

Working with SEO

Search Engine Optimization (SEO) is a powerful web marketing technique to increase your website's traffic by obtaining higher rankings in search engines for keyword searches related to your website. The idea is that with increased traffic, you will have increased sales.

The Search Engine Optimization (SEO) extension module of SageFrame lets you generate '**Google Analytics**', '**Robots**' and '**Sitemap**' automatically and submit to major search engines such as '**Google**', '**Yahoo**' and '**Bing**' at the same time.



- ➔ You need to navigate to **SageFrame C-Panel** and Click the **SEO** option to access the SEO Extension.

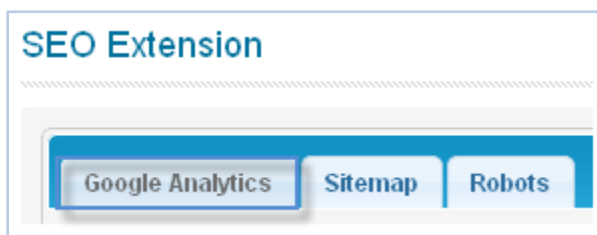
Google Analytics:

Google analytics is a service which generates a detail statistics about the visitors to a website. If your site sells products or services online, you can use Google analytics module in SageFrame to track sales activity, performance and other detailed statistics about the visitors. You just need to add this module to one of the page on your site; and it will support you with a box where you can abruptly drop the received code.

Note: You must first register with '**Google Analytics**' for your website upon which they will provide you a JavaScript code.

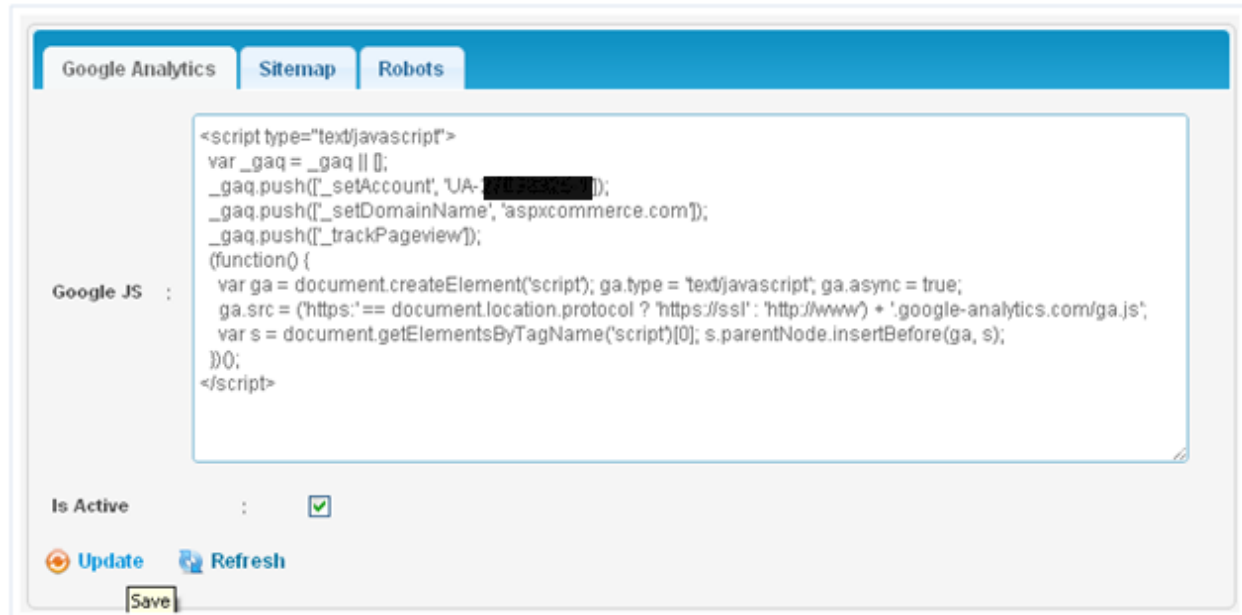
To get the site statistics follow the steps below:


Step1. On **SEO Extension** page, make sure you have the first tab selected .i.e. '**Google Analytics**'.



Step2. Enter the **Google JS code** provided during the time of **Google Analytics** registration in the **Google JS box**.

Step3. Click on the **'Is Active'** checkbox to activate the Google Analytics on your site.



Step4. Click the  **Update** option to apply Google Analytics to your website.



Sitemap:

Sitemap is a list of pages of a website accessible to crawlers or users. SageFrame SEO extension generates XML sitemap (regarded as more precise than HTML coding) that helps visitors and search engine bots find pages on the site.


Below are the steps to generate an **automated XML sitemap** and submitting them to major search engines in the single attempt:-

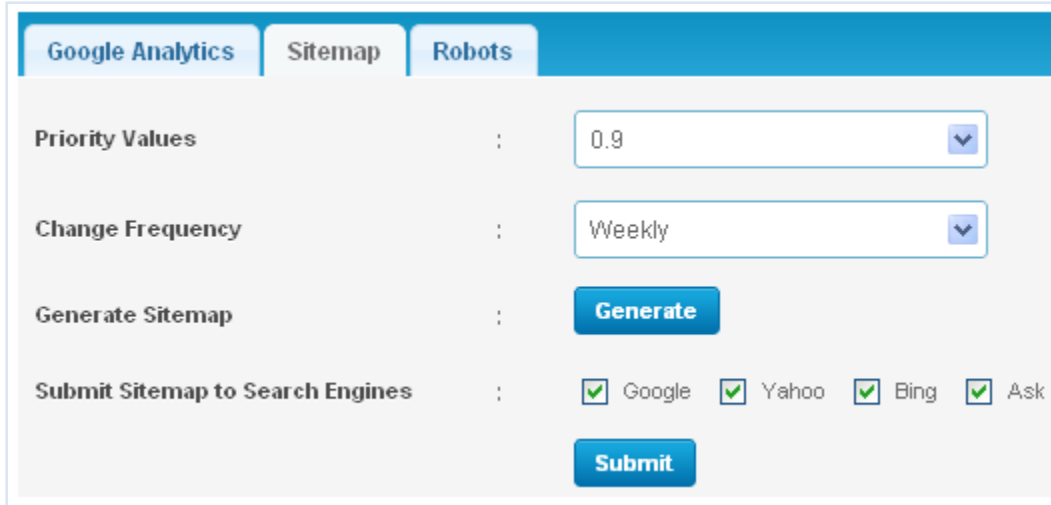
Step1.Priority Values: - This is mainly to define priority level for pages in your website for search engines to index them which you can choose from the drop down.

Step2. Change Frequency: - This option lets you set the sitemap update frequency depending on the updates you make to your website. You can choose the frequency of your as per your needs from the drop down.

Step3. Click on the  **Generate** option to generate sitemap; upon which you will be notified with  **Sitemap Generated Successfully!** message.

Step4. Click on the search engines checkboxes that you wish to submit the sitemap for your website. It is suggested to submit the sitemap to all of the major search engines.

Step5. Once you are done with all the sitemap fields; click the  button to update the sitemap.



The screenshot shows the 'Sitemap' configuration panel. It includes the following elements:

- Priority Values:** A dropdown menu currently showing '0.9'.
- Change Frequency:** A dropdown menu currently showing 'Weekly'.
- Generate Sitemap:** A blue button labeled 'Generate'.
- Submit Sitemap to Search Engines:** A row of four checkboxes, each with a green checkmark, labeled 'Google', 'Yahoo', 'Bing', and 'Ask'.
- Submit:** A blue button at the bottom of the form.


Robots:

Robots are a list of pages in the site that are not allowed to visit. Using robots assists search engines to escape the pages and search for the correct one which saves time for browsing.

Follow the steps below to disallow pages visit on your site:-

Step1. Go to **Robots** tab on **SEO** extension module.

Step2. Click on the checkboxes of the pages or paths for which you wish to refuse the access.

Step3. Click the  button to generate and update robots for the selected pages on the check boxed search engines.

Google Analytics Sitemap Robots

Google Yahoo Bing Msn **Generate Robots**

Path Not To Crawl

<input type="checkbox"/>	/Home
<input type="checkbox"/>	/Search-Result
<input type="checkbox"/>	/Admin/Profile-Definition
<input type="checkbox"/>	/Layout-Manager
<input type="checkbox"/>	/PageFour
<input checked="" type="checkbox"/>	/testpage
<input type="checkbox"/>	/Admin/ControlEditor