

DotNetNuke® Search Engine Optimization Cheat Sheet

Pin this guide to your office wall, implement it one point at a time,
and enjoy renewed search engine success within 6 months or less.

1. Page Titles and Descriptions

Access the page title and description fields via Page Functions > Settings and enter your most important keywords into the Page Title field (65 characters including spaces or less.) Then, use keywords to honestly describe the contents of your page in the Description field with a compelling sentence or two (160 characters including spaces or less.) Write unique titles and descriptions for all your pages.

2. Link Building

Start attracting editorial, one-way incoming links to your website with "link-worthy" content expressed in blogs, articles and videos. Sprinkle keywords here and there and don't forget the spell and grammar check. Also consider submitting your URL to industry specific directories and associations.

3. XML Sitemap

Create an XML sitemap of your website and submit it to all major search engines. Extend the capabilities of DNN's dynamically created sitemap file with free iFinity Sitemap Providers or use a tool such as xml-sitemaps.com to overcome the limitations of DNN's native sitemap implementation.

4. Robots.txt

Place a robots.txt file into the root of your website to guide search engine spiders. Take a look at dotnetnuke.com/robots.txt for a DNN-centric example.

5. Semantic Markup & Search Engine-friendly Navigation

Use well-formed, standard compliant HTML in your skins to improve accessibility and "crawlability." Seek an alternative to DNN's default DNNMenu (formerly Solpart) and avoid excessive in-page JavaScript, HTML layout tables and frames.

6. Search and Human Friendly URLs

Make DNNs friendly URLs even friendlier with 3rd party URL rewrite providers like iFinity's Url Master. These providers also minimize duplicate content by 301-redirecting from non-www to www or vice versa and similarly 301-redirecting all variations of the home page to the domain root.

7. Stay Informed

Subscribe to our RSS feed or email updates for DNN SEO tips and tricks, tutorials, screencasts, and podcasts at seablick.com/blog.

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