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Drupal SEO ensures the viewing of Drupal websites in the popular search engine results like Google and Yahoo. Thereâ€™s a SEP checklist comprising all the top Drupal SEO practices. The programmer finds it coming to great benefit for him. He can clearly check whatâ€™re the things that have been installed or done and what needs to done further. Thereâ€™re programmers working on multiple websites at the same time. For the designing and modification of such websites, itâ€™s of prime vitality. It may also happen that a programmer has joined to build the website midway through its development due to various reasons.

Drupal offers several SEO modules for users to choose from a set containing Path, Path Auto, Page Title, Global Redirect, Path Redirect, Meta Tags, XML Sitemap, Menu Attributes, Search 404, SEO Checklist, SEO Friend, HTML Purifier, Google analytics and Service Links etc. There are many other additional Drupal SEO modules which can be used or not based on the userâ€™s discretion. Theyâ€™re such as No Follow List, SEO Checker, Related Content, Safe HTML, URL List etc.

The main reason for the popularity of Drupal SEO is its user-friendliness towards search engines. But certain problems do creep in with the SEO traits like the content which can often be copied. Some robust and advanced strategies are used in recent times by connecting structure and using some special themes. Thus, even if the search engine algorithms are changes which so commonly happen, the site will not see a sharp change from its previous top rankings. Some of the Drupal SEO consultants, itâ€™s wiser to have site map although no such benefits have still been found.

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