

SEO for Content Management Systems

Brent D. Payne

Tribune Interactive

@BrentDPayne

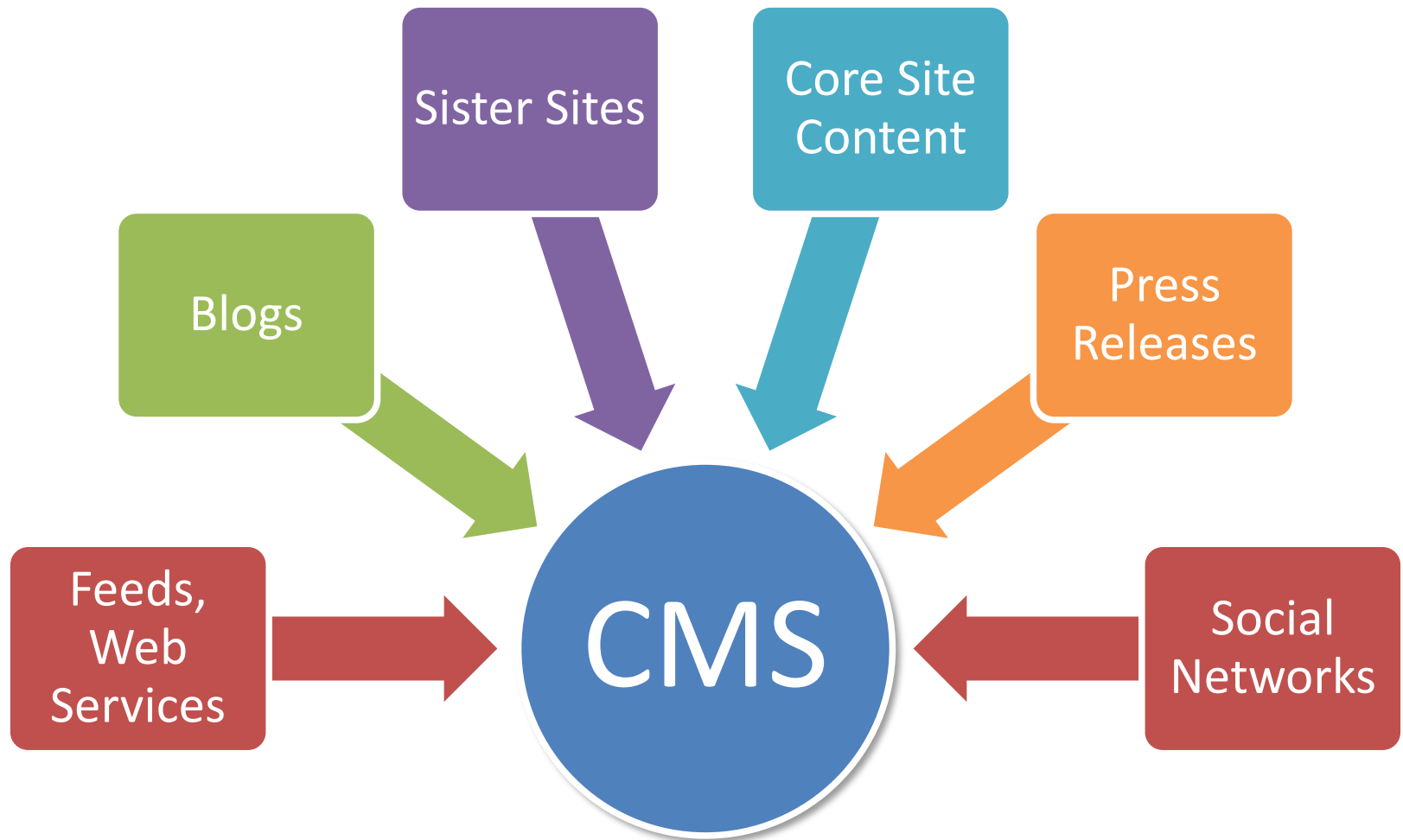
<sales pitch>

NOTE: Tribune has a service that allows your company to use Tribune's CMS.

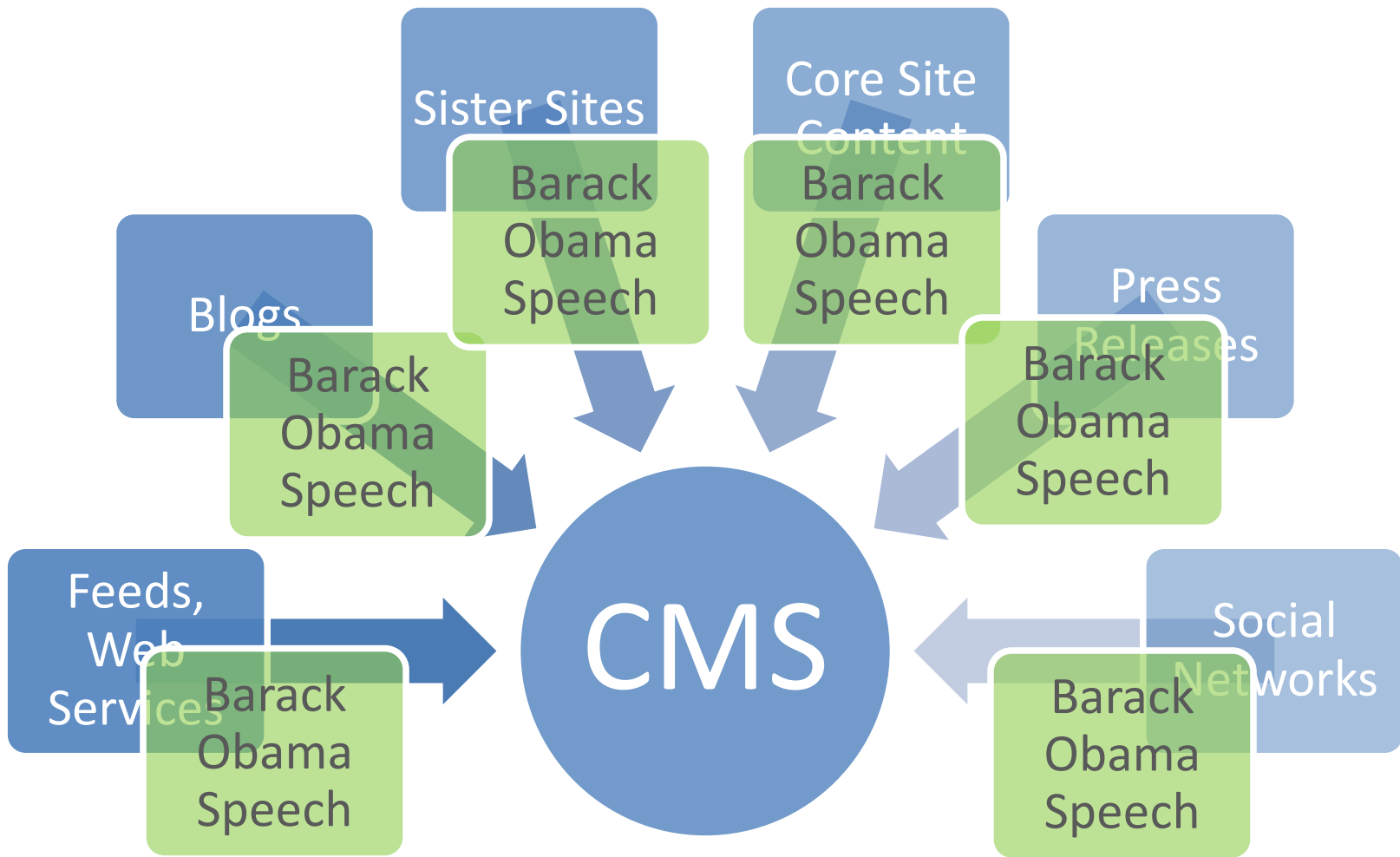
Contact bpayne@gmail.com if interested.

</sales pitch>

Make Your CMS the Control Center for All Content in Your Network



All Content Should Have A Specified 'SEO Phrase' It is Targeting



Use Factors Search Engines Would Use to Rank Your Content...

Popularity

LOCAL BLOGS

CNN

SMALL WEBSITES

NYTIMES

PERSONAL PROFILES

LATIMES

AUTHORITY

LOCAL BLOGS

SMALL WEBSITES

PERSONAL PROFILES

LATIMES

RELEVANCE

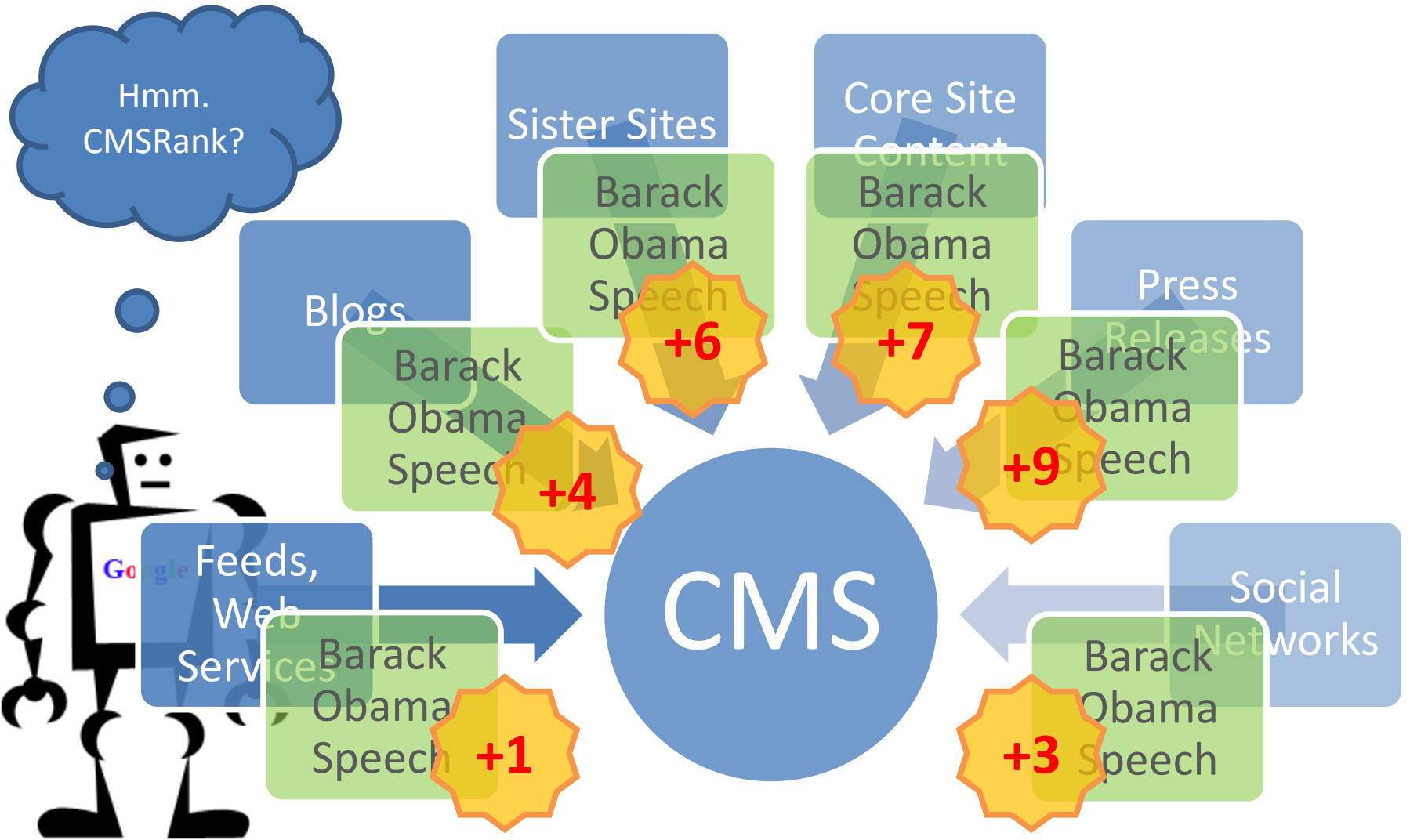
On-Page

Link Text

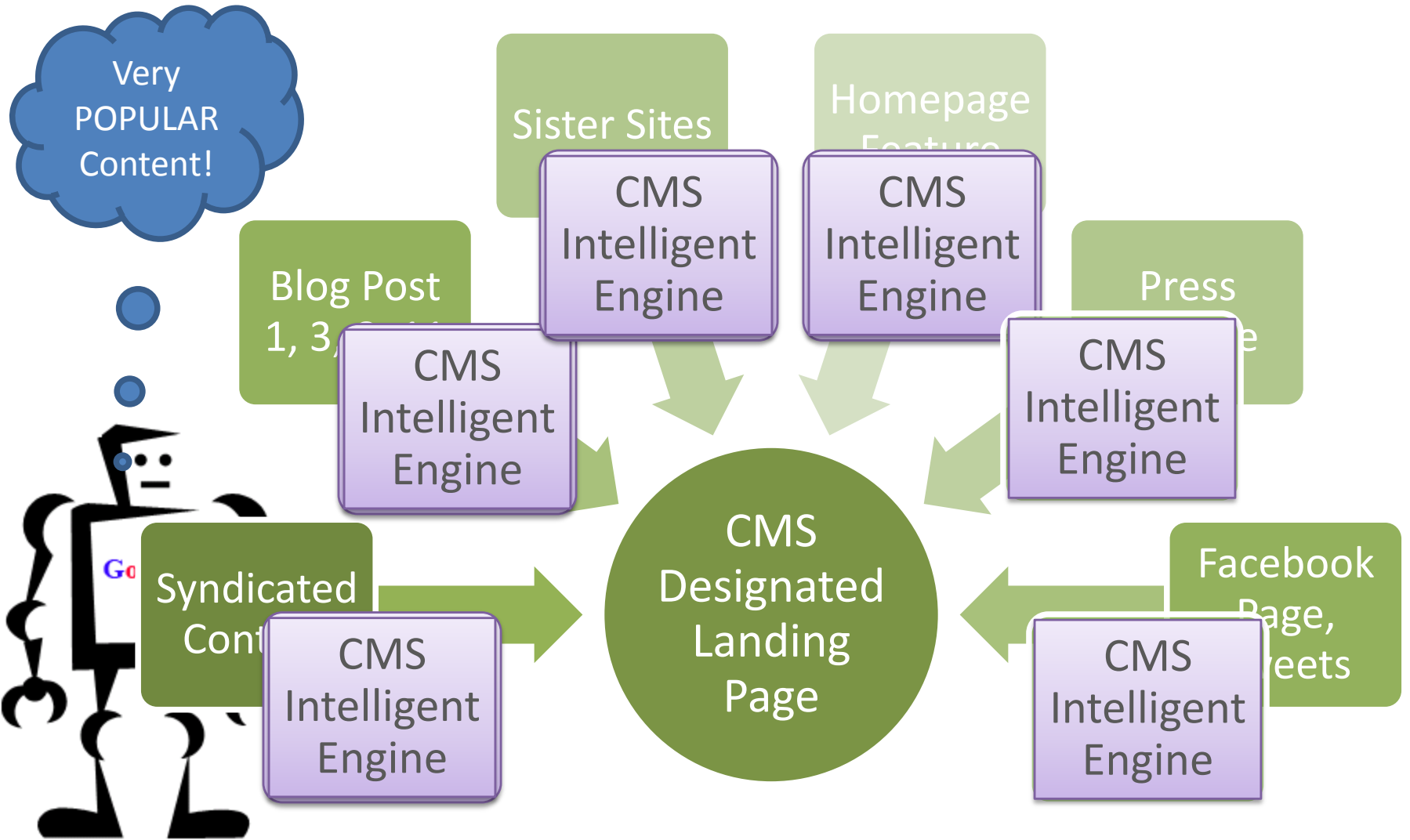
Off-Page

URL

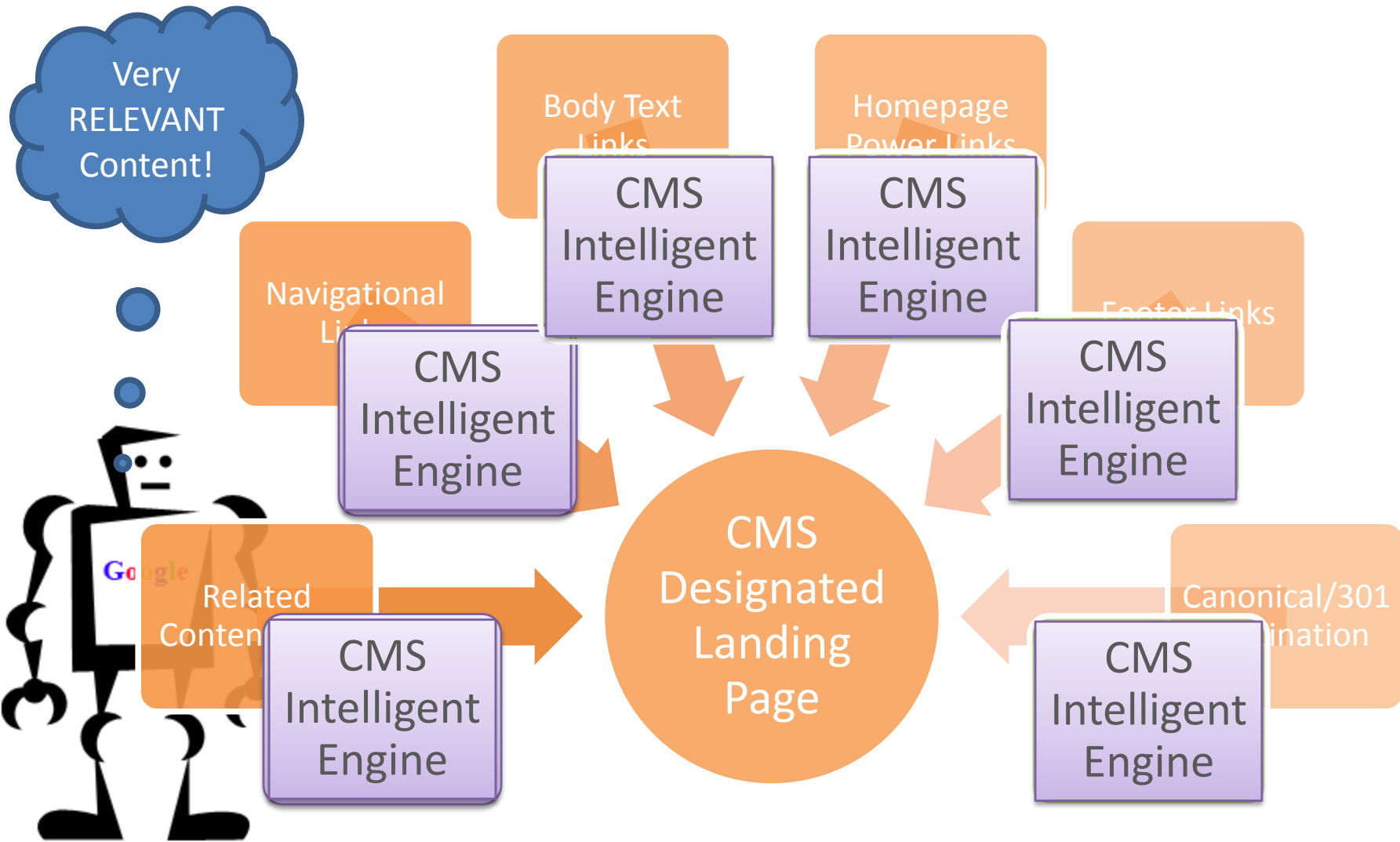
... And Assign a 'Score' to Each Piece of Content



CMS Uses the 'SEO Score' to Find Appropriately Pages to Link From . . .



... And Links via Various Locations Within the Pages



Top 12 Fields Your CMS Should Control on EVERY Page of Your Site, Individually

Title Tag

SEO Keyphrase
Focus

Bread Crumbs

H1 Tag

H2 Tag

Body Text

Navigational &
Footer Links

Canonical Tag

301 Redirect

Meta
Nofollow/Noindex

Rel="NoFollow"
(Inbound+OnPage)

Robot Specific
Allow/Disallow

Communicate Some Changes to the Search Engines

If Content Updates



XML Sitemap



Search Engine

Title Tag



SEO Keyphrase Focus



Bread Crumb



H1 Tag



H2 Tag



Body Text



Navigational & Footer Links



Canonical Tag



301 Redirect



Meta Nofollow/Noindex



Rel="NoFollow" (Inbound+OnPage)



Robot Specific Allow/Disallow



Edit Story

Slug:

ID: 53385149

Source:

Type:

State:

Owner:

Expire:

Keywords:

Field to determine canonical tag reference.

Exclusivity: Exclusive

Individual fields for Title tag, H1, H2 tag, and meta description.

Deckhead: (above headline)

Headline:

Subheadline:

*This field supports the <runtime> tag library.

Byline:

Titleline:

Use default titeline for this source

SEO Title:

SEO Description:

Tribune CMS Examples

Tribune CMS Examples

Taxonomy Tools:

Hide topic grid

Topics:

Barack Obama	Berkeley (Alameda, C...	Colleges and Univers...	Companies and Corpor...	Corporate Crime	Corruption	Education
Environmental Politi...	Farms	Health	Health and Safety at...	Heating, Ventilating...	Illinois	Indiana
Indiana University	Iowa	Kansas	Manhattan (New York...	Manhattan (Will, III...	Medical Procedures a...	Michael Hawthorne
Minnesota	Mississippi	Nature	Ohio	Politics	Regional Authority	Research
Science	Science and Technolo...	Syngenta AG	U.S. Environmental P...	University of Califo...	University of South...	Water
Water Supply	Will County	Wisconsin				

SEO Level: Always NoFollow

[Top of page](#)

Notes:

~~nofollow~~

~~noindex~~

301-redirect <http://www.brentdpayne.com/presentations/>

Save

Reset

- **Last Modified:** April 19, 2010 4:25 PM CDT
- **Created:** April 17, 2010 8:59 PM CDT
- [Record Update Log](#)
- [Content Item Relationships](#)

Taxonomy Word List

- Editable List of Associated Keyphrases to the Content

SEO Level/Always NoFollow

- Checkbox to Always NoFollow Any Links to the Content

Notes Section for More SEO Options

- Controls Meta Nofollow, Meta Noindex, and 301 Redirects

Edit Section Configuration

/health

Configuration

Section path: /health

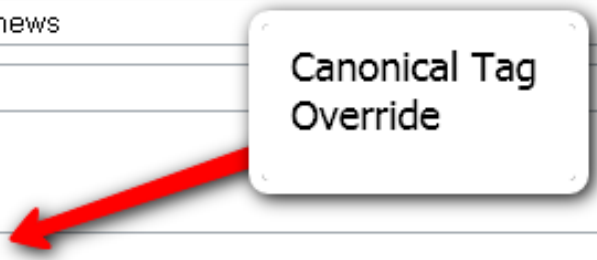
Section name: Health

Title tag: Chicago Health News: health news, healthy living and fitness

Keywords: health, chicago health, health news

Description: Chicago health news

Custom Parameters:

 canonical-override : 

Canonical Tag
Override

Tribune CMS Examples

```
<html>
<head>
  <meta http-equiv="X-UA-Compatible" content="IE=7"/>
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
  <title>Chicago Health News: health news, healthy living and fitness - chicagotribune.com</title>

  <meta name="keywords" content="health, chicago health, health news" />
  <meta name="description" content="Chicago health news" />

  <link rel="canonical" href="http://www.healthkey.com/" />
```

NOTE: The SEO Keyphrase Should Be Human Assigned Not Computer Generated

[z_message] Notes to other editors go in this field, which isn't published anywhere.

Section Break (Continuous)

[seo_title] Avatar review, James Cameron's Avatar gets three stars

Section Break (Continuous)

[seo_description] The first 90 minutes of "Avatar" are pretty terrific -- a full-immersion technological wonder. The other 72 minutes, less and less terrific.

Section Break (Continuous)

[seo_phrase] Avatar review

Section Break (Continuous)

[seo_notes]

Section Break (Continuous)

[head] 'Avatar' review: James Cameron delivers the best blend of live action and motion-capture animation to date, but story bogs down

Section Break (Continuous)

[head_deck] 'Avatar' is director's first feature since 'Titanic' 12 years ago

On-the-Fly SEO Research

Use the SEO Keyphrase for Research

- Use the SEO Keyphrase Field
- Make API Calls to Keyword Research Tools
 - Offer Various Options
- Make Calls to Link Strength Tools
 - Including Your Site and Competitor's
 - Provide Details Regarding Competitiveness
- Check On-Site Frequency of SEO Keyphrase in Anchor Text
- Display Other Pages On-Site that Have Specified the Same Keyphrase

On-the-Fly SEO Scoring

Score Your SEO by Utilizing the Keyphrase

- Does the SEO Keyphrase Appear in the ...
 - Title Tag
 - H1 Tag
 - URL
 - First Paragraph of Text
- What is the keyword density of the SEO Keyphrase
 - On the entire page
 - On just the body text portion of the page
- Appearance of the SEO Keyphrase in image ALT Text
- Provide an Overall **Red Light**, **Yellow Light**, **Green Light**

Site Wide System Controls

SEO Keyphrase
Destination



Bread Crumbs



Navigational &
Footer Links



Canonical Tags



301 Redirects



Meta
Nofollow/Noindex



Rel="NoFollow"
(Inbound)



Robot Specific
Allow/Disallow



Taxonomy System: Individual and Global Body Text Links Control

Taxonomy Tools:

Hide topic grid

Topics:

Barack Obama	<input checked="" type="checkbox"/>	Berkeley (Alameda, C...	<input checked="" type="checkbox"/>	Colleges and Univers...	<input checked="" type="checkbox"/>	Companies and Corpor...	<input checked="" type="checkbox"/>	Corpor...
Environmental Politi...	<input checked="" type="checkbox"/>	Farms	<input checked="" type="checkbox"/>	Health	<input checked="" type="checkbox"/>	Health and Safety at...	<input checked="" type="checkbox"/>	Heati...
Indiana University	<input checked="" type="checkbox"/>	Iowa	<input checked="" type="checkbox"/>	Kansas	<input checked="" type="checkbox"/>	Manhattan (New York...	<input checked="" type="checkbox"/>	Manh...
Minnesota	<input checked="" type="checkbox"/>	Mississippi	<input checked="" type="checkbox"/>	Nature	<input checked="" type="checkbox"/>	Ohio	<input checked="" type="checkbox"/>	Politic...
Science	<input checked="" type="checkbox"/>	Science and Technolo...	<input checked="" type="checkbox"/>	Syngenta AG	<input checked="" type="checkbox"/>	U.S. Government	<input checked="" type="checkbox"/>	
Water Supply	<input checked="" type="checkbox"/>	Will County	<input checked="" type="checkbox"/>	Wisconsin	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	

Notes:

[nofollow](#)

[noindex](#)

301-redirect <http://www.brentdpayne.com/pre>

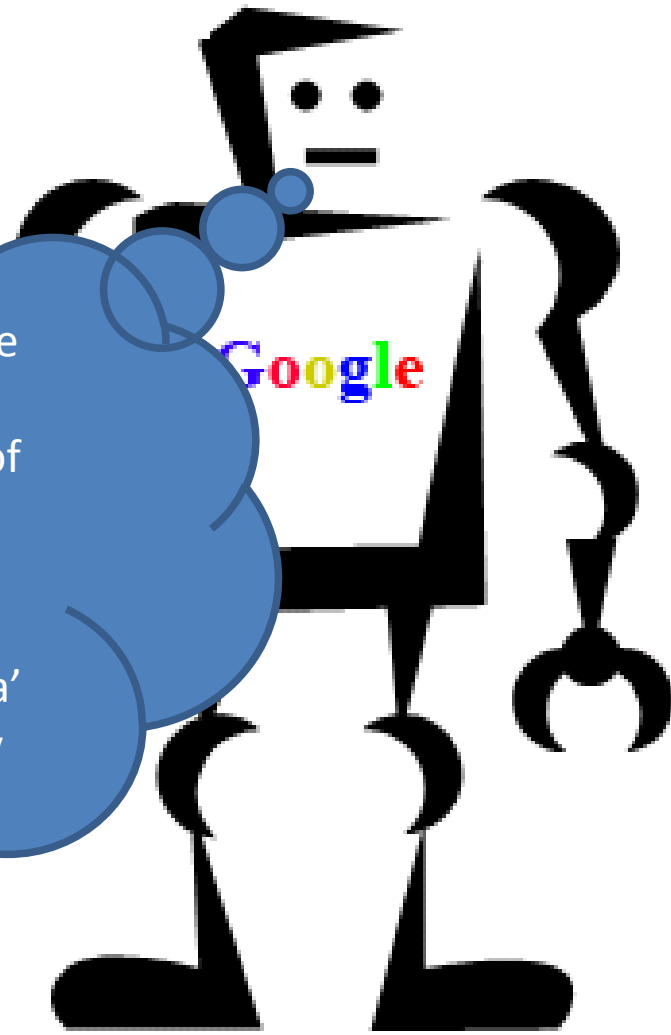
Save

Reset

- **Last Modified:** April 19, 2010 4:25 PM CDT
- **Created:** April 17, 2010 8:59 PM CDT
- [Record Update Log](#)
- [Content Item Relationships](#)

The Tribune CMS can change the destination page of all occurrences network wide of specific anchor text in the content.

For example, 'Barack Obama' links can be directed to any URL!



301 Redirect/Canonical Tag Tool

Create New SeoRedirect(s)

Search For Content Item Manually Enter Content Item (Pattern)

Content Item Search*: Keywords:
Slug:

Step
1

Showing 1 to 100 slugs. [Next](#)

- [klla-video-grubbs-arrest](#)
Alleged Tiger Woods Mistress Arrested in SoCal
2010-04-15T07:58:25Z
KTLA-LTV
Live
- [wgnam-tiger-woods-nike-spot](#)
Tiger Woods' new Nike commercial
2010-04-08T02:43:51Z
WGNRADIO-LTV
Live
- [wjw-tiger-woods-mistress-arrested-txt](#)
Tiger's Alleged Mistress Arrested
2010-04-14T19:14:08Z
WJW-LTV
Live

Step
2

SeoRedirect ID: 318

Name*:

Domain Pattern (Leave blank for all):

SeoRedirect Slug/Topic ID/Pattern*:

SeoRedirect*:

Expire*: November 29, 2009

Status:

Step
3

WordPress SEO

Joost de Valk

Joined September 2008



Joost is a WordPress SEO Stud

- He Builds Cool WordPress Plugins
- Has a Blog All About WordPress SEO
- Has a Podcast About WordPress SEO Too!
- Note: Joost Did NOT Pay Me to Say This . .

WordPress Plugins: All in One SEO Pack

Extend Home

Plugins

■ Developer Center

Themes

Ideas

Kvetch!

Popular Tags [More »](#)

widget (883)

Post (777)

admin (585)

posts (542)

plugin (516)

sidebar (497)

comments (449)

images (423)

links (311)

google (283)

page (277)

rss (240)

twitter (233)

All in One SEO Pack

[Description](#) [Installation](#) [FAQ](#) [Stats](#)

Author: [halls of montezuma](#)

Optimizes your Wordpress blog for Search Engines (**Search Engine Optimization**).

[Download now!](#)

If upgrading, please back up your database first!

Download

FYI

Version: 1.6.4

[Other Versions »](#)

Last Updated: 2009-7-14

Requires WordPress Version: 1.5
or higher

Compatible up to: 2.8.1

[Author Homepage »](#)

[Plugin Homepage »](#)

[Donate to this plugin »](#)

All in One SEO Pack

- Allows for significant flexibility on the most important SEO aspects such as: title tag editing, flexibility to enter additional metas, duplicate content mitigation, canonical URLs, etc.

Download this Plugin

- <http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

See what others are saying...

1. [Plugin: All in One SEO Pack]
"You do not have sufficient permissions"
2. [Plugin: All in One SEO Pack]
Description for Categories
3. [Plugin: All in One SEO Pack]
WordPress 2.8.1

WordPress Plugins: Get Recent Comments

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Ideas

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Popular Tags [More »](#)

widget (883)

Post (777)

admin (585)

posts (442)

plugin (636)

sidebar (497)

comments (449)

images (323)

links (314)

google (283)

page (277)

rss (241)

twitter (233)

Get Recent Comments

Description Installation Screenshots Other Notes Stats

Author: Krischan Jodies

This plugin shows excerpts of the latest comments and/or trackbacks in your sidebar. You have comprehensive control about their appearance. This ranges from the number of comments, the length of the excerpts up to the html layout. You can let the plugin order the comments by the corresponding post, or simply order them by date. The plugin can (optionally) separate the trackbacks/pingbacks from the comments. It can ignore comments to certain categories, and it offers support for gravatars. It only gives extra work to the

Download

FYI

Version: 2.0.6

[Other Versions »](#)

Last Updated: 2009-3-31

Requires WordPress Version: 1.5
or higher

Compatible up to: 2.8

[Author Homepage »](#)

Get Recent Comments

- Best for smaller blogs because the links to the posts with the most recent comments get linked to from the homepage. Increasing freshness in the Google index.

Download this Plugin

- <http://wordpress.org/extend/plugins/get-recent-comments/>

1. [Plugin: Get Recent Comments] How can i don't display de

comments blockquotes?
2. [Plugin: Get Recent Comments] It doesnt work with Wordpress 2.8

[Plugin: Get Recent Comments] Wrong WP Admin with a
comment

WordPress Plugins: Google News Sitemap Generator

- Extend Home
- Plugins
 - Developer Center
- Themes
- Ideas
- Kvetch!

Popular Tags [More »](#)

widget (883)

Post (777)

admin (585)

post (542)

plugin (536)

sidebar (497)

comments (449)

images (323)

links (314)

google (283)

page (277)

rss (240)

twitter (233)

Google News Sitemap Generator

Description Installation Stats

Authors: **Chris Jinks, David Stansbury**

Automatically generates a Google News XML sitemap for submission online via Webmaster Tools.

Follows Google guidelines:

- 1000 item limit
- Posts from the last 3 days

Download

FYI

Version: v1.3

[Other Versions »](#)

Last Updated: 2009-7-27

[Plugin Homepage »](#)

[Donate to this plugin »](#)

Google News Sitemap Generator

- Generates a sitemap in the proprietary Google News Sitemap format.

Download this Plugin

- <http://wordpress.org/extend/plugins/google-news-sitemap-generator/>

Average Rating



(6 ratings)

See what others are saying...

1. [Plugin: Google News Sitemap Generator] google webmaster sitemaps does not recognize sitemap

2. [Plugin: Google News Sitemap Generator] exclude categories shows error after updating the new vers

3. [Plugin: Google News Sitemap Generator] Category keywords

4. [Plugin: Google News Sitemap Generator] Don't see the sitemap

WordPress Plugins: Google Web Sitemap Generator

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Popular Tags [More »](#)

widget (883)

Post (777)

admin (5

posts (5

plugin (5

idebar (497)

omments (449)

nages (323)

inks (314)

g (303)

page (27

s (240

witter (2

Google XML Sitemaps

[Description](#) [Installation](#) [Faq](#) [Screenshots](#) [Other Notes](#) [Stats](#)

Author: [Arne Brachhold](#)

This plugin will create a Google sitemaps compliant XML-Sitemap of your WordPress blog. It supports all of the WordPress generated pages as well as custom ones. Everytime you edit or create a post, your sitemap is updated and all major search engines that support the sitemap protocol, like ASK.com, Google, MSN Search and YAHOO, are notified about the update.

Related Links:

Download

FYI

Version: 3.1.4

[Other Versions »](#)

Last Updated: 2009-6-21

Requires WordPress Version: 2.1
or higher

Compatible up to: 2.8

[Author Homepage »](#)

[Plugin Homepage »](#)

[Donate to this plugin »](#)

Google Web Sitemap Generator

- Generates an XML Sitemap that is compatible with Google and most other major search engines. Increases ease of crawlability for the search engines and also improves frequency of crawl.

Download this Plugin

- <http://wordpress.org/extend/plugins/google-sitemap-generator/>

See what others are saying...

1. [Plugin: Google XML Sitemaps]

How long does it take to generate a sitemap?

2. [Plugin: Google XML Sitemaps]

"not found" errors from Google Webmaster Tools

to check a website in Google XML

WordPress Plugins: Page Links to

Extend Home

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widget (883)

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admin (585)

posts (542)

plugin (536)

sideba (497)

commen (449)

image (323)

links (14)

google (265)

page (277)

rss (241)

twitter (233)

Page Links To

Description Installation Screenshots Stats

Author: [Mark Jaquith](#)

Page Links To is a plugin that allows you to make a WordPress page or post link to a URL of your choosing, instead of its WordPress page or post URL. It also will redirect people who go to the old (or "normal") URL to the new one, using a redirect style of your choosing (301 Moved Permanently is standard, but you can enable 302 Moved Temporarily redirects if you wish.)

This is useful for setting up navigational links to non-WordPress sections of

Page Links to

- Allows you to redirect any page/URL to any other page/URL of your choice. You can even choose a 301 redirect or 302 redirect option. Note: Always use 301 redirect though.

Download this Plugin

- <http://wordpress.org/extend/plugins/page-links-to/>

Download

FYI

Version: 1.8

[Other Versions >](#)

Last Updated: 2009-4-18

Requires WordPress Version: 2.7
or higher

Compatible up to: 2.8

[Author Homepage >](#)

[Plugin Homepage >](#)

[Donate to this plugin >](#)

Average Rating



(55 ratings)

See what others are saying...

1. [Plugin: Page Links To] Page Links To - Not opening links in same tab
2. can't link the pages to another website
3. List Posts With Custom Fields as List Posts

WordPress Plugins: Redirection

Extend Home

Plugins

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Ideas

Kvetch!

Popular Tags [More »](#)

widget (883)

Post (777)

admin (585)

posts (542)

plugin (536)

sidebar (497)

comments (449)

images (323)

links (314)

google (283)

page (277)

rss (241)

twitter (233)

Redirection

Description Installation Faq Screenshots Other Notes Changelog Stats

Author: John Godley

Redirection is a WordPress plugin to manage 301 redirections, keep track of 404 errors, and generally tidy up any loose ends your site may have. This is particularly useful if you are migrating pages from an old website, or are changing the directory of your WordPress installation.

New features include:

Redirection

- Unlike 'Page Links to', this plugin allows you to find 404 pages and redirect them to other locations.

Download this Plugin

- <http://wordpress.org/extend/plugins/redirection/>

Download

FYI

Version: 2.1.22

[Other Versions »](#)

Last Updated: 2009-7-13

Requires WordPress Version: 2.3
or higher

Compatible up to: 2.8.1

[Author Homepage »](#)

[Plugin Homepage »](#)

[Donate to this plugin »](#)

★★★★☆
(69 ratings)

See what others are saying...

are not working anymore...
2. HELP! Comment Redirection
3. [Plugin: Redirection] - Help!! -
installation nothing works
redirection plugin - 404 error -
faucron

WordPress Plugins: SEO Smart Links

Extend Home

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widget (883)

Post (777)

admin (585)

posts (542)

plugin (530)

sidebar (497)

comments (449)

images (393)

links (314)

google (299)

page (277)

rss (240)

twitter (235)

SEO Smart Links

[Description](#) [Installation](#) [Faq](#) [Screenshots](#) [Other Notes](#) [Stats](#)

Author: [Vladimir Prelovac](#)

SEO Smart Links provides automatic SEO benefits for your site in addition to custom keyword lists, nofollow and much more.

SEO Smart Links can automatically link keywords and phrases in your posts and comments with corresponding posts, pages, categories and tags on your blog.

Further SEO Smart links allows you to set up your own keywords and set of matching URLs. Finally SEO Smart links allows you to set nofollow attribute and

Download

FYI

Version: 2.1

[Other Versions »](#)

Last Updated: 2009-5-26

Requires WordPress Version: 2.3
or higher

Compatible up to: 2.7

[Author Homepage »](#)

[Plugin Homepage »](#)

[Donate to this plugin »](#)

SEO Smart Links

- Allows for consistent inline links in posts, comments, etc. to specified destination URLs. Helps to drive consistent anchor text to landing pages of your choice.

Download this Plugin

- <http://wordpress.org/extend/plugins/seo-automatic-links/>

Average Rating

4.5 out of 5

(32 ratings)

[See what others are saying...](#)

1. [Plugin: SEO Smart Links] Not working for me to

2. [Plugin: SEO Smart Links] Not working for me

3. [Plugin: SEO Smart Links] Great

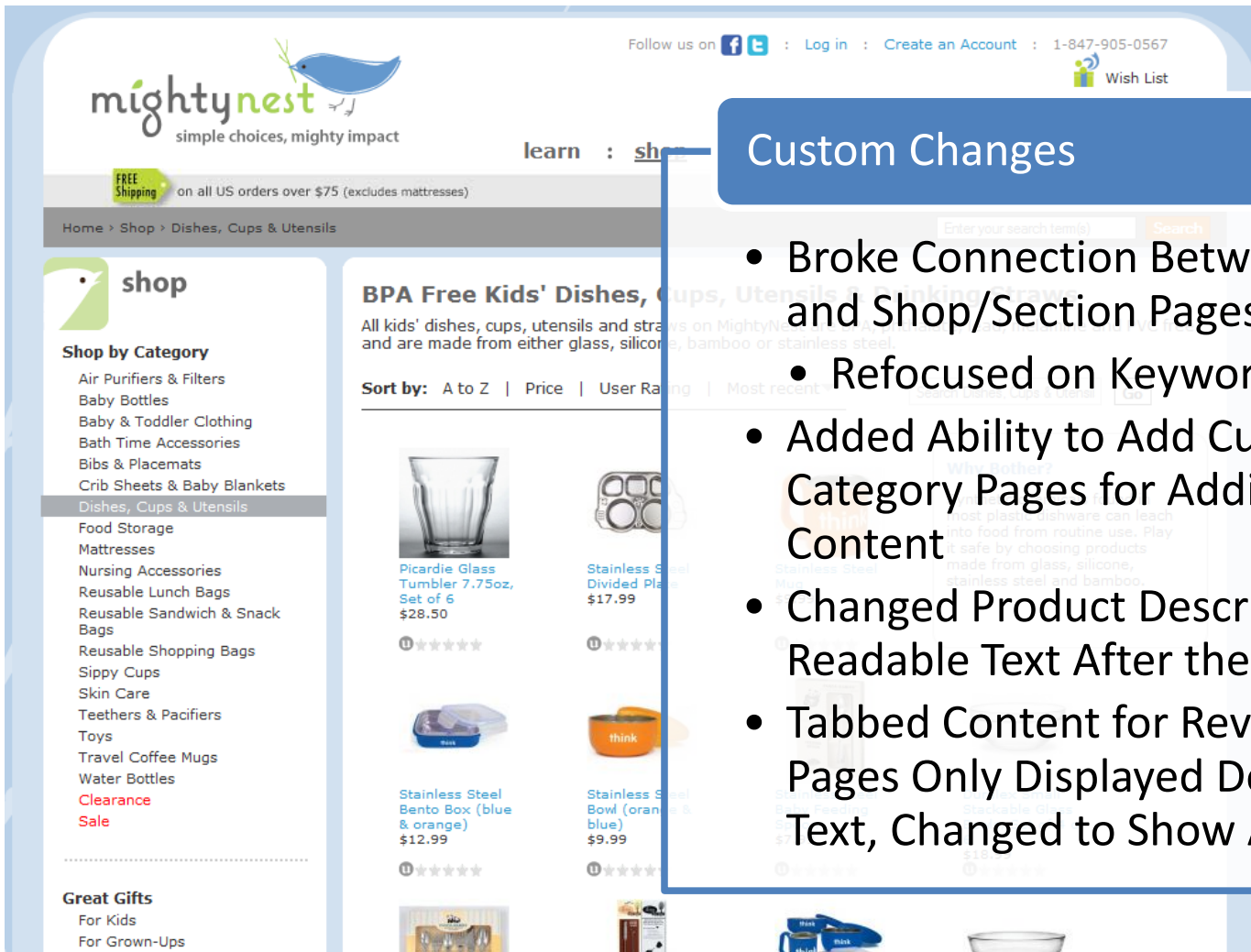
[Plugin: SEO Smart Links] Causes huge CPU spikes

Drupal SEO

Basic SEO Changes

- H1s/H2s Removed/Refocused on SEO Keyphrases Versus Style
- Removed Sitemap Delay to Allow for Faster Crawls
- Deployed Appropriate 301 Redirects to Remove Duplicate Content Caused from HTTPS Pages

Drupal SEO



Custom Changes

- Broke Connection Between Navigation and Shop/Section Pages
 - Refocused on Keyword Research
- Added Ability to Add Custom Text to Category Pages for Additional Unique Content
- Changed Product Descriptions to Have Readable Text After the 'More' Link
- Tabbed Content for Reviews on Product Pages Only Displayed Default Tabbed Text, Changed to Show All Tabbed Text

Drupal SEO

mightynest
simple choices, mighty impact

Follow us on [f](#) [t](#) : [Log in](#) : [Create an Account](#) : 1-847-905-0567

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FREE Shipping on all US orders over \$75 (excludes mattresses)

Home > Shop > Dishes, Cups & Utensils > The Complete BPA Free Feeding Set (Blue)

The Complete BPA Free Feeding Set (Blue) by thinkbaby
SKU: TBFeedBlue

Quantity:

Price: \$39.99

[Add to cart](#) [Add to Wish List](#)

[Write a Review](#) | [Save](#) | [Print](#) | [Share](#)

The Complete BPA Free Feeding Set Details:
This Feeding Set is free of BPA, phthalates, PVC, and Melamine. Items have a food grade stainless steel and polypropylene exterior.

[more >](#)

The Complete BPA Free Feeding Set Reviews

[Our Take](#) [Expert Reviews](#)

Review coming soon...

Related Information

[BPA in the News: No Easy Answers](#)
When I first heard about BPA in receipts, I thought, how much exposure could really come from that? I should have been thinking—this chemical is

Creating a Non-Toxic Nursery

Stainless Steel Divided Plate

Custom SEO Tools

- Global Rules for Title Tags Sitewide or Customizable at Page Level
- Global Rules for Meta Tags Sitewide or Customizable at Page Level
- Installed Drupal Plugin '[Global Redirect](#)' to 301 Redirect All 'node' References to the Real URL
- Installed a Ping to Auto-Ping Search Engines of Content Changes



Contact Information

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 - DL# ORE97622BP
 - Passport: 925638201