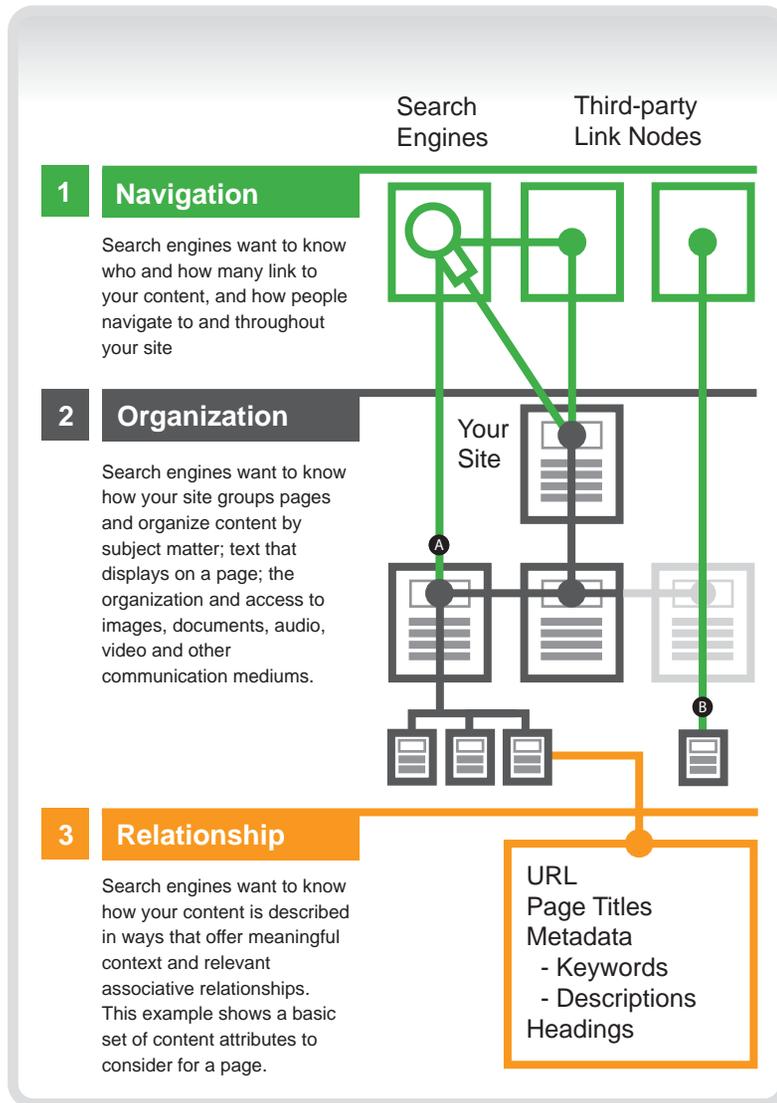


# SEO in Your IA Strategy

Based on the article, "Putting SEO in Its Place: An Information Architecture Strategy" - by Nathaniel Davis



## Search engine optimization (SEO) can be described as a practice of improving the relevant findability of information by search engines.

Information architecture naturally improves findability, thus SEO, of content through strategies for enabling navigation, information organization and relationships.

While SEO is generally viewed as a specialized practice, DSIA Research Initiative considers SEO to be native to information architecture. Consequently, information architecture deliverables should always provide recommendations that meet basic SEO requirements. The following summarizes how the top three tiers of IA practice satisfy basic SEO requirements.

### 1 Navigation

Navigation forms the most concrete connection that users have with the work product of information architecture. View both internal and external search engines as extensions of your site's navigation scheme. As a result, determine whether you need to consider how link nodes and metadata might formally display within third-party domains like a search engine or Web site, and how users will access your content beyond the home page. See **A B**

### 2 Information Organization

Information architecture must provide a sound organization for pages and content on Web sites. Planning a Web site's page hierarchy can be critical for users as well as search engine spiders. Because of the convenience of using internal and external search engines and contextual and inline navigation methods, users may rely less on taxonomy-structured menus. Search engine spiders, however, have a greater appreciation for formal, hierarchal content structures. Determine whether your organizational approach needs to extend beyond your local domain and into the domains of search engines, third-party sites, and emergent social grids like LinkedIn, Facebook, and Twitter. If so, this may impact your final IA recommendations.

### 3 Information Relationships

When you create and implement a meta-data schema, you naturally position your content for findability by search engines. Content models should always consider the use of page titles, page descriptions, keywords, and image descriptions. This basic level of discipline benefits even the smallest of projects and translates well to larger, managed environments with database-driven content.