Drupal And Search Engine Optimization

Successfully architect a Drupal 8 website that scales to meet project
requirements of any size and scope. Starting with a one-chapter
review of Drupal basics, you'll dive into deeper topics including
software development processes, architecting a Drupal site, scaling
Drupal, working effectively with themes, and more. In addition to a
thorough discussion of custom module development and how to develop
modules as building blocks, you'll also review many common ways of
integrating Drupal with other 3rd party systems. Building and
maintaining an enterprise-ready Drupal website presents a unique set
of challenges and complexities. From development processes and
content management to deployments, version control and more, all
aspects of Drupal development are impacted when two or more
developers are on a project. If you are involved in a Drupal project
that requires frequent updates and long-term support from a team of
developers, system administrators, and end-users, Enterprise Drupal 8
Development is for you. Whether you're an experienced Drupal
developer looking to expand your skills, a systems administrator
managing a Drupal project, or a PHP developer new to Drupal,
Enterprise Drupal 8 Development will give you the knowledge and
inspiration you need to manage large and complex projects. What
You'll Learn Architect Drupal for development teams and apply best
practices for large Drupal projects Integrate 3rd party applications
with Drupal Manage content, code, and configuration across multiple
staging environments Build a consistent user experience for
administrators and content creators Who This Book Is For The primary
audience is intermediate to advanced Drupal developers who are
working on large-scale Drupal projects and advanced PHP developers
new to Drupal The secondary audience is IT Professionals such as
Systems Administrators managing Drupal projects
Take advantage of Drupal's vast collection of community-contributed
modules and discover how they make this web framework unique and
valuable. With this guide, you'll learn how to combine modules in
interesting ways (with minimal code-wrangling) to develop several
community-driven websites— including a job posting board, photo
gallery, online store, product review database, and event calendar.
The second edition focuses on Drupal 7, the latest version of this
open source system. Each project spans an entire chapter, with step-
by-step "recipes" to help you build out the precise functionality the
site requires. With this book, developers new to Drupal will gain
experience through a hands-on introduction, and experienced Drupal
developers will learn real-world best practices. Learn Drupal's
concepts and building blocks, and how everevthing works together Hit
the ground running—build your first Drupal site hands-on Explore
solutions that meet each project's requirements, and discover why
specific modules were selected Understand the projects through case
studies, including the client's needs and desires Learn how to
configure modules with a bird's-eye view of how they work Discover
new modules, including Drupal Commerce, Media, and Workbench

"This book is a quick-start guide, aimed at Content Editors. The author's experience enables him to explain in an efficient and interactive manner how you can keep your site up to date. The book begins with a discussion of content management and Drupal and then teaches you how to create content, add elements to it, and make the content findable. You will then learn to set up the framework for a creative team and the various options for editing content offline, their benefits and pitfalls. This book helps you to quickly and easily solve problems, and manage content and users for a web site. It will help you become a more effective and efficient manager of Drupal-based web sites"--Resource description p.

How to develop powerful mobile Web sites using popular content management systems (CMS) Mobile is the hottest thing going—and developing content for mobile devices and browsers is even hotter than that. This book is your guide to it all—how to design, build, and deploy sites, blogs and services that will work brilliantly for mobile users. You'll learn about the state-of-the-art of mobile web development, the tools available to use, and the best practices for creating compelling mobile user interfaces. Then, using the most popular content management systems, WordPress, Joomla!, and Drupal, you'll learn how to building world-class mobile web sites from existing platforms and content.. The book walks you through each platform, including how to use third-party plug-ins and themes, explains the strategies for writing your own logic, how to switch between mobile and desktop, and much more. Provides a technical review of the mobile landscape and acquaints you with a range of mobile devices and networks Covers topics common to all platforms, including site topologies, switching between mobile and desktop, common user interface patterns, and more Walks you through each content management platform—WordPress, Joomla!, and Drupal—first focusing on standard plug-ins and themes and then exploring advanced techniques for writing your own themes or logic Explains the best practices for testing, deploying, and integrating a mobile web site Also explores analytics, m-commerce, and SEO techniques for mobile Get ahead of the the mobile web development curve with this professional and in-depth reference guide!

Drupal 7 Business Solutions

The ultimate guide to build and deploy a complete digital marketing platform on top of Drupal

Drupal Search Engine Optimization

Pro Drupal Development

The New Community Rules

The Science of Succeeding at Digital Business through Effective Content

A practical book with plenty of screenshots to guide you through the many features of multilingual Drupal. A demo ecommerce site is provided if you want to practice on a sample site, although you can apply the techniques learnt in the book directly to your site too. Any Drupal users who know the basics of building a Drupal site and are familiar with the Drupal UI, will benefit from this book. No previous

knowledge of localization or internationalization is required. Annotation Joomla! is a content management system that helps both novice users and expert developers to create powerful websites. Joomla! has extensions for construcing job sites; web sites for handling employment and careers. It can take hours to build even an elementary job site but imagine yourself building a job site such as Monster, CareerBuilder, a niche job listing such as TechCrunch or your own company job site within few minutes and with minimal development efforts. Building job sites with Joomla! shows you how to create your own job site with Joomla! with the Jobs! Pro extension. From the basic installation and configuration, you will see all the steps required to assemble a working job site in next to no time. This book is a step-by-step tutorial for creating a job site using Joomla!. First you will set up a server environment to install Joomla! 1.5 and Jobs!. Next you will learn how you can use Jobs! configuration settings to control the components of your job site such as adding companies, adding social bookmarking buttons, enabling the users to post their resume online and so on. You will learn to easily manage your site using the Jobs! control panel. This will be followed by using job site template to quickly create a job site and simultaneously test the site you have created. Next you will learn how to speed up the communication between employers and the jobseekers using e-mail templates. You can also entirely control user registration system from Jobs! Pro admin panel. You will also learn to add and manage job types, job categories, and applications to keep your database organized and to keep track of the application status. You will also learn to add a jobseeker or an employer and to manage resume fields. Then you will configure credit systems to charge an amount of money to users according to the specific service provided. By the end of this book you will learn to professionally optimize your Joomla! Job site for search engines and look at list of words that need to be avoided in the URLs. A practical stepwise tutorial to build your professional website using Joomla! Supercharge your digital marketing services by building your knowledge to become a skilled digital marketer with the power of Drupal Key Features Apply proven marketing techniques using real-world examples of a Drupal development agency and an e-commerce store Discover a checklist of nearly 300 must-do activities to ensure that no task is overlooked Integrate Drupal with other third-party marketing applications and systems Book Description Drupal is an open-source platform for building ambitious digital experiences. With this practical guide to digital marketing, developers working with Drupal will be able to put their knowledge to work and boost the performance of their online marketing campaigns. Complete with step-by-step explanations of essential concepts, practical examples, and self-assessment questions, this book will take you through the most popular digital marketing techniques and how to apply them, including content marketing, email marketing, social media marketing, SEO, SEM, CRM, and marketing automation, and the latest developments in website personalization and AI marketing. Once you've learned the fundamentals of digital marketing, you'll see how to apply them to your Drupal

website or online store. In addition, you'll discover how Drupal can help you better manage your tasks and automate some of them. The book will help you discover the free modules available, how to use them, and how to integrate Drupal with external marketing-related platforms and services. By the end of this Drupal digital marketing book, you'll be able to build and deploy a complete digital marketing platform on top of Drupal to reach a greater audience and achieve online success. What you will learn Explore the most successful digital marketing techniques Create your digital marketing plan with the help of Drupal's digital marketing checklist Set up, manage, and administer all the marketing components of a Drupal website Discover how to increase the traffic to your Drupal website Develop and implement an e-commerce marketing strategy for your Drupal Commerce store Manage your daily marketing activities using Drupal Get started with customizing your consumers' digital experience Find out what's next for Drupal and digital marketing Who this book is for This book is for Drupal site builders, digital marketers managing Drupal websites marketing and communication, digital or Drupal agency owners, marketing consultants, and anyone managing a Drupal website or e-commerce store. Basic knowledge of Drupal architecture and marketing concepts and related techniques is necessary.

Finally, Drupal Made Easy: A Step-By-Step Guide from Planning to Finished Site The open source content management system Drupal offers amazing flexibility, sophistication, and power. The catch? Many first-time users find it difficult to get started, and most Drupal books don't help with the initial stages. Drupal™ User's Guide is different: easy to use, fun to read, practical, and complete! Long-time Drupal site developer Emma Jane Hogbin guides you through every step of building sites with Drupal, from installation and site planning through launching your first site. Drawing on her experience teaching thousands of beginners, she covers both Drupal and Web design tasks, showing exactly how they fit together. Drupal™ User's Guide shows how to use Drupal 7's newest improvements to build more modern, manageable sites for any business or organization. Hogbin covers crucial topics other Drupal books ignore, including search engine optimization and accessibility. Walk through installing Drupal on Mac OS X and Linux Web servers Get comfortable with Drupal 7's new administrative interface Build a basic site in minutes Create S.M.A.R.T. (Specific, Measurable, Attainable, Realistic, Timely) site goals Audit your existing content so you can make the most of it Explore, choose, and customize Drupal themes Walk through building a community site with private discussion area Build a complete business association directory site Use Web forms to capture and display any kind of content Take advantage of Drupal's powerful Views module Choose the right Drupal and third-party modules to build virtually any site Optimize your site for Google and other search engines Use advanced techniques to improve your visitors' experiences If you want to create great sites with Drupal–with no hassle, no confusion, and no degree in computer science–this is the book for you!

SEO For Dummies

This is a fun, informative, hands-on learning guide. It uses a real case study in an interactive and informal manner, and presents examples that continue to build on each other. Clear, concise instructions and practical examples mean you can learn quickly how to increase the functionality and value of your web site. If you are a Drupal developer of any level and you are waiting to explore Attachment Views, then this book is for you.

Mastering Drupal can lead to a mighty website - discover what Drupal 8 can really do with hidden techniques, best practices, and more! About This Book The most up-to-date advanced practical guide on Drupal 8 with an in-depth look at all the advanced new features such as authoring, HTML markup, built-in web services, and more If you are looking to dive deep into Drupal 8 and create industry-standard web apps, then this is the ideal book for you All the code and examples are explained in great detail to help you in the development process Who This Book Is For This book is ideally suited to web developers, designers, and web administrators who want to dive deep into Drupal. Previous experience with Drupal is a must to unleash the full potential of this book. What You Will Learn Discover how to better manage content using custom blocks and views Display content in multiple ways, taking advantage of display modes Create custom modules with YAML and Symfony 2 Easily translate content using the new multilingual capabilities Use RESTful services and JavaScript frameworks to build headless websites Manage Drupal configuration from one server to another easily In Detail Drupal is an open source content management system trusted by governments and organizations around the globe to run their websites. It brings with it extensive content authoring tools, reliable performance, and a proven track record of security. The community of more than 1,000,000 developers, designers, editors, and others have developed and maintained a wealth of modules, themes, and other add-ons to help you build a dynamic web experience. Drupal 8 is the latest release of the Drupal built on the Symfony2 framework. This is the largest change to the Drupal project in its history. The entire API of Drupal has been rebuilt using Symfony and everything from the administrative UI to themes to custom module development has been affected. This book will cover everything you need to plan and build a complete website using Drupal 8. It will provide a clear and concise walkthrough of the more than 200 new features and improvements introduced in Drupal core. In this book, you will learn advanced site building techniques, create and modify themes using Twig, create custom modules using the new Drupal API, explore the new REST and Multilingual functionality, import, and export Configuration, and learn how to migrate from earlier versions of Drupal. Style and approach This book takes a practical approach with equal emphasis on examples and illustrative screenshots.

Detailed, practical guide to increasing your Web traffic through better search results Wonder how some companies pop up high in search engine rankings? It's all about search appeal. Master the strategies, techniques, and shortcuts in this detailed guide and you can improve your Web site's search rankings and drive the targeted traffic you want to your virtual door. Learn new ways to add social media to the SEO mix, make your site mobile Web-friendly, write SEO tags for maximum exposure, and more. Search Engine Optimization (SEO) is hot; the online advertising market is expected to grow at 34% CAGR between 2005 and 2010, and nine out of ten companies are estimated to be implementing SEO strategies Find out how to get listed in the major search engines, directories, and indexes, and learn strategies for planning and implementing a successful SEO campaign Take advantage of the case studies of readers who implemented the SEO techniques outlined in the first edition of this book and significantly improved search rankings Discover how to target and reach the customers you really want; optimize your site specifically for Google, MSN, or Yahoo!; demystify the role of links and linking in search; implement social media and mobile search optimization; and analyze your SEO efforts to see

what works If you want to make SEO work for you, the new edition of this practical book is what you need to succeed.

Blogs, networking sites, and other examples of the social web provide businesses with a largely untapped marketing channel for products and services. But how do you take advantage of them? With The New Community Rules, you'll understand how social web technologies work, and learn the most practical and effective ways to reach people who frequent these sites. Written by an expert in social media and viral marketing, this book cuts through the hype and jargon to give you intelligent advice and strategies for positioning your business on the social web, with case studies that show how other companies have used this approach. The New Community Rules will help you: Explore blogging and microblogging, and find out how to use applications such as Twitter to create brand awareness Learn the art of conversation marketing, and how social media thrives on honesty and transparency Manage and enhance your online reputation through the social web Tap into the increasingly influential video and podcasting market Discover which tactics work -- and which don't -- by learning about what other marketers have tried Many consumers today use the Web as a voice. The New Community Rules demonstrates how you can join the conversation, contribute to the community, and bring people to your product or service.

Search Engine Optimization All-in-One For Dummies

Marketing on the Social Web

Search Engine Optimization Bible

Drupal 6 Content Administration

Drupal 6 Search Engine Optimization

Drupal 7 Bible

The book will take a hands-on approach to the process involved in configuring a site for SEO. As SEO is an on-going process - it doesn't stop once the site is built - the book will provide reusable tips and techniques in order to understand what they have to do after the site is live,This book targets site builders, webmasters and site owners. Advanced technical skills are not required, though the user should be familiar with administering a Drupal website.

Pro Drupal 7 Development updates the most popular development reference for the release of Drupal 7. With several new and completely-rewritten essential APIs and improvements in Drupal 7, this book will not only teach developers how to write modules ranging from simple to complex, but also how Drupal itself works. Learn the Drupal APIs and major changes in Drupal 7 Learn how to write Drupal modules using the APIs Learn proper development practices and how to become a contributing community member

You'll learn how to master text, links, graphics, and imagemaps; design a unique Web site that's fun to use; create animated graphics; make a visitor counter to see how many folks are dropping by your site; get advertisers for your Web site.

In The Content Advantage (Clout 2.0): The Science of Succeeding at Digital Business Through Effective Content, expert Colleen Jones argues that in the age of digital disruption, your company faces an important choice. The choice is not whether to do content. Every business function-from marketing to sales and from support to recruiting-demands content. The choice is whether to make your approach to content strategic and, consequently, an advantage. This book, which is the second edition of the pioneering content book Clout, offers a modernized and comprehensive approach for planning, creating, delivering, and optimizing content that will make your

business thrive. Executives and practitioners alike will find value in this book as they face increasing pressure to deliver the right content to the right customers at the right time. Drawing on her in-the-trenches experience with organizations ranging from the Fortune 50 to small and medium businesses to government and nonprofits, Jones offers: Guidance on creating a content vision A primer on conducting content analysis Techniques for developing a competitive content strategy Elements and principles of effective, influential content A blueprint for developing content intelligence A maturity model for content operations Examples from diverse companies and contexts

The Content Advantage (Clout 2.0)

Build a Social Or Community Web Site with Friends Lists, Groups, Custom User Profiles, and Much More

Choosing and Configuring Modules to Build Dynamic Websites

Mastering Drupal 8

Drupal For Dummies

Fast and Scalable Designs

Learn to integrate programming with good documentation. This book teaches you the craft of documentation for each step in the software development lifecycle, from understanding your users' needs to publishing, measuring, and maintaining useful developer documentation. Well-documented projects save time for both developers on the project and users of the software. Projects without adequate documentation suffer from poor developer productivity, project scalability, user adoption, and accessibility. In short: bad documentation kills projects. Docs for Developers demystifies the process of creating great developer documentation, following a team of software developers as they work to launch a new product. At each step along the way, you learn through examples, templates, and principles how to create, measure, and maintain documentation—tools you can adapt to the needs of your own organization. What You'll Learn Create friction logs and perform user research to understand your users' frustrations Research, draft, and write different kinds of documentation, including READMEs, API documentation, tutorials, conceptual content, and release notes Publish and maintain documentation alongside regular code releases Measure the success of the content you create through analytics and user feedback Organize larger sets of documentation to help users find the right information at the right time Who This Book Is For Ideal for software developers who need to create documentation alongside code, or for technical writers, developer advocates, product managers, and other technical roles that create and contribute to documentation for their products and services.

This book takes a step-by-step approach to building a complete business website using Drupal and enhancing it to include modern technology used by cutting-edge companies. All instructions are written in such a way that they make sense to readers of any technical level. This book is for anyone who wants to learn how to set up a website quickly for their business using the super powerful Drupal open source content management software.

Your fully updated guide to search engine optimization Packed with tips, tricks, and secrets, SEO For Dummies shows you how to create and maintain a website that ranks at the top of search engines and drives high-volume traffic. Using plain-English explanations and easy-to-follow instructions, this friendly guide helps you come to grips with search engine basics—what they are, which ones are important, and how to get started—and build a search-engine-friendly site. SEO is an integral part of getting a site to rank in the various search engines in order to attract potential customers. In the new edition of this bestselling guide to search engine optimization, you'll learn the ins and outs and best practices of successful SEO in order to make your website content more search-engine friendly so that it ranks higher among searches and draws the masses. Covering the latest information on pay-per-click options, using social media to boost your profile, and managing your platform and reputation to positively impact your search engine rankings, this hands-on guide is the fun and friendly place to start learning how to move your site to the top of the rankings. Develop a search strategy and use local search capabilities Build sites that increase your search visibility Analyze results with updated tracking tools Maximize content marketing strategies If you're asking yourself the essential question of "how do I get people to visit my site," you've come to the right place!

Four acknowledged experts in search engine optimization share guidelines and innovative techniques that will help you plan and execute a comprehensive SEO strategy. This second edition brings you up to date on recent changes in search engine behavior—such as new ranking methods involving user engagement and social media—with an array of effective tactics, from basic to advanced. Comprehend SEO's many intricacies and complexities Explore the underlying theory and inner workings of search engines Understand the role of social media, user data, and links Discover tools to track results and measure success Recognize how changes to your site can confuse search engines Learn to build a competent SEO team with defined roles Glimpse the future of search and the SEO industry Visit www.artofseobook.com for late-breaking updates, checklists, worksheets, templates, and guides.

Mastering Search Engine Optimization
Joomla! 1.5 SEO
Drupal 6 Social Networking
Content Strategy and Web Design Techniques for Digital Marketing
DITA Best Practices
Beginning Drupal

Gain a clear understanding of the most important concepts in the decoupled CMS landscape. You will learn how to architect and implement decoupled Drupal architectures across the stack—from building the back end and designing APIs to integrating with front-end technologies. You'll also review presenting data through consumer applications in widely adopted technologies such as Angular, Ember, React, and Vue.js. Featuring a foreword by Drupal founder and project lead Dries Buytaert, the first part of this book

chronicles the history of the CMS and the server–client divide, analyzes the risks and rewards of decoupled CMS architectures, and presents architectural patterns. From there, the book explores the core and contributed landscape for decoupled Drupal, authentication mechanisms, and the surrounding tooling ecosystem before delving into consumer implementations in a variety of technologies. Finally, a series of chapters on advanced topics feature the Drupal REST plugin system, schemas and generated documentation, and caching. Several projects point to a decoupled future for Drupal, including the Contenta CMS and work to modernize Drupal's JavaScript using React. Begin learning about these and other exciting developments with Decoupled Drupal today. What You'll Learn Evaluate the risks and rewards of decoupled Drupal and classify its architectures Authenticate requests to Drupal using OAuth, JWT, and Basic Authentication Consume and manipulate Drupal content via API through HTTP requests Integrate with other consumer applications for native mobile and desktop as well as set-top boxes (Roku, Apple TV, Samsung TV) Add new resources to Drupal's REST API using the REST plugin system Generate API documentation that complies with the OpenAPI (Swagger) standard Who This Book Is For Those with some exposure to CMSes like WordPress and Drupal and those who wish to follow along with JavaScript application development will benefit. A familiarity with API-first or services-oriented architectures is helpful but not presumed.

Rank high in search engines with professional SEO tips, modules, and best practices for Drupal web sites.

This book will take you through the basics, like Drupal and Ubercart installation and common settings, and as we proceed through the chapters, we'll implement more advanced techniques. Whether you know Drupal or not, this book will be your guide to creating a powerful e-commerce web site. If you are a business owner wanting to create an eCommerce website for your company or to upgrade a company eShop to be easier to maintain and have advanced e-shopping capabilities, then this book is meant for you. You don't need any programming experience to use this book.

How can you help your Drupal website continue to perform at the highest level as it grows to meet demand? This comprehensive guide provides best practices, examples, and in-depth explanations for solving several performance and scalability issues. You'll learn how to apply coding and infrastructure techniques to Drupal internals, application performance, databases, web servers, and performance analysis. Covering Drupal versions 7 and 8, this book is the ideal reference for everything from site deployment to implementing specific technologies such as Varnish, memcache, or Solr. If you have a basic understanding of Drupal and the Linux-Apache-MySQL-PHP (LAMP) stack, you're ready to get started. Establish a performance baseline and define goals for improvement Optimize your website's code and front-end performance Get best and worst practices for customizing Drupal core functionality Apply infrastructure design techniques to launch or expand a site Use tools to configure, monitor, and optimize MySQL performance Employ alternative storage and backend search options as your site grows Tune your web servers through httpd and PHP configuration Monitor services and perform load tests to catch problems before they become critical

Joomla! Search Engine Optimization
Drupal for Absolute Beginners
Drupal 8 SEO
An Engineer's Field Guide to Technical Writing
Winning Strategies for Search Marketing Programs
Professional Mobile Web Development with WordPress, Joomla! and Drupal

Drupal is the premier open source content management system available. It is used for high profile sites such as TheOnion.com and has been deployed by organizations such as NASA. Utilizing Drupal, you can create your own personal blog, a community driven site like Slashdot, or any other content oriented web site you can imagine. Pro Drupal Development is a book geared to professionals that need to deploy and customize Drupal. This book deeply delves into the internals of the Drupal system and teaches the reader everything they will need to know to deploy a highly customized and optimized Drupal installation.

* Content management, blogging, and online forums are among the most significant online trends today, and Drupal, phpBB, and WordPress are three of the most popular open source applications facilitating these tasks. * The authors have played active roles in project development and community support (Mike Little is actually a Wordpress project co-founder). * Drupal, phpBB, and WordPress are based on the PHP language and MySQL database server, ensuring the widest possible audience.

Drive people to your site with this supercharged guide to Joomla! Search Engine Optimization.

Welcome to the battlefield. Every day, companies ranging from startups to enterprises fight to achieve high search rankings, knowing that previous success can quickly vanish. With this practical guide, you'll learn how to put search engine optimization (SEO) methodology into practice, including the research, data analysis, and constant experimentation required to build an SEO program specific to your organization that can help you improve search results. Running a successful SEO program requires a team with a mix of skills, including marketing, analytics, website development, and automation. Author Anne Ahola Ward walks marketers and developers through SEO essentials and provides real-world case studies of successful and not-so-successful SEO programs. You'll quickly understand why this is both an exciting and critical time to adopt SEO in your organization. Perform keyword goals and research, and spot search trends Understand the motivation and creativity of the SEO mindset Run a campaign to generate traffic and measure the results Use mobile and platform-agnostic strategies for search growth Demonstrate the value of your search marketing efforts Include web development in your SEO program—everything from quick updates to UX/UI strategy Learn the sweetest way to run and report on an search program

Decoupled Drupal in Practice
For Advanced Projects and Large Development Teams
Enterprise Drupal 8 Development
Building and Administering a Successful Drupal-Powered Web Site,
Portable Documents
Return on Engagement

The SEO Battlefield

Drive people to your site with this supercharged guide to Drupal SEO A thorough introduction that lessens the learning curve to building sites with Drupal 7 Drupal 7 is the latest version of the free, open source content management system Drupal. A powerful content management system and framework Drupal has an unfortunate reputation of having a steep learning curve. This guide to Drupal 7 methodically demystifies Drupal and shortening the learning curve. Author Jacob Redding is deeply embedded in the Drupal community, and walks first-time Drupal developers through the installation and configuration of a Drupal system. In-depth information on key areas of Drupal explore the Drupal hook system, Drupal's theming layer, and Drupal's API. You'll also get sample code, and lessons that guide you through various aspects of Drupal. Introduces you to every aspect of Drupal 7 Demystifies key areas of Drupal and shortens the learning curve for even the most novice beginner Features lessons and sample code that offer extra insight into a Drupal web site Exploring simple single website installations and more advanced multiple site installations that share users and/or content. Addresses how to use Drupal's theming layer to your advantage. With this comprehensive and clear book by your side, you will quickly learn to leverage Drupal's impressive power. In the world of web design, if one wants to create a successful web site, one needs an effective content strategy. Return on Engagement shows web designers and developers how to implement an effective content strategy and how to stay ahead in the rapidly changing industry of web design. It presents best practices in terms of web design through a marketing function: content strategy, SEO, social media marketing, and success measurement to help web designers implement a strategy that ensures success for the site they are building. Return on Engagement shows web designers and developers how to not just design an aesthetically pleasing, functional website. This book shows those professionals how to implement marketing strategies and analysis into their website, thus ensuring its success. Nearly 3 years since the previous edition published, new best practices have been formed. Tools in which web developers use to analyze website metrics have advanced. New social media networks and communities have cropped up. New research in how audiences read and receive content has been done, subsequently refining best digital marketing practices. Return on Engagement features a step-by-step breakdown of how to use new tools, techniques, and technologies. The new edition also includes updated case studies of industry leaders who implement best practices on projects. Return on Engagement also features a regularly updated companion site that offers readers sample content, easy sharing tools, and web-based resources to help measure marketing viability of web properties.

The Start-to-Finish, Best-Practice Guide to Implementing and Using DITA Darwin Information Typing Architecture (DITA) is today's most powerful toolbox for constructing information. By implementing DITA, organizations can gain more

value from their technical documentation than ever before. Now, three DITA pioneers offer the first complete roadmap for successful DITA adoption, implementation, and usage. Drawing on years of experience helping large organizations adopt DITA, the authors answer crucial questions the "official" DITA documents ignore, including: Where do you start? What should you know up front? What are the pitfalls in implementing DITA? How can you avoid those pitfalls? The authors begin with topic-based writing, presenting proven best practices for developing effective topics and short descriptions. Next, they address content architecture, including how best to set up and implement DITA maps, linking strategies, metadata, conditional processing, and content reuse. Finally, they offer "in the trenches" solutions for ensuring quality implementations, including guidance on content conversion. Coverage includes: Knowing how and when to use each DITA element–and when not to Writing "minimalist," task-oriented information that quickly meets users' needs Creating effective task, concept, and reference topics for any product, technology, or service Writing effective short descriptions that work well in all contexts Structuring DITA maps to bind topics together and provide superior navigation Using links to create information webs that improve retrievability and navigation Gaining benefits from metadata without getting lost in complexity Using conditional processing to eliminate redundancy and rework Systematically promoting reuse to improve quality and reduce costs Planning, resourcing, and executing effective content conversion Improving quality by editing DITA content and XML markup¿ If you're a writer, editor, information architect, manager, or consultant who evaluates, deploys, or uses DITA, this book will guide you all the way to success. Also see the other books in this IBM Press series: Developing Quality Technical Information: A Handbook for Writers and Editors The IBM Style Guide: Conventions for Writers and Editors
Docs for Developers
Building Job Sites with Joomla!
Using Drupal
Build, Administer, and Customize an Online Store Using Drupal with Ubercart
Digital Marketing with Drupal
High Performance Drupal

Drupal 8 is great for SEOâ¦if you know which modules to install and exactly how to configure them. That's where Drupal 8 SEO comes in. With over 150 images to guide you every step of the way, this book delivers the knowledge you need to get your site listed and ranking high in the search engines.Learn how to Search Engine Optimize your Drupal 8 website with this visual, step-by-step guide. Get the exact modules, settings, and configurations your site needs to get the best possible rankings in Google and other search engines. Drupal 8 SEO is a brand new offering from Ben Finklea that will teach marketers and developers what's needed to make Drupal 8 deliver perfectly optimized web pages. Generate traffic, leads, and revenue like never before with Drupal.Created to accompany the Drupal 8 SEO Checklist module, this book takes you

through the exact steps that Ben has used for years to get top results for both national brands and small companies. It explains the SEO process created by the experts at Drupal SEO agency, Volacci, and how it can be used by any organization large or small to grow traffic, leads, and revenues. The process covers:â¢Drupal 8 SEO Checklistâ¢Tools to do SEO fasterâ¢Redirectsâ¢URLs and pathsâ¢Title tags and Metatagsâ¢XML Sitemapsâ¢Setting up Google Analytics the right wayâ¢Schema.org for enhanced Google listingsâ¢Better internal linkingâ¢Validating HTML and CSSâ¢Fixing broken incoming linksâ¢Page-by-page keyword optimizationâ¢Figuring out what worked in Googleâ¢How to secure and speed up Drupal for higher rankingsâ¢Mobile ranking with AMPâ¢Social link building with AddToAnyâ¢â¦and more!Heavy on how-to and light on long explanations, this book is for the marketer or site owner who wants to hit the ground running without a lot of reading or time spent learning SEO basics. With over 150 images to guide you every step of the way, Drupal 8 SEO delivers the knowledge you need to get your site listed and ranking high in the search engines.Reviews of Ben Finklea's previous book:"4.9 out of 5 stars." âAmazon.com"You don't need to be a programmer or SEO specialist to follow the steps outlined in the book and get results. It's very easy to understand and implement." "The book is a perfect guide to optimize your Drupal site for the search engines. It reviews modules, techniques, and suggests lots of tips for the best SEO implementations and configurations."My site went from invisible to getting rankings in Google, Yahoo and Bing as soon as it was indexed. Wa-pow! Awesome!" "Best place to find Drupal-specific SEO advice"Ben explains SEO in a very easy to understand manner."I had tried several SEO websites and tools, but this book explains everything so well, and clears up much of what I had read about SEO or watched on YouTube."I was really impressed with the practical and helpful "how to" approach of this book. A lot of authors (myself included) can't help but get preachy at times. But Ben manages to avoid that trap and stays laser-focused on his topic and providing concrete guidance for exactly how to optimize your site."Praise for Ben's work at Volacci:"Ben's SEO Checklist module helped me and thousands of developers navigate the vast module ecosystem and configure our websites for optimum search ranking and conversions. His [previous] book...taught us to go beyond configuration to help our customers craft effective SEO strategies." --Travis Carden, Acquia (via Linkedin)"Ben is THE expert when it comes to Drupal SEO. He literally wrote the book. He is constantly researching and testing new techniques. In the seven years that we worked together, we built dozens of highly successful marketing campaigns for companies of all sizes."--Eric Wagner, FFW (via Linkedin)Ben's SEO knowledge is outstanding. He understands the many aspects of SEO and knows how to make all of them work together to achieve the results you want.--Eric Mandel, Blackmesh

The Visual, Step-By-Step Guide to Drupal Search Engine Optimization
Pro Drupal 7 Development
Drupal 6 Attachment Views
The Art of SEO
Improve the Search Engine Friendliness of Your Web Site. - Description Based on Print

Version Record. - Includes Index
HTML Goodies