

SEO, SEM & Site Promotion

Social media and SEO

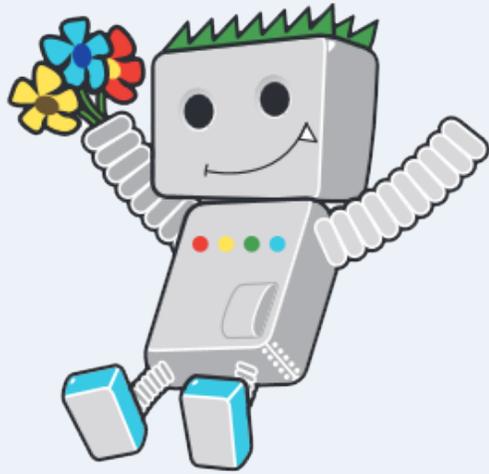
Content is King

SEO begins before your website is coded...

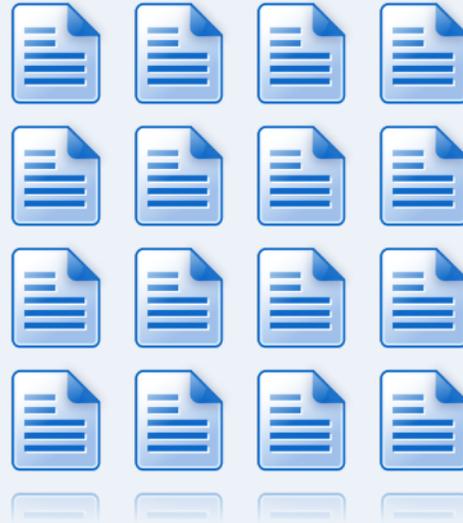
- Write useful content
- Write interesting content
- Write engaging content
- Write fresh content
- Good content supplies a demand
- Good content is linkable
- Good content will drive traffic
- Traffic and links build authority in your content
- Encourage users to write great content (UGC)



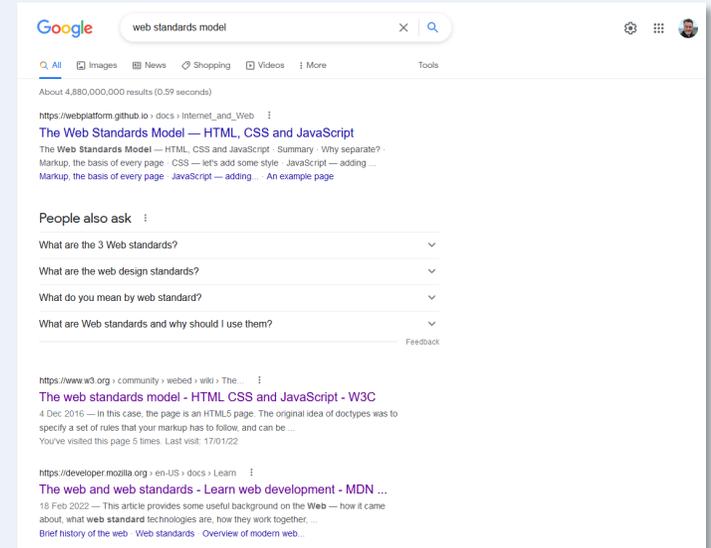
How search works



Crawl

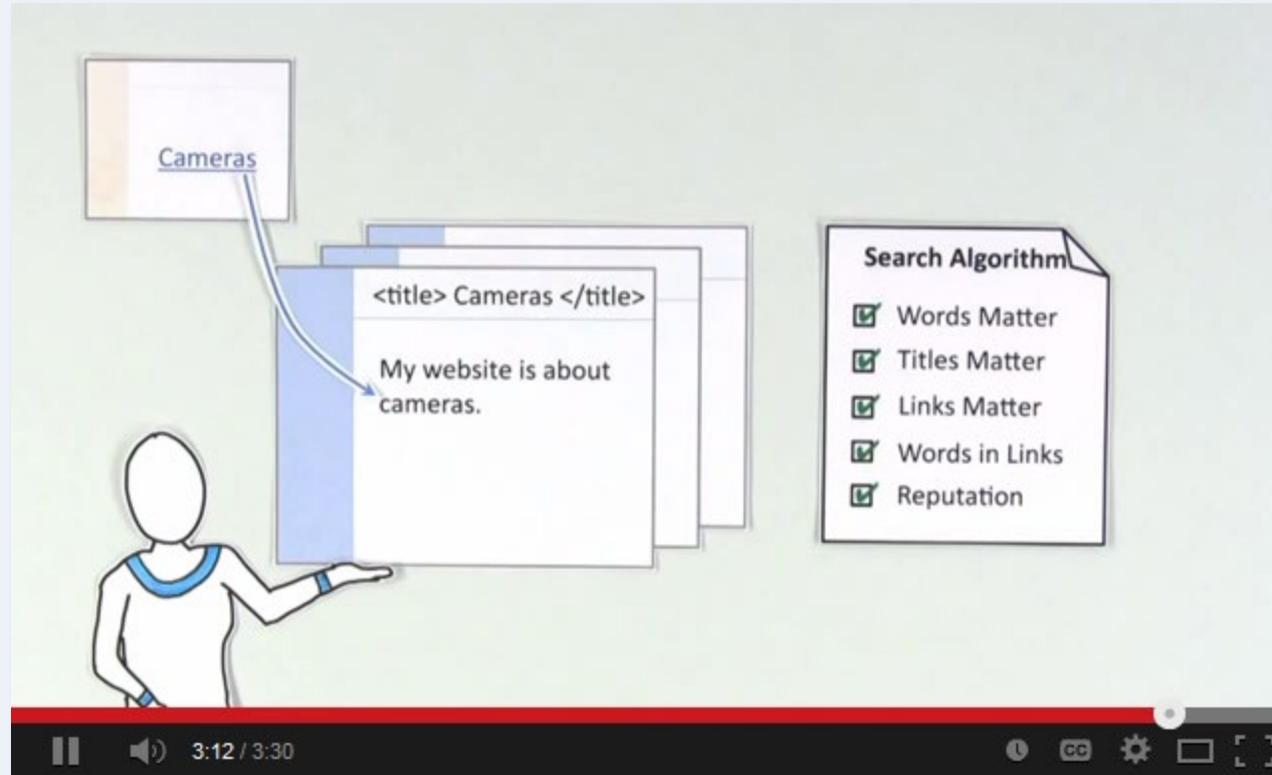


Index



Results

What is SEO?



SEO stands for Search Engine Optimisation. SEO is the art of making your website more visible on the Web by designing in certain features that make it easy for search engine bots to crawl and index it easily.

<https://www.youtube.com/watch?v=hF515-0Tduk>

Search Engine Optimisation

- SEO falls into 2 clear categories:
- **On-page SEO**: covers all the things a designer/content creator can do to help a search engine decide what the page/site is about.
- **Off-page SEO**: covers marketing and promotion, including in-bound links, social network links, directory links etc.
- Off-page SEO is often referred to as SEM (Search Engine Marketing).

Gaming the system

In the early days of search, algorithms were simple and used crude parameters such as keyword matching and volume of inbound links. These early algorithms were easy to game using "black hat" SEO techniques.



Search intent

Modern search algorithms are much more sophisticated and aim to understand a user's *search intent*. Modern search is user-centred, user experience is an important factor. Fortunately, this is not easy to game, and we can help search engines understand our content and provide good user experience by applying best practice techniques.



How we can affect search

- **Content** – quality, clarity, accuracy and depth + meta, alt keywords
- **Information Architecture** – content organisation, categorisation and hierarchy + language people use to search
- **User Experience** – features, functionality and ease of use
- **Code** – site speed, semantic HTML, XML sitemaps, robots.txt, HTTPS
- **Authority** – inbound links, brand authority, credibility etc.

SEO, SEM & Site Promotion

ON-PAGE SEO

...the stuff you have **direct** control over

Search Engine Indexing



To index sites, search engines send out “spiders” or “bots” to “crawl” websites. The image above shows a listing of all the spiders that have visited a site over a 24-hour period.

Traffic Sources

All traffic sources sent a total of 65,326 visits



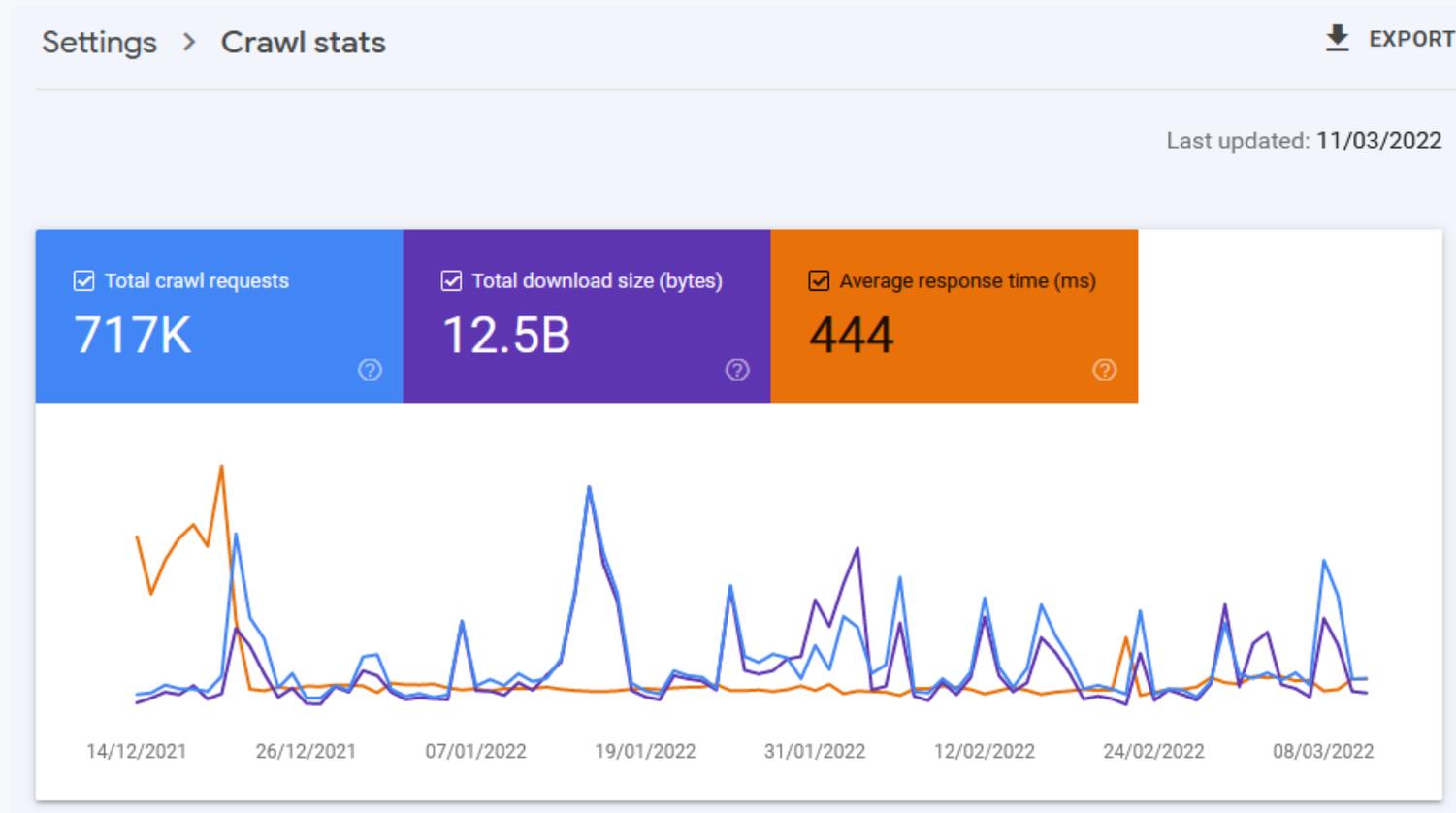
Top Traffic Sources

Sources	Visits	% visits
google (organic)	34,030	52.09%
(direct) ((none))	17,893	27.39%
yahoo (organic)	3,659	5.60%
cadtutor.net (referral)	491	0.75%
cadblocos.arq.br (referral)	413	0.63%

Keywords	Visits	% visits
autocad tutorial	6,806	17.42%
autocad tutorials	3,652	9.35%
autocad	3,624	9.27%
cadtutor	829	2.12%
cad	649	1.66%

Use Google Analytics to find out where your traffic is coming from (<https://analytics.google.com>).

Google Search Console



Use Google Search Console to discover how your site is indexed (<https://search.google.com/search-console>).

Keyword/Phrase Strategy

- The first task in a successful SEO campaign is the development of a good keyword strategy.
- Essentially, keywords are those that you think people will use to search for your site.
- They should be descriptive of the site content (relevance).
- Also consider using key phrases if keywords are common.
- Use the **Google Keyword Planner** (part of Google Ads) for suggestions.

Google Keyword Planner

Keyword plan

AutoCAD United Kingdom English Google Feb 2021 - Jan 2022

Broaden your search: + cad program + computer aided design + design software + 3d modeling software + autodesk revit + solid works + archicad

Exclude adult ideas ADD FILTER 552 keyword ideas available Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account
Keywords that you provided								
<input type="checkbox"/> autocad	10K - 100K	0%	0%	High	-	£0.35	£2.00	
Keyword ideas								
<input type="checkbox"/> autodesk inventor	1K - 10K	0%	0%	Medium	-	£0.73	£1.76	
<input type="checkbox"/> autocad online	100 - 1K	0%	0%	Low	-	£0.51	£2.25	
<input type="checkbox"/> autodesk fusion 360	1K - 10K	0%	0%	Low	-	£0.71	£2.58	
<input type="checkbox"/> autocad 2020	100 - 1K	0%	0%	High	-	£0.64	£3.81	
<input type="checkbox"/> autodesk viewer	1K - 10K	0%	0%	Low	-	£1.39	£6.59	
<input type="checkbox"/> autocad lt	1K - 10K	0%	0%	High	-	£0.46	£2.32	
<input type="checkbox"/> autocad 2021	100 - 1K	0%	0%	High	-	£0.62	£33.16	
<input type="checkbox"/> autocad 2018	100 - 1K	0%	0%	High	-	£0.52	£86.61	
<input type="checkbox"/> autodesk autocad	100 - 1K	0%	0%	High	-	£0.71	£186.22	
<input type="checkbox"/> autocad viewer	1K - 10K	0%	0%	Low	-	£0.89	£3.23	
<input type="checkbox"/> autocad 3d	100 - 1K	0%	0%	High	-	£1.10	£49.02	
<input type="checkbox"/> autocad 2019	100 - 1K	0%	0%	High	-	£0.59	£4.23	

Use **Google Ads** to look for relevant keywords and phrases that have low competition and a high number of searches.

I need to blog!

Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]
<input type="checkbox"/> autocad [▼]	Low	13,600,000	368,000
<input type="checkbox"/> <input checked="" type="checkbox"/> Save all Keyword ideas (100)		1 - 50 of 100 [▼] < >	
Keyword	Competition	Global Monthly Searches [?]	Local Monthly Searches [?]
<input type="checkbox"/> autocad courses [▼]	High	40,500	8,100
<input type="checkbox"/> autocad training [▼]	High	74,000	9,900
<input checked="" type="checkbox"/> what is autocad [▼]	Low	13,600,000	368,000
<input type="checkbox"/> autocad It [▼]	Medium	201,000	14,800
<input type="checkbox"/> autocad course [▼]	High	49,500	8,100
<input type="checkbox"/> autocad viewer [▼]	Medium	110,000	5,400

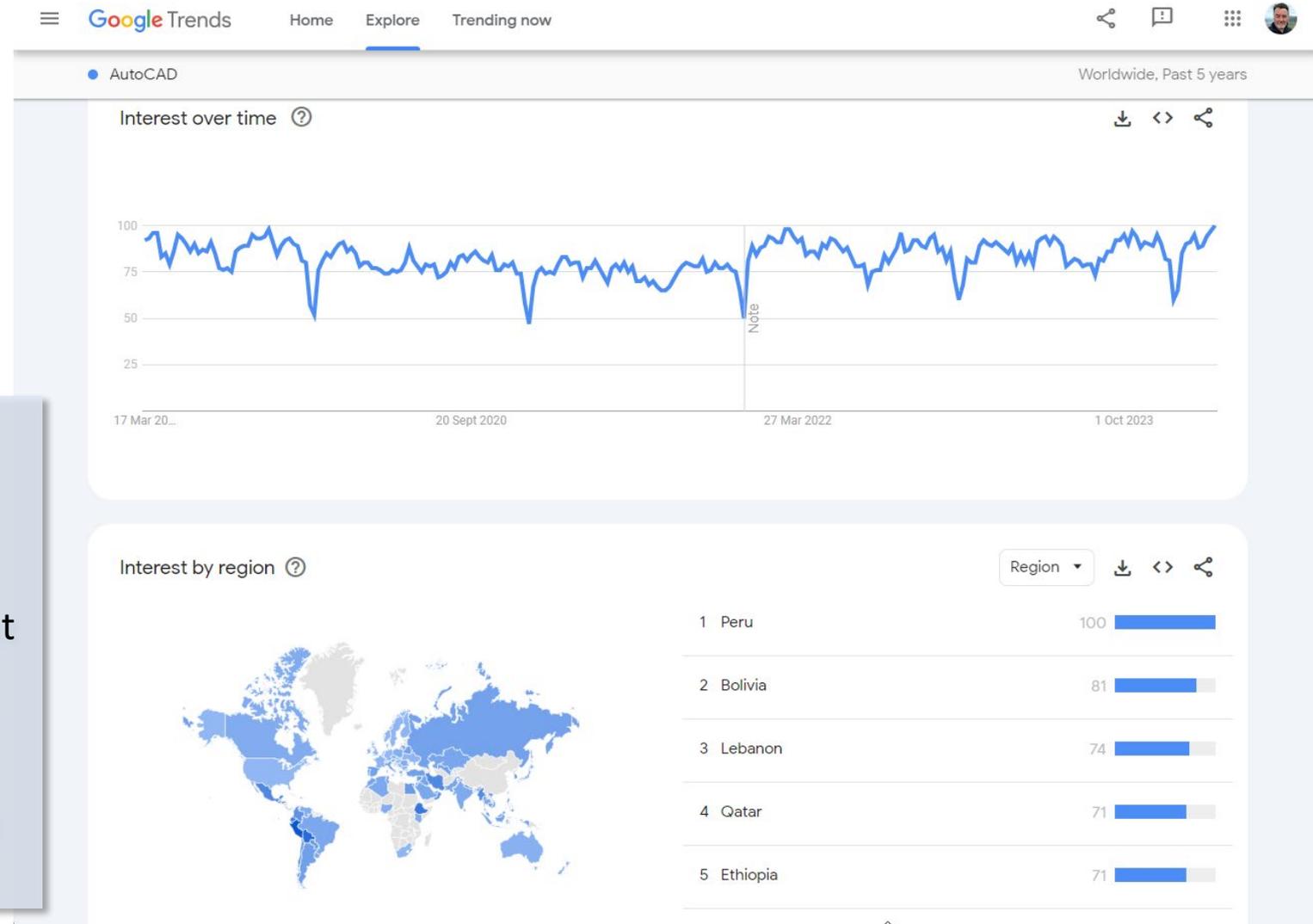
Clearly, what the world is looking for (13.6 million of them in the last month) is an article that describes what AutoCAD is, using the title “What is AutoCAD?”

The careful analysis of keywords can tell you what people are looking for. All you need to do is to provide that content and watch the traffic to your site increase organically as your content is found.

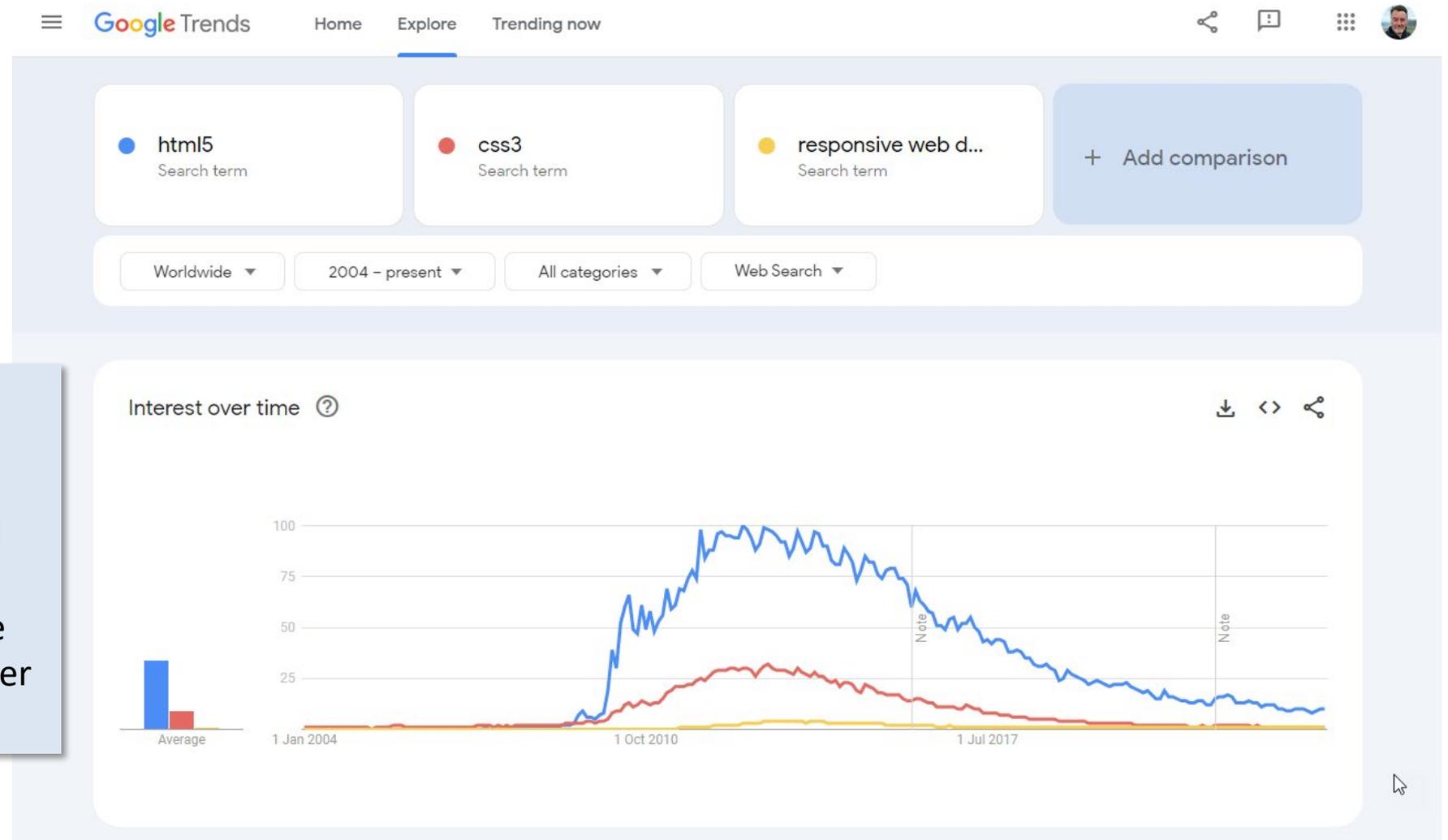
Trends over the longer term

Google Trends

Although the keyword “AutoCAD” is still popular, and that targeted content will yield organic traffic now, it’s clear that over the longer term, interest in this term is in decline.



Google Trends for Search



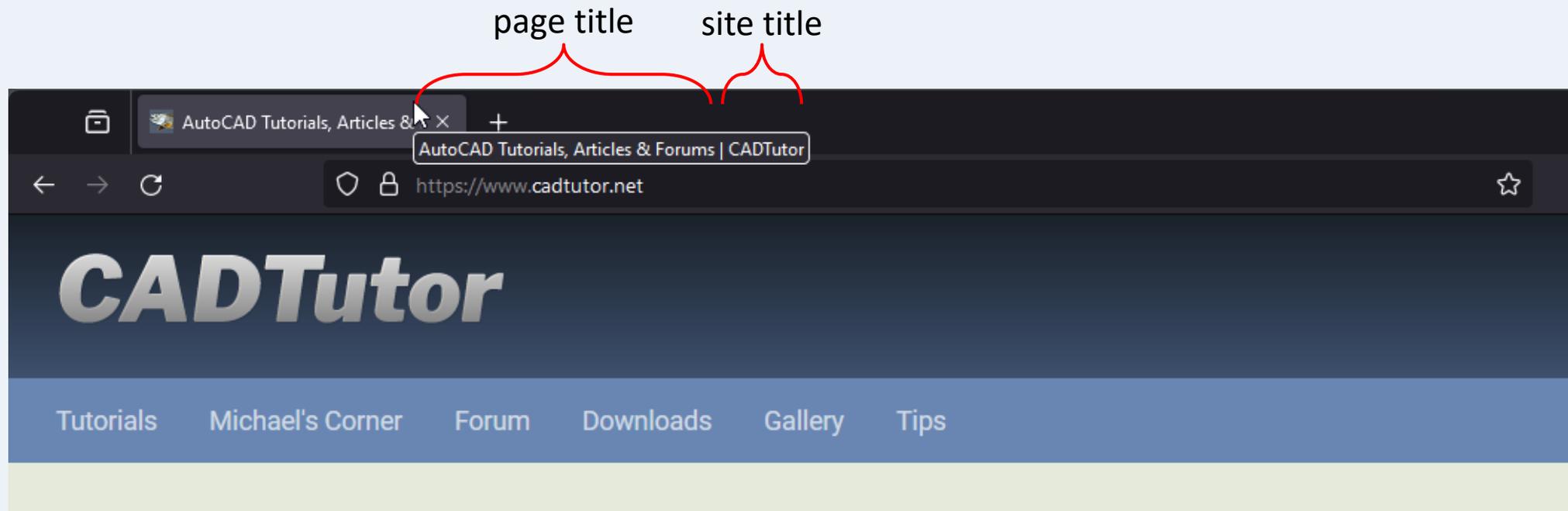
Google Trends can tell you the global distribution of searches, the trend over time and the relative importance compared with other search terms.

Keyword Location & Density

- Your keywords should appear in specific locations:
 - Page <title>
 - Meta tags (description)
 - Headings, especially <h1>
 - First few paragraphs on homepage/page
 - File and folder names
- Keyword density is important. Make sure your keywords appear several times and in all appropriate locations without “spamming”.

Keywords <title>

<title>AutoCAD Tutorials, Articles & Forums | CADTutor</title>



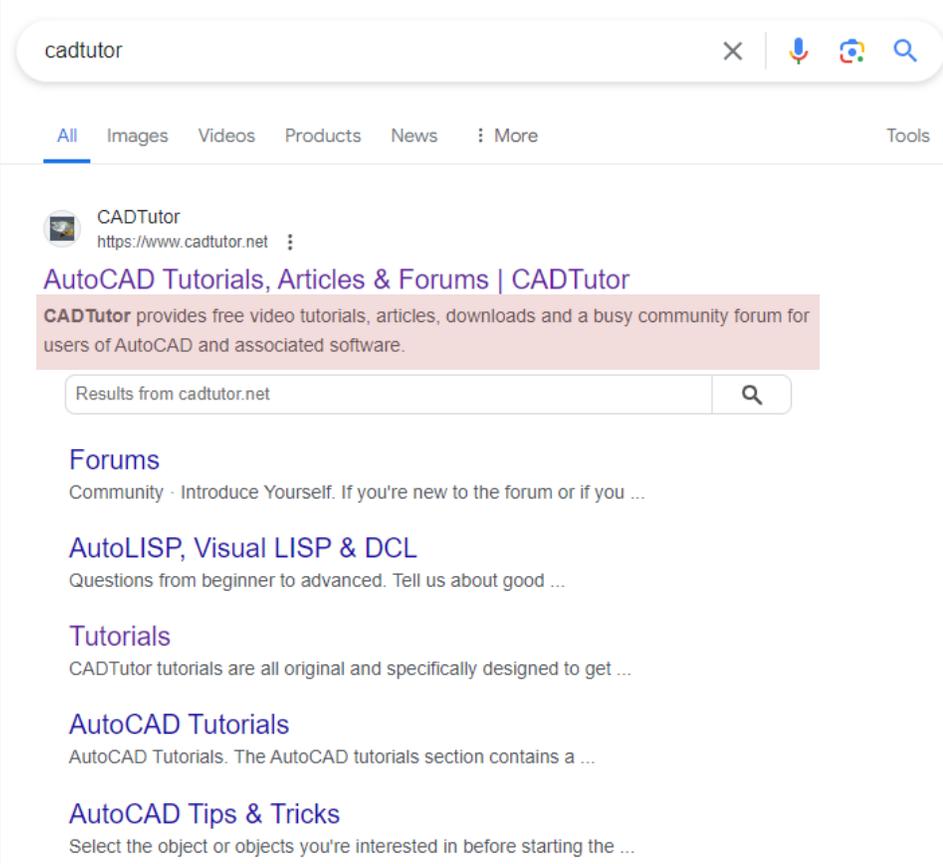
Note that the site title is placed *after* the page title because search engines weight words for relevance from left to right.

Meta Tags

```
<meta name="description" content="CADTutor provides free video tutorials, articles, downloads and a busy community forum for users of AutoCAD and associated software." />
```

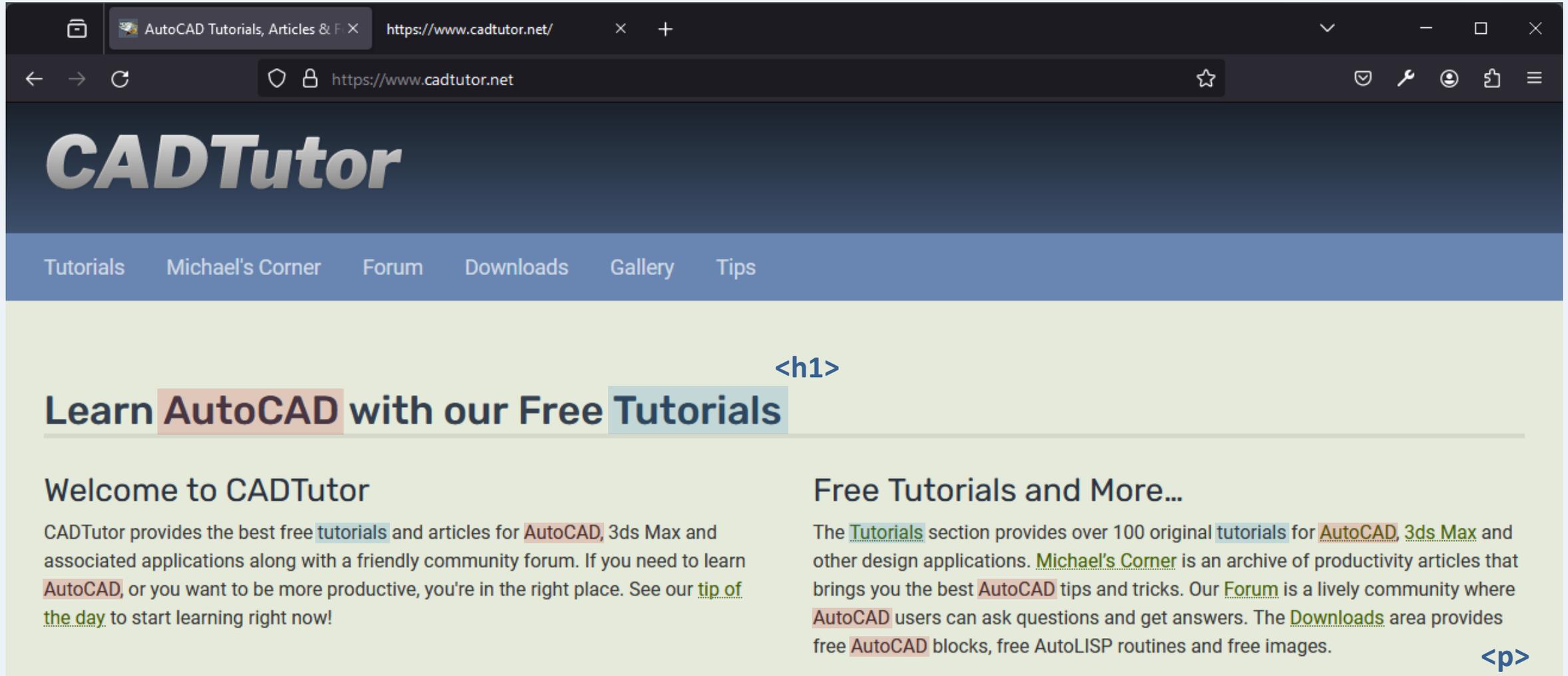
Most search engines (including Google) no longer give any weight to the *keywords* meta tag because of misuse, so it is unnecessary.

However, the *description* meta tag is **very** important and is used in search results.



The screenshot shows a search engine interface with the search term 'cadtutor'. The search results display the website 'CADTutor' with the URL 'https://www.cadtutor.net'. The main heading is 'AutoCAD Tutorials, Articles & Forums | CADTutor'. Below this, a red box highlights the description meta tag content: 'CADTutor provides free video tutorials, articles, downloads and a busy community forum for users of AutoCAD and associated software.' Below the search results, there are several links and descriptions for different sections of the website: 'Forums', 'AutoLISP, Visual LISP & DCL', 'Tutorials', 'AutoCAD Tutorials', and 'AutoCAD Tips & Tricks'.

Keywords <body>



The image shows a browser window displaying the CADTutor website. The browser's address bar shows the URL `https://www.cadtutor.net/`. The website's header features the logo "CADTutor" and a navigation menu with links for "Tutorials", "Michael's Corner", "Forum", "Downloads", "Gallery", and "Tips". The main content area has a light green background. The heading "Learn AutoCAD with our Free Tutorials" is highlighted with a blue background and has the HTML tag `<h1>` above it. The word "AutoCAD" is highlighted with a red background, and "Tutorials" is highlighted with a blue background. Below the heading, there are two columns of text. The left column is titled "Welcome to CADTutor" and contains a paragraph of text with several words highlighted in red and blue. The right column is titled "Free Tutorials and More..." and contains a paragraph of text with several words highlighted in red and blue. At the bottom right of the right column, the HTML tag `<p>` is visible.

AutoCAD Tutorials, Articles & F X `https://www.cadtutor.net/`

`https://www.cadtutor.net`

CADTutor

Tutorials Michael's Corner Forum Downloads Gallery Tips

Learn AutoCAD with our Free Tutorials `<h1>`

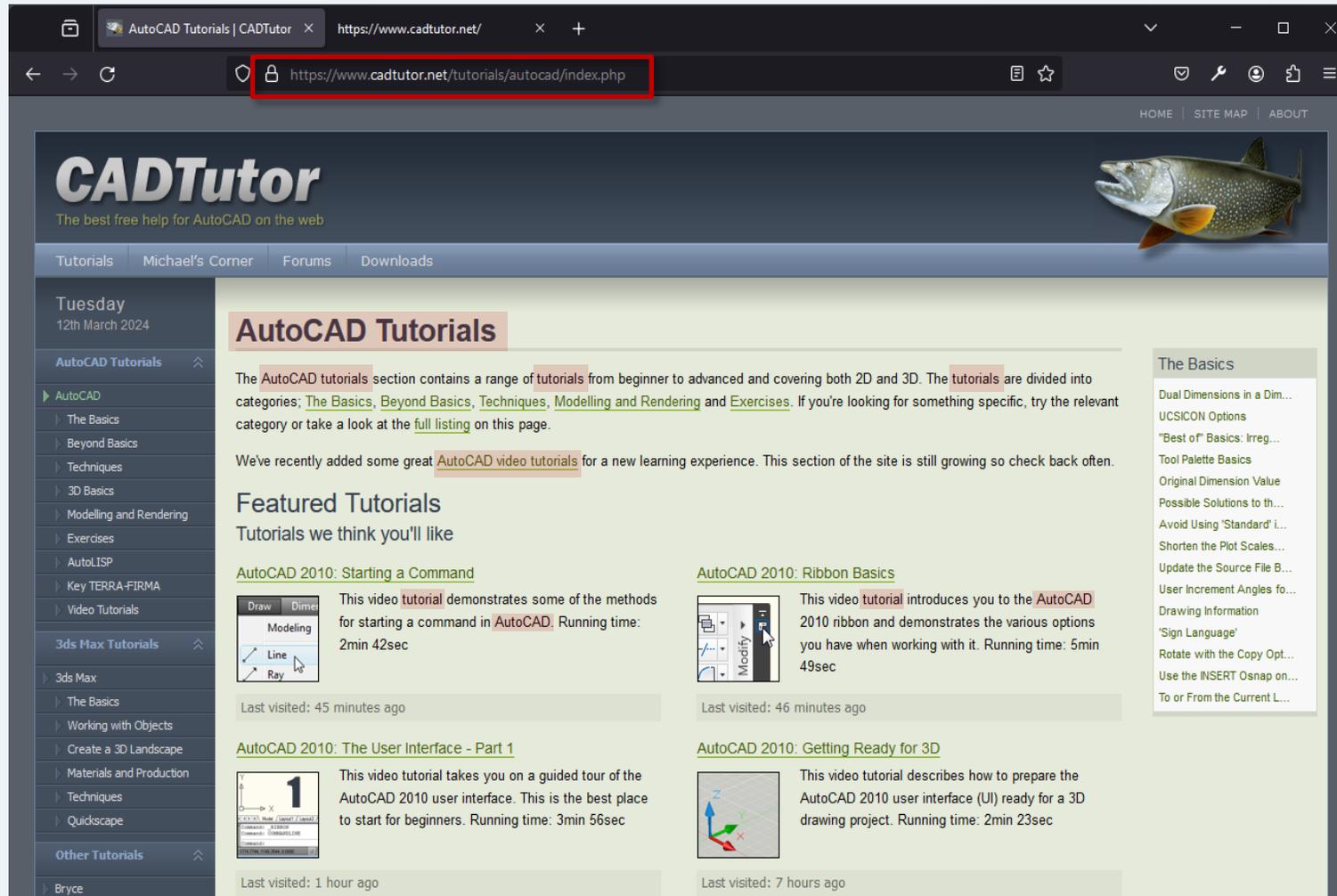
Welcome to CADTutor

CADTutor provides the best free `tutorials` and articles for `AutoCAD`, 3ds Max and associated applications along with a friendly community forum. If you need to learn `AutoCAD`, or you want to be more productive, you're in the right place. See our `tip of the day` to start learning right now!

Free Tutorials and More...

The `Tutorials` section provides over 100 original `tutorials` for `AutoCAD`, `3ds Max` and other design applications. `Michael's Corner` is an archive of productivity articles that brings you the best `AutoCAD` tips and tricks. Our `Forum` is a lively community where `AutoCAD` users can ask questions and get answers. The `Downloads` area provides free `AutoCAD` blocks, free AutoLISP routines and free images. `<p>`

Folder/File Names



The screenshot shows a web browser window with the URL <https://www.cadtutor.net/tutorials/autocad/index.php> highlighted in the address bar. The website header includes the CADTutor logo and navigation links for Home, Site Map, and About. The main content area features a sidebar with a navigation menu, a central section for AutoCAD tutorials, and a right sidebar with a list of basic topics. The central section includes a date, a main heading, an introductory paragraph, a featured tutorials section with four video thumbnails, and a list of basic topics.

CADTutor
The best free help for AutoCAD on the web

HOME | SITE MAP | ABOUT

Tutorials | Michael's Corner | Forums | Downloads

Tuesday
12th March 2024

AutoCAD Tutorials

- AutoCAD
 - The Basics
 - Beyond Basics
 - Techniques
 - 3D Basics
 - Modelling and Rendering
 - Exercises
 - AutoLISP
 - Key TERRA-FIRMA
 - Video Tutorials
- 3ds Max Tutorials
 - 3ds Max
 - The Basics
 - Working with Objects
 - Create a 3D Landscape
 - Materials and Production
 - Techniques
 - Quickscape
- Other Tutorials
 - Bryce

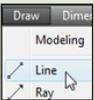
AutoCAD Tutorials

The AutoCAD tutorials section contains a range of tutorials from beginner to advanced and covering both 2D and 3D. The tutorials are divided into categories: [The Basics](#), [Beyond Basics](#), [Techniques](#), [Modelling and Rendering](#) and [Exercises](#). If you're looking for something specific, try the relevant category or take a look at the [full listing](#) on this page.

We've recently added some great [AutoCAD video tutorials](#) for a new learning experience. This section of the site is still growing so check back often.

Featured Tutorials

Tutorials we think you'll like

- [AutoCAD 2010: Starting a Command](#)

This video tutorial demonstrates some of the methods for starting a command in AutoCAD. Running time: 2min 42sec
Last visited: 45 minutes ago
- [AutoCAD 2010: Ribbon Basics](#)

This video tutorial introduces you to the AutoCAD 2010 ribbon and demonstrates the various options you have when working with it. Running time: 5min 49sec
Last visited: 46 minutes ago
- [AutoCAD 2010: The User Interface - Part 1](#)

This video tutorial takes you on a guided tour of the AutoCAD 2010 user interface. This is the best place to start for beginners. Running time: 3min 56sec
Last visited: 1 hour ago
- [AutoCAD 2010: Getting Ready for 3D](#)

This video tutorial describes how to prepare the AutoCAD 2010 user interface (UI) ready for a 3D drawing project. Running time: 2min 23sec
Last visited: 7 hours ago

The Basics

- Dual Dimensions in a Dim...
- UCSICON Options
- "Best of" Basics: Irreg...
- Tool Palette Basics
- Original Dimension Value
- Possible Solutions to th...
- Avoid Using 'Standard' i...
- Shorten the Plot Scales...
- Update the Source File B...
- User Increment Angles fo...
- Drawing Information
- 'Sign Language'
- Rotate with the Copy Opt...
- Use the INSERT Osnap on...
- To or From the Current L...

www.cadtutor.net/tutorials/autocad/

Keyword/Phrase Effectiveness

Queries
Google Search: Top 1,000 daily Landing Pages.

SAVE EXPORT SHARE EDIT INSIGHTS

All Users 100.00% Clicks + Add Segment 1 Feb 2022 - 28 Feb 2022

Explorer

Clicks Day Week Month

Primary Dimension: Search Query

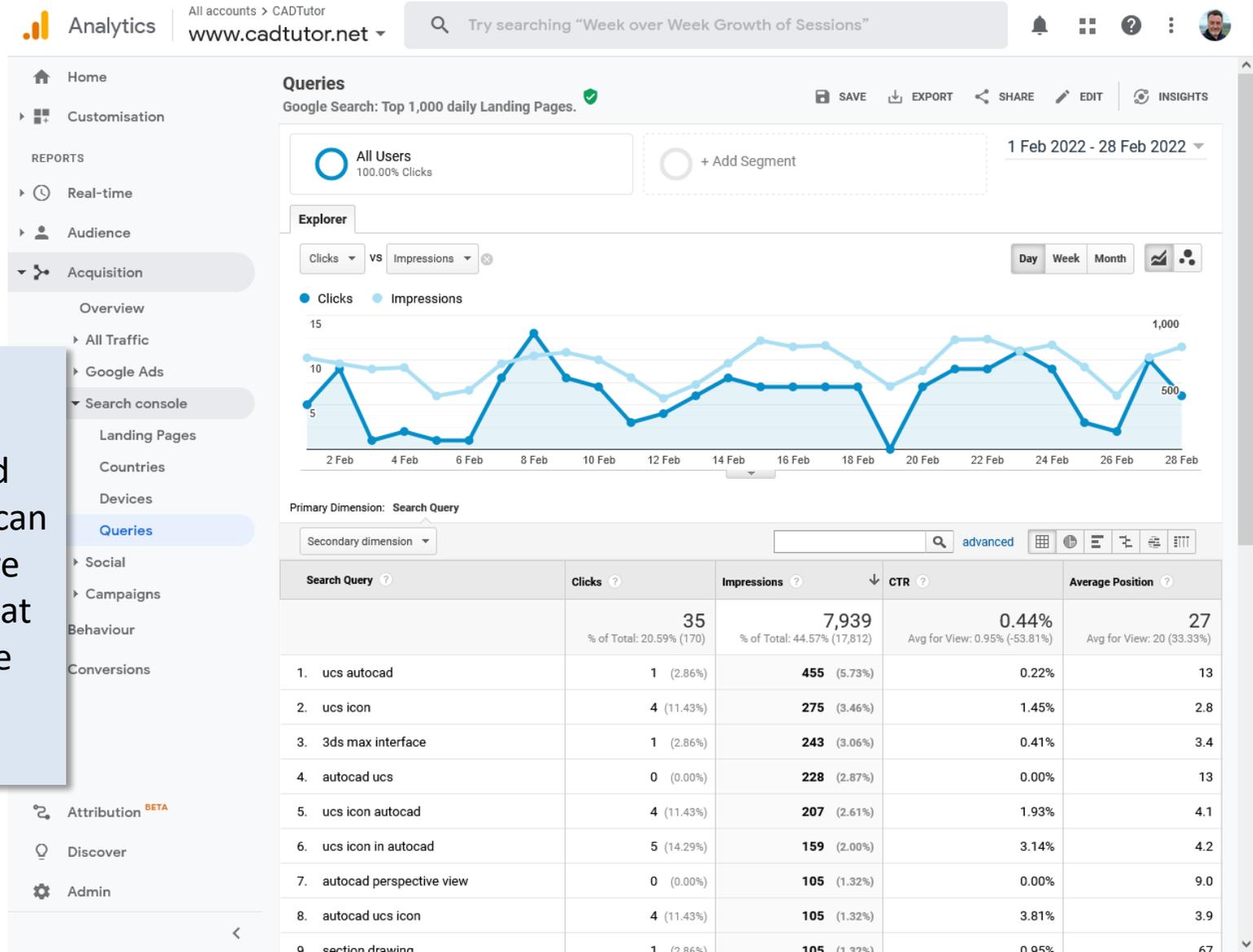
Secondary dimension advanced

Search Query ?	Clicks ?	Impressions ?	CTR ?	Average Position ?
	35 % of Total: 20.59% (170)	7,939 % of Total: 44.57% (17,812)	0.44% Avg for View: 0.95% (-53.81%)	27 Avg for View: 20 (33.33%)
1. ucs autocad	1 (2.86%)	455 (5.73%)	0.22%	13
2. ucs icon	4 (11.43%)	275 (3.46%)	1.45%	2.8
3. 3ds max interface	1 (2.86%)	243 (3.06%)	0.41%	
4. autocad ucs	0 (0.00%)	228 (2.87%)	0.00%	
5. ucs icon autocad	4 (11.43%)	207 (2.61%)	1.93%	
6. ucs icon in autocad	5 (14.29%)	159 (2.00%)	3.14%	
7. autocad perspective view	0 (0.00%)	105 (1.32%)	0.00%	
8. autocad ucs icon	4 (11.43%)	105 (1.32%)	3.81%	
9. section drawing	1 (2.86%)	105 (1.32%)	0.95%	67
10. quick select autocad	0 (0.00%)	94 (1.18%)	0.00%	9.9
11. autocad landscape	0 (0.00%)	76 (0.96%)	0.00%	20
12. 3d max interface	0 (0.00%)	75 (0.94%)	0.00%	3.4

Check the effectiveness of your keywords using **Google Analytics**.

Keyword Statistics

Google Analytics enables precise analysis of keyword effectiveness. You can see which terms are being used and what proportion of those queries result in a visit to your site.



Site Maps

- Use HTML site maps for humans and spiders – these are just a hierarchical list of site links.
- Use XML site maps for spiders.
- Use an online sitemap generator such as XML-Sitemaps.com to create your sitemap.
- Submit your sitemap using Google Search Console.
- Use robots.txt to aid the crawling of your site.
- Use Google Search Console to monitor the use of sitemaps.xml and robots.txt.

Site Map

AutoLISP

[AutoLISP main page](#)

[AutoLISP Beginners' Tutorials](#)

[The Basics in a Nutshell - Part 1](#)

[The Basics in a Nutshell - Part 2](#)

[The Basics in a Nutshell - Part 3](#)

[The Basics in a Nutshell - Part 4](#)

[Loading AutoLISP Files](#)

[AutoLISP Quick Start](#)

[The Define Function \(defun\)](#)

[SET and SETQ](#)

[Program Looping](#)

[Conditionals](#)

[COND vs. IF](#)

[AutoLISP Intermediate Tutorials](#)

[Error Trapping](#)

[Calculating Points \(Polar\)](#)

[Locating Files](#)

[File Handling](#)

[External Data](#)

[List Manipulation](#)

[Into the Database](#)

Responsive and SEO

Google has stated a preference for responsive websites and Googlebot will use the viewport meta tag (see below) to determine whether a site is responsive or not. However, it would seem that Google does **not** offer a search ranking boost just because a site is responsive. That's not to say that responsive doesn't matter for SEO. Responsive websites are inherently good for SEO.

RWD is good for SEO

1. One website = unique content
2. Can help reduce bounce rate
3. Enhances the user experience
4. Mobile searches increasing

```
<meta name="viewport" content="initial-scale=1, maximum-scale=1">
```

<http://www.seonick.net/responsive-design-seo/>

<https://searchengineland.com/responsive-design-ranking-factor-228464>

HTTPS* and SEO

Google has a vision for a completely encrypted Web and to this end it is offering encouragement to all site owners to move from the unencrypted HTTP to HTTPS. It has publicly stated (August 2014) that sites using HTTPS will get a search ranking boost. It's only small and not as important as providing great content but SEO is all about marginal gains.

HTTPS is good for SEO

Fortunately, implementing HTTPS (using SSL certificates) is now much easier and less costly than just a few years ago. Open certificate authorities like [Let's Encrypt](#) provide free SSL certificates and web hosts are making them easier to implement.

* HyperText Transport Protocol Secure

<https://webmasters.googleblog.com/2014/08/https-as-ranking-signal.html>

<https://moz.com/blog/seo-tips-https-ssl>

Google Results

Google Search [Advanced Search](#)
Search: the web pages from the UK

Web [+ Show options...](#) Results 1 - 10

expanded 1st place entry

[The best free AutoCAD Tutorials and Articles | CADTutor](#)
CADTutor provides free **tutorials**, articles, answers to FAQs and a busy community forum for users of **AutoCAD** and associated software.
www.cadtutor.net/ - [Cached](#) - [Similar](#) -
[Bookmark]

} meta tag description

- [Tutorials](#)
- [Video Tutorials](#)
- [Drawing Objects](#)
- [Forums](#)
- [Free AutoCAD Download](#)
- [AutoCAD](#)
- [Site Layout Exercise](#)

[More results from cadtutor.net »](#)

additional entry

[Tutorials | CADTutor](#)
See the **AutoCAD tutorials** page for more information. ... User Co-ordinate Systems | **AutoCAD**
This **tutorial** describes what UCSs are, why we need them and how ...
www.cadtutor.net/tutorials/ - [Cached](#) - [Similar](#) -

} meta tag description not used

[AutoCAD Tutorials 2010 \(free\), Videos, Forum & Lessons to learn ...](#)
Provides free **AutoCAD** lessons and **tutorials** from the basics to advanced 3D, as well as some software and drawing downloads.
www.we-r-here.com/cad/ - [Cached](#) - [Similar](#) -

[AutoCAD Tutorials for free, Lessons, Videos - a Complete Course](#)
50 FREE **AUTOCAD TUTORIALS** - A COMPLETE COURSE. About the **tutorials** : This site provides great **tutorials** / lessons for the student of **AutoCAD**. ...
www.we-r-here.com/cad/tutorials/index.htm - [Cached](#) - [Similar](#) -

[+ Show more results from www.we-r-here.com](#)

Video results for autocad tutorials



[AutoCAD 2008 - Tutorial 05](#)
9 min - 29 Aug 2007
www.youtube.com



[AutoCAD 2008 - Tutorial 03](#)
10 min - 26 Aug 2007
www.youtube.com

[Autodesk AutoCAD Tutorials - Tutorialized](#)
2009-10-13, Creating Custom Bitmap Materials **AutoCAD tutorial**. This **tutorial** describes how to create custom bitmap based materials in **AutoCAD** ...
www.tutorialized.com/tutorials/AutoCAD/1 - [Cached](#) - [Similar](#) -

Current position (March 2024) after 10 years of SEO neglect = 18.5

Bing Results

The screenshot shows the Bing search engine interface. At the top, there are navigation links for Web, Images, Videos, Shopping, News, Maps, More, MSN, and Hotmail. The search bar contains the text 'autocad tutorials' and a magnifying glass icon. Below the search bar, there are radio buttons for 'Show all' (selected) and 'Only from United Kingdom'. The search results are displayed in a list format. The first result is a sponsored site titled 'Autocad Training' from www.upgradetraining.co.uk. The second result is 'The best free AutoCAD Tutorials and Articles | CADTutor' from www.cadtutor.net. The third result is 'AutoCAD Tutorials | CADTutor' from www.cadtutor.net. The fourth result is 'AutoCAD Tutorial Home Page' from www.ncsu.edu. The fifth result is 'AutocadCentral - Free AutoCAD Tutorials' from www.autocadcentral.com. The sixth result is 'Autodesk AutoCAD Tutorials - Tutorialized' from www.tutorialized.com. The seventh result is 'AutoCAD Tutorials for free, Lessons, Videos - a Complete Course' from www.we-r-here.com. The eighth result is 'FBE online learning AutoCAD - 2D Tutorials' from www.fbe.unsw.edu.au.

Web Images Videos Shopping News Maps More | MSN | Hotmail

bing™ autocad tutorials

Show all Only from United Kingdom

ALL RESULTS 1-10 of 14,200,000 results · [Advanced](#)

Videos

RELATED SEARCHES

- [Free Download AutoCAD Tutorial](#)
- [Tutorials AutoCAD Modelling](#)
- [Basic AutoCAD Tutorial](#)
- [Realy Free AutoCAD Tutorials](#)
- [Free AutoCAD Tutorial](#)
- [AutoCAD 2004 Tutorial](#)
- [AutoCAD 2007 Tutorial](#)
- [AutoCAD 3d Tutorials](#)

Autocad Training · www.upgradetraining.co.uk Sponsored sites
For Quality IT Training Tailored To Meet Your Company Needs, Call Us.

The best free AutoCAD Tutorials and Articles | CADTutor
CADTutor provides free **tutorials**, articles, answers to FAQs and a busy community forum for users of **AutoCAD** and associated software.
www.cadtutor.net · [Cached page](#)

AutoCAD Tutorials | CADTutor
A range of **tutorials** for beginner, intermediate and advanced users. These **tutorials** are comprehensive, well illustrated and easy to follow.
www.cadtutor.net/tutorials/autocad/index.php · [Cached page](#)

AutoCAD Tutorial Home Page
Online **tutorials** for getting started with **AutoCAD**, from the North Carolina State University.
www.ncsu.edu/project/graphicscourse/gc/acadtut/acadtut2000/acadtut-home.html · [Cached page](#)

AutocadCentral - Free AutoCAD Tutorials
AutocadCentral Free **Tutorials** - The Best **AutoCAD Tutorials** on the Web
www.autocadcentral.com/Tutorials/tutorials_index.htm · [Cached page](#)

Autodesk AutoCAD Tutorials - Tutorialized
AutoCAD is a computer aided drafting software package used by millions of professionals for 3D modeling, architectural design, engineering plans, and more.
www.tutorialized.com/tutorials/AutoCAD/1 · [Cached page](#)

AutoCAD Tutorials for free, Lessons, Videos - a Complete Course
myCADsite.com provides FREE **AUTOCAD 2008 CAD TUTORIALS / LESSONS**, as well as links and drawing samples. New content added regularly.
www.we-r-here.com/cad/tutorials/index.htm · [Cached page](#)

FBE online learning AutoCAD - 2D Tutorials
Learning **AutoCAD**, a set of **tutorials** created by staff of the Faculty of the Built Environment, the University of New South Wales
www.fbe.unsw.edu.au/Learning/autocad · [Cached page](#)

1st place entry

additional entry

meta tag description

meta tag description

Foreign Language Search Engines

The screenshot shows the Yandex search engine interface. The search bar contains 'autocad tutorials' and the search button is labeled 'Найти'. Below the search bar, there are several search results. The first result is highlighted with a red box and contains the following text:

1. **AutoCAD Tutorials | CADTutor**
Don't forget to visit our friendly AutoCAD Forum if you need to ask questions about AutoCAD and keep learning month-by-month with Michael's Corner. Popular AutoCAD Tutorials. Tutorials with the most visits per day.
www.cadtutor.net/tutorials/autocad/ [сохраненная копия](#)
[еще с сайта](#)

Other search results include 'AutoCAD Tutorials', 'YouTube - AutoCAD Tutorial - 01', 'AutoCAD 2008 tutorials CD скачать', and 'AutoCAD 2008 tutorials CD » Infanata - Лучшие книги Интернета'. The page also features a sidebar with a 'Приглашаем на международную конференцию' advertisement and a 'Разместить объявление по запросу «autocad tutorials»' button.

Yandex, Russian search engine

The screenshot shows the Baidu search engine interface. The search bar contains 'autocad tutorials' and the search button is labeled '百度一下'. Below the search bar, there are several search results. The first result is highlighted with a red box and contains the following text:

AutoCAD Tutorials | CADTutor
A range of tutorials for beginner, intermediate and advanced users. These tutorials are comprehensive, well illustrated and easy to follow.
www.cadtutor.net/tutorials/autocad/index ... 23K 2009-11-15 - 百度快照

Other search results include 'Architecture Autocad & 3Dmax video tutorials(浴室场景的制作)', 'AutoCAD 2005 for Architects Tutorials AutoCAD教程 - CAD信息网', 'Autodesk AutoCAD 2010快速入门教程', 'Autodesk Autocad Architecture 2009 Metric Tutorials', and '55% Discount for Autocad Tutorials, best cheap cad, autocad'. The page also features a sidebar with a '来百度推广您的产品' advertisement and a '发布您关于autocad的留言 59183 篇' button.

Baidu, Chinese search engine

Referring search engines

Using a server-based analytics application like Awstats, you can see which search engines are sending traffic to your site.

Statistics for:
cadtutor.net

Summary

When:

Monthly history

Days of month

Days of week

Hours

Who:

Locales

Full list

Hosts

Full list

Last visit

Unresolved IP Address

Authenticated users

Full list

Last visit

Robots/Spiders visitors

Full list

Last visit

Navigation:

Visits duration

File type

Downloads

Full list

Viewed

Full list

Entry

Exit

Operating Systems

Versions

Unknown

Browsers

Versions

Unknown

Referrers:

Origin

Referring search engines

Referring sites

Search

Search Keyphrases

Search Keywords

Others:

Miscellaneous

HTTP Status codes

Error Hits (404)

Last Update:

11 Mar 2024 - 19:02

Reported period:

Monthly

Mar

2024

OK



[Back to main page](#)

Links from an Internet Search Engine

173 different referring search engines	Pages	Percent	Hits	Percent
Google .com	138831	89.8 %	149,580	87.1 %
Bing : www.bing.com	5633	3.6 %	9,048	5.2 %
DuckDuckGo	1079	0.6 %	1,087	0.6 %
Google United Kingdom	836	0.5 %	929	0.5 %
Google Canada	627	0.4 %	678	0.3 %
Yandex .ru	496	0.3 %	533	0.3 %
Google India	454	0.2 %	508	0.2 %
Unknown search engines	445	0.2 %	453	0.2 %
Google South Korea	374	0.2 %	401	0.2 %
Google Australia	364	0.2 %	379	0.2 %
Google Vietnam	350	0.2 %	370	0.2 %
Google Netherlands	295	0.1 %	302	0.1 %
Google Germany	226	0.1 %	237	0.1 %
Baidu	215	0.1 %	215	0.1 %
Google Thailand	201	0.1 %	217	0.1 %
Yahoo : search.yahoo.com	160	0.1 %	160	0 %
Google France	158	0.1 %	178	0.1 %
Bing : cn.bing.com	154	0 %	199	0.1 %
Google Italy	154	0 %	169	0 %
Google Belgium	148	0 %	165	0 %
Google Hong Kong	142	0 %	165	0 %
startpage.com	135	0 %	135	0 %
Google Philippines	129	0 %	150	0 %
Google Turkey	127	0 %	132	0 %
Google Taiwan	122	0 %	144	0 %
Google Japan	113	0 %	117	0 %
Google Greece	109	0 %	114	0 %
Google .com (catchall)	99	0 %	1,524	0.8 %
Google Portugal	97	0 %	101	0 %
Google Brazil	90	0 %	91	0 %
Yahoo : r.search.yahoo.com	90	0 %	91	0 %
Google Russia	88	0 %	100	0 %
Google Poland	85	0 %	92	0 %
Ya.ru (Yandex)	83	0 %	90	0 %
Google Romania	82	0 %	90	0 %
Google Sweden	82	0 %	83	0 %
Google Spain	79	0 %	82	0 %
Google Malaysia	75	0 %	83	0 %
Google Austria	74	0 %	86	0 %
Google Mexico	72	0 %	82	0 %
Google Egypt	65	0 %	66	0 %
Google Ireland	62	0 %	68	0 %
ecosia	58	0 %	60	0 %
Google Switzerland	56	0 %	57	0 %
Google United Arab Emirates	51	0 %	56	0 %

METRICS

- Visitors
- Errors
- Bandwidth
- Raw Access
- Awstats
- Webalizer
- Webalizer FTP
- Metrics Editor
- Resource Usage

Search algorithms

The order in which sites appear in search engine results are determined by carefully designed algorithms that take into account all the things we have discussed but also include website characteristics such as speed and accessibility. Geographic region is also an important factor.

Ultimately, Google wants to provide the best search results for its users, ensuring **relevance** of content and a **good user experience**. It sees this as a way of encouraging site designers to build more user-centred sites with quality content.

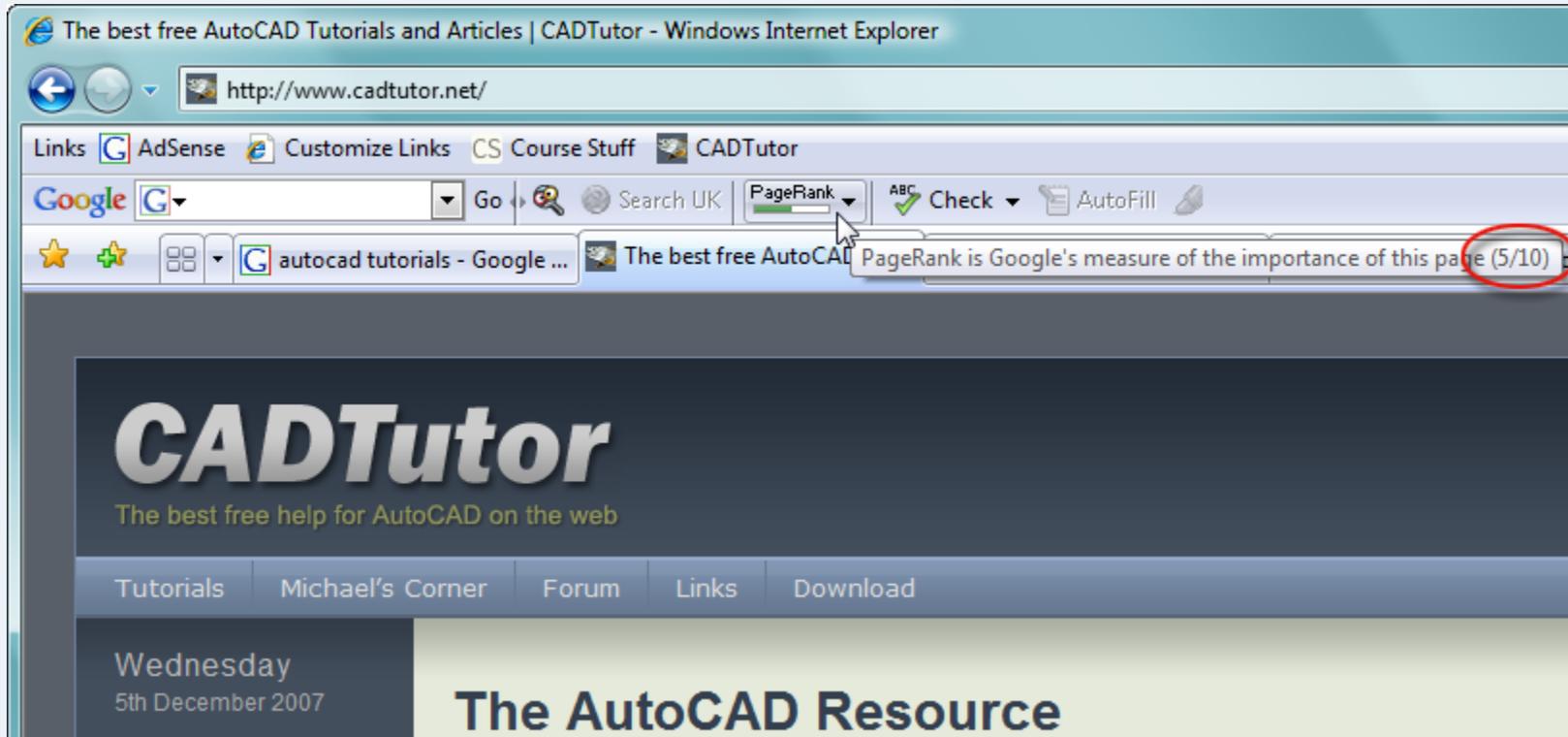
SEO, SEM & Site Promotion

OFF-PAGE SEO (SEM)

...the stuff you have **indirect** control over

Google PageRank/Link Authority

PageRank is a measure of *relevance* and the *quality* of incoming links.



Any value *above* 3/10 is considered good and will attract exchange link requests. Check your PageRank at sites such as [PageRank Checker](#). In 2016 Google removed PageRank values from the public domain because of misuse but it is still used internally as a valuable indicator.

RIP Google PageRank: <https://searchengineland.com/rip-google-pagerank-retrospective-244286>

Inbound Links

- The link authority of any site or page is improved if it has many inbound links and is improved even more if those inbound links are from pages with a high PageRank value.
- In other words, links from pages with valued/trusted content are weighted higher than those with less valued/trusted content.
- Search Engine Marketing (SEM) involves creating as many quality inbound links as possible.
- Spend time emailing other site owners and asking them if they will exchange links with you.
- Response is often low, but it is worth the effort in the initial stages of SEM for new sites.
- Beware of exchanging links with SEM “Experts”...

Link Exchange Requests

- Sites with PR4 or higher attract many link requests because incoming links from pages with a high PR are worth more than those with a low PR.

Hi

My name is Molly Hall. I've just visited your website [cadtutor.net](http://www.cadtutor.net) and I was wondering if you'd be interested in exchanging links with my website. I can offer you a HOME PAGE link back from my Home Improvement Guide website which is <http://www.baltimoretalentdevelopmenthighschool.org/> with page rank 4

If you are interested, please add the following information to your website and kindly let me know when it's ready. I'll do the same for you in less than 24 hours, otherwise you can delete my link from your site.

Title: Sheet Metal Machinery

URL: <http://www.bulldog-uk.com/>

Description: New and used sheet metal machinery products from Bulldog.

I hope you have a nice day and thank you for your time.

Best regards;

Molly Hall

Web Marketing Consultant

Typical link request from a “web marketing consultant”. Note that there is no content relevance between CADTutor and the target site.

Link Request Reality



SEM Site = PR4
Non relevant.
No original content.
The site has just one
purpose; to host
outgoing links.
Some revenue
through AdSense.

Bulldog Industrial Holdings Ltd
Suppliers of new and used rollforming and associated sheet metal working machinery

NEW MACHINERY
USED MACHINERY **CONTACT US** **SERVICE**

Bulldog supply a full range Sheet metal working machinery specialising in
* Sheet metal Folding machines and shearing machines - manual or powered with optional CNC or NC control
* Rollforming machinery , to Lock form and roll profile sections
* Decouling Cut to length and Slitting machinery for Steel & Aluminium coil processing
* Flanging and Dishing machines for Tanks and Vessels in Cold Rolled and Stainless steel
* A full range of other Sheet metal forming and bending and Cutting machinery

Bulldog Industrial Holdings Ltd, Carrington Road, Stockport, Cheshire SK1 2JT England
Tel: 00 44 (0) 161 477 0775
Fax: 00 44 (0) 161 480 0133
e-mail sales@bulldog-uk.com

[Sitemap](#) [Latest News](#)

A member of the Metalforming Machinery Maker's Association

Specialising in Machines to Roll Form lock Fold Bend Shape Cut guillotine shear and swage sheet metal such as steel, Aluminium, Stainless Steel, copper and tinplate. Also Decoil, straighten, level, press feed, and recoil, processing where a machine is needed in the press shop. For Steel service centres we offer decoiling lines and slitting lines also uncoiler, coil car, uncoiler, stacker, and other accessories. We also offer Used machines subject to availability, by H.P. Scheidt, Walton, Edwards, Morgan, Clark, Adam, Oliver, Duplex, Boxer, Shorte, Formit, Rollsec, Merform, BHP, Fasti, Cami, Dumech, Bronx, Stansel, Baldina Blue Valley, Bollina, Gramini, Lockformer, Schleichbach, Scherdel-Park, Cidan, and standing seam. For duct-forming applications we offer Pittsburgh lock and Button punch snap lock joints as well as upper and nipole types. We offer Hand operated manual and Powered mechanical and hydraulic machines some with CNC or NC control. We serve the following trades - section rollforming ,cladding, roofing flashing ,storage ,racking, steel furniture, automotive, presswork, air conditioning, ventilation, ductwork, construction, and building.

Client Site = PR2
Non relevant.
Commercial site; higher PR will
improve search engine profile.

Your link here

Link Spam

- So, you need to engage users and encourage UGC but that leaves you open to link spam.
- Link spam is the bane of many website owners' lives, especially if they run forums and blogs.
- Q: What's the point of link spam?
- A: To generate thousands of automated inbound links for short-term gain (cash).
- Q: How is this done?
- A: By using software like XRumer.
- Such practices are known as “black-hat SEO”.

XRumer



The XRumer promotional video makes for depressing viewing for any legitimate website owner who relies on good quality user generated content.

<https://www.youtube.com/watch?v=mldtSaN5HIU>

Don't follow spam links

- Spammers want to add links from your site for 2 reasons:
 - To generate more traffic for themselves
 - To build their reputation based on your PageRank
- In time, this may damage your own PageRank because a link is an endorsement.
- You can prevent search engines following spam links from your site by adding an attribute to the anchor element:

```
<a href="http://www.spamsite.com" rel="nofollow">Spam comment</a>
```

Manage comment spam

- Most blogs and forums will have integrated functions to help manage spam.
- WordPress uses the Akismet plugin for example.
- Pay special attention when configuring your applications – if you don't want comments, turn commenting off. If you do, make sure you either moderate them or let a service such as Akismet deal with them.
- Check your site regularly to avoid it being trashed.

Link Spam is Big Business



Many SEO “experts” claim to generate “organic” traffic. The word *organic* means naturally occurring but their (paid for) links are artificially created – there’s nothing organic about them. This video gives good advice.

<https://www.youtube.com/watch?v=R8uC7OhA6Wc>

SEO is not spam

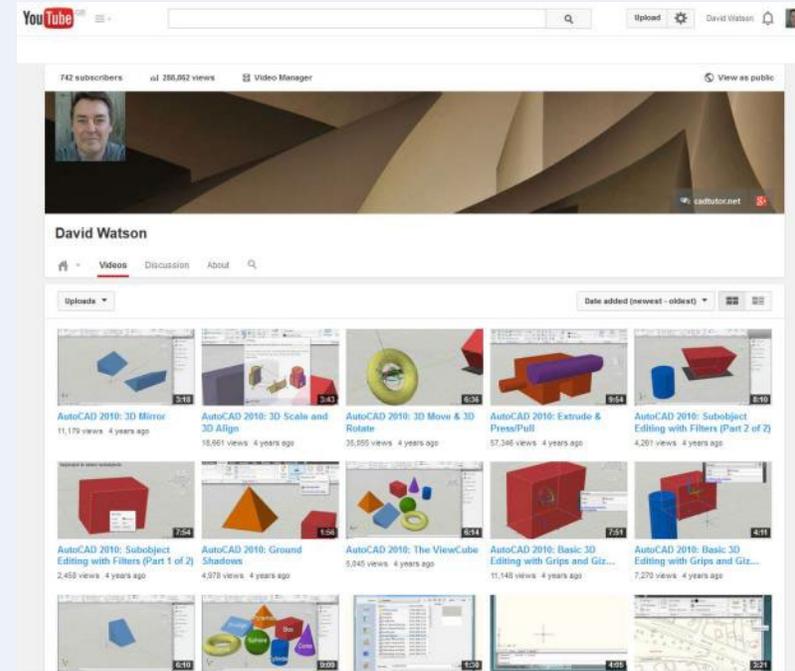
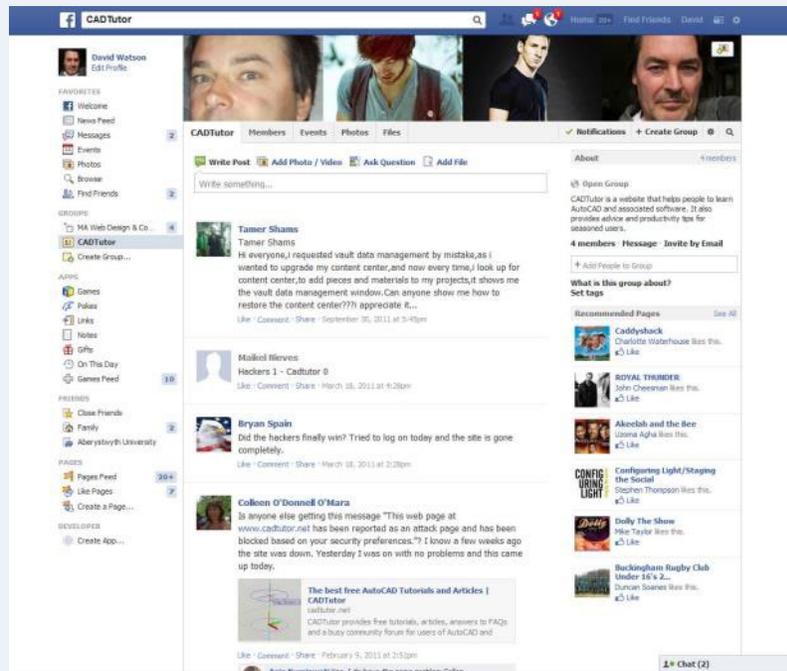


In this video, Google's Matt Cutts explains that SEO in and of itself is not spam but that so called "black hat" techniques like artificial links are spam.

<https://www.youtube.com/watch?v=BS75vhGO-kk>

Community Networks

- Use community networks like Facebook to promote your site.
- Post relevant videos on a YouTube channel.



Promote your site using community networks. This increases the number of inbound links naturally or *organically* and allows more people to find you more easily.

Social Link Sharing

- Try to cultivate links on social link sharing sites like reddit and Mix (previously StumbleUpon).
- Because these are “human” links, they are given greater weight by search engines.
- Post links to your new blog posts on X, Instagram and TikTok to generate interest in your site. If your content is good, traffic will rise.
- **Don't** be tempted to buy Facebook likes or engage in any dubious practices.



Create your own backlinks

- Creating your own backlinks from blogs and forums is perfectly legitimate providing you do it well and you ensure your comments are relevant and useful.
- This takes time but works well over the medium to long term.
- Avoid this sort of thing:

I'm impressed, I have to admit. Seldom do I come across a blog that's both equally educative and interesting, and without a doubt, you have hit the nail on the head. The problem is an issue that too few folks are speaking intelligently about. I'm very happy I found this during my search for something relating to this.

Checking inbound links

Use **Google Search Console** to see which pages on your site are attracting inbound links (backlinks).

This will help you see what people are interested in and enable you to prioritise future content that will encourage more links.

Links > Top linked pages – externally EXPORT

Total external links ⓘ
45,582

Top target pages ☰

Target page	↓ Incoming links	Linking sites
https://www.cadtutor.net/forum/	3,136	121
https://www.cadtutor.net/	1,583	390
https://www.cadtutor.net/forum/topic/63097-random-select-objects-from-selected-group-lisp/	490	2
https://www.cadtutor.net/forum/topic/22915-plotting-specific-paper-sizes-vba/	352	28
https://www.cadtutor.net/forum/topic/314-measuring-distance-and-angle/	352	28
https://www.cadtutor.net/forum/topic/2463-how-do-i-add-a-delta-symbol-to-a-dimension/	352	28
https://www.cadtutor.net/forum/topic/9075-rj-45-male-cad-drawing/	352	28
https://www.cadtutor.net/forum/topic/171-quotthe-solid-does-not-lie-in-the-positive-xyz-octant-quot/	352	28
https://www.cadtutor.net/forum/topic/4304-export-3d-sketch-to-autocad/	352	28
https://www.cadtutor.net/forum/topic/14892-acad-error-logs/	352	29
https://www.cadtutor.net/forum/topic/6625-i-need-to-convert-over-200-dng-files-to-pdf-help/	351	28

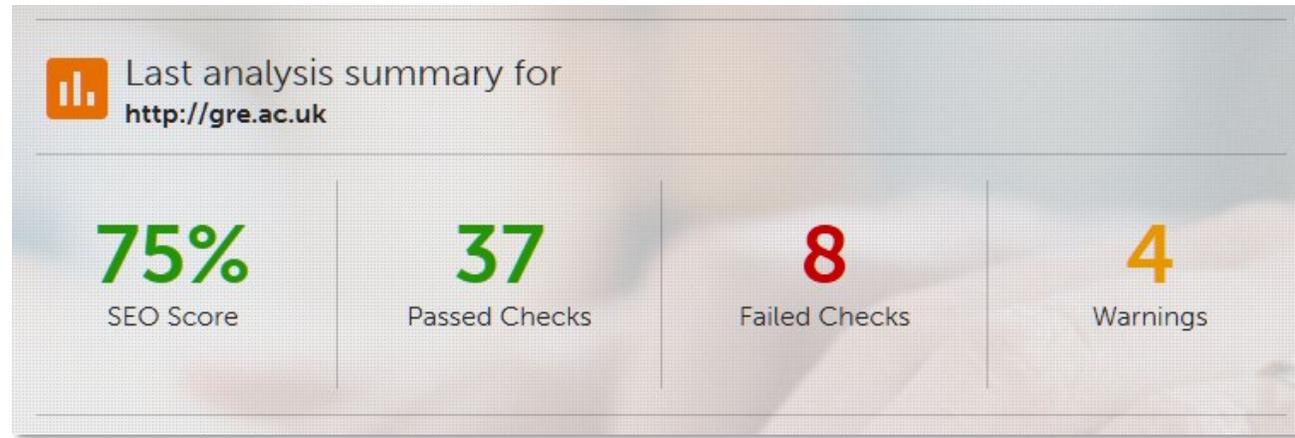
Google AdWords

- If you want to use paid advertising to drive traffic to your site, you can use services such as [Google Ads](#).
- Before you spend any money on Google Ads, make sure you have done your keyword research to make sure your investment is properly targeted – it's easy to spend a lot of money with little return if you're not careful.



Checking SEO/SEM

- Use SEO Site Checkup and/or Nibbler to check how well you are doing for on-site and off-site SEO and to check your competitors.



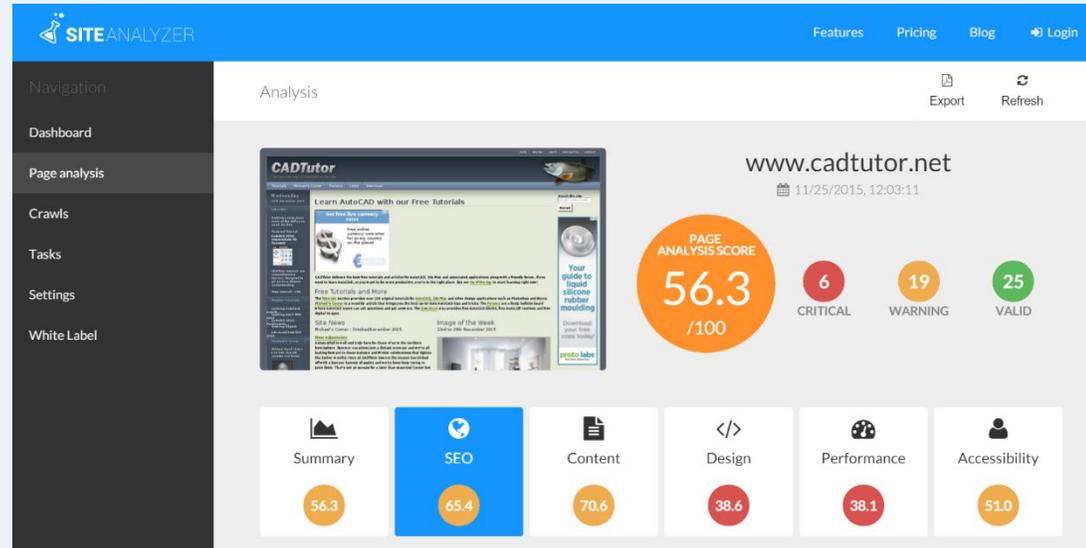
- Be aware that the tool uses specific criteria to judge SEO and they may not be entirely appropriate for your site, but it gives you a very good overview.
- Criteria change over time to reflect changing search algorithms.

SEO Site Checkup: <https://seositecheckup.com/>

Nibbler: <https://nibbler.silktide.com/en>

An ongoing process

SEO is an ongoing process, and you must keep working at it to maintain your website's position in search engine rankings as algorithms and social media trends change.



Monitor your SEO progress with sites like Site Analyzer, which give a good overview of your strengths and weaknesses.

Make changes to the site that will help SEO, like improving navigation or tweaking page titles and meta tags.

Most importantly, continue adding great content to your website otherwise your SEO efforts will be wasted.

Site Analyzer: <https://www.site-analyzer.com/>

Report for thought.photos

7.7 Overall
The overall score for this website.

9.3 Accessibility
How accessible the website is to mobile and disabled users.
[See contributing tests](#)

8.9 Experience
How satisfying the website is likely to be for users.
[See contributing tests](#)

4.2 Marketing
How well marketed, and popular the website is.
[See contributing tests](#)

9.1 Technology
How well designed and built the website is.
[See contributing tests](#)



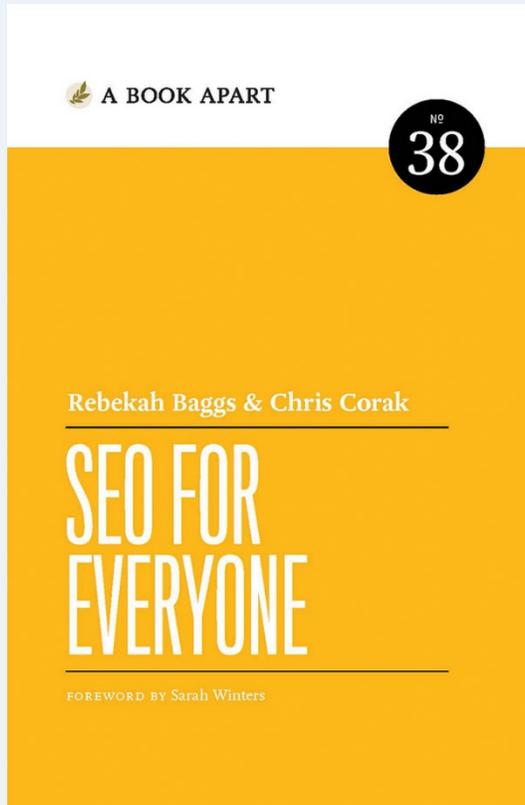
Nibbler tested a sample of 5 pages from this website at 15:30 on 18 Nov 2019 (GMT).

[Retest](#)

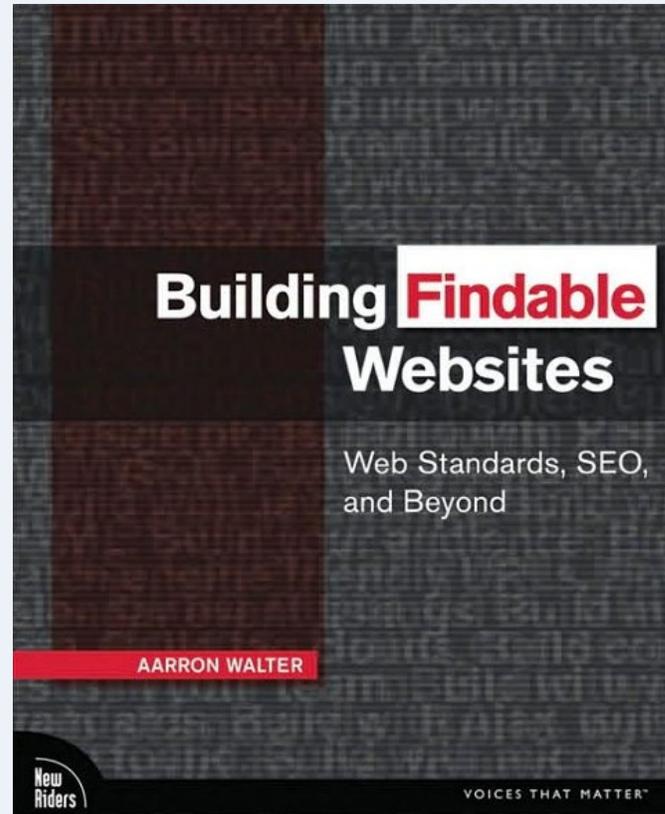
Overview	
Popularity	0.0
Social interest	0.0
Meta tags	2.0
Incoming links	4.1
Internal links	6.0
Twitter	8.4
Images	9.2
Amount of content	9.7
URL format	10
Printability	10
Mobile	10
Headings	10
Page titles	10
Analytics	10
Server behaviour	10
Freshness	10
Domain age	i
More features	+
5 pages tested	

Do all sites need to be popular? No, but they still need to have good accessibility, structure, coding etc. So checking them with tools like Nibbler is still a good idea.

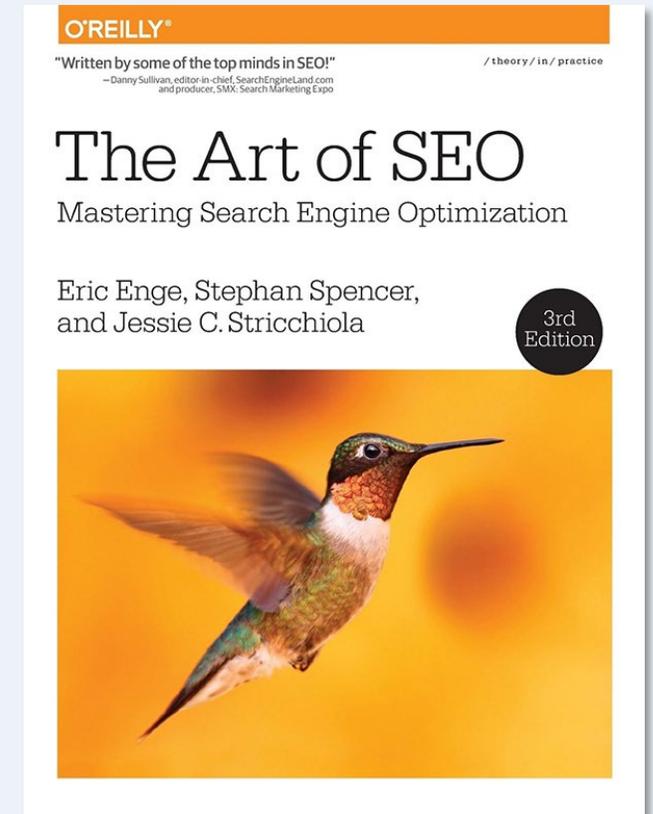
Reading



[SEO for Everyone](#)



buildingfindablewebsites.com



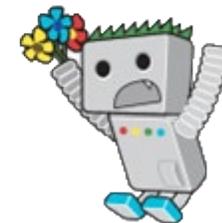
artofseobook.com

Online Resources



There is plenty of good “white hat” advice available online. Take a look at [What is SEO](#) at Search Engine Land for a good introduction and then move on. Google’s [Search Engine Optimization Starter Guide](#) is excellent, as is [The Beginners Guide to SEO](#) by Moz. When building websites, check out Aarron Walter’s [Findability Checklist](#).

Use description meta tags to provide both search engines and users with a summary of what your page is about!



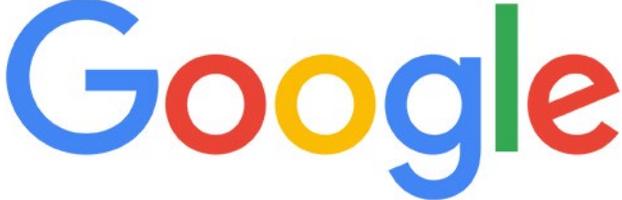
SEO 101



Watch this useful video with Google's Matt Cutts talking about the most important things you should do to improve SEO for your site.

<https://www.youtube.com/watch?v=421aTJI2Nxc>

Four crucial SEO tools


Search Console

 Google Analytics

 Trends

 Google Ads

The End

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