



with it. If you're using blog software that generates a permalink URL using text from the entry title rather than the date, you are even better off, because search engines use words contained in a URL as a way of assessing relevancy.

After you make a permalink for a blog item, don't ever change it. Links to your posts are a great source of traffic, and if you change where your posts live, you're cutting off that traffic. Always change permalinks as a very last resort.

Figure 11-1:
Choose to ping indexing sites with Expression Engine.

The screenshot shows the Expression Engine administration interface. At the top, there are two 'Formatting:' sections, each with radio buttons for '
', 'Xhtml', and 'None'. The main content area is divided into three sections: 'Extended text' (a large text area), 'Trackback URLs to ping' (a smaller text area), and 'Sites To Ping' (a list of checkboxes). The 'Sites To Ping' section has the following checked items: weblogs.com, blo.gs, blogrolling.com, and blogshares.com. Below this is a 'Select/Deselect All' link. The 'Categories' section has a dropdown menu with the following items: Susie's Stuff, Blogging, News, and Personal. At the bottom of the page, there is a footer: 'ExpressionEngine 1.1 - © Copyright 2004 - pMachine, Inc. Script executed in 0.4250 seconds 27 SQL queries used Build: 20040930'.

Figure 11-2:
Benefit from traffic by getting on a recently updated blog list.

The screenshot shows the Movable Type 3.1 website homepage. The header includes the Movable Type logo and navigation links for 'Get Movable Type', 'Support', and 'Developers'. The main content area features a large banner for 'Movable Type 3.1' with the tagline 'The best of both worlds. static or dynamic? now you can choose.' and a 'GET IT NOW' button. Below the banner is a 'what's new' section listing various features and improvements, such as 'Sophisticated subcategories', 'Post scheduling', 'Improved plugin architecture', 'Advanced comment control', 'Comment moderation', 'TypeKey authentication', 'New app-level callbacks', 'Dynamic publishing options', 'Technical support services', and 'Flexible licensing & pricing'. A 'Read more...' link is provided. Below this is a 'Join Today!' section for the 'six apart Professional Network', which offers a 'Members only mailing list', 'Members only news', and a 'Resource directory'. To the right of this is a 'The Plugin Pack Is Here...' section. The footer includes 'MOVABLE TYPE 3.12 RELEASED'. On the right side of the page, there is a sidebar with a 'Spotlight Sites' section listing various blogs like 'Mighty Goods', 'Village Voice Blogs', and 'Archive'. Below this is a 'Recently Updated' section listing blogs like 'The Big Mattress', 'Musings of an Ibiza Wanderer', 'A Whole Lotta Nothing', 'Tong Family Blog', 'DVD Talk', 'Kristina Wright :: Musings of an Insomniac Writer', 'MissMeliss: Uber-Caffeinated', 'Deep Green Crystals', 'TalkLeft: The Politics of Crime', 'Modulator', 'The Spoons Experience', and 'Aces Full of Links'.