

Search Engine Optimization (SEO) Best Practices

For your Industry Web Pages

According to Wikipedia, Search Engine Optimization (SEO) is “the process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.” The process of SEO can range from the simple to the complex. Indeed, certain companies have whole teams of personnel dedicated to this task.

As part of CPS readiness here at TE, implementation of SEO will commence in Phase 4 – the Template Review task in Overall Content Planning. CPS will allow you to manipulate certain elements that can affect SEO. There are also content-related tasks that can improve your search ranking. Below are the most relevant “best practices” to assist you in optimizing your pages. You will also find other, field-relative SEO instructions embedded in the copy deck. Look for the call out “SEO Tips”!

SEO TIP:

Remember to insert ALT tags for each image!

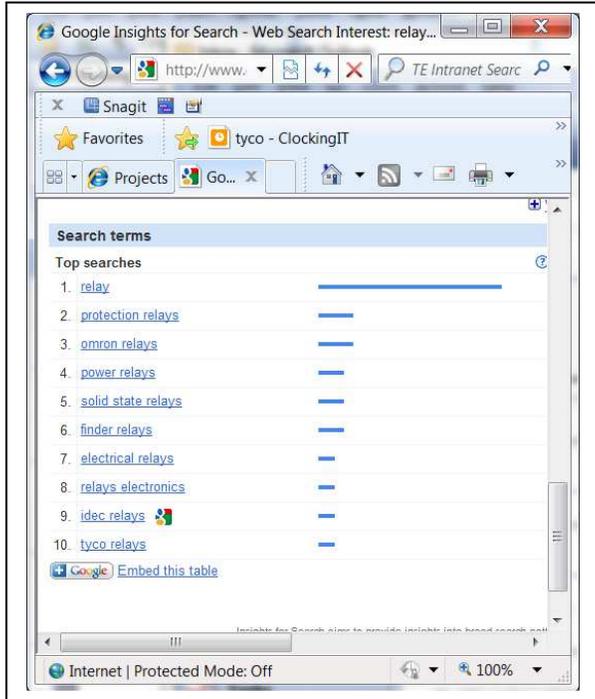
For a more in-depth look at SEO, please review the SEO Requirements documentation on the Playbook site. Should you have any questions regarding SEO, please contact :

Klaas Pieter Jimmink: klaas-pieter.jimmink@tycoelectronics.com

Adam Vasquez: adam.vasquez@tycoelectronics.com

Keywords

Keywords are the terms that users will enter into a search engine when looking for information on a particular topic. Websites containing strategic use of those keywords can rise higher in search engine ranking than those that don't. Therefore, keyword research should be an integral part of your website planning. You can actually build your pages around keywords as there are several areas per page in which you can insert them.

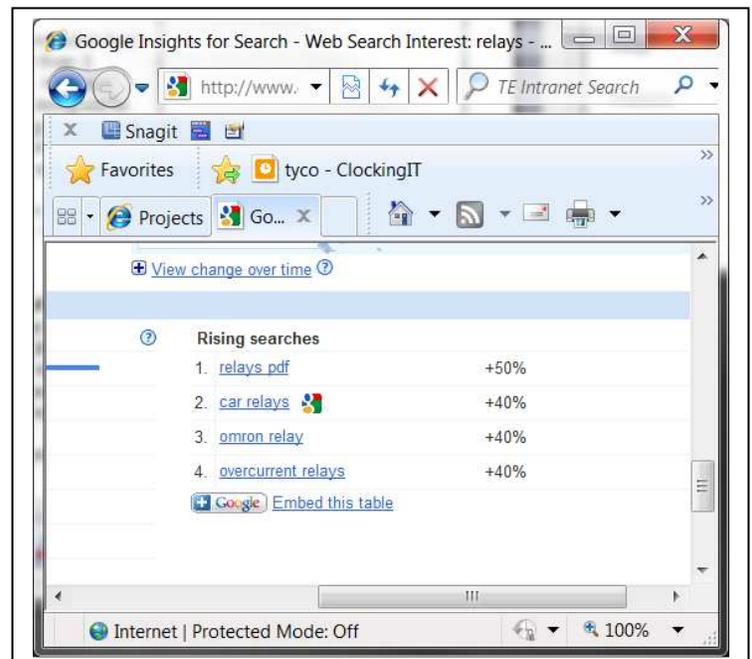


Google Insights chart showing popularity of the search term "relay" in category "electronics" in 2010.

Use tools such as Google Insights to discover popularity of search terms (but note that the most popular are not necessarily the best for your purposes) and SEMRush to discover which terms users searched to reach your competitors. Look at the regional and seasonal influences on this data.

It is generally recommended that you do not use more than 3 keywords on a page. However, these keywords are designed to direct the user to a specific page and should be relevant to that page as opposed to site-wide.

Keep track of trends in keywords. Google Insights provide insight on terms that are growing in popularity (see chart below) Use this intelligence for news, case studies and other non-static content.

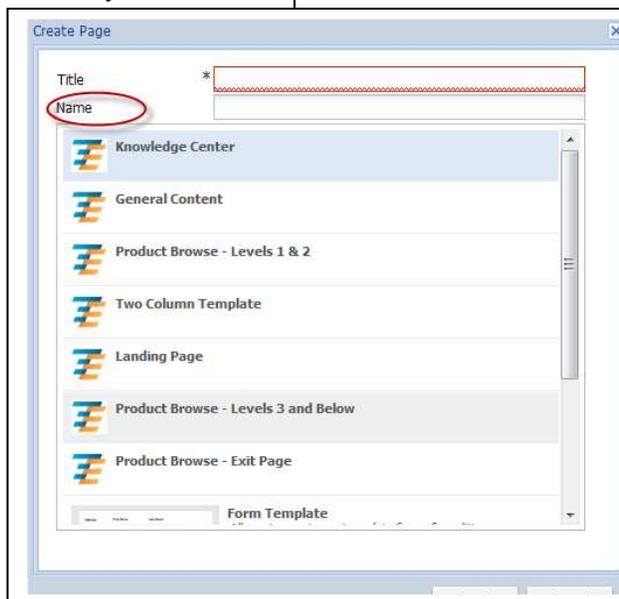
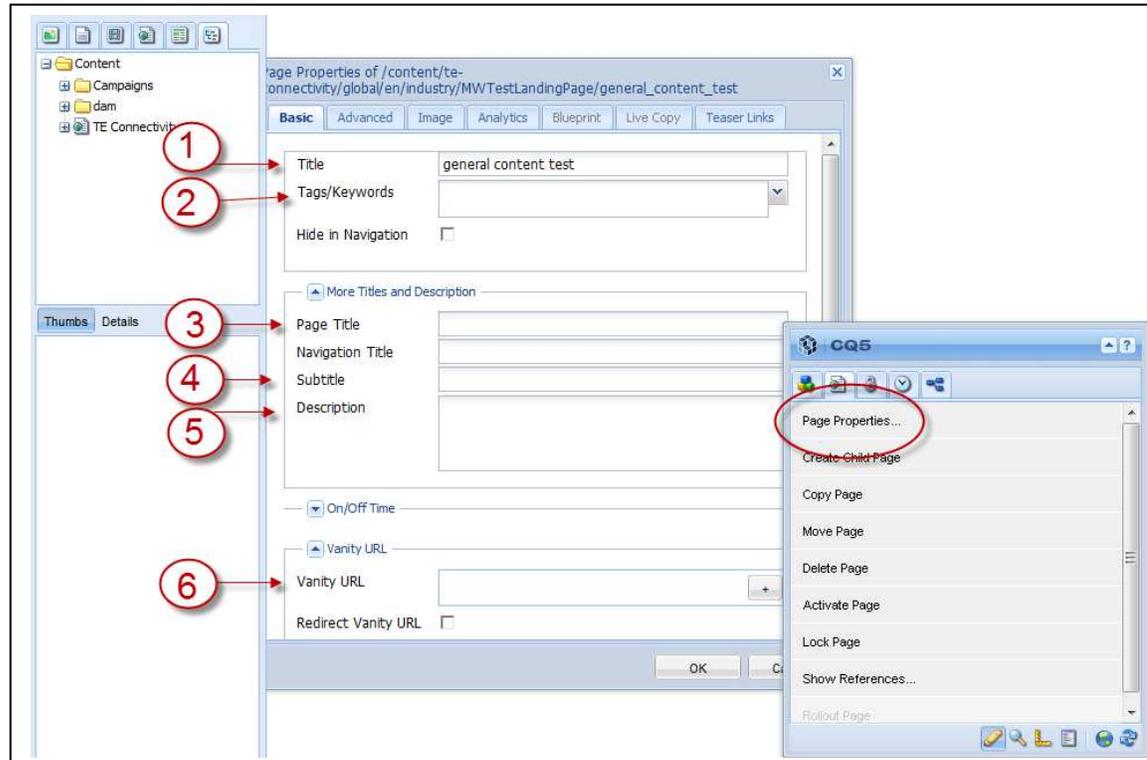


CQ5 and SEO

A number of the major SEO techniques outlined below can be modified via CQ5's "Sidekick" Page Properties screen.

Insert Keywords in <title> tag of page

Creating a page Title is one of the first steps in building a page in CPS, which also allows you to edit the page Title tag (#1). It is absolutely critical to insert keywords in



the title tag, because what is written inside the <title> tag shows in search results as your page title. The title also appears in the browser toolbar and provides a title for the page when it is added to a user's "favorites."

The title tag must be short (< 6 words) and the keyword must be near the beginning.

Insert Keywords in page URL

Keywords in URLs are a vital requirement as well, for example <http://www.te.com/circuit-protection-devise-industry.html>.

In CPS, when you create a new page, you can create search friendly URLs when you enter text in the **Name** field.

Be descriptive as possible using keywords.

A note about URL formatting:

At the moment we do not allow external links for legal reasons. However, TE.com pages and internal links (links to other TE.com pages) need to be formatted correctly. When you create a link in CPS the URL needs to start with a forward slash and should not end with a file extension such as .html. Be sure to insert keywords into your URLs. Links should also include hyphens between keywords and phrases, such as:

/ultrasound
/product-class

The rest of your URL <http://www.tycoelectronics.com/industry/medical/products> will have been already defined based on the page hierarchy you have built.

Generally, links should open in the same browser window. PDF, XLS, and DOC files should open in a new window (or Tab depending on browser) by setting the target to blank in the URL properties.

Avoid having more than 10 words in the URL (3 or 4 for the domain name itself and 6 or 7 for the rest of address is acceptable).

You can also define a “Vanity URL” via field #6 above. Vanity URLs are different and shorter than the page URL and are easier to remember. When enabled they can be used to point (via a redirect) to the page from printed materials or emails. For instance, instead of <http://www.tycoelectronics.com/industry/medical/products> your vanity URL for a special page may be http://www.tycoelectronics.com/medical_promo

Keywords and Body Copy

There are several best practices for writing body copy for the web, including knowing your audience and creating the appropriate message for them. From an SEO perspective, in general, having an adequate amount of unique relevant content can be a real boost for your site's rankings. This content needs to be different from the content on other (competitive) sites both in wording and topics. Frequently updating your content helps too from both a user and SEO perspective.

You will naturally want to also include appropriate keywords in your body copy. Here are a few principles to optimize the keyword process from a search perspective:

“Keyword Density” is an important factor within the body copy of the page. The body copy is the main content on the page and is typically in paragraph or list (bullets) format. A 3-7 % of the body copy should consist of major keywords, 1-2 for minor.

Keyword density of over 10% may penalize page rank, as it can be interpreted as purposeful "keyword loading."

Proper "Keyword Placement" includes inserting Keywords in the beginning of the copy. Keep in mind that the beginning of a page does not necessarily mean the first paragraph

"Keyword Proximity" is applicable for keyword phrases that consist of 2 or more words, and basically means words within a keyword phrase have more impact when kept together as a phrase.

Keyword use in Headings (<H1>, <H2>, <H3> tags)

See #3 and #4 (on page titles). Headings are the bolded or larger headlines on a page. Using Keywords in headings establishes the flow or theme of the content on a given page, while the targeted use of bold or larger font size can make them more noticeable.

Keyword use in <ALT> Tags

When adding an image to your page, the CPS Image component will prompt you to enter an ALT tag for every image. This should be standard practice. ALT tags remain hidden in the background but are used by screen readers for disabled viewers. Search engine "spiders" don't read images, but they do read their textual descriptions in the ALT tag. If you have images on your page, fill in the ALT tag with some descriptive keywords about each image.

Multimedia

When possible, include a transcript of your video or podcast as their contents are not yet searchable by search engines.

Meta Data

Insert Keywords into Meta Tags

See **# 2** in the screenshot above. A long time SEO standard, meta tags are not as important as they use to be, but Google, Yahoo! and Bing still look at them. Filling in these tags properly will certainly not hurt your optimization! Do not use misspellings of your keywords in the meta tags.

Meta Description

See **#5**. Meta descriptions are a bit more important than meta tags. A meta description should be a keyword rich, relevant summary of the content specific to that page.