Umbraco
SEO tabs and Search Engines

Get your audience to your page
Give your page authority
This slide show will tell you

• what ‘SEO’ stands for
• why you need to complete the SEO tab in Umbraco
• what to include
• how to preview your page result on Google
• how to research keywords for your page

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What is SEO?

- SEO stands for Search Engine Optimisation
- It means making a web page the best it can be to rank in Google, Bing and other Search Engines.

One way of doing this is to use the SEO tab in Umbraco.
Why does the SEO tab matter?

Complete the SEO tab for your pages because

- this information will appear in Search Engine results pages (Google/Bing).
- It’s what users see, so it’s how your audience decide if your page is worth clicking through to read.
- It affects how Search Engines rate www.nhsggc.org.uk overall.

The next slide shows a page with the SEO fields blank in Umbraco
Blank SEO tab in Umbraco
Search Engine Results Pages

- The next slide shows a Search Engine Results Page (SERP) **preview** of this web page without the SEO tab fields complete.
- It’s of limited usefulness without a description of what or where the page is really about.
- Let’s complete the fields and see the difference.
SERP preview with SEO blank

https://www.portent.com/serp-preview-tool
Make your pages count for Search

There are 3 fields in your SEO tab, in order of importance they are:

• **Title** - use a meaningful title of up to 70 characters. Give specific information
  For example:
  ‘Hospital parking at QEUH and RHC Campus, Glasgow’ – what the page is about,
  and who it is for, where it refers to.
  Avoid just ‘Hospital Parking’ – which could be any hospital, anywhere.

• **Description** - Complete the description with up to 150 characters. This is good
  place to summarise the page and use keywords from the content.
  ‘Patient and visitor parking at Queen Elizabeth University Hospital and Royal
  Hospital for Children, Glasgow’

• **Meta keywords** - enter your most important keywords into the meta keywords
  field. Keep them relevant to the specific page and your audience. Separate them
  with commas and use lower case.
  ‘parking at qeuh, parking at rhc glasgow, parking at royal hospital for children
  glasgow, parking near queen elizabeth university hospital glasgow, parking at
  queen elizabeth university hospital glasgow’
Completed tab
SERP benefits with SEO fields complete

- The next slide shows a SERP preview with the SEO fields complete.
- Users can now see what the page they have found is about, who it is for, and where the place is.
- They are more likely to click and get the information they need.
- Your audience/patients will be more confident and satisfied with what you tell them.
- Google and Bing rate your page, and the whole website, more highly.
SERP preview with SEO complete

https://www.portent.com/serp-preview-tool
Help with keywords

• List the keywords you and your team think people will use. Make them relevant to your service and location or specific audience.
• The next slide gives you a tool for finding keywords you might not think of.
• Type in your keyword for suggestions of related or variant words/phrases to include.
• Tip - you might be able to include some of these in your page text. Try rewriting your copy to fit one in. This will boost your page too.
Research keywords for free –
In summary

What to do

• Always complete the SEO tab
• Enter a title and description
• Enter keywords – research alternatives and variants

Why

• Better results for your audience
• Improve your Search Engine results and ranking
• Give your page and our website more authority.
Thank you

• You can contact us at webteam.ggc.scot.nhs.uk
• Training guides, manuals and tips are at www.nhsggc.org.uk/webtraining