webpackaging

SEO Glossary

Title tags: This tag makes the page title appear in the browser toolbar and on search engine result pages. We recommend you keep your title tag under 70 characters, as Webpackaging and other search engines will truncate to this length.

Meta Descriptions: Each page should be a concise summary of the content on the page. Descriptions can be of any length but we recommend keeping them below 160 characters, as Webpackaging and other search engines will truncate to this length.

H1 and H2 tags: Using H1 headers can help emphasize keywords and define the primary topics of the page. Using H2 headers can further define content by including sub-topics. Both help break up the text of the page for readers. They are also a good indication to our staff of what your titles and subtitles are, making it easier to tag content.

Keywords in meta descriptions: The keywords found most on your pages are not appearing in your meta descriptions or being defined as meta keywords. This helps us understand what your pages are about.

Number of Pages: Having a web site means offering visitors content to read. Web sites should offer an appropriate number of pages based on the available content. If you simply pull in content from external sources to create more pages, you risk becoming a "content farm".

Image Size: Small images that can't be seen on computer displays (let alone on mobile devices) serve little purpose. Thumbnails are OK, so long as they are based on larger images that can be enlarged or opened by the visitor in order to see greater detail.

Clean content: Content on a web site should be relevant to the topic of the page, clearly written in the specific language defined, and broken up into easily read sections. Typos, poor grammar, bad translations, irrelevant topics, and repeated phrases all affect how much time a visitor spends reading.

Clear Language Versions: Each language should have its own version on a clear page that can be indexed. Using scripts or cookies to switch languages results in that page being hidden from search engines.

Robots.txt: Search engines use spider or bot programs to go through your site and bring back data so your pages can be indexed properly. A robots.txt file tells search engines which pages should or should not be indexed and is indispensable for pointing people to your content.

Sitemap: Sitemaps are another simple way for your company to tell Webpackaging and other search engines what pages should be indexed. Having a sitemap.xml, sitemap.xml.gz or sitemapindex.xml can ensure search engines will efficiently pick up on URLs and additional metadata.

Broken Links: Broken links (links that go nowhere) are annoying or frustrating to visitors and should be eliminated.

Underscores in links: We recommend using hyphens instead of underscores in links, as Webpackaging and other sites treat hyphens as separators between words. Avoid underscores in your URLs!

ALT tags on images: Using keywords and text readable by humans in captions is good practice and necessary for accessibility.

Google Analytics: Currently, Google Analytics is the dominant reporting structure for Web traffic, it makes sense to link your pages to it. It can provide valuable information on site visitors, demographics, and metrics. You must make sure your site has a tracking script on it and that it is installed properly.

Favicon: Favicons are small images that appear in your browser's URL navigation bar. Make sure you have one!

SEO-friendly URLS: Links are defined as SEO-friendly if they are clearly named, contain no spaces or underscores. Try not to use parameters. Make them legible to people.

JS errors: JavaScript errors in your source code can prevent users from seeing content properly. It negatively impacts the usage experience of your site and lowers your ranking.

HTML Page Size: Make sure your HTML code is ship-shape! The current average size for web pages is 33 Kb, so ensure your pages are under that.

Flash integration: Flash is a web page technology that has gone out of date. Try using HTML 5 as an alternative.

Site Load Time: Pages that take longer than 5 seconds to load tend to lose over half of the people visiting them. Your current page load time is too slow.