

# Search Engine Optimization

Under the Default tab in the profiles, add Keywords and a Description. Keywords can be one word, two words, three words, etc, separated by a comma. These are words that someone would enter in the search field of a browser. The Description is a short paragraph of one or two sentences that describes the club, etc. Since these are entered in the profile, they are applied to every page that uses that profile. No other tabs should be touched in the profile. Since Google does not search the Private Section, you only need to add these to the profiles used on the Public Section.

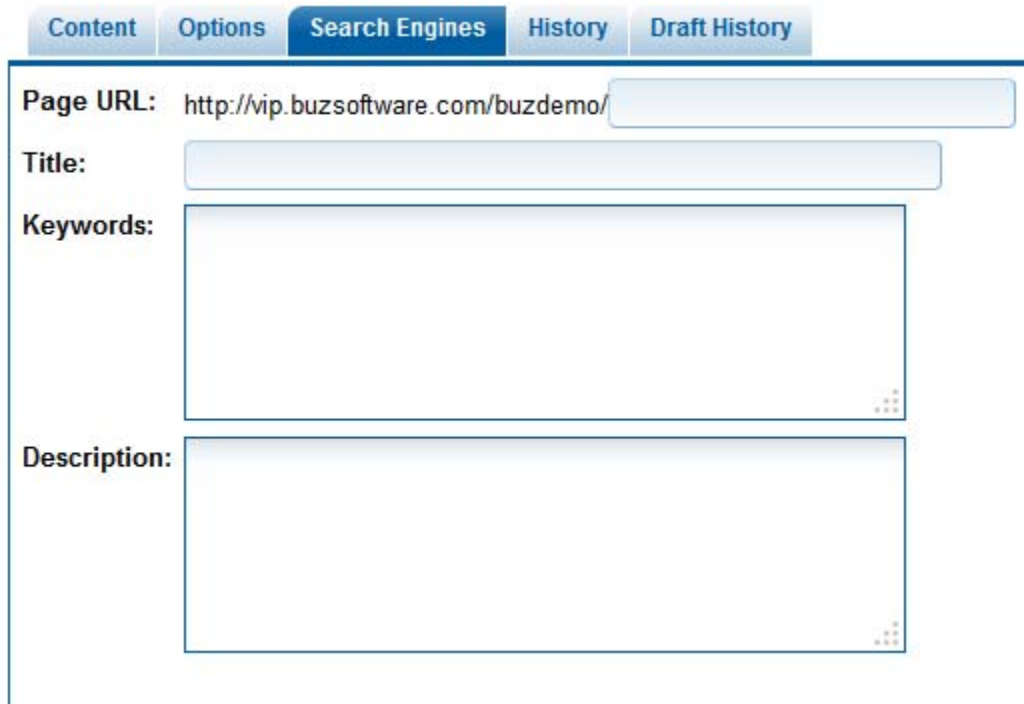
[Layout](#) [Defaults](#) [Text](#) [Standard Menu](#) [Status Bar](#) [Dynamic Menu](#) [Custom Images](#) [Custom Sections](#) [Style Sheet](#)

**Default Template/Logo**

Default Properties	
Section Name	<input type="text" value="BuzSoftware Webcommunicator Demo"/>
Section Email	<input type="text" value="info@buzsoftware.com"/>
Member Profile Email <small>(where member profile changes should be sent)</small>	<input type="text"/>
Web Address	<input type="text" value="vip.buzsoftware.com/buzdemo"/> <i>Do not enter http://.</i> <i>Changing the web address will affect all profiles.</i>
Section Keywords	<input type="text"/>
Section Description	<input type="text"/>
Section Logo	<input type="button" value="Browse..."/> <input type="text" value="No file selected."/>
Logo Position	<input type="text" value="Left"/> <input type="button" value="v"/>

## Search Engines Tab

1. A User Friendly URL can be added to all the regular pages.
2. A Browser Meta Title can be added to each regular page. The title will appear on the Browser Bar and helps increase your ranking in the search engines. i.e. *Weddings - Private Function - Private Members Club | Toronto*
3. Each individual page has the ability to add page specific Keywords and Descriptions. This can be done under the pages Search Engines Tab. So a page dealing with weddings can use wedding specific info. When Keywords and Descriptions are added to a page, they take priority over the profiles info and overwrite the profile's Keywords and Description.







The screenshot shows a software interface with a navigation bar at the top containing five tabs: "Content", "Options", "Search Engines", "History", and "Draft History". The "Search Engines" tab is currently selected and highlighted in a darker blue. Below the navigation bar, the "Page URL:" field is populated with "http://vip.buzsoftware.com/buzdemo/" followed by an empty text input box. Below that, the "Title:" field is an empty text input box. The "Keywords:" field is a large, empty rectangular text area. Finally, the "Description:" field is another large, empty rectangular text area. Each of the four input fields (URL, Title, Keywords, and Description) has a small, faint grid of dots in the bottom right corner, likely representing a scroll indicator.

## Google Integration

1. Google Integration can be found in the Admin > Buz CMS > Google Integration.
2. The Site Verification file submits the site to Google. It basically tells Google that you exist and to please come back on a regular basis to scan your site for updated information.
3. The Google Sitemap is a Google friendly sitemap which guides Google thru your site.
4. Google Analytics gives you the ability to monitor traffic to your site. You can see how people are new visitors, how many are repeat visitors, what area of the world they're coming from, and which pages are the most popular pages. If an important page is not receiving any traffic, you might want to consider changing/adding new page specific Keywords and Description.
5. It is not necessary to set up a Google map key.

### Google Integration Status

Status	Item	Action
	Site Verification file is <b>not</b> present	<a href="#">Add Now</a>
	A Google Sitemap is <b>not</b> present and is <b>0</b> days old.	<a href="#">Add Now</a>
	Google Analytics is <b>not</b> set up.	<a href="#">Add Now</a>
	A Google map key is <b>not</b> set up.	<a href="#">Add Now</a>

## Page Title

We can now set the page title to take the H1 (Header one) style. Another feature that will aid in increasing search engine ranking.

## Image Alternative Text

When inserting an image, you have the ability to add Alternative Text (Alt Tag). Alt tags aid in increasing your ranking in the search engines. They also play a major part in AODA.

