Top 10 SEO Strategies for your CMS

No CMS can do it all when it comes to SEO. To get the best search results, your content must be woven into the very fabric of the web. This checklist will help you **configure your CMS for optimal SEO**. It will also introduce you to tricks of the trade that will **maximize your rank and authority**. But the most important thing to remember is that **content is king** – so keep producing great content and search results will follow!

It's that easy.

Long Tail Keywords

Your traffic lives and dies by the keywords you are ranked for. An effective strategy for getting found for more keywords is to identify keywords that are getting searches, but don't have a lot of other sites ranked for them.

Tactics	Tools
✓ Research long tail keywords ✓ Include long tail keywords in titles and descriptions ✓ Use long tail keyword in content and blog posts	✓ Google Adwords Keyword Tool ✓ HubSpot Keyword Tool

Link Building

Link building is arguably the most important part of any SEO strategy. It is ongoing and time consuming, but this is where you will get the best return on your investment.

Tactics	Tools
✓ Submit URLs to Google and Yahoo News ✓ Use 301 redirects for changed links ✓ Link from self-serve directories that ideally do not have *nofollow* on their links ✓ Build relationships with bloggers who will link to your site	✓ Open Site Explorer ✓ Yellowpages Local Search Guide ✓ Local Chamber of Commerce ✓ Online directories

HTML and CSS

The HTML and CSS code on your site must follow the rules that search bots live by. There could be a quick win here.

Tactics	Tools
✓ Populate all image *ALT text* ✓ Use *H1*, *H2* and *H3* header styles ✓ Include keywords in your headers ✓ Redirect googlebot-mobile agent to mobile site ✓ Make sure pages are crawlable	✓ Log analyzers – who is crawling and when ✓ W3C markup validation service ✓ HubSpot Marketing Grader

Titles

Title tags are the most important element of your on-page search engine optimization

Tactics	Tools
✓ Always put your keywords first ✓ Keep your title under 65 characters so they don't get cut off in search results	✓ Your CMS should allow you to change page titles ✓ Online character counters allow you to verify the length of your title

Meta Tags

While meta keywords tags are ignored by search engines, meta descriptions still show up in search results.

Tactics
- ✓ Forget about meta keywords
- ✓ Always put your keywords first
- ✓ Make sure the description is unique and relevant to the content on the page
- ✓ Keep your description under 150 characters so they don't get cut off in search results

Tools
- ✓ Your CMS should allow you to change page titles
- ✓ Online character counters allow you to verify the length of your title

Robots.txt

The robots.txt file instructs search engines on what to index. It is critical to have this set up correctly.

Tactics
- ✓ Use Google Webmaster Tools to see what is being indexed on your site
- ✓ Make sure you're not indexing sections you don't want to

Tools
- ✓ Google Webmaster Tools Robots.txt generator

ALT Text on Images

Search engines can't see images so they rely on the ALT text to describe it to them.

Tactics
- ✓ Make sure every image has ALT text
- ✓ Use long tail keywords in your ALT text

Tools
- ✓ Your CMS should allow you to edit the ALT text on all images
- ✓ The HubSpot Marketing Grader will tell you if you're missing ALT text

Google Sitemap

Google allows you to register a sitemap file to ensure that all of the pages on your site are in their index.

Tactics
- ✓ Check that all pages are represented in the googlesitemap.xml file for your site (even dynamically generated ones)
- ✓ Make sure you have location, last modified date and priority in the XML

Tools
- ✓ Google Webmaster Tools
- ✓ Your CMS should output a googlesitemap.xml file

Error Detection and Correction
If your site has errors, it will not be indexed properly. The most common error is the 404 – page not found.

Tactics
- ✓ Redirect broken links to the correct pages using a 301 redirect code
- ✓ Run your site through a link checker for find errors

Tools
- ✓ Google Webmaster Tools
- ✓ Xenu Link Sleuth
- ✓ Your CMS should allow you to redirect URLs using the 301 code

Log Changes and Watch Metrics
If you don't keep metrics and log changes, you don't know what's working and what isn't.

Tactics
- ✓ Record your visitors, pageviews, time spent on pages, pages indexed, crawl stats and inbound links as a baseline
- ✓ Create a log to track changes made to the site
- ✓ Monitor your stats on a weekly basis and compare to baseline
- ✓ Flag any major changes in stats and trace back to change log

Tools
- ✓ SEO-Browser to see how a search engine views your site
- ✓ Google Analytics for traffic stats
- ✓ Google Webmaster Tools for pages indexed and crawl stats
- ✓ Open Site Explorer for tracking links
- ✓ Excel or Google Docs for a change log