

## MySpace Best Practise for SEO

### What is SEO?

The goal of SEO (Search Engine Optimisation) is to improve traffic from search engines. In a very competitive playing field, small changes to the code in websites and website templates can result in big improvements in site traffic, and therefore more people view your page & content.

[MySpace.com - Foo Fighters - Los Angeles, CALIFORNIA - Rock - www ...](#)  
MySpace music profile for **Foo Fighters** with tour dates, songs, videos, pictures, blogs, band information, downloads and more.  
[www.myspace.com/foofighters](#) - 158k - [Cached](#) - [Similar pages](#)

Example of SEO on Google search engine.

### Goals:

The main goal of any SEO program is to get high positions for MySpace URLs in web search results. This is accomplished by three main, ordered steps:

- 1) Make sure your URLs are being indexed
- 2) Make sure the URLs that are indexed are appearing for the terms that should trigger them
- 3) Do what you can (the optimisation part) to get those results moved to page 1 (or up the rank on page 1)
  - a. On-Page factors that increase relevancy for search engine algorithms
  - b. Number and quality of inbound links to the page

## How You Can Improve Your Page

### On Page Content

- Use most common keyword (movie title, band name, artist name) as the **profile display name**.
  - Try not to use Roman Numerals, long official names, or uncommon abbreviations. Use a common form that most people would type to search to find your site.
  - For Example, 'Xmen 3' gets about 10 times more search traffic than "X-men The Last Stand" and "X-men III" combined.
- Use **plain text** in profile, search engines cannot see text within an image, bios and descriptions must be in plain html text Try as much descriptive relevant text as possible on the profile, 400+ words is ideal, **even more content is better**.
- Provide **unique content**. Do not use a stock promotional bio or description that is already placed on every other website. **Personalize** the profile content for MySpace.
- Use other variations of the main keyword and related words within the profile content (nicknames, acronyms, related words, common alternate names, actors, actresses, and musician names). Many users will search for these terms **as well**.

## Linking

- **Add an exclusive video, screenshot, or interview.** If the MySpace page is the only source, many other sites and blogs will create links to the profile. These links will not only provide natural traffic from clicks, the links will count as votes to help the MySpace profile rank in the search engines.
- **Link as much as possible** to your MySpace profile/channel on your website(s) – this will **improve relevance** to your MySpace page in searches. Create html text links from the official site, partners, or fansites to your MySpace profile.
  - For example, <http://www.x-menthelaststand.com/> should link to <http://www.myspace.com/xmenthelaststand> with the following html `<a href="http://www.myspace.com/xmenthelaststand/">X-Men 3 MySpace Profile</a>`
  - Preferably using the most common movie name as anchor text
  - Do not use javascript, flash, or an image as the link.
- If appropriate add a link from your **Wikipedia.org** page. Link to your vanity URL with the main keyword as anchor text.
- In addition to ranking on its own, if you have other MySpace links on your page, ensure a higher ranking by using the full link e.g. <http://uk.myspace.com/katenashmusic>. Your page gets **credit** for this link **improving** your organic search ranking.
- **Always** link to your local country subdomain for any profile. This will help them rank in your local search engine, since they like to favour local content e.g. **uk.myspace.com**.
- Ensure you **and your partners** are using and publishing **local MySpace URLs** (uk.myspace.com; uk.myspace.com/wehaveband, etc.). Any differences will be counted separately and will dilute search engine results.

## What Not to Do

- **Don't place all the content on the page in images or flash.** Search engines use the text on a page to determine its relevance which directly results in high rankings. Search engines **cannot read** text that is in an **image, flash, or javascript**. We strongly recommend you & your designers build more search friendly channels using CSS with more text instead of images. In order to rank for a keyword like 'music', this phrase must appear directly on the page, not in an image.
- Don't link to the profile page with the **generic link text** like 'Click Here' or 'View More'.
- Don't hide content using invisible text, tiny text or CSS tricks to create white text on a white background.
- Don't stuff Keywords on the page. Adding 'XMEN XMEN XMEN XMEN XMEN XMEN' will not help your pages rank.
- Don't **spam** blogs, forums or guestbook comments to obtain inbound links.
- Don't buy links from 3rd parties that claim they boost traffic to your page.