commonly achieve a superior rank with the major search engines. Besides this, it will increase the general quality of the website itself.

 internal linking  keywords  sources

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