

### SEO - What is it ?

Search Engine Optimisation.

- How Search Engines find your website
- How Search Engines determine what your website is all about
- How Search Engines see what other pages on your website are about when reading one page
- How the end user gets to your site because the Search Engine points them in your direction

There are many theories about how to get to the top of a search and stay there; however, the simple truth is that search engines need to be able to trust a website before they send searches to it.

### How to you achieve trust?

Repetition, Honesty, Directness & Relevance. In this chapter we are going to teach you how to achieve these four things.

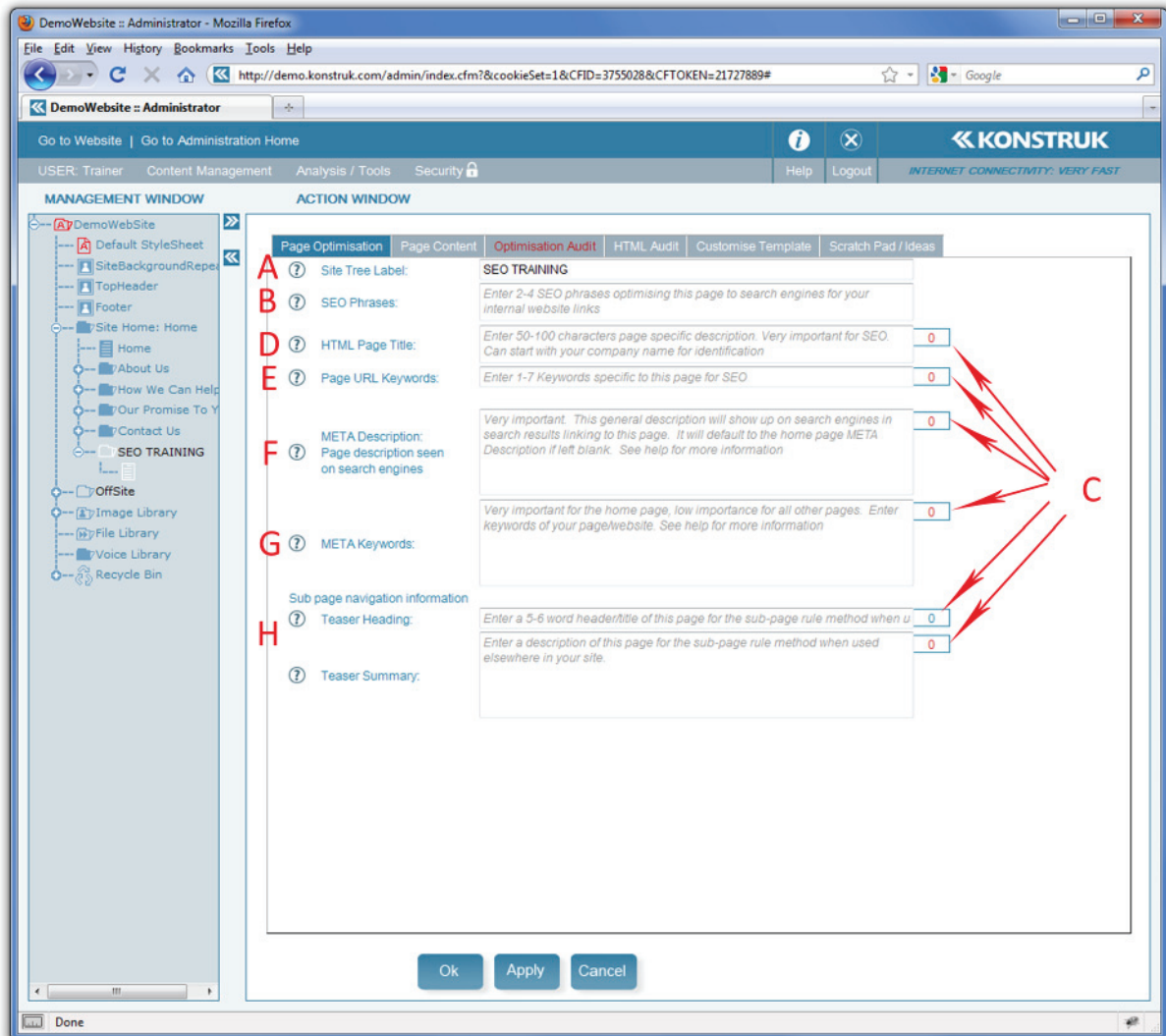
The optimisation in the administration is not something that your developer has just made up, it is based on Google's algorithms and how they interpret your SEO. The Page Optimisation tab is kept up to date with the current technology and functionality and may change from time to time.

### Understanding and Completing the Page Optimisation Tab

- Site Tree Label
- SEO Phrases
- HTML Page Title
- Page URL Keywords
- META Description

Page Optimisation is done on EVERY page and is specific to that page only. It is the home page that encompasses your entire website overview via the Meta Description and Meta Keywords.

Figure 19.



(refer Figure 20)

- A. **Site Tree Label** - The only function of the site tree label is for your identification of the page name. It is normally the same as the folder that the page is attached to.
  - o NB/ it is the Folder node that creates your website navigation, not this node being the Page node
- B. **SEO Phrases** - This as a very important part of SEO and it has two functions.
  - o Function 1 - They are what help search engines to send someone straight to the specific page within your website when they use that phrase or something very similar to it via the search engine, i.e. when using Google Search
  - o Function 2 - Identifies to search engines what the page is about when you have a link from another page to it within your website. i.e. "[click here](#)". The search engine will see the 'click here' and read the SEO Phrases sitting behind it.

Generally we say to decide on your SEO Phrases at the beginning of creating your page, then build the rest of the SEO and the content of your page around the SEO Phrases. However it is ok to have your page content written and extract the SEO Phrases back from it.

### Nuts and Bolts of SEO Phrases

- o Have a minimum of 2 and a maximum of 4 SEO Phrases
- o Normal sentence structure
- o Comma separated

When creating your SEO Phrases, think about what a person would be typing into the search engine (Google) to find that specific page on your website. Example: You are a coach transport company in the South Island of New Zealand and the page you are creating is about providing wedding transport, you may choose SEO Phrases like this:-

[Wedding transport in the South Island, coach transfers for your wedding, comfortable wedding transportation](#)

Search Engines are smart ... they will ignore joining words like 'in the' and 'for your' and will automatically create plurals or singular's from the base word.

Always think what people would be typing into the search engine if they were the person looking for this page. It is often easy to put that cap on as being so involved in the page yourself can sometimes be restrictive. For example the word transport on it's own is not specific enough and unlikely to be typed into the search engine on it's own as the search result would be way to broad for the end user.

- o **TIP TO REMEMBER/** SEO Phrases need to be repeated 3-4 times within your page content so make sure you can make a sentence that is logical to the end user from each of your phrases.
- o **NB/** you can always come back and edit SEO Phrases at anytime.

C. **Character Counter** - this will count the number of characters you are typing in. Not enough is blue box and red writing; correct is blue box and blue writing; ok but maybe too long is a blue background; too much is all red.

D. **HTML Page Title** - This is a direct and relevant summary of what you page is about. It must incorporate the SEO Phrases and should not be any longer than 100 characters. It is displayed at the top of the browser, on the tab of the browser and on the users start bar. You may wish to start this section with the name of your company for easy identification. i.e. if someone is looking at many different website all about coach transport, you want them to see your companies name on your tab / window to take them back to it easily.

### NUTS AND BOLTS OF HTML PAGE TITLE

- o Start with your company name.
- o Maximum 100 characters
- o Use normal sentence structure with logical grammar.
- o Repeat your SEO Phrases exactly

Example : ABC Tours | We specialise in [wedding transport in the South Island](#) of New Zealand. All our [coach transfers for your wedding](#) will be decorated for your occasion and we can guarantee [comfortable wedding transportation](#) for all your guests.

(refer Figure 19)

## E. Page URL Keywords

These appear after the address of your website in the URL. They are repeating to the search engines yet again what your page is about, remember, Repetition, Honesty, Directness & Relevance. Search engines will again create plurals or singular's of the word that you chose, so there is no need to duplicate. Generally it is recommend to take the key words from the SEO Phrases.

### NUTS AND BOLTS OF PAGE URL KEYWORDS

- Most important words first in the line
- Maximum 7 words
- Words only, no comma's in between
- Repeat the keywords from your SEO Phrases

Example : transport wedding coach south island new zealand

## F. META Description: Page description seen on search engines

This is displayed by the search engines under the main heading of their search results. It is really important for the end user as when they are scrolling through the search results it is identifying what the page is about and whether it is actually what they are after. If you leave this section blank it will revert to the Home Page node META Description which is ok, but not specific about the page you are on. Generally you can copy and paste the HTML Page Title to this box, without the company name at the beginning.

### NUTS AND BOLTS OF META DESCRIPTION

- Between 100 and 160 characters, Google cuts the sentence off at around 160 characters.
- Normal sentence structure
- Can repeat the HTML Page Title if you wish

Example : We specialise in wedding transport in the South Island of New Zealand. All our coach transfers for your wedding will be decorated for your occasion and we can guarantee comfortable wedding transportation for all your guests.

## G. META Keywords

Used by Search Engines to give them a little bit more information. If you leave this section blank it will revert to the Home Page node META Keywords. These are not vital per page as they are an older way of doing keywords.

## H. Sub page navigation information

These are displayed when you have allocated a sub pages rule and are not relevant to SEO.

## Summary of the Page Optimisation Tab

[Repetition](#) | [Honesty](#) | [Directness](#) | [Relevance](#)

By repeating the SEO Phrases we have meet part of this step, you will still need to repeat these phrases in your page content. We have shown honesty by having these tabs visible to the end user via search engines and will do so again in the page content. We have been direct and relevant with all phrases and keywords as they are very specific for the page we are creating.

## Page Content Tab - Writing Tips for Optimisation

As mentioned on Page 15, heading tags are vital for search engine optimisation. It is recommend that you use the SEO Phrases as headings and sub headings as much as possible.

Your SEO Phrases must be repeated word for word in your page content 3-4 times. The minimum is once but that is very low on the scale of optimisation success.

- **TIP/** Copy and paste the SEO Phrases into your Page Content tab so that you can see what you have to fulfil without needing to flip back all the time. Remember to delete them out again otherwise you will falsify the Optimisation Audit
- **REMEMBER/** You can go back and forth between your Page Optimisation Tab and the Page Content Tab until you get it right and nothing is set in stone, so you can come back in the future at anytime.

## Optimisation Audit Tab

The purpose of this tab is to help you meet the search engines requirements for optimising your website.

This tab looks at the Page Optimisation Tab and the Page Content tab at the same time. The aim is to get all ticks. In some instances it is very difficult to achieve, i.e. the contact us page on your website is sometimes very hard to fully optimise. Try as much as you can for every page, but ultimately it is up to you as to how much you wish to invest in your optimisation.

Referring to figure 21 below, we will quickly run through the Page Optimisation Tab only at this stage for how the audit is helping you achieve optimal optimisation for your page.

(refer Figure 21)

- A. The top four areas are asking you to compare the different fields within the Page Optimisation Tab to each other. Generally they all refer back to the SEO Phrases.
- B. The bottom three areas are looking at your Page Content tab and referring to the SEO Phrases from your Page Optimisation Tab
- C. SEO Phrases - this check is ensuring that you have more than 1 SEO, comma separated, sentences in this field of the Page Optimisation Tab
- D. HTML Page Title Length - this check is making sure the length is within the standards specified
- E. HTML Page Title Relevance - this is checking that you have repeated the SEO Phrases within your HTML Page Title, if you have missed one it will tell you which one you have missed.
- F. Page Keywords - this is checking that you have no more than 7 keywords but that you also have enough to suffice.
- G. Heading Tags - As mentioned on page 15 - you page must have Heading Tags in order for you to be blunt to the search engines what your page is about. It is wise to have your SEO Phrases as your headings, but we respect that sometimes this is difficult.
- H. Heading Relevance - if you are unable to use all your SEO Phrases as headings or sub headings, then you will get a warning only that it is not optimal for search engines.
- I. Every single SEO Phrase must be repeated in your Page Content, it is recommended 3-4 times, however 1 will suffice. Remember Repetition is the key for search engines.

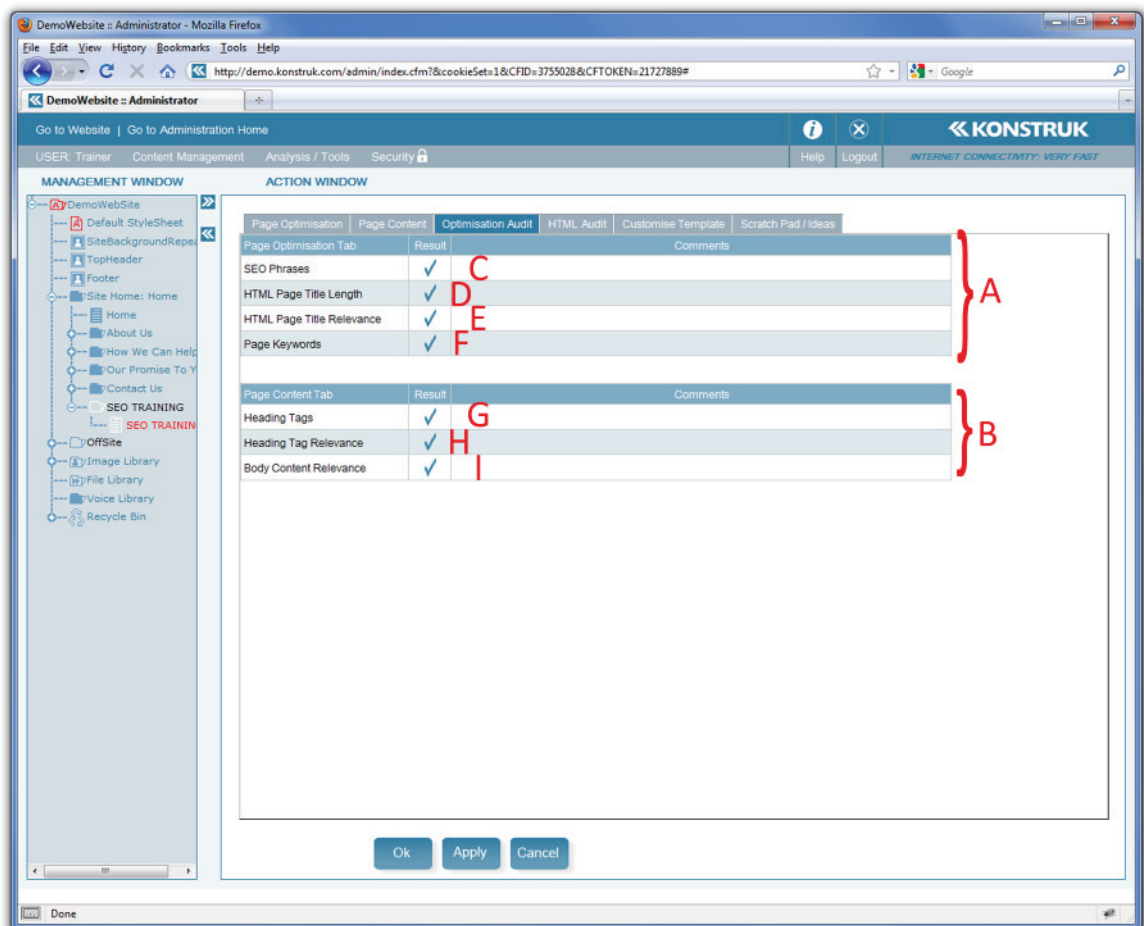


Figure 20.