

# Index

## A

**Advertising networks, 197**

**Affiliate URLs**

- dynamic affiliates, redirecting, 112–18
- excluding, 108
- keyword-rich, redirecting, 109–12
- query string parameters, avoiding, 108

**Age of page, as ranking factor, 22**

**Aggregators, 152**

**AJAX**

- blended approach, 145
- search engine problems, 145

**Akismet, 294–95**

**Alexa Rankings, 30**

**Alt tag, as ranking factor, 21**

**Anchors, as ranking factor, 19–20, 24**

**Apache**

- error reporting, 8
- on port 80, 7
- restart, 10
- virtual host, 9–11

**Architecture of site**

- duplicate content problem, 96
- optimizing, factors in, 4–5

**Arguments, RewriteRule, 57–59**

**Associative arrays**

- transform query string parameters, 115–77
- usefulness of, 117

**\* operator, regular expressions, 332–34**

**Atom, 160–64**

- development of, 153
- syndication of, 160–64

## B

**Best of the Web, 284**

**Black hat, 173–97**

- 301 redirect attacks, 194–96

advertising networks, 197

attack avoidance, 177

black hat, meaning of, 174

CAPTCHA, 188–94

content theft, 196–97

HTML insertion attacks, 177–80

link-buying, 197

nofollow library, constructing, 180–84

user input, removing malicious content,  
184–88

**Blank pages, 404 status code, 84**

**Block-elements, avoiding, 21**

**Blogs**

- bookmarking, 164
- to increase traffic to site, 286
- search engine-related, 34
- WordPress, 289–310

**Bookmark equity, 15**

**Breadcrumb navigation**

- duplicate content solution, 104–6
- functions of, 104

**Broken links, 254–59**

- detecting, 254–59

**Brokers, buying links, 285**

**Browser plugins, market research tools, 33**

**Buying links, 197, 285**

- link brokers, 285

## C

**CAPTCHA, 188–94**

- simpleCAPTCHA, 189–94

**Cascading Style Sheets (CSS), fonts used,  
129–30**

**Catalog, e-commerce store, 262–81**

**Catalog page, access to, 164**

**Character class, metacharacters to define, 58**

**Character matching. See Regular expressions**

## Chicklet Creator

---

### **Chicklet Creator, 298**

#### **Class**

- constructor, 159
- OOP use, 158
- RSS factory, 158–59

#### **Click-through rate (CTR)**

- and title of page, 18, 41
- and URLs, 40

#### **ClickTracks, 29**

#### **Cloaking, 219–34**

- dangers of, 222
- ethical issues, 221–22
- excluded content, redirecting, 233
- functions of, 175, 219
- images replaced with text, 233
- implementing, 223–32
- IP delivery, 220–22
- JavaScript redirect, 221
- meta noarchive tag, 222–23
- New York Times* use, 175–76, 221–22, 233
- subscription-based content, 233
- toolkits, 234
- URL-based sessions, disabling, 234

#### **Comment attacks**

- Akismet, comment span prevention, 294–95
- nofollow solution, 180–84

#### **Consistency, URLs, 44–46**

#### **Constructor, class, 159**

#### **Content relocation. See Redirects**

#### **Content theft**

- actions to take, 97
- black hat approach, 196–97
- and duplicate content problem, 96–97
- locating thieves, 97
- scraper sites, 201
- sitemaps usefulness, 201

#### **Control panel, XAMPP, 7–8**

#### **Cookies, versus query string parameters, 107**

#### **Copy of page, as ranking factor, 18–19, 24**

#### **Copy prominence, and tables, 141–43**

#### **CopyScape, 97**

#### **CoreMetrics, 29**

#### **Crawable images, JavaScript, 129–30**

#### **Cre8asiteforums, 34**

#### **Cross-linking, 251–52**

#### **CSS. See Cascading Style Sheets (CSS)**

#### **CTR. See Click-through rate (CTR)**

- and URLs, 40–41

#### **Custom markup language, optimized HTML generation, 145–48**

## D

#### **Database, MySQL, 11–12**

#### **Deleted pages, removing, 404 status code for, 83–84**

#### **Del.icio.us, 164**

#### **Delimiters, PHP, 61**

#### **DHTML**

- menus and JavaScript problem, 121
- popups and JavaScript, 129

#### **Diacritics, foreign language SEO, 245–47**

#### **Digg, 164**

#### **Digg button, WordPress, 304–5**

#### **Digital Point Co-op, 197**

#### **Digital Points Forums, 34**

#### **Directories, web list listing in, 284**

#### **DMOZ, 284**

#### **DNS. See Web host**

#### **Domain name**

- changing with redirects, 90–91
- expired and penalty, 27
- geographic area suffixes, 245
- multiple. *See* Multiple domain names
- registration as ranking factor, 22
- TLD as ranking factor, 22

#### **Duplicate content, 95–118**

- and content theft, 96–97
- content theft, actions to take, 97
- dealing with. *See* Duplicate content solutions
- defined, 95
- in Google supplemental index, 96
- and index pages, 92
- keyword-rich URLs, 89–90
- meta tag duplicates, 106
- and navigational link parameters, 107
- penalty, 27
- and query string parameters, 39
- site architecture issues, 96
- site designated as spam, 41
- title duplicates, 106

and URL canonicalization, 106  
 URL rewriting problems, 75  
 viewing for web sites, 96

### **Duplicate content solutions, 99–103**

affiliate URLs, excluding/redirecting, 108–19  
 article content, excerpting, 309  
 breadcrumb navigation, 104–6  
 one category, use of, 105  
 print-friendly pages, excluding, 103–4  
 robots meta tag, 97–98  
 robots.txt, 99–103  
 for similar pages, 106  
 URL-based session IDs, turning-off, 107  
 WordPress, 307–9

### **Dynamic URLs, 18, 42–43**

affiliates, redirecting, 112–18  
 changing to static, permalinks, 293–94  
 defined, 39  
 example of, 42–43  
 IDs, 42  
 query string parameters, avoiding, 39–40  
 redirect to keyword-rich URLs, 85–89

## **E**

### **E-commerce store construction, 261–81**

data tables, types of, 279–80  
 pager library, 280–81  
 product catalog, 262–81  
 requirements, 262

### **e-mail, WordPress, 296–97**

#### **Error reporting**

Apache, 8  
 PHP, 8

### **Escaping practice, input data, 178–80**

#### **Ethical issues**

cloaking, 221–22  
*See also* Content theft

### **ExpertRank, 16**

#### **Expressions**

##### **captured, 58**

*See also* Regular expressions

## **F**

### **File names, changing with directs, 85–89**

### **Firefox, market research tools, 33**

### **500 status code, indexing error pages, avoiding, 84**

#### **Flash**

blended approach, 145  
 search engine problems, 145, 286  
 sIFR text replacement, 130–37

#### **Fonts**

in CSS typesetting, 129–30  
 sIFR text replacement, 130–37

### **Foreign language SEO, 243–48**

diacritics, 245–47  
 domain suffixes, 245  
 language/dialects, 244  
 and server location, 244–45  
 spam, 248

### **Forms, content indexing issue, 144**

### **Fortune cookie, link bait, 214–17**

#### **Forums**

to increase traffic to site, 286  
 search engine-related, 33–34

### **404 status code**

errors, 46  
 removing deleted pages, 83–84

#### **Frames**

noframes tag, 144  
 problems with, 144

### **Furl, 164**

## **G**

### **GD2 PHP library, text replacement method, 137–40**

### **Geo-targeting, 219–20, 234–41**

class, methods in, 235  
 defined, 219  
 as ethical practice, 220  
 implementing, 236–41

### **Glob operators, wildcard, 100**

#### **Google**

Analytics, 28  
 on cloaking, 220, 221–22  
 on geo-targeting, 220  
 Googlebot, 98, 100  
 PageRank, 15–16  
 phishing vulnerability, 195  
 sandbox effect, 26  
 sitemap plugin for WordPress, 301–3

## Google

---

### Google (continued)

- sitemaps, 200–208
- sitemaps notification, 208–9
- supplemental index, 27, 96
- Trends, 30, 245

### Graphical text, text replacement, 130–37

### Gray hat, 174

## H

### Hashing

- MD5 algorithms, 193
- SHA algorithm, 193

### Headings of page, as ranking factor, 18

### Hilltop, 16

### HITS, 16

### HitTail, 29

### Home page, WordPress blog as, 309–10

### .htaccess, and mod\_rewrite rules, 50

### HTML, 140–49, 177

- copy prominence and tables, 141–43
- custom markup translator, 145–48
- dynamic. *See* DHTML
- forms, 144
- frames, 144
- insertion attacks, 177–80
- structural elements, 141

### httpd.com, and mod\_rewrite rules, 50

### HTTP status codes, 78–84

- 301-redirect, 79–82, 92
- 302-redirect, 82–83
- 404, removing deleted pages, 83–84
- 500, indexing error pages, 84
- functions of, 77
- redirect process, 80

### Humor, as link bait, 212

### Hypertext Preprocessor (PHP). *See* PHP

### HyperText Transport Protocol. *See* HTTP

## I

### IDs, dynamic URLs, 43

### Image file URLs, rewriting, 72–75

### Images

- crawlable, 129–30

rendered as text, cloaking, 233

text replacement, 130–37

### Index pages

- duplicate content problem, 92
- error pages, adding description to, 84
- error pages, avoiding, 500 status code, 84
- URL canonicalization, 92–94

### Informational hooks, as link bait, 212

### Input data, escaping, 178–80

### Interactive link bait, 213–17

- fortune cookie example, 214–17

### Internet Explorer, market research tools, 33

### IP addresses, as ranking factor, 24–25

### IP delivery

- cloaking, 220–22
- elements of, 220

## J

### JavaScript, 120–40

- cloaking, 221
- crawlable images, 129–30
- DHTML menus, 121
- links, 121
- navigation limitations, 121
- popups, 121–29
- redirects, cautions about, 94
- sIFR text replacement, 130–37
- single character matching, regular expressions, 314–17
- Stewart Rosenberg text replacement method, 130, 137–40

### Joe Ant, 284

## K

### Keyword(s)

- meta keywords, 21
- permutation keywords, 105
- research tools, 32

### Keyword Discovery, 32

### Keyword-rich URLs, 19, 38, 44

- affiliates, redirecting, 109–12
- and duplicate content problem, 89–90
- dynamic URLs redirect to, 85–89
- examples of, 44

rewrite procedure, 65  
 rewrite with one parameter, 64  
 rewrite with two parameter, 64–65

### **KloakIt, 234**

## **L**

### **Link(s)**

broken, 254–59  
 buying, 197, 285  
 JavaScript, 121  
 link equity, 14–15  
 navigation. *See* Navigation links  
 and page ranking. *See* Links and ranking

### **LinkAdage, 285**

### **Link bait, 211–18**

defined, 211  
 humor/fun hooks, 212  
 informational hooks, 212  
 interactive link bait, 213–17  
 news story hooks, 212  
 traditional, examples of, 213  
 usefulness of, 211, 285

### **Link equity**

bookmark equity, 15  
 defined, 14  
 direct citation equity, 15  
 forms of, 14–15  
 search engine ranking equity, 14–15

### **Link factory, 66–72**

building, 67–72  
 functions of, 66  
 PHP functions, 66–67

### **Links and ranking**

inbound links, 23–24  
 IP addresses, 24–25  
 link acquisition rate, 23  
 link age, 22  
 link anchor text, 24  
 link churn, 23  
 link location, 25  
 link ranking algorithms, 16  
 link structure, 19–20  
 location of link, 25  
 number of links per page, 24  
 outbound links, 19

reciprocal links, 24  
 semantic relationships among links, 24  
 TLD of link domain name, 25

### **Link Vault, 197**

## **M**

### **Market research**

Alexa Rankings, 30  
 browser plugins, 33  
 Google Trends, 30  
 Yahoo! Site Explorer, 29–30

### **MD5 algorithms, 193**

### **Menus**

DHTML menus, 121  
 spider-friendly, 121

### **Metacharacters**

regular expressions, 57–58  
 table of, 57–58

### **Meta description, as ranking factor, 20**

### **Meta-exclusion, for duplicate content, 97–98**

### **Meta keywords, as ranking factor, 21**

### **Meta noarchive tag, an cloaking, 222–23**

### **Meta refresh, 94**

### **Mod\_rewrite, 47–54**

301 redirect code implementation, 92  
 functions of, 47  
 httpd.conf versus .htaccess, 50  
 installing, 48–49  
 redirecting, 84–85  
 RewriteBase, 54  
 rewrite rules, creating, 49–54  
 and static-appearing URLs, 40  
 testing, 51

### **Moveable Type, 177**

### **Msnbot, 98**

### **MSN Search, 251–52**

### **Multiple domain names, URL correction, 90**

### **MySQL**

database, creating, 11–12  
 password, 12

## **N**

### **{n,} syntax, regular expressions, 340–41**

### **{n} syntax, regular expressions, 336**

## Navigation links

---

### Navigation links

breadcrumb navigation, 104–6  
 JavaScript limitations, 121  
 popups, 122–29  
 and spidering, 121  
 and tables, 142–43

### News feeds, 284

#### News story hooks, as link bait, 212

#### *New York Times*, cloaking by, 175–76, 221–22, 233

#### {n, m} syntax, regular expressions, 337, 339

#### nofollow library, construction of, 180–84

#### noframes tag, 144

#### Numbers\_Words, 189–91

#### Numeric URL rewriting, 43–44

example of, 43–44  
 with one parameter, 61  
 with two parameters, 61–62

## O

### Object, and class in OOP, 158

### Object-oriented programming (OOP)

class in, 158  
 PHP functions, placing in class, 67  
 RSS factory, construction of, 154–60

#### {O, m} syntax, regular expressions, 337–39

#### OOP. *See* Object-oriented programming (OOP)

#### OpenOffice.org Writer, 311–13

## P

### Page not found, 404 status code, 83–84

### PageRank, 15–16, 214

viewing rank for sites, 15

### Pagerfix plugin, WordPress, 305–7

### Pager library, e-commerce store, 280–81

### Pagination, and URL rewriting, 72

### Parameters, query strings. *See* Query string parameters

### Password, MySQL database, 12

### PEAR, Numbers\_Words, 189–91

### Penalties

duplicate content, 27  
 expired domain name, 27  
 sandbox effect, Google, 26  
 supplemental index, Google, 27

### Permalinks, Working folder (sesphp), 293–94

### Permutation keywords, 105

### Phishing, meaning of, 195

### PHP

delimiter characters, 61  
 error reporting, 8  
 expression functions, 60–61  
 image manipulation library, 137–40  
 indexing errors, avoiding, 84  
 regular expression functions, 60–61  
 required modules, 6  
 SimplePie, 160–63  
 URL rewriting. *See* URL rewriting  
 virtual host, 9–11  
 working folder (sephp), 8–9  
 XAMPP, installing, 7–11

### + operator, regular expressions, 334–36

### Popups

DHTML, 129  
 JavaScript, 121–29  
 search engine visibility, implementing, 122–29  
 simulation of, 122, 129

### Print-friendly pages, excluding, duplicate content solution, 103–4

### Product catalog, e-commerce store, 262–81

### Properties, objects, 158

## Q

### Query string parameters

avoiding, dynamic URLs, 39–40  
 cookies instead of, 107  
 referrers instead of, 107  
 ternary operator, new string, 117  
 transform and associative arrays, 115–77

## R

### RDF Site Summary, 152

### Really simple syndication (RSS), 152–64

feed, example of, 153–54  
 RSS factory, construction of, 154–60  
 standard, location of, 152  
 syndication of, 160–64

### Reddit, 164

## Search engine optimization (SEO)

### Redirects, 77–94

- affiliate URLs, 109–18
- cautions about, 94
- cloaking variation, 233
- domain name, changing with, 90–91
- file name changes, 85–89
- mod\_rewrite, 84–85
- PHP, 84–89
- redirect attacks, 301 status code, preventing, 194–95
- split testing, 253
- status codes. *See* HTTP status codes
- URL canonicalization, 91–94
- URL correction, 89–91

### RefControl, 33, 126

#### Referrers

- popup navigation links, 126–28
- versus query string parameters, 107

#### Regex. *See* Regular expressions

### Regular expressions, 55–60, 311–41

- arguments, 57–59
- \* operator, 332–34
- doubled characters matching, 317–19
- JavaScript single character matching, 314–17
- metacharacters, 57–58
- multiple numeric digits matching, 334–36
- multiple optional characters matching, 329–31
- {n} syntax, 336
- {n,} syntax, 340–41
- {n, m} syntax, 337, 339
- {0, m} syntax, 337
- optional character matching, 326–28
- PHP expression functions, 60–61
- PHP functions, 60–61
- + operator, 334–36
- rewrite flags, 59–60
- rewritten URL examples, 55
- sequence of characters, matching, 324–26
- single character matching, 312–17
- triple numeric digits matching, 320–24
- usefulness of, 55
- working with, 55–60
- zero/more occurrences matching, 332–34
- zero to two occurrences matching, 338–39

### RewriteBase, 54

### robots meta tag, duplicate content, excluding, 97–98

#### robots.txt

- duplicate content solution, 97–103
- excluding redirect.php, 195
- exclusions, types of, 101–2
- functions of, 99
- generating on-the-fly, 102
- limitations of, 102–3
- location of file, 99
- WordPress duplicate content solution, 308

## S

### Sanitizing, user input, 184–85

### Scalable Inman Flash Replacement. *See* sIFR text replacement

### Scraper sites, sitemaps usefulness, 201

#### Search engine(s)

- content theft, reporting to, 97
- link equity, 14–15
- PageRank, Google, 15–16
- ranking. *See* Search engine ranking factors
- sitemaps, 200–203
- user agent names, 98
- wildcard matching information, 100

### Search engine optimization (SEO)

- and architecture of site, 4–5
- black hat SEO, 173–97
- blogs on, 34
- browser plugins, 33
- cloaking, 219–34
- directory listings, 284
- duplicate content, 95–118
- e-commerce store example, 261–81
- foreign language SEO, 243–48
- forums for information, 33–34
- geo-targeting, 219–20, 234–41
- goals of, 14
  - and HTML, 140–49
- IP delivery, 220
- and JavaScript, 120–40
- keywords, researching, 32
- link bait, 211–18
- market research tools, 29–31
- redirects, 77–94

## Search engine optimization (SEO)

---

### Search engine optimization (SEO) (continued)

- sitemaps, 199–210
- social bookmarking, 164–72
- technical issues. *See* Technical problems
- Web analytics tools, 28–29
- web feeds, 151–64

### Search engine ranking factors

- age of page, 22
- alt tag, 21
- anchors, 19–20, 24
- copy, 18–19
- domain name registration, 22
- domain name TLD, 25
- IP addresses, 24–25
- link-related. *See* Links and ranking
- meta description, 20
- meta keywords, 21
- page headings, 18
- page structure, 21
- page title, 18
- ranking equity, 14–15
- standards compliance, 26
- title attributes, 21
- topicality, 20

### Search Engine Roundtable Forums, 34

### Search engine sitemaps, 200–203

- Google sitemaps, 200–208
- usefulness of, 201
- Yahoo! sitemaps, 203–8

### SearchEngineWatch Forums, 34, 222

### Search results pages (SERPs), and PageRank, 16

### SearchStatus, 15, 33

### SEO for Firefox, 33

### Server error, 500 status code, 84

### Server variables, URL rewriting, 52–53

### Session IDs, 286

- URL-based, turning-off, 107, 287

### SHA algorithm, 193

### Shopping cart URLs, and duplicate content problem, 106

### sIFR text replacement, 130–37

- documentation for, 131
- downloading sIFR, 131–33
- JavaScript library referencing, 135–37
- replaceElement parameters, list of, 136–37
- usefulness of, 130

### SimplePie, 153, 160–63

- documentation, site for, 163
- RSS/Atom syndication, 160–63

### Sitemap Generator, 299–300

### Sitemaps, 199–210

- content theft information, 97
- generating, 204–8
- Google, reporting updates to, 208–9
- HTML web page as, 199–200
- search engine sitemaps, 200–203
- standard protocol, 209–10
- usefulness of, 200–201, 284
- Yahoo, reporting updates, 209

### Slurp, 98

### Social bookmarking, 164–72

- adding support for, 165–72
- catalog page, access to, 164
- public bookmarks, 164
- web sites for, 164
- WordPress icons, 295–96

### Social networking, Web sites for, 171

### Spam

- automatic span robots, 188
- comment attacks, 180
- content theft, 196–97
- and cross-linking, 251–52
- and duplicate content, 41
- foreign language spamming, 248
- JavaScript cloaking, 221
- link churn, 23
- and meta refresh, 94
- prevention, WordPress, 294–95

### Spider(s)

- and drop-down menus, 121
- excluding, robots meta tag, 98
- forms, ignoring, 144
- images, embedded text, 129
- and navigation links, 121
- popup visibility, 122–29
- robots.txt visits, 99
- traps, and query string parameters, 39
- URL-based sessions, disabling, 234

### Spider Simulator, 5

### Split testing, 253–54

- problems with, 253

redirect requests, 253  
temporal, 254

**Standards compliance, as ranking factor, 26**

**Static URLs, 39**

**Stewart Rosenberg text replacement method, 137–40**

**Subscription-based content, *New York Times* and cloaking, 175–76, 221–22, 233**

**Supplemental index**

duplicate content information, 96  
Google, penalty, 27

## T

**Tables**

and copy prominence, 141–43  
navigation links for, 142–43  
table-trick method, 143

**Technical problems**

broken links, 254–59  
cross-linking, 251–52  
hosting providers, changing, 250–51  
split testing, 253–54  
unreliable Web hosting/DNS, 249–50

**Temporal split testing, 254**

**Teoma, 98**

**Ternary operator, functions of, 117**

**Text Link Ads, 285**

**Text Link Brokers, 285**

**Text replacement**

sIFR method, 130–37  
Stewart Rosenberg's method, 129–30

**Theft, content. *See* Content theft**

**300 status code, 81**

**301 status code**

importance of, 82  
mod\_rewrite implementation, 92  
redirect attacks, preventing, 194–96  
redirect with, 76, 79–82, 92  
URLs, changing, 15

**302 status code, 82–83**

302 hijacking, 82  
issues related to, 82  
and phishing, 195

**303 status code, 81**

**304 status code, 81**

**307 status code, 81**

**Title attributes, as ranking factor, 21**

**Title of page**

and click-through rate (CTR), 18, 41  
duplication, avoiding, 284  
as ranking factor, 18

**Topicality of site, as ranking factor, 20**

**200 status code, 83**

## U

**URL(s), 287**

and click-through rate, 40–41  
common examples, 42–44  
consistency, factors in, 44–46  
duplicate content, 39, 41  
dynamic URLs, 39–40, 42–43  
keywords in, 19, 38, 44  
numeric URL rewriting, 43–44  
rewriting. *See* URL rewriting  
static URLs, 39  
storing versus embedding, 195–96  
URL equity, defined, 14

**URL-based sessions, IDs, turning off, 107, 287**

**URL canonicalization, 91–94**

duplicate content problem, 91–92, 106  
examples of, 91–92  
index.php, eliminating, 92–94

**URL correction, 89–91**

domain name, changing with redirects, 90–91  
for multiple domain names, 90

**URL rewriting, 44–46, 46–76, 70–71**

301-redirect, 15, 76  
duplicate content problem, 75  
image file URLs, 72–75  
keyword-rich URLs, 44, 64–66  
link factory, 66–72  
mod\_rewrite, 40, 47–54  
numeric rewriting, 43–44  
numeric rewriting with two parameters, 61–62  
and pagination, 72  
PHP expression functions, 60–61  
PHP server variables, 52–53  
regular expressions, 55–60  
string preparation function, 70–71

**User agent names, search engine listing, 98**

**User input, malicious content, removing, 184–88**

## View HTTP Headers

---

### V

**View HTTP Headers, 33**

**Virtual host, in Apache, 9–11**

**Virtual hosting, 250**

### W

**Web analytics**

ClickTracks, 29

CoreMetrics, 29

Google Analytics, 28

HitTail, 29

Spider Simulator, 5

**Web Developer Extension, 33**

**Web feeds, 151–64**

Atom, 152–53, 160–64

feed readers, 152

functions of, 151

really simple syndication (RSS), 152–64

SimplePie, 153, 160–63

**Web host**

changing providers, 250–51

unreliable, 249–50

virtual hosting, 250

**WebHostingTalk, 250**

**WebmasterWorld Forums, 34**

**Web services, functions of, 164**

**Web sites**

accessibility, defined, 16

common problems/solutions, 283–88

usability, defined, 16

web page as sitemap, 199–200

**Web syndication**

defined, 152

See *also* Atom; Really simple syndication (RSS)

**White hat, 174**

**WHOIS tool, 251–52**

**Wildcards**

glob operators, 98

matching, search engine information on, 100

**Word delimiters, dashes as, 44**

**WordPress, 289–310**

Akismet, comment span prevention, 294–95

blog as home page, 309–10

Chicklet Creator, 298

Digg button, 304–5

duplicate content solutions, 307–9

Google Sitemaps plugin, 301–3

installing, 290–92

Pagerfix plugin, 305–7

permalinks, turning on, 293–94

Sitemap Generator, 299–300

social bookmarking icons, 295–96

WP-Email, 296–97

**Wordtracker, 32**

**Working folder (sesphp), creating, 8–9**

**WP-Email, 296–97**

**WYSIWYG editor, 145, 287**

### X

**XAMPP**

control panel, 7–8

installing, 7–11

**XML, really simple syndication (RSS), 152–64**

### Y

**Yahoo!**

Directory, 284

Search Marketing Keyword Tool, 32

Site Explorer, 29–30

sitemaps, 203–8

sitemaps notification, 209