

## CSIAB Tips and Tricks

### No. 5: Search Engine Optimisation (Search Engine Ranking)

This brief overview is aimed to cover just some of the many aspects for making your website search engine friendly. This is what is known as Search Engine Optimisation (SEO). SEO is a process of combining a number of techniques and applying them to your website to help improve your search engine ranking.

SEO is the active practice of optimising a web site by improving internal and external aspects in order to increase the traffic the site receives from search engines.

Typically, the earlier a site appears in the search results list, the more visitors it will receive from the search engine.

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**If you have any questions, please feel free to contact us at:**



**Email:- [info@cgdn.org.au](mailto:info@cgdn.org.au)  
Phone – 1300 732 929**

## **1. Keywords & Content**

The first thing to do is to figure out the types of keywords - the words people use when searching for websites via search engines - that could lead them to your site.

As an example, the local football club might list their name and nickname, the name of the league they play in, home town, home ground, sponsors' names, names of star players and even its coach's name.

These words should then be used as often as possible on your homepage and other pages on your site.

On all of your pages you should always try to have a healthy amount of descriptive text to explain what the page is about, don't rely on the title of the page. You should aim to have your keyword in the text as much as you can, with it still being comfortable to read.

### **Keyword Helpful Tips**

- Target Appropriate Keywords
- Include The Keywords Within the Content
- Use descriptive and relevant keywords in your text as much as possible
- Think of words that people would be typing in order to find information on your site, use those words as your keywords. E.g. community, news, events, locality, state etc

## **2. Webpage Titles and URLs**

This is the text that is displayed in the search results page and what encourages people to click on your site. The Title is the text you see in the blue panel at the very top of your browser window and should give a brief description of your site. Some search engines prefer to see shorter Titles that are to the point in describing the content on the page.

This is an important factor in achieving high ranking in searches. The Title of all pages must be constructed so that it has keywords in it and also influences your website's position in the search engine results page.

### **Webpage Titles and URLs Helpful Tips**

- Write an accurate, keyword-rich page title.
- Do not include stop words (and, the, a etc.) in the title. That just wastes space.
- Remember that each page can (and should) have a unique title.
- Accurately describe the page's content - Choose a title that effectively communicates the topic of the page's content.

### **Avoid:**

- Choosing a title that has no relation to the content on the page
- Using default or vague titles like "Untitled" or "New Page 1"

### **3. External Links**

External links are also important to search engine optimisation. These are links from sites other than your own and in general, the more the better, assuming the links are coming from reputable sites and are quality related links. One way to think of this is that search engines consider a link from one site to another as a vote of confidence.

Quality and quantity are probably the key factors in having external links on your site. It certainly helps to link externally and it all helps to add value, especially when your site is new. When linking to another site make sure that the site content is relevant to your own.

#### **External Links Helpful Tips**

Links you may want to include in your community site to help increase ranking:

- Local Council
- Regional tourism office
- .au Community Domains

### **4. Search Engines**

You can also submit your URL to Google and Yahoo search engines which may help in your search engine rankings.

#### **Google**

Google invites you to submit your URL.

<http://www.google.com/addurl/>

#### **Yahoo**

Register your site with Yahoo! Search and tell the search engine what it doesn't know about your site.

[https://login.yahoo.com/config/login\\_verify2?.src=siteex&.intl=us&.done=http%3A%2F%2Fsiteexplorer.search.yahoo.com%2Fsubmit](https://login.yahoo.com/config/login_verify2?.src=siteex&.intl=us&.done=http%3A%2F%2Fsiteexplorer.search.yahoo.com%2Fsubmit)

#### **Search Engines Helpful Tips**

1. Please note that you only need to submit your link once. Some have said that it is not wise to submit twice whatever the reason is.
2. To increase page rank once you have submitted your site, you will need to choose an excellent title, write excellent, useful content and update your site often.

## 5. Meta Data

Metadata is the information about a data source. For example, a document contains information, but there is also information about that document such as the title, author and publisher - this is the metadata, in other words, data about data.

When preparing your metadata, prepare your keywords / phrases first:

- What are the key words / phrases that your potential site visitors might enter into search engines or directories to find your company, site and products?
- Keywords should be limited in number (Search engines generally only permit a maximum of 25 or so, all other keywords appearing after that are often ignored)
- Keywords / phrases should not be repeated too many times (Search engines 'see' this as 'spam', false attempts to increase search engine rankings and will ignore the page / site.)

When entering your keywords / description they should all be separated by a comma. For example: keyword1, keyword2, phrase one, phrase two

### 5.1 Updating your Sites Metadata Description

1. Go into 'Options' in the back end of your Community Site in a Box (CSIAB)
2. In the 'Metadata Description' field, type a paragraph describing your community website.

\* **Remember:** Try to use those keywords as much as possible without sounding like you're just repeating yourself.

The screenshot shows the back-end interface of a Community Site in a Box (CSIAB). At the top, there is a navigation bar with several menu items: Dashboard, Content Management, Advertising, Site Management, Options, and Mail. The 'Options' menu item is highlighted with a red box and labeled with a red '1.'. Below the navigation bar, there is a section titled 'search engine options'. This section contains two text input fields. The first field is labeled 'Metadata Description:' and is highlighted with a red box and labeled with a red '2.'. The second field is labeled 'Metadata Keywords:'.

## 5.2 Updating your Sites Metadata Keywords

1. Go into 'Options' in the back end of your Community Site in a Box (CSIAB)
2. In the 'Metadata Keywords' field, type in your keywords, each word should be followed by a comma. E.g. keyword1, keyword2, keyword3

\* **Remember:** Use relevant keywords that people are likely to type leading them to your community site.

## 6. Useful Links

- **Tips and Hints with this easy guide to Search Engine Optimization (SEO)**  
<http://www.keyessentials.com.au/website-design/SEO.html>
- **.au Community Domain – Website Development**  
<http://www.cgdn.org.au/websitedevelopment>

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