

Introduction

To effectively search optimise a website, it's necessary to modify the site internally and add additional files in special locations.

If the website is contained in a Content Management System (CMS) that does not provide the ability to accommodate these requirements then that website cannot be optimally tuned, and consequently unlikely to achieve its full SEO potential.

These are some of the features a CMS must provide for optimal SEO outcomes.

Meta tags

These are HTML tags in the web pages' HTML header section with the key tags being:

- Title &
- Description

The CMS should allow these to be set individually for each page in the site.

Image ALT Tags

The CMS should allow *all images* to have an individual short phrase of text assigned as an 'alternative tag' (ALT tag)

Custom metatags

It may be necessary to add custom meta tags, typically on the home page to connect SEO related resources such as Google & Bing WebMasters Tools

Scripts

The CMS must provide for the addition of special scripts in various locations within a page's code and on all, as well as specific pages such a purchase confirmation page.

These maybe required for:

- Google Analytics
- Analytics goal tracking
- Analytics ecommerce scripts
- AdWords conversion tracking code
- Remarketing code

HTML H1 & H2 formatting

Each web page should use a page heading (not to be confused with Title meta tag) that is formatted to HTML Heading (H1)

Default H1 formatting may need to be made visually consistent with the site's look and feel through the use of Cascading Style Sheet (CSS) re-definition

Similarly, H2 may be used as a subheading and also requires CSS redefinition.

Files in website root

We will need to add files to the website's root
e.g. robots.txt, verification files etc

XML Sitemap

An XML Sitemap directs search engines to specific content. Ideally a CMS auto-generates an XML Sitemap either at regular intervals or whenever content is modified.

'Search friendly' URLs

The CMS should allow individual page URLs to be re-configured to specified text strings.