

Search engine optimization (SEO) for my Joomla 1.5 site joedaldeguer.com

Written by Joe Aldeguer

Tuesday, 13 January 2009 12:22 - Last Updated Friday, 17 July 2009 14:18

Renato Sogueco, CIO of the Society of American Florists (SAF) and I just applied basic search engine optimization to my Joomla Website at joedaldeguer.com. We dove into the Joomla backend and edited the global configuration. We included the following:

Under the "Global Site Meta Description" we added:

"Blog for Joe Aldeguer, Systems Administrator for the Society of American Florists (SAF) featuring thorough how-tos on installing and configuring popular open source software such as Joomla, Webmin, Postfix, Virtualmin and Linux"

This paragraph is what should appear under a Google search for me (or content within my blog) in the next few weeks. We also changed the title for my blog to "Detailed, Visual Howtos of Popular Open Source Software" which will appear as the title link in Google results. You should take time to consider what keywords will reflect the essence of what your blog provides.

Under the "Global Site Meta Keywords" we added:

"Webmin, Postfix, Virtualmin, Linux, Debian, Open Source, small office, small business, local area network LAN, Society of American Florists SAF, Associations, Systems Administrator, Systems Admin, sysdamin, How-to"

[For more seo techniques, visit www.renatosogueco.com](http://www.renatosogueco.com) and type in "seo" in the search box. I'll update you in the coming weeks on the search terms people are using to find content within my blog.

Results from [Awstats](#) before (SEO):

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Search Keyphrases (Top 10)			Search Keywords (Top 10)		
Full list			Full list		
38 different keyphrases	Search	Percent	69 different keywords	Search	Percent
joe aldeguer	46	50 %	joe	52	22 %
virtualmin awstats	2	2.1 %	aldeguer	47	19.9 %
joe alderguer.com	2	2.1 %	virtualmin	31	13.1 %
spamassassin virtualmin gpl	2	2.1 %	debian	6	2.5 %
virtualmin debian	2	2.1 %	joomla	5	2.1 %
manual virtualmin	2	2.1 %	webmin	5	2.1 %
virtualmin subversion	2	2.1 %	install	5	2.1 %
managing virtual websites	2	2.1 %	gpl	4	1.6 %
joomla virtualmin	2	2.1 %	installing	3	1.2 %
virtualmin joomla	2	2.1 %	awstats	3	1.2 %
Other phrases	28	30.4 %	Other words	75	31.7 %

Results from Google analytics before (SEO):

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Visits 56 % of Site Total: 55.45%	Pages/Visit 5.80 Site Avg: 7.83 (-25.90%)	Avg. Time on Site 00:15:16 Site Avg: 00:21:52
Dimension: Keyword ▾		Visits ↓
1.	joe aldeguer	29
2.	managing virtual websites	13
3.	running a website on lamp server with webmin & virtualmin	2
4.	backup virtualmin settings	1
5.	install virtualmin debian	1
6.	installing virtualmin debian	1
7.	installing virtualmin debian etch	1
8.	joe aldegar	1
9.	joe aldegeur	1
10.	joe alteger	1

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