On Page Optimization
Good SEO
Looking at you
Marketing people.
Implementing Good SEO
URL Structure

/posts/34qww4wq4

/posts/title-of-a-post

twitter.com/matthewcrist
Meta Tags

keywords

description

author

open graph http://ogp.me
HTML

- clean, simple markup
- header tag hierarchy
- responsive design
- title tags
- AJAX won’t index consistently*
Performance

CSS3 not images

cache everything

reduce HTTP requests
Let's Build Something
The Plan

Break into groups.

Decide what your optimizing.

Build it.

We critique it.
Helpful Things

github.com/traackr/simple-static-site
adwords.google.com/o/keywordtool
ogp.me
Fin.