

implementing search engine optimisation on your website

This document will show you how to implement simple search engine optimisation. You can use the CMS to add key words to the page title, page URL (web address) and to the meta keywords. To get best value these words need to be in the page content as well. The strategy and complexity lies in choosing exactly the right key words to use. You only have a limited number of character to use, so avoid fluff or joining phrases.

In this document...

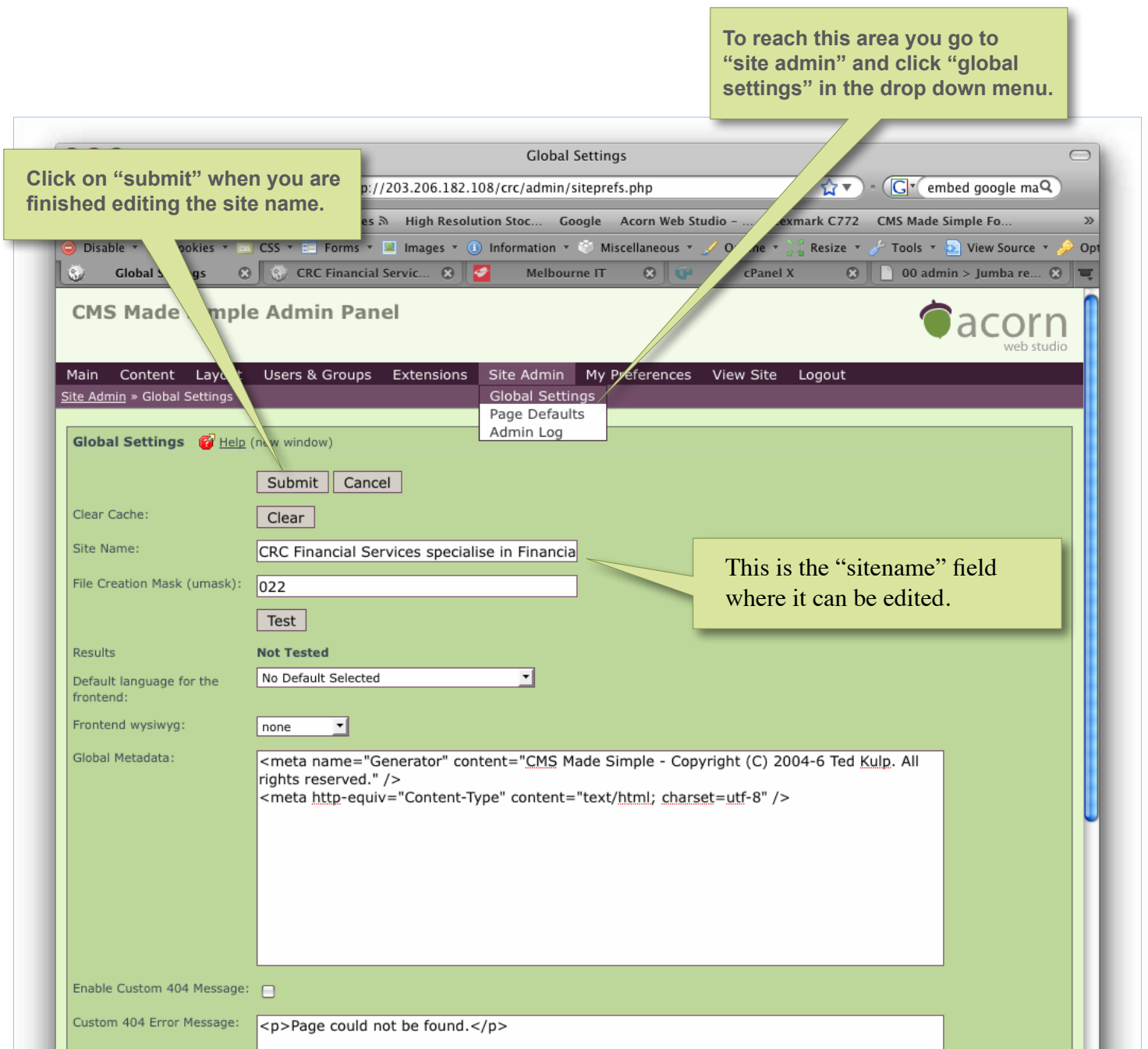
1. Sitename
2. Keywords
3. Meta data

Editing the page title

Edit the site name to place keywords in your page title. You don't need to repeat your business name, focus on your key services and regional terms that clearly identify your regional market

For this website the sitename becomes :

“Financial Planning, Life Insurance, Superannuation and Lending - Hobart, Newtown, Moonah”



The screenshot shows the 'Global Settings' page in the CMS Made Simple Admin Panel. The browser address bar shows the URL: `http://203.206.182.108/crc/admin/siteprefs.php`. The page title is 'Global Settings'. The navigation menu includes: Main, Content, Layout, Users & Groups, Extensions, Site Admin, My Preferences, View Site, Logout. The 'Site Admin' menu is open, showing: Global Settings, Page Defaults, Admin Log. The 'Global Settings' page has a 'Submit' button and a 'Cancel' button. The 'Site Name' field contains the text: 'CRC Financial Services specialise in Financia'. A callout points to this field with the text: 'This is the "sitename" field where it can be edited.' Another callout points to the 'Submit' button with the text: 'Click on "submit" when you are finished editing the site name.' A third callout points to the 'Global Settings' menu item with the text: 'To reach this area you go to "site admin" and click "global settings" in the drop down menu.'

meta data

The Final to implement for an individual page's SEO is the page description. This is done with the {metatag} tag and placed in the "metadata" area.

Make sure to only insert a description that is relevant to the individual page and what it is about. Ignoring this rule could result in being completely ignored or banned by google in search results.

When inserting keywords make sure that you don't place any double quotes (" ") or single quotes (' ') through out the text - it will break the tag. This is because single quotes are placed at the start and end of the description only.

This is roughly what your description should look like if implemented correctly:

{metatag description='insert an accurate description of the page here. One way to do this is to use pages content as a guide for an accurate description.'}

to edit metadata go to "metadata" go into the page that you want to add your keywords to and click "options". This will bring you to the screen displayed in the diagram below.

This is the "metadata" field where you place your decription using the {metatag description=' ' } method.