

Index

SYMBOLS

- * (asterisk) metacharacter, 67, 374
- * (asterisk) quantifier, 374, 378–380, 382
- \\ (backslash), 62
- ~/, absolute paths and, 87
- + (plus) quantifier, 380–382
- . (period) metacharacter, 67
- ? (question mark), 372, 374, 382

A

- ABC123.txt, 366–370
- absolute URLs, 86–87, 123
- accented letters (diacritics), 301–305
- accessibility, 24–25, 389
- acquisition rate, link, 32
- Add () methods, SocialCollection, 205–206
- AddComment.aspx, 230–235
- ad-hoc queries, 1, 389
- administrator privileges, 12, 15
- ADO.NET, 287–289
- affiliate pages, duplicate content in, 148–153
- age, of sites, pages, links, 30
- aggregators. *See* feed readers
- AJAX (Asynchronous JavaScript and XML)
 - blended approach for, 181–182
 - dealing with pure sites, 354
 - defined, 389
 - problems for search engines, 181
- alert box, in JavaScript, 361
- Alexa Rankings, 39–40
- algorithms, 237, 390
- Allow directive, robots.txt, 139
- alt tag, 29
- ALTER PROCEDURE, 274–275
- anchor text, 32, 390
- anchors, 28
- Anti-Cross Site Scripting Library, 216
- Apache, 54, 390
- API (application programming interface), 390
- App_Code folder
 - creating and using nofollow library, 221–225
 - creating RSS feeds, 186–191
 - implementing custom markup translator, 177–180
- application programming interface (API), 390
- Application_Error () method
 - enabling error logging for e-commerce store, 341–342
 - error logging using, 118–119, 122–123
 - overview of, 115–116
- architecture, site
 - duplicate content as result of, 134

- guidelines for SEO, 155
- overview of, 4–6

.ashx vs. aspx, 94

ASP.NET

- Control Adapter extensibility architecture, 86
- debugging with Internet Explorer, 14
- defined, 390
- experience in, 4
- paging, 347
- URL rewriting with, 75–76, 82–83
- UrlRewriter.NET with, 82

ASP.NET.MDF, 390

.aspx vs. ashx, 94

asymmetric encryption, 390

Asynchronous JavaScript and XML. *See* AJAX (Asynchronous JavaScript and XML)

Atom

- for blogs, 245
- defined, 390
- overview of, 185

attacks, avoiding black hat, 215

authentication

- defined, 390
- preparing seoasp application in Windows Vista, 10–11
- SQL Server, 16–19

authorization, 390

B

backslash (/), 62

Beginning CSS: Cascading Style Sheets for Web Design (Wiley Publishing, Inc.), 172

Beginning Regular Expressions (Watt), 64, 87, 357

Best of the Web, 352

BigDaddy update, 25, 131, 390

black hat SEO, 209–241

- 301 redirect attacks, 237–239
- attack avoidance, 215
- avoiding comment attacks using nofollow, 220–225
- bending rules, 213–214
- buying links, 240
- content theft, 239–240
- defined, 390
- Digital Point Co-op, Link Vault and, 240
- HTML insertion attacks, 216–220
- insertion attacks, 215–216
- overview of, 212
- preventing victimization, 354
- requesting human input, 230–237
- sanitizing user input, 225–230

blended approach, 181–182

block-level elements

block-level elements, for layout, 29

blogs

- defined, 390
- feeds provided by, 184
- overview of, 43
- RSS and Atom formats for, 245
- site enhancement with, 354
- social bookmarking and, 194–195

bookmark equity, links, 23

bookmarks. See social bookmarking

BooksFeed.aspx, 186–189

bots. See spiders

breadcrumb navigation, 143–145, 390

broken links, detecting, 312–318

browsers

- changing user agent in, 266
- disabling cache during development, 74
- plugins, 41–42

BULK OPERATIONS privileges, 293

C

C# compiler, accessing, 86

C# programming language, 4, 391

CAPTCHA images

- creating and using, 230–235
- how it works, 236–237
- overview of, 230

Capture class, 87–89

CaptureCollection class, 87–89

cardinality operators, 377

Cartoons.aspx, 95–96

Cascading Style Sheets. See CSS (Cascading Style Sheets)

case sensitivity

- maintaining consistency, 52–53
- regular expression matching and, 66

case studies

- building e-commerce store. *See* e-commerce store, building link bait, 260–264

Cassini, IIS vs., 8

Catalog.aspx, 336–340

- building e-commerce store, 320–344
- building link factory, 100–102
- creating social bookmarking library, 201
- implementing pop-up navigation, 159
- using sIFR replacement method, 167–170

CatalogDb class

- building e-commerce store, 332–336
- methods in, 348
- reading stored procedures, 345–347

categories, for breadcrumb navigation, 144–145

character classes, 365, 369

characters

- matching doubled, 362–365
- matching multiple optional, 374–377
- matching optional, 372–374
- matching sequences of different, 370–372
- matching single, 358–362
- metacharacters, 365–370

CheckAnswer () method, simpleCaptcha, 236

CheckLink.aspx, 313–315

CheckLinkPath.aspx, 315–317

classes

- defined, 391
- static vs. instance, 103
- structs vs., 202

Classic.NET AppPool, 122

click-through, 391

click-through rate (CTR), 4, 391

ClickTracks, 37

Cloak class

- detecting when visitor is a search engine, 285
- implementing cloaking, 289–290
- methods, 271–272

Cloak.cs file, 289

CloakData table, 270, 283, 285–286

CloakDb class, 272, 287, 289

CloakDb.cs class, 276–282

cloaking, 265–291

- ADO.NET and, 287–289
- bending rules, 212–213
- code and database structures, 285–290
- dangers of, 268
- debate on, 267–268
- defined, 391
- geo-targeting vs., 291–292
- implementing and testing, 273–285
- overview of, 265–266
- preventing perception of, 312
- three-part process of, 285
- UpdateAll () method and, 289–290
- URL-based session IDs and, 148
- using JavaScript redirect, 267
- using meta noarchive tag, 268–269

CloakTest.aspx, 269–270, 282–285

CloakUpdate table, 272, 274, 285–286

CLR (click-through rate), 391

code-behind files

- defined, 391
- implementing CAPTCHA, 232
- spreading class over files, 207

collections, regular expressions stored as, 180

Colors2.text sample file, 374–377

comment attacks, 220–225

comments, 230–235

Comments.aspx, 227–228

community forums, 22, 42

consistency, URL, 52–53

constructors

- defined, 391
- static, 125, 177, 180–181

content, as link bait, 259

content theft

- defined, 391
- duplicate content as result of, 135
- sitemaps mitigating damage from, 245
- using black hat SEO for, 239–240

Context.Rewrite Path, 86

conversion rate

- defined, 391
- in split testing, 310–311
- in web analytics, 36

- cookies**
 - for affiliate pages, 149
 - defined, 391
 - URL-based session IDs and, 146–148
 - copy prominence, 172–175**
 - copywriting issues, 4**
 - CoreMetrics, 37**
 - crawable images**
 - sIFR replacement method, 166–170
 - Stewart Rosenberger's text replacement method, 170–171
 - text replacement and, 164–165
 - CREATE PROCEDURE, 274–275**
 - createCommand () method, 287–288**
 - CreateLink () function, 53**
 - cross-linked web sites, 33, 309–310**
 - CSS (Cascading Style Sheets)**
 - defined, 391
 - tables-based layout vs., 172
 - using regular text styled by, 164–165
 - CTR (click-through rate)**
 - page title critical to, 26–27
 - URL keywords/domain name effecting, 27–28
 - curly-brace syntax, 382–387**
 - {n,} syntax, 386–387
 - {n,m} syntax, 383, 385–386
 - {n} syntax, 382
 - {0,m} syntax, 383–385
 - custom controls, 391**
 - custom markup language**
 - enhancing on-page HTML optimization with, 226
 - generating SE-friendly HTML with, 176–177
 - implementing custom markup translator, 177–180
 - <customErrors> element, 116, 121**
 - CustomMarkup.Translate () method, 180**
- D**
- \d metacharacter, 365–370**
 - dashesRegex, 102–103**
 - data escaping, 215–216, 391**
 - databases**
 - building e-commerce store, 322–324
 - creating seoasp, 15–19
 - organization of data in, 345–346
 - preventing 301 attacks by storing URLs in, 238–239
 - debug mode**
 - creating seoasp application in Windows Vista, 14
 - enabling for application, 122
 - sending error logging emails, 118
 - DefaultAppPool, 80, 122**
 - /Default.aspx, 132**
 - DELETE command, 288, 293, 391**
 - delist, 391**
 - DHTML (dynamic HTML), 157, 164**
 - diacritics (accented letters), 303–305**
 - Dictionary<Regex, string>, 180**
 - Dictionary<string, Social> type, 203–206**
 - Digital Point Co-op, 240**
 - direct citation equity, links, 23**
 - directories**
 - defined, 391
 - getting listed in reputable, 352
 - Disallow directive, robots.txt, 138–141**
 - Dispose () method, IHttpModule, 94–95**
 - <div> element, 164**
 - DMOZ, 352**
 - DNS (Domain Name Server), 307–308, 392**
 - DOM (Document Object Model), 392**
 - domain names**
 - foreign language SEO and, 301
 - keywords in, 27–28
 - penalties for using expired, 35
 - ranking registration length of, 30
 - ranking TLD for links, 33–34
 - using redirects for multiple, 130
 - using redirects to change, 130–131
 - . (dot) character, regex, 62**
 - DoubledR.txt sample file, 387–388**
 - drill-down navigation, 143**
 - drop-down menus, DHTML, 157**
 - duplicate content, 133–154**
 - in breadcrumb navigation, 143–145
 - causes and effects of, 134–135
 - defined, 392
 - fixing, 352
 - looking for, 355
 - in navigation links, 143–144, 148
 - negative effects of, 3
 - in pages with duplicate meta tags/title values, 146
 - penalties for sites with, 35
 - in print-friendly pages, 143
 - in similar pages, 145
 - in URL canonicalization, 131–132, 146
 - in URL-based session IDs, 146–148
 - URLs and, 49
 - using affiliate pages for, 148–153
 - using robots meta tag for, 136–137
 - using robots.txt for, 137–142
 - dynamic HTML (DHTML), 157, 164**
 - dynamic URLs, 48–52**
- E**
- e-commerce store, building, 319–350**
 - analyzing design decisions, 344–349
 - implementing product catalog, 320–344
 - requirements, 319–320
 - elements, HTML, 171**
 - email, 118–119, 122**
 - encapsulation, 392**
 - encryption, symmetric, 396**
 - enhancements, web site, 351–356**
 - entry variables, JavaScript, 361–362**
 - error logging**
 - e-commerce store, building, 341–342
 - exercise in, 116–123
 - escapes**
 - preventing HTML insertion attacks, 216–220
 - preventing SQL insertion attacks, 215–216
 - Escaping.aspx, 219–220**
 - ethics**
 - cloaking, 267–268
 - geo-targeting, 266
 - evil hooks, 259**

ExpertRank of Ask.com

ExpertRank of Ask.com, 24
expired domain names, 35
Extensible Markup Language (XML), 245–247,
 392, 398
external 302 redirects, 112

F

faceted navigation, 143
feed. See **web feeds**
feed readers, 184, 392
FeedReader.aspx, 191–193
file naming conventions, 52
Find and Replace dialog
 * operator, 378–380
 + operator, 380–382
 matching doubled characters, 363
 matching multiple optional characters, 374
 matching single character in JavaScript, 358
findstr utility, 369, 374
Firefox, 108
500 status code
 adding to e-commerce store, 344
 building custom error pages, 116–123
 defined, 389
 overview of, 114
fixes, web site, 351–356
FixLinks () method, NoFollow, 224–225
FixTags () method, Sanitize, 228–229
fixThisLink evaluator, 225
.FLA files, 392
flag arguments, rewrite rules, 62
Flash
 blended approach and, 181–182
 defined, 392
 search engine problems with, 181, 354
 text replacement fonts in, 170
 using sIFR replacement method with, 168
Flash movies, 396
Florida update, 25, 392
folder requests, and URL rewriting, 75
fonts, 164–165, 170
foreign keys, 345, 392
foreign language SEO, 299–306
 dealing with accented letters, 301–305
 geo-targeting in, 266
 languages and region modifiers in, 300
 server location and domain name in, 300–301
 spam and, 305
 using address of foreign location, 301
forms, SE-friendly HTML, 176
FortuneCookie.ashx, 260–264
forums
 reputable community, 42
 site enhancement using, 354
 wariness of, 22
404 status code
 adding to e-commerce store, 344
 building custom error pages, 116–123
 defined, 389

loading, 129–130
 overview of, 112–113
frames, SE-friendly HTML, 175
fun hooks, 258

G

GenerateGoogleSitemap () method, 254
GenerateYahooSitemap () method, 254
Generic Handler template, 91–94
generic handlers
 creating RSS feeds, 186–189
 generating robots.txt on-the-fly, 140–141
 rewriting ID-free URLs, 90–94
GenericRssHttpHandlerBase class, 189
generics
 creating sitemaps programmatically, 254
 functionality of, 180
 working with, 203–204
GeoTarget class, 292
geo-targeting
 building e-commerce store, 322
 defined, 392
 implementing, 293–297
 overview of, 265–266
 working with, 291–292
GeoTest.aspx, 296–297
GetProductsInCategory, 345–347
GetSecondaryProductCategories, 347
Global.asax file
 auto-correction for e-commerce store with, 341
 defined, 392
 error logging with, 118–119
 overview of, 115–116
 URL rewriting with, 82–83
GMail, 1
Go404 () method, 129–130
Google
 bending rules, 214
 bombing, 32
 cloaking guidelines, 267
 creating sitemaps programmatically, 249–254
 geo-targeting used by, 266
 informing about sitemap updates, 247–248
 phishing vulnerability example, 238
 supplemental index of, 35–36, 134
 XML sitemap standard, 245–247
Google Analytics, 36–37
Google PageRank, 23–24
Google Sandbox, 34–35, 392
Google Trends, 39, 301
googlebot, 138–140
googling, 1
graphical text
 ethical use of cloaking for, 290–291
 sIFR replacement method, 166–170
 Stewart Rosenberger's text replacement method, 170–171
 text replacement and, 164–165
Group class, 87–89
GroupCollection class, 87–89

H

hashing, 236–237, 392
<HeaderTemplate>, 348–349
headings, 27, 301–303
Hilltop algorithm, 24
HITS, 24
HitTail, 37
hooking links, 258–259
hosting providers, 307–308
HTML (HyperText Markup Language), 171–181
 copy prominence and tables, 172–175
 custom markup language generating, 176–181
 Flash or AJAX used with, 181–182
 forms, 176
 frames, 175
 insertion attacks, 215, 216–220
 sanitizing user input by escaping, 225–230
 structural elements, 171
 traditional sitemaps in, 243–244
.html suffix, 51, 62
HtmlEncode () method
 defined, 220
 preventing HTML insertion attacks, 217–219
 sanitizing user input with, 225–226
HtmlForm class, 85–86
HTTP (HyperText Transfer Protocol)
 creating state with ViewState, 174–175
 defined, 393
 rewriting ID-free URLs with, 94–96
 tutorial on, 90
HTTP status codes, 107–132
 building custom error pages, 114–123
 defined, 107, 393
 overview of, 108–109
 redirects, 109–112, 123–132
 removal 404, 112–113
 server error 500, 114
HTTP_X_REWRITE_URL server variable, 60, 129
HttpContext, 82–83
HTTPS (HyperText Transfer Protocol Secure), 393
HttpUtility class, 217–220, 226
HttpRequest, 314–315
HttpResponse, 314–315
human input. See CAPTCHA images
humor hooks, 258
<Hx> tags, 27
Hyperlink control, in templates, 349
HyperText Markup Language. See HTML (HyperText Markup Language)
HyperText Transfer Protocol. See HTTP (HyperText Transfer Protocol)
HyperText Transfer Protocol Secure (HTTPS), 393

I
ID-free URLs, rewriting, 87–96
 using generic handlers, 90–94
 using HTTP modules, 94–96
 using .NET regular expressions, 87–90
IEnumerable interface, 203, 206

if...else clause, 362
IHttpHandler interface, 188–189
IHttpModule interface, 94
IIRF (ISAPI Rewrite Filter), 59
IIS (Internet Information Services)
 installing, 8–9
 preparing seoasp web site in Windows XP, 12
 setting 404 page through, 121, 123
 URL rewriting, numeric/keyword-rich, 80–82
 URL rewriting with, 54, 55–64
 URL rewriting with ASPNET, 75–76
IIS Manager tool, 10–11
ImageFile property, Social struct, 202–203
images. See also graphical text
 building e-commerce store, 322
 crawlable, 164–171
 rendering as text, 290–291
 rewriting files, 96–98
inbound links, 31–32, 393
indexes, adding to data tables, 345
indexing error pages, 114, 132
informational hooks, 258
inheritance, 393
Init () method, IHttpModule, 94–95
INSERT command, 393
insertion attacks, 215–220
instance members, vs. static, 103, 181
Intellisense, 6
interactive link bait, 259–260
interactive web tools, 259
internal 302 redirects, 112
Internet Explorer, 14, 108
Internet Information Services. See IIS (Internet Information Services)
invisible on-page ranking factors, 28–29
IP addresses
 changing hosting providers, 308
 cross-linked sites and, 33
 defined, 393
IP delivery, 265–266, 393
iplists.com, 270–271, 286
ISAPI extension, ASP.NET, 75
ISAPI Rewrite Filter (IIRF), 59
ISAPI_Rewrite, 62
 building e-commerce store, 326–327
 generating robots.txt on-the-fly, 140
 implementing redirects with, 123
 other directives used with, 64
 redirecting keyword-rich URLs, 150–153
 RewriteRule and, 62–64
 rewriting ID-free URLs, 92
 rewriting image files, 96–98
 rewriting keyword-rich URLs, 73–74
 rewriting numeric URLs, 71–72
 rewriting URLs with, 55–61
 URL correction using, 127
 using redirects, 130–132
 working with regular expressions, 65–76
IsReusable, 188
<ItemTemplate>, 348–349

JavaScript

J

JavaScript, 155–171

- cloaking, 267
- copy prominence and, 172
- crawable images, 164–171
- defined, 393
- DHTML menus, 157
- DHTML popup windows, 164
- graphical text, 164–171
- links, 157
- matching single character in, 359–362
- matching three-digit numbers, 366–370
- not requiring visitors to support, 155
- popup windows, 157–164
- redirects, 132

Joe Ant, 352

K

keyword density, 393

Keyword Discovery, 40–41

keyword stuffing, 26, 393

keyword-rich rewritten URLs

- benefits of, 46–47
- examples of, 72–74
- overview of, 51–52
- redirecting, 150–153
- using UrlRewriter.NET, 80–82

keywords

- embedded in image/media file names, 96–98
- meta, 29
- page copy ranking and, 27
- page URLs/domain name ranking and, 27–28
- researching, 40–41

Komodo Regular Expression Toolkit

- matching doubled characters, 363–364
- matching optional characters, 372–374
- matching sequences of different characters, 371–372
- matching three-digit numbers, 367–368

L

LAMP (Linux/Apache/MySQL/PHP), 54

lang attribute, foreign language SEO, 300

languages. *See* foreign language SEO

libraries, 1, 86

link bait, 257–264

- case study, 260–264
- defined, 393
- examples of, 259
- hooking links, 258–259
- interactive, 259–260
- overview of, 257
- site enhancement using, 353

Link Calculator, 259–260

link churn, 32

link equity, 22–24, 393

link factory, 98–104

link farm, 393

Link Vault, 240

LinkAdage, 353

LinkBait.html, 262–264

link-buying, 240

LinkFactor.cs file, 328–330

links. *See also* navigation

- acquisition rate of, 32
- age of, 30
- anchor text of, 32
- buying, 353
- cross-linked sites, 33
- detecting broken, 312–318
- location of, 34
- number on page, 33
- problems with JavaScript, 157
- quantity, quality and relevance of inbound, 31–32
- reciprocal, 32
- semantic relationships among page, 33
- structure of internal, 28
- TLD of domain name for, 33–34

Loader.ashx, 91–94

Location header, 317

logging errors

- 404 pages configured through IIS, 121
- exercise in, 116–123
- overview of, 115–116

login, 17–19, 156

M

MakeCategoryProductUrl, LinkFactory, 102

MakeMediaUrl, LinkFactory, 102

managed stored procedure, 393

market research

- Alexa Rankings, 39–40
- Google Trends, 39
- overview of, 37–38
- Yahoo! Site Explorer, 38–39

marketing, search engine, 2

Master Pages, 86, 394

Match class, 87–89

MatchCollection class, 87–89

MatchEvaluator class, 224–225

MatchEvaluator delegate, 87–89

Matrix navigation, 143

Matt Cutts, 394

MaxMind geo-target database, 291, 293

MD5 (Message Digest 5), 237

media files, rewriting, 96–98

Media folder, 322

media links, 102

Message Digest 5 (MD5), 237

meta description, 29

meta keywords, 29

meta noarchive tag, 268–269

meta refresh, 132

meta tags, 352

metacharacters, 67–68, 363, 365–370

meta-exclusion, 146, 148, 149

method overloading, 205, 394

methods

- CatalogDb class, 348

Cloak class, 271–272
 GeoTarget class, 292
 HttpUtility class, 220
 Regex class, 89
 text replacement, 165, 171
Microsoft AJAX Library Essentials (Packt Publishing, 2007), 389
Microsoft .NET Software Development Kit, 86
Microsoft Windows Vista, 1
mod_rewrite, 54, 59, 394
Movable Type, HTML insertion flaw in, 215
MSN Search, 309
myRegExp, 361–362
MySQL, 394

N

{n,m} syntax, 383
{n} syntax, 382
Name property, Social struct, 202–203
natural. See organic
navigation
 fixes and enhancements, 351–356
 handling duplicate content, 143–145, 148
 internal link structure/anchors and, 28
 JavaScript links and, 157
 pop-up, 158–164
 for tables-based sites, 172
New York Times web site, 212–213, 267–268, 291
news feeds, 352
news story hooks, 258
noarchive tag, 214
<noembed>, 182
NoEscaping.aspx, 217–220
nofollow attribute
 avoiding comment attacks with, 220–221
 creating/using nofollow library with, 221–225
 defined, 394
 sanitizing user input with, 230
<noscript>, 182
NotFound.aspx, 117, 343–344
numbers, matching, 365–370, 380–382
numeric rewritten URLs
 overview of, 51
 with two parameters, 69–72
 using UrlRewriter.NET, 80–82

O

{0,m} syntax, 383
object-oriented programming (OOP), 189, 394
on-page factors
 invisible, 28–29
 overview of, 25–26
 tweaking for site enhancement, 355
 visible, 26–28
OOP (object-oriented programming), 189, 394
OpenOffice.org Writer, 357, 369
organic, 394
outbound links, 27, 394
overloading, method, 205, 394

P

page titles
 fixing duplicate content in, 352
 handling duplicate content, 146
 ranking factors, 26–27
Page_Load () method, Socialcons.ascx, 209
PageLoader module, 95–96
PageRank (PR), 23–24, 259–260, 394
parameterized affiliate URLs, redirecting, 149–150
parameters
 duplicate content of navigational link, 148
 handling robots.txt limitations, 142
partial classes, 207
PartNumbers.txt sample file, 370–372
Parts.txt sample file, 378–380
passwords, SQL Server, 17–19
Pay Per Click (PPC), 394
penalized web sites, 34–36
Persuasive Online Copywriting: How to Take Your Words to the Bank (Eisenberg), 4
phishing, 238
PHP (PHP:Hypertext Processor), 170–171, 394
plaintext sitemaps standard, Yahoo!, 247
plugins, 41–42, 108
polymorphism, 394
PopulateChannel () method, 189
popup windows
 DHTML, 164
 implementing navigation, 158–164
 improving search engine visibility for, 157–158
Popup.aspx, 159–164
POSIX metacharacters, 369
postbacks
 defined, 394–395
 URL rewriting and, 84–86
 Web Forms and, 174–175
PPC (Pay Per Click), 394
PR (PageRank), 23–24, 259–260, 394
pranks, as link bait scheme, 259
prepareUrlText, LinkFactory class, 102–103
<prev> and <next> links, 28
primary key, 395
print-friendly pages, 142, 143
ProcessRequest () method, 188
Product.aspx, 57–59, 101
ProductRemoved.aspx, 120–121
Professional APIs with PHP: eBay, Google, PayPal, Amazon, FedEx plus Web Feeds (Wiley Publishing, Inc.), 194
Professional ASP.NET 2.0 Security, Membership, and Role Management (Wiley Publishing, Inc.), 83
Professional Search Engine Optimization with PHP: A Developer's Guide to SEO (Sirovich & Darie), 171
properties, Social struct, 202–203
purifyUrlRegex, 102–103

Q
quantifiers, 377–382
query strings, and dynamic URLs, 48, 52
question mark (?), 372, 374, 382

[R] option

R

[R] option, of rewrite rule, 123

ranking factors, 25–34

- defined, 22
- effect of duplicate content on, 134–135
- external, 31–34
- implementing through RageRank, 23–24
- on-page, 25–29
- social bookmarking, 194
- synopsis of, 25
- time-based, 30

RDBMS (Relational Database Management System), 395

reciprocal links, 32

Redirect.aspx, 238

redirects

- 301 and 302, 109–112
- with ASP.NET and IIS, 123–124
- changing domain names with, 130–131
- defined, 395
- of excluded content, 291
- JavaScript cloaking using, 267
- for keyword-rich affiliate URLs, 150–153
- for multiple domain names, 130
- other types of, 132
- for parameterized affiliate URLs, 149–150
- for URL canonicalization, 131–132
- for URL correction, 124–130

RefControl, 42

reference types, 202

REFERER

- defined, 395
- implementing pop-up navigation, 159, 163–164
- using for affiliate pages, 149

regex. See regular expressions

Regex class, 87–90

Regex members, LinkFactory class, 102–103

regular expression engine

- matching optional characters, 373
 - matching three-digit numbers, 367
- regular expressions, 180, 357–388**
- * quantifier, 378–380
 - + quantifier, 380–382
 - curly-brace syntax, 382–387
 - defined, 395
 - dot character and backslash in, 62
 - exercises, 387–388
 - ID-free URL rewriting with, 87–90
 - matching doubled characters, 362–365
 - matching multiple optional characters, 374–377
 - matching optional characters, 372–374
 - matching sequences of different characters, 370–372
 - matching single character, 358–362
 - metacharacters, 365–370
 - overview of, 357
 - URL rewriting with, 64–69

Relational Database Management System (RDBMS), 395

Repeater control, 206–209, 348–349

replaceElement() function, sIFR, 169

Request class, 60–61

requirements, building e-commerce store, 319–320

research

- keyword, 40–41
- market, 37–40

resources

- Atom standard, 185
 - available fonts, 165
 - black hat SEO, 212
 - buying links, 353
 - CAPTCHA images, 230
 - community forums, 42
 - creating ISAPI filter, 55
 - detecting broken links, 312
 - getting listed in reputable directories, 352
 - Google Analytics, 36–37
 - Google bombing, 32
 - Google phishing vulnerability, 238
 - HTTP status code descriptions, 109
 - HttpUtility class methods, 220
 - ISAPI_Rewrite filter, 56–57
 - Komodo IDE, 363
 - market research, 37–40
 - OOP tutorial, 189
 - OpenOffice.org Writer, 357
 - overview of, 36–37
 - preventing SQL insertion attacks, 215–216
 - regular expressions, 64
 - researching keywords, 40–41
 - robots.txt file documentation, 137
 - RSS 2.0 standard, 185
 - search engine blogs and, 43
 - Search Engine Optimization tools, 41–42
 - search engine ranking factors, 25
 - session state implementation, 146
 - sIFR replacement method, 166, 170
 - sitemaps.org standard, 248–249
 - Spider Simulator tool, 6
 - SQL Server 2005 Service Pack 2, 8
 - text replacement methods, 165, 171
 - URL rewriting, 53
 - URL rewriting component, 81
 - UriRewriter.NET, 80
 - viewing HTTP headers, 108
 - web feeds, 184
 - web services, 194
 - WHOIS tool, 309
 - wildcard matching, 138
 - Yahoo Application ID, 248
- Response.Redirect(), 240**
- Response.Status**
- avoiding index errors using, 114
 - error logging using, 117
 - implementing redirects with, 124
 - setting status code of page with, 113, 122
- return on investment (ROI), 395**
- RewriteCond, 64, 130, 131**
- RewriteHeader, 64**
- RewritePath() method, HttpContext, 82–83**
- RewriteProxy, 64**
- RewriteRule, 62–64**
- rewriting keyword-rich URLs, 73–74
 - rewriting numeric URLs with two parameters, 71–72
 - working with regular expressions, 66–69

robots, 395. *See also* spiders
robots meta tag, 136–137, 143
Robots.ashx, 140–141
robots.txt, 137–142
 for affiliate pages, 149
 for breadcrumb navigation problems, 144–145
 defined, 395
 for e-commerce store, 342–343
 examples of, 139
 generating on-the-fly, 140–142
 limitations of, 142
 overview of, 137–139
 preventing 301 attacks with, 238
 for print-friendly pages, 143
 tips for, 139–140
 URL consistency and, 53
 for URLs containing session IDs, 148

ROI (return on investment), 395
ROW_NUMBER () function, 346
[RP] option, of rewrite rule, 123
RSS (web feed standard based on XML)
 for blogs, 245
 creating feeds, 186–191
 defined, 395
 overview of, 184–186
 syndicating feeds, 189

RSS Toolkit, 186–193
rules
 regular expression, 64
 rewriting ID-free URLs, 90–94
 URL rewriting, 54, 58–59

S

sandbox effect, 34–35
Sanitize.cs, 226–230
sanitizeHTML () function, 229
SaveAffiliate () method, UriTools class, 150–153
Scalable Inman Flash Replacement (sIFR) method, 165
scraper sites, 245
screen scraping, 395
search engine marketing (SEM), 212, 395
search engine optimization. *See* **SEO (search engine optimization)**, basics; **SEO (search engine optimization)**, getting started
Search Engine Optimization An Hour a Day (Grappone and Couzin), 41
search engine results pages. *See* **SERPs (search engine results pages)**
search engine results pages (SERPs), 24, 212–213, 396
search engine sitemaps, 244–245, 352
Search Engine Visibility, 2nd Edition (Thurow), 4
Search Status, 41–42
Secure Hash Algorithm (SHA), 237
security
 black hat SEO and, 215
 preventing HTML insertion attacks, 216–220
 preventing SQL insertion attacks, 215–216
 robots.txt not a form of, 137
 SQL Server, 16–17
SELECT query, 346, 395

SEM (search engine marketing), 212, 395
semantic relationships, among links, 33
SEO (search engine optimization), basics, 21–43
 accessibility, 24–25
 avoiding potential penalties, 34–36
 blogs and resources, 43
 browser plug-ins, 41–42
 community forums, 42
 goal of, 22
 Google PageRank, 23–24
 introduction to, 21–22
 link equity, 22–23
 market research, 37–40
 ranking factors, external, 31–34
 ranking factors, on-page, 25–29
 ranking factors, time-based, 30
 researching keywords, 40
 resources and tools, 36–37
 usability, 24–25

SEO (search engine optimization), getting started, 1–19
 creating seoasp SQL Server database, 15–19
 creating seoasp web application, 12–15
 creating seoasp web site, 10–12
 defined, 395
 how this book came about, 2–3
 installing IIS, 8–9
 installing SQL Server Express Edition, 7–8
 installing SQL Server Management Studio Express, 8
 installing Visual Web Developer 2005 Express Edition, 6–7
 overview of, 1–2
 site architecture and, 4–6
 what you need to learn, 3–4

SEO copywriting, 27, 395
SEO for Firefox, 42
seoasp web site
 creating application, 12–15
 creating seoasp SQL Server database, 15–19
 preparing, 10–12
seoasp.css file, 207
SeoData.cs file, 125
SERPs (search engine results pages), 24, 212–213, 396
ServerError.aspx, 116–117, 119, 343–344
session IDs, 146–148, 355
SHA (Secure Hash Algorithm), 237
sIFR (Scalable Inman Flash Replacement) method, 165–170
SimpleCaptcha.ascx control, 232–235, 236
site architecture. *See* **architecture, site**
Sitemap.ashx, 249–254
sitemaps, 243–256
 defined, 396
 generating programmatically, 249–254
 informing Google about updates to, 247–248
 search engine, 244–245
 site enhancement using, 352
 sitemaps.org standard, 248–249
 traditional, 243–244
 using Google, 245–247
 using Yahoo!, 247

sitemaps.org standard

sitemaps.org standard, 248–249

social bookmarking, 194–209

- creating library, 195–201
- defined, 396
- infrastructure supporting, 201–203
- overview of, 194–195
- site enhancement using, 354
- Social struct, 201–203
- SocialCollection class, 203–206
- SocialIcons.ascx, 206–209

Social struct, 201–203

SocialCollection class, 203–206

SocialIcons.ascx, 201–202, 206–209

software, updating third-party, 215

Spam (search engine)

- defined, 396
- foreign language, 305
- as ranking factor, 24, 34
- using nofollow to mitigate, 221

Spider Simulator tool, 6

spider traps

- defined, 396
- removing with cloaking, 213
- URL parameters resulting in, 3

spidering

- anchor tags and, 157
- chained redirects slowing down site, 110
- defined, 396
- frames-based sites and, 175
- sitemaps and, 244

SpiderMatch enum, 270, 285

spiders

- chained redirects slowing down, 110
- defined, 396
- designing and testing for, 5–6
- employing cloaking to detect, 156
- excluding popups from view of, 159
- excluding using robots meta tag, 136
- frequently visiting robots.txt files, 137
- JavaScript links and, 157
- URL-based session management and, 146

split testing, SEO-aware, 310–312

spoofing, 396

SQL (Structured Query Language)

- defined, 396
- implementing and testing cloaking libraries, 274
- keeping code in stored procedures, 272
- preventing insertion attacks, 215–216
- T-SQL, 396–397

SQL Server

- 2005 Service Pack 2, 8
- creating seoasp database, 15–19
- defined, 396
- Express Edition, 6–8
- implementing paging, 346

SQL Server Management Studio Express

- defined, 6
- e-commerce store database using, 322–324
- geo-targeting using, 294
- installing, 8
- seoasp database using, 15–19

SQL Server Security Distilled (Curlingstone), 216

SQL Server Security (McGraw-Hill Osborne Media), 216

SqlCommand

- defined, 288
- implementing cloaking, 287, 289
- overview of, 288–289

SqlConnection, 288

SqlParameter, 288

standards compliance, 34

Start Debugging command, 14

static class members, 103

static constructors, 181

static members, 181

static URLs

- maintaining consistency, 52
- mapping to dynamic URLs, 49
- in numeric URL rewriting, 51
- overview of, 48

status codes. See HTTP status codes

Stewart Rosenberger's text replacement method, 165, 170–171

stored procedures

- building e-commerce store, 324–326
- defined, 396
- implementing geo-targeting, 293
- keeping SQL code in, 272
- modifying, 274–275
- reading data in tables, 345–346

streaming media, rewriting files, 96–98

structs, 201–202

Structured Query Language. See SQL (Structured Query Language)

supplemental indexes

- defined, 396
- duplicate content placed in, 134
- overview of, 35–36

.SWF, 396

symmetric encryption, 396

System.NET namespace, 313

T

the table trick, 172–174

tables

- building e-commerce store, 322–324
- copy prominence and, 172–175
- relationships between database, 345

technical issues, 307–318

- changing hosting providers, 308
- cross-linking, 309–310
- detecting broken links, 312–318
- SEO-aware split testing, 310–312
- unreliable web hosting or DNS, 307–308

templates, supported by Repeater, 348–349

temporal split testing, 312

test () method, 362

Tested Advertising Methods, 5th Edition (Caples and Hahn), 4

TestMarkup.aspx, 179–180

text, anchor, 32, 390

Text Link Ads, 353

Text Link Brokers, 353
text patterns, regular expressions, 64–65
text replacement
 overview of, 165
 sIFR method, 166–170
 Stewart Rosenberger's method, 170–171
The Search Engine Marketing Kit (Thies), 136, 144–145, 212
301 redirects
 with ASPNET and IIS, 123–124
 building e-commerce store, 330–332
 defined, 389
 overview of, 109–112
 for parameterized affiliate URLs, 149–150
 preventing attacks with, 237–239
 URL correction using, 124–130
302 redirects
 302 hijacking, 112
 defined, 389
 overview of, 109–112
time-based ranking factors, 30
timestamps, 244
title attribute, 29
<title> tag, 26–27
tradgothic.swf file, 166
traditional sitemaps, 243–244, 352
trailing slashes, 53
TrustRank, 24
T-SQL (Transact-SQL), 396–397
200 web server status code, 108–109, 389

U

? metacharacter, 67
UPDATE command, 397
UpdateAll () method, Cloak class
 defined, 271
 implementing cloaking, 281–283
 overview of, 289–290
updates
 informing Google about sitemap, 249–254
 third-party software, 215
UpperL.html sample document, 359–362
UpperL.txt sample document, 358–359
URL canonicalization, 131–132, 146
URL correction, 124–130
URL equity, 22–23
URL migration, 5, 22–23
Url property, Social struct, 202–203
URL-based session IDs, 146–148
UriRewriter.NET, 76–82
 generating sitemaps, 249–250
 installing and using, 77–80
 redirecting using, 123–124
 rewriting image files, 96–98
 rewriting numeric and keyword-rich URLs, 80–82
 URL correction using, 127
UriRewriting.NET, 75
URLs, 45–106
 accented letters and, 301
 duplicate content and, 49

dynamic, 48–51
 enabling auto-correction, 341
 examining for problems, 355
 keywords in page, 27–28
 maintaining consistency, 52–53
 placing relevant keywords in, 46–47
 redirecting parameterized affiliate, 149–150
 static, 48

URLs, rewriting, 53–105
 with ASPNET, 75–76
 building link factory, 98–104
 cautions, 105
 creating own code for, 82–83
 defined, 49, 397
 handling postbacks correctly, 84–86
 ID-free. *See* ID-free URLs, rewriting
 with IIS and ISAPI_Rewrite, 55–64
 images and streaming media, 96–98
 keyword-rich, 51, 72–74
 numeric, 51, 69–72
 overview of, 53–55
 problems not solved by, 104–105
 with UriRewriter.NET, 76–82
 using absolute paths and ~/, 86–87
 using regular expressions, 64–69

UrlTools class, 129, 150–153
UrlTools.cs file, 125–127, 330–332
usability, 24–25, 397
User Account Control, 12, 15
user agent, 138–141, 266, 397
users
 sanitizing input from, 225–230
 SQL Server authentication, 17–19

V

Validate function, JavaScript, 362
validation, as ranking factor, 34
validator control, 397
value types, structs as, 202
vandenkeere.swf file, 166
VB.NET (Visual Basic.NET), 397
Viagra Prank, 259
View HTTP Headers, 42
ViewState, 174–175, 397
viral marketing, 397
virtual hosts, 308, 310
virtual methods, 189
visible on-page ranking factors, 26–28
Visual Basic.NET (VB.NET), 397
Visual Web Developer 2005 Express Edition, 6–7, 12, 234–235

W

W3C Markup Validation Service, 34
web analytics, 36–37, 397
web clients, 397
Web Developer Extension, 42
web feeds
 creating RSS feeds, 186–191

web feeds (*continued*)

web feeds (*continued*)

- defined, 397
- other sources of syndicated content, 194
- overview of, 183–184
- RSS and Atom formats, 184–186
- site enhancement using, 352
- syndicating RSS feeds, 191–193

Web Forms

- adding to e-commerce store, 343–344
- defined, 398
- handling postbacks by updating, 86

web hosting

- unreliable, 307–308
- using UrlRewriter.NET with, 82

web logs. See blogs

web servers, 301, 398

web services, 194

web sites

- common fixes and enhancements, 351–356
- penalized, 34–36
- ranking age of, 30

web spiders. See spiders

web syndication

- defined, 398
- other sources of, 194
- overview of, 184
- of RSS feeds, 191–193
- using RSS vs. Atom formats, 184–186

web tools, interactive, 259

Web User Controls

- creating CAPTCHA images as, 230–236
- defined, 398
- how they work, 236–237

web.config, 397

WebHosting talk, 307

What You See Is What You Get (WYSIWYG) editors, for HTML, 171

white hat, 212, 398

WHOIS tool, 309

wildcard matching, 138–139, 142

Windows 2000 Server, configuring IIS, 76

Windows 2003 Server, configuring IIS, 76

Windows Authentication, 10–11, 16–17

Windows Vista

- creating seoasp application, 12–15
- installing IIS under, 9
- installing SQL Server 2005 Service Pack 2 for, 8
- preparing seoasp web site, 10–11
- rewriting numeric and keyword-rich URLs using, 80
- User Account Control, 15

Windows XP

- configuring IIS on, 76
- creating seoasp application, 12–15
- installing IIS under, 8
- preparing seoasp application, 12

WordPress, 398

Wordtracker, 40–41

WYSIWYG (What You See Is What You Get) editors, for HTML, 171

X

XML (Extensible Markup Language), 245–247, 392, 398

XmlReader class, 254

XmlWriter class, 254

Y

Yahoo!

- Application ID, 248
- creating sitemaps programmatically, 249–254
- plaintext sitemaps standard, 247
- sandbox effect on, 35
- Search Marketing Keyword Tool, 40–41
- Site Explore, 38–39

Yahoo Directory, 352

Z

zero occurrences, matching, 378–380