



## Working with Drupal 8 SEO modules

This is a document to showcase how the SEO modules work together to ensure we are following best practices and have good standing in search engine results.

For the purpose of this document I've created an example Content Type: "Event landing page".

Once we have our new content type, we can proceed to configure the different SEO modules when necessary.

For example, I may want my event landing page to have Open Graph (OG) tags to make it appear properly in social media if I choose to share the URL. For that we can make use of the Metatag module.

Here I have an overview of my content type and all the OG tags set specifically for this type of content:

▼ CONTENT: EVENT LANDING PAGE (METATAGS EXAMPLE)	
Inherits meta tags from: Global, Content	
keywords:	[node:field_keywords]
og_title:	[current-page:title]
og_image:	[node:field_image:entity:url]
og_description:	[node:field_description:value]
og_image_url:	[node:field_image:entity:url]
og_url:	[current-page:url]

On the left are some of the Open Graph fields the module allows us to set for this content type, and to the right you can see their respective tokens.

Tokens are a way for Drupal to know what piece of data from the content to place in these tags, for example: [current-page:title] could translate to "GALA Conference 2020 San Diego landing page".

We've also set up a "keywords" meta tag.

With these tags set up, the module takes care of inserting them in the content's HTML like so:

```
19 <meta name="description" content="Example body" />
20 <meta property="og:url" content="https://dev-gala-mpx.pantheonsite.io/events/event-landing-page-example" />
21 <meta property="og:title" content="Event landing page example" />
22 <meta name="keywords" content="gala event, conference, webinar, san diego, localization" />
23 <meta property="og:description" content="This is a short description for metatags demonstration." />
24 <meta property="og:image" content="https://dev-gala-mpx.pantheonsite.io/sites/default/files/2020-04/test-event-img.png" />
25 <meta property="og:image:url" content="https://dev-gala-mpx.pantheonsite.io/sites/default/files/2020-04/test-event-img.png" />
```



Notice that it also has a “description” meta tag that I’ve not specified in the first image, this is because that is a global setting that applies to all content automatically, which we can also manipulate however we want.

Another thing to note is how the module Pathauto comes into play by setting the URL alias here:

```
20 <meta property="og:url" content="https://dev-gala-mpx.pantheonsite.io/events/event-landing-page-example" />
```

To achieve this, we have set up this module with a pattern to apply to the alias of each “Event landing page” that we create, like so:

### Add Pathauto pattern

[Home](#) » [Administration](#) » [Configuration](#) » [Search and metadata](#) » [URL aliases](#) » [Patterns](#)

You need to select a pattern type, then a pattern and filter, and a label. Additional types can be enabled on the [Settings](#) page.

**Pattern type \***

**Path pattern \***

[Browse available tokens.](#)

**Content type**

- Article
- Event landing page (metatags example)
- Internal Page
- Organization
- Basic page
- Test responsive image

Check to which types this pattern should be applied. Leave empty to allow any.

**Label \***  
 Machine name: event\_landing\_page [\[Edit\]](#)

A short name to help you identify this pattern in the patterns list.

Enabled

Now we have a landing page in our website for an event with metatags and a descriptive semantic URL that web crawlers can easily understand.

We can also take a look at the sitemap file that the XMLsitemap module generated automatically to see this new page being added to the file in the following image:



## Sitemap file: <https://dev-gala-mpx.pantheonsite.io/sitemap.xml>

Number of URLs in this sitemap: 15

URL location	Last modification date
<a href="https://dev-gala-mpx.pantheonsite.io/">https://dev-gala-mpx.pantheonsite.io/</a>	
<a href="https://dev-gala-mpx.pantheonsite.io/events/all">https://dev-gala-mpx.pantheonsite.io/events/all</a>	
<a href="https://dev-gala-mpx.pantheonsite.io/events/event-landing-page-example">https://dev-gala-mpx.pantheonsite.io/events/event-landing-page-example</a>	2020-04-03T19:41Z
<a href="https://dev-gala-mpx.pantheonsite.io/homepage">https://dev-gala-mpx.pantheonsite.io/homepage</a>	2020-02-28T12:38Z
<a href="https://dev-gala-mpx.pantheonsite.io/lautaro-organization">https://dev-gala-mpx.pantheonsite.io/lautaro-organization</a>	2020-04-03T18:58Z
<a href="https://dev-gala-mpx.pantheonsite.io/lautaroorg9">https://dev-gala-mpx.pantheonsite.io/lautaroorg9</a>	2020-02-18T15:26Z
<a href="https://dev-gala-mpx.pantheonsite.io/member-directory">https://dev-gala-mpx.pantheonsite.io/member-directory</a>	

You can access this sitemap at any time with the URL in the image and you'll be able to see all the indexed pages of the website with additional information like last modification date, change frequency (how often we expect to see content on that page to change) and priority (how important it is overall for the site), all of which we can configure manually.

Continuing with this example we can also see how we would use the Redirect module.

Once the event that we made the landing page for has ended and we have a new different event running, we could create a redirection from that old deprecated URL to the current active event and avoid users hitting a 404 error page.

**+ Add redirect**

From  To  Status code

**Filter**

**With selection**

**Apply to selected items**

<input type="checkbox"/>	FROM	TO
<input type="checkbox"/>	/events/event-landing-page-example	/events/new-event-landing-page

**Apply to selected items**

As you can see we have set URLs to redirect "FROM" and "TO".



This is more or less a showcase of how all these modules come together to make sure we are following best practices and have an SEO friendly website.

Lastly, to keep track of our progress we can make use of the SEO Checklist module which is a centralized list of items to follow and tick as we apply them. It's a nice and clean way of keeping track of what we have done and what we might be missing.

<b>Getting started</b>	Clean, well-formed URLs are the foundation of search engine optimization.
<b>Be efficient</b> 6 of 8 (75%)	<input checked="" type="checkbox"/> Enable clean URLs. Clean URLs remove query strings from Drupal paths which improves SEO. <i>See</i>
<b>Basic SEO part 1 – Clean URLs</b> 6 of 6 (100%)	<input checked="" type="checkbox"/> Install and Enable Redirect module – <i>Completed 03/30/2020 – 14:59 by</i> , Redirects visitors from old URLs to new URLs. <i>See Drupal 8 SEO Chapter 3, p.</i>
<b>Basic SEO part 2 – Meta tags</b> 1 of 3 (33%)	Composer: composer require drupal/redirect Drupal Console: drupal module:install redirect --latest Drush: drush dl redirect && drush en redirect <a href="#">Download</a>   <a href="#">Install</a>   <a href="#">Configure permissions</a>
<b>Search engines</b> 7 of 10 (70%)	<input checked="" type="checkbox"/> Configure the Redirect module Tweak redirect settings for maximum benefit. <i>See Drupal 8 SEO Chapter 3, p.</i> <a href="#">Configure</a>
<b>Analytics</b> 4 of 7 (57%)	<input checked="" type="checkbox"/> Install and Enable Pathauto module – <i>Completed 03/30/2020 – 14:59 by</i> Automatically generates URL/path aliases for various kinds of content without
<b>Optimizing content</b> 3 of 15 (20%)	Composer: composer require drupal/pathauto Drupal Console: drupal module:install pathauto --latest Drush: drush dl pathauto && drush en pathauto <a href="#">Download</a>   <a href="#">Install</a>   <a href="#">Configure permissions</a>
<b>Page optimization</b> 0 of 7 (0%)	<input checked="" type="checkbox"/> Configure Pathauto module Defaults are usually OK for most sites. <i>See Drupal 8 SEO Chapter 3, p. 50.</i>