



**QUEEN'S
UNIVERSITY
BELFAST**

Content Management System



Search Engine Optimisation (SEO) Checklist

**Queen's University Belfast
2017**

Content Management System Training

What is SEO?

Search Engine Optimisation (SEO) is the practice of ensuring a web page follows certain basic criteria so that it is ranked as highly as possible in search engine results. This is done by making sure the page clearly communicates its message for the benefit of search engines and therefore readers. The higher quality a page is, the higher up search engine rankings it will appear.

Remember that search engines are trying to serve their users with the most relevant content possible. If you focus on providing good, clear, user focused content, SEO benefits will follow.

Read the guidelines on following webpage:

<https://www.qub.ac.uk/sites/Guidance/editorial-guidelines/SearchEngineOptimisation/>

Your SEO Checklist

SEO Task	Yes/No
Added a Metadata description?	
Added Metadata keywords?	
Optimised your images?	
Added Alt text to your images?	
Added an Output URI to your important pages?	
Formatted headings with Heading 1, 2 or 3?	

Useful Info:

- In the Output URI box, type lowercase, hyphenated versions of your section name:



The screenshot shows a CMS interface with a tabbed menu at the top: General (selected), Content, Page Layouts, Metadata, Edit Rights, and Content Types. Below the tabs, there is a heading 'General information about the section.' and two buttons: 'Add' (red) and 'Cancel'. There are two input fields: 'Name' with the value 'Student Fees' and 'Output URI' with the value 'students-fees'.

- Optimising images: resize your images to the maximum dimensions allowed for each content type, then save the image as medium quality to make the file size smaller. The smaller the file sizes of images on your webpage, the quicker the page speed will be.
- Use only one Header 1 format on each web page. Use Header 2 and Header 3 to format subheadings. Find heading formats under the Format drop-down menu in the text editor.
- Search engines can't see images and so instead they look for alt tags (alternative text) embedded in the images, to give them a description. Add alt text for each image in the description field in the Media Library.