

On-Page SEO for Drupal

Action	For Humans	For Robots	Modules/Theme
Update frequently.	Breeds loyalty/returning visitors (curiosity)	Increase frequency of indexing	Workflow, Scheduler
Provide relevant and unique content.	Engagement. Remarkable content will stand out. Brings Links	Not duplicate, increased indexing. Assign authority.	global redirect, path_redirect
Embed social media sharing and bookmarking tools.	Community sharing	N/A	service links, Share, share this, Digg This, Trackback, Twitter
Use alternate and title text for images.	Accessibility compliance	topical relevance to intangibles	wysiwyg, wysiwyg_filter, filefield, imagefield
Use title text for links too.	provide more information than fits in a menu.	Topical relevance	menu, wysiwyg, wysiwyg_filter
Define Site Structure.	Consistency, ease of navigation.	Identify hierarchy	menu, menu_trails, custom_breadcrumbs, path, token, pathauto
Provide Site Maps. (HTML/XML)	HTML: A directory. Ease of navigation.	XML: Ease for indexing. Can give spiders a "hint" which pages have most value and how often updated.	sitemap, siteMenu, xmlsitemap
Create Intelligent URLs.	Easier for Sharing, Bookmarking, Remembering URL	Keywords extracted from pathmay have keywords	clean_urls, path, token, pathauto

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Be mindful of Keyword Density.	N/A	Topical Relevance	content optimizer
Use Heading tags.	Clarity.	Keyword relevance and emphasis indicated.	wysiwyg, your theme
Syndicate via RSS.	keeps people coming back. Encourages mashup.	Ping, Fresh content	Views
Internal Linking	Ease of navigation	Spiders indexing pages, passing PageRank	tinymce node picker, similar entries, related content, views
Define accurate Title Tags on every page.	Ease of bookmarking and selecting relevant sites from SERP.	Title is most important On-Page factor	page_title, taxonomy_title, Token
Include a Meta Description tag on every page.	Often used as description below listing in Search Engine results page. Tells people why they should visit your site.	Assists with topical relevance.	nodewords, Token
Consider your Keywords.	N/A	{ Obsolete } What keywords your potential visitors using? what words should your site be using to attract them?	nodewords, Token
Add Robot meta data: nofollow, nocache, noindex.	N/A	Instructions on how to handle content	your theme
Label your links appropriately. (rel="nofollow")	N/A	ads and log-in pages.	wysiwyg, wysiwyg_filter, your theme

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Use your robots.txt file.	N/A	Keeps spiders from accessing areas in site unrelated to web content. Also points to XML Sitemap	
Use a SEO-friendly theme.	display your content in the right order for humans (ad first, then header, then left sidebar, then content)	display your content in the right order for robots (header, then content, then left sidebar, then ad)	Zen, AdaptiveTheme, LayoutStudio,
Create valid HTML.	Improve the user experience. Browser needs to translate HTML correctly.	Easier to identify and extract content if they dont get confused by invalid tags.	HTML Purifier
Don't allow broken links.	Improve the user experience. Avoid punishing visitors for clicking links, encourage them to browse site.	Robots dont find dead ends or spend time chasing files that dont exist.	Link Checker
Provide a site Search.	Give people an alternate way to get to content.	N/A	Search, Search 404, Apache Solr, Faceted Search
Moderate your Content.	Improves content quality	Avoid confusing spiders	Mollom, Spam, Captcha, Re-Captcha, modr8, Moderation

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