

IIS 7 Search Engine Optimization toolkit

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It has been a while since I have been excited about development. I hope that today signifies a change in that. I spent most of the day doing some freebie work for one of my clients. You see, I downloaded the **Search Engine Optimization Toolkit** for IIS 7 today.

If you haven't seen this, it is pretty nice. It will analyze a site on your IIS 7 server and gave you a look at where some issues may lie. For the site I was working on, it initially found 661 issues. These issues ranged from missing HTML closing tags to missing files to bad SEO practices, like extremely long title/description tags.

The SEO toolkit also allowed me to generate a sitemap directly from the server, based on the links it gathered in the analysis. Of course, this is a one-time page that I will probably replace later with a CF-based one, but just that it could do that simply was nice.

But the real power, for me, came from the analysis. I can quickly find broken links (internally and externally) and find pages with duplicate title/description/keyword tags. There is also an option for "Word Analysis" to show the keyword weight on your pages.

Are there other non-server tools to do all this? Sure. But being able to run this in-depth analysis quickly from a single, FREE, tool is a nice alternative.