



# Search Engine Optimization Module Administrator's Guide

*Installation and configuration advice for administrators and developers*

## Table of Contents

Chapter 1	Installation .....	3
1.1	Installation Prerequisites .....	4
1.1.1	Real Addresses .....	4
1.1.2	Link Checking.....	4
1.2	Installing the Update Package .....	5
Chapter 2	Using the Module .....	6
2.1	Description of the Module's Functionality .....	7
2.2	Start Optimizing.....	8
2.3	Operation.....	10
2.4	Content.....	10
2.5	Place of the SEO Bar .....	10
Chapter 3	Understanding Reports .....	11
3.1	Description of Reporting.....	12
3.2	Page Information .....	13
3.3	'Text Only' View.....	13
3.4	Keywords.....	14
3.4.1	Keywords Extension Point .....	14
3.5	Search Engines .....	15
3.6	Headings .....	15
3.7	Images.....	16
3.8	Links .....	17
3.9	Meta Tags .....	17

# Chapter 1

## Installation

In this chapter, you will learn how to install the SEO toolkit module in your Sitecore. The chapter includes the following sections:

- Installation Prerequisites
- Installing the Update Package

## 1.1 Installation Prerequisites

Before you install the Search Engine Optimization toolkit, make sure that you have the following installed on your workstation:

- Sitecore CMS 6.0 and higher.
- Internet Explorer 7 to 8 or Firefox 2 to 3 (fully supported)

### 1.1.1 Real Addresses

Some functionalities in the module, such as incoming links lookup, rely on the URL of the Website. Therefore, the module must be installed on a Web server so that editors could use a public URL to access the Web site.

### 1.1.2 Link Checking

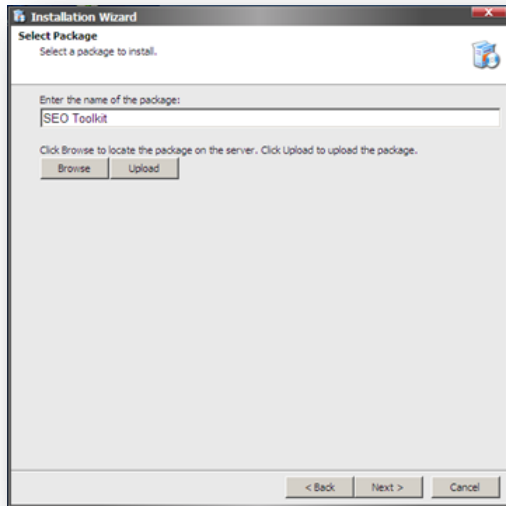
During page analysis, the module retrieves each link on the page to verify that it is not broken. This helps editors identify and remove broken links. It also places additional load on the server and can influence some Web statistics, such as StatCenter.

## 1.2 Installing the Update Package

The Search Engine Optimization toolkit module is distributed as a Sitecore package. The `/App_Config/Include/SEOToolkit.config` file is installed by the package. This file is used to configure the module.

Use the Sitecore Installation Wizard to install the package.

To open the Installation Wizard, click **Sitecore » Development Tools » Installation Wizard** or **Sitecore » Control Panel » Administration » Install a Package**.



While installing the package, perform the following actions:

1. Install the package.
2. Click **Yes to all** when you are asked whether you want to override the existing files.
3. Restart the Sitecore client.

## Chapter 2

# Using the Module

This chapter explains how to use the SEO toolkit module. The chapter includes the following sections:

- Description of the Module's Functionality
- Start Optimizing
- Operation
- Content
- Place of the SEO Bar

## 2.1 Description of the Module's Functionality

Search engines are one of the largest sources of traffic for modern Web sites. The Sitecore Search Engine Optimization module helps administrators detect the missing pieces of content which influence the page rank. It also makes the content more search engine friendly.

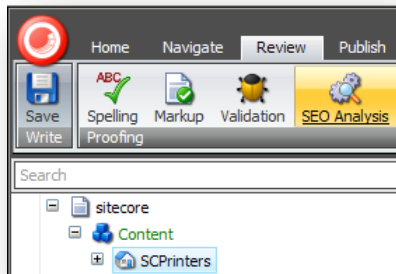
The module contains features for both content editors and Web site developers.

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

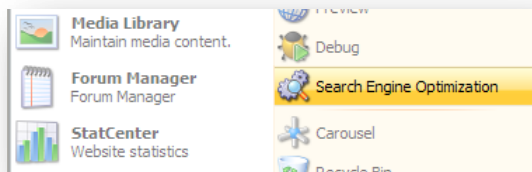
## 2.2 Start Optimizing

There are several ways to start working with the module:

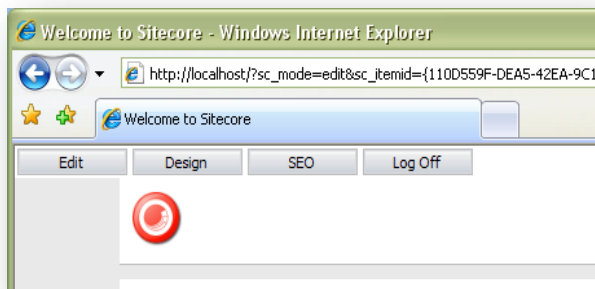
1. To analyze a page that is currently open in Content Editor, select **SEO Analysis** on the **Review** tab:



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

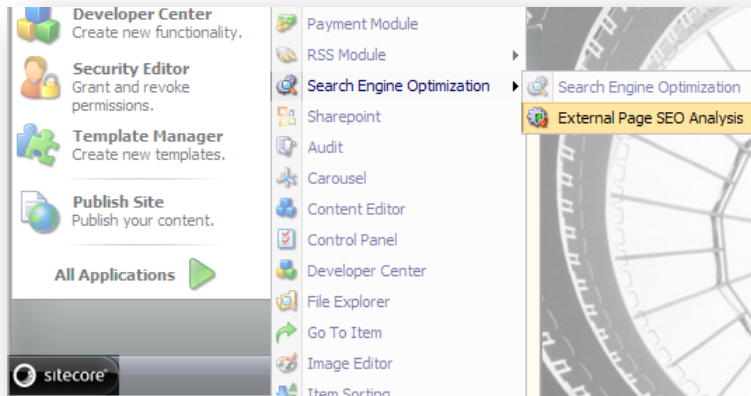


3. To switch to Search Engine Optimization in Page Editor mode, choose the SEO button among the Page Editor **Navigate** buttons:

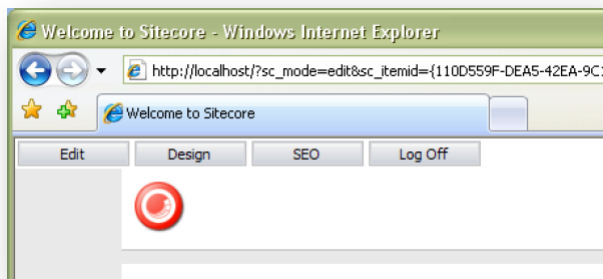




4. To analyze an external page, select **Sitecore » All Applications » Search Engine Optimization » Analyze External Page**.

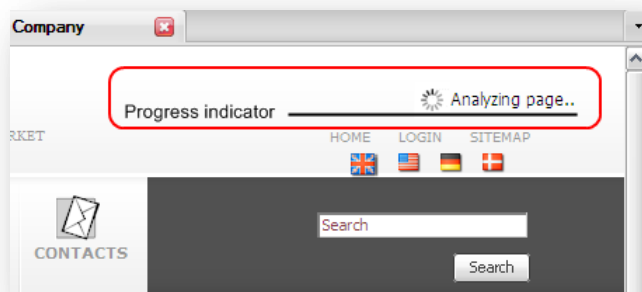


5. To switch to Search Engine Optimization in Page Editor mode, click the **SEO** button in the Page Editor navigation menu:



## 2.3 Operation

Once the optimization has been launched, a regular page is loaded in the browser, and content analysis starts. Thereby, a progress indicator is shown in the upper right corner:



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

## 2.4 Content

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

## 2.5 Place of the SEO Bar

Users can select the placeholder when they want to see the SEO bar. The placeholder must exist in the layout. The name of the placeholder can be changed by users in `SEOToolkit.config` in the `SEO.Placeholder` settings:

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

For example, if a user defined the following value,

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

it means that the SEO bar is inserted in the placeholder with the "seo" name.

If the value of this setting is empty, the SEO bar is inserted at the end of the page.

## Chapter 3

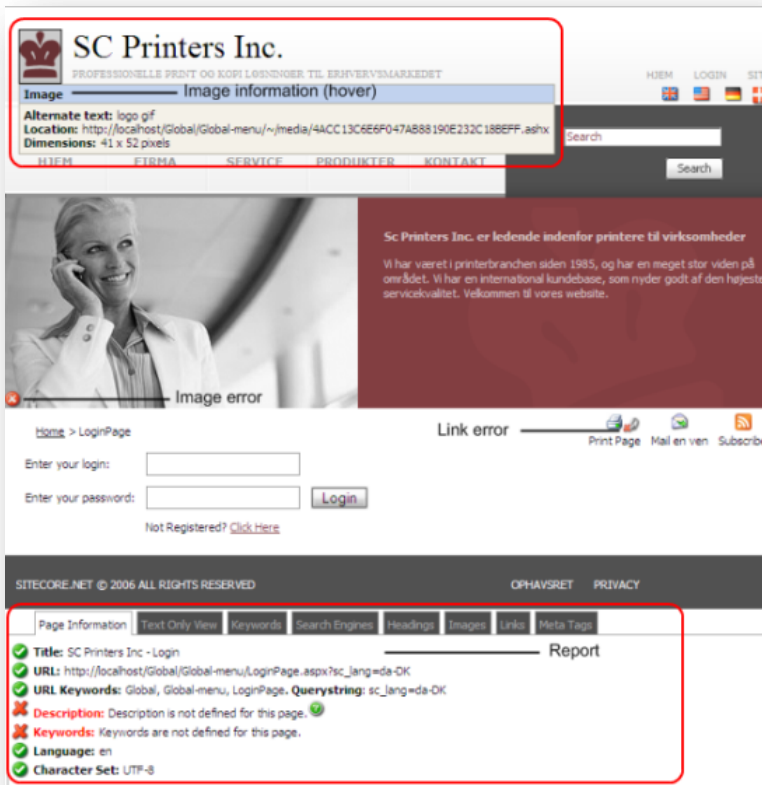
# Understanding Reports

Read this chapter to learn more about the module reporting feature. The chapter includes the following sections:

- Description of Reporting
- Page Information
- 'Text Only' View
- Keywords
- Search Engines
- Headings
- Images
- Links
- Meta Tags

### 3.1 Description of Reporting

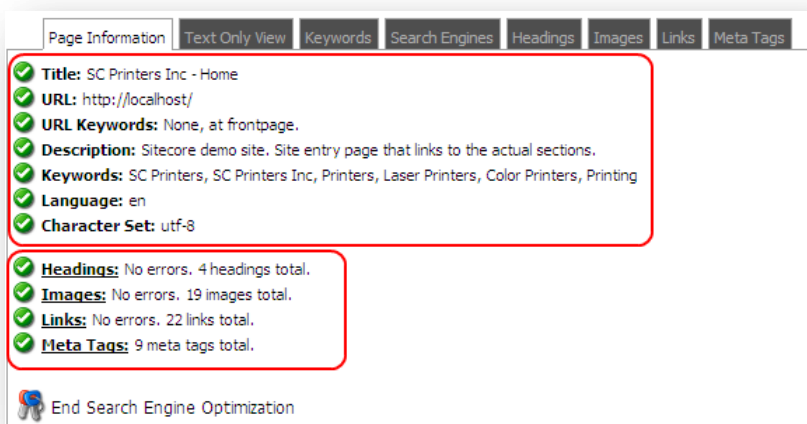
The report is added at the bottom of a current page. Visual tips, such as image information and error notices are added to the current page as well:



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

## 3.2 Page Information

The **Page Information** tab provides a high level overview of a page, such as page-level errors, and makes possible quick access to relevant tabs.



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 a detailed report.

Click **End Search Engine Optimization** to return to a normal page view.

## 3.3 'Text Only' View

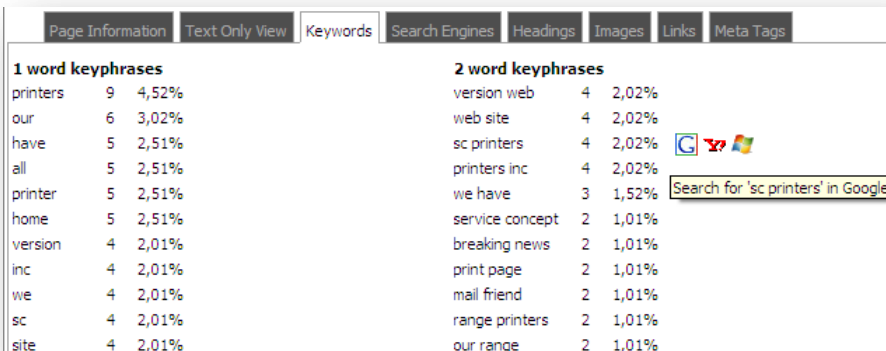
The **Text Only View** tab helps to look at a page with the eyes of a search engine.



Visual styles and images are thereby 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.

## 3.4 Keywords

The **Keywords** tab shows the words and word combinations that are used most often.



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 the **Text Only View** tab, keywords information provides information about word and the rate of word combination 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 the phrases on the page.

Moving your mouse 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.

### 3.4.1 Keywords Extension Point

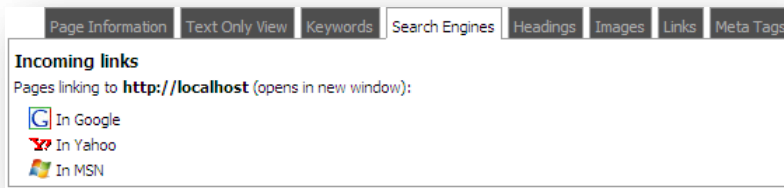
To analyze keywords, the SEO module uses simple algorithm to separate text into the words using spaces. Such algorithm is useful almost for all European languages, but it becomes a challenge for Asian languages like Japanese.

SEO includes an extension point to give SEO users a possibility to create their custom algorithm for text separation. Custom separator must implement `IKywordsTokenizer` interface. SEO configuration file contains the `SEO.KeywordsTokenizer` setting that includes the class name and assembly name for acurrent text separator.

The default value of `SEO.KeywordsTokenizer` is `Sitecore.SeoToolkit.Extensions.StandardKeywordsTokenizer, Sitecore.SeoToolkit.dll`. A standard simple separator uses the list of stop-words to filter auxiliary parts of speech, such as articles, prepositions, pronouns and the like. Such words will not be processed in the analysis. The list of stop-words is located in the item that belongs to the master database under `/sitecore/system/Modules/SEO/StopWords`. User can customize the standard list of stop-words and create an individual list for each context language.

## 3.5 Search Engines

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

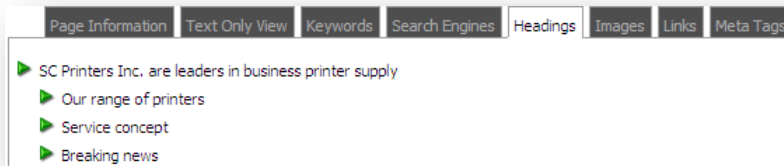


The number and quality of the incoming links contributes immensely to the overall ranking of the page. Another point of interest is the text other pages use to link to your page, since it is also used by search engines to calculate the relevancy to a particular user search request.

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

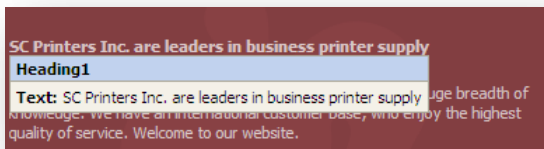
## 3.6 Headings

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



Headings are vital for search engine optimization. Search engines rank the heading text higher than the ordinary text. A page optimized for search engines must always use relevant headings.

Click on the heading to quickly locate it in the page content:



### 3.7 Images

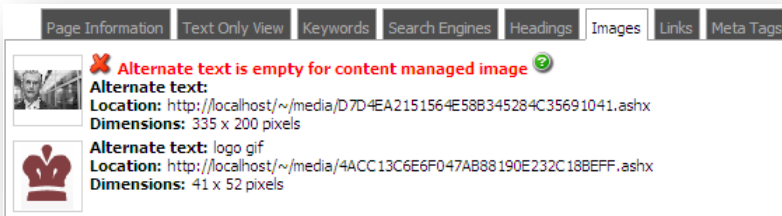
The **Images** tab lists all images that were found on the page.



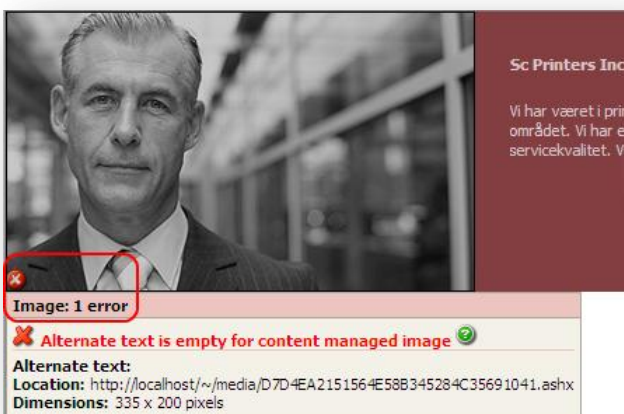
Because search engines cannot analyze the image, they rely on the alternate text and location instead. Therefore, it is important to insert a proper alternating text.

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

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



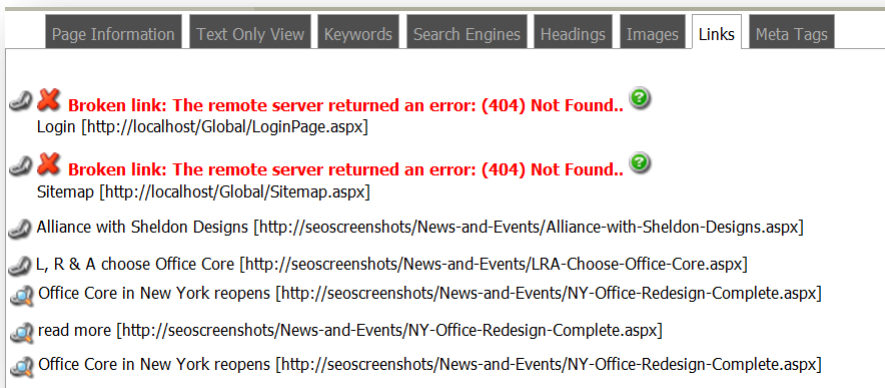
An error mark will be placed on the original image on the page:





### 3.8 Links

The **Links** tab lists all links that were found on the page.

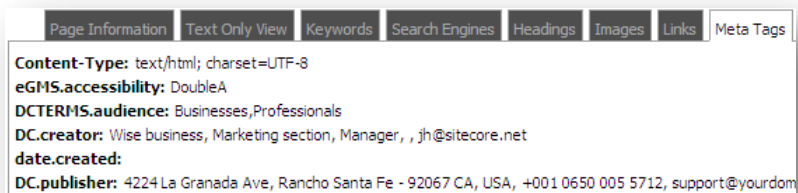


Links are used by search engines to determine the relationship between pages both inside and outside of the current domain. A quality (and therefore higher ranked) page does not contain any broken links.

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.

### 3.9 Meta Tags

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



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.