

# EPI SERVER SEO

Release 1.0 - EPiServer CMS 6 R2



## User Guide

# **EPiSERVER**

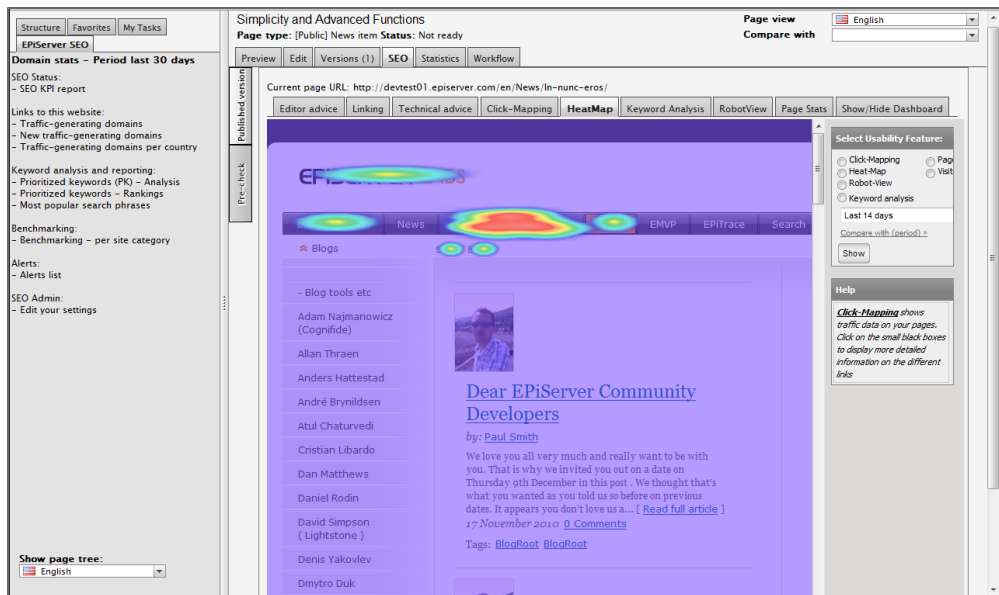
User Guide for EPiServer SEO 1 on EPiServer 6 R2  
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# About EPiServer SEO



EPiServer SEO provides an easy and convenient way for web teams and web developers to incorporate best-practices of search engine optimization (SEO) into every relevant aspect of a site. The pay-off is improved rankings in search engines and increased traffic and return on investment for your website. You can check how well the web pages you are working with has been optimized for visitors and search engines even before you publish. Discover click patterns, get recommendations that are easy to understand on how you can work with the content on your website to improve rankings in search engines as well as user experience.

EPiServer SEO supports all the following aspects that are important for optimizing your website:

- SEO strategy
- Measurable goals with KPIs
- Content quality, rich of keyword phrases
- Link popularity and page rank
- Technical quality of the HTML code

## EPiServer SEO Empowers your Website

EPiServer SEO empowers web content providers, web managers, web marketers, web developers in the following way:

- **Editors, marketers and managers working with the web content.** Editor advice in Edit mode in EPiServer CMS makes it easy to make adjustments before publishing a page or to make SEO-oriented adjustments in existing content. Searching the web is the starting point for more than 50 percent of all purchases made online and also the starting point for searches for non-commercial information. EPiServer SEO lets you “see their site as Google sees it” and facilitate making, implementing and following-up of those decisions required for establishing and maintaining high search engine rankings.

- **Partners.** EPiServer partners can use EPiServer SEO to advise their clients on how to increase the ROI of their website through ongoing SEO.
- **Web developers.** Web developers can benefit from the EPiServer SEO search engine robot simulator and get access to specific, easily implemented recommendations on how to increase SEO friendliness for the specific web page and site from a technical viewpoint. EPiServer SEO can be used for the following:
  - Evaluating the old site before redesign/reconstruction
  - Optimizing and validating technically as well as the content during the development process
  - Training client staff during and after website launch
  - Using the technical advices to ensure that the new site is technically optimized for search engines

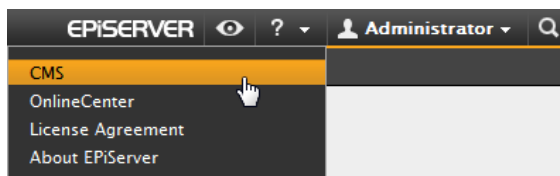
# About this Documentation

The main purpose of this documentation is to suit the target group of editors and marketers, who will use EPiServer SEO to optimize their websites for search engines. It covers the following parts:

- Editing web pages according to the defined keyword phrases in EPiServer SEO
- Analyzing click patterns and statistics
- Administering settings for customers, domains and keyword phrases in EPiServer SEO administration tool (mainly for partners)

## How to Access EPiServer Help System

You can access the web help from the EPiServer OnlineCenter menu (which is always visible at the top). Click the ? icon and select the system for which you want to view the help. Browse or search for the topic where you need guidance.



- From each view in the user interface with a help icon provided, click the icon to get context-sensitive help.

You can also access the web help by browsing to [webhelp.episerver.com](http://webhelp.episerver.com).

## Expected Knowledge

As a reader of this documentation, you are assumed to have good understanding of the following:

- The standard Windows environment
- Basic word processing skills (no specific web publishing or HTML knowledge is needed)
- Web editing in EPiServer CMS

## References

The following parts are listed as references and will not be described in this documentation:

- Web editing, how to use EPiServer CMS and Live Monitor, see EPiServer CMS Editor's Manual

## Online Community on EPiServer World

EPiServer World is an online community where you can find the latest product information. It is open to the public, for partners, customers, and everyone working with EPiServer products, such as editors, webmasters, site owners and developers. Here you can download material, participate in discussions, read articles, receive support and much more. Feel free to sign up as a member.

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# Getting Started with EPiServer SEO

This usage section of EPiServer SEO User Guide is applicable for customers to EPiServer partners.

Get started with EPiServer SEO in the following way:

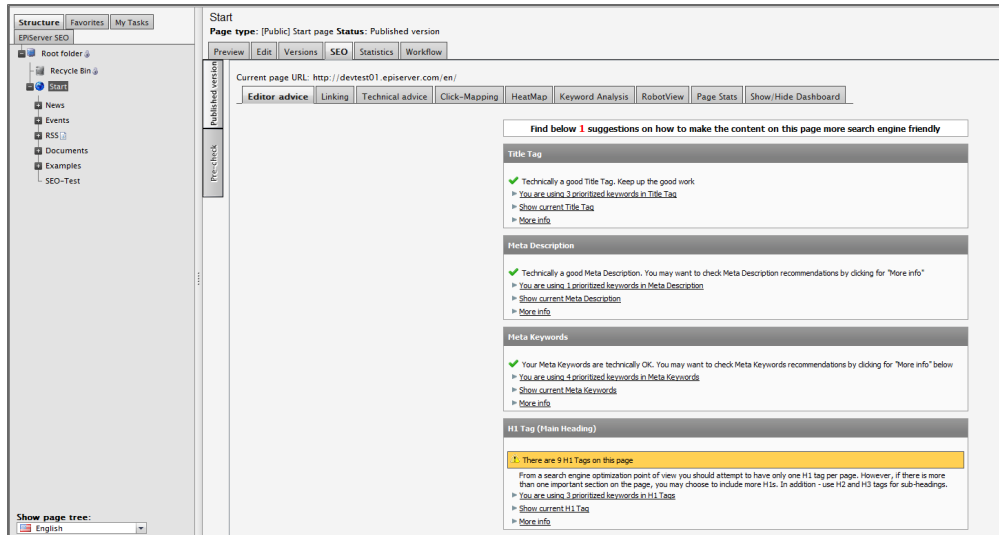
1. Your partner needs to download EPiServer SEO from world.episerver.com and install it on your website. Also your partner needs to add you as a customer and provide your login credentials as described in Administering EPiServer SEO.
2. Log in to your website with your EPiServer CMS username and password. Go to the page in Edit mode, and click the **SEO** tab.

## Start Menu



In EPiServer CMS you can access the following tabs in Edit mode:

- **EPiServer SEO**. Clicking this tab to the left provides SEO related reports covering the entire web-site. See "Analyzing Reports with EPiServer SEO Domain Stats" on page 22.
- **SEO**. Clicking this tab to the right reveals a new set of tabs giving you access the SEO tools and reports for this specific web page.

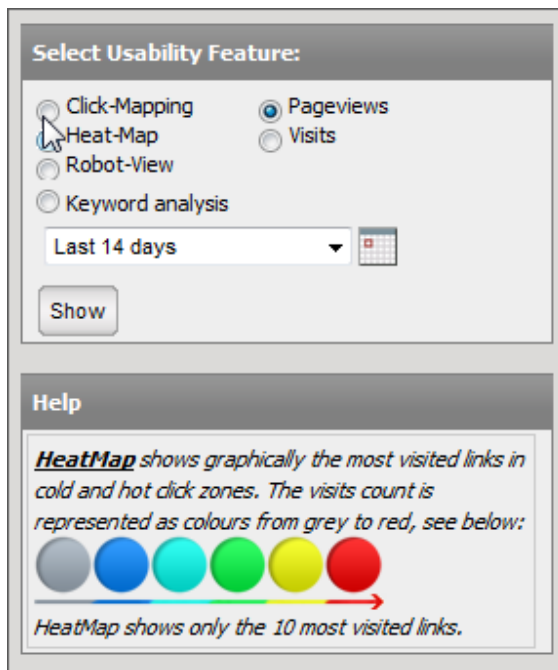


By clicking **SEO** you can access the following tabs:

- **Precheck** shows advice for an unpublished page, so that you can optimize it before publishing.
- **Editor Advice** shows feedback on the areas you have done well and specific recommendations on how to improve.
- **Linking** shows internal and external links that have generated visits to this specific URL during the specified period. External pages are also shown with Google page rank.
- **Technical Advice** shows the technical quality of the website and advice listed in prioritized order.
- **Click-Mapping** shows in percent what visitors clicked on the various links (click patterns).
- **HeatMap** shows in colors what visitors clicked on the various links (click patterns).
- **Keyword Analysis** shows where on a page the keyword and in which tags, and the Keyword Density in percent.
- **RobotView** shows how the search robots view the web page.
- **Page Stats** shows page statistics of the pages on your website.
- **Show/Hide Dashboard** shows an overview where you can select feature and period.

## The Dashboard

The **Dashboard** is located to the right in the tabs.

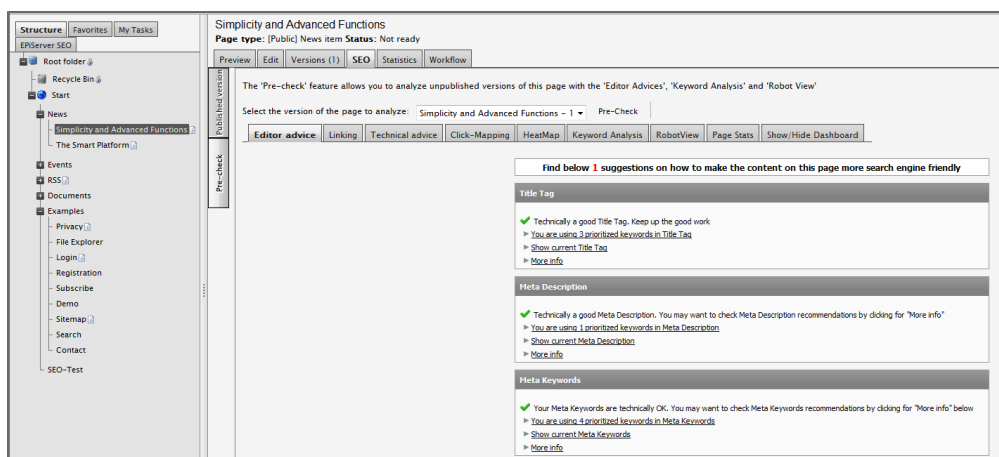


The dashboard includes the following features:

1. Select the feature you want to see, **Click-Mapping**, **HeatMap**, **RobotView** or **Keyword Analysis**.
2. Select a time period from the list or the calendar.
3. Select **Pageviews** or **Visits** as basis for Click-Mapping and HeatMap. Pageviews is selected by default.
4. Click **Show** to generate the report.

**Help** provides description of the features.

## Precheck Tab

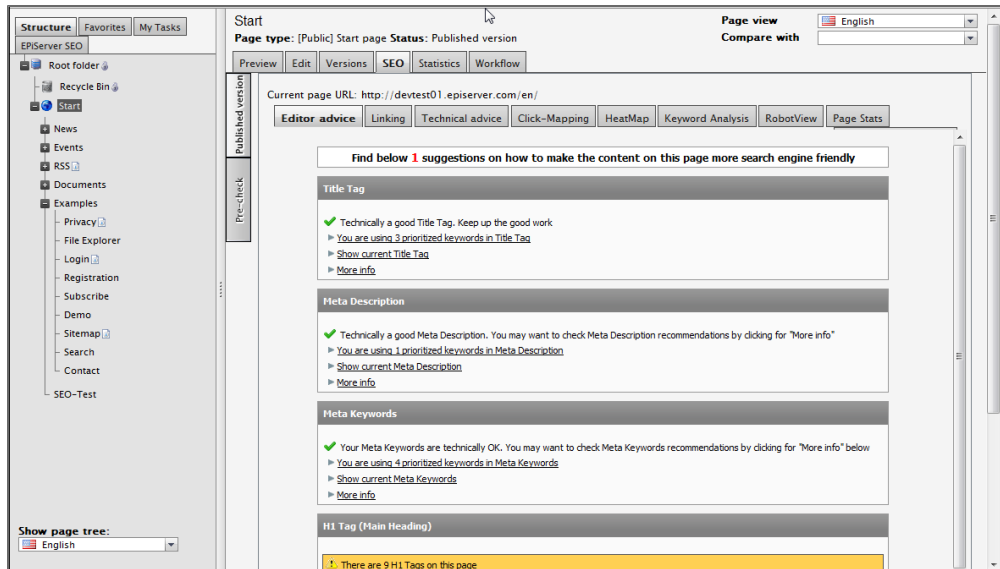


The **Precheck** tab shows advice for an unpublished page, so that you can optimize it before publishing. Select the saved page from the list and click **Precheck**.

## Editor Advice Tab

Google loves good content but needs assistance to read your texts and understand what is the focus of the specific text. You need to tag each web page in a manner so that the search engines understand the theme(s) and which keywords that are important of your text. The reward is high rankings on those themes and keywords.

The **Editor Advice** tab shows the quality of the content on a specific web page, and give you non-technical, easy to understand feedback on the areas you have done well and specific recommendations on how to improve.



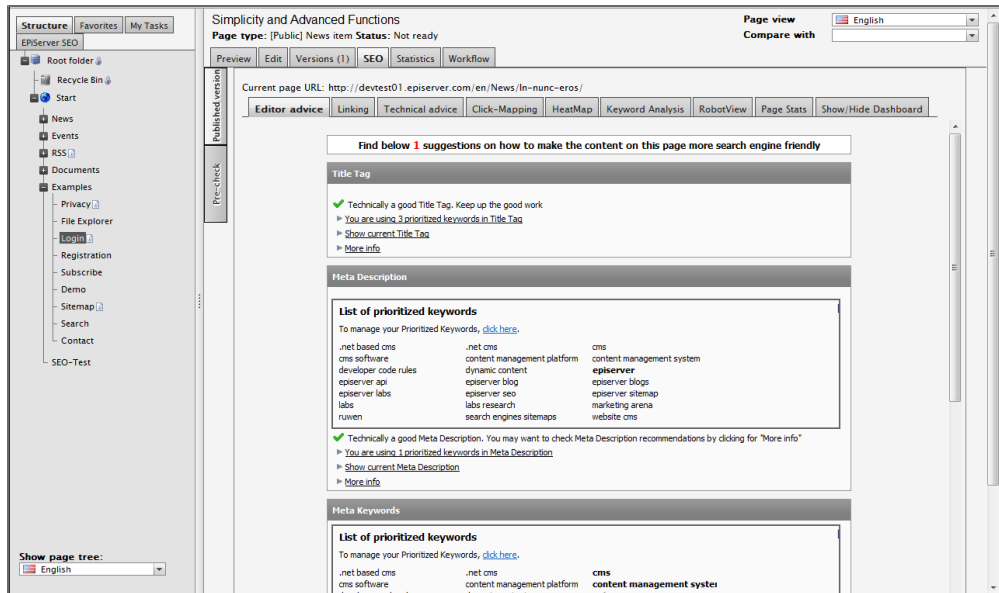
On the **Editor Advice** tab you can get the following advice:

- **Find below...** Total number of advice on current page.
- **Advice area.** For example, Title tag.
- **Advice.** For example, "Title tag is too long".
- **Advice explanation.** For example, "Note that Google will display a maximum of 159 characters of your meta description".
- **Positive feedback.** For example, "Keep up the good work". Click to see your prioritized keywords for the page.
- Click **More info** to read more about best practice examples.



Use key phrases instead of single keywords on your website. Work thoroughly on your web content. The lead text is the body text right after the <H1> tag, which should contain many keywords and summarize the page. Make sure that image Alt-tags as well as image file names are rich with keywords. Title tag, meta description, headings, such as <H1> and <H2> tags, lead text, image Alt-tag, URLs and hyperlinks are all together key areas in establishing high search engine visibility.

## Expanding Meta Description for Advice

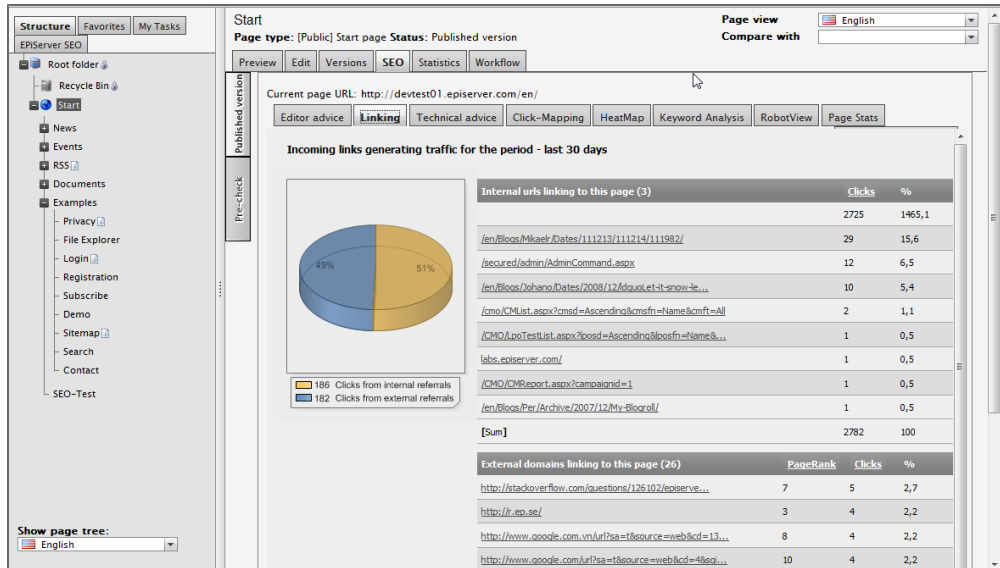


By expanding **Meta Description**, you can read more about how to work with meta keywords and description in the <head> tag.

- **You are using [number] prioritized keywords...** Number of occasions prioritized keywords have been used in the meta description. Click in order to see which prioritized keywords and meta keywords have been defined. Keywords used in this meta description are marked red.
- **Show current [title or meta] description.** Displays the title or meta description and marks in red the section beyond 159 characters.

## Linking Tab

The **Linking** tab shows link popularity. This report shows which internal and external links have generated visits to this specific URL during the specified period. Internal and external inbound links are also important for gaining high ranking in search engines.



1. **Internal links** shows all links from other URLs on this website. The links are sorted by visits generated during a specific period.
2. **External links** shows all links from external domains. Sorted by visits generated during specified period.
3. **Referrals** shows the number of visits generated by each link or domain during specified period.
4. **%** shows the percentage of all visits generated during specified period from internal or external links. Note that "Search engines" and "Direct visits" are not included in "Total".

## Technical Advice Tab

The **Technical Advice** tab contains information that is intended for developers, but is written in a non-technical way.

EPiServer SEO includes a robot simulator that crawls your website as a search engine robot would. The scan produces important technically related advice that helps web developers improve the search engine friendliness of the specific page validated to W3C standard. The list includes references to the code where the recommended adjustments are located. Each page also receives a Digital Visibility score on a scale from 0-100. A high Digital Visibility score implies that the page complies well with widely accepted technical search engine ranking criteria. If a site or page scores well on Digital Visibility (and ranking criteria related to content and link popularity are also met) the site or page should rank well in major search engines. The robot in EPiServer SEO is regularly updated when search engines do changes to their ranking criteria.

The screenshot shows the EPiServer SEO interface. On the left is a 'Structure' sidebar with a tree view of the site. The main area is titled 'Start' and shows the current page URL: `http://devtest01.episerver.com/en/`. Below the URL are tabs for 'Editor advice', 'Linking', 'Technical advice', 'Click-Mapping', 'HeatMap', 'Keyword Analysis', 'RobotView', and 'Page Stats'. The 'Technical advice' tab is selected. It displays a 'Last scan date' of 29-11-2010 and a 'Scan now' button. The 'Technical stats' section shows: Digital visibility: 50, Size: 45 Kb, Word count: 1239, and PageRank: 5. The 'Advice summary' section is a table with columns for Code, Advice, and Count. It lists five categories of advice, from most to least important:

Code	Advice	Count
<b>5. Most important advice</b>		
212	HTML 1.0 compatibility: attributes	4
<b>4. Important advice</b>		
103	STYLE not commented	1
301	Item too big	1
402	Too many links	1
<b>3. Moderately important advice</b>		
214	Missing quotes	10
<b>2. Limited importance advice</b>		
404	Long link	10
<b>1. Unimportant advice</b>		
503	No author	1

The **Technical Advice** tab shows the following parts:

- Click **Scan now** to scan the page with the robot simulator and receive the report by e-mail. The latest scan date is listed and the advice list is based on weekly technical scans.
- **Advice Summary** lists a summary of the advice for the specific page in prioritized order, where 5 is the most important. It includes the number of occurrences per advice type. Click **More info** to receive further description of the problem and how to solve it.
- **Technical stats** shows **Digital Visibility**, **Size**, **Word Count** and **Page Rank** for the page.

There is also a section under Advice Summary, that shows a reference to the line of code where the issue is located.



Consider the technical improvement points as advice, not as errors. The robot simulator does a very strict validation and there could be good business reasons behind your choices in spite that they generate an advice. Likewise, other technical choices may have been made that compensate for or contradict technical advice provided by EPiServer SEO.

## Click-Mapping Tab

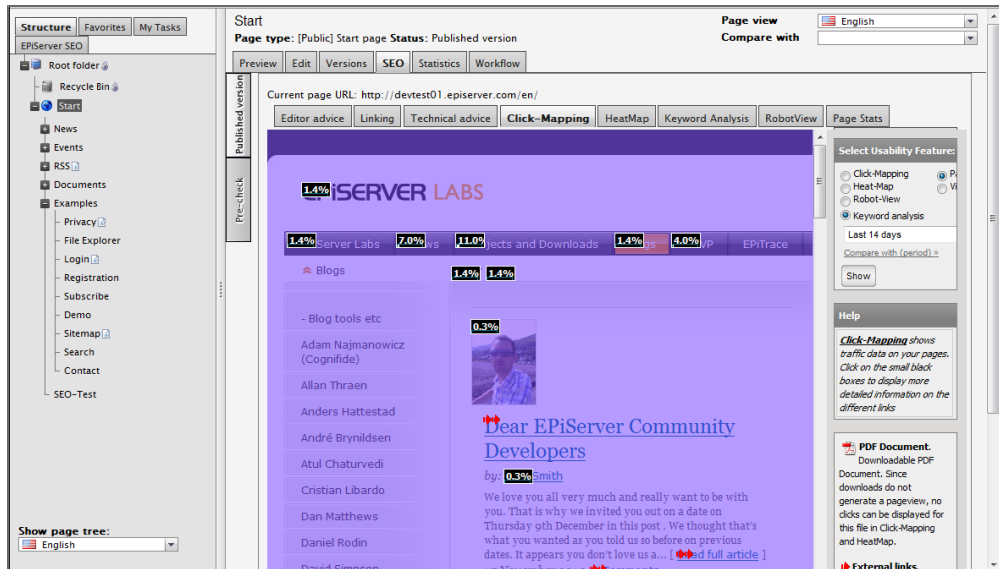
It has never been easier to understand how visitors interact with your website. **Click-Mapping** is an excellent tool for your team to analyze your visitors' click patterns on the website, for evaluating whether initial design and navigation intentions have been met and for deciding where improvements can be made.

EPiServer SEO Click-Mapping takes a snapshot of the actual page and inserts a layer showing the visitors' click patterns. "Share of clicks" data is displayed in an info box on top of each link. A zoom-in feature lets you click on an info box to see click details for that specific link. Click-Mapping is useful to identify needs for change, make adjustments and monitor and analyze how traffic to your target pages have been affected by the changes.

With Click-Mapping you can drill down on the specific page and see exactly how the click patterns look. You can also compare clicks on links and navigate on the page to get an overview of your visitors' behavior.

Through Click-Mapping you will get answers on the following:

- On which links do the visitors click, and which are “unclicked”? Do the visitors find the most important content first?
- Are direct links used at all? Do the visitors follow the click patterns as you intended?
- How is the content placed on the page? Do you need to change the layout of the page to reveal the more important parts?



The example above shows the following:

- Info box per link. In this case, 10,3% of the visitors to this URL navigated from the current page to the “Careers” page.
- Clicking an info box will display the following additional information:
  - Current period
  - Number of clicks
  - Percentage of total visits on this page
- Two boxes are displayed when the “Compare period” feature has been selected.
- Close an info box by clicking **Close** at the top.

Use the Dashboard to the right to load a Click-Mapping and click **Show**, The text changes to **Finished** when a report is generated. See Dashboard.

## Recommendations for Usage

Click volumes are only available for internal links, where the tracking script in EPiServer SEO can monitor that the actual visitor moved from one web page’s URL to another web page on the same domain. On some websites 100 percent of the internal links can be identified and the exact click volumes can be displayed in the textboxes above the links.

Consider the following regarding click volumes:

- **External links.** Click volumes are not available for links to external domains, and will be marked with a red arrow.

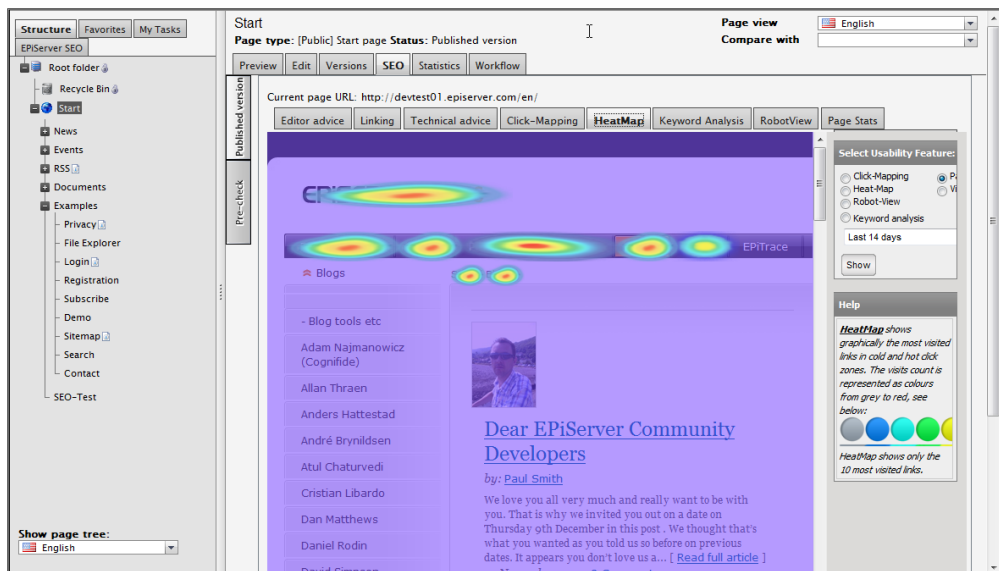


- **Technology.** Avoid using the following technologies in the content on your website, since clicks partly or entirely cannot be identified (and will be displayed as 0 clicks):
  - Javascript-based links
  - Forms
  - Flash movies
  - iFrames
  - Images and image maps
  - PDF documents

## HeatMap Tab

The human brain interprets and remembers colors and visualizations more rapidly and easily than numbers. HeatMap use colors to visualize the relative importance of the most popular links for a specified period. A “heat map” is a graphical representation of data where the values are represented as colors.

As a web team member you have probably wanted to know more about how visitors navigate on your website. Beyond usual statistics, HeatMap provides a precise illustration of users’ click behavior including how well the navigation on your website works. HeatMap helps you to find areas in need of change, layouts that do not work as intended and links that are not being understood as you would like. Make adjustments and study how these changes influence click patterns and to what extent they pull more traffic to your target pages.



The **HeatMap** tab shows the following parts:

- The EPiServer SEO HeatMap takes a snapshot of the actual page and inserts a layer showing the areas on the web page the visitors most frequently clicked on.
- Colors are used to display “hot” and “cold” click zones. The most popular links are showed in strong colors, “the more popular, the more red they will be”.
- Use the Dashboard to the right to load a HeatMap and click **Show**, The text changes to **Finished** when a report is generated. See Dashboard.



Note that only the 10 most popular links on the specific page are displayed.

## Recommendations for Usage

Click volumes are only available for internal links, where the tracking script in EPiServer SEO can monitor that the actual visitor moved from one web page's URL to another web page on the same domain. On some websites 100 percent of the internal links can be identified and the exact click volumes can be displayed in the textboxes above the links.

Consider the following regarding click volumes:

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  - Javascript-based links
  - Forms
  - Flash movies
  - iFrames
  - Images and image maps
  - PDF documents

## Keyword Analysis Tab

The screenshot shows the EPiServer SEO interface with the 'Keyword Analysis' tab selected. The top part of the interface displays a preview of the website 'EPiSERVER LABS'. Below the preview, a table provides a detailed analysis of keywords found on the page.

Keyword	Title tag	Meta Description	Meta Keywords	H1/H2/H3 tags	Lead text	Body text	Image texts	Link texts	Sum	Word count	Keyword density
EPiServer	1	1	1	0, 0, 0	1	29	0	22	55	910	6.04%
CMS	0	0	1	0, 0, 0	0	8	0	8	17	910	1.87%
Content Management System	0	0	1	0, 0, 0	0	0	0	0	1	910	0.11%
Research Labs	0	0	1	0, 0, 0	0	0	0	0	1	910	0.11%

On the **Keyword Analysis** tab you can see where on the page your keyword phrases are located, and in which HTML tag. The goal is to get a good Keyword Density shown in green. If the density is shown in red and yellow, consider adding or removing keywords on the page.

Keyword analysis scores your keyword usage prior to publishing new content and to analyze and quality assure existing content. Search engines analyze texts and use this information to categorize a web page/site's themes, and to determine which keywords sites should rank for. Keywords are the reasons that people discover a website through searches for information. It is important that a site provide opportunities to be included in those search results.

Keyword analysis lets you see to what extent in percentage your targeted keywords have been used on a web page compared to the total number of search engine indexed words on the page. This includes the "invisible" content, such as meta tags and image texts.



Use key phrases instead of single keywords on your website. Work thoroughly on your web content. The lead text is the body text right after the <H1> tag, which should contain many keywords and summarize the page. Make sure that image Alt-tags as well as image file names are rich with keywords. Title tag, meta description, headings, such as <H1> and <H2> tags, lead text, image Alt-tag, URLs and hyperlinks are all together key areas in establishing high search engine visibility.

You can also select among prioritized keywords using the pull-down menu in the Dashboard to the right, or typing a keyword in the "Type a keyword to highlight" textbox.

Use the Dashboard to the right to load a Keyword Analysis and click **Show**. The text changes to **Finished** when a report is generated. See Dashboard.

## RobotView Tab

The screenshot shows the EPiServer SEO interface. On the left is a 'Structure' sidebar with a tree view of the website's content. The main area is titled 'Start' and shows the current page URL: `http://devtest01.episerver.com/en/`. Below the URL are several tabs: 'Editor advice', 'Linking', 'Technical advice', 'Click-Mapping', 'HeatMap', 'Keyword Analysis', 'RobotView', and 'Page Stats'. The 'RobotView' tab is active, displaying the following information:

- Uri:** `http://fabs.episerver.com/`
- Meta Tags:**
  - Robots:** all
  - Title Tag:** Blogs - EPiServer Labs
  - Meta Description:** This site contains Blogs related to EPiServer. It is also the homepage of EPiServer Research Team
  - Meta Keywords:** EPiServer, CMS, Content Management System, Research Labs.
- Headings:**
  - H1 Tags:**
    - [Dear EPiServer Community](#)
    - [Adding Social Shopping Fe](#)
    - [Guide to EPiCode Extension](#)
    - [Create new dynamic conter](#)
    - [Introducing oEmbed for EPi](#)
    - [EPiServer Commerce Insta](#)
    - [Issues with rendering in EP](#)
    - [EPiServer Dropdown Chec](#)
    - [EPiServer CMS 5](#)
  - H2 Tags:**
    - by: Paul Smith, 17 November 2010 0 Comr, Tags: by: Paul Smith
    - 09 November 2010 0 Comr, Tags: by: Frederik Vig, 30 September 2010 0 Com
    - by: Ted Nyberg (Ted & Gust), 28 September 2010 0 Com, Tags: by: Frederik Vig
    - 25 September 2010 0 Com, by: Paul Smith, 24 September 2010 0 Com, Tags:
    - by: Fredrik Haglund (Inexor), 06 September 2010 0 Com, by: Frederik Vig, 28 August 2010 0 Commen
    - EPiServer SEO, Syndications, Archive, Tag cloud

The **RobotView** tab shows how the search engine robots view the pages on your website. Search engines analyze and try to understand and rank the web content. In this analysis the search engine robot removes graphical elements and analyze HTML page elements, such as title tags, headings, internal linking, keywords in URLs, image texts and more. Potential SEO content improvement areas are marked red.

The **RobotView** tab shows the following:

- URL
- Meta tags

- Headings (the <H1> tag tells search engines that this is the primary heading, whereas <H2> and <H3> tags are used for sub-headings)
- Lead text (the first text block in the body text right after the <H1> tag)
- Content shown as a tag cloud
- Internal and external links
- Image Alt-text (move the mouse over the image to check if it has text in the Alt-tag)



Use key phrases instead of single keywords on your website. Work thoroughly on your web content. The lead text is the body text right after the <H1> tag, which should contain many keywords and summarize the page. Make sure that image Alt-tags as well as image file names are rich with keywords. Title tag, meta description, headings, such as <H1> and <H2> tags, lead text, image Alt-tag, URLs and hyperlinks are all together key areas in establishing high search engine visibility.

## Page Statistics

Referrals	Clicks	Top search phrases	Count
Search engines	152	episerver labs	14
Predefined directories	0	episerver	11
Social medias	0	episerver custom property	5
Others	38	EPiServer CMS Manager	4
		Full lab windows server 2008	4

Metrics	Count	Top countries	Visits
Visits	392	No Geographical Info Available	186
Visits incl. exclusions	0	Sweden	83
Users	214	United States	26
Unique visitors	0	Norway	24
Direct traffic	202	United Kingdom	19

EPiServer SEO focus on SEO and does not aim at being an alternative to Google Analytics or other dedicated web analytics tools. However, some web analytics metrics are included since this SEO tool is aiming at providing web teams with easily accessible feedback on how they may improve the attractiveness of a page for search engines and give feedback on how well those efforts have succeeded. The **Page Statistics** tab provides information on how many have visited this page/URL, what channels (referrers) brought them there, where they originated from and what search phrases those used that arrived directly from a SERP. Data are aggregated for last 30 days.

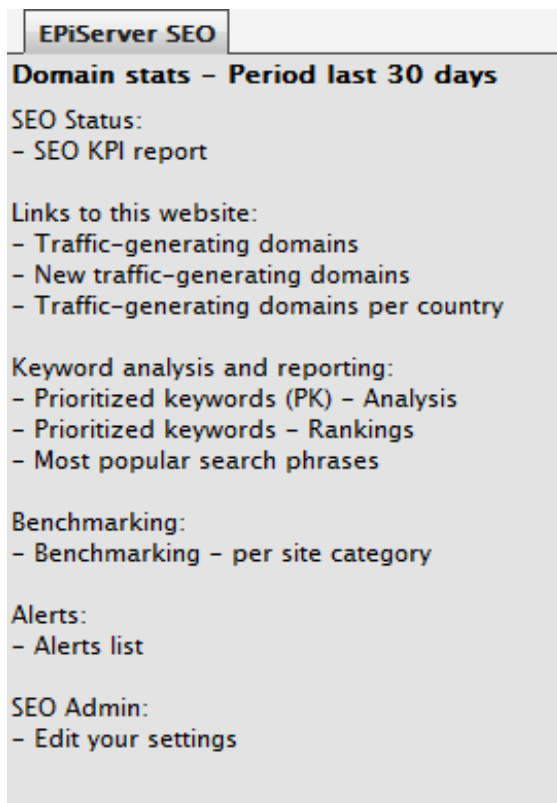
The **Page Statistics** tab shows the following channels and referrers that have generated visits:

- **Referrals** shows the number of clicks from search engines, predefined directories, social media and others.
- **Metrics** shows the number of visits, visits after exclusions, users, unique visitors and direct traffic to the page.

- **Top search phrases** shows the 5 most popular search phrases on the search engines. Click **Show** to display all traffic generating search phrases last 30 days.
- **Top countries** shows the 5 most popular countries the visits originate from. Click **Show** to display all countries that generated visits during the last 30 days.

Your own visits can be excluded by registering internal IP addresses and areas in the EPiServer SEO administration tool.

# Analyzing Reports with EPiServer SEO Domain Stats

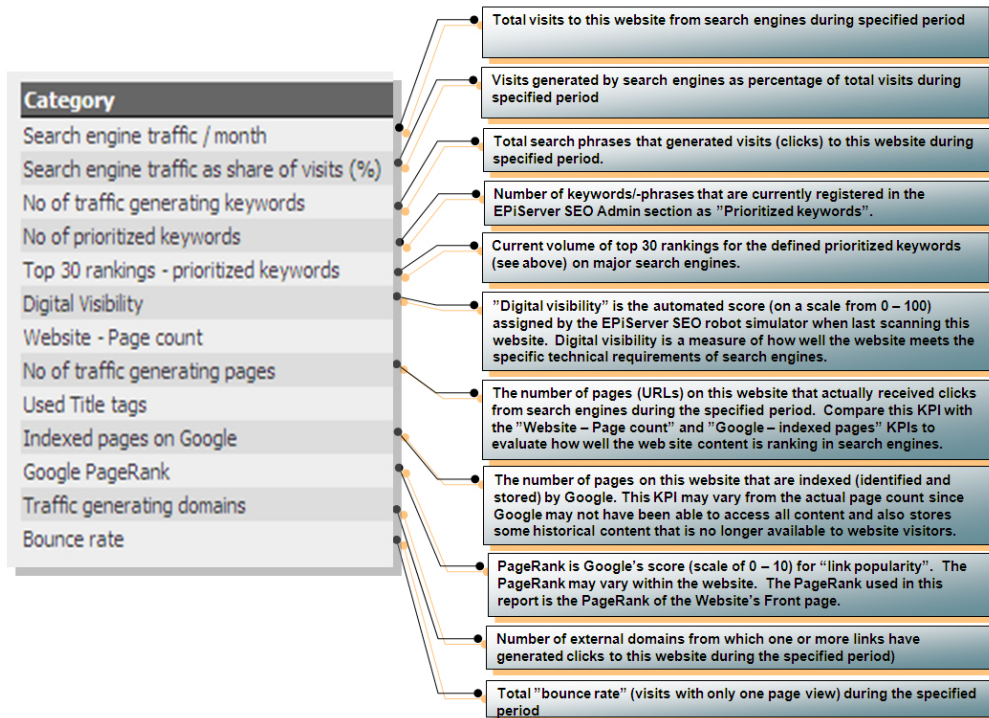


The main focus of EPiServer SEO is on individual pages. Click **EPiServer SEO Domain stats** tab to the left to find a number of SEO reports covering your entire website.

Domain stats includes the following:

## SEO Status

The SEO KPI report gives you an overview of the status and historical progress of your SEO project. This report shows some of the most important SEO related KPIs, summarized in a single table. The table provides historic insights back to the start of your SEO project as well as an overview of the current situation. Set goals per KPI and strive to reach them.



- **SEO related KPIs.** See the picture above.
- **Initial 30 days.** Shows KPI metrics from the first 30 days after EPiServer SEO installation as a reference for measuring the value and success of your SEO efforts.
- **Previous 30 days.** Shows the KPI metrics 30-60 days ago.
- **Last 30 days.** Shows the KPI metrics 1-30 days ago.
- **Goal.** Define goals for each KPI by logging into the Administration section of EPiServer SEO.
- **Trend.** Compares "Previous 30 days" with "Last 30 days".

### Links to this website

Links to this website. Reports for measuring volume, quality and effect of external links to your website.

- **Traffic Generating Domains.** How many votes did your website receive last month? This report shows which external domains have generated visits to your website during the specified period. The volume and quality of external inbound links is important for gaining high rankings in search engines. Based on a set of ranking criteria unique for each search engine, an inbound link from an external domain will help your website (and specifically the URL that the link is pointing to) gain better rankings in the search engines.
  - A chart visualizes the Google page rank (see definition below) distribution of all domains that generated traffic to your website during the specified period.
  - External domains that have generated visits to your website during the last 30 days.
  - The number of clicks from each external, traffic-generating website to your website during the specified period.

- The number of unique URLs on the external domain that generated visits to your website during the specified period.
- Google page rank.
- **New Traffic Generating Domains.** How many new voters did your website receive last month? This report shows which new external domains have generated visits to your website during the specified period. External inbound links are important for gaining high rankings in search engines. Based on a set of ranking criteria specific for each search engine, an inbound link from an external domain will help your website (and specifically the URL that the link is pointing to) gain better rankings in the search engines.
  - Domains that have started sending visitors to your website during the last 30 days. In other words, these domains have recently added one or more links to your website that visitor(s) to their website have started clicking on during the specified period.
  - The number of clicks from the external, traffic-generating website to your website during the specified period.
  - The number of unique URLs on the external domain that generated visits to your website during the specified period.
  - Google page rank.
- **Traffic Generating Domains per Country.** This report shows, categorized per country, which external domains that have generated visits to your website during the specified period. External inbound links are important for gaining high rankings in search engines. For multi-country websites it is of importance that links from a specific country link to the specific country section or language section on your website. This to ensure that search engines give your website best possible authority and rankings to attract clicks from search engine users from each specific country that your website is targeting.
  - The number of traffic generating websites (domains) per country during the specified period
  - Each country's percentage of total traffic generating domains
  - The number of individual links per country, taking into account that there can be several links per domain
  - Each country's percentage of total traffic generating visits
  - The number of clicks (visits) per country from those traffic-generating domains during the specified period
  - Percentage of clicks (visits) per country to your website from those traffic generating domains

## Keyword Analysis & Reporting

You can make settings for prioritized keywords/key phrases for the entire website and provides an automated, updated rankings report for those keywords on major search engines.

- **Prioritized Keywords Analysis.** Check your success and further potential on targeted keywords for each prioritized key-word/phrase that have been defined in EPiServer SEO administration tool. You can see how well the website is performing on important keywords/phrases both in term of referrals and in terms of rankings and also to be able to evaluate whether lack of referrals or rankings might be due to high competition on the specific keyword/phrase. If the competition is overwhelming, consider adding another word to the phrase (for instance geographic location). You



may also choose to use another keyword/phrase with a better chance for your website to obtain high rankings. The average search phrase in Europe is in the range of 2.1 - 2.5 words and in the US approximately 3.0 words, so do focus on phrases more than on single words.

- Actual referrals (clicks) generated from search engines during the last 30 days
- Competing pages on selected search engines
- Rankings on selected search engines for each prioritized keyword/phrase as follows:
  - Your defined prioritized keywords/phrases.
  - Number of visits generated from search engines during the last 30 days on your prioritized keywords/phrases.
  - Competitive situation for each phrase. Shows number of pages in the indexes of Google and Yahoo that the search engines have found worthy of competing for rankings for the particular phrase.
  - Actual rankings for your website on Google and Yahoo respectively for that particular keyword/phrase.
- **Prioritized Keywords Rankings.** How well is the website ranking on your targeted keywords? This report provides a summary of rankings on important search engines for all prioritized keywords your team has defined in the EPiServer SEO administration tool. Search engines included will normally be Google.com, Yahoo.com, MSN/Bing.com as well as the country specific Google version if the domain is a top level country domain.  
For each keyword rankings in important search engine will include current rank, change during the last 30 days and volume of competing pages on Google (number of pages in Google's index that the search engine has found worthy of competing for rankings on that particular keyword/phrase).
  - The chart shows each search engine represented by a column with total number of rankings. Colors show the number of rankings within each of the following ranking ranges: # 1, #2-5, #6-10, #11-20 and #21-30.
  - The table sorts by search engine the current rank per prioritized keyword in important search engines as well as trends per keyword/phrase and competing pages per keyword/phrase.
- **Most Popular Search Phrases.** Which search phrases generated most visits last 30 days? This report shows search phrases that have generated visits from search engines to this website during the last 30 days, listed in popularity order. To see which search phrases generated visits to an individual page, go to the individual page you would like to check and click the **SEO tab > Page stats**.
  - The chart shows the 15 most popular search phrases during the last 30 days
  - All search phrases that generated visits from search engines during last 30 days, listed by popularity
  - The number of clicks for each keyword/phrase
  - Percentage of all clicks from search engines
  - If the keyword is defined as a prioritized keyword in the EPiServer SEO administration tool, this column will show **Yes**

## Benchmarking

With the **Benchmarking** report you can compare your site on important KPIs with averages from other

websites within the same category (aggregated data from a selection of approximately 2000 websites).

The website types include the following:

- Government and public services
- B2B national/local focus
- B2B international focus
- B2C national/local focus
- B2C international focus
- Local (website limited to limited region within country)
- Portals
- Social media/communities

Benchmarking areas include the following:

- Search engines, share of total visits
- Search engines, share of visits per search engine
- Indexed pages on Google (search index)
- Digital Visibility
- Google page rank
- Traffic generating external domains
- Visits per referral type

## Alerts

Alerts provide information on substantial SEO related changes, errors and other issues that need attention, where positive and negative changes above defined thresholds have taken place during the last 30 and 90 days.

For example, sample alerts include the following types of messages:

- Currently the Google PageRank for your site is 4. The rating has changed [by -1 over the last 30 days (and] by -1 over the last 90 days).
- This site currently has 1025 pages indexed by Google. The number has changed [by -12% over the last 30 days (and] by -22% over the last 90 days).
- The DocType selected in the EPiServer SEO administration settings for this website is XHTML strict, but the actual DocType of this website is XHTML strict UTF-8. This affects the quality of technical scans. [Click here to change the setting.](#)
- Our latest technical scan indicates that 7.0% of external links on your site are broken.
- Our latest technical scan shows that 14% of pages on your site lack EPiServer SEO script. Ignore this alert if you did not order a EPiServer SEO product that included script installation.
- Our records indicate that the EPiServer SEO script was removed from most or all pages on your website on 28.09.2009.

Below each alert you can click **More info** to find a description of the reason behind the alert and the threshold where the alert is activated.



Note that the Alerts report is fully activated 45 days after EPiServer SEO has been installed, since for certain alerts the initial 45 days period is required for the module to be able to report relevant deviations.

## SEO Admin

If you are a partner to EPiServer, click **Edit your settings** to log in to EPiServer SEO administration tool.

# Administering EPiServer SEO

This administration section of EPiServer SEO User Guide is mainly applicable for EPiServer partners, but some of the functions are common for partners and customers. Depending on your role in EPiServer SEO, you will see which functions you have access to.

EPiServer SEO administration tool is the entry point for you and your customers. Here you can manage your customers, users and domains profiles. Also your customer's users can manage some profile elements described in this section.

## Logging in

Access EPiServer SEO administration tool in the following way:

1. **Register and activate your account.** When you are logged into world.episerver.com and click the link to download EPiServer SEO. Click **Activate Account**, and an automated pre-registration is performed using data already available in your EPiServer partner profile. (You can also access the administration tool by browsing to settings.seo.episerver.com.)

**Thank You for Downloading!**

Your download file will start automatically within 5 seconds.

**NOTE** When installing EPiServer SEO you need to download the required .msi file. In addition to this you also need to register and set up an account for the **services connected to the EPiServer SEO module**. Please select **Activate Account** and follow the instructions.

[Terms of Service and End User License Agreement](#)

**Select "Activate Account" below to register and set up your account!**

**ACTIVATE ACCOUNT**

During this process, your account is automatically created and you are redirected to the welcome page of EPiServer SEO administration. An e-mail is automatically sent to you with your default credentials. Review and make the necessary updates of your company and user profiles.

2. **Log in to the administration tool.** When you or one of your customers need to edit or update profile information or domain settings, log in to EPiServer SEO administration tool. Note that if users have forgotten their passwords, it can be retrieved by e-mail by clicking on the link displayed under the log in button.

Proceed to Administering your Profile.

## Administering a Profile

In the Profile Administration you fill in company, user(s) and domain(s) info. The customer administration is one of the two main sections where you can update and set up the required information: profile, users and domains.

## Company profile

### Partner info



Settings and configuration tool

**Administration**

- Customer administration
- Company profile**
- Domain registration
- User Registration
- Domain configuration

**Help** ?

On this page you can update your organization's profile. By clicking on the **Show my customer's info** button you will come to the section where you can add new customer or edit profile of your existing customer(s)

Show my own info     Show my customer's info

**Partner profile**

Name*	<input type="text" value="EPiServer Stockholm"/>
Address Line 1*	<input type="text" value="Regeringsgatan 67"/>
Address Line 2	<input type="text"/>
Zip* / City*	<input type="text" value="164 74"/> <input type="text" value="Stockholm"/>
Province/State	<input type="text"/>
Country*	<input type="text" value="Sweden"/> ▼
Phone*	<input type="text" value="+46702215085"/>
Fax	<input type="text"/>
Site url      http(s)://	<input type="text" value="world.episerver.com"/>
VAT/Orgnr.	<input type="text"/>
Created	<input type="text" value="2009-10-20"/>
Last updated	<input type="text" value="2010-06-17"/>

\* Required fields

### Customer info

Some of the information here is automatically populated from the automated pre-registration. Add information, particularly in the required boxes marked with a red star. Your partner profile is displayed when you log in by default.

The screenshot shows the EPiServer SEO administration interface. At the top right, it says "Welcome Helén Alseby" with a "Logout" link. The main header is "EPISERVER SEO" with the subtitle "Settings and configuration tool".

On the left, there is a navigation menu with "Administration" selected, containing "Customer administration", "Company profile", "Domain registration", "User Registration", and "Domain configuration". Below this is a "Help" section with a question mark icon and a text box explaining that users can update their organization's profile or add/edit customer profiles.

The main content area is split into two sections: "Customers" and "Customer profile".

The "Customers" section has radio buttons for "Show my own info" and "Show my customer's info" (which is selected). Below these are filter buttons for "All", "Active", "Cancelled", and "Inactive". A table lists customers with columns for Name, Active sites, Cancelled sites, and Inactive sites.

Name	Active sites	Cancelled sites	Inactive sites
Live Sites	1	0	0
Test customer A	4	1	0
Test sites	1	0	0

Below the table is a "New customer" button.

The "Customer profile" section contains a form with the following fields: Name\* (Live Sites), Address Line 1\* (Regeringsgatan 67), Address Line 2, Zip\* / City\* (164 74 Stockholm), Province/State, Country\* (Sweden), Phone\* (55555555), Fax (99999999), Site url (http(s):// www.episerver.com), VAT/Orngr., Status (Active), Created (2010-02-03), and Last updated (2010-03-02). A legend indicates that fields with an asterisk are required. An "Update" button is at the bottom right.

To display your customer's profile, select **Show my customer's info** located at the top of the form.

**Customer info** is used to select the customer and to enter and edit customer information.

- The **Customers list** section, which includes the following columns per customer. Filter among the customers to show **All**, **Active**, **Cancelled** or **Inactive**:
  - **Name**. The name of the customer's website.
  - **Active sites**. Current count of total active sites.
  - **Inactive sites**. Current count of total inactive sites.
- The **Customer profile** is where you edit customer info.

## Adding a Customer

Add customer as follows:

1. Click **New customer**.
2. Enter the following required information:
  - Name
  - Address
  - Zip/postal code
  - City
  - Country
  - Phone
3. Click **Add** to save the new profile.

Proceed to Registering a User.



Note that the dates for **Created** and **Last updated** are automatically updated.

## Changing Customer Information

Change customer information as follows:

1. Select the customer from the list and update its profile to the right. Filter among the existing customers to show **All**, **Active** or **Inactive**.
2. Click **Update** to save the profile changes.

## Registering a User

The screenshot displays the EPiServer SEO administration interface. The top left shows the logo and navigation menu. The main area is divided into three sections: Administration, Partner users, and Partner user profile.

**Administration:** Includes links for Customer administration, Company profile, Domain registration, User Registration, and Domain configuration.

**Partner users:** A table listing users with their names and status indicators (green checkmarks for active, red crosses for inactive). Helén Alseby is highlighted.

Partner users	Status	Manager
Andrea Filvo	✓	✓
Dan Jansson	✓	✓
Daniel Maurer	✓	✓
Deniz Södergren	✓	✓
Eric Pettersson	✓	✓
Helén Alseby	✓	✓
Hieu Doan	✓	✓
Hollis Thomases	✓	✓
Laurie Coady	✓	✓
Lena Spegel	✓	✓
Martin Stenke	✓	✓
Nicklas Israelsson	✓	✓
Per Hemmingson	✗	✓
Peter Hemmingson	✗	✓
Peter Sunna	✓	✓
Pierr Hemmingson	✗	✓
Pierr Hemmingson	✗	✓
Pierr Hemmingson	✗	✓
Ruwen Jin	✓	✓

**Partner user profile:** A form for editing the profile of the selected user (Helén Alseby). Fields include Name, Login Name, Password, Repeat password, Title, Other title, Division, E-mail, and Created. An 'Update' button is at the bottom right.

You can register an unlimited number of users, and can also assign their responsibilities/roles. Manage users in the following sections of the interface:

- **Partner users.** A list where you find all users representing you as a partner.
- **Customer users.** A list where your first customer is selected first by default, showing the following columns:
  - **User name.** The user's name in the EPiServer CRM system.
  - **Status.** Active users have green checkmark icon, and inactive red cross icon.

- **Manager.** A manager is a user who has “manager” rights. Active users have green checkmark icon, and can edit profiles and settings. All partner users can edit profiles and have “manager” rights.
- **Partner user profile.** A form for editing user profiles.



Note that web managers and partner users can change user status to “Inactive”. If customer status is set to “Inactive”, customer users will not be able to log in.

Select any existing user in one of the two lists to update his profile in the form on the right hand side. Click **Update** to save the profile changes.

To update user profiles, select the customer and use the drop-down list to select users from.

## Adding a Partner User or Customer User

Add a customer or customer's user as follows:

1. Click **Add new**.
2. Enter the following:
  - Name
  - Login name
  - Password
  - Title
  - E-mail
3. When you are done, click **Add** to save the profile.

An e-mail will be sent automatically to the user notifying that the account has and credentials information for logging onto the system.

Proceed to Managing Domains.



When assigning access rights for EPiServer SEO, assign the Technical Advice tab to webmasters and individuals that have access to the website's source code.



## Managing Domains

The screenshot shows the EPiServer SEO Administration interface. At the top, it says "EPiSERVER SEO Settings and configuration tool" and "Welcome Helén Aiseby Logout".

**Administration**

- Customer administration
- Company profile
- Domain registration**
- User Registration
- Domain configuration

**Help**

On this page you can add new domain for all your customers or update settings for their existing domains.

Select a customer: Live Sites

Domain	Expires On	Status
www.episerver.com	03.02.2011	Active

Buttons: Add domain, Active, Cancelled, Inactive

**Domain profile**

URL Http://\* www.episerver.com

Alias 1:

Alias 2:

Alias 3:

Time zone: (GMT+01:00) Amsterdam, Berlin, Oslo

Display order: 1

Session Timeout: 20

Track subdomain: Yes

Country: Sweden

Expiration date (dd.mm.yyyy)\*: 03.02.2011

Status: Active

Created: 2010-02-03

Last updated: 2010-09-06

More Settings >>>

\* Required fields

Update

**Domain Registration** is used to manage information about domains and contains the following sections:

- **Customers selection.** A list of your customers.
- **Domains.** A list of domains for the selected customer.
- **Domain profile.** A form for editing the domain profile.

## Adding a Domain

The screenshot shows the EPiServer SEO administration interface. At the top, it says 'EPiSERVER SEO Settings and configuration tool' and 'Welcome Helén Aiseby Logout'. The main content area is divided into several sections:

- Administration:** A sidebar menu with options like 'Customer administration', 'Company profile', 'Domain registration', 'User Registration', and 'Domain configuration'.
- Select a customer:** A dropdown menu currently set to 'Live Sites'.
- Domain list:** A table with columns 'Domain', 'Expires On', and 'Status'. It shows one domain: 'www.episerver.com' with an expiration date of '03.02.2011' and a status of 'Active' (indicated by a green checkmark).
- Help:** A small box with a question mark icon and text: 'On this page you can add new domain for all your customers or update settings for their existing domains.'
- New domain profile:** A form with various fields:
  - URL Http://\*
  - Alias 1, Alias 2, Alias 3 (text input fields)
  - Time zone: (GMT+01:00) Amsterdam, Berlin, Oslo (dropdown)
  - Display order: 2 (dropdown)
  - Session Timeout: 20 (dropdown)
  - Track subdomain: No (dropdown)
  - Country: Norway (dropdown)
  - Expiration date (dd.mm.yyyy)\*: 08.12.2011 (text input)
  - Status: Active (dropdown)
  - DotNet Version: 2.0 (dropdown)
  - EPiServer Version\*: ---- select ---- (dropdown)
  - Protocol: Http (dropdown)
  - Port\*: 80 (text input)
  - EPiServer Alias (text input)
  - Proxy Port (text input)
  - Proxy IP (text input)
  - Estimated traffic (Pageviews/mo)\*: ---- select ---- (dropdown)
  - Website type\*: ---- select ---- (dropdown)
  - Industry type\*: ---- select ---- (dropdown)
- New domain agreement:** A section with text: 'If you add a new domain, you will be billed automatically according to the estimated traffic you entered above. For more details click the link below. You shall receive a confirmation email shortly after. Read the terms of service.' Below this is a checkbox labeled 'I accept the terms'.

Add a domain as follows:

1. Click **Add domain** under the domain list. It will display the additional fields that need to be completed in the domain profile form. Note that the required fields are marked with a red star\*.
2. **Domain URL.** Type the web address of the domain.
3. **Domain alias.** Up to 3 domains alias' can be entered. Alias is used to track the traffic of sub-sections of the domain. The sub-section could be under a different domain. For example: an alias for www.example.com could be example.myads.com. Alias is used to include visits/visitors data from this external domain.
4. **Time zone.** Set the time zone of the website.
5. **Display order.** Order in which the domains are listed.
6. **Session timeout.** A "session" is a record of one visitor browsing through a website, ending when the browser is closed or shut down, or when the user has been inactive on that site for a specified period of time. Default session time may vary between web analytics tools and thus explain differences in visits count. Default session time in EPiServer SEO is 20 minutes but the "Session timeout" pull down let you change the default setting
7. **Track sub domain.** Select **Yes** if you want to track sub-domains. If you do want to track sub domains, it means that you will track the traffic coming from all sub-domains (where the tracking script is implemented) for the specific domain. For example, if your domain is www.example.com,

you may also track the sub domains: myproduct.example.com or france.example.com. By default, sub-domains are tracked.

8. **Country.** Country of the domain, normally the top level domain used for the specific website. The country setting is used for monitoring the rankings in Google and other important search engines for the prioritized keywords defined for the specific domain. For example, if country is France, the rankings on prioritized keywords would include Google.fr, Yahoo.fr, Bing.fr, etc.
9. **Renewal date.** Date of automatic renewal.
10. **Status.** Customer users will only be able to see the status. **Active** is set by default, but by setting the status to **Inactive** you can stop tracking of the website, robot simulator scans as well as access to the EPiServer SEO. You can also change the status to **Cancelled**, in which case the domain status becomes inactive at the end of the contract period.
11. **DotNet Version.** Mandatory. Enter the version of Microsoft .NET framework on which EPiServer SEO is running.
12. **EPiServer Version.** Mandatory. Select the current version of EPiServer CMS applied for this domain. Correct version is important because the EPiServer SEO installation package that will be forwarded to you will be based on this information.
13. **Estimated traffic.** Mandatory. Select estimated page views level per month for the specific domain. If the domain is expected to exceed 5 millions page views per month (calculated as average over a 6 month period), there will be an extra charge for 5-10 mil/10 - 15 mil/15 - 20 mil page views per month. Check current price list for exact charges in your country.
14. **Protocol.** Keep **http** protocol selected by default.
15. **Port.** Port **80** is selected by default, but you can change it to any port number you are using.
16. **EPiServer alias.** Type the alias for your website if you access the edit mode with a different URL host name than the public domain used by visitors. For example if your editors access the edit mode from inside the local network with an URL like this: http://myserver/cms/edit to access the edit mode for the website "www.example.com", then you need to set up "myserver" as an alias. This is important and used for the SEO module identification.
17. **Proxy settings.** Type Port number and IP address in case EPiServer SEO users are in a network using a proxy.
18. **Website type.** Mandatory. Select website type to be used for benchmarking reports.
19. **Industry type.** Select industry type to be used for Benchmarking reports in later versions of EPiServer SEO.
20. Before completing a domain profile, you must accept the new domain agreement. Click **Read the terms of service** to read the full terms of the document. Accept the terms by selecting **I accept the terms** and click **Add**.
21. Enter the domain information in the form to the right, and click **Add** to save the profile.

By adding a domain, you accept that an invoice will be sent. This invoice is based on the page view level selected in **Estimated traffic** in the domain form.

Proceed to Configuring the Domain.

## Changing Domain Information

Change domain information for a customer in the following ways:

1. Select the customer from the drop-down list. When selecting a customer, the customer's registered domains in EPiServer SEO are displayed. For each domain the following information is displayed:
  - The domain URL.
  - The date of renewal. An automatic renewal of the license takes place one month before the expiration of the license period (normally one year). An "alert" icon will be displayed one month before the renewal deadline, to remind you that the license is getting close to the renewal point.
  - The domain status. Setting status to **Cancelled** means that the domain will automatically become **Inactive** at the end of the license period and all tracking will automatically be stopped. To reactivate an inactive domain, change the status to **Active** and accept the terms.
2. Select any existing domain in the list using the form to the right and click **Update** to save the profile changes.

## Configuring a Domain

**Domain Configuration** is used to manage the domain information related to EPiServer SEO, and contains the following parts:

- **Domain settings.** Here you make the settings for plug-ins, scripts, goals and IP exclusions. See Configuring Domain Settings.
- **Scans.** Here you make the settings for prioritized search phrases and which advice you want to exclude. See Configuring Domain Scans.

## Configuring Domain Settings

**Domain settings** contains settings for plug-ins, scripts, goals and IP exclusions.

## Plug-In Settings

The screenshot shows the EPiServer SEO administration interface. The top navigation bar includes the EPiServer SEO logo and a user greeting: "Welcome Helén Aiseby" with a "Logout" link. Below the navigation bar, there is a breadcrumb trail: "Live Sites" >> "www.episerver.com" >> "Plugin settings".

The main content area is divided into two sections:

- Administration:** A sidebar menu with options: Customer administration, Domain configuration, Domain settings, **Plugin Settings** (selected), Script, Goal settings, IP exclusions, and Scans.
- Current settings:** A form with the following fields:
  - DotNet Version: 3.5
  - EPiServer Version: CMS 5 R2 SP1
  - Protocol: Http
  - Port: 80
  - EPiServer Alias: (empty)
  - Proxy Port: (empty)
  - Proxy IP: (empty)
  - Estimated traffic (Pageviews/mo): 0 - 5M
  - Website type: B2B - international focus
  - Industry type: IT/Internet/Electronics
  - Last Updated: 2010-02-03

At the bottom of the "Current settings" section, there is an "Update" button. Below this, there is a "Settings history:" section with a table:

EPiServer	DotNet	Port	Traffic/d	Protocol	Alias	Proxy Port	Proxy Ip	Start date
CMS 5 R2 SP 1	3.5	80	0 - 5M	http				2010-02-03
CMS 5 R2 SP 1	2.0	80	0 - 5M	http				2010-02-03

**Plug-In Settings** is used, for example, to keep track over time of software upgrades or configuration updates. Typical situations where updates are required are when a customer upgrades EPiServer CMS version, and upgrades EPiServer SEO package or when the customer's network starts using a proxy.

## Script

**Script** includes the "tracking script" that you need to implement into the source of each page on the registered domain you want to track. The position of the script matters, therefore we recommend that you place the script just before the end of the </body> tag in your HTML code.

If you do not use a master page to implement this script automatically in each published page, you can download the **PageScript** module from labs.episerver.com. This is a free module, and enables you to implement the script within a few minutes.

## Setting Goals

**Setting Goals** is used to set up your goals for each KPI used in the SEO KPI report. Goals are moving targets and should be periodically reviewed, and is typically used by web managers. To set up a goal, select a predefined KPI in the drop-down list and enter a value. The following information is displayed for each KPI (goal):

- KPI
- Actual result, if available, for the last 30 days. Note that some or all of these results will not be available when you set up a new domain.
- Current goal for this KPI

To remove the goal from the list, click **Delete**.

To edit the value of the KPI, click **Edit**.

## IP Exclusions

**IP Exclusions** is used to exclude an IP address or an IP range from monitoring and/or from reporting in the following way:

- **IP exclusions from monitoring.** Used to avoid tracking unwanted traffic. The page views coming from these IP addresses will be discarded completely.
- **IP exclusions from reporting.** Used to avoid displaying non-relevant traffic that you nevertheless want to keep track of. Typical exclusion areas would be visits from you own employees/offices. The visits tracking (including or excluding excluded IPs) is used in the **Page Stats** tab of EPiServer SEO.

## Configuring Domain Scans

**Scans** contains settings for prioritized search phrases and which advice you want to exclude. The following types of scans are performed by robots of your website to collect and prepare the data for EPiServer SEO:

- Page rankings in the major search engines for your prioritized keywords
- Technical quality of the HTML tags according to the requirements of the major search engines, primarily used on the Technical Advice tab

## Prioritized Search Phrases (Keywords)

The screenshot shows the EPiServer SEO administration interface. At the top, it says "EPISERVER SEO Settings and configuration tool" and "Welcome Helén Alseby LOGOUT". Below this is a breadcrumb trail: "Live Sites" >> "www.episerver.com" >> "Prioritized searchphrases".

On the left, there is a navigation menu with the following items:

- Administration
  - Customer administration
  - Domain configuration
  - Domain settings
  - Scans
  - Prioritized searchphrases**
  - Exclude advices
- Help
  - Currently the number of predefined keywords allowed per website is set to 100. Contact your partner/administrator for more info.

The main content area is titled "Prioritized search phrases". It contains a text input field labeled "Type your prioritized search phrase:" and an "Add" button. Below this, it states "You have 73 predefined keywords".

The list of predefined keywords is as follows:

Prioritized search phrases	Action
Microsoft ASP .NET 3.5-based Web Content Management system	Delete
.net based cms	Delete
.Net based platform	Delete
.net cms	Delete
.net platform	Delete
.Net platforms	Delete
ASP .NET 3.5	Delete
asp intranet	Delete
B2B adapt	Delete
B2B prospect	Delete
building an intranet	Delete
business users	Delete
CMO	Delete
CMS	Delete
CMS 6	Delete
cms portal	Delete

**Prioritized Search Phrases** is used by your customer's web managers to set the prioritized keywords for the domain. These prioritized keywords are used in the search engine ranking scans and are displayed in the Keyword Analysis & Reporting Statistics as well as on the Editor Advice and Keyword Analysis tabs.

## Exclude Advice

The screenshot shows the EPiServer SEO Administration interface. At the top, it says "EPISERVER SEO Settings and configuration tool" and "Welcome Helen Alseby LOGOUT". Below this, there are navigation tabs for "Live Sites" (selected), "www.episerver.com", and "Advice exclusions".

On the left, there is a sidebar menu under "Administration" with the following items: Customer administration, Domain configuration, Domain settings, Scans, Prioritized searchphrases, and **Exclude advices** (highlighted).

The main content area is titled "Exclude advices" and contains three radio buttons:
 

- Show all advices for this domain
- Exclude all advices for this domain
- Exclude following advices for this domain:

Below the radio buttons, there is a grid of 40 checkboxes, each corresponding to a specific technical advice item. The items are:
 

- H tags missing
- SCRIPT not commented
- STYLE not commented
- Use of B or I tags
- NOFRAMES missing
- Non-standard color spec
- Pixel-based dimensions
- Invalid character
- No TITLE tag
- Page too wide
- Low contrast colors
- ALT attribute missing
- Netscape tags
- Netscape attributes
- I.E. tags
- I.E. attributes
- Opera tags
- Opera attributes
- HTML 3.2 tags
- HTML 3.2 attributes
- HTML 4.01 tags
- HTML 4.01 attributes
- XHTML 1.0 tags
- XHTML 1.0 attributes
- Duplicate tag attributes
- Missing quotes
- Invalid URL
- Missing DOCTYPE
- Unrecognized SCRIPT type
- Item too big
- One large table
- Too many images
- Excess baggage
- Inaccurate image dimensions
- Missing WIDTH or HEIGHT
- Broken link
- Too many links
- Link uses scripting
- Long link
- No path to home
- Bookmark not found
- Invalid bookmark or ID
- Permanent redirection
- Link timed out
- No keywords
- No description
- No author
- Too many keywords
- Frames reduce searchability
- Not fully cacheable
- Fully cacheable
- Undefined CLASS used
- Undefined ID used
- Duplicate ID attributes
- Required URL missing
- Required text missing
- Required image missing
- Required stylesheet missing
- Non-standard link color
- Page removed
- Expired and stale
- Not expired but modified

At the bottom of the grid, there is an "Update" button.

**Exclude Advice** will not be visible to your customers. It is used to decide whether all, some, or none of the technical advice will be used when performing the Digital Visibility score rating.

# Glossary

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## **.NET**

Microsoft's basic platform that is based on efforts to move from a system of PC-based software to an Internet-based system of services and applications that can be accessed from all types of digital equipment - mobile telephones, personal computers, hand-held computers and television sets. Microsoft writes this with a dot before 'NET', which is why it is often called 'Dotnet'.

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## **A**

### **administrator**

An administrator administers the website, works with access rights and adapts the platform to suit the needs of the organization. The administrator has access to the EPiServer CMS Edit and Admin mode, as well as the EPiServer Community administration interface.

### **ASP.NET**

1. Active Server Pages. A web page that contains programs or scripts that can be executed in the Web server before the results are sent to the user. The extension .NET means an integration with the .NET environment. 2. Application Service Provider. Program rental company (allowing customers to access programs via the web).

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## **B**

### **blog**

A web page with personal comments in diary form, often with links to other web pages. In contrast to handwritten diaries, blogs usually show the latest entry first. In the beginning, a blog was a list of relevant links with accompanying comments. Blogs are often published by private individuals, sometimes by groups, and they are updated regularly: from several times a day, to a few times a week. Newspapers and other news websites do not count as blogs, but they may provide space for blogs.

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## **C**

### **campaign**

A campaign is made up of a collection of targeted content to match a specific group, so that group performs a desired action, for example, posting a form.

### **Conversion KPI**

A KPI used to measure how many visitors reached the target page.

### **conversion page**

The page that represents the business result, shown when the visitor has completed the desired action.

### **conversion path**

The conversion paths show how many visitors that have actually reached the target page of the campaign, starting from the landing pages to the target page. It will also show how many have exited the path and not reached the target page, and how many have re-entered the path.

### **conversions**

The number of visitors to a landing page in an LPO test, who reached the conversion page by performing the desired action, for example, posting a form.



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**cookie**

A file that is placed on a visitor's computer. The information saved in the file depends on how the website being visited has been coded. If you do not want cookies to be saved on your computer, you can switch off the function in your web browser. All websites must state whether cookies are used and state how they are used

**CSS**

Cascading Style Sheet. A file type that defines the appearance and layout on the website, containing predefined fonts, colors etc. The same CSS file is often used throughout an entire website, although it is technically possible to have a separate file for each page.

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**D****DCA**

Dynamic Content Area. Allows you to change your content dynamically in a certain area of the page. For example, when a rule A is matched, content A will be displayed, and if a rule B is matched, content B will be displayed in the content area. This functionality is used on the landing page of the campaign, to decide which content to display to each visitor group. This is all based on the match rules that you define for a campaign.

**Digital Visibility**

An automated score, on a scale from 0 to 100, assigned by the EPiServer SEO robot simulator from the last scanning of the website. Digital visibility is a measure of how well the website meets the technical requirements of search engines. A high Digital Visibility score implies that the page complies well with widely accepted technical search engine ranking criteria. If a site or page scores well on Digital Visibility (and ranking criteria related to content and Link popularity are also met) the site should rank well in major search engines.

**direct traffic**

Visits generated when a user arrived after having typed the URL directly in the browser, or used bookmark or or clicked on a link in an e-mail.

**Downloads KPI**

A KPI to measure the number of downloads of a document or file in an online campaign.

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**E****external link**

The search engines regard an external link to your website as a "vote" for your website. Based on a set of ranking criteria specific for each search engine, the inbound link from an external domain will help your website (and specifically the URL on your website that the link is pointing to) gain better rankings in the search engines.

**extranet**

An extended version of an intranet. It uses the same technology as the World Wide Web, but only permits a small number of users. An extranet is not only accessible to the employees of a company, but also to external parties cooperating with the company, such as subcontractors and retailers.

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**F****Forms KPI**

A KPI used to measure when a visitor posts a web form.

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## G

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### **Generic KPI**

A KPI to collect data through a Web Service API from any external data source, for example, EPiServer Commerce and partner-developed application.

### **GUID**

Globally Unique Identifier (GUID) is a unique 128-bit number that is produced by Windows operative systems or applications to identify a particular component, application, file, database entry, and/or user.

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## H

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### **HTML**

Hypertext Markup Language. The language often used to write Web pages. The layout of the text and the page as well as the links are specified by simple codes that are invisible to the user when the page is viewed in a Web browser. There is a standard for the way HTML should be written, although different Web browsers sometimes interpret the language differently.

### **HTTP Referrers**

A KPI used to measure traffic from a predefined URL or domain.

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## I

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### **impressions**

The number of visitors to a landing page in an LPO test.

### **internal link**

The most linked-to pages/documents on your site are considered by search engines as more important/trusted. Therefore, if you consider one specific page as having the best content for a specific, prioritized keyword, you should strive to ensure that when that keyword occurs elsewhere on the website, hyperlinks are established to the target page. Search engines will then tend to give that page best rankings for the specific keyword.

### **intranet**

A network based on the same technology as the World Wide Web and that works in the same way, but which is only accessible to the employees of a company or organization. Compare with Extranet.

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## K

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### **Key Performance Indicators**

Key Performance Indicators (KPI) give you the possibility to define and measure different predefined actions on the web pages.

### **Keyword Density**

Percentage of keyword phrases in a text. Around 5 percent is recommended, more than 10 percent is considered as "keyword stuffing".

### **KPI**

Key Performance Indicators (KPI) give you the possibility to define and measure different predefined actions on the web pages.

### **KPI entity**

The KPI entity is an extension used with KPI values.

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**KPI value**

KPIs of the desired actions are converted into KPI values, in market value or points.

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**L****landing pages**

The original web page or any of the unpublished variation pages on which the visitor first reaches in an LPO test.

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**M****member**

A member is registered and logged on to a website. Community members will have access to community content, and can interact to create community content such as forum postings and comments.

**meta tags**

Meta tags are not visible to the human eye when viewing a web page. The Title tag is a key factor when search engines analyze and rank web page. Meta description is a short description of a page's content. Meta description text is used for the snippet of text displayed beneath the title on the search engine results page (SERP).

**moderator**

A moderator typically works with both editing of content in EPiServer CMS as well as moderating community content. The moderator has access to the EPiServer CMS Edit mode as well as the EPiServer Community administration interface.

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**O****OpenID**

A standard for using an existing account to sign in to multiple websites. You can use any OpenID provider, for example, Google or Yahoo.

**original page**

The published version of a web page that is used in an LPO test.

**owner**

An owner is a community member who is the creator of community content, for instance an image gallery, a club or a forum posting. Owners can administer community content that they have created.

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**P****page rank**

Google page rank reflects the importance of web pages on a scale from 0-10. Pages that Google believe are important pages receive a higher page rank and are more likely to appear at the top of the search results. Page rank also considers the importance of each page that links to your website, as votes from some pages are considered to have greater value, thus giving the linked page greater value. Note that this "official" page rank of a web page's link popularity is only an indicative measure of how Google evaluates it.

**Page Views**

Page Views is used to measure the number of general page visits.

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## R

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### **Rich-text Editor**

A tool for editing the contents of web pages. The majority of Editors function like ordinary word processors. This means that users need not have any previous knowledge of HTML or programming.

### **ROI**

Return on Investment.

### **root**

In a file system divided into folders; the root is the parent of all the folders. Despite being called the root, it is generally depicted at the top.

### **RSS**

RDF Site Summary, also known as Really Simple Syndication, is a standard for distributing information from one Web site to another. It is often used for distributing news items.

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## S

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### **search index**

Search engine robots crawl your website and fetch pages. Then an indexing program analyzes the pages and stores a representation of the pages in the search engine's index.

### **SEO**

Search Engine Optimization.

### **SERP**

Search Engine Result Page. The search engines crawl the internet and show the results on a page. The Title tag of the web page, H1 heading and the lead will be displayed as the text search engine result page.

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## T

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### **target page**

The page that defines the end goal of a conversion path.

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## U

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### **unique visitors**

The number of unique IP addresses that visited this page/URL during a specified period.

### **URL**

Uniform Resource Locator. Also known as a web address. HTTP stands for Hypertext Transfer Protocol and www for World Wide Web. For example, <http://company.se> is a common form for a company's web address. [http](http://company.se) can usually be omitted when you enter a URL, and sometimes it is also possible to leave out [www](http://company.se). However, these cannot be omitted when creating a link from one web page to another.

### **users**

The number of unique work stations that visited this page/URL during specified period. Cookie-based identification.

### **UTF-8**

Unicode Transformation Format-8. It is an octet (8-bit) lossless encoding of the Unicode character set. UTF-8 is the default encoding for XML.

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**W**

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**W3C**

World Wide Web Consortium. W3C is an international community that develops standards for the web.

**WAI**

Web Accessibility Initiative. The association that has developed guidelines for making Web sites accessible for people with disabilities.

**WAP**

Wireless Application Protocol. A growing collection of industry standards for enabling internet-based data communications over the mobile telecom network in a simple and uniform way. The aim is to differentiate between the content and the technology, so that the message can be relayed irrespective of the technology used.

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**V**

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**variation page**

A variation of the original page in either format or layout. The variation page must offer the same action as the original page.

**web browser**

The program used for reading web pages. There are various web browsers available on the market. The two most common ones are Microsoft Internet Explorer (IE) and Firefox. Web browsers are continually being developed, which means that the later the version, the better the display and features. Often shortened to 'browser'.

**web page**

A page on a website.

**website**

The compilation of an organization's or individual's pages on the internet or an intranet, assembled under a home page. Often shortened to 'site'.

**visitor**

Someone who visits a website using a web browser. In most cases visitors can use public functions and services, but cannot create content and will have limited access to community content. In SEO it means the number of visits to a URL through channels (external referrers), direct arrivals and internal links.

**WSRP**

Web Service for Remote Portlets. A technology that makes Web sites accessible to portals for easy and effective use as sources of information. WSRP is considered a standard and is supported by companies such as IBM, BEA, SAP and Microsoft.

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**X**

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**XML**

eXtensible Markup Language. A more powerful alternative to HTML, this language is used to create Web pages. One difference is that HTML can only describe the graphic structure of a page, whereas XML makes it possible to describe the content.

