Top Tips for Search Engine Optimisation

So, you’ve completed your Web Business Readiness training – well done! Now that you have access to the Content Management System, here are some Search Engine Optimisation (SEO) tips that you can refer to when writing content, to ensure that pages are ranked highly by search engines.

What is SEO, and why is it important?
SEO is the process of making online content as visible as possible to search engines like Google and Bing, thereby enabling the content to rank higher in search results. More and more people use search engines to research universities, degree programmes and academic projects – web pages with great SEO will appear at the top of these search result pages.

Put simply, great SEO means that more people will visit your web page! That could help you to reach business goals – for example, it could generate more enquiries from prospective students.

Guidelines for publishing content

Titles
- The title that you give your web page should reflect the main focus of what the page is about
- Aim for a maximum of 65 characters including spaces
- Avoid abstract titles as these are harder for search engines to understand – be clear!
- Include any keywords that will help to identify your subject matter
- Where possible, use unique titles to help search engines distinguish one page from another
- Remember that only each page needs a title, not each page subsection

Meta Descriptions
- Always populate a section’s metadata ‘description’ field with a summary of the page content
- Aim for a maximum of 156 characters, including spaces
- Descriptions don't actively affect SEO ranking, but they are used when pages appear in search results, so well-constructed descriptions will encourage more people to visit a page

Body text
- Always include keywords relating to your core subject matter within the first paragraph
- If possible, try to use the same keywords (or variations of) as you used in your page title
- Avoid overusing the same keyword more than two or three times per page

Links
- Always hyperlink from a relevant keyword(s) and never use devices such as 'Click Here'

Images
- When you upload an image to the CMS Media Library, be sure to populate the default image description – search engines can’t comprehend images, so need words to describe them!
- When adding images to your content, be sure to populate the ALT tag with the image description, where this option is available – this helps SEO and also page accessibility too