



SEO Filter User Manual

Search Engine Optimization Software for Forums
&
Content Management Systems

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What is a dynamic content ?

Dynamic content is usually retrieved from a database and created on the fly, using CGI/PHP/ASP and other applications.

Dynamic link:

<http://domain.com/products.php?productid=123>

Static links

<http://domain.com/productid123.html>

<http://domain.com/red-winter-hat-123.html>

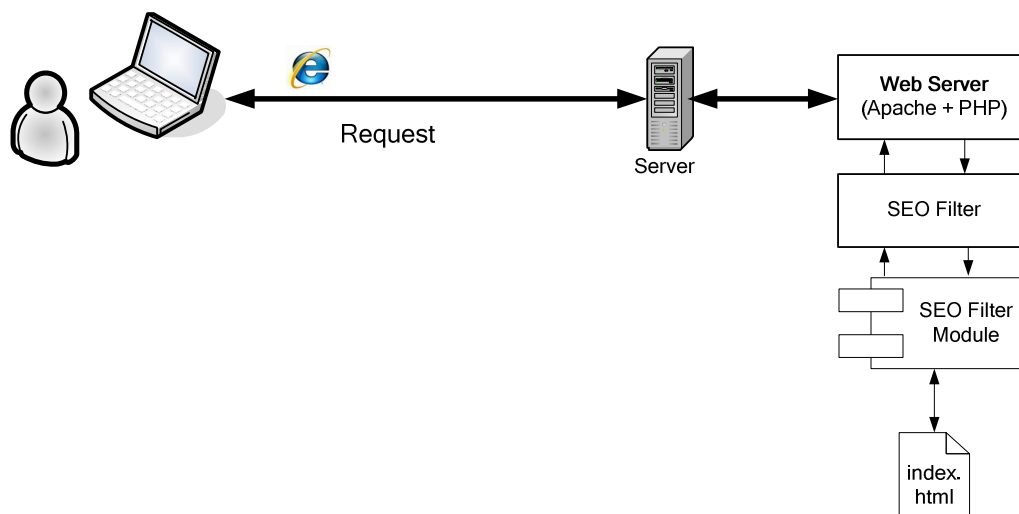
Why should we use Search Engine Optimization Techniques ?

Search engine robots follow standard links (/test/hello.html) but dynamic links which have a question mark (?) and other characters such as &, %, + and \$ could stop some of robots, and thus your site/forum could be partially indexed.

SEO Filter Overview

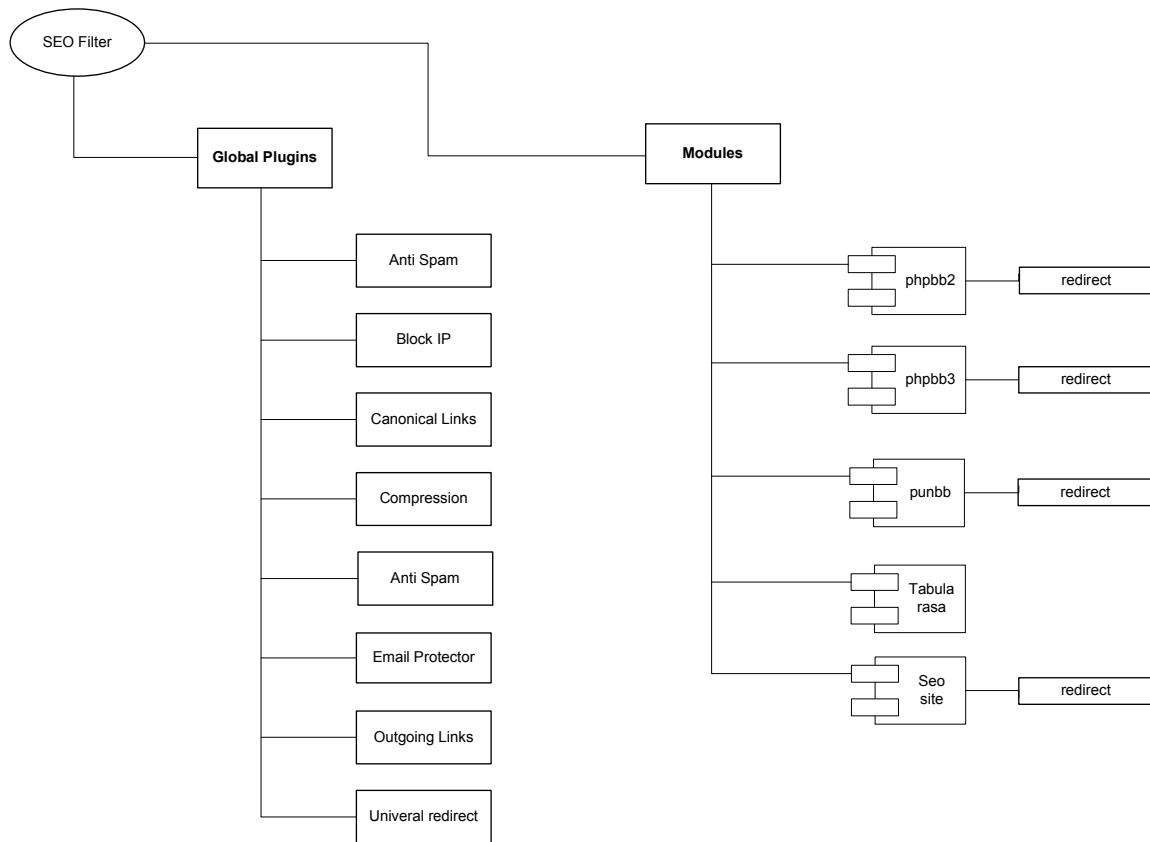
SEO Filter is a flexible and extendable Search Engine Optimization Software for forums and content management systems. It optimizes the content of forum software and makes its links SEO friendly and therefore attracting more search engines.

How does it work



1. User requests a dynamic page (index.php).
2. The web server receives the request and passes it to SEO Filter.
3. SEO Filter loads specific module to handle the request.
4. Request is corrected and its content is optimized.
5. Return response to the user as it was a request for a static page.

SEO Filter Architecture
<http://seofilter.org>



Features

- Converts dynamic links into search engine friendly ones.
- Generates keyword rich links.
- Removes session id from links.
- Transfers numeric ids (stealth method) as chars (id-0 => id-a)
- Permanent redirect for pages (301) to avoid duplicate content penalty.
- Clears stop/common words from links
- Fixes titles to contain only current page's title
- Option to add keywords and description meta tags
- Can have title and description multiple times (see misc)
- Created link for categories (index.php?c=1 -> somecat...html)
- Optimizes paging links (e.g.. Page 1, 2 ,3)
- Optimizes previous/next post
- Optimizes "last post" to point to the real link (phpbb2 module)
- Removes parameters from the link that can have default value like (postdays=0 or postorder=asc)
- Aliases of forum files (viewforum => forum, viewtopic => topic)
- No need to hack forum's source code (if mod_rewrite is available).
- Protects your forms from spam by using Javascript (anti_spam global plugin)
- You can block certain single IP address or a network (block_ip global plugin)
- URL canonicalization (canonical_links global plugin)
- Protect your visitors' email addresses (email_protector global plugin) replaces emails as me at domain dot com
- Automatically adds rel="nofollow" for external (and not whitelisted) links (outgoing_links global plugin)

- Universal redirect plugin (you add rules and it redirects to whatever you want)

Software Requirements

- Unix/Linux Hosting
- Apache 1.3.x or 2.0.x
- PHP 4.3+ or newer
- PCRE (Perl Compatible Regular Expressions) Support Enabled
- An already installed forum

System Overview

SEO Filter has been planned to be extendable and new functionality could be added by implementing new modules and/or plugins.

Modules

Modules are core components of SEO Filter system.

Each module is designed to optimize specific forum or CMS and resides in /seofilter/modules/.

Example: for phpBB2 there is a module called /seofilter/modules/phpbb2/phpbb2.module.php.

Plugins

Global

Global plugins are used to add an extra functionality.

An example for a global plugin could be the **email_protector** plugin. It looks for emails that are in the output stream and change them from test@test.com to test [AT] test dot com to make it harder for the spam bots.

Module

Module plugins do complement module's functionality.

An example for a module plugin is the redirect plugin of phpbb2. If a dynamic page is accessed the redirect plugin redirects the visitor to static one, and thus avoiding duplicate page penalty.

Configuration

SEO Filter has global configuration file and a configuration file for each module. Depending on settings in seofilter/conf/system.ini appropriate module conf file is loaded.

Configuration files in INI style allow you to enable or disable some features of SEO Filter.

System Configuration File

The system configuration file looks like this:
seofilter/conf/system.ini

```
; Main Configuration File
[seofilter]
module="phpbb2"
;disable_seofilter="1"
;logger_severity = "1"
[plugins_input]
block_ip="0;block=1.2.3,1.2.3"
[plugins_pre]
email_protector="1"
outgoing_links="1;white_list=google.com,dir.bg"
[plugins_post]
[plugins_output]
compression="0;level=9"
```

Note:

Lines preceded by semi-colon (“;”) are considered comments.

Syntax

`some_value="1"` – feature is enabled

`some_value="0"` – feature is disabled

`some_value="1;value1=test1,test2"` – feature is enabled with multiple arguments.

Under [**seofilter**] section you have to specify which module you are going to use.

module

Current module name (e.g. phpbb2).

The system will look for it in `seofilter/modules/phpbb2` and will stop with a fatal error if the module cannot be found.

disable_seofilter="1"

SEO Filter will not optimize anything.

logger_severity="1"

Set internal logging mechanism to debug mode

Global Plugins

email_protector

Searches for emails in the current page and if it finds any they converted as follows.

test@domain.com => test [at] domain dot com.

This technique will make spammer's life a little bit difficult.

outgoing_links

This plugin is designed to stop your Page Rank Leak ¹ by adding **rel="nofollow"** on external links, however you can `white_list` several domains by separating them with comma.

compression

This plugin compresses the output using gzip. It is recommended to turn off board's output compression and use this one.

anti_spam

Anti Spam plugin changes `<form>`'s actions to almost each form it finds. The original action is added using JavaScript. Therefore the normal functionality of the site is not changed. The plugin, if configured can prepend `<noscript>....</noscript>` before the `<form>` tag, so users will be informed that JavaScript functionality is required.

(check `/seofilter/conf/system.ini` for `anti_spam="1;add_noscript=1"`).

A hidden variable `__sf_as_code` is added to each form. The variable is intentionally left blank. If spam bots fill out this variable they will be redirected to the same page and POST data will be discarded.

Note: if the form has `onsubmit` attribute defined or has no action, the form is not modified at all.

block_ip

Blocks one or more full or partial IP addresses e.g. 1.2.3.4 or 1.2.

```
block_ip="1;block=1.2.3,3.4.5"
```

¹ Page Rank leak is when a site has too many outgoing links and therefore has lower Page Rank.

canonical_links

This will redirect requests to be with or without the 'www' prefix.

For domain.com -> use "www_no" as a rule

For www.domain.com -> use "www_yes" as a rule

```
canonical_links="1;rule=www_no"
```

uni_redirect

This plugin enables you setup redirect rules.

To enable it you have to add this line in [plugins_input] section

It will be better to add the line after block_ip plugin because the IP will be have been checked and banned user will have been stopped.

```
; mode: default or regex
```

```
uni_redirect="1"
```

Or

Setup advanced mode to be regex

```
; mode: default or regex
```

```
uni_redirect="1;mode=regex"
```

This will enable you to have much higher control. In most cases the default mode is pretty much enough.

Please consult "seofilter/conf/uni_redirect_url_map.sample.txt" for examples. Then create a new file called "uni_redirect_url_map.txt"

One of the greats things about this is that you could replace with dynamic matches. E.g.

If you search for /redirect/help/hello world this will redirect you to that search

```
/redirect/help/* = http://www.google.ca/search?q=% %SF\_MATCH 1% %&ie=utf-8&oe=utf-8&aq=t
```

Allowed wildcards

* - matches every character (0 or more)

? - matches every character (just 1)

After

The use of * or ? makes %%SF_MATCH_1%% counter to increase

Therefore if you use:

```
/redirect/help/*/command/*
```

There will be %%SF_MATCH_1%% and %%SF_MATCH_2%%

Regex mode

```
uni_redirect="1;mode=regex"
```

This will enable you to have much higher control. In most cases the you won't use it.

You are responsible for the escaping.

This example is also present in conf/uni_redirect_url_map.sample.txt

```
/redirect/regex/(.*?)/(\d+) =
```

```
http://www.google.ca/search?q=%%SF\_MATCH\_1%%+%%SF\_MATCH\_2%%&ie=utf-8&oe=utf-8&aq=t&rls=org.mozilla:en-GB:official&client=firefox-a
```

keywords plugin

This plugin automatically generates meta keywords if meta keywords tag is not there already. The content is analyzed and top 15 keywords are taken. Common words are skipped.

Module Configuration File

seofilter/modules/phpbb2/conf/module.ini

```
[module]
;stealth_params="1"
;link_charset="ISO-8859-1"
;clear_stop_words = "1";

[plugins_input]
redirect="1"

[plugins_pre]

[plugins_post]

[plugins_output]
```

Note:

Lines preceded by semi-colon (“;”) are considered comments.

Syntax:

some_value="1" – feature is enabled
some_value="0" – feature is disabled
some_value="1;value1=test1,test2" – feature is enabled with multiple arguments.

stealth_params

Enabling this option makes forum id, topic id to be transferred as characters instead of digits

Example:

```
stealth_params="1"
```

Result:

```
id-1 => id--a
```

link_charset

It will matter if you have Non-English characters in the topics.

Example:

```
link_charset="ISO-8859-1";  
link_charset="cp1251";
```

clear_stop_words

Loads common (also known as stop) words from seofilter/data/stop_keyword_list.txt and removes them from the links, resulting a smaller link. You can add or remove words from that list, put each word on a new line.

Example:

```
clear_stop_words = "1";
```

Module Plugins

redirect

Redirect plugin is designed to redirect dynamic pages to static ones and thus avoiding duplicate content penalties.

Modules

Currently these modules are implemented

- phpbb2
- phpbb3
- punbb
- seo_site
- tabula rasa – (blank module used only when you need to use just global plugins)

• Installation

1. Make sure your forum is up and running
2. Upload all the contents from src/ in forum's folder at your site.
3. Upload file from tools/seofilter-htaccess.php in forum's folder.

It will create the .htaccess file and add Apache mod_rewrite's rules.

4. Set write permissions for seofilter/tmp and seofilter/logs folders.

```
chmod 0777 seofilter/tmp
```

```
chmod 0777 seofilter/logs
```

5. Visit your forum's location <http://yourdomain.com/forum/seofilter-htaccess.php>
6. You can delete seofilter-htaccess.php

Note:

If you have to upgrade your forum it is recommended to disable SEO Filter. This can be done by

- 1) Editing .htaccess file:

```
.....
```

```
RewriteEngine Off
```

```
.....
```

or

- 2) Setting **disable_seofilter** value in seofilter/conf/system.ini

```
seofilter/conf/system.ini
```

```
[seofilter]
```

```
.....
```

```
disable_seofilter="1"
```

```
.....
```

Miscellaneous

If you want to include additional `<h1>...Topic title...</h1>` in your forum, you can do that by manually editing forum's templates if you have phpBB2 templates are in `templates/subSilver/`.

- `overall_header.tpl`
- `overall_footer.tpl`

If following text is found in forum's code it will be replaced with its value.

```
<!--sf-document-title--> Page Title  
<!--sf-document-descr--> Page Description
```

Support

If you have troubles installing SEO Filter or have any questions, comments, feel free to contact us:

- Visit Community Forum at <http://seofilter.com/forums/>
- By email support@seofilter.com
- Join `#seofilter` at `irc.freenode.net`

Mailing Lists

There are two mailing lists available

<https://lists.sourceforge.net/lists/listinfo/seofilter-devel>

It is intended for those who are interested in receiving commits notifications and a diff of changed code.

<https://lists.sourceforge.net/lists/listinfo/seofilter-releases>

This mailing list is intended as a notification when a new version either of SEO Filter or of a module has been released.

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