

Acclipse Web Manager — Search Engine Optimisation

The table outlines some key ways to increase your website's search engine rankings.

MORE: See the [Google Search Engine Optimization Starter Guide](#).

<p>Page title</p>	<p>Unlike page names which display on your site tree and website menu, page titles (as set in the <i>Properties</i> tab for each item) are hidden descriptions of your page that search engines look for. Page titles should accurately and succinctly reflect the contents of each page.</p>
<p>Page description</p>	<p>Enter a short, unique, accurate description for an item when you create it or later in the <i>Description</i> field of its <i>Properties</i> tab. This will display in a search result when a visitor enters keywords related to the description you enter. If you do NOT add a description for an item, the search engine might add one on your behalf by displaying a snippet of content from a page. To ensure the search engine displays the correct description, ensure you add this yourself for each item.</p> <div data-bbox="485 797 1342 1133" data-label="Image"> </div> <p>Example of a page description in a search result</p>
<p>Key search phrases</p>	<p>When you create an item, ensure you enter search words and phrases that reflect it accurately and succinctly. You should also update search words if you change the item. Avoid generic terms that several people are likely to be using already. Google offers an excellent free tool that recommends keywords and gives you an idea of how much competition there is for particular words.</p> <p>MORE: Navigate to https://adwords.google.com/select/KeywordToolExternal to access this tool.</p>
<p>Links</p>	<p>The more links there are to an item, the greater its chances of a high ranking in a search engine result. If you are a member of an association or business alliance, consider asking your partner organisations to include a link to your website from theirs.</p>
<p>Site structure</p>	<p>Ensure you name your categories and pages to accurately reflect their contents. This helps you organise the information in your site and reflects in the URL, which helps users see where they are in your site. For example, this URL tells the user they are on the <i>Cashflow Forecasting</i> page of the <i>Our Services</i> section:</p> <p>http://accountantsdemo.sites.acclipse.com/Our_Services/Cashflow_Forecasting</p> <p>Users might look at the URL below a search result listing before they click it. If they do, they are more likely to click a URL containing relevant words (names of categories and pages) than a series of meaningless letters and numbers. Search engines also look at the words used in URLs to assess how relevant a page is. The more descriptive the URL to each item in your site (ie the more accurately your website items are named), the better their chances of a high listing in a search result.</p>