

Basic Search Engine Optimization Primer

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The Basic Search Engine   
Optimization (SEO) Primer

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* A crawler, essentially, is a “tool” search engines use to determine which sites to display in the search results. Crawlers are programmed to look at specific features within a site and report back to the search engine which sites are the most relevant. Some features crawlers look at include the page title, page description, heading tags, and hyperlink names.
* Key terms should be used in the Title and Headings (see below). Think about what type of words users use to find your pages and try to include those key terms in your main heading and paragraph title(s).
  + Any title - 35 characters is ideal, no more than 70 total
* Be sure to include the key terms into the copy at least once. Ensure the most important information stays above the fold (the part you can see without scrolling down) and is between 150-500 words per page.
* Ensure any vital content is available outside iFrames, JavaScript, and similar formats. Although those formats can be crawled, it is given very low importance by any search engine. This affects the webpage’s rankings, which will display the pages low in the search engine results.
* Sharing your content can increase SEO. For example, if a Kentico page was created for an event, you can share the URL of that event page to your department’s social media site; if your content is on various pages it can move up in the search engine result rankings.
  + Currently Kentico doesn’t have a specific “Share” feature

**Element Guidelines \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Page Title (Heading) (H1)

Headings (H2-H5)

Page Descriptions

Images

URL Depth

Crawling Traps:

<h1>Most Important</h1>

<h2>Main Sections of Page, Very Important</h2>

<h3>Sub Sections, Important </h3>

<h4>Clarifying sub sections, helps SEO</h4>

<h5>clarifies, helps SEO</h5>

Full sentence structure with call to action encouraging click. (No more than 170 characters total)

Image filenames include key terms, alternate text should also include key term in description

No more than 4 levels deep (best practice, not a rule). Kentico only displays 4 levels including the top level directory name.

* Input forms (anything behind a login won’t get crawled)
* Frames (ex: iFrame)