

SEM Coaching - 12

Building SEO-Friendly Websites Using XSitePro

XSitePro



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2021

XSitePro Web Design Software

If you want to create beautiful looking websites WITHOUT having to write or learn HTML, XSitePro Version 2 is THE BEST CHOICE!



XSitePro comes with a ton of very nice looking templates and very comprehensive tutorials and will have you creating beautiful looking websites in minutes.

Best of all, websites created by XSitePro is 100% SEO friendly!

Save \$20 off your purchase!

Coupon Code: 20discount

<http://www.XSiteProSoft.com>

PREMIUM XSitePro Templates

Want to create highly professional looking websites but can't seem to find the **RIGHT** template to use?



Check out the Business, Corporate and Content Publishing XSitePro templates created by [BuyXSiteProTemplates.com](http://www.BuyXSiteProTemplates.com)!

You'll be able over 20 PREMIUM XSitePro templates at one LOW price:

<http://www.BuyXSiteProTemplates.com>

Review: On-Page SEO Basics

On-Page SEO Components

❖ Key On-Page SEO Components

- Keyword Placement
- LSI Content Writing
- Internal Linking
- Absolute URLs

Keyword Placement

“On-Page” Search Engine Optimization

- “On Page” optimization involves structuring certain elements on a web page to better increase the relevancy of the web page in the search engines.
- A major element is strategically placing targeted keywords in:
 - Page Name (File Name e.g. keyword.html)
 - Title Tag
 - Meta Keywords and Description Tags
 - H1 Tag
 - Body Content

LSI Content Writing

LSI Content Writing Tips

- Do not keyword stuff the primary keyword phrase. No need to continually repeat the main keyword phrase.
- Use synonyms and related words in body content. This increases the value of the content and aids user understanding of the context of the article.
- Write for the human reader, not the search engine robots!

Internal Linking

Internal Linking Strategies

- Internal linking is the process of structuring all navigation and text links in your website with the goal of helping visitors navigate around your website and search engine spiders discover content more easily
- In your website body content, you can link related words and phrases to their respective pages via use of anchor text
- By clicking on the anchor text link, it allows the visitor to visit the hyperlinked page to explore further details of the related content

Anchor Text Example: Singapore Florist

```
<a href="http://www.domain.com/singapore-florist">Singapore Florist</a>
```



Absolute URLs

Absolute Versus Relative Linking

- Always use absolute links for internal links between web pages

Absolute Link

<http://www.domain.com/keyword.html>

Relative Link

[keyword.html](#)

Case Study: ASEA

The screenshot shows the homepage of the Asia Search Engine Academy. At the top left is the logo 'ASIA Search Engine Academy' with the tagline 'teaching the art & science of seo'. The top navigation bar includes links for Home, Training, Consulting, About Us, and Contact Us. On the left, a sidebar menu lists Home, Workshop, Testimonials, FAQ, Contact Us, and Site Map. The main content area features a photograph of three professionals (two men and one woman) working together at a desk in an office with a city view. Overlaid on the photo is the text 'SEO Certification Training' and 'Singapore, Malaysia, Indonesia, Philippines & Hong Kong'. To the right of the photo, there is a section for '5-Days SEO Certification Training' with details for Singapore (10-14 Nov 2010) and contact information.

ASIA
Search Engine Academy
teaching the art & science of seo

Home Training Consulting About Us Contact Us

■ Home
■ Workshop
■ Testimonials
■ FAQ
■ Contact Us
■ Site Map

5-Days SEO Certification Training

Singapore
10-14 Nov 2010

For further information, contact Aidah at:
+(65)8288-7210 or use our [Online Contact Form](#)

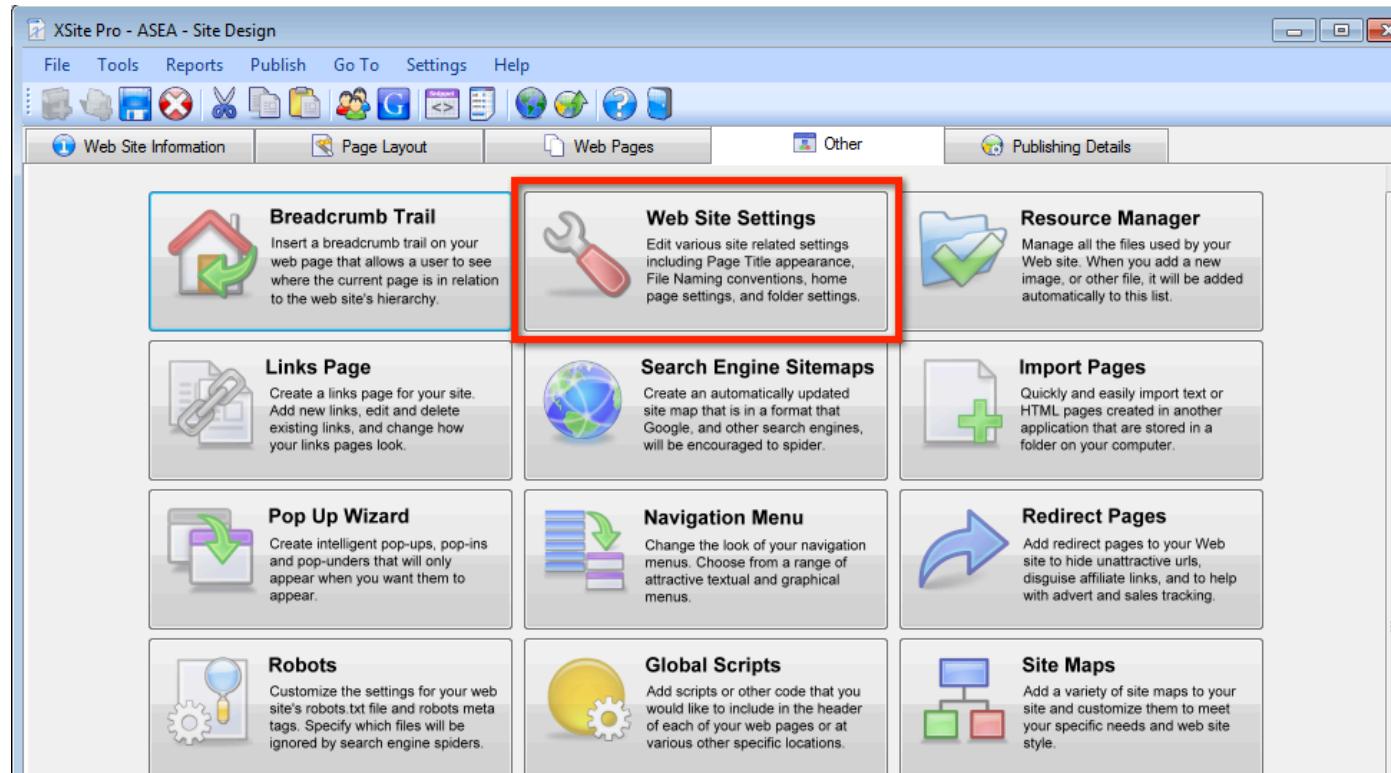
SEO Certification Training
Singapore, Malaysia, Indonesia, Philippines & Hong Kong

<http://www.AsiaSearchEngineAcademy.com>

XSitePro SEO Configuration

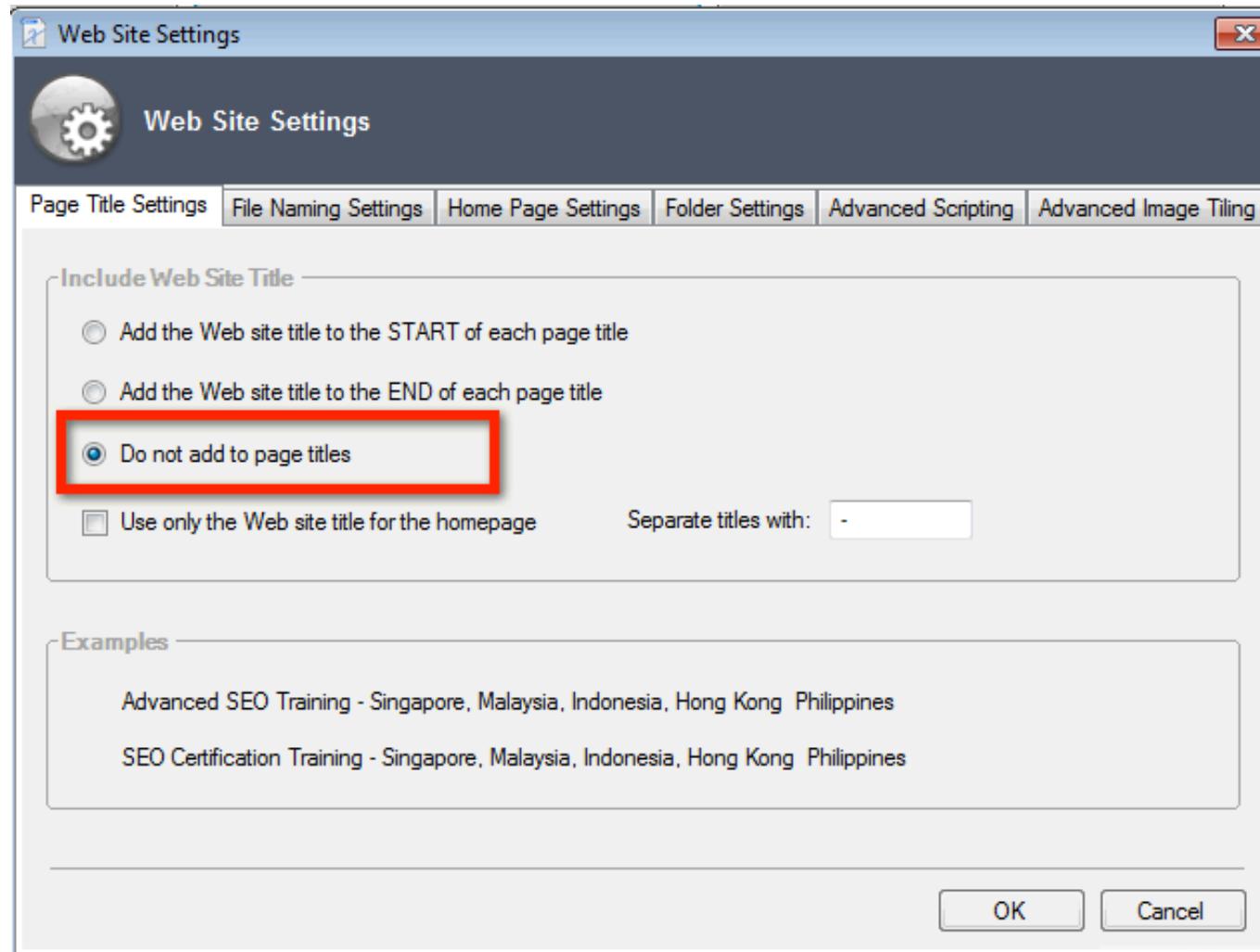
❖ Step #1 – Website Settings

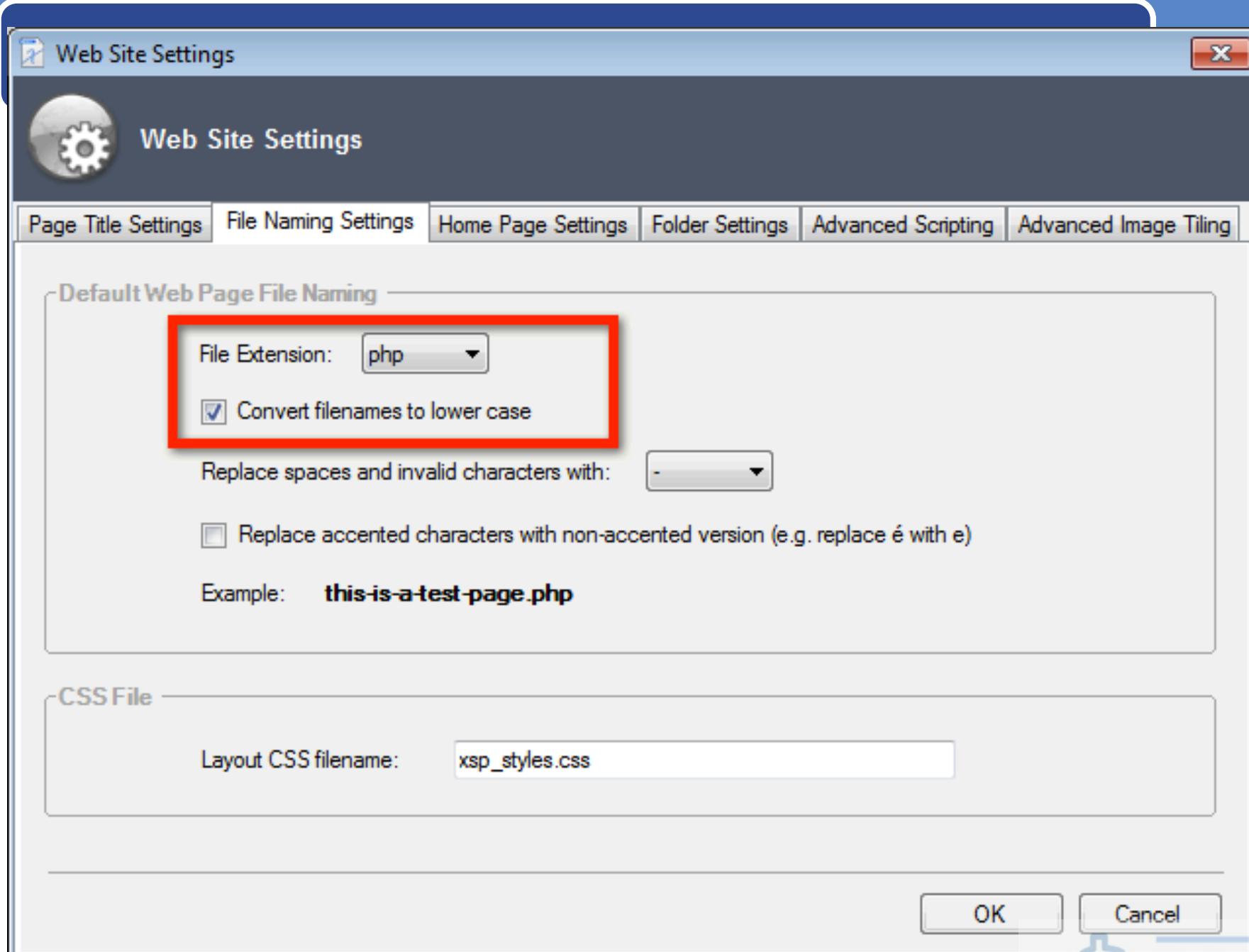
- Page Title Settings
- File Naming Settings



XSitePro SEO Configuration

■ Page Title Settings





XSitePro SEO Configuration

❖ Step #2 – Google Analytics Code

Google Analytics

Analytics Settings | View Reports: Click to select Website Profile | My Analytics Accounts: | Settings | My Account | Help | Sign Out

Common Questions

- How do I know that my tracking code is installed correctly?
- Why am I not seeing any data in my reports?
- I've added the tracking code, but the 'Status' column won't confirm it's receiving data. Why?

Recommended for you

Web Search and Site Search

Improve conversion rates by adding search to your site with Google's Custom Search. [Learn more »](#)

Resources

Help | Code Site | Features

Overview » (Edit account settings)

Sep 12, 2010 - Oct 12, 2010
Comparing to: Aug 12, 2010 - Sep 11, 2010

All Starred Day Week Month Year

Website Profiles + Add new profile

Name	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
[Redacted]	View report	✓						Edit Delete
[Redacted]	View report	✓						Edit Delete
[Redacted]	View report	✓						Edit Delete
[Redacted]	View report	✓						Edit Delete

XSitePro SEO Configuration

■ Check Status

Google Analytics

Analytics Settings | View Reports: www.asiasearchengineacademy.com | My Analytics Accounts:

Analytics Settings > Profile Settings

Profile Settings: www.asiasearchengineacademy.com

Profile ID

Main Website Profile Information	
Website URL:	http://www.asiasearchengineacademy.com
Default page :	
Time zone :	(GMT-07:00) Pacific Time
Exclude URL Query Parameters:	
Applied Cost Data:	Cost source from Adwords for user 399-018-2050
E-Commerce Website:	No
Site Search :	Don't Track Site Search
Currency displayed as:	US Dollar (USD \$)

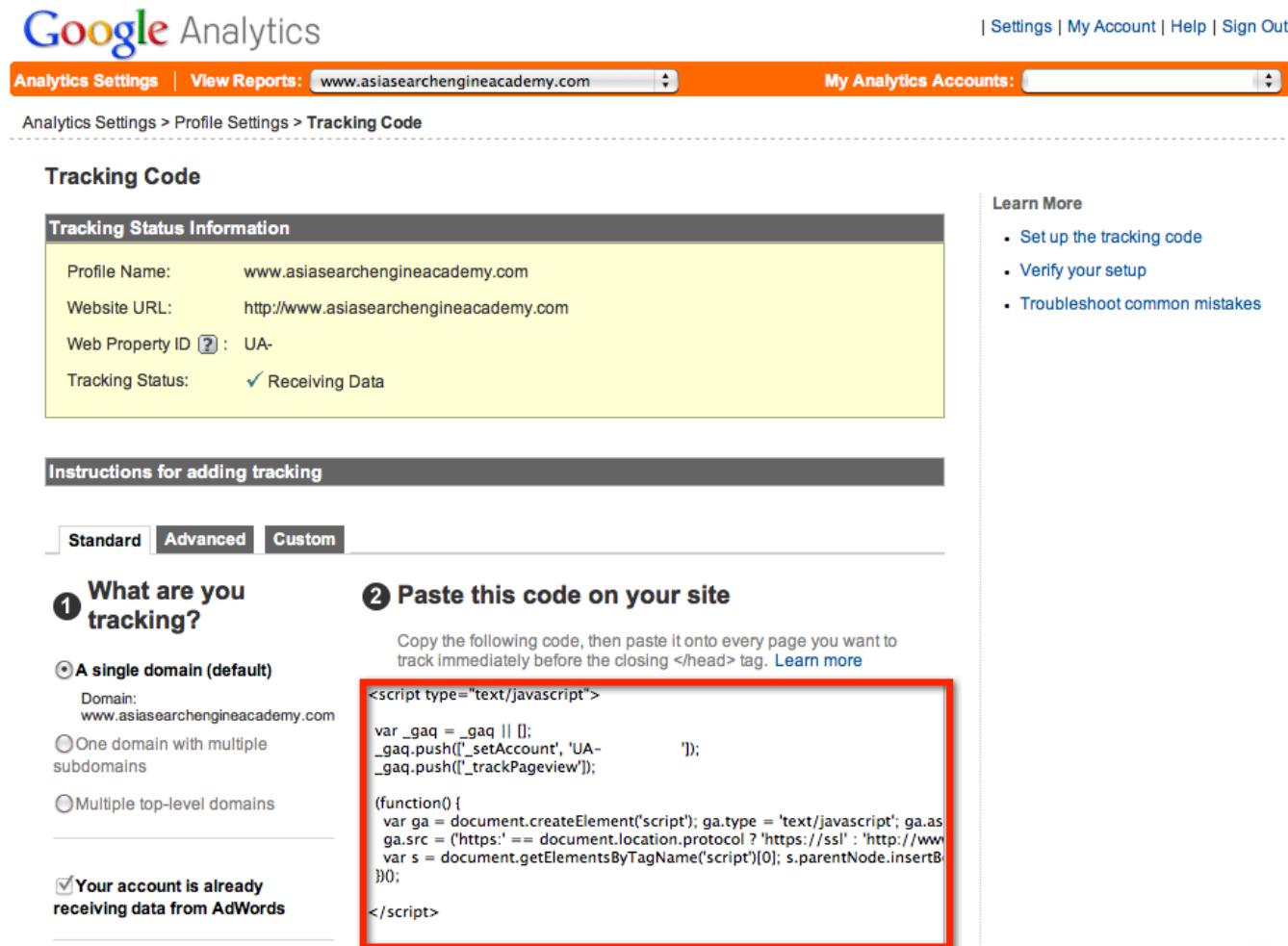
✓ Receiving Data (Check Status)

Common Questions

- What is a website profile, and what can I do with it?
- How do I set up goals?
- What is a filter?
- How do I grant other users access to my reports?

XSitePro SEO Configuration

■ Copy Code



The screenshot shows the 'Tracking Code' section of the Google Analytics 'Profile Settings > Tracking Code' page. It displays tracking status information and instructions for adding tracking code.

Tracking Status Information:

- Profile Name: www.asiasearchengineacademy.com
- Website URL: http://www.asiasearchengineacademy.com
- Web Property ID: UA- [redacted]
- Tracking Status: ✓ Receiving Data

Instructions for adding tracking:

① What are you tracking?

② Paste this code on your site

Copy the following code, then paste it onto every page you want to track immediately before the closing </head> tag. [Learn more](#)

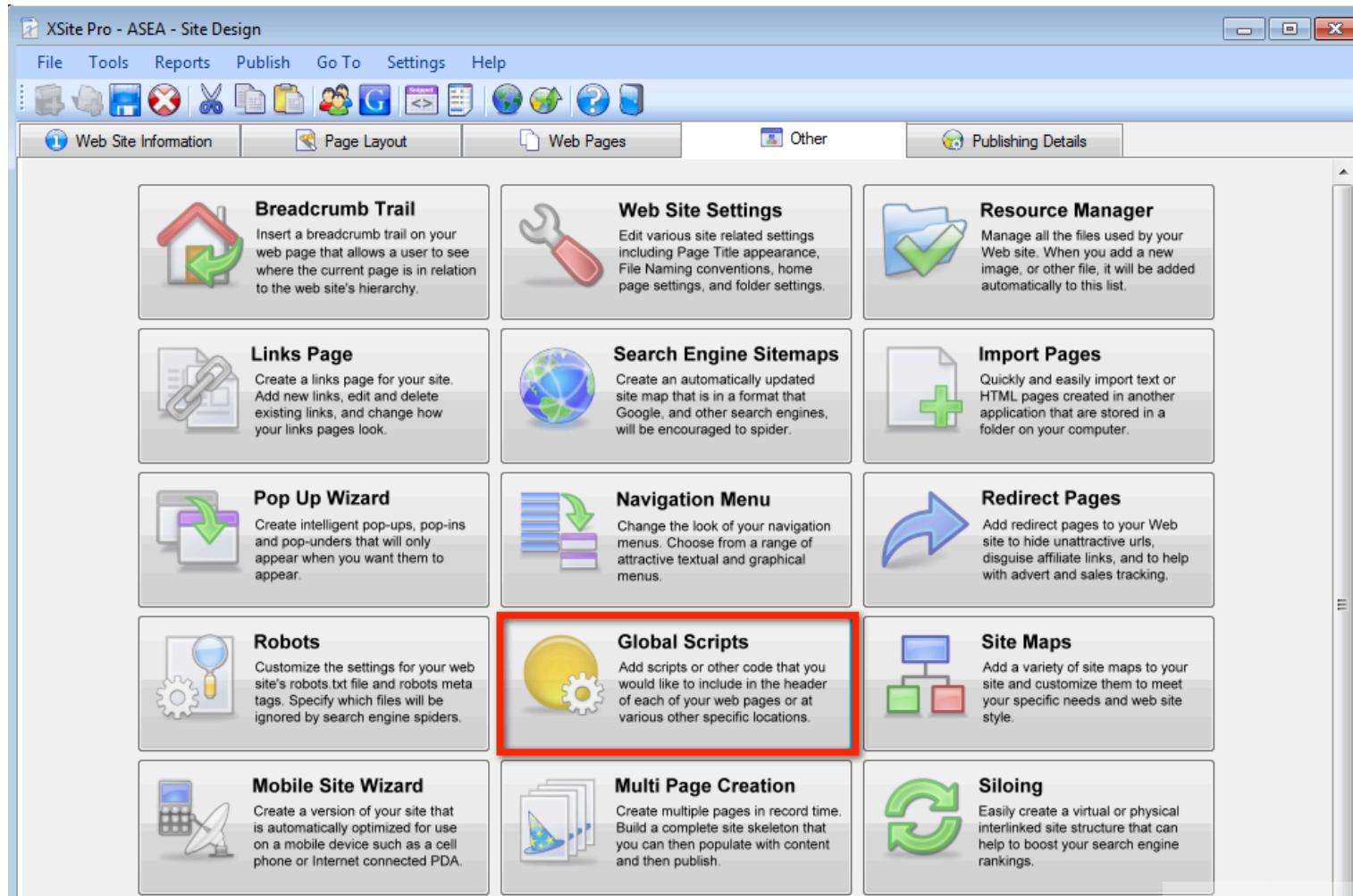
```
<script type="text/javascript">
var _gaq = _gaq || [];
_gaq.push(['_setAccount', 'UA- [redacted]']);
_gaq.push(['_trackPageview']);

(function() {
  var ga = document.createElement('script'); ga.type = 'text/javascript'; ga.async = true;
  ga.src = ('https:' == document.location.protocol ? 'https://ssl' : 'http://www') + [redacted];
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(ga, s);
})();

</script>
```

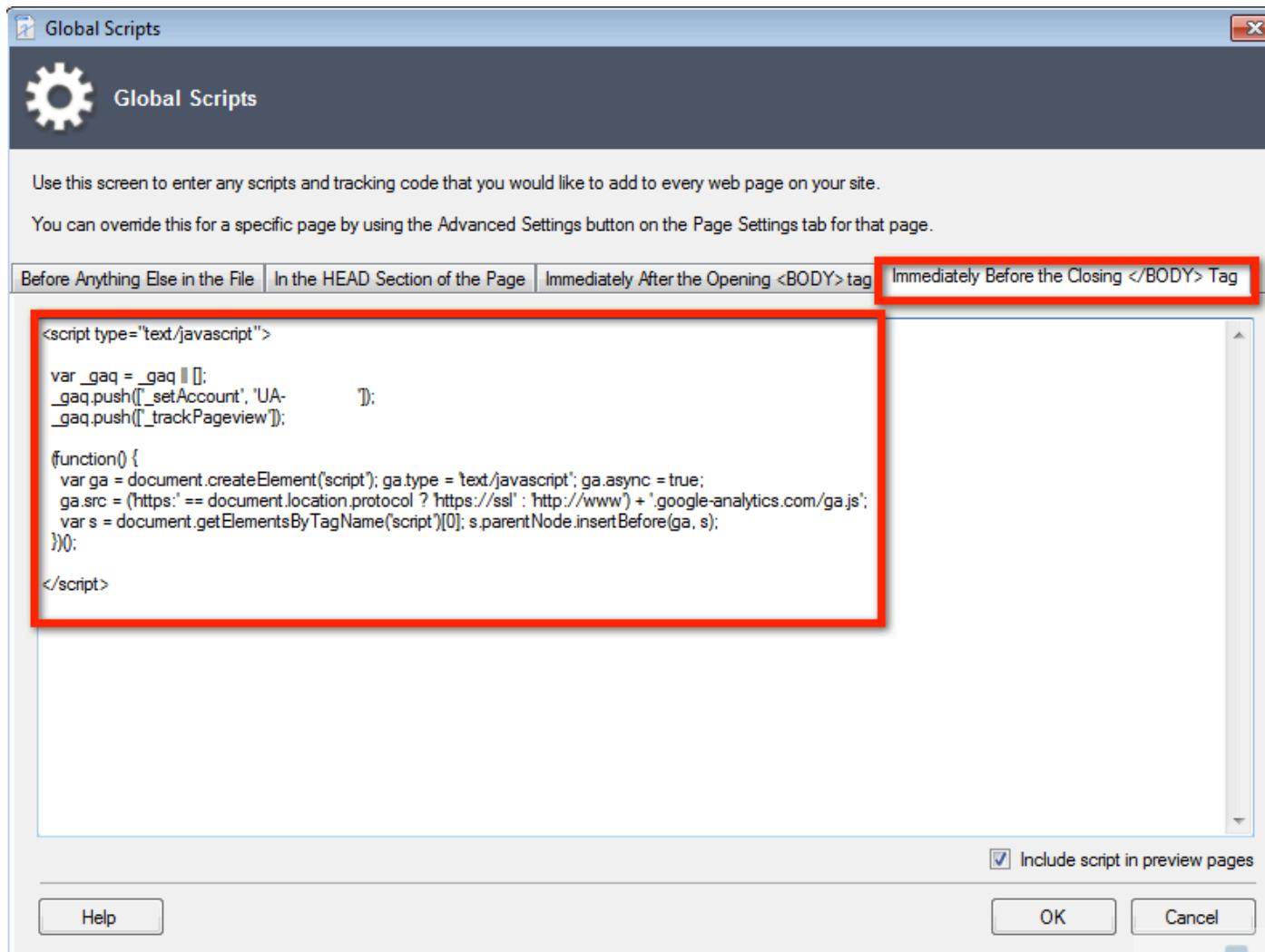
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❖ Step #3 – Global Scripts



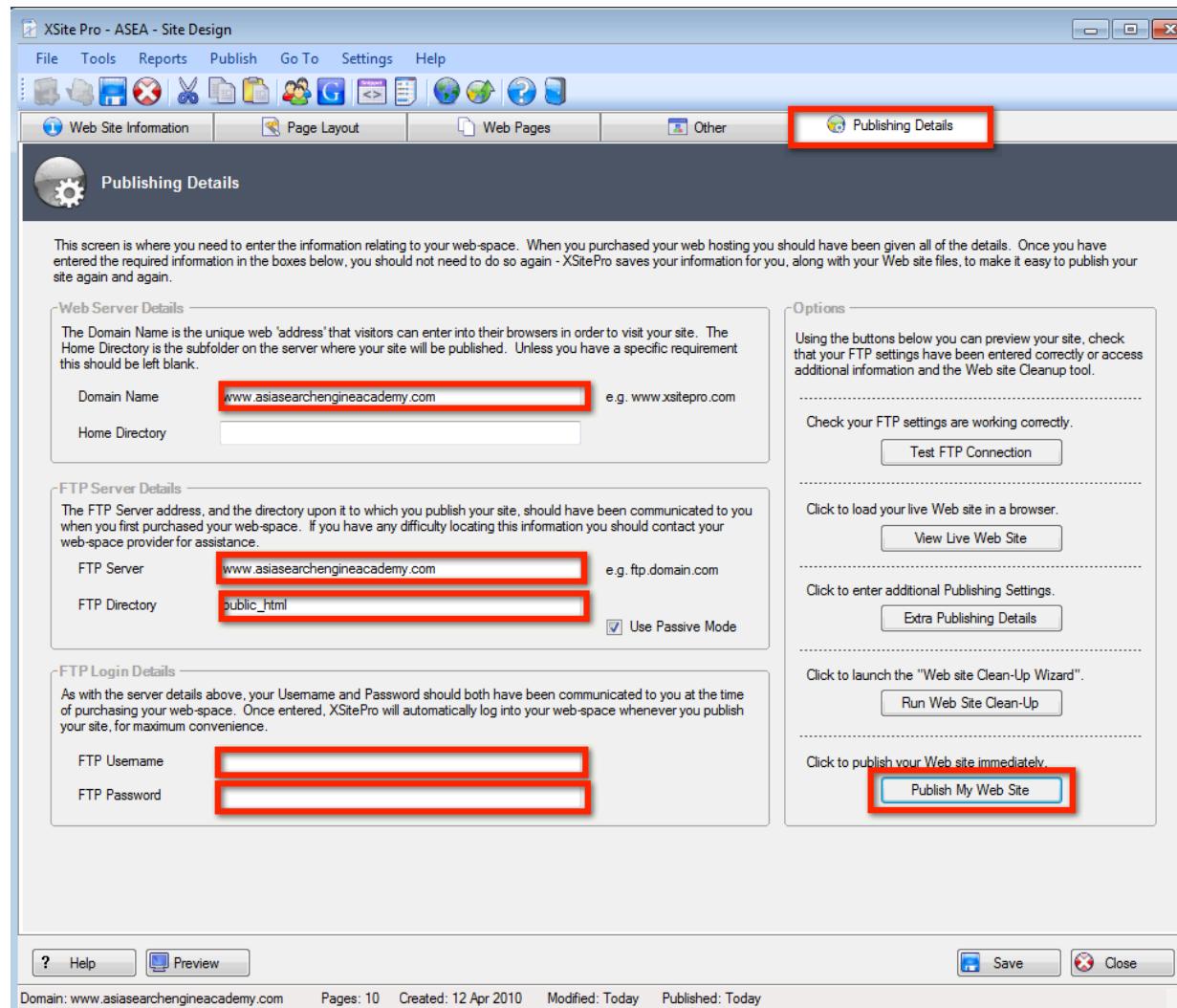
XSitePro SEO Configuration

- Immediately Before the Closing </BODY> Tag



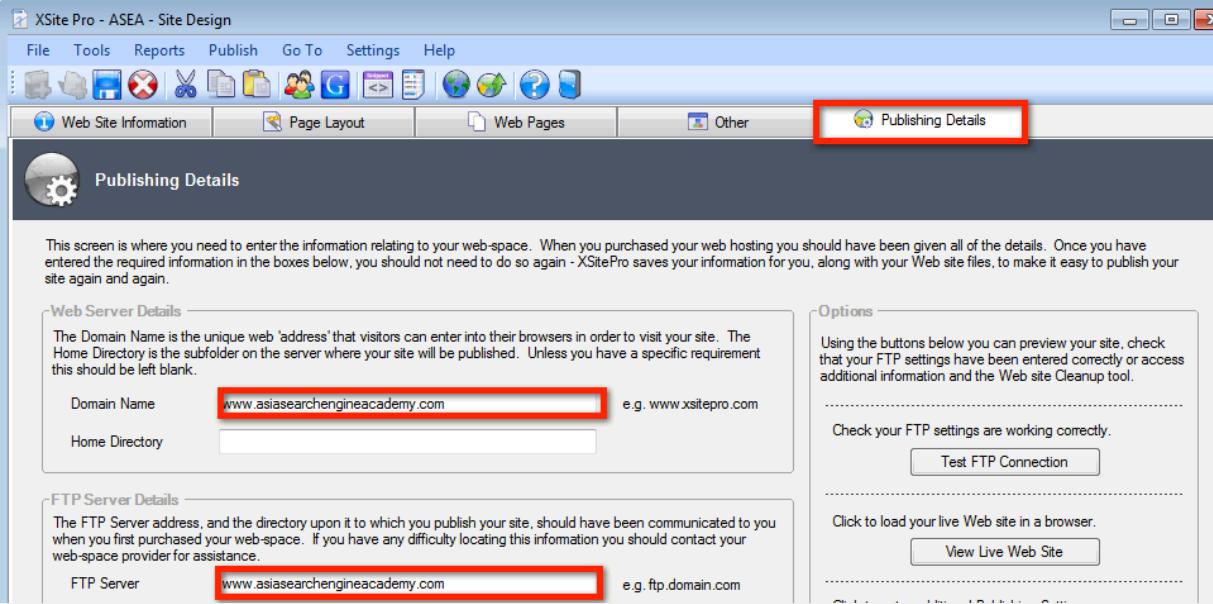
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❖ Step #4 – Publishing Details



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■ Check FTP Directory = public_html



The screenshot shows the 'XSite Pro - ASEA - Site Design' application window. The 'Publishing Details' tab is selected. In the 'Web Server Details' section, the 'Domain Name' field contains 'www.asiasearchengineacademy.com'. In the 'FTP Server Details' section, the 'FTP Server' field also contains 'www.asiasearchengineacademy.com'. Below this, a large callout box highlights the 'FTP Server' and 'FTP Directory' fields. The 'FTP Server' field is set to 'www.asiasearchengineacademy.com' and the 'FTP Directory' field is set to 'public_html'. A checked checkbox labeled 'Use Passive Mode' is also visible.

FTP Server Details

The FTP Server address, and the directory upon it to which you publish your site, should have been communicated to you when you first purchased your web-space. If you have any difficulty locating this information you should contact your web-space provider for assistance.

FTP Server: www.asiasearchengineacademy.com e.g. ftp.domain.com

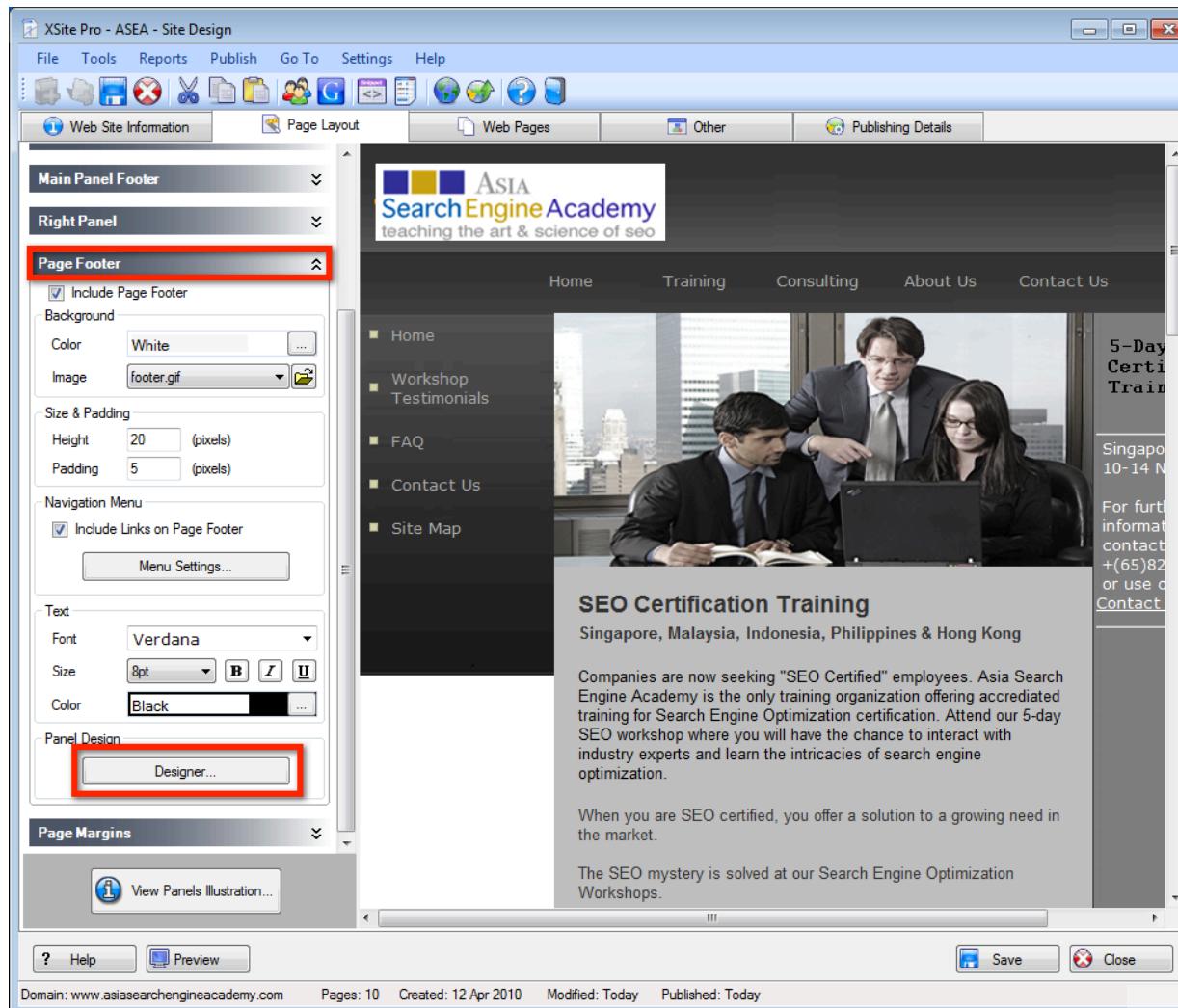
FTP Directory: public_html

Use Passive Mode



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❖ Step #5 – Page Footer



XSitePro SEO Configuration

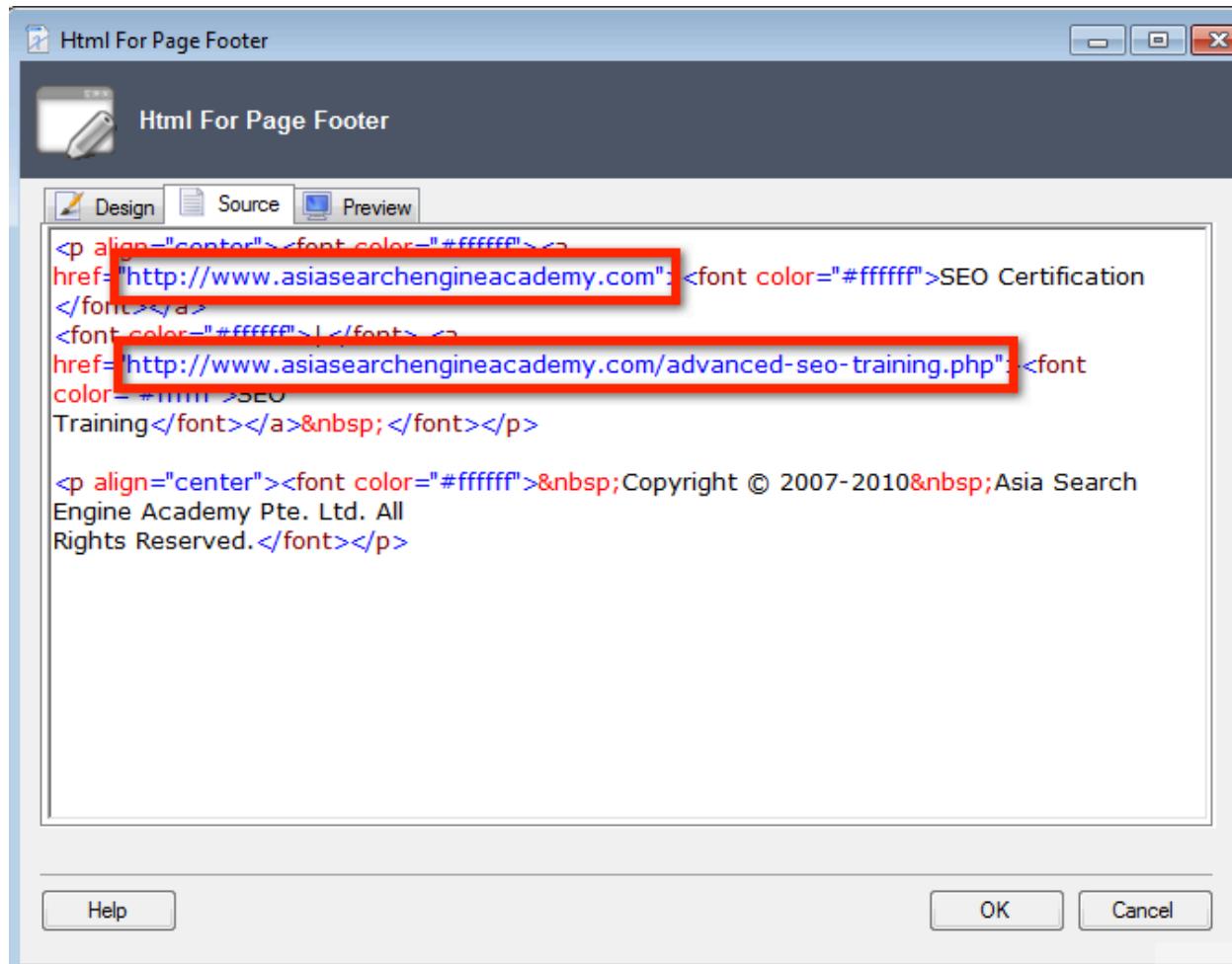
- Add Copyright Info & Anchor Text Links

[SEO Certification](#) | [SEO Training](#)

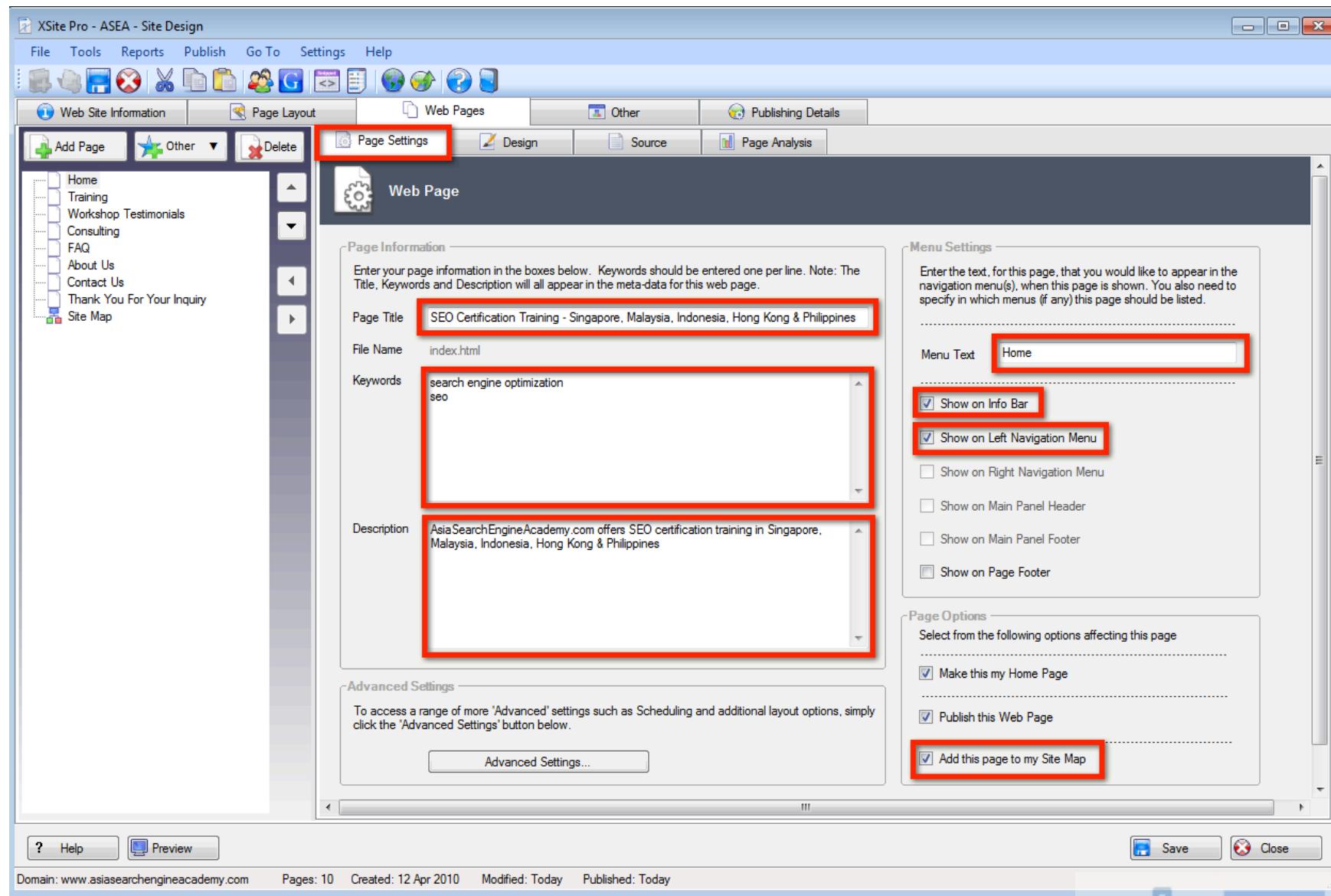
Copyright © 2007-2010 Asia Search Engine Academy Pte. Ltd. All Rights Reserved.

XSitePro SEO Configuration

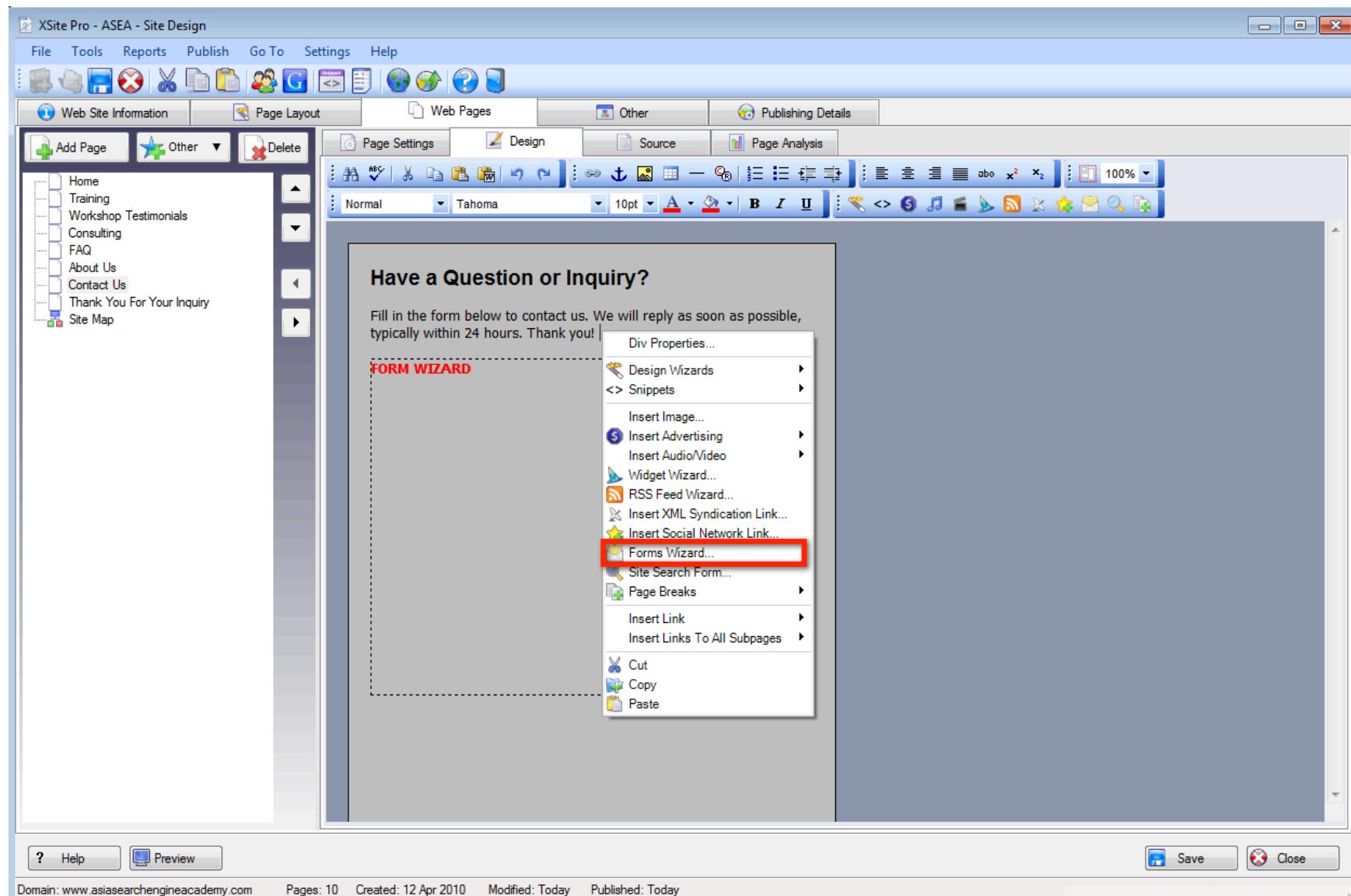
- Add Copyright Info & Anchor Text Links (Source Code)



XSitePro Page Settings



XSitePro Form Wizard



Creating A Thank You Page

XSite Pro - ASEAN - Site Design

File Tools Reports Publish Go To Settings Help

Web Site Information Page Layout Web Pages Other Publishing Details

Add Page Other Delete

Web Page

Page Information

Enter your page information in the boxes below. Keywords should be entered one per line. Note: The Title, Keywords and Description will all appear in the meta-data for this web page.

Page Title: Thank You For Your Inquiry

File Name: thank-you.php

Keywords:

Description: Thank you for contacting Asia Search Engine Academy

Leave Unchecked

Advanced Settings

To access a range of more 'Advanced' settings such as Scheduling and additional layout options, simply click the 'Advanced Settings' button below.

Leave Unchecked

Leave Unchecked

Menu Settings

Enter the text, for this page, that you would like to appear in the navigation menu(s), when this page is shown. You also need to specify in which menus (if any) this page should be listed.

Menu Text: Thank You For Your Inquiry

Show on Info Bar

Show on Left Navigation Menu

Show on Right Navigation Menu

Show on Main Panel Header

Show on Main Panel Footer

Show on Page Footer

Page Options

Select from the following options affecting this page

Make this my Home Page

Publish this Web Page

Add this page to my Site Map

? Help Preview

Domain: www.asiasearchengineacademy.com Pages: 10 Created: 12 Apr 2010 Modified: Today Published: Today

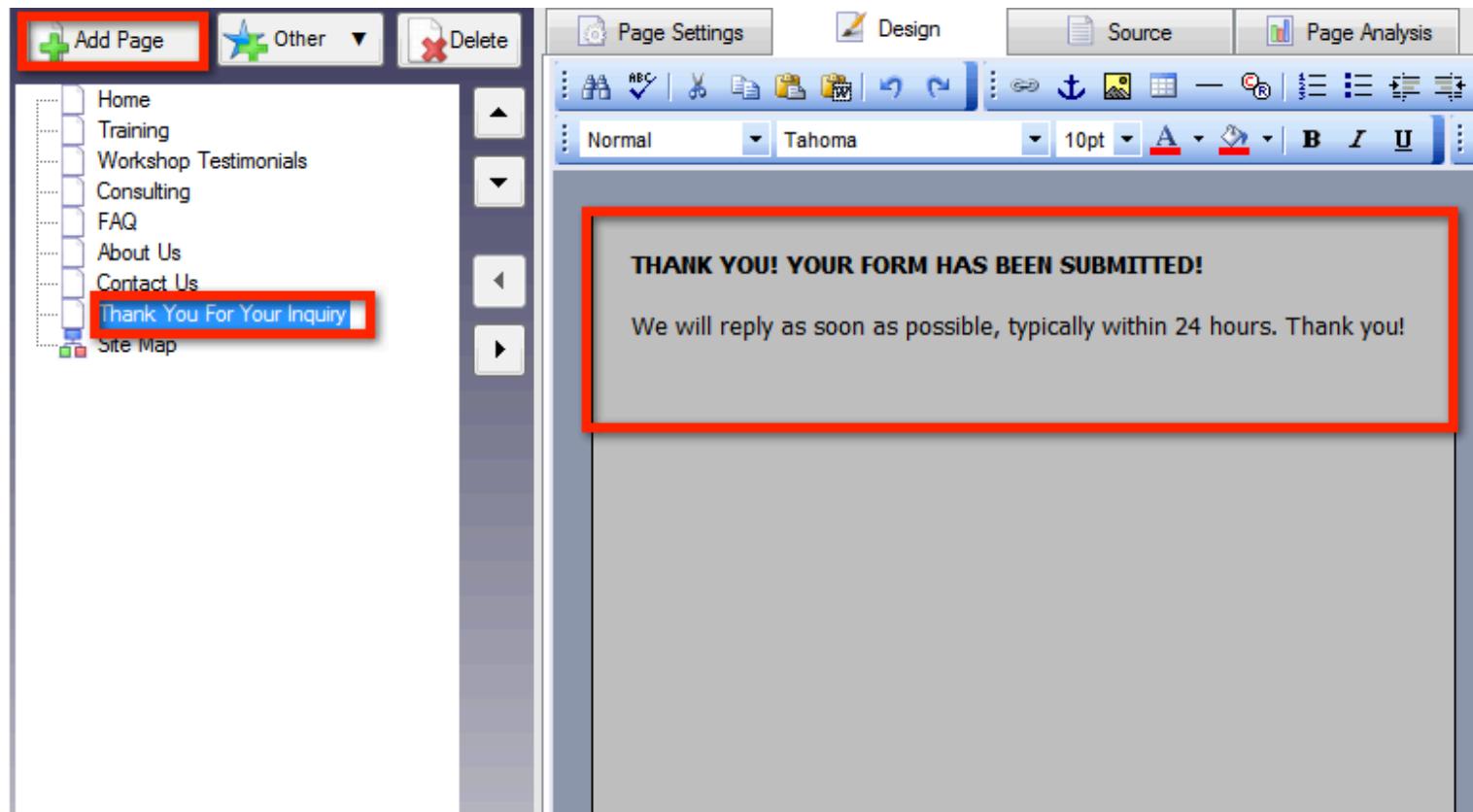
Save Close

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Creating A Thank You Page



Questions?