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# Required web page SEO standards and best practices

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SEO stands for “search engine optimization.” It’s the practice of increasing both the quality and quantity of website traffic, as well as exposure to your brand, through non-paid (also known as "organic") search engine results.

*SEO is as much about people as it is about search engines themselves.* It’s about understanding what people are searching for online, the answers they are seeking, the words they’re using, and the type of content they wish to consume. Knowing the answers to these questions will allow you to connect to the people who are searching online for the solutions you offer.

Every page must include SEO or it is not a completed web page, it is only half done. Without optimizing the page your work will go much less noticed and unread, which is why you made the page to begin with. SEO will become second nature the more you build web pages and always include SEO optimization in your routine.



# CONTENT IS KING:

This statement has been true since the World Wide Web was started. Content affects everything in SEO.

- Understand who your audience is and how they search.
- Use keywords in your content titles, like H1 html tags.
- Less is more, do not over do it with too much content on one page. Keep the user engaged without them having to do too much. Don't over load a page, separate the content into different pages, then relay on the specific content of the page to attract users and search results.
- Personalize the content to your target audience. They want meaningful messaging and tailored brand experiences.

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## Create short but descriptive folders and URLs.

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- The more readable by human beings, the better.
- Don't make long folder names or URLs.
- Keywords in URLs are a good thing.
- Match URLs to titles most of the time (when it makes sense).
- Including stop words isn't necessary.
- Fewer folders is generally better.
- Avoid hashes in URLs that create separate/unique content, but also don't run words together. Use Dash (-) instead of underscore (\_).
- Do not use spaces.
- Always use lower case.
- Keyword stuffing and repetition are pointless and make your site look spammy.

### URL Inspection Tool

#### About the URL Inspection tool

The URL Inspection tool provides information about Google's indexed version of a specific page. Information includes AMP errors, structured data errors, and indexing issues.

<https://support.google.com/webmasters/answer/9012289>

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# Meta Tags Built into DotCms web pages

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<https://dotcms.com/docs/latest/page-advanced-properties>

In all our web pages under the advanced properties tab there are SEO elements that should be filed in every time a page is created or modified. Here's how to find them.

[Page Properties > Advanced Properties >](#)

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## 1. Title: and Friendly Name:

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A `<title>` tag tells both users and search engines what the topic of a particular page is and in our case is the page URL name.

The Friendly name replaces the title of the page. **Create unique, accurate page Friendly Names, different than the page title.** The value of this property is used to improve SEO when search engine robots crawl your site.

You should create a unique title and Friendly name for each page on your site. Meta title tags are a major factor in helping search engines understand what your page is about, and they are the first impression many people have of your page. Title tags are used in three key places: (1) search engine results pages (SERPs), (2) web browsers, and (3) social networks.

- Create unique and accurate page titles.
- Create unique, accurate page Friendly names, different than the page title.
- Do not duplicate page titles or Friendly names.
- Keep them under 60 characters.
- Don't overdo SEO keywords. Avoid titles that are just a list of keywords or repeat variations of the same keyword over and over.
- Put important keywords first.
- Write for your customers, target audience.
- `<title>Campus Life & Akron Activities: The University of Akron</title>`

### Title page test

<https://moz.com/learn/seo/title-tag>

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## 2. SEO Description:

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The meta description is an HTML attribute that provides a brief summary of what content is on a web page. Search engines such as Google often display the meta description in search results, which can influence click-through rates. If the meta description tag is missing, Google will just pick a piece of content from your page, which it thinks is the most relevant for the user.

- It's important to add focus keywords to your descriptions.
- Never make description too long
- Include the most interesting and relevant content on the page. Focus on headlines and topics written in the content. Most times you can copy and paste from the content into the description without having to write anything.
- Include any call to actions within the content.
- `<meta name="description" content="Wondering if The University of Akron campus and student activities are the right fit for you? Explore our organizations and campus life to find out.">`

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## 3. SEO Keywords:

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Keywords are ideas and topics that define what your content is about. In terms of SEO, they're the words and phrases that searchers enter into search engines, also called "search queries." If you boil everything on your page — all the images, video, copy, etc. — down to simple words and phrases, those are your primary keywords.

As a website owner and content creator, you want the keywords on your page to be relevant to what people are searching for so they have a better chance of finding your content among the results.

It's no good just throwing keywords on your page. Creating compelling content is about providing real value for real people, not just sending hints to Google robots.

```
<meta name="keywords" content="University of Akron, Campus Life, Activities, Students, Organizations, hobbies, politics, faith, film, ethnicity, music, academics, athletics, Housing Dining, Career Development, Service Leadership, Intercollegiate, Diversity, health wellness, safety">
```

### Keyword Tool

<https://cognitiveseo.com/keyword-tool/>

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## 4. Page Metadata:

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This section is to be used only for custom code such as CSS or Scripting code. Do not use this area for anything else.

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### Alt Text:

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Alt text (alternative text), also known as "alt attributes", "alt descriptions", or technically incorrectly as "alt tags," are used within an HTML code to describe the appearance and function of an image on a page. Needed for Accessibility and SEO.

Alt text uses:

1. Adding alternative text to photos is first and foremost a principle of web accessibility. Visually impaired users using screen readers will be read an alt attribute to better understand an on-page image.
2. Alt tags will be displayed in place of an image if an image file cannot be loaded.
3. Alt tags provide better image context/descriptions to search engine crawlers, helping them to index an image properly.



**Okay:**

```

```

This alt text is only "okay" because it's not very descriptive. Yes, this is an image of a stack of pancakes. But, there's more to be said about this image.

## Good:

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This alt text is a better alternative because it is far more descriptive of what's in the image. This isn't just a stack of "pancakes" (as the first alt text example demonstrated); it's a stack of blueberry pancakes with a dusting of powdered sugar!

## Never:

```

```

or

```

```

Neither of these examples are recommended. The first line of code actually doesn't contain any alt text at all (notice the quotes are empty), while the second example demonstrates keyword stuffing in alt text.

Also note that you do not need an alt text if the image is purely for decorative.

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## Image Alt Text vs Image Title

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This text does not serve search engines as much as it serves your users. Image title is another attribute that can be added to the image tag in HTML. It is used to provide a title for your image. The text you enter inside the title tag will not be shown to user when an image cannot be displayed. Instead, it is displayed in a popup when a user takes their mouse over to an image. It can be the same as the alt text but try to make it different.

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## Conclusion

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The world of search engine optimization is complex and ever-changing, but you can easily understand the basics, and even a small amount of SEO knowledge can make a big difference.

**Here are some free seo guides and resources.**

<https://moz.com/beginners-guide-to-seo>

<https://moz.com/learn/seo/on-site-seo>

<https://support.google.com/webmasters/answer/7451184?hl=en>

<https://www.sitepronews.com/>

<https://www.searchenginejournal.com/>