

Search Engine Page Optimisation...

When setting up a new page follow these steps to get a search engine friendly result...

A. "Document Title" field...

Enter contents in this manner: "page name - website area - website name"
ie. if on the "Dive Rainbow Warrior" page...

Dive Rainbow Warrior - Wreck Sites and Shipwrecks of New Zealand - Dive Planet NZ

B. "Page Link Name" field...

Enter contents in this manner: "page name"
ie. if on the "Dive Rainbow Warrior" page...

Dive Rainbow Warrior

C. "PageName" field...

This is the name of the file itself, so all lowercase with no special characters or spaces.

Enter contents in this manner: "pagename"
ie. if on the "Dive Rainbow Warrior" page...

diverainbowwarrior

Note: keep the filename to 18 characters or less, you can drop words out or abbreviate to keep name size down if the overall name would end up being too long.

ie. "diverainwarrior" or some such.

D. "CompanyName" - NOT REQUIRED with your website.

E. "Edit MetaTags"...

Displayed as:

```
<meta name="description" content=""><meta name="keywords" content="">
```

Fill the empty content areas with the data entered into your "Document Title" field...

ie... if it was for the Dive Rainbow Warrior as used above...

```
<meta name="description" content="Dive Rainbow Warrior - Wreck Sites and Shipwrecks of New Zealand - Dive Planet NZ"><meta name="keywords" content="Dive Rainbow Warrior, Wreck Sites and Shipwrecks of New Zealand, Dive Planet NZ">
```

Preferably replace the "-" in the keywords content with "," as shown above.

F. Page Content...

If using an image as a header then make sure it has a Title attribute displaying the same contents as "B. Page Link Name" above.

Select the image, then click the "Edit Image Specification" button.

In the "Title" field in the popup: type, for example, Dive Rainbow Warrior.

Click OK.

I also like to add an "alt" attribute to the image... it's just like the title but Google likes it included.

So access the source code and add the alt as shown in the below example...

```

```

Include a text header on your pages too.

This header should display the same contents as "B. Page Link Name" above.

ie. For the "Dive Rainbow Warrior" page it would of course be...

Dive Rainbow Warrior

Highlight this text and from the "paragraph" dropdown select "Heading 1"

Make sure this header text is separated from other text by a linebreak or you will end up converting all the text in that paragraph into the H1 style.