

Search Engine Optimization Module

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Chapter 1

Module Overview

Search engines are one of the largest sources of traffic for modern web sites. The Search Engine Optimization module helps administrators to detect the missing pieces of content which influence the page rank and to make the content more search engine friendly. The module contains features for both the content editors and the web site developers.

The module works similar to the web edit mode of Sitecore CMS, placing all relevant information and controls on the page that is being analyzed.

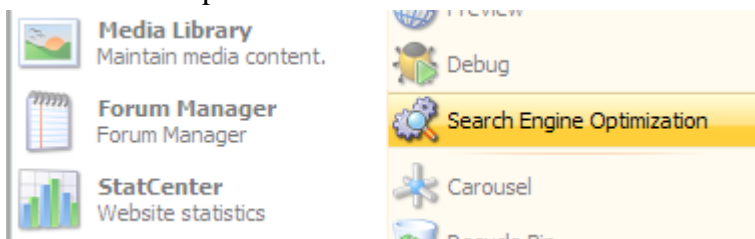
1.1 Start Optimizing

There are several ways to start working with the module:

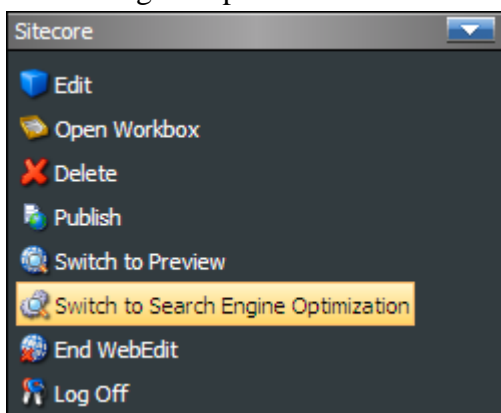
1. To analyze a page that is currently open in Content Editor, select “SEO Analysis” in Review tab:



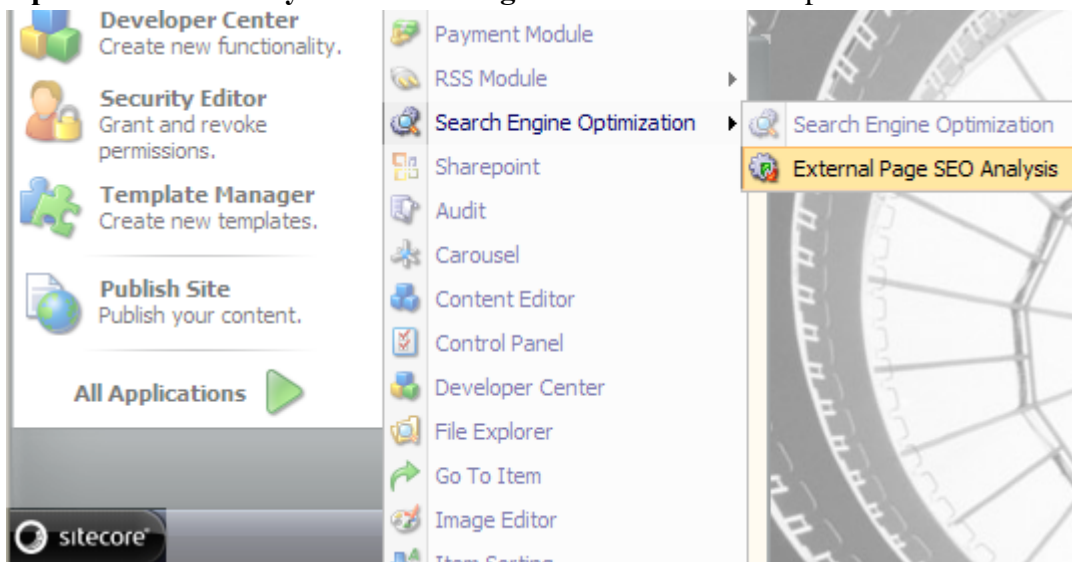
2. To start from front page, select **Sitecore » Search Engine Optimization** from Sitecore desktop environment.



- To switch to Search Engine Optimization from WebEdit mode, choose Switch to Search Engine Optimization in WebEdit menu:

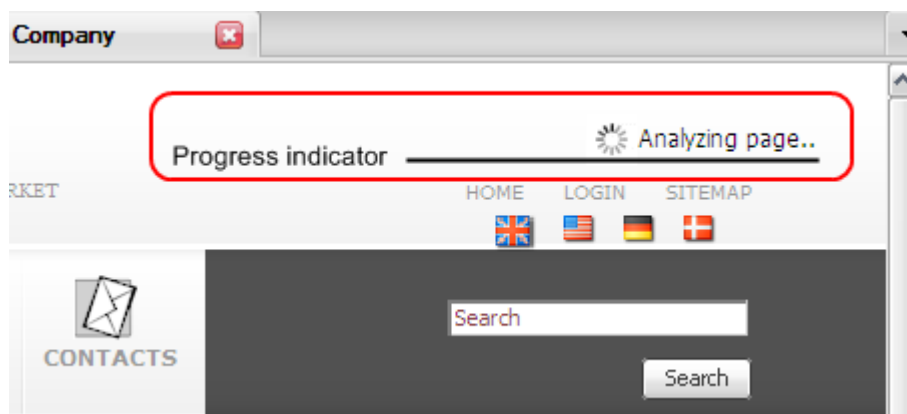


- To analyze an external page, select **Sitecore » All Applications » Search Engine Optimization » Analyze External Page** from Sitecore desktop environment.



1.2 Operation

Once the optimization is started a regular page will be loaded in the browser and content analysis starts; a progress indicator is shown in the upper right corner:



Once the analysis is complete, a full report is displayed at the bottom of the page.

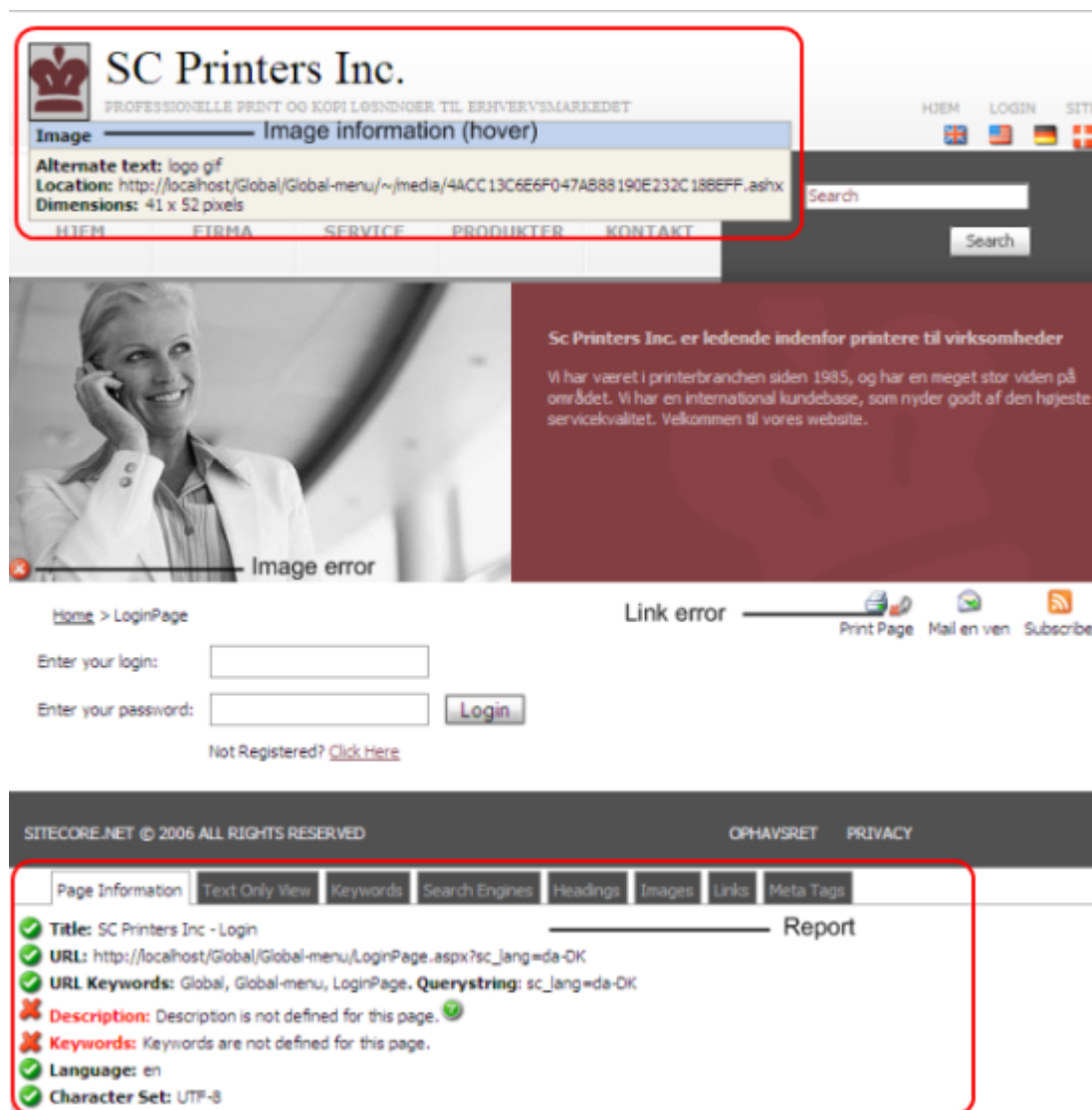
1.3 Content

Note that the module operates in Sitecore CMS WebEdit mode and therefore analyses the content typically visible in WebEdit mode only and not the content on the live site. This allows to optimize the changes before making them available to all website visitors.

Chapter 2

Using the Report

The report is added at the bottom of the current page. Visual tips, such as image information and error notices are added to the current page as well:



SC Printers Inc.
PROFESSIONELLE PRINT OG KOPILØSNINGER TIL ERHVERVSMARKEDET

Image **Image information (hover)**
Alternate text: logo.gif
Location: http://localhost/Global/Global-menu/~media/4ACC13C6E6F047A888190E232C188EFF.ashx
Dimensions: 41 x 52 pixels

Image error

Link error

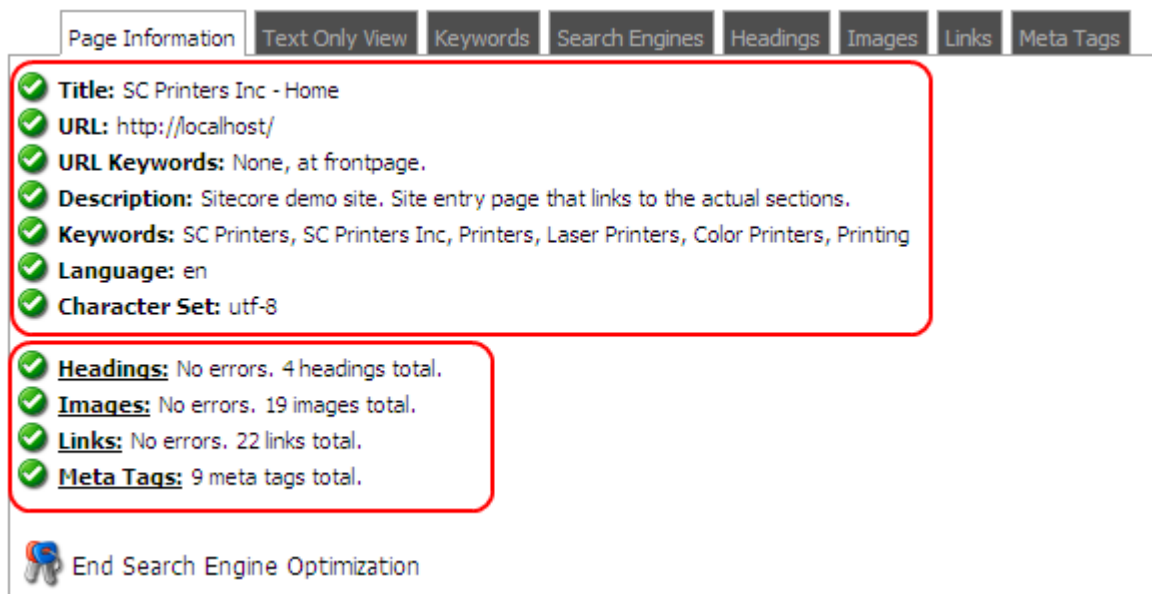
Report

- ✓ **Title:** SC Printers Inc - Login
- ✓ **URL:** http://localhost/Global/Global-menu/LoginPage.aspx?sc_lang=da-DK
- ✓ **URL Keywords:** Global, Global-menu, LoginPage. **Querystring:** sc_lang=da-DK
- ✗ **Description:** Description is not defined for this page. ✓
- ✗ **Keywords:** Keywords are not defined for this page.
- ✓ **Language:** en
- ✓ **Character Set:** UTF-8

The report is presented in individual tabs. Each of them is described below.

2.1 Page Information


The Page Information tab provides a high level overview of the page like page-level errors and allows quick access to relevant tabs.



Page Information | Text Only View | Keywords | Search Engines | Headings | Images | Links | Meta Tags

- ✓ **Title:** SC Printers Inc - Home
- ✓ **URL:** http://localhost/
- ✓ **URL Keywords:** None, at frontpage.
- ✓ **Description:** Sitecore demo site. Site entry page that links to the actual sections.
- ✓ **Keywords:** SC Printers, SC Printers Inc, Printers, Laser Printers, Color Printers, Printing
- ✓ **Language:** en
- ✓ **Character Set:** utf-8

- ✓ **Headings:** No errors. 4 headings total.
- ✓ **Images:** No errors. 19 images total.
- ✓ **Links:** No errors. 22 links total.
- ✓ **Meta Tags:** 9 meta tags total.

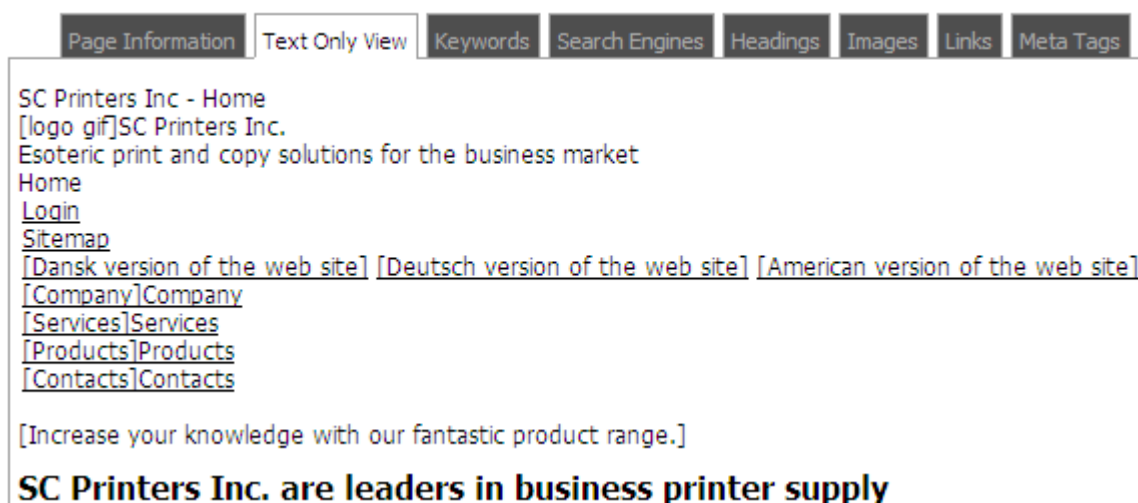
 End Search Engine Optimization

The first (upper) section shows page-level information, such as title, description and keywords. The next block provides an overview of the specialized tabs, such as headings and images, and shows the number of associated errors; click on the underlined tab name to see detailed report.

Click 'End Search Engine Optimization' to return to normal page look.

2.2 Text Only View

Text Only View tab helps to look at the page through the eyes of a search engine.



Page Information | Text Only View | Keywords | Search Engines | Headings | Images | Links | Meta Tags

SC Printers Inc - Home
 [logo gif]SC Printers Inc.
 Esoteric print and copy solutions for the business market
 Home
[Login](#)
[Sitemap](#)
[\[Dansk version of the web site\]](#) [\[Deutsch version of the web site\]](#) [\[American version of the web site\]](#)
[\[Company\]Company](#)
[\[Services\]Services](#)
[\[Products\]Products](#)
[\[Contacts\]Contacts](#)

[Increase your knowledge with our fantastic product range.]

SC Printers Inc. are leaders in business printer supply

Visual styles and images are removed, leaving only the content that can be indexed by the search engine. Headings are emphasized by **bigger text**, since search engines rank them higher than the rest of the text. **Underlined text** shows links, and **brackets** represent images with alternating text.

2.3 Keywords

The keywords tab shows the words and word combinations which are used most often.

Page Information		Text Only View		Keywords		Search Engines		Headings		Images		Links		Meta Tags	
1 word keyphrases				2 word keyphrases											
printers	9	4,52%	version web	4	2,02%										
our	6	3,02%	web site	4	2,02%										
have	5	2,51%	sc printers	4	2,02%										
all	5	2,51%	printers inc	4	2,02%										
printer	5	2,51%	we have	3	1,52%										
home	5	2,51%	service concept	2	1,01%										
version	4	2,01%	breaking news	2	1,01%										
inc	4	2,01%	print page	2	1,01%										
we	4	2,01%	mail friend	2	1,01%										
sc	4	2,01%	range printers	2	1,01%										
site	4	2,01%	our range	2	1,01%										




One of the methods search engines use to decide how relevant your page is to a particular user query, is analyzing the content of the page.

In addition to Text Only View tab, keywords information provides information about word and word combination weight on the page. For instance, the record “web site 4 2.02%” means that the phrase “web site” (with the irrelevant words omitted) is found four times on the page and that this phrase comprises 2.02 percent of the total amount of phrases on the page.

Hovering over a particular keyword allows searching for it using Google, Yahoo or Windows Live Search. It can be used to see how your page is ranked and to analyze the techniques used by pages that are ranked higher for this keyphrase.

2.4 Search Engines

Using the Search Engines tab you can see what pages are linking to your page, as recorded by different search engines.

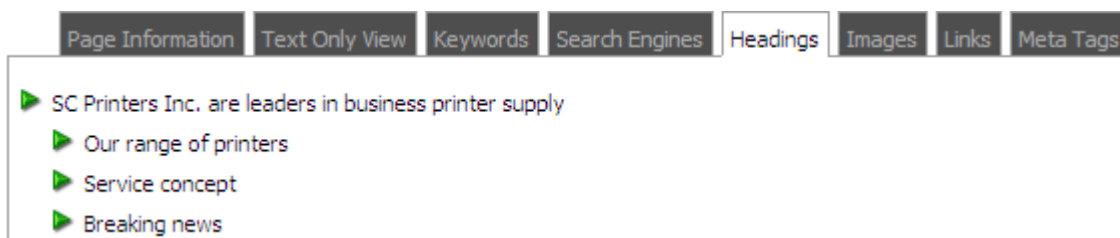
Page Information		Text Only View		Keywords		Search Engines		Headings		Images		Links		Meta Tags	
Incoming links															
Pages linking to http://localhost (opens in new window):															
 In Google															
 In Yahoo															
 In MSN															

The amount and “quality” of the incoming links contributes greatly to the overall ranking of the page. Another point of interest is the text other pages are using to link to your page, since it is also used by search engines to calculate relevancy to a particular user search request.

Note that some search engines only provide a sample of all incoming links.

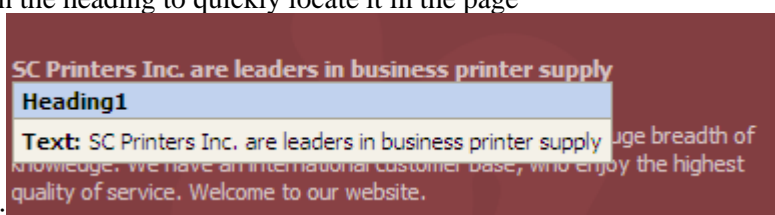
2.5 Headings

Headings tab lists all headings on the page.



Headings are an important element in search engine optimization. Search engines rank the heading text higher than ordinary text; a quality page should always use relevant headings.

Click on the heading to quickly locate it in the page



content:

2.6 Images

Images tab lists all images found on the page.





Because search engines cannot analyze the image, they rely on alternate text and location instead. Therefore it is important to pick good alternating text.


Click on the image in the report to quickly locate it in the page content.

If the page contains images with missing alternate text, such images will be listed first in the report and highlighted; context help is available:

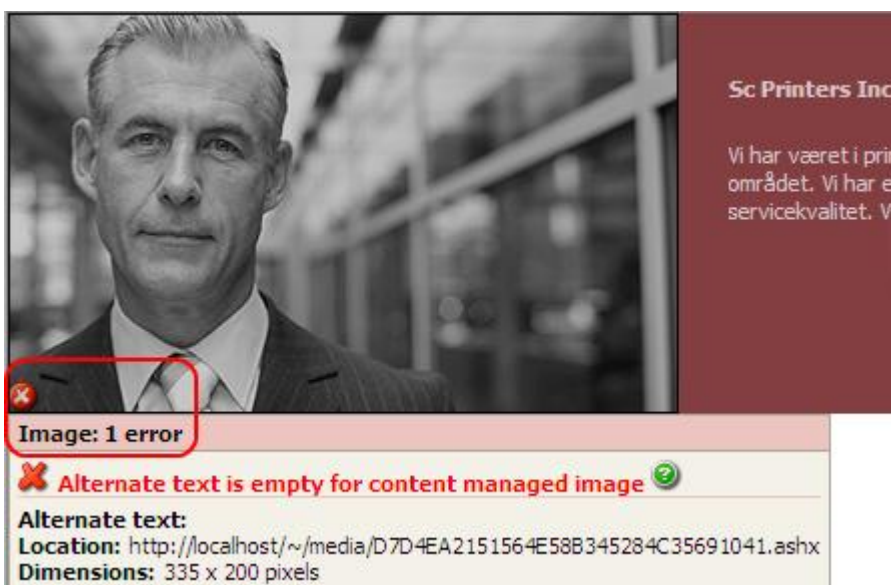
Page Information | Text Only View | Keywords | Search Engines | Headings | Images | Links | Meta Tags

 **✘ Alternate text is empty for content managed image** 

Alternate text:
Location: http://localhost/~media/D7D4EA2151564E58B345284C35691041.ashx
Dimensions: 335 x 200 pixels

 **Alternate text:** logo gif
Location: http://localhost/~media/4ACC13C6E6F047AB88190E232C18BEFF.ashx
Dimensions: 41 x 52 pixels


An error mark will be placed on the original image in the page:



Sc Printers Inc.

Vi har været i print
området. Vi har en
servicekvalitet. Ve

Image: 1 error



✘ Alternate text is empty for content managed image 

Alternate text:
Location: http://localhost/~media/D7D4EA2151564E58B345284C35691041.ashx
Dimensions: 335 x 200 pixels


2.7 Links


The links tab lists all links found on the page.


Page Information | Text Only View | Keywords | Search Engines | Headings | Images | Links | Meta Tags


 **✘ Broken link: The remote server returned an error: (404) Not Found..** 


Subscription Form [<http://localhost/Company/Subscription.aspx>]


 No text defined [<http://localhost/>]

 Home [<http://localhost/>]

 Login [<http://localhost/Global/Global-menu/LoginPage.aspx>]

 Sitemap [<http://localhost/Global/Global-menu/Sitemap.aspx>]

 [http://localhost/?sc_lang=da-DK]

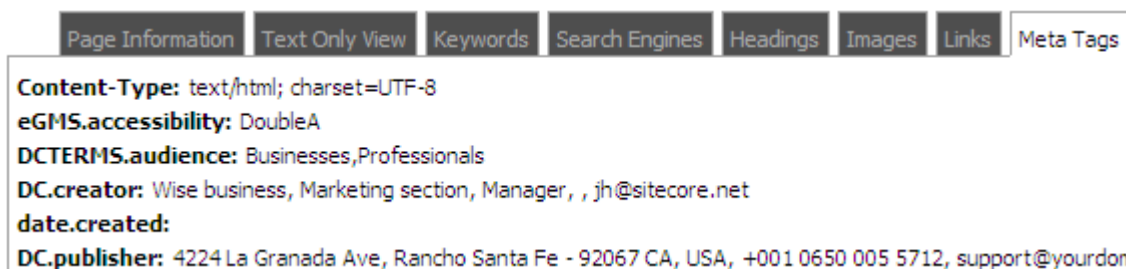
 [http://localhost/?sc_lang=de-DE]

Links are used by search engines to determine relationship between pages both inside and outside of the current domain. A quality (and therefore higher ranked) page does not contain any broken links.

The module retrieves each link found on the page to verify that it is not broken and responds in timely manner; an error is displayed otherwise.

2.8 Meta Tags

The Meta Tags tab lists the metadata information embedded in the head section of the page.



The screenshot shows a navigation bar with tabs: Page Information, Text Only View, Keywords, Search Engines, Headings, Images, Links, and Meta Tags. The Meta Tags tab is active, displaying the following metadata:

- Content-Type:** text/html; charset=UTF-8
- eGMS.accessibility:** DoubleA
- DCTERMS.audience:** Businesses,Professionals
- DC.creator:** Wise business, Marketing section, Manager, , jh@sitecore.net
- date.created:**
- DC.publisher:** 4224 La Granada Ave, Rancho Santa Fe - 92067 CA, USA, +001 0650 005 5712, support@yourdom

Meta tags are used to place additional information related to the page. Refer to the particular meta tag standard for information on possible values and implications.