

CMS

Website Search Engine Optimisation (SEO) Guidelines

Introduction

- Content Management Systems (CMS) can be a great way to have a website built
- Picking the wrong CMS however can cost a business in the long run by stifling its SEO effectiveness
- Use these guidelines to help select the right CMS for your business website

CMS SEO Checklist

- Meta
 - At the very least, you want to have the ability to add/edit a unique title and Meta description per page
 - Ideally, you would have access to add additional Meta tags, e.g. canonical, noindex, etc.

CMS SEO Checklist

- Titles
 - Already mentioned but worth reiterating - you need to be able to add your own unique title for every page of your site
 - No, using a company name as a blanket title for every page won't do!

CMS SEO Checklist

- URLs
 - You want static, customisable URLs, not dynamic
 - Your home page needs specific attention to fix the canonical issue, i.e. www or not, index.html/htm/php resolves to root, i.e. /

CMS SEO Checklist

- Images
 - You need the ability to add Alt Tags (alternative text) to an image
 - Don't keyword stuff, just add an appropriate description of the image

CMS SEO Checklist

- Body Text
 - Needs to be flexible
 - Most can function like a simple word processor but worth double checking
 - Can you create links, add bold/italics, bulleted lists?

CMS SEO Checklist

- Internal Links
 - Don't underestimate the power of appropriate internal linking
 - You need to be able to add links from within the body text of your content
 - The ability to create keyword-rich, relevant links from one page to another should not be overlooked

CMS SEO Checklist

- Headers
 - You want control over your page headers
 - Every page should have a unique H1
 - Be able to edit without changing another field, e.g. title
 - Ideally scope to add sub-headers, e.g. H2, H3, etc., within the body

CMS SEO Checklist

- Manage Redirects
 - What happens if you need to move or remove a page?
 - How do you cope if a product is out of stock for any length of time?
 - 301 (permanent) and 302 (temporary) redirect handling is important

CMS SEO Checklist

- Navigation
 - You should be able to easily update the navigation and structure of your site
 - You need the ability to do this and ensure that all pages are crawlable

CMS SEO Checklist

■ Sitemaps

- Can you add a sitemap for your visitors that is easy to maintain, if not updated automatically?
- Also, the ability to add an XML sitemap to aid the indexation of your site, particularly if a large site with many pages
 - FTP access will suffice but check access is granted

About Bold Internet

- UK based Internet marketing consultancy
- Can help businesses of all sizes improve the effectiveness of their search engine marketing



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