

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

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.

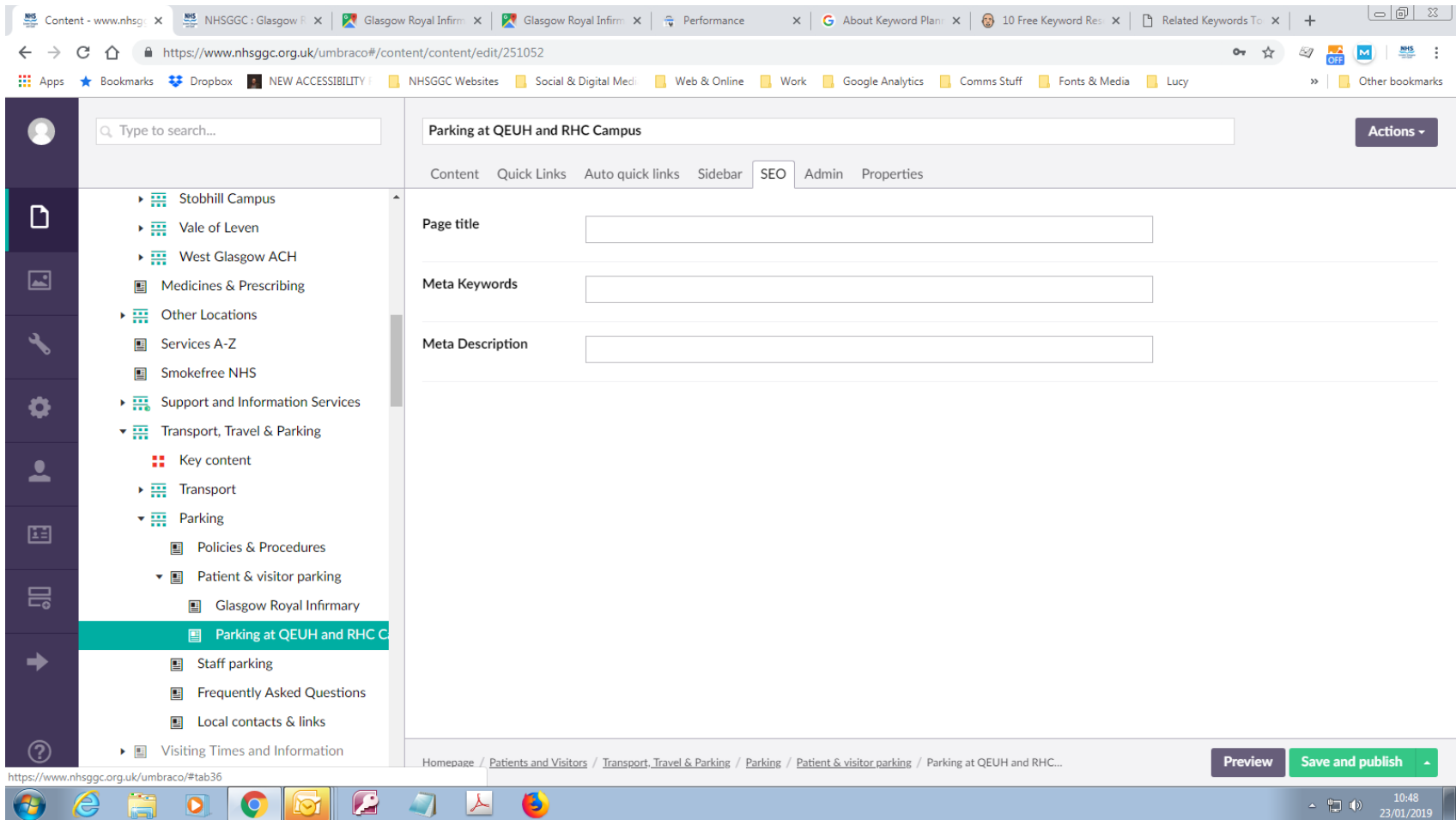
Why does the SEO tab matter?

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>

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SERP Preview Tool

Tweet Share Like: 91 G+

Enter your title tag, meta description, and URL to see how they'll appear in a Google search result.
Helpful reading: [The New Character Length for Google SERP Snippets & Meta Descriptions](#)

Google
Parking at QEUH and RHC Campus

Title 289/600 Pixels

Parking at QEUH and RHC Campus

Meta Description 0/320 Characters

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

The screenshot displays the Umbraco CMS interface for editing a content item. The browser address bar shows the URL: <https://www.nhsggc.org.uk/umbraco#/content/content/edit/251052>. The page title is "Parking at QEUH and RHC Campus".

The left sidebar contains a search bar and a navigation menu under "Content":

- Homepage
 - Panels
 - Patients and Visitors
 - Panels
 - Changes to Hospitals and Services
 - Child & Maternity
 - Community
 - FAQs
 - Find My Nearest
 - Hospital Closures
 - Search all our facilities
 - Infection Control & Public Health
 - Information for Patients
 - Information for Visitors
 - Know who to turn to
 - Main Hospital Sites
 - Gartnavel Campus
 - Glasgow Royal Campus
 - Inverclyde Hospitals Campus

The main editing area shows the following fields:

- Page title:** Hospital parking at QEUH and RHC Campus, Glasgow
- Meta Keywords:** parking at qeuh, parking at rhc glasgow, parking at royal hospital for children glasgow, parking
- Meta Description:** Patient and visitor parking at Queen Elizabeth University Hospital and Royal Hospital for Chil

The bottom of the interface features a breadcrumb trail: [Homepage](#) / [Patients and Visitors](#) / [Transport, Travel & Parking](#) / [Parking](#) / [Patient & visitor parking](#) / [Parking at QEUH and RHC...](#). Action buttons for "Preview" and "Save and publish" are visible.

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>

Enter your title tag, meta description, and URL to see how they'll appear in a Google search result.
Helpful reading: [The New Character Length for Google SERP Snippets & Meta Descriptions](#)

Google

Hospital parking at QEUH and RHC Campus, Glasgow
Patient and visitor parking at Queen Elizabeth University Hospital and Royal Hospital for Children, Glasgow

Title 444/600 Pixels

Hospital parking at [QEUEH](#) and RHC Campus, Glasgow

Meta Description 108/320 Characters

Patient and visitor parking at Queen Elizabeth University Hospital and Royal Hospital for Children, Glasgow

URL

Bolded Keywords (Separated by comma)

parking at [qeuu](#), 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](#)

Add Date (Increases length of meta description)
 Show Rich Snippet (Ratings, Price)

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 – <http://tools.seoChat.com/tools/related-keywords-tool/>

The screenshot shows the seoChat website interface. At the top, there's a navigation bar with the seoChat logo, 'Free Tools Beta' text, and social media icons for Facebook, Google+, and Twitter. Below this is a menu with categories like SEO Tools, Social Media, Schema.org Tools, PPC Tools, Webmaster Tools, Web Design Tools, and Other Tools.

The main content area features the 'Suggestion Keyword Finder' tool. It has a text input field containing 'Parking at Queen Elizabeth University Hospital'. Below the input are three radio buttons for 'Level 1', 'Level 2' (which is selected), and 'Level 3'. A 'Submit' button is located below the radio buttons.

Below the tool, there's a heading: **"parking at queen elizabeth university hospital" related keywords**. Underneath is a table with three columns: 'Main Keyword', 'Sub Keywords', and 'Level'.

Main Keyword	Sub Keywords	Level
parking at queen elizabeth university hospital	parking near queen elizabeth university hospital glasgow	1
parking near queen elizabeth university hospital glasgow	parking at queen elizabeth university hospital glasgow	2

Below the table is a 'Download Data' button.

On the right side of the tool, there are social sharing buttons: 'Like' (164), 'Tweet' (216), and 'G+'.

At the bottom of the tool, there's a section titled 'SEE HOW TO USE SUGGESTION KEYWORD FINDER' with a blue arrow icon. The text reads: 'Simply enter a keyword or keyword phrase in the available field to get a list of related keywords. To perform your keyword research on a deeper level, click the "level 2" button. This will provide you a list of those keywords related to your original list. Click "level 3" to continue even further. When you have the report you want, download the data by clicking the link at the bottom of this page.'

The browser's address bar shows the URL: tools.seoChat.com/tools/related-keywords-tool/#sthash.WTr9aJda.dpbs. The browser's taskbar at the bottom shows various application icons and the system clock indicating 10:52 on 23/01/2019.

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