Guidelines for best results
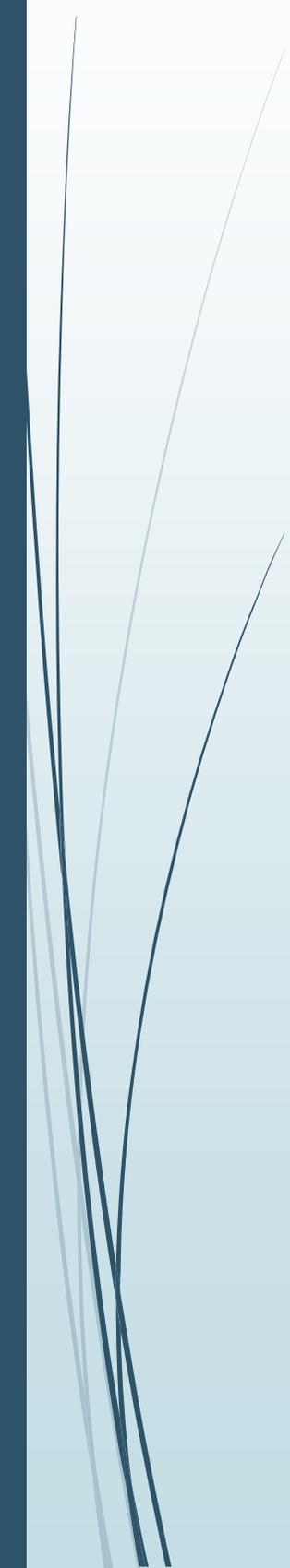
Index:

This guide has been created to help you get the most out of your One Suffolk Website. Topics Include:

Content Guidelines

The best way to get your content indexed by google and other search engines is to include the following for each page of your website(More than 350 words of unique text per page, Headings and Sub Headings, Links with-in your text, and images).

Each page of your content should target at least one keyword. Read more about keyword targeting here.

Across your entire website, content should be easy to read, and easy to navigate, an example would be instead of using "Click Here" for a link, use "Click Here to read more about {Your Topic}". Read More About links here.

When using content from another website or blog , a best practice is to credit the author. A way that this could be done is to include the original article name, the authors name and a link to the original content.

Links And Menu's

There are a few very important things to remember when using links within your website, as well as how to correctly format menu's across your website.

Always use detailed labels for each link on your site, using "Click Here" as a link label is bad as it gives search engines no idea what you are linking to, and they will therefor be hesitant to follow it.

The same goes for menu items, always be as descriptive as possible about the content that you are linking to, be it within your website or on another site.

Writing detailed descriptions about the links will not only give search engines enough info to index properly, but it will also make it accessible for people that are using screen readers and other accessibility devices.
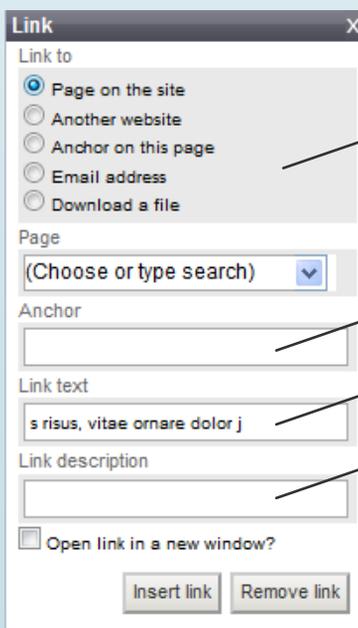
Choose what type of link you would like

Where you would like to link to

Label for your link

Description of your link for search engines and for accessibility Devices.

Meta Data and URLs

Page Title

The page title for each of your pages should not exceed 65 characters, and should contain the keyword that you are trying to target for the page.

Page Description

The page description for each of your pages should not exceed 160 characters, and should also contain the keyword that you are trying to target for the page.
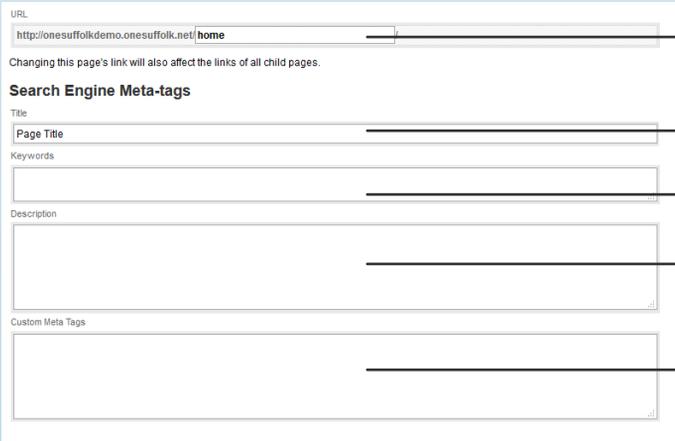
Page Keywords

Search engines no longer require meta keyword, but if you would like to use them anyway, you can have as many as you'd like, and each should be separated by a comma.

URL's

The URL for your page should contain the keyword that you are trying to target for the page, only use alphanumeric characters and hyphens to separate words. Try and keep this short as it makes it more accessible for your visitors.

Meta tags and Settings can be found under the meta-data tab for each page/post

URL

http://onesuffolkdemo.onesuffolk.net/ home   → Page URL

Changing this page's link will also affect the links of all child pages.

Search Engine Meta-tags

Title

Page Title   → Page Title

Keywords

         → Meta keywords

Description

         → Description

Custom Meta Tags

         → Custom Meta Tags

Keyword Targeting

Targeting Keywords can seem like quite a daunting task. So here are some things that can simplify the process a bit for you.

Planning: Before you can target any keywords you need to know what keywords will best suite your website and your content. Using a tool like Googles Keyword Planner will help you find the perfect keywords, you will need to have a google account set up to use this.

Implementing: So for this it as simple as adding the keyword in for each of your pages, you will need to include it in the following: page URL(Except home page), page title, page description, in the first paragraph of content, in at-least one h1 or h2 tag. And as the alt attribute for one image within your content. ALT attributes are explained here. Using your keyword within your text a few times is also a good idea.

Note: Keyword does not have to be one word, can be a string of words such as "Hotel" or "Five Star Hotel in Suffolk", both of these would be considered a keyword.

Tracking your progress

After making your website perfect for search engines, the next step would be to track your progress and see how well your website is doing.

There is a tool from google that we will use to do this, Google Analytics.

This is what you need to do to get started:

1. Go to: http://www.google.com/analytics

2. And sign up if you don't already have a google account then you will need to set one up.

3. Once you have registered then login to your analytics account at the same address above.

4. Then click 'Add new account' to the right of the Accounts table

5. Then click the 'sign-up' button

6. Then fill in the form:- URL (ie http://yourviallge.onesuffolk.net)

7. Account Name: Your village/Organisation

8. Then choose Time Zone from drop down box and Time Zone

9. Then click continue

10. Then Add contact information

11. Then click continue

12. Then tick the box 'Yes, I agree to the above terms and conditions'

13. Then click 'Create new account'

14. Then 'Save and Finish'

15. You will then be taken into the account Click on (Edit account settings)

16. And copy the account ID Then paste this into the 'Google Analytics UA Number field in your new site setup on your One Suffolk website.

Once this is done you will be able to track traffic and acquisition on your One Suffolk Website. Google Analytics is a very powerful tool, you can read more about using it here

Media Guidelines

Images

Two main things to do for images is add an ALT attribute that correctly describe your image. When embedding images in your content, always provide alternative text that can serve as a placeholder in case the image itself cannot be displayed. Alternative text is often referred to as the "ALT tag", although that's not technically correct :-). Alternative text is important for those who cannot see the actual image, such as vision impaired users, people with text-only browsers, or search engine, and it should be meaningful and describe what the image shows.

And the second thing to consider is size, search engines want to provide content to users that is relevant and that loads fast. There are tools such as a website Kraken.io that allows you to make the file size of your images smaller without harming the quality of your website. A best practise is to have images that are less than 20kb, and no more than 3 or 4 per page.

Remember that when linking images, you should correctly describe your link, and there is no need for a label as the image itself would be the label.