



Search Engine Optimization (SEO)

Search engines, like Google, crawl your site searching for specific keywords and phrases that are used in indexing your site. The Web Manager allows you to set SEO on a default level across the website and on specific pages.

To give permission for SEO to be editable go to the Admin Menu-> User Roles-> Select the Group you want to give access to-> Permissions tab. Here you will want to click on the + for Web Manager Menu-> Web Manager and then give the appropriate access for the SEO Manager.

Those who have access to the SEO manager will only be allowed to edit the areas that they already have access to. (i.e. If they have access to Edit SEO and Edit – “My Data” and Read Only – “All Offices” for Listings they will only be able to edit SEO for their Listings.)

Setting the Default SEO

1. Go to Web Manager. If your site is not yet live and you are in the staging phase, default SEO will be set in Staging. If your website is already live, select the URL from the Web Manager Screen. Default SEO is used on all website pages where specific SEO has not been set. In other words, it is site wide, unless I override it and set the SEO on a web page, web form, search definition, system web page or listing.
2. Select Website Settings → SEO Defaults
3. Enter in the following as your defaults for the URL:
 - a. Site Title – The title that will be displayed on the search engine results page as well as the title of the Window/Tab.
 - b. Meta Keywords – These words should match the text content of the home page. They are words that people will be plugging into the search engine to find your site. Separate words by inserting a comma between the words and do not repeat any words (Maximum characters 250)
 - c. Meta Description – The description of your site as it appears on the search engine results page – (Maximum characters 500)
 - d. Google Verification – If you have a Google Webmaster and/or Sitemap Account, copy the content of the meta tag provided by Google into this field. Do not include quotation marks. Google Webmaster tools are available free of charge from Google and will allow you to optimize the visibility of your website.
 - e. *Add This* Social Networking options – Allows users to bookmark information from your websites to various social networking sites.
4. Click Save

Search Engine Optimization Defaults [?](#)

These settings will apply to any page for which custom SEO settings have not been created. Listing detail pages automatically generate a custom title and description as well as adding additional keywords (example: city, state, property type) based on the listing data unless you specify SEO information on the listing.

a Site Title	<input type="text" value="Relevant Keywords the page will be found under"/>						
b Meta Keywords This is used for search engines	<input type="text" value="Words that match the text content of the page. These words should be separated by commas and words should not be repeated. Example: Real Estate, land, commercial, residential"/>						
c Meta Description This is used for search engines	<input type="text" value="A quick easy to read description of no more than 500 characters that describes what your website is about."/>						
d Google Verification This is for Google Webmaster and Sitemap Accounts	<input type="text" value='<:meta name="verify-v1" content="enter meta tag for your account provided by Google ">'/> <p>Please copy the content section of the meta tag provided to you by Google in the input box above (do not include the quotation marks at the start or end) This is not for Google Analytics</p> <p>Google Webmaster Accounts Google Sitemap Accounts</p>						
e Add This This is for Add This social networking	<table style="width: 100%;"> <tr> <td><input type="radio"/> + SHARE</td> <td><input type="radio"/> + SHARE</td> </tr> <tr> <td><input type="radio"/> + BOOKMARK</td> <td><input type="radio"/> + BOOKMARK</td> </tr> <tr> <td><input type="radio"/> + ADD THIS</td> <td><input checked="" type="radio"/> Do Not Enable</td> </tr> </table> <p style="text-align: right;">Add This Website</p>	<input type="radio"/> + SHARE	<input type="radio"/> + SHARE	<input type="radio"/> + BOOKMARK	<input type="radio"/> + BOOKMARK	<input type="radio"/> + ADD THIS	<input checked="" type="radio"/> Do Not Enable
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Setting the SEO on Specific Pages

Listings

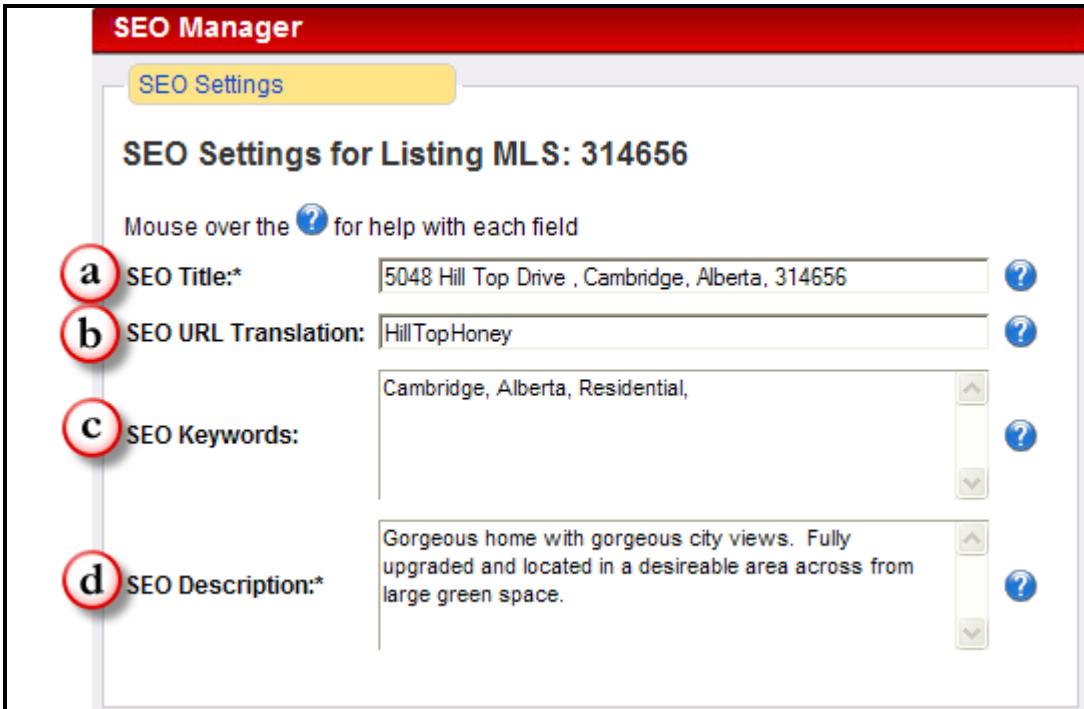


SEO on listings is automatically set with default information that has been entered on the listing however you can edit or enhance the SEO on the listing if you wish.

1. Go to Listings. Locate the listing and single click to open it.
2. Select the SEO Manager Icon at the upper right. When the icon is yellow, this means that it is currently following the default SEO content. If it is green this means that the SEO content has been changed from the default.
3. Enter in the following:
 - a. **SEO Title:** Appears as the name of the page in the address field of the web browser. Default information will include the address, city, state/province, MLS# and MLS area. This is a mandatory field.
 - b. **SEO URL Translation:** Appears as a shortcut address to the page and cannot contain any symbols. This is not a mandatory field.

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- c. SEO Keywords: Use words that match the text content of the listing. They are words that people will be plugging into the search engine to find the listing. Separate words by inserting a comma between the words and do not repeat any words. Default information includes city, state/province and property type. This is not a mandatory field. (Maximum characters 250)
 - d. SEO Description: Description of the property. Default will include the remarks as received by the board or, if the listing has been enhanced to include a different Feature Description, this will be the text that appears here. This is a mandatory field. (Maximum characters 500)
4. Click Save.



SEO Manager

SEO Settings

SEO Settings for Listing MLS: 314656

Mouse over the ? for help with each field

a SEO Title:* 5048 Hill Top Drive , Cambridge, Alberta, 314656 ?

b SEO URL Translation: HillTopHoney ?

c SEO Keywords: Cambridge, Alberta, Residential, ?

d SEO Description:* Gorgeous home with gorgeous city views. Fully upgraded and located in a desirable area across from large green space. ?

Note: Once you save any changes to a listing's SEO content, you will notice that the SEO Icon is now green, indicating that specific SEO text has been added to this listing.

Search Definitions



Note: If you are creating the search definition for the first time you must save it first, then go back in and enter the SEO data. If the SEO Manager button is red, this means no SEO settings have been placed on this definition. If it is green, SEO has already been edited for this definition.

1. Go to Web Manager → Set-up → Search Definitions
2. Select the Search definition you wish to add SEO to.
3. Select the SEO Manager Icon.
4. Enter the following:

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- a. SEO Title: Appears as the name of the page in the address field of the web browser. This is a mandatory field.
 - b. SEO URL Translation: Appears as a shortcut address to the page and cannot contain any symbols. This is not a mandatory field.
 - c. SEO Keywords: Use words that match the text content of the search. They are words that people will be plugging into the search engine to find the listing. Separate words by inserting a comma between the words and do not repeat any words. This is not a mandatory field (Maximum characters 250)
 - d. SEO Description: Description of the search. This is a mandatory field. (Maximum characters 500)
5. Click Save on the SEO window, then save the search definition.

Custom Web Pages, System Web Pages & Web Forms

Note: If you are creating a Custom Page or Web Form for the first time you must save it first, then go back in and enter the SEO data. Following the hierarchy of the web manager, SEO set on these specific pages will filter down to Office and Agent levels however it can be edited at lower levels.

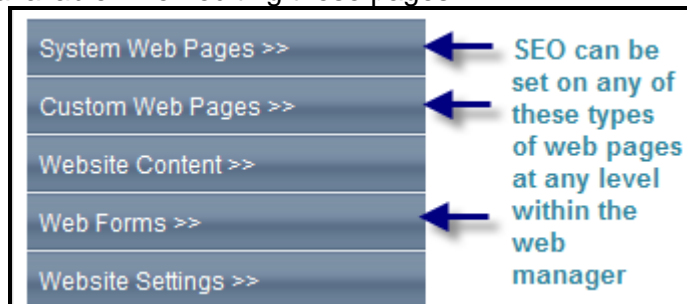


SEO placed on these types of pages can be done at any level within the Web Manager. Select any Custom Web Page, System Web Page or Web Form.

When you view the SEO Icon, it may be one of three colours:

- Red – SEO has not been set on this page yet at any level in the web manager
- Yellow – SEO data has been entered at a web manager level higher than the level you are currently working at.
- Green - SEO data has been set at the current web manager level

The same options of entering the SEO Title, URL Translation, Keywords and Description as described above will be available when editing these pages.



Hint: To check to see that the items currently on your menu have SEO data attached:

1. Go to the Web Manager
2. Go to Staging and choose Continue Staging
3. Go to Navigation Menus



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4. On any menu item button that is a Custom Page, System Page, Web Form or Search Definition , click the yellow edit pencil. You will be able to access the SEO Icon for each item this way and edit the SEO data.
5. You must push the site live again in order to push the SEO changes to any live URL's.