Chapter 1 : Multilanguage site and SEO optimization | The www.nxgvision.com Forums

SEO with www.nxgvision.com MVC Hi all and thanks for watching. This is the second module in our SEO overview and we'll discuss SEO with ASP. net MVC. In this module, we'll look at some specific ways we can make ASP.

Which format is better? Or does it really even matter? Hopefully it comes as no surprise that the first 2 examples are virtually identical and in neither case, from what my research has shown, does Google use any casing information to pull out keywords. In the 3rd example underscores are used to breakup the keywords and in the 4th example dashes are used. Google has stated that the preferred way to break-up keywords in the URL is to use dashes. Most modern content management systems and blog engines use this as the preferred method. The ordering of keywords matters Furthermore my research has also shown that the order of your keywords also matters and the domain name is considered for keywords too. In Community Server and Graffiti we automatically build the title and URL of posts based on the subject of the post entry. Community Server goes one step further and allows you to control the URL independent of the subject. The reason being that controlling the ordering of keywords in the URL matters too. URL Rewriting If you care about how your links are built and that you always ensure there is only one way to get to your content and you also care about the ordering of keywords then you likely care a great deal about URL rewriting: NET and this blog post is certainly not going to attempt to address them all. This technique uses a controller through which all requests are sent through and works best for cases where you are hosting the server and do not have the ability to run an ISAPI filter to rewrite URLs or have access to IIS 7: In the first example there is an HttpHandler that looks for all requests that use the. The handler parses the path of the request but only cares about the identifier â€" in this example the key is 33 â€" that allows it to pull the content from the database. The second case is again a virtual handler and loads up the content based on the name of the post. The difference or benefit from either technique is unclear. However, I suspect that the first example where slashes are used for paths will likely work better for SEO purposes. But that is conjecture. Advanced URL Rewriting If you have control over the server or have a more progressive host there are some other options to consider for more advanced URL rewriting. In Graffiti we actually create files and directories to give users full control over the path vs. This has both some benefits and some pitfalls. The benefit is you get very clean paths with no extensions in them. The pitfall is that it does require permissions to write to the disk. Furthermore this also means you can do things like use ASP. NET Cookie Authentication to authenticate access to any resource images, html page, etc. Taken one step further:

Chapter 2 : Canonical URL's for www.nxgvision.com MVC - Muhammad Rehan Saeed

10 tips for search engine optimization (SEO) for your www.nxgvision.com website. Introduction. Here are 10 tips on SEO for your www.nxgvision.com website. I'm sorry that some of the.

Content 01 December NET web sites for search engines. Each article in the series concentrates on a specific topic and looks at the features and tools available to ASP. NET developers to help make sites search engine friendly and thereby improve rankings and click-throughs from search results. This first article will look at how to present your site content to search engines in the most optimal way. The full series of articles consists of Content this article Indexing - mechanisms that help to ensure the correct parts of your site are found by search engines Quality Content If you want your site to rank well over the long term, the importance of high quality original content cannot be overstated. If your content provides value to your target audience, they will want to link to it and share it via social media and other avenues. The more good quality links you get, the better you will be ranked. There is no real shortcut to this, but there are some technical ways in which you can present your content so that it is more search engine friendly. However, I cannot stress enough how important it is to keep your user foremost in mind when creating content for your site. Title and Metatags Every page should have a title. The title is displayed in search engines result pages SERPs. The title should be unique, descriptive and accurate. The title should contain keywords that reflect the page content, and it should be easy to read. There are no hard and fast rules in terms of length, but you will often see recommendations to keep the character count below This is mainly to accommodate what is displayed in SERPs, but any additional characters are processed as part of the ranking system. If you want a unique and descriptive title per page, you will set the title at the page level. If the title is static, you can set it in the aspx file in the Page directive: Title or just Title value. The approach you take to setting the value depends on the source of the data being used to construct your title. Whichever way you choose, you should be aware of the order of precedence that governs what value eventually appears. Master" If you leave it like that, no matter where else you try to set the Page. Title value, it will stay as an empty string. So unless you want to hard code a value in the Page directive, you should delete the Title entry from it. Title - My ASP. Title by setting it in the controller. You can also set it in the content page: Note, since ViewBag is a dynamic object, instead of using Title as the property name, you can just as easily use PageTitle, or indeed anything you like. It should include key words relevant to the content and be written in natural language i. The meta description may be used by most search engines in the SERPs to let searchers know what each result is about. The image above illustrates how Google uses the meta description highlighted in yellow in a search result for "sending email aspnet mvc". The text that Google provides will be taken from the page content itself, if it feels that is more appropriate than the content of the meta description. In this particular case, my description exceeds the limit by quite a way, and the amount of characters that Google chose to use was further limited by their decision to include the date of the article at the beginning of the description. Prior to the introduction of ASP. NET 4, the Page class has included a MetaDescription property which enables Web Forms developers to set this value easily form code-behind: Search engines by and large completely ignore them. Nevertheless, some developers still like to include them, and ASP. The previous image shows the article date being included as part of the description. Other search results can include much more structured data in the form of what Google refers to as "Rich Snippets" as the next image showing a search result for "christmas cake recipe" illustrates the highlighting is mine: Having your listing enhanced like this could lead to higher click through rates. The structured data vocabulary that Google and other search engines recognise is described at schema. A wide variety of entities are catered for including such things as technical articles, music events, medical procedures, child care businesses and so on, The vocabulary is applied to web pages in one of two ways: If you choose to use attributes, they can be applied using one of two alternative encodings, Microdata or RDFa. Microdata Typically, an identifiable section of a page will be devoted to the item you want to mark up. It might be the whole page, or just some part of it. You use the itemscope attribute to define the area that encloses the information relating to the item, and itemtype to specify the actual type of item you are describing. The value of the itemtype attribute is a

URL pointing to the schema for the specific item. A technical article might be enclosed in a div or an HTML5 article tag. In the case of a technical article , these item might include articleBody, author, genre and so on. Google specifies required properties for certain items for the markup to be valid. In the case of an article , Google requires a headline, datepublished and image. Individual properties are marked up using the itemprop attribute: For example, you can provide a facility for users to rate content, and the rating itself is represented by an AggregateRating item. You can tell search engines and other parsers what the highest and lowest possible values for your rating system are as follows: Unlike Mocrodata attributes, it allows the developer to provide the meta data about their content in one place , rather than intermingled with the content itself. ToString "T" , "description": You only need one sign in a Web Forms aspx file: Summary This article looked at some ways in which you can present the content of your ASP. NET site to improve its visibility and meaning to search engines, and potentially increase your click through rates. It covered the importance of the standard HTML title and meta description tags and how to use them. The article then explored how to get your search listing enhanced via the use of structured data and showed two ways in which structured data can be used. The next article in the series will review the importance that search engines place on URLs and how to optimize them for best SEO results.

This book is for www.nxgvision.com developers who need to incorporate search engine optimization principles into their web applications, as well as marketers who want to gain a better understanding of the technologies involved in search engine marketing.

Author Maina Wycliffe 17 Comments Today, I will show you how to optimize your Angular 5 and above for search engine and other crawlers. We are going to take a few steps to prepare our app for search engine optimization like adding page title and meta tags to your pages. You need to add this to the different pages of your Angular app dynamically. To achieve this, you will embed them on to your routes inside your router. Add a new route property called data and then add some objects like page title and metatags to it as shown below. I have grouped all my metatags under one key, instead of spreading them at the root of data property. This will allow me to add them to the pages meta using a for-loop instead of adding each manually. This allows me to have varying number of metatags in different pages and the loop will add all of them. So, you can have a page title and meta tags to a parent root that all its children will inherit. Finally, call the service from the root component of your application somewhere else is fine too. Remember to follow all the search engine optimization best practices for both metatags and the content. Instead of using Angular Universal, we are going to use a prerender. This will prerender and cache your live Angular Application and serve it to bots and crawlers. This allows you app to play nice with your users and at the same time with Search Engines. On top of that, if your app is small â€" less than pages â€" you get to pay nothing and even if your app is large, their prices are quite reasonable. To get started, head over to their site and create an account, use this link to signup. Make sure you confirm your email address and add some billing info just incase you go over their free limit. Then add your site, by clicking add url button and wait for their service to crawl and generate prerendered version of your site. You can view the prerendered version of your app by clicking view raw html button next to your site, in the preview column. If you head over here , you will notice it is has support for a very huge number of backends and servers. Scroll through the list and find the backend you are using to get instruction on how to integrate it with Prerender. Apache Server I will show you how to add it to your apache server. Assuming you already are using Apache serve to server your Angular app, then you must have a. Your htaccess resembles something like this: You can get the token from your account page next to the header. You can get the full. And voila, you have an angular application that has been optimized for search engines and bots without doing too much work.

Chapter 4 : SEO & www.nxgvision.com: Put keywords in the URL â€" Grokable

It should also contain keywords pertaining to what is on the page for better Search Engine Optimization (SEO). In short, a page will appear higher up in search results if the term a user searches for appears in the URL.

You can define your routes using a convenient route template syntax that supports route value constraints, defaults and optional values. Convention-based routing enables you to globally define the URL formats that your application accepts and how each of those formats maps to a specific action method on given controller. The validation attributes are checked on the client side before values are posted to the server, as well as on the server before the controller action is called. Validation logic specified on model types is added to the rendered views as unobtrusive annotations and is enforced in the browser with jQuery Validation. Your app can also use dependency injection in view files , using the inject directive: Filters enable running custom pre- and post-processing logic for action methods, and can be configured to run at certain points within the execution pipeline for a given request. Filters can be applied to controllers or actions as attributes or can be run globally. Several filters such as Authorize are included in the framework. An area is an MVC structure inside an application. In an MVC project, logical components like Model, Controller, and View are kept in different folders, and MVC uses naming conventions to create the relationship between these components. For a large app, it may be advantageous to partition the app into separate high level areas of functionality. For instance, an e-commerce app with multiple business units, such as checkout, billing, and search etc. Each of these units have their own logical component views, controllers, and models. You can build services that reach a broad range of clients including browsers and mobile devices. Write custom formatters to add support for your own formats. Use link generation to enable support for hypermedia. Learn more about how to test controller logic. Razor view engine ASP. Razor is a compact, expressive and fluid template markup language for defining views using embedded C code. Razor is used to dynamically generate web content on the server. You can cleanly mix server code with client side content and code. Strongly typed views Razor views in MVC can be strongly typed based on your model. Controllers can pass a strongly typed model to views enabling your views to have type checking and IntelliSense support. Tag Helpers bind to specific elements based on the element name and its attributes. They provide the benefits of server-side rendering while still preserving an HTML editing experience. There are many built-in Tag Helpers for common tasks - such as creating forms, links, loading assets and more - and even more available in public GitHub repositories and as NuGet packages. View Components View Components allow you to package rendering logic and reuse it throughout the application. Compatibility version The SetCompatibilityVersion method allows an app to opt-in or opt-out of potentially breaking behavior changes introduced in ASP.

Chapter 5 : An Overview Of SEO (Search Engine Optimization)

Professional Search Engine Optimization with www.nxgvision.com: A Developer's Guide to SEO by Cristian Darie, Jaimie Sirovich Search engine optimization (SEO) is not only the job of the marketing department. It must be considered from a web site's inception and throughout its lifetime by you, the web site developer.

NET tutorial where both methods are explained. To get fast results you can try http: NET written in C , easy to use and used in many large and small sites, including this web site. NET There is a speculation that search engines read only limited number of bytes from each page first K of web page. ViewState value is a string presented as hidden field on client side. NET page, then it is possible to web spiders avoid your real content. That could be harmful for your ranking in search results. If you really need a ViewState there is new option in web. This will also reduce repetitive work. But, search engines for sure try to please their users and users like fast web sites. Because of that pages that load faster will be ranked better. Loading time is one of the ranking factors. Final thing could be validating your HTML output on http: NET data controls uses postback and javascript. Search engine spiders checks the links and usually avoid JavaScript so using default pager is not SEO friendly option. The solution could be to use custom paging for GridView, Repeater and other data controls, or to get more options and make this task easy for you use our SEO Pager Control , specialized for search engine optimization and dealing with large tables. More about paging in ASP. Of course, you already can do this in any older version in ASP. RedirectPermanent for permanent redirection ASP. Redirect method returns temporary redirection. To use redirection with earlier versions of ASP.

Chapter 6 : Search Engine Optimization Tips for New Website | DotNetTec Blog

Nice to have on-site SEO optimisations for www.nxgvision.com sites Remove /home/ from URL in www.nxgvision.com MVC In a lot of www.nxgvision.com MVC projects, many pages end up having a /home/ url.

SEO is all regarding optimizing a website for search engines. SEO could be a technique for, Designing and developing a website to rank well in search engine result pages. Improving the quantity and quality of the traffic to a website from search engines. Marketing by understanding how search algorithms work, and what human guests would possibly search. SEO could be a set of search engine marketing strategy. SEO is additionally referred as SEO copyrighting, as a result of most of the techniques that are used to promote sites in search engines, deal with text. How search engine works Search engines perform many activities so as to deliver search results. This task is performed by a software system, referred to as a crawler or a spider or Googlebot, just in case of Google. Basically, the method of indexing is identifying the words and expressions that best describe the page and assigning the page to the particular keywords. Processing Once a search request comes, the search engine processes it, i. Retrieving Results The last step in search engine activities is retrieving the simplest matched results. Search engines like Google and Yahoo! Although the fundamental principle of operations of all search engines is same, the minor variations between their connection algorithms lead to major changes in results connection. SEO Copywriting SEO Copywriting is the technique of writing visible text on an internet page in such the simplest way that it reads well for the swimmer, and additionally, targets specific search terms. Its purpose is to rank extremely within the search engines for the targeted search terms. The idea behind SEO copywriting is that search engines need real content pages and not further pages typically referred to as "doorway pages" that are created for the only purpose of achieving high rankings. Search Engine Rank When you search any keyword employing a search engine, it displays thousands of results found in its database. A page ranking is measured by the position of the website displayed within the search engine results. SEO is the method of planning and developing a website to achieve a high rank in search engine results. On-Page and Off-page SEO Conceptually, there are 2 ways of optimization, On-Page SEO It includes providing smart content, sensible keywords choice, swing keywords on correct places, giving an applicable title to each page, etc. Off-Page SEO It includes link building, increasing link quality by submitting open directories, search engines, link exchange, etc.

Chapter 7 : c# - MVC and Meta Tags for Search Engine Optimization - Stack Overflow

It won't tell you exactly how to do it in www.nxgvision.com but it will give advice on how to improve your websites SEO in general. Then once you decide a task to improve your SEO, you can focus on how to achieve that specific item in www.nxgvision.com

Chapter 8 : How to make www.nxgvision.com MVC application SEO friendly? â€" Jarboo

igorbaldacci I have read that the better way to index multilanguage web site is to use different page for any language, in subfolders for example.

Chapter 9 : Overview of www.nxgvision.com Core MVC | Microsoft Docs

Search Engine marketing is one of the most important aspect of site popularity. We must have have to consider when we are developing a website. Today most of thing are find by the search engine so if you want to increase your popularity and visitor you must to search engine optimization.