

Disney Interactive Media Group

# SEO Guidebook

SEO standards and polices for Disney Online

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This is guidebook is intended for marketers, producers, PR, and developers. Checklists for marketers and PR, producers and developers are included in each section.

## SEARCH ENGINE OPTIMIZATION

### IMPORTANCE OF SEARCH

Traffic from the search engines is essential for Disney Online and all Disney owned sites. Recent studies inside Disney Online have shown that guests consistently use search both internal search and external search engines like Google to find content. According to Pew Internet, almost 50% of online Americans use search on a daily basis<sup>1</sup>.

Although Disney does very well in Google and Yahoo for branded terms like Disney, Disneyland and Disney Channel, we struggle with other key phrases that guests like to use. To maximize the number of guests to our online properties, it is important to use search engine optimization (SEO) to promote our content. As our website visibility increases in the search engines we will see increased traffic, e-commerce sales and increased ad revenue from our efforts.

### DIFFERENCE BETWEEN ORGANIC AND PAID SEARCH

The image is a screenshot of a Google search results page for the query "online games". The search bar at the top shows the query and a "Paid search" label. Below the search bar, the results are divided into two main sections: "Paid search" (Sponsored Links) and "Free Organic Natural Results".

**Paid search (Sponsored Links):** This section is highlighted with a yellow box and a red arrow. It contains several sponsored links for online games, including "Dino Quest Online", "Pirate Online Game", "Free Pogo Games", "Online Games", "Multiplayer Gaming", "Play an Online RPG", "Online Fantasy RPG Games", and "Drug Runners Online Game". Each link includes a brief description and the website URL.

**Free Organic Natural Results:** This section is highlighted with a green box and a yellow box. It contains organic search results for "online games", including "Free Online Games", "Games at Miniclip.com", "GAMES, PLAY FREE GAMES", "Free Online Games to Play and Free Games For Your Website", "Free Online Games - Online Flash Games", "Yahoo! Games", "Online Games", "2GrandArcade", "Free Online Games - Play Free Games at Arcade Temple", and "Online Games, Play Online Games, Download Full Version Games at...". Each result includes a brief description and the website URL.

SEO focuses on the area in the green, the natural organic search results from Google, Yahoo and the other search engines.

## SEO FOR MARKETING AND PR

The SEO checklist below should be followed for every DOL site. The marketing and PR teams have a great opportunity to bring more traffic and improve the ranking of DOL sites through link building campaigns. ***Link building is the single most important factor in achieving a high ranking in search engines.*** Careful keyword research can also help us find opportunities to bring more search visits to DOL.

### MARKETING AND PR - KEYWORD SELECTION

- ☐ Use keyword tools, analytics data, and guest feedback to find the most-targeted keyword phrases for the site. Work with the search team to identify keywords for campaigns.
- ☐ Develop grouped themes of keywords that reflect the different sections of the site.
- ☐ Keeping within a grouped theme, choose different keywords to target each page.

### MARKETING AND PR - LINK BUILDING

- ☐ Register with and participate in with topical authority sites (for example, imdb.com)
- ☐ Look for sources of high-quality free links (like libraries).
- ☐ Participate in forums to learn what potential guests think is important.
- ☐ Issue press releases with links to the site.
- ☐ Sponsor charities, blogs, or other sites related to the Disney site.

### MARKETING AND PR - REGISTERING WITH DIRECTORIES

- ☐ Register the site with the major directories.
- ☐ Register with a couple of niche-specific directories.

### COMMON MARKETING AND PR SEO MISTAKES TO AVOID

- ✗ Do not use internal Disney project names for search keywords.
- ✗ Do not neglect to conduct keyword research.
- ✗ Do not limit your keywords to generic and ultra competitive terms like “shopping”.
- ✗ Do not neglect to obtain external links for the site.
- ✗ Do not forget to link the new site internally within Disney.com
- ✗ Do not send out press releases with no links back to the site.

## KEYWORD SELECTION

Keywords are what help the site get recognized by Internet search engines, and as a result, help would-be guests find content. There are many strategies that can be used to ensure the likelihood of the website coming up in keyword searches:

- Use a keyword tool to help find keywords that can bring more visits to the site.  
<https://adwords.google.com/select/KeywordToolExternal>
- Pick themes or keyword buckets to optimize the various pages of the site.
- Targeting keyword phrases is a much better idea than trying to target individual words. Keyword phrases tend to be easier to rank well for and they typically convert far better than individual words.
- Target different keyword phrases on each page.
- Target no more than one or two primary and two or three secondary keyword phrases per page.



### Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL.  
[Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

Help make the Keyword Tool better: [Provide Feedback](#)

<b>How would you like to generate keyword ideas?</b>	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="online games"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	<a href="#">Filter my results</a>
	<input type="button" value="Get keyword ideas"/>

## Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL.  
[Keyword Tool Tips](#)

**Important note:** We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Results are tailored to **English, United States** [Edit](#)

Help make the Keyword Tool better: [Provide Feedback](#)

<b>How would you like to generate keyword ideas?</b>	Enter one keyword or phrase per line:
<input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)	<input type="text" value="online games"/>
<input type="radio"/> Website content (e.g. www.example.com/product?id=74893)	<input checked="" type="checkbox"/> Use synonyms
	<a href="#">Filter my results</a>
	<input type="button" value="Get keyword ideas"/>

Choose columns to display: <a href="#">?</a>				
<input type="button" value="Show/hide columns"/>				
<b>Keywords</b>	<b>Advertiser Competition</b> <a href="#">?</a>	<b>Approx Search Volume: August</b> <a href="#">?</a>	<b>Approx Avg Search Volume</b> <a href="#">?</a>	<b>Match Type:</b> <a href="#">?</a>
<b>Keywords related to term(s) entered - sorted by relevance</b> <a href="#">?</a>				
free online games	<div></div>	3,350,000	4,090,000	<a href="#">Add</a> <a href="#">&lt;</a>
online games	<div></div>	9,140,000	9,140,000	<a href="#">Add</a> <a href="#">&lt;</a>
online puzzle games	<div></div>	40,500	60,500	<a href="#">Add</a> <a href="#">&lt;</a>
fun online games	<div></div>	135,000	135,000	<a href="#">Add</a> <a href="#">&lt;</a>
play online games	<div></div>	550,000	673,000	<a href="#">Add</a> <a href="#">&lt;</a>
kids online games	<div></div>	201,000	201,000	<a href="#">Add</a> <a href="#">&lt;</a>
online adventure games	<div></div>	110,000	90,500	<a href="#">Add</a> <a href="#">&lt;</a>
online action games	<div></div>	22,200	22,200	<a href="#">Add</a> <a href="#">&lt;</a>
multiplayer online games	<div></div>	246,000	201,000	<a href="#">Add</a> <a href="#">&lt;</a>
online rpg games	<div></div>	201,000	201,000	<a href="#">Add</a> <a href="#">&lt;</a>
online flash games	<div></div>	74,000	90,500	<a href="#">Add</a> <a href="#">&lt;</a>

Screenshots: Google Adwords Tool

## COMMON KEYWORD MISTAKES

Be careful of the following keyword selection mistakes:

- Some people use their internal project catch phrases as the main keywords rather than focusing on what people actually search for (i.e. using DMC or WDSHE as search keywords).
- Sometimes words have a more commonly used or different meaning (i.e. Cars) that increases visits and the competition level of the site without actually bringing in any more conversions.
- Some people use really generic words that are not very relevant and are extremely competitive (shopping).

## LINK BUILDING

In the area of link building, there are many important things to remember.

**Link building is the single most important part of achieving a high ranking website.** As such, there are many things that can significantly impact the growth and spread of links to the site:



- Make sure that the site has a link from the Disney.com sitemap.
- When possible, try to get the site's keywords in many of the links pointing to the pages (in the anchor text).
- Register with topical hubs and related sites. For movies, RottenTomatoes.com and IMDB.com are examples of topical authority sites.
- Look for places to get high-quality free links (like local libraries), work with marketing to get external links.
- Issue press releases with links embedded to the site.
- Sponsor charities, blogs, or websites related to the site.

## REGISTERING WITH DIRECTORIES

Register the site with the major directories. Among the best directories for Disney sites are the Yahoo Directory and the Best of the Web directory.

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### YAHOO DIRECTORY

The Yahoo directory was created in 1994 and is considered an “authority” site. All entries are human reviewed and edited. By getting one of the Disney branded sites accepted into the directory, the Yahoo ranking for that site will improve. Also Google will give a higher ranking to sites that are in the Yahoo Directory. From our experience at DOL, we have found that sites in the Yahoo Directory rise up the search engine rankings faster than the sites that are not in the directory.

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### BEST OF THE WEB DIRECTORY

The Best of the Web directory was created in 1994 is also a trusted site that reviews by hand all submissions. Poor quality sites are not featured in the directory. For any Disney site that is in a competitive environment, this directory can help.

## SEO FOR PRODUCERS

Producers play an essential role in SEO at Disney Online. They are responsible for publishing content in a search-engine-friendly manner. Producers also have an opportunity to use keywords that will bring more visits and page views to their sites. The SEO checklist below should be followed for every DOL site.

### PRODUCERS - PAGE OPTIMIZATION

- ☐ Put the selected keywords for each page in the page title tags. Make sure the page title tag text is unique to each page. Do not exceed 60 characters, including spaces.
- ☐ Include a meta description tag. Make sure the description is unique to each page. Do not exceed 140 characters, including spaces.
- ☐ Make sure that keywords are used in links (anchor text).
- ☐ Use descriptive alt text with images.
- ☐ Deep-link to other content from the page copy.
- ☐ Use bulleted lists and bolding (strong) to make content easier to read.
- ☐ Make sure the site copy is written for human consumption—not for search engines.
- ☐ Avoid duplicate content issues. Make sure that each page has unique content that does not exist on other pages on the site or other Disney sites.

### PRODUCERS - SITE HOME PAGE OPTIMIZATION

- ☐ Target the most competitive keyword on the site's home page or a page that is well integrated into the site.
- ☐ Link to major theme pages from the business unit home page.
- ☐ Link back to the business unit home page from every sub page.

### COMMON PRODUCER SEO MISTAKES TO AVOID

- ✗ Do not use the same page title on multiple pages.
- ✗ Do not use the same description on multiple pages.
- ✗ Do not forget to use "alt tags" to describe images.
- ✗ Do not fail to link to new content.
- ✗ Do not use the same content on different pages.
- ✗ Do not use a meta refresh to move content or to retire a site.
- ✗ Do not publish a site that is invisible to the search engines.

## PAGE TITLES

The page title is a HTML element that displays the title of a web page in the web browser and in the search results. This is very important for SEO.



### [Phineas and Ferb - Disney Channel](#)

Interact with the characters of the new Disney Channel show, **Phineas and Ferb**!

[tv.disney.go.com/disneychannel/phineasandferb/](#) - 12k - [Cached](#) - [Similar pages](#) - [Note this](#)

### [Phineas and Ferb - Wikipedia, the free encyclopedia](#)

The title screen for **Phineas and Ferb**, with Candace dubbing them in; "Mom! **Phineas and Ferb** are making a title sequence!" ...

[en.wikipedia.org/wiki/Phineas\\_and\\_Ferb](#) - 74k - [Cached](#) - [Similar pages](#) - [Note this](#)

### ["Phineas and Ferb" \(2007\)](#)

Created by Jeff 'Swampy' Marsh, Dan Povenmire. With Vincent Martella, Thomas Sangster, Ashley Tisdale. Visit IMDb for Photos, Showtimes, Cast, Crew, ...

[www.imdb.com/title/tt0852863/](#) - 50k - [Cached](#) - [Similar pages](#) - [Note this](#)



Screenshots: Phineas and Ferb Screenshots

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## PAGE TITLES TIPS

**Page titles are exceptionally important for SEO.** The page title is the link that will appear in search results. Since it is what people click on in the search results and is the first thing people see about the site, search engines place significant weight on it.

- Short titles are best (5 to 9 words, stay within 60 characters).
- Each page should have its own unique page title.
- Use the primary keywords early in the page title.

---

## PAGE TITLE STYLE

Since page titles are one of the most important on-page optimization opportunities, care should be placed not only on the keywords selected but also the order of the words.

Please use the following style:

**This page title | Category | Disney.com**

If there are subcategories:

**This page title | Subcategory | Category | Disney.com**

Examples:

**Winnie The Pooh | Characters | Disney.com**

**Hannah Montana Let's Do This | Movies | Videos | Disney.com**

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## META DESCRIPTION

The meta description is an HTML element that summarizes the content of the web page and enforces the marketing message. It does not improve the search engine ranking of the site but a well written meta description can help increase click-through of search results and increase traffic overall.

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## META DESCRIPTION TIPS

**Meta descriptions are somewhat important for SEO.** Many search engines use the meta description tag in their search results. The meta description should read well as many human eyes will see it in search results.

- Should be a sentence to a couple sentences long, about 140 characters.
- Each page should have its own unique meta description.
- Should reinforce the keywords in the page title, targeting alternate versions.
- The meta description should also help differentiate the site from competing ranked sites.

## ANCHOR TEXT – WORDS USED IN LINKS

The anchor text is the text used in links. The search engines check this carefully as it gives them a hint to the content on the other side of the link. The anchor text can help the site rank better for the keywords used.

### GOOD ANCHOR TEXT:

Click here for the [Up trailer](#).

### BAD ANCHOR TEXT:

[Click here](#) for the example trailer.

[Advanced Search](#)  
[Preferences](#)

Web [Video](#)

#### [Phineas and Ferb - Disney Channel](#)

Interact with the characters of the new Disney Channel show, **Phineas and Ferb!**

tv.disney.go.com/disneychannel/**phineasandferb**/ - 12k - [Cached](#) - [Similar pages](#) - [Note this](#)

Meta description  
used in Google  
search results

#### [Phineas and Ferb - Wikipedia, the free encyclopedia](#)

The title screen for **Phineas and Ferb**, with Candace dubbing them in; "Mom! **Phineas and Ferb** are making a title sequence!" ...

en.wikipedia.org/wiki/**Phineas\_and\_Ferb** - 74k - [Cached](#) - [Similar pages](#) - [Note this](#)

#### ["Phineas and Ferb" \(2007\)](#)

Created by Jeff 'Swampy' Marsh, Dan Povenmire. With Vincent Martella, Thomas Sangster, Ashley Tisdale. Visit IMDb for Photos, Showtimes, Cast, Crew, ...

www.imdb.com/title/tt0852863/ - 50k - [Cached](#) - [Similar pages](#) - [Note this](#)

## IMAGES

Images should be labeled using the "alt" attribute, commonly called the "alt tag".

- **Important for SEO.** By properly labeling images, the alt attribute provides a way for search engines to understand what the image contains.
- Use a couple of words to describe the image, using keywords the site hopes to rank for, if possible.
- Avoid stuffing the alt attribute with dozens of keywords.

### GOOD ALT USAGE:

```

```

#### BAD ALT USAGE:

```



```

#### STRONG

You can provide emphasis to certain words using `<em>` or `<strong>`. Search engines give more weight to words marked up using `em` or `strong`. Overusing `em` or `strong` can do more harm than good though, and can actually cause a loss of emphasis, but if used carefully, they can help the search engines understand the site content.

#### META KEYWORDS

Meta keywords are not used by the search engines as they once were. It is helpful to add a few keywords to help identify the content for the Disney internal search engine.

- **Not important for SEO:** It is not used by most search engines since it is highly susceptible to spam and users never see it.
- Used by Disney internal search. Use a couple of the main keywords to describe the page.
- Is only created for machines.

## SEO FOR DEVELOPERS

The SEO checklist below should be followed for every DOL site. Developers have the greatest responsibility to make sure that sites are built to standards and are search engine friendly. Building a site that uses SEO-friendly code helps the site rank better in the search engines.

### DEVELOPERS - SITE HOME PAGE OPTIMIZATION

- ☐ Target the most competitive keyword on the site's home page, or a page that is well integrated into the site.
- ☐ Link to major theme pages from the business unit home page.
- ☐ Link to the business unit home page from every sub page.

### DEVELOPERS - SITE OPTIMIZATION

- ☐ Use semantic markup.
- ☐ Normalize all URLs. Only have one official URL for each page of content.
- ☐ Use hyphens to separate words in the filename and URL. Do not use underscores.
- ☐ Use 301 permanent redirects (not 302 or meta refresh) when moving files or retiring sites.
- ☐ Avoid duplicate content issues. Make sure that each page has unique content that does not exist on other pages on the site or other Disney sites.
- ☐ Create a non-Flash version of the content --use SWFObject, Disney.com 3.0 or other non-Flash options.
- ☐ Use text-based chrome navigation for the non-Flash version of the content.
- ☐ Make sure all pages have at least one text link out to another page in the site.
- ☐ Create HTML sitemap for sites with 10 urls or more.
- ☐ For sites on their own subdomain, use a robots.txt file.
- ☐ Use descriptive alt text with images.

### COMMONG DEVELOPER SEO MISTAKES TO AVOID

- ✗ Do not use session ids and other changeable segments in URLs.
- ✗ Do not forget to use keywords in the URL.
- ✗ Do not use meta refresh for redirects.
- ✗ Do not build a site that is invisible to the search engines.
- ✗ Do not use the same page title or meta description on multiple pages.
- ✗ Do not create "dangling pages" with no text links out.
- ✗ Do not forget to use "alt tag" for images.
- ✗ Do not make a mistake in the robots.txt file that blocks the entire site to the search engines.
- ✗ Do not create a navigation element or footer in JavaScript that the search engines cannot read (without making a non-JavaScript version).

## USE SEMANTIC HTML

Using semantic HTML makes it easier for screen readers to interpret in an order that will make sense to users with visual impairments. Using semantic HTML also helps the search engines understand the structure of the page easier and will make it more likely that the content will rank in the search engines.

## PAGE STRUCTURE - HEADINGS, FROM H1 TO H6

Search engines give the words used in certain headings more weight than others in determining the topic of a page. The keyword the page is optimized for should appear at least once in an h1 tag, and related keywords should be used in the other headings. The main title for the page should be in an h1 tag. Sub heading should be in h2 or h3 tags.

### GOOD SEO FRIENDLY MARKUP:

```
<h2> Talk Like a Pirate to a Pirate - Event Wrap Up </h2>
<p class="news_body"> Thanks to all the Pirates that joined us on the beaches of Devil's Anvil!
Host GM Captain Walter and his crew of salty seadogs were greeting Pirates, telling tales of
curses, and celebrating the Pirate's life.</p>
```

### BAD FOR SEO MARKUP:

```
<div class="news_title"> Talk Like a Pirate to a Pirate - Event Wrap Up </div>
<div class="news_body"> Thanks to all the Pirates that joined us on the beaches of Devil's
Anvil! Host GM Captain Walter and his crew of salty seadogs were greeting Pirates, telling
tales of curses, and celebrating the Pirate's life.</div>
```

## PAGE TITLE STYLE

Since page titles are one of the most important on-page optimization opportunities, care should be placed not only on the keywords selected but also the order of the words.

Please use the following style:

**This page title | Category | Disney.com**

If there are subcategories:

**This page title | Subcategory | Category | Disney.com**

Examples:

**Winnie The Pooh | Characters | Disney.com**

**Hannah Montana Let's Do This | Movies | Videos | Disney.com**

## TABLES



Tables are used for displaying tabular data. There are a number of ways to improve a tables' semantic value which further improves the site's SEO:

- Ensure table headings (th) are used.
- Use the thead, tbody and tfoot sections to properly section the table.
- Provide a caption for every table, describing what's in it.
- Include the content's keywords in the caption and the table headings.

## STRONG

You can provide emphasis to certain words using `<em>` or `<strong>`. Search engines give more weight to words marked up using `em` or `strong`. Overusing `em` or `strong` can do more harm than good though, and can actually cause a loss of emphasis, but if used carefully, they can help the search engines understand the site content.

## SEO FRIENDLY URLS

Each page's URL should describe the content of that page, yet be as short as possible. If the keywords that the site will try to rank for have been selected, consider including the most important ones in the URLs.

Things to keep in mind while implementing new URLs:

- When using multiple words, separate them with hyphens.

### GOOD

<http://disney.go.com/games/hannah-montana-miley-malibu-game/>

### BAD

<http://disney.go.com/games/hannahmontanamileymalibugame/>

[http://disney.go.com/games/hannah\\_montana\\_miley\\_malibu\\_game/](http://disney.go.com/games/hannah_montana_miley_malibu_game/)

- Redirect all old pages to their new equivalents using 301 redirects.
- Make sure content is available under one URL and one URL only. Avoid having one page of content available through multiple urls.

---

### GOOD URLS:

<http://disney.go.com/disneypictures/bolt/>

<http://disney.go.com/games/action/>

---

### BAD URLS:

<http://disney.go.com/inside/mainattraction/070115/index.html>

`http://disneyshopping.go.com/disney/store/CategoryDisplay?catalogId=10002&storeId=10051&categoryId=14399&langId=1&N=0&Ntk=p_categoryID&Ntt=14399&Nu=p_productID&referrer=google&CMP=KNC-DSPClothingGoogle&s_kwid=disney%2520pajamas|2705990112`

## URL NORMALIZATION

- **Convert all URLs to lower case.**

### EXAMPLE:

`HTTP://www.Example.com/ → http://www.example.com/`

- **Add trailing /** Directories are indicated with a trailing slash and should be included in URLs.

### EXAMPLE:

`http://www.example.com → http://www.example.com/`

- **Removing directory index.** Default directory indexes are generally not needed in URLs.

### EXAMPLES:

`http://www.example.com/default.asp → http://www.example.com/`

`http://www.example.com/a/index.html → http://www.example.com/a/`

- **Make sure all internal links and the chrome point to the one official version of the URL.**

## REDIRECTS

- Use 301 permanent redirects (not 302) when moving files or retiring sites. The search engines will follow a 301 redirect and credit links from the old page to the new page. It is the best practice.
  - For redirects of single pages, use a [Java redirect](#) that allows the status to be set as 301 at the tea template level.
  - For redirects of entire directories or subdomains, please contact [Systems Engineering](#).
- Do not use 302 redirects, unless it is a short term redirect of content to a temporary page where the redirect will be removed later.
- Do not use JavaScript redirects.
- Avoid Meta Refresh for permanent redirects as search engines do not like them. Use only as absolutely necessary when a 301 cannot be implemented.

## FLASH ALTERNATIVES

All Disney sites should provide an alternative to a Flash only website. Sites that are only available in Flash will not rank as well as they could if non-flash was available. For competitive keywords (Jonas Brothers, Florida vacations, online games, etc.), it is nearly impossible to rank with a Flash only

website. Google recently announced that it would try to index Flash files, however the results have been disappointing. At this time, Google cannot understand content in Flash. Fortunately there are some ways to provide a rich user experience in Flash while providing the content that the search engines need to index.

**It is critical to NOT create text versions of Flash pages using different urls. *Do not do this:***

<http://disney.go.com/disneybusinessunit/newmovie/index.html>

[http://disney.go.com/disneybusinessunit/newmovie/nonflash\\_index.html](http://disney.go.com/disneybusinessunit/newmovie/nonflash_index.html)

The recommended approach is to use SWFObject or a similar script to put the flash and non-flash content on the same page with the same URL. The search engines will be able to see all the content on one page.

---

## SWFOBJECT

The SWFObject script uses JavaScript to display Flash if guest is JavaScript enabled. When the search engines visit the site, they will see text content and not Flash. The SWFObject also offers display options.

```
<script type="text/javascript" src="swfobject.js"></script>
<div id="flashcontent">
<h1>Content Title</h1>
<p>Here is the text that can be read by search engines and screen readers, but guests with
flash or javascript enabled browsers will see the flash instead.</p>
</div>
<script type="text/javascript">
var so = new SWFObject("movie.swf", "mymovie", "200", "100", "7", "#336699");
so.write("flashcontent");
</script>
```

---

## SWFOBJECT – IN ACTION

Below are screen shots of the Bolt website in Flash and Non-Flash versions.

---

### BOLT FLASH VERSION



## BOLT NON-FLASH VERSION (SWFOBJECT)

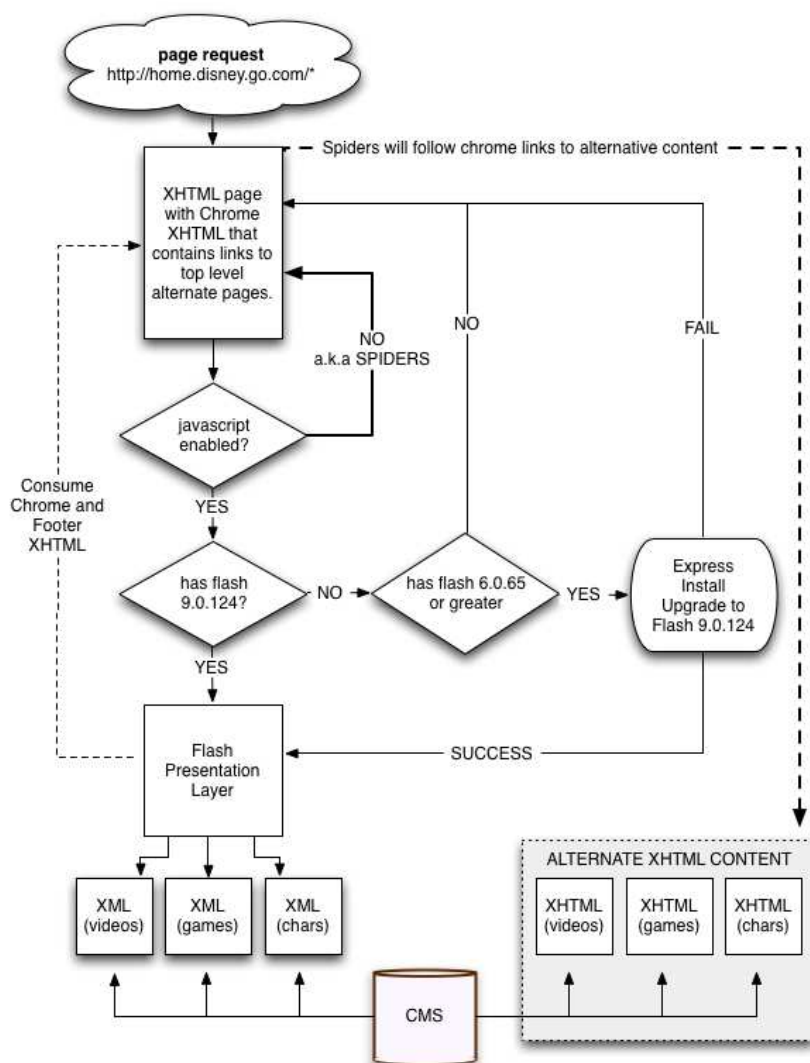
**BOLT - The Official Website for Walt Disney Pictures' Bolt**

For super-dog BOLT (voice of JOHN TRAVOLTA) every day is filled with adventure, danger and intrigue, at least until the cameras stop rolling. When the star of a hit TV show is accidentally stranded by his Hollywood soundstage to New York City, he begins his biggest adventure yet, a cross-country journey through the real world to get back to his owner and co-star, Penny (voice of MILEY CYRUS). Armed only with the delusions that all his amazing feats and powers are real, and the help of two unlikely traveling companions -- a jaded, abandoned housecat named Mittens (voice of SUSIE ESSMAN) and a TV-obsessed hamster named Rhino (voice of MARK WALTON) -- Bolt discovers he doesn't need superpowers to be a hero.

**TAKE THE BOLT SURVEY**

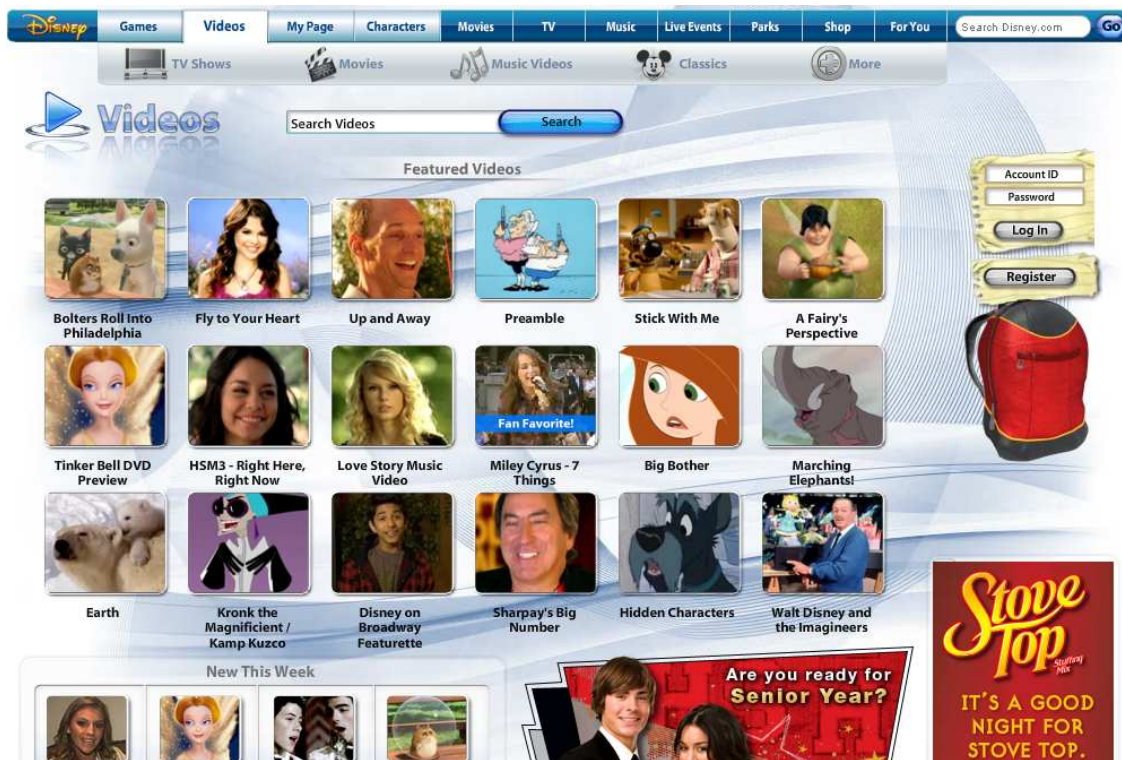
DISNEY.COM 3.0 FLASH ALTERNATIVE

Content supplied to Flash via the CMS also creates text content for non-Javascript enabled guests and search engines. The graphic below explains the process.



## DISNEY 3.0 NON-FLASH IN ACTION

## DISNEY.GO.COM/VIDEOS/ FLASH VERSION



## DISNEY.GO.COM/VIDEOS/ NON-FLASH VERSION

### Disney.com - Videos

[Disney.com > Videos](#)  
[Home](#)  
[Games](#)  
[All Games](#)  
[Arcade](#)  
[Puzzle](#)  
[Word](#)  
[Action](#)  
[Sports](#)  
[Characters](#)  
[Video Games](#)  
[Videos](#)  
[TV Shows](#)  
[Movies](#)  
[Music Videos](#)  
[Classics](#)  
[More](#)  
[My Page](#)  
[Characters](#)  
[All Characters](#)  
[Live Action](#)  
[Animated](#)  
[Classics](#)  
[Movies](#)  
[TV](#)  
[Music](#)  
[Live Events](#)  
[Parks](#)  
[Shop](#)  
[For You](#)  
[Search Disney.com](#)

### Disney.com Videos | Featured Videos

Bolters cross America in a giant ball like Bolt's Rhino.  
 Bolt's Rhino the hamster inspires Bolters to roll across America in a giant ball, challenging others along the way.  
 Selena Gomez sings Fly to Your Heart from Tinker Bell.  
 Watch Selena Gomez's music video Fly to Your Heart from Disney's Tinker Bell movie, and see clips from the film.  
 A few balloons cause big trouble for Brian!  
 Preview Schoolhouse Rock's classic Preamble cartoon.  
 Schoolhouse Rock teaches kids the history behind the Preamble of the United States Constitution in this cartoon classic.  
 Things get very sticky when the Flock get their hooves on the tube of glue!  
 Things get very sticky when the Flock get their hooves on the tube of glue!  
 Tinker Bell's designers explain how they created the entire world of Pixie Hollow from a fairy's perspective.  
 Watch the Tinker Bell movie's first six minutes.  
 Watch the Tinker Bell movie's first six minutes and see how Tinker Bell ended up in Pixie Hollow and found her talent.  
 Zac Efron and Vanessa Hudgens sing Right Here, Right Now.  
 High School Musical 3's Zac Efron and Vanessa Hudgens sing Right Here, Right Now from the HSM3 soundtrack.  
 Taylor Swift sings Love Story in this romantic music video.

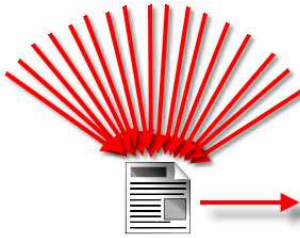
## DANGLING CONTENT

Dangling content describes a page with links going in but no links going out. The search engines often “get stuck” on dangling pages. All pages should have text links pointing out to another page in the site, like the business unit homepage.



To fix dangling pages:

- Make sure out going text links are available on each page.
- Add text-based “chrome” to all pages.
- Link back to business unit homepage.



For Flash only pages, it is a common problem that the content does not have text links out to other pages (if SWFObject, Disney.com 3.0 or other non-Flash solution has not been implemented). It is important for the overall SEO health of Disney Online that there are no dangling pages.

## IMAGES

Images should be labeled using the “alt” attribute, commonly called the “alt tag”.

- **Important for SEO.** By properly labeling images, the alt attribute provides a way for search engines to understand what the image contains.
- Use a couple of words to describe the image, using the keyword the site hopes to rank for, if possible.
- Avoid stuffing the alt attribute with dozens of keywords.

---

### GOOD ALT USAGE:

```

```

---

### BAD ALT USAGE:

```
  

```



## HTML SITE MAPS

Site maps offer an indispensable way for search spiders both external (e.g. Google, Yahoo, MSN, etc) and internal (FAST Search) to discover and index our sites. DOL is instituting the following policy for all sites regarding site maps.

All sites greater than 10 web pages in size are required to publish an HTML site map that is linked to from the site home page, and that contains links to all pages that need to be indexed by a search engine. If the site contains fewer than ten web pages, then links to its indexable pages should be contained within the site map, which is hierarchically above it (see example). Going forward, all new site and updated site submissions to QA that do not include a site map or inclusion in a larger site map will be rejected until the correct site map update is sent with the submission.

Site maps will be published in the web site's root folder. So if the site's home page URL is something like the following:

**<http://yoururl/>**

...then the site map will be:

**<http://yoururl/sitemap.html>**

The site map file will always be named "sitemap.html".

---

## HTML SITE MAP PAGE REQUIREMENTS

- Do not use JavaScript (other than Microchrome and Legal Footer) for creating links in the site map. The search engines do not follow links embedded in JavaScript.
- Do not use Flash or other rich media.
- Site maps are to be optimized for search spiders but must remain guest friendly Site maps are required to meet all other DOL web page standards.
- Make sure that link text includes relevant keyword(s).
- Links to other site maps
  - Links to other site maps should be text only and include the name of the web site and the words "Site Map"
- Links to content in the site

## DOL ROBOTS.TXT GUIDELINES AND BEST PRACTICES

The following document provides information on the Robot.txt that provides search engine instructions and privileges to crawl specific Disney website files and contents.

---

## OVERVIEW



“Robots”, “crawlers” or “spiders” are used by search engines to access contents on websites. A robots.txt file is used to communicate with the search engines what content is allowed or disallowed for crawling.

---

#### WHAT YOU SHOULD KNOW

- Only allow search robots to access Disney content that is intended for guests.
- For Disney websites with multiple sub-domains (not directories), each sub-domain must have its own robots.txt file. For example, disney.go.com and mobile.disney.go.com would require two different robots.txt files to provide specific privileges to crawl specific content on each site.
- Duplicated content on the site should be managed through the “disallow” command in the Robots.txt file. For instance, if the site has both HTML content and XML-based Flash content in the same domain or directory; the Flash version should be disallowed for crawl by robots.txt file.
- Keep in mind that search crawlers can ignore the robots.txt since the protocol is purely advisory, and the robots.txt is a publically available file, hence, does not guarantee privacy. Generally the major search engines follow the robots.txt file.
- The robots.txt file should be updated or created by the Web Development or the Search Technology team with knowledge of its usage and pattern matching syntax. An incorrect entry in robots.txt file can block an entire website from being found on major search engines. ***A mistake in the robots.txt file can make your content disappear in Google search results.***
- When new web pages are created that should not be accessed by internal or external search engines, producers should notify the DOL Search team and request that the content to be disallowed for robots.

---

#### BEST PRACTICES

- The Robots.txt file should be version controlled by a web development or engineering resource for backup and rollback purposes.
- Eliminate unnecessary content values or directives.
- By default, most robots like Googlebot will index a page and follow links to it. So there's no need to tag pages with INDEX or FOLLOW meta tags.
- Use tools to check the robots.txt such as Google's robots.txt analysis tool.
- Make sure you understand the robots.txt standards.

---

#### GUIDELINES

- Place the robot.txt file in the directory dedicated to the site domain. The robot.txt file must sits in the root directory of a website as it controls access to all directories and documents that lie beneath.
- Use all lower case for the filename: “robots.txt”, not “Robots.TXT.”
- Separate “disallow” line for every URL that should be blocked.



- Do not allow web robots to index search results such as: <http://disney.go.com/search/?q=mermaid>

---

## EXAMPLES

- Disney.com Robots.txt <http://disney.go.com/robots.txt>
- Disneyland Robots.txt <http://disneyland.disney.go.com/robots.txt>
- Costco.com Robots.txt <http://www.costco.com/robots.txt>

---

## IMPLEMENTATION

1. Create the robot.txt file on the web server that hosts the "index.html" page.
2. Include the appropriate robots protocols (see below) in the robot.txt file.
3. Publish the robot.txt file to the remote folder and ensure valid codes.

### GENERAL ROBOTS.TXT VALUES:

The "/robots.txt" file is a text file, with one or more records. Usually contains a single record looking like this:

```
User-agent: *  
Disallow: /cgi-bin/  
Disallow: /tmp/  
Disallow: /~joe/
```

In this example, three directories are excluded.

Note that a separate "Disallow" line for every URL prefix to exclude – do not say "Disallow: /cgi-bin/ /tmp/" on a single line. Also, do not have blank lines in a record, as they are used to delimit multiple records.

Everything not explicitly disallowed is considered fair game to retrieve. Here follow some examples:

---

### TO EXCLUDE ALL ROBOTS FROM THE ENTIRE SERVER

```
User-agent: *  
Disallow: /
```

---

### TO ALLOW ALL ROBOTS COMPLETE ACCESS

```
User-agent: *  
Allow:
```

(or just create an empty "/robots.txt" file, or don't use one at all)

---

### TO EXCLUDE ALL ROBOTS FROM PART OF THE SERVER

```
User-agent: *  
Disallow: /cgi-bin/  
Disallow: /tmp/  
Disallow: /junk/
```

---

#### TO EXCLUDE A SINGLE ROBOT

```
User-agent: UselessBot  
Disallow: /
```

---

#### TO ALLOW A SINGLE ROBOT BUT DISALLOW OTHERS

```
User-agent: Google  
Allow:  
User-agent: *  
Disallow: /
```

---

#### TO EXCLUDE ALL FILES EXCEPT ONE

The easy way is to put all files to be disallowed into a separate directory, say "stuff", and leave the one file in the level above this directory:

```
User-agent: *  
Disallow: /~joe/stuff/
```

Alternatively the robots.txt can explicitly disallow all disallowed pages:

```
User-agent: *  
Disallow: /~joe/junk.html  
Disallow: /~joe/foo.html  
Disallow: /~joe/bar.html
```

For more information, please visit the Robots Exclusion Protocol site.

---

#### REFERENCES

<http://www.robotstxt.org/>

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#### QUESTIONS

Please email any Robots.txt questions to the DOL Search Team at:

[wdigdolsearch@email.disney.com](mailto:wdigdolsearch@email.disney.com).

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#### SEARCH ENGINE CHANGES

Search engines such as Google and Yahoo update their algorithms dozens of times per month. When you see sudden changes in the rankings, it is usually due to an algorithmic shift, a search index update, or something else outside of our control. Feel free to [contact the DOL Search Technology team](#) if you feel that something is wrong with a sudden rankings change.

## SEO RESOURCES

[Search Technology SharePoint Site](#)

### SEARCH ENGINE GUIDELINES

[Google Webmaster Guidelines](#)

[Yahoo Webmaster Guidelines](#)

[MSN/Live Webmaster Guidelines](#)

### SEO TOOLS

Below is a list of useful SEO tools.

[SEO Toolbar](#) (very helpful SEO toolbar for Firefox)

[SEO for Firefox](#) extension (displays for each listing in the Google SERPs the site's PageRank, domain age, site age, cache date, numbers of incoming links, etc)

[SEO-browser.com](#) (shows what a page looks like to a search engine)

[Thumbshots Ranking](#) (compare common results between engines and keywords)

[Soovle](#) (for keyword research)

[QuantCast](#) (traffic and demographics of competitors)

[SpyFu](#) (competitors' top keywords, estimated PPC budget)

[Google Insights for Search](#) (keyword popularity on Google with historical trends and top rising related searches - log in to Google or you will not see any numbers)

[HubFinder](#) (find link targets that link to multiple competitors)

[Yahoo Site Explorer](#) (backlink reporting on competitors)

[Redirect Checker](#) (checks if the redirect is 301, 302 or meta refresh)

[Keyword Research](#) (Google tool - checks search volume per keyword)

### SEO WEBSITES

[Search Engine Land](#) (industry news and articles)

[SEO Book](#) (leading SEO expert)

[Matt Cutts](#) (Google engineer – the main liaison with webmasters)

## FORUMS

[Sitepoint](#)

[Webmaster World](#)

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<sup>i</sup> [http://www.pewinternet.org/PPF/r/258/report\\_display.asp](http://www.pewinternet.org/PPF/r/258/report_display.asp)