



SEO Toolkit 1.2.0 for Sitecore CMS 6.4 Administrator's Guide

How to use the Search Engine Optimization Toolkit to optimize your website

Table of Contents

Chapter 1	Introduction	3
Chapter 2	Installation.....	4
2.1	Installing the SEO Toolkit	5
2.1.1	Prerequisites	5
2.1.2	Real Addresses.....	5
2.1.3	Link Checking.....	5
2.1.3	Installing the SEO Toolkit Package	5
2.2	Configuring the SEO Toolkit	6
2.2.1	The SEO Panel	6
Chapter 3	Using the SEO Toolkit	7
3.1	Running the SEO Optimization Tool	8
3.2	Optimizing the Content of a Website.....	9
3.2.1	SEO Panel	9
3.2.2	Keyword Extension Point.....	15
3.3	Analyzing an External Page.....	16

Chapter 1

Introduction

The Sitecore Search Engine Optimization Toolkit helps administrators improve the rank that the pages on their website are given by search engines. It also helps administrators to make the content of their website more search engine friendly.

The module contains features that can be used by both content editors and Web site developers.

This manual describes the Search Engine Optimization Toolkit 1.2.0 that can run on Sitecore CSM 6.4 or later.

This manual contains the following chapters:

- **Chapter 1 — Introduction**
This introductory chapter.
- **Chapter 2 — Installation**
This chapter describes how to install the SEO Toolkit.
- **Chapter 3 — Using the SEO Toolkit**
This chapter briefly describes how to use the SEO Toolkit.
- **Chapter 3 — Using the SEO Toolkit**
This chapter describes the reports that come with the SEO Toolkit.

Chapter 2

Installation

This chapter describes how to install the Search Engine Optimization toolkit module in your Sitecore installation.

The chapter contains the following sections:

- Installing the SEO Toolkit

2.1 Installing the SEO Toolkit

You should read the instructions in this chapter before you install the Search Engine Optimization Toolkit module (SEO Toolkit).

2.1.1 Prerequisites

Before you install the SEO Toolkit, make sure that one of the following browsers is installed on your computer:

- Microsoft Internet Explorer 7 or later — Sitecore does not support Internet Explorer 9 beta.
- Mozilla Firefox 3.6 — released January 2010.
- Apple Safari 5 — released July 2010.
- Google Chrome 6 — released September 2010.

Note

Sitecore CMS 6.4 supports all the current stable versions of these browsers unless stated otherwise.

Real Addresses

Some of the functionality in the module, such as the incoming links lookup, relies on the URL of the website. You should therefore install the module on a web server so that content editors and administrators can use a public URL to access the website.

2.1.2 Link Checking

When you use the SEO Toolkit to analyze the pages on the website, it retrieves each link and checks whether or not any of the links are broken.

This helps editors identify broken links which they can then remove or fix. It also places an additional load on the server and can affect some web statistics, such as StatCenter.

2.1.3 Installing the SEO Toolkit Package

The SEO Toolkit is distributed as a Sitecore package.

To install a package:

1. In the **Sitecore Desktop**, click **Sitecore, Control Panel**.
2. In the **Control Panel**, click **Administration, Install a Package** to open the **Installation Wizard**.

The wizard will guide you through the installation process.

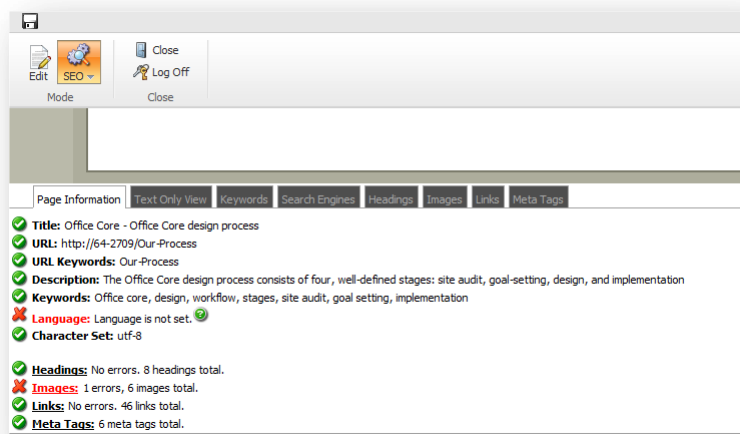
3. When the wizard asks you whether you want to overwrite any existing files, click **Yes to all**.
4. When the wizard is finished, restart the Sitecore client.

2.2 Configuring the SEO Toolkit

When you install the SEO Toolkit, the `/App_Config/Include/SEOToolkit.config` file is installed as part of the package. You use this file to configure the toolkit.

2.2.1 The SEO Panel

When you run the SEO Toolkit, most of the information that it gathers is displayed in a panel. The SEO panel normally appears at the bottom of the page.



However, if you want the SEO panel to appear somewhere else on the page, you can specify which placeholder you want the SEO panel to appear in. You specify the name of the placeholder in the `SEOToolkit.config` file in the `SEO.Placeholder` settings section:

```
<settings>
  <setting name="SEO.Placeholder" value="" />
</settings>
```

For example:

```
<setting name="SEO.Placeholder" value="seo" />
```

where the SEO panel is inserted into the placeholder called "seo".

If you leave the value of this setting empty, the SEO panel appears at the bottom of the page.

Chapter 3

Using the SEO Toolkit

This chapter explains how to use the SEO Toolkit to optimize your website for the search engines. It describes how to run the SEO Toolkit, how to optimize the content of a webpage, and how to analyze an external website.

The chapter contains the following sections:

- Running the SEO Optimization Tool
- Optimizing the Content of a Website
- Analyzing an External Page

3.1 Running the SEO Optimization Tool

After you install the SEO Toolkit, you can start using it to optimize your website.

You can use the SEO Toolkit to analyze any page on your website from the:

- Content Editor.
- Page Editor.
- Sitecore Desktop.

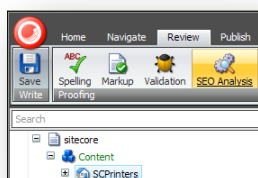
When you run the SEO Toolkit, the tool analyzes the editable content and not the content that you have published on your website.

This allows you to optimize the content of your website before you publish it.

Content Editor

To analyze a page in the Content Editor:

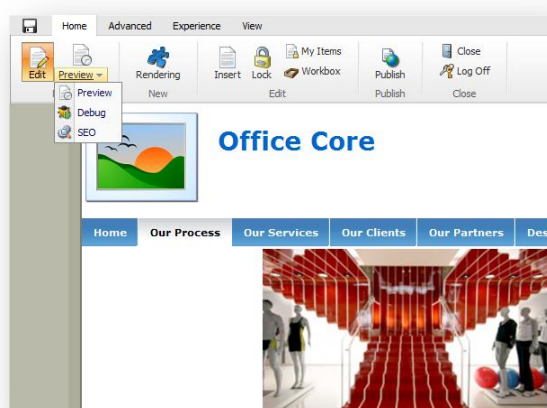
1. In the **Content Editor**, select the page that you want analyze.
2. On the **Review** tab, in the **Proofing** group, select **SEO Analysis**.



Page Editor

To analyze a page in the Page Editor:

1. In the **Page Editor**, navigate to the page that you want to analyze.
2. In the ribbon, in the **Mode** group, click the drop down arrow to change the current mode and then click **SEO**.



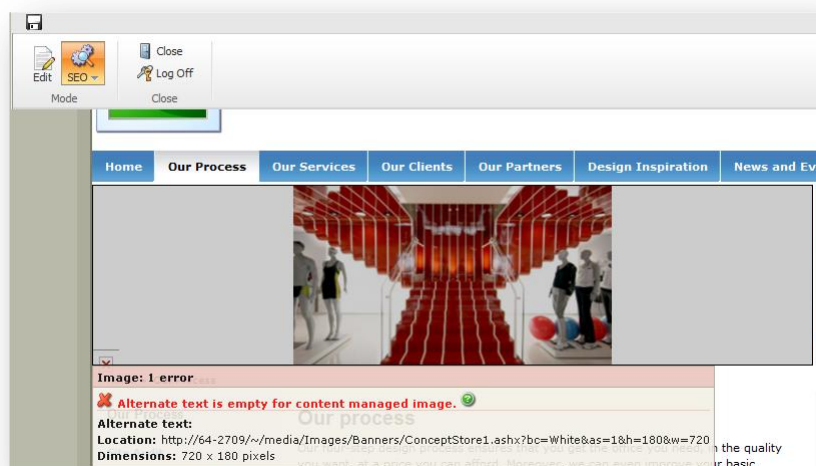
Sitecore Desktop

To analyze a page from the Sitecore Desktop, in the **Sitecore Desktop**, click **Sitecore, All Applications, Search Engine Optimization**.

3.2 Optimizing the Content of a Website

When you start the SEO Toolkit, a new browser window opens displaying the current page in the Page Editor in SEO mode.

If the current page contains an image, select the image and the SEO Toolkit displays a panel with information about the image.



The information displayed includes the size of the image, where it is stored, and more importantly whether or not the image has an alternate text, as well as what the alternate text is.

If no alternate text has been set for the image, the SEO Toolkit tells you there is an error. Search engines use the alternate text when they are indexing the website. Reading the alternate text is the main method that search engines use to locate and identify images on your website.

Adding an alternate text will also improve the accessibility of the page.

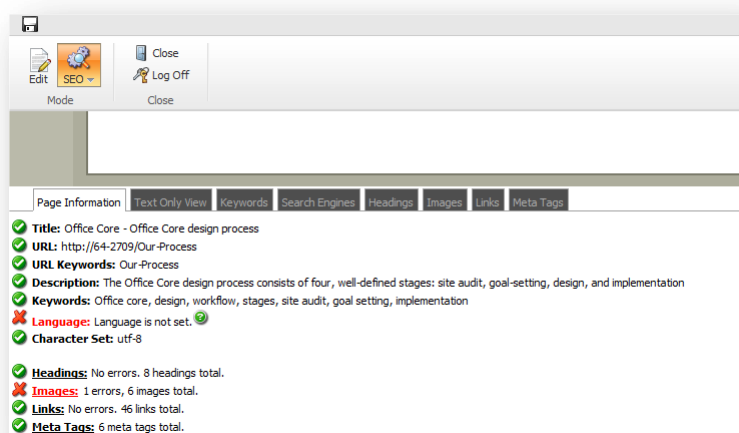
3.2.1 SEO Panel

The SEO Toolkit also displays a full report about the current page in a panel at the bottom of the page. The SEO panel contains the results of the SEO analysis. You can use all this information to optimize your website.

The SEO panel contains the following tabs:

Page Information

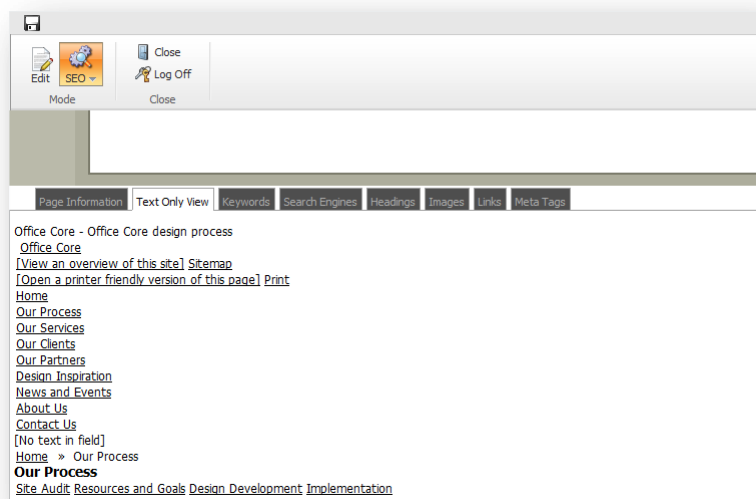
The **Page Information** tab gives you a high level overview of the page, including the errors that occur on the page.



The top section of this tab contains information about the current page, including, the title, URL, description, keywords and the language that the page is in. The bottom section gives you an overview of some of the information contained on the other tabs, and tells you how many errors the SEO Toolkit has identified.

Text Only View

The **Text Only View** tab lets you to see the page with the eyes of a search engine.

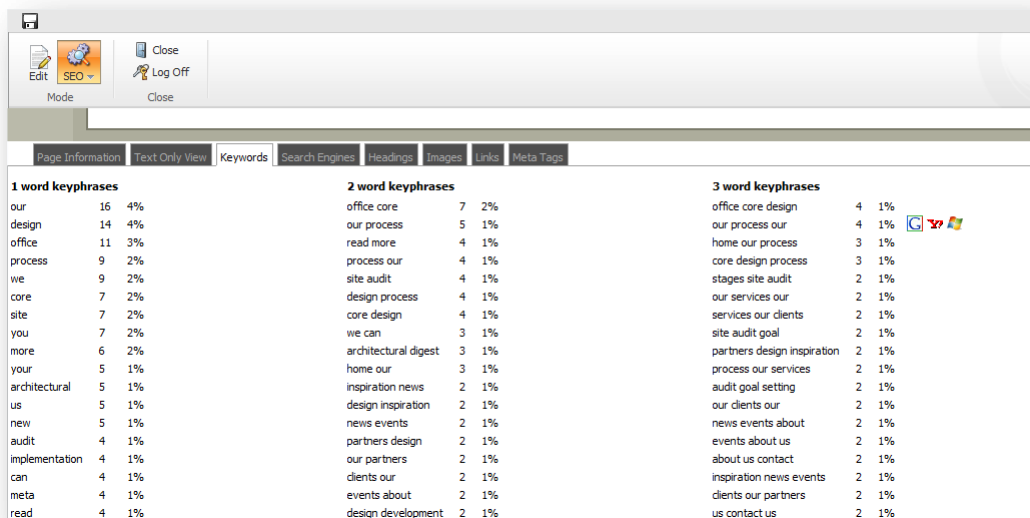


All of the visual styles and images are removed, leaving only the content that the search engines use for indexing.

- Headings are displayed in larger text, because search engines rank headings higher than ordinary text.
- Links are displayed as underlined text.
- Images that contain alternate text are displayed as brackets that contain the alternate text.

Keywords

The **Keywords** tab lists the words and combinations of words that are used most often on this page.



1 word keyphrases		2 word keyphrases		3 word keyphrases	
our	16 4%	office core	7 2%	office core design	4 1%
design	14 4%	our process	5 1%	our process our	4 1%
office	11 3%	read more	4 1%	home our process	3 1%
process	9 2%	process our	4 1%	core design process	3 1%
we	9 2%	site audit	4 1%	stages site audit	2 1%
core	7 2%	design process	4 1%	our services our	2 1%
site	7 2%	core design	4 1%	services our clients	2 1%
you	7 2%	we can	3 1%	site audit goal	2 1%
more	6 2%	architectural digest	3 1%	partners design inspiration	2 1%
your	5 1%	home our	3 1%	process our services	2 1%
architectural	5 1%	inspiration news	2 1%	audit goal setting	2 1%
us	5 1%	design inspiration	2 1%	our clients our	2 1%
new	5 1%	news events	2 1%	news events about	2 1%
audit	4 1%	partners design	2 1%	events about us	2 1%
implementation	4 1%	our partners	2 1%	about us contact	2 1%
can	4 1%	clients our	2 1%	inspiration news events	2 1%
meta	4 1%	events about	2 1%	clients our partners	2 1%
read	4 1%	design development	2 1%	us contact us	2 1%

Search engines analyze the content of the page to decide how relevant it is for user queries.

The **Keywords** tab also tells you how often each word as well as each two word and three word phrase is used on the page and its percentage of the total content on the page.

For example, in the previous image:

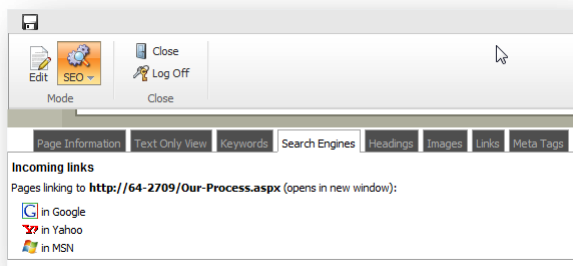
- *our* is the most commonly used word — 16 times — and makes up 4% of the content on the page.
- *office core* is the most commonly used two word phrase — 7 times — 2% of the content.
- *office core design* is the most commonly used 3 word phrase — 4 times — 1% of the content.

When you move your mouse over a word or phrase, the **Keywords** tab displays the logos of three popular search engines — Google, Yahoo, and Bing. Click a logo to search for the selected word or phrase on that search engine.

Searching for these words and phrases can help you see how your page is ranked by the different search engines and identify the most effective words and phrases. It is also a useful way to identify some other websites that you might want to analyze. Analyzing other web sites can give you a better understanding of the techniques that they are using to get a good rating from the different search engines.

Search Engines

In the **Search Engines** tab, you can click the links to the different search engines to see a list of the pages they have identified that link to this page on your website.



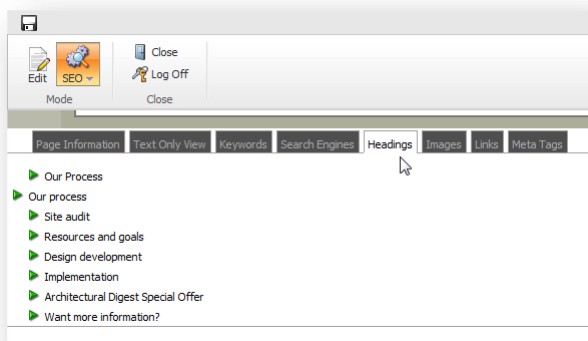
The number and quality of the incoming links has a considerable affect on the overall ranking of the page.

The text that the other pages use to link to your page is very important because it is used by the search engines to calculate the relevancy of your page for search queries.

Some search engines only provide a sample of all the incoming links.

Headings

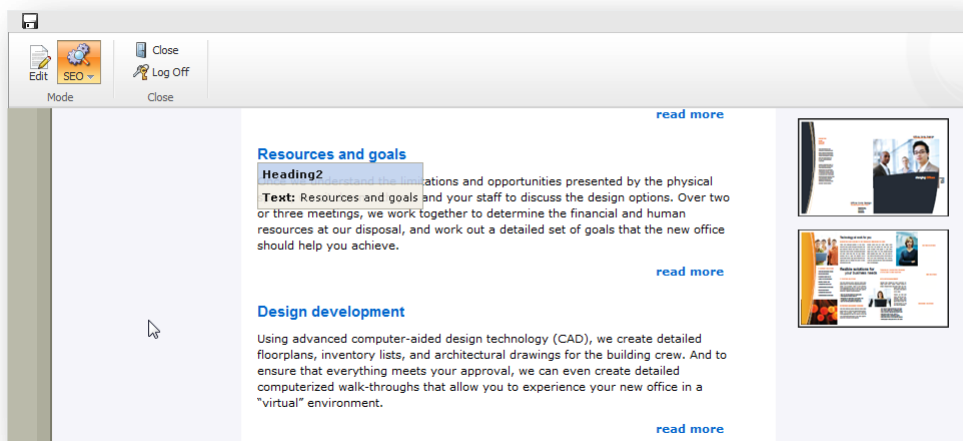
The **Headings** tab lists all the headings on the current page.



Headings play an important part in search engine optimization. Search engines rank the heading text higher than the ordinary content on the page.

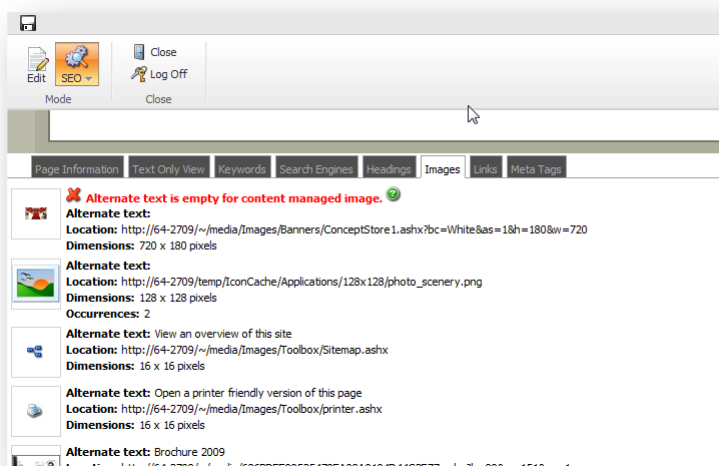
You should optimize each page by ensuring that they contain relevant headings that increase their relevance for the search engines.

To quickly move to a heading on the page, click the heading on the **Headings** tab.



Images

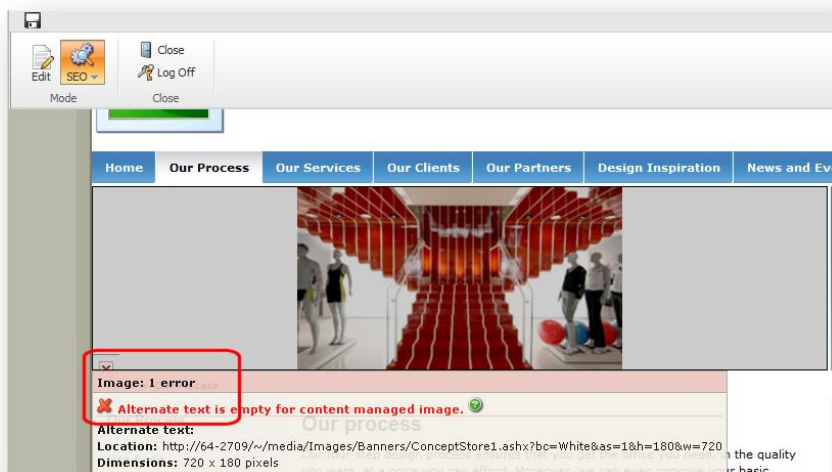
The **Images** tab lists all images on the current page.



Search engines cannot analyze images and they therefore rely on the alternate text and location. You should therefore ensure that you enter a suitable alternate text for each image.

If the page contains images that do not have any alternate text, these images are listed first on the **Images** tab.

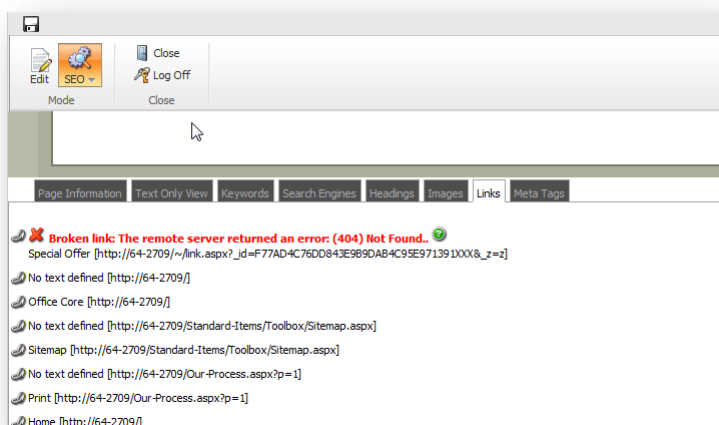
To quickly move to an image on the page, click on the image on the **Images** tab.



An error mark is displayed in the image on the page.

Links

The **Links** tab lists all the links on the current page.

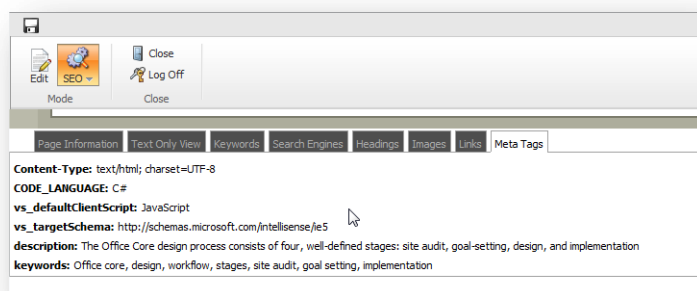


Search engines use links to determine the relationship between pages both inside and outside the current domain. Search engines give a higher rating to pages that don't contain any broken links.

The SEO Toolkit retrieves each link on the page and verifies that it is not broken. If it finds a broken link, it displays an error on the **Links** tab.

Meta Tags

The **Meta Tags** tab lists the metadata information that is embedded in the header section of the page.



A meta tag is an HTML tag that identifies the contents of a Web page for the search engines. Meta tags contain a general description of the page, keywords and copyright information.

Search engines often display the information in the *Distribution* meta tag as the short summary that you see on the results page.

The values in the *Keywords* meta tag are used by the search engines to evaluate how relevant your page is to search queries. You should therefore ensure that you enter appropriate values in the *Keywords* meta tag.

3.2.2 Keyword Extension Point

The SEO Toolkit uses a simple algorithm to analyze keywords. This algorithm uses spaces to separate text into words and works with almost every European language but does not work so well with Asian languages.

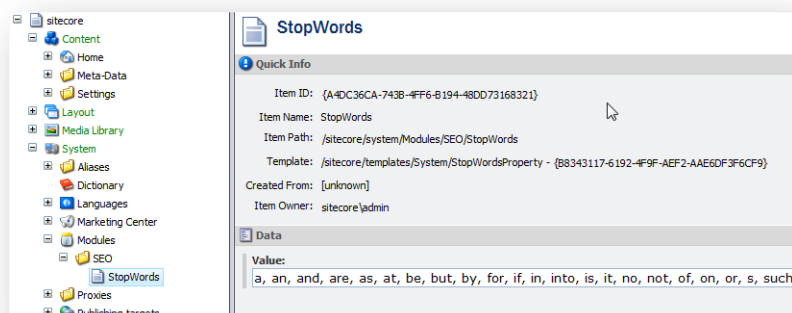
However, you can create a custom algorithm to separate text. A custom separator must implement the `IKeywordsTokenizer` interface. The `SEOToolkit.config` file contains the `SEO.KeywordsTokenizer` setting. This setting includes the class name and the assembly name of the current text separator.

The default value of `SEO.KeywordsTokenizer` is:

```
Sitecore.SeoToolkit.Extensions.StandardKeywordsTokenizer,
Sitecore.SeoToolkit.dll.
```

A standard separator uses a list of stop-words to filter out unimportant words, such as articles, prepositions, pronouns, and so on. The SEO Toolkit ignores these words when it analyzes the content on the website. The list of stop-words is stored in the master database at:

```
/sitecore/system/Modules/SEO/StopWords.
```



You can edit the list of stop-words and create a separate list for each language that the website is published in.

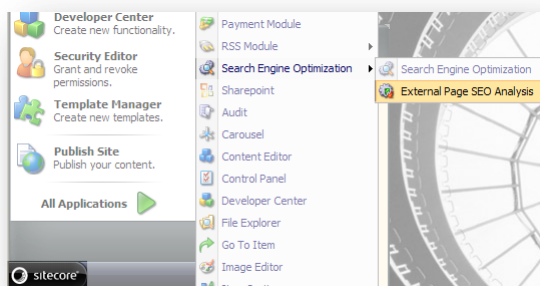
3.3 Analyzing an External Page

You can also use the SEO Toolkit to analyze an external page. You can use this tool to analyze pages that are getting a higher rating from the search engines or the pages that contain a link to your website.

The SEO Toolkit analyzes the published HTML of the page and then displays the SEO related information that the page contains.

To analyze an external page:

1. In the **Sitecore Desktop**, click **Sitecore, All Applications, Search Engine Optimization, Analyze External Page**.



2. In the dialog box that appears, enter the URL of the page that you want to analyze.
3. The SEO Toolkit then displays the web page in a browser. It displays all the text and options that are available on the page. It displays the alternate text instead of the images.

This information can give you a greater insight into the design of the page.