

Enhancing Website Search Results for Your Plone Website

What is SEO?

SEO stands for **S**earch **E**ngine **O**ptimization. This means making your pages easier to search and categorize by search engines, and, as a result, optimizing how they show up in search results.

So, What Can I Actually Do to improve my search rankings:

There are three things that you can do which will make your pages to show up more accurately in searches, both within the health system and on public search sites like Google or Bing.

- 1) Providing an effective page title.
- 2) Entering accurate and descriptive metadata and keywords.
- 3) Optimizing your page content for easy search.

Of these, the first two are items you can quickly in any page on your SOM website by using the **SEO Properties tab**. The third may require rewriting your page content, so it may not be a quick fix. For information on writing for the web, see the web center's help site for departmental web managers.

Accessing SEO Properties

On any page of your site, you access the SEO Properties by the SEO Properties tab, located at the top of your page's content area.



This will take you to the SEO Properties page. This page offers you a set of boxes you can fill in – then check the “Override” box to have the text in the box replace the default content already in the page. That is what this plug-in does; it lets you override the original title, description and other properties with new ones which are specific to a good search.

Effective Page Titles

The title of a web page is important when optimizing your web pages. Most search engines and directories place a high level of importance on keywords that are found in your web page's title. This title is also what search engines use for the title

of your listing in the search results. The page title you enter into this box will appear in your browser windows, search results and in any bookmarks to the page.

Page Title Tag

Text to be present in <TITLE> tag. It is displayed in browser title bar. Search engines display it as a title of the document.

Override

Total Words: 3 Stop Words: 1 Used Words: 2 Length: 16

Welcome to Plone

Good Page titles should:

- Be 4 to 6 words in length – any more than 58 characters will be truncated and not shown to readers.
- Include 1-2 of your most important keywords in the title while remaining close to a readable sentence. (Also remember that when users bookmark pages, the title is what shows up in their bookmarks list.)
- Make your title interesting, but not clever. Do not forget that even if you get that top listing in the search engines your listing still needs to say something that makes someone want to click through and visit your website.
- Don't use generic titles like "My Homepage" or "Webpage".

Examples of Effective Page Titles:

- Directions to Medical Center Locations
- New Employee Guidelines

If you put a value into the Page Title Tag field that you would like to override Plone's default value, make sure to check the "Override" box.

Effective Descriptions

- Page descriptions are the meat and potatoes of SEO. They describe with clarity the content on the page and have a huge impact on how search engines categorize your content.
- It is important to be specific and write these descriptions in a non-generic way. If a page is just randomly given a description, it is almost guaranteed to be difficult to find and have lower than expected search results listings.
- Remember that by default, the description appears with the search engine results for your page.

Meta Description Tag

Description of the document to be indexed by Search Engines. This text will be present in meta description tag in page HTML source.

Override

Total Words: 6 Stop Words: 2 Used Words: 4 Length: 55

Congratulations! You have successfully installed Plone.

If you put text into the Meta Description Tag field that you would like to override Plone's default value, make sure to check the "Override" box.

Effective Keywords

Keywords are words or multi-word short phrases that users might enter to find a page. The keywords that you chose will be used throughout the search engine optimization process.

You make up and enter the keywords into the keyword section of the SEO Optimizer Information page shown below. In Plone, you are actually adding to a list of defined keywords which can be used elsewhere in Plone once defined.

Meta Keywords Tag

Keywords, the page will be indexed with. Enter each keyword in separate line, please. Though the relevance of listing meta keywords is of questionable value now, it is useful to set meta keywords for pages – for future reference.

Use 'Check Keywords' button to check whether words you entered in this block as SEO keywords are present in content.

Override

Total Words: 0 Stop Words: 0 Used Words: 0 Length: 0

Choosing the right ones is essential. If you choose the poor or unrelated keywords, your pages will be less likely to be found by users searching our sites.

- Try to think like your target audience. What would they search for when looking for the web page you are optimizing? Your target audience may not necessarily use the same keywords as you, so try to come up with as many keywords and keyword phrases that relate to the web page.
- Use keywords which are sufficiently specific to accurately describe your content – don't fall into the trap of including a mass of keywords

If you put a value into the Meta Keywords Tag field that you would like to override Plone's default value, make sure to check the "Override" box.

These three fields are the heart of SEO, and unless you are looking for advanced capabilities, they will allow you get done what you want to do. Once you are finished making updates, don't forget to click the "Save".

The other options shown should only be edited by advanced users, as they can potentially affect external search engines' ability to accurately find or categorize your content . If you would like more information on using these options, contact the WDC by email (wdc-support@virginia.edu) or support line (434-243-6702) .