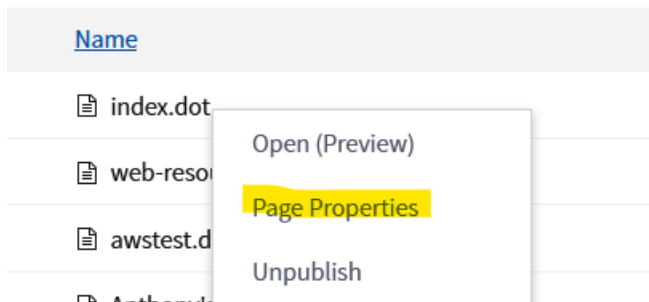


Advanced Properties | SEO Information

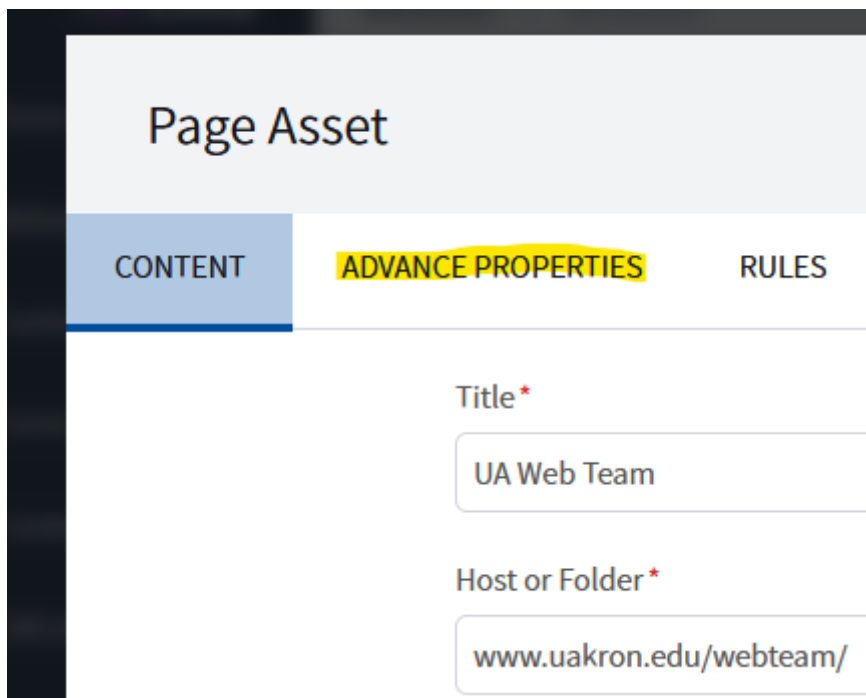
Search engines - like Google – use information added to pages to help identify the content as they build their map of the internet. Adding this information is called “SEO” – or **S**earch **E**ngine **O**ptimization.

To add this information to a page in dotCMS , first log in and click on Website | Browser.

Click your folder and navigate to your list of files. Locate the page you want to optimize, Right-Click, and choose Page Properties. In this example, we’ll be updating the home page (index.dot) for the UA Web Team.



A Page Asset window will pop up, click on Advance Properties:



To make changes, click Lock for Editing, then scroll down to the **SEO Description** and **SEO Keywords**.

In the SEO Description, add in a sentence or two to briefly describe what the page or organization is about.

SEO Description

The Web Team manages The University of Akron primary website as well as other university web apps and technologies.

In the SEO Keywords, add a few words (5-10) to identify the content of the page. You can use commas to separate the words or phrases. A good starting point is to identify what are the important words on the page and reflect them in your SEO Keywords. In this example, there are three “keywords”

- webteam
- dotCMS
- website administration

SEO Keywords

webteam, dotCMS, website administration

Click on **Save and Publish** to apply the updates.

SEO isn't a substitute for a good webpage – H1 title, good content, clear organization, alt text on images, etc. – but it can help boost the ranking of the page in the search results.

Questions? Contact the UA webteam for more information: web-team@lists.uakron.edu