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About the Double-Underlined Links

INTRODUCTION

- home
about
non-technical introduction
newsletter archive

PRIMERS

- html
MySpace html
ad banners
perl & cgi
asp
javascript
database - sql

HTML & GRAPHICS TUTORIALS

- getting started
backgrounds
buttons
browser specific
colors
forms
frames
html 4.01 tags
html 4.01 ref
image maps
tables
web graphics

BEYOND HTML

- asp
cascading style sheets
css keyword ref
cgi scripting
dhtml/layers
dot net
java applets
javascript
javascript keyword ref
javascript script tips
php
security
SEO
vb script keyword ref

HTML Goodies : Beyond HTML : SEO: Web Developer Tutorial: SEO with Drupal: Page Title Module

Microsoft Article: Windows Phone 7 Development for Android Developers. Developing for the Windows Phone 7 Platform is more similar to developing for the Android Platform than you might expect. Learn how.

Web Developer Tutorial: SEO with Drupal: Page Title Module

By Tyme

A key advantage to a content management system is that it places content creation in the hands of the client. However, the downside to having the Web developer removed from the process is that search engine optimization (SEO) can suffer. Several Drupal contributed modules make SEO easy for content producers, and we will be discussing them in this tutorial and several upcoming articles: Page Title, Excerpt, Nodewords, XML Sitemap.

The purpose of a search engine crawler is to deliver to a Web user the best possible results for a searched term or phrase. The easier that you make that for the search engines the more likely that your site will perform well in organic search results. Most search engines use the Page Title, marked up in HTML as the <title>***</title> tag, to both evaluate the contents of the Web page and as the first displayed line of the block on a search engine results page (SERP).

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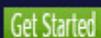
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Configuring the Module

The Drupal [Page Title](#) module dynamically generates the Page Title from specified variables, while Title to be overridden for each individual content item (node).

On the module [configuration](#) page, you can specify the variables to be used. You can choose a de page, a default to be used for all sub pages, and a unique pattern for content by content type a

Page Type	Token Scope	Pattern
Default: *	Global Only	[page-title] [site-name]
Frontpage:	Global Only	[site-name] [site-slogan]
User Profile:	User	OPC Member Profile of [user]
Content Type - Blog entry:	Node	
Content Type - Poll:	Node	
Vocabulary - Newsletter:	Taxonomy	PC Newsletter: [page-title] -- [date]
Vocabulary - Poll:	Taxonomy	OPC Poll: [page-title] -- [date]
Blog Homepage:	User	Blog of [user]

Conveniently located on the module configuration page is a list of the variables that you can use. (generous by the Token module.)

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Node tokens	
[nid]	The unique ID of the content item, or "node".
[type]	The type of the node.
[type-name]	The human-readable name of the node type.
[language]	The language the node is written in.
[title]	The title of the node.
[title-raw]	The title of the node. <i>Warning: Token value contains raw user input.</i>
[node-path]	The URL alias of the node.
[node-path-raw]	The URL alias of the node. <i>Warning: Token value contains raw user input.</i>
[node-url]	The URL of the node.
[author-uid]	The unique ID of the author of the node.
[author-name]	The login name of the author of the node.
[author-name-raw]	The login name of the author of the node. <i>Warning: Token value contains raw user input.</i>
[author-mail]	The email address of the author of the node.
[author-mail-raw]	The email address of the author of the node. <i>Warning: Token value contains raw user input.</i>
[log]	The explanation of the most recent changes made to the node.
[log-raw]	The explanation of the most recent changes made to the node. <i>Warning: Token value contains raw user input.</i>
[small]	Node creation date in 'small' format. (06/07/2010 - 23:28)
[yyyy]	Node creation year (four digit)
[yy]	Node creation year (two digit)
[month]	Node creation month (full word)
[mon]	Node creation month (abbreviated)
[mm]	Node creation month (two digits with leading zeros)
[m]	Node creation month (one or two digits without leading zeros)
[ww]	Node creation week (two digits with leading zeros)
[date]	Node creation date (numeric representation of the day of the week)
[day]	Node creation day (full word)
[ddd]	Node creation day (abbreviation)
[dd]	Node creation day (two digits with leading zeros)
[d]	Node creation day (one or two digits without leading zeros)

The "Show Field" column of the module configuration page lets you quickly enable the Page Title Alternatively, this toggle option is available on the content type edit form, as shown below. (You [here](#) or on the module configuration page.)

▼ Page Title Settings

Page Title Field:

Show field

If checked, the Page Title field will appear on the node edit form for those who have permission to set the title.

Page Title Pattern:

Enter the Page Title pattern you want to use for this node type. For more information, please use the [Page Title settings page](#)

Overriding Page Title Defaults

If you enabled "show field" for a particular content type, a Page Title form field now will appear on this point, with your default patterns configured, there is nothing that the content writer needs to generate Page Titles are convenient, and better than duplicates or nothing at all, there will be to customize them. You might want to shorten the Page Title or interject better keywords into it. For "They Did It Again" won't impress the search engines. So, you might change the Page Title to read "It Again".

Create Story

If you do not enter a unique Teaser, one will automatically be generated from the Body text.

Page title:

Provide a description of this node to appear in the <title> tag which search engines can use in search result listings (optional). It is generally accepted this field should be less than 70 characters.

Story Title: *

Summary

Providing detailed Page Titles can improve your ranking on search engine results pages (SERPs). SERP title links (usually shown more prominently than description text) can improve your click-through rate and grab the viewer's attention. Remember, you are competing with many other websites on these lists for the reason to [click](#) your link. The key to the Page Title module is getting your content creators to use well-optimized headlines and let the module do the rest! Shout out to module developer Nicholas for his contribution.

To [learn](#) more about search engine optimization (SEO), check out our [SEO Tutorials Section](#) as well as our [Optimization Starter Guide](#).

Tyme is a freelance writer and multimedia specialist of many years. She likes walks in the park, c... To learn more: [MultimediaByTyme.com](#).

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