

# Dynamic website design with Drupal source code 7 - Part 7

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The term SEO (short for *Search Engine Optimization* ) is used to refer to a set of methods to improve website rankings in search engine results pages. Drupal 7 itself is very friendly with search engines (according to members' reviews in some forums, it supports SEO about 90%). Therefore, you only need to optimize some components to have a very good SEO support website.



In this section, the author will introduce how to install and set up modules to help create friendly links, avoid content duplication, create meta tags ( *Keyword* , *Description* ) and other methods.

## 16. Install and set up useful modules for SEO

### - Module Meta tags quick

With this module, website administrators easily create meta **keywords** (keywords) and **Description** (description). Search bugs of Google, Yahoo, etc. are very interested in these tags, especially Google will give priority to the website using meta description. This module helps create two input frames in the content editor

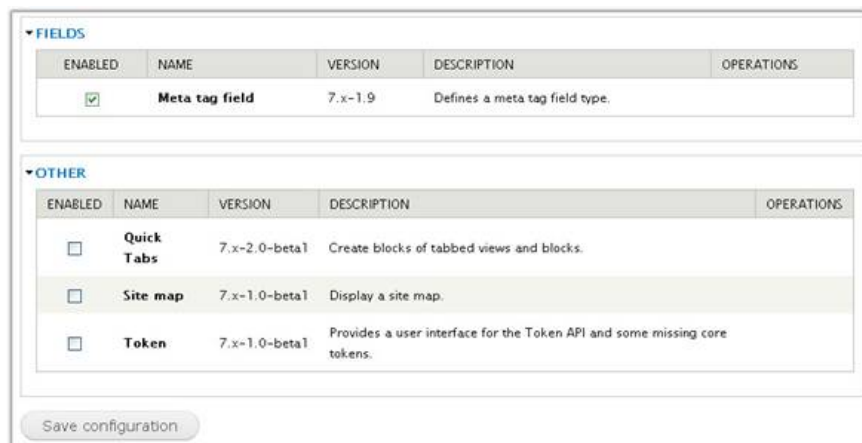
window.

To use, go to [http://drupal.org/project/metatags\\_quick](http://drupal.org/project/metatags_quick) click on the **zip** link in version **7.x-1.9** to download, then unzip to the **modules** folder ( *news / sites / all / modules* ).



Downloads				
Recommended releases				
Version	Downloads		Date	Links
7.x-1.9	tar.gz (10.62 KB)   zip (12.51 KB)		2011-Jun-15	Notes
Other releases				
Version	Downloads		Date	Links
7.x-2.0-alpha4	tar.gz (13.95 KB)   zip (16.74 KB)		2011-Jun-26	Notes
Development releases				
Version	Downloads		Date	Links
7.x-2.x-dev	tar.gz (13.95 KB)   zip (16.74 KB)		2011-Jun-27	Notes

Then, log into the administrator account, click the **Modules** menu and drag the slider to the bottom of the page, check the box in front of the **Meta tag field** , click **Save Configuration** .



FIELDS				
ENABLED	NAME	VERSION	DESCRIPTION	OPERATIONS
<input checked="" type="checkbox"/>	Meta tag field	7.x-1.9	Defines a meta tag field type.	

OTHER				
ENABLED	NAME	VERSION	DESCRIPTION	OPERATIONS
<input type="checkbox"/>	Quick Tabs	7.x-2.0-beta1	Create blocks of tabbed views and blocks.	
<input type="checkbox"/>	Site map	7.x-1.0-beta1	Display a site map.	
<input type="checkbox"/>	Token	7.x-1.0-beta1	Provides a user interface for the Token API and some missing core tokens.	

Save configuration

When the module is activated, you need to go to the **Configuration** menu to set up the feature for the module. In the **Search and Metadata box** , click the **Meta tags (quick) settings link** , then check the box *Use front page meta tags* , enter the keyword into the **meta\_keyword** box, describe the website into the **meta\_description** frame, click **Submit** .

Home » Administration » Configuration » Search and metadata

**FRONT PAGE META TAGS**

Use front page meta tags  
Don't use that option if your front page is a fieldable entity (i.e. single node, taxonomy term etc.)

**meta\_keywords**  
 tong hop 24, chia se, kien thuc, tonghop24.com

**meta\_description**  
 Tổng hợp - Thông tin giải trí là trang thông tin điện tử mảng giải trí của Tổng hợp 24

Submit

Now, enter a new content will see two **Description** , **Keyword** frames below the **Image** section. If you want to change the position of these two frames, in the **Structure** menu, click **Content types** , click **manage fields** in the type of content to change, re-enter the index in the **Weight** column.

**Image**

 bao ve laptop.jpg (29.57 KB) Remove

**Alternate text**  
 bao ve laptop  
This text will be used by screen readers, search engines, or when the image cannot be loaded.

Upload an image to go with this article.

**Description**  
 Đây là một công cụ nhỏ gọn khá thú vị của tác giả Tin Nguyen để người dùng cá nhân có thêm một công cụ hỗ trợ cho việc bảo mật chiếc Laptop của mình

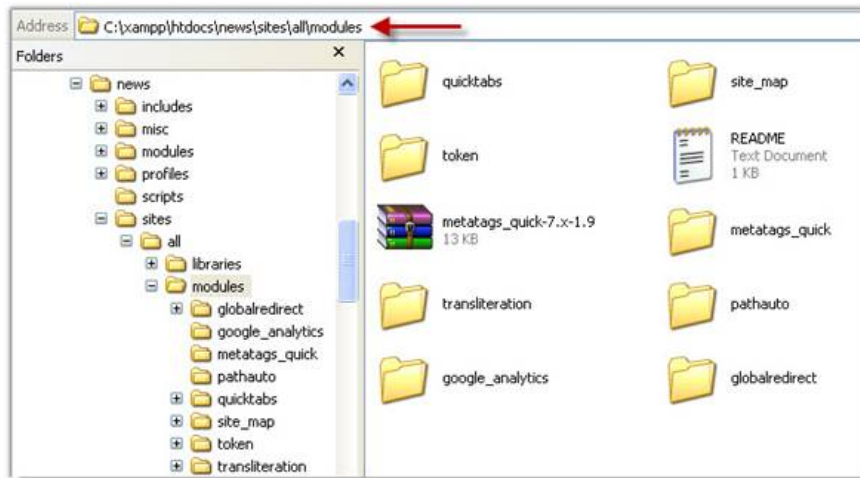
**Keywords**  
 Bảo vệ, laptop, Việt Nam

**Note**, for *Keyword*- keywords, you can enter 2 to 4 words, separating the keywords with commas (,). As for *Description* , you need to enter a brief, accurate and a complete sentence, should only write about 160 characters (including spaces).

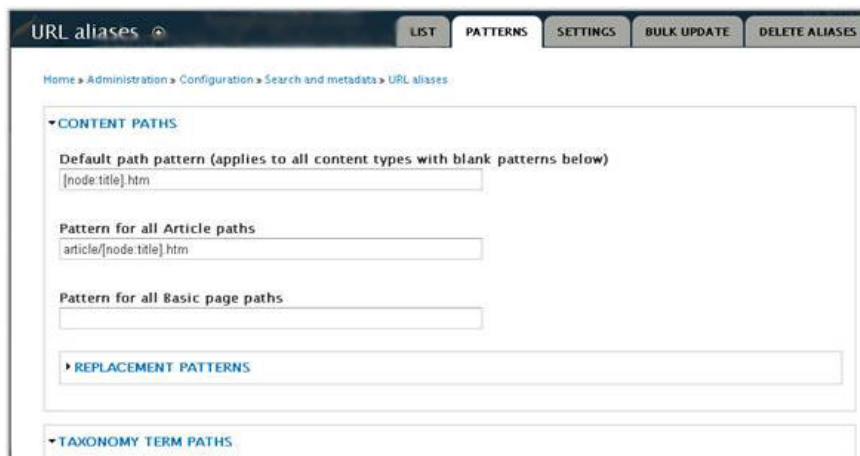
### - Pathauto, Token, Transliteration and Global Redirect modules

These are modules that help create search engine friendly paths (the title of the article is displayed right on the path, making it easy for the spider to index and know the content). At the same time, with the **Global Redirect** module helping to avoid duplicate content, Google doesn't like websites with multiple links with the same content and will severely penalize these websites, ie directing the links same content about the same path.

First, download the following modules to your device: Pathauto, Token, Transliteration and Global Redirect, and then extract it to the **modules** folder ( *news / sites / all / modules* ).



Next, go to the **Modules** menu to activate the above modules. In the **Search and Metadata** box in the **Configuration** menu, click the **URL aliases** link. In the page that appears, click the **Patterns** tab to change the path types: **Content Paths** framework, **Taxonomy Term Paths** (set the URL of the category group, the category). ), **User Paths** (set the URL of the user account). In addition to the default variable values ??provided, you can find other variables in each section in the **Replacement Patterns** framework. For example, in the **Default path pattern** box of the **Content Paths** frame, change the default URL syntax ( *content / [node: type]* ) to a new syntax like *[node: type] .html* . When done, click **Save Configuration** .



The **Settings** tab helps set up how to display the URL. You can keep the **Separator** settings by default (characters that replace spaces, punctuation, commas, or special characters), **Change to lower case** (variable uppercase characters to lower print), **Maximum alias length** (maximum number of characters for the new address). An important setting that cannot be ignored is **Transliterate prior to creating alias** , it eliminates the Vietnamese accent in the URL. Because URLs of the form ' *accented-Vietnamese-vietnamese.html* ' will not be as friendly as the URL ' *dau-tieng-viet.html* ', some browsers may not display the bookmarked URL. In addition, you can check the box *Reduce strings to letters and numbers* (this is the filter to help reduce the characters and numbers in the *String to remove* frame). The **Punctuation** framework helps regulate how to handle special characters, parentheses, colons, plus signs, equals, etc. Click **Save configuration** .

Transliterate prior to creating alias  
When a pattern includes certain characters (such as those with accents) should Pathauto attempt to transliterate them into the ASCII-96 alphabet? Transliteration is handled by the Transliteration module.

Reduce strings to letters and numbers  
Filters the new alias to only letters and numbers found in the ASCII-96 set.

**Strings to Remove**

a, an, as, at, before, but, by, for, from, is, in, into, like, of, off, on, onto, per, since, than, the, this, that, to, up, via, with

Words to strip out of the URL alias, separated by commas. Do not use this to remove punctuation.

**PUNCTUATION**

Save configuration

The next problem is that there will be a parallel existence between two types of URLs, for example: <https://quantrimang.com/node/1> and <https://quantrimang.com/content/tieu-de.html> Contains the same content. The **Global Redirect** module will then work to redirect unfriendly URLs to an optimized address. After activating the Global Redirect module, click on the *Global Redirect* link in the **System ( Configuration menu)** frame. *Leave the* default settings on the page displayed and check the box **Enable for all pages ( Remove Trailing Zero Argument )** to navigate the *taxonomy / term / 1/0* format to the *taxonomy / term / 1* form. , click **Save Configuration** .

Dashboard Content Structure Appearance People Modules Configuration Reports Help Hello

content Find content

**Global Redirect**

Home » Administration » Configuration » System

Deslash  
If enabled, this option will remove the trailing slash from requests. This stops requests such as `example.com/node/1/` failing to match the corresponding alias and can cause duplicate content. On the other hand, if you require certain requests to have a trailing slash, this feature can cause problems so may need to be disabled.

Non-clean to Clean  
If enabled, this option will redirect from non-clean to clean URL (if Clean URL's are enabled). This will stop, for example, `node 1` existing on both `example.com/node/1` AND `example.com?q=node/1`.

**Remove Trailing Zero Argument**

Disabled

Enabled for all pages

Enabled for taxonomy term pages only

If enabled, any instance of `/0` will be trimmed from the right of the URL. This stops duplicate pages such as `taxonomy/term/1*` and `taxonomy/term/1/0*` where `0` is the default depth. There is an option of limiting this feature to taxonomy term pages **ONLY** or allowing it to effect any page. **By default this feature is disabled to avoid any unexpected behavior. Also of note, the trailing /0 "depth modifier" was removed from Drupal 7.**

In addition, if you do not want to install additional modules into the system, you can use the **robots.txt** file to block search bugs from scanning the **node** directory or compose the **.htaccess file** and upload the root directory of the website. .

## - Google Analytics module

This module helps webmasters analyze their website through the Google Analytics system, thereby seeing the trend of keywords and the situation of website traffic. Once activated, go to the **Module** menu, click on the Google Analytics link in the **System** frame. To get the information to fill in the **Web Property ID** frame, you need to access your Google Analytics account and get the parameters of the form **UA-xxxxxxx-y** . If you do not have this account, please set up the module after purchasing domain names, hosting and putting the website up on the Internet.

The screenshot shows the Google Analytics 'Overview' page for the account 'tonghop24.com'. The page displays a table of website profiles. The first profile is highlighted with a red box and a red arrow pointing to its name: 'http://tonghop24.com UA -XXXXXXXX-y'. The table columns include Name, Reports, Status, Visits, Avg. Time on Site, Bounce Rate, Completed Goals, Visits, and % Change. Below the table, there are sections for 'Add Website Profile', 'User Manager' (showing 1 user), and 'Filter Manager' (showing 0 filters).

In addition to the useful modules for SEO Drupal 7 website mentioned above, when the website is in operation, it is necessary to implement other methods to quickly increase search rankings.

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