CMS4Schools™

SEARCH ENGINE OPTIMIZATION (SEO)

TIPS & TRICKS WEBINAR

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01 — User Experience

02 — Page Settings

03 — Page Content

04 — Mobile Friendly

05 — Search Console

06 — Site Search

AGENDA

Terms

- **SEO** - Search Engine Optimization. The process of making your site better for search engines to improve your site search results.
- **Index** - The index entry for each page describes the content and location (URL) of that page. To index is when a search engine reads a page and adds it to it's stored index.
- **Crawl** - The process of looking for new or updated web pages. Search engines discover URLs by following links, by reading sitemaps, and by many other means.

User Experience

- Navigation
- Page Properties
- Page Content
- Mobile Friendly

Navigation

Create a simple navigation structure for users. Start with general content and provide additional content in level 2 and 3 pages as needed.

Avoid creating too many links within your navigation.

Google Analytics

02

PAGE SETTINGS

- Page Title
- File Name
- Title Tag Override
- Meta Keywords
- Meta Description
- Robots Meta Directive

Website Administration Webinar

Page Settings

REQUIRED SETTINGS

Page Title
- Create unique, descriptive concise titles.
- Can display as the title for search results

File Name
- Short yet descriptive.
- Add hyphens to separate words

Page Settings

SEO SETTINGS

Title Tag Override

- The title tag appears in your browser tab and is used by search engines for the clickable title of the page.
- If left empty, this will default to the page title and your organization name.

Page Settings

SEO SETTINGS

Meta Keywords

- Keywords are the words or phrases search engines may use to connect users to your content. Separate each keyword or phrase with a comma.

Page Settings

SEO SETTINGS

Meta Description

- Meta description provides a brief summary of the content of this page, which some search engines use in search results.
- Keep this to 1-2 sentences, ideally under 160 characters.

Page Settings

SEO SETTINGS

WebOffice4Schools Intranet

Robots Meta Directive

- Robots meta directives provide crawlers instructions for how to index the page content.
- By default, pages will be set to Index, Follow.
  - Index – Crawl the content and index the page.
  - Follow – Follow the links on the page as part of the crawl
- Update the Meta Tag Robots for any page you don't want to be crawled.
  - No Index – Don't crawl or index the content on the page
  - No Follow – Don't follow or crawl the links on the page.

03

PAGE CONTENT

- Headings
- Images
- Files
- Links

Creating Accessible & Responsive Content Webinar

Page Content

HEADINGS

- Heading 1: The page title is set to H1 which the title that tells the visitor about the type of content on the page.
- Heading 2: Use after H1 to outline the main topics on the page.
- Heading 3-6: Use as additional subheadings within each H2 section to organize into subtopics.

Page Content

IMAGES

File Name

- Use brief yet descriptive file names.

Accessibility

- Add Alt tags to your images.
- Avoid putting text in images and videos

File Library

Link & File Management Webinar Recording

File Name
When uploading files, the upload location and the file name will be part of the URL.
- Short yet descriptive name
- Add hyphens to separate words

Links

Link & File Management Webinar Recording

When adding a link on a page, use descriptive text to tell users and search engines something about the page you are linking to.

Check for broken links

Mobile Friendly

Responsive Website Design

Preview page content
- **Right click and Inspect**
- **BrowserStack**

Search Console

Site Search

THANK YOU!
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