KADIIEVSKA

SEO-FOUNDATION

7 elements of website development that reduce the costs of promotion

WEBSITE DEVELOPMENT

STRUCTURE

CONTENT

DESIGN

HTML-LAYOUT

1. WEBSITE PROTECTION

Avoiding SQL injection flaws

Developers need to either:

a) stop writing dynamic queries;

and / or

b) prevent user supplied input which contains malicious SQL from affecting the logic of the executed query.

Primary Defenses:

Option # 1: Use of Prepared Statements (Parameterized Queries)

Option # 2: Use of Stored Procedures

Option # 3: Escaping all User Supplied Input

Additional Defenses:

Also Enforce: Least Privilege

Also Perform: White List Input Validation

Or just give that this URL and ask them to comment it

https://www.owasp.org/index.php/SQL_Injection_Prevention_Cheat_Sheet

Some free tools that are worth looking at:

Netsparker (Free community edition and trial version available). Good for testing SQL injection and XSS

OpenVAS. Claims to be the most advanced open source security scanner. Good for testing known vulnerabilities, currently scans over 25,000. But it can be difficult to setup and requires a OpenVAS server to be installed which only runs on *nix.

Source: http://www.creativebloq.com/web-design/website-security-tips-protect-your-site-7122853

Microformat "nofollow"

A spammer adds a comment with the following link:

 Earn 100 USD!

It will be automatically converted to:

 Good site!

http://microformats.org/wiki/rel-nofollow

2. HTML, CSS and JavaScript optimization

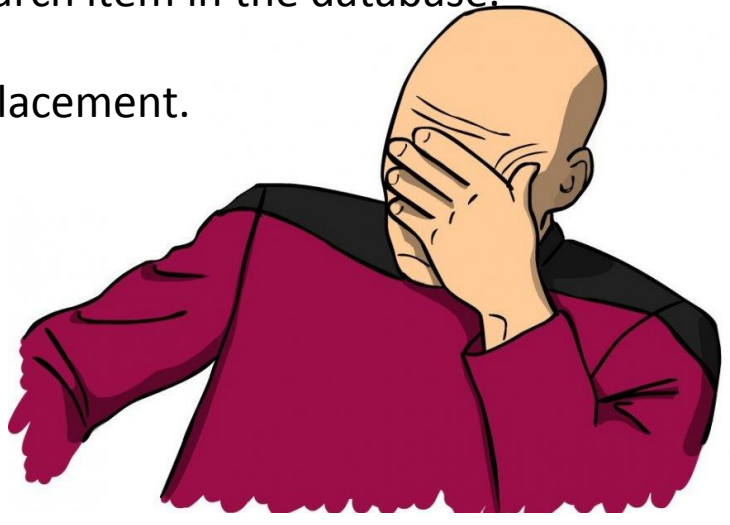
1. Do not use flash files or frames
2. Close for indexing template images (if using a template), CSS and JS files
3. Do not use import CSS
4. Do not use inline CSS | JS - in all external files
5. Move CSS to the top and JS - below
6. Use GZIP compression
7. Minimaze quantity of CSS and JS files, remove HTML comments
8. Use CSS sprites for all standard design elements
9. The content important for indexing is displayed in HTML
   (with disabled Javascript, AJAX, Flash)

3. Filtering and pagination

Major mistakes:

1. Filtering pages work on Java.
2. Pages are created on the principle of filtering the search item in the database.
   i.e. the site has not a static, but a dynamic search page (www.site.com.ua/search/...).
1. Filtering pages do not support texts and meta tags placement.
2. All filtration pages are open to indexing.
3. None of the filtering pages is indexed

(you should block for indexing only those intersections of
filters that will not bring traffic to the site).



Option 1: Removing pages pagination from the index by using “noindex”

<meta name=“robots” content=“noindex, follow” />

Option 2. “See all” and rel = “canonical”

<link rel=“canonical” href=“http://site.com/catalog/view-all.html” />

4. Content and link building



View Catwalk Shop the Look

Tweet Pin it Like 0 Share 0 G+1 0

Multi

Select Size

ADD TO BAG

SAVE FOR LATER

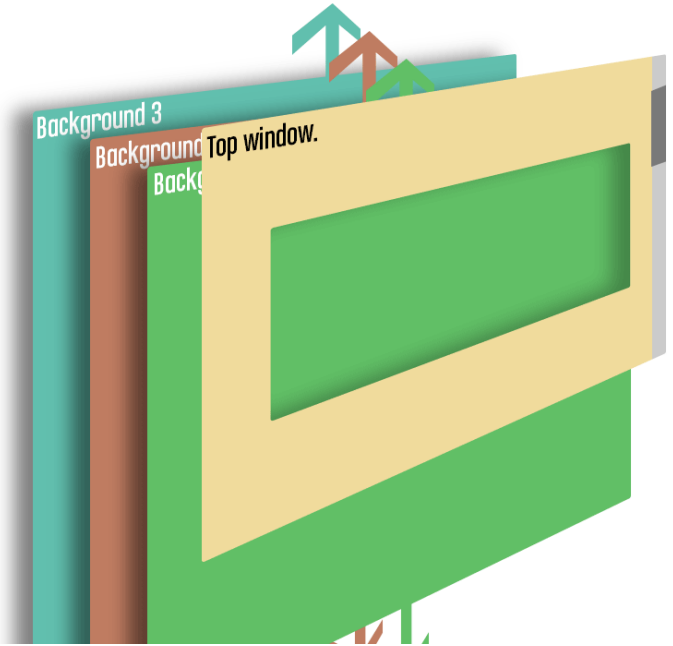
Product | Brand | Info

ABOUT ADIDAS

Founded more than 60 years ago, **Adidas** is one of the most iconic streetwear brands in the world. Its unparalleled ability to fuse fashion and function is evident in its sleek trainers in featherweight constructions, classic hi-tops, cool jersey T-shirts and sweatpants.

5. Design

1. Parallax scrolling or other interactive elements have been provided for, if they were planned.



2. The designer has thought about page 404.

In the name of Service!

4service

INTERNATIONAL MARKET RESEARCH
CUSTOMER EXPERIENCE & LOYALTY
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Ooops... 404

THERE ARE NO SUCH PAGE BUT THERE IS LEMUR JACK

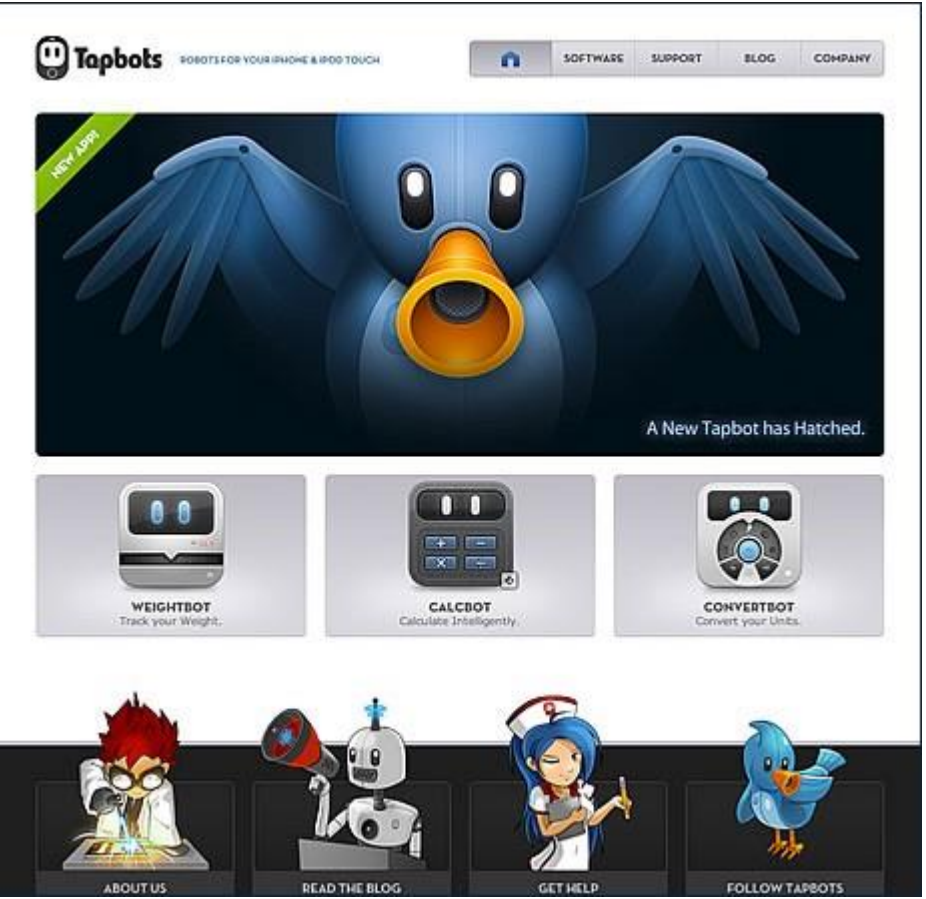
Jack loves the darkness, sweets and to goof around

But if you're more interested in Mystery Shopping, try this:

search

Or go to main page

3. The designer used the Grid System.





Find out everything on Grid System 960 here http://960.gs/

6. Google Tag Manager

“ID” must be set up to every button on your site.

You can read more on official source

https://support.google.com/tagmanager/answer/6102821?hl=en



7. Open Graph

http://ogp.me/





Validation

of HTML
https://validator.w3.org/
and CSS
http://www.css-validator.org/


THANK YOU