



IMPROVE YOUR DIGITAL VISIBILITY

EPISERVER SEO

Searching the Web is the starting point for more than 50 percent* of all purchases made online. An optimized site can make your information available through Google the day you publish it. EPiServer SEO, fully integrated with EPiServer CMS at both site and page level, can assist you in the long-term and everyday SEO process.

Search Engine Optimization is extremely important in ensuring the visibility of your Web site in organic search results. To obtain good results, it is important that optimization is built into the process every time you build new pages and that your Web editors are automatically provided with guidelines as they publish. EPiServer SEO simplifies your daily SEO workflow so that it is taken into consideration at the same time that the Web content is created.

EPiServer SEO works at two critical points in the Web publishing cycle: when the developers create and code your pages; and whenever Web editors add new content. It combines SEO reporting tools, automated best-practice advice and integrates SEO guidance for editors.

*Source: Doubleclick/performics/comScore "Search before Purchase"

THE RESULT

You take control of SEO processes instead of hoping for the best; your Web editors get daily insight and advice to make every page SEO-friendly which helps you increase relevant traffic and conversion rates. EPiServer SEO is an important new tool in your marketing mix – and it's built into the EPiServer CMS, so creating and optimizing content is done in one easy process.

MAIN BENEFITS

- Instant SEO status of your digital visibility is verified after each adjustment
- Search Scorecard: your action plan for SEO improvement
- Prioritized action lists where most important items are clearly listed for editors and for developers
- Key top line SEO figures with drilldown details
- Click mapping and heat maps to show your Web site's hotspots
- Thorough understanding of your site through the Robot view: you see what the search spiders see
- Daily SEO-friendly Web editing – based on best practices
- Digital Visibility reports – where usability and SEO merge
- Industry/Country benchmarking.

EPISERVER SEO

All the things you need to know about a specific page when it comes to SEO

- **Editor advice:** With editor advice you get complete visibility on each page of what is good from an SEO perspective and what you can improve. The editor also receives examples and insight into best practices. Editor advice is an everyday tool describing both the error and how to fix it.
- **Linking:** The number and quality of inbound links is vital in your SEO work. With the linking tool you receive an overview of internal links, external links, number of referrals, percentage of total links and page rank.
- **Click-mapping:** With click-mapping you can check whether your links are visited the way you intended, and how user behavior varies over time. Check your use of keywords to make sure you use them in an optimal way across the Web site. Combine this with click percentages and evaluate over set time periods to ensure that you reach your SEO goals.
- **Heat-mapping:** The graphical hot-spots of heat-mapping provides you with a precise illustration of user click behavior - perfect for presentations and executive reports.
- **Robot view:** Your own pair of Google Eyewear! This is what the search engines see, and you normally don't. Urls, Meta tags, headings, preamble and line-in, content and links are presented. The result is that you get instant visibility of what needs to be improved.
- **Page statistics:** Who finds this page, how and where are they coming from? With Page statistics you can view top five search phrases, type of referrals, top five countries where your visitors come from and general page statistics.

- **Technical advice:** Check status during the development phase, a great tool for your partner or developer. With the technical advice function they receive digital visibility, page size, word count, page rank, technical advice priority rankings and links to pages.

GENERIC PAGE DATA

Check your Web site temperature regularly. Is it hot or not?

- **SEO Status:** A list of predefined KPIs to help you monitor the most important points of measurement.
- **Links:** See who's linking to you, and who is really generating traffic, as well their country of origin. Linking is vital in your SEO work.
- **Search phrases:** See how your keywords work and identify your top search phrases and from which search engine you receive traffic.
- **Benchmarking:** Compare for example, digital visibility and your Google page ranking with country or business average. See how you compare with your competitors and industry peers.
- **Alerts:** Receive important information on when and how SEO-related features on your site changes, for example, removed or missing scripts. This ensures that you can act rapidly to maintain your SEO rankings.



SYSTEM REQUIREMENTS

EPIserver CMS 5 R1,SP3 • EPIserver CMS 5 R2 • EPIserver CMS 5 R2, SPI • EPIserver CMS 5 R2, SP2

BEHIND EVERY GREAT WEB SITE ...

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ABOUT EPISERVER EPIserver AB is the world's fastest growing provider of Web Content Management (WCM) and online social community platforms. More than 2,500 customers worldwide use EPIserver CMS to create collaborative and engaging Web sites. The platform EPIserver CMS is the foundation of more than 8,500 Web sites and is used on a daily basis by more than 130,000 Web editors. EPIserver delivers its Web Content Management platform through an extensive network of more than 320 competent partner companies in 25 countries. EPIserver is a Microsoft Gold Certified Partner, with an AAA-ranking by Dun & Bradstreet since 2000. The company was founded in 1994 and has offices in the United States, Sweden, Denmark, Norway, Finland, the Netherlands, Australia, South Africa and the United Kingdom. For more information, please visit www.episerver.com

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