

Yahoo 优化技巧

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All search engines have their own algorithms to determine the value and, therefore, positioning of websites. While the majority of SEO work tends to concentrate on Google because of the sheer weight of searches they receive it would be foolish to discount or ignore the other major search engines.

所有的搜索引擎都有一套自己的算法, 来对站点进行价值评估和排名。大多数的 seo 因为 google 在搜索引擎界中举足轻重的地位而趋向于把精力集中在其身上。但如果因此而忽略了其他主要的搜索引擎, 那么将是非常愚蠢的。

Yahoo is considered one of the big three along with Google and MSN and by concentrating a little more time and effort on Yahoo optimization it is quite possible to gain a good amount of traffic. With ultra competitive keywords it may actually provide an easier way to generate search traffic than gearing all your efforts solely towards Google.

Yahoo 跟 Google, Msn 一起, 被认为是世界上主要的三大搜索引擎之一。如果你肯花一点时间在 yahoo 优化, 极有可能给你的站点带来客观的流量。对于一些竞争激烈的关键词, 比起把精力全部针对 google 来说, 可能更容易通过 yahoo 获得搜索流量。

The Most Important Yahoo Optimization Factor

Yahoo 优化最重要的因素

The first, and most pertinent point is that Yahoo judges content to be the most important factor in their algorithms. They do still consider inbound links and other factors but they are attuned to the way of the content site and they love sites that provide keyword-optimized content in large mass. While that may make it sound easier than concentrating on generating a huge base of inbound links as you would for Google, Yahoo optimization presents its own challenges and its own unique quirks that you should consider.

首先, 最基本的一点是 yahoo 认为内容是他们算法中最核心的东西。虽然他们仍然考虑外部链接和其他因素, 但他们仍然紧盯着站点的内容, 他们喜欢提供了大量与关键词相关内容的站点。相比 google 需要更关注大量的外部链接, 这样看起来似乎更容易的多。但 yahoo 优化仍然展现了其自身的挑战性, 它的一些奇怪的算法是我们必须考虑的。

Looking At Keyword Density

关注关键词密度

Because of the relevance that Yahoo places on the content within your site, the keyword once again becomes a vitally important aspect of your research. While Google have been striving to promote sites

that use organic content and webmasters and SEOs have been optimizing with around 2% to 3% keyword density. Yahoo prefers a much greater density level. The danger, of course, is that giving Yahoo what they want may cause Google to deem your content as being keyword stuffed but there is another difference between the two algorithms that can help to counteract this problem.

因为yahoo非常看重你站点内容的相关性，因而关键词再次成为你重点研究的对象。当google更喜欢拥有原创内容的站点，站长和seo们将关键词密度优化在 2%~3%左右比较合理的时候，yahoo似乎还需要更高的关键词密度。当然，对于yahoo来说更合理更有效的关键词密度时，可能导致google认为你的站点是关键词堆积。当然，两种算法之间还有其他的一些不同的特点，可以帮助解决这个问题。

Using Stems, Inflexions, And Variants Of Keywords

利用词根，屈折形式以及变异等方式扩展关键词

Yahoo is very heavily language based. This means that it is, strictly speaking, more aware of the nuances of the written language. It will include synonyms and inflexions of a keyword when considering your keyword density; something that Google does not consider to the same extent. This means that it is possible to optimize for both without diminishing your ranking with one another.

Yahoo 很大程度上是以语言为基础的。这意味着，更严格来说，yahoo 需要我们更关注语言文字的多样性。关键词的同义词，曲折形式等都将考虑到该关键词的密度计算中来，而同样的关键词扩展，可能 google 不会考虑。这样说明我们是同时优化一个搜索引擎而不被另一个搜索引擎所惩罚。

How To Optimize For Yahoo Without Getting Penalized By Google

怎么进行 yahoo 优化而不受 google 惩罚？

Google likes a density of around 2% and Yahoo likes a density as high as 7% or even 8%. This means that you can effectively use 4 variations of a single keyword or phrase and a density of 2% for each. This offers further advantages. With Google you are now gearing your content towards four different keywords and offering the level they want, and you are still providing Yahoo with the much higher density rate that they require. Because you can include plurals and further stems of keywords this means you can write in a much more natural tone.

Google 喜欢的关键词密度在 2%左右，而 yahoo 则高达 7%甚至 8%。如果同一关键词或短语的可以利用四种不同说法，某一说法对应词的密度在 2%左右，那么我们就可以利用这种差异来提升 yahoo 的关键词密度，而又保证在 google 上也在合理范围内。而且，还有一个好处是，对于 google 来说，你等于同时针对了四个不同的关键词进行了优化并给予了 google 认为合理的密度。由于可以使用各种词根进行关键词扩展，因而也可以轻易地保证文案写作非常流畅自然。

Using The Near Forgotten Meta Tags

使用几乎被遗忘的 meta 标签

One area that a lot of SEO professionals and webmasters alike now tend to overlook is the Meta tag. However, Yahoo appears to still give consideration to the keyword and description tags in particular.

This is quite rare in the case of most search engines and Google certainly do not look for keywords in your Meta tags. Do not attempt to dupe Yahoo, though, and only include keywords that genuinely appear on your page and are relevant to your topic.

一个几乎被很多 seo 转界和站长们遗忘的要素是 meta 标签。然而，对于 yao 来说，仍然给予了 keyword 和 description 标签一定的重视，这在大多数搜索引擎中，已经很少见了。比如 google 干脆就忽略了 meta 标签。所以，不要认为 yahoo 也是这样，仅仅只在真正的页面内容和相关话题中出现关键词。

Regular, Fresh Content Is King

经常，不断更新的内容为王

You've probably heard the saying that "content is king" and this is even truer when considering Yahoo optimization. The more content you provide the better. This may mean making regular additions to your site but it will generate the kind of results you are looking for. Blogs are also a very good way to continue adding relevant content to your site that Yahoo will smile down on.

你经常听到“内容为王”的说法，对于 yahoo 优化来说，这一点也是正确的。你提供越多的内容越好。这意味着你需要经常性地向你的站点增加一些内容，当然，这些内容需要集中在你所追求的结果方面。博客或许是一个向你的站点持续增加相关内容的好办法，yahoo 也非常笑纳。

The Lazy Yahoo Bot

慵懒的 yahoo 爬虫

Compared to other search engine spiders the Yahoo bot is a comparatively lazy animal. It doesn't crawl as often as other bots and it certainly doesn't crawl as deep into your site to find all of your pages and index them. This means you should pay extra attention to creating a legible sitemap and keeping it updated as regularly as possible. Yahoo has a sitemap submission feature that is similar to Google's and using this is heavily recommended to try and ensure that Yahoo stays on top of the infrastructure of your site and ranks you accordingly.

比较其他搜索引擎的爬虫,yahoo爬虫是一种相对懒惰的动物。它爬行频率并不象其他搜索爬虫那样频繁,在深度和收录数上也不及其他搜索引擎。这要求你需要花费更多的经历在站点地图的制作和维持尽可能频繁的更新上。类似 google, yahoo 也提供了站点地图递交的功能,利用这个非常广泛推荐的工具可以确保 yahoo 始终能把握你站点的结构基础,不断地给你相应的排名。

Inbound Links And Controlling Them Yourself

外部链接并且你自己能控制他们

Inbound links are still important to Yahoo, but again a lot of emphasis is placed on content. Textual relevance seems to be one of the most important factors so having control over your inbound links and being able to determine the pages where they appear and the anchor text of each is important. Perhaps the best way to generate inbound links for Yahoo optimization is to use the article directories to your benefit.

尽管 yahoo 将很大一部分精力放在了站点本身内容上，但外部链接对于 yahoo 来说仍然很重要。（而链接站点之间的）文本相关性又是重中之重，所以能否控制你站点的外部链接，判断页面内容和链接文字是否相关是很重要的。获取 yahoo 优化外部链接的最好方式就是在你的文章段落中加入对你有利的链接。

Yahoo Optimization Conclusion

yahoo 优化总结

Google may be the search engine that everyone talks about and optimizes for but ignoring Yahoo would be foolish. This is especially true because while the Yahoo algorithm is quite different to the Google one and other algorithms, it is still quite easy to optimize for both. The most important factors to remember are to use relevant Meta tags for every single page of your site, include as much content and update your site with new content as often as possible, and update a sitemap both on your website and with the Yahoo sitemaps function.

Google 是每个人都在谈论，都在为之优化的一个搜索引擎，但忽略 yahoo 是愚蠢的。这一点非常正确，因为 yahoo 的算法跟 google 及其他搜索引擎是有所不同的，同时优化 google 和 yahoo 其实是也并非难事。一些重要的因素你必须记住：给予你站点的每个页面以不同的相关的 meta 标签，尽可能不断地丰富和更新你站点的内容；利用 yahoo 的相应工具为你的站点上传和更新站点地图。

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