



SEM Coaching - 13



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

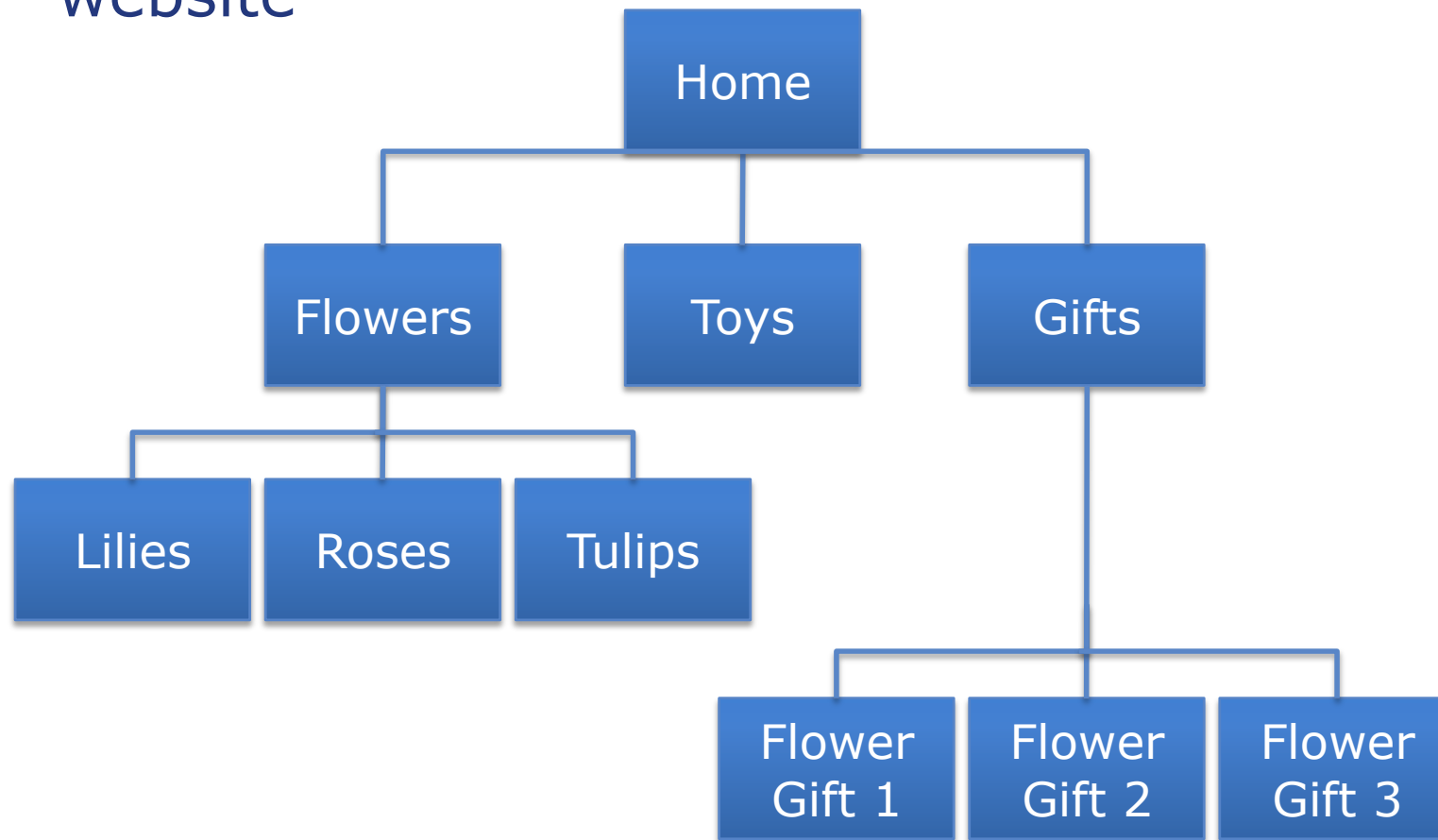
<http://www.XSiteProSoft.com>

'Silo Structure' Defined



'Silo Structure' Definition

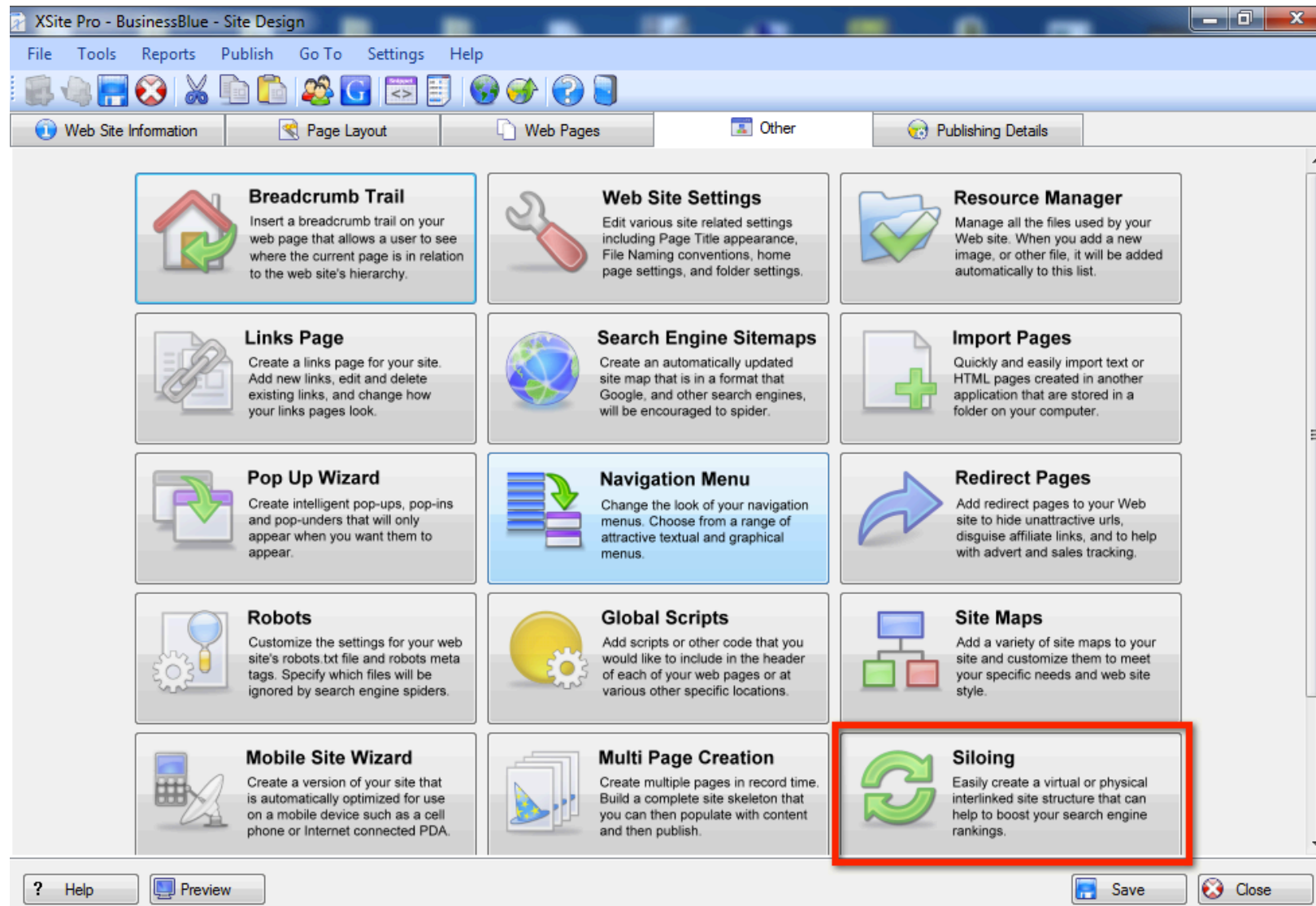
- ❖ Silo Structure refers to the organization of similar themed content into themed directories within a website



Using 'Silo Structure' Feature In XSitePro

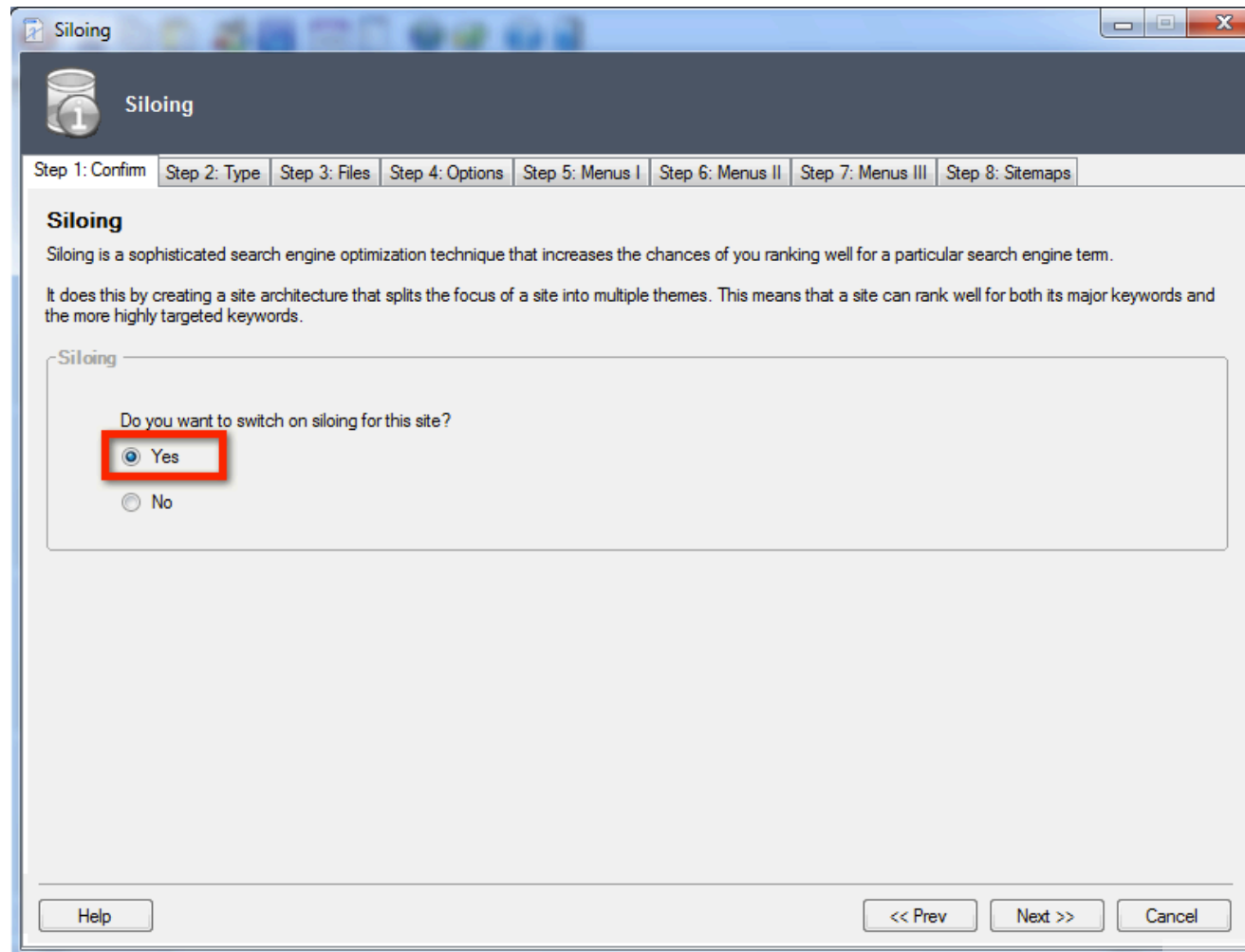


XSitePro 'Siloing' Configuration



XSitePro 'Siloing' Configuration

❖ Step #1 – Confirm



The screenshot shows the 'Siloing' configuration window in XSitePro. The window has a title bar with 'Siloing' and standard window controls. Below the title bar is a tabbed interface with tabs for 'Step 1: Confirm', 'Step 2: Type', 'Step 3: Files', 'Step 4: Options', 'Step 5: Menus I', 'Step 6: Menus II', 'Step 7: Menus III', and 'Step 8: Sitemaps'. The 'Step 1: Confirm' tab is active. The main content area is titled 'Siloing' and contains a brief explanation: 'Siloing is a sophisticated search engine optimization technique that increases the chances of you ranking well for a particular search engine term. It does this by creating a site architecture that splits the focus of a site into multiple themes. This means that a site can rank well for both its major keywords and the more highly targeted keywords.' Below this text is a question: 'Do you want to switch on siloing for this site?'. There are two radio buttons: 'Yes' (which is selected and highlighted with a red rectangle) and 'No'. At the bottom of the window are three buttons: 'Help', '<< Prev', and 'Next >>', along with a 'Cancel' button.

Siloing

Siloing is a sophisticated search engine optimization technique that increases the chances of you ranking well for a particular search engine term. It does this by creating a site architecture that splits the focus of a site into multiple themes. This means that a site can rank well for both its major keywords and the more highly targeted keywords.

Do you want to switch on siloing for this site?

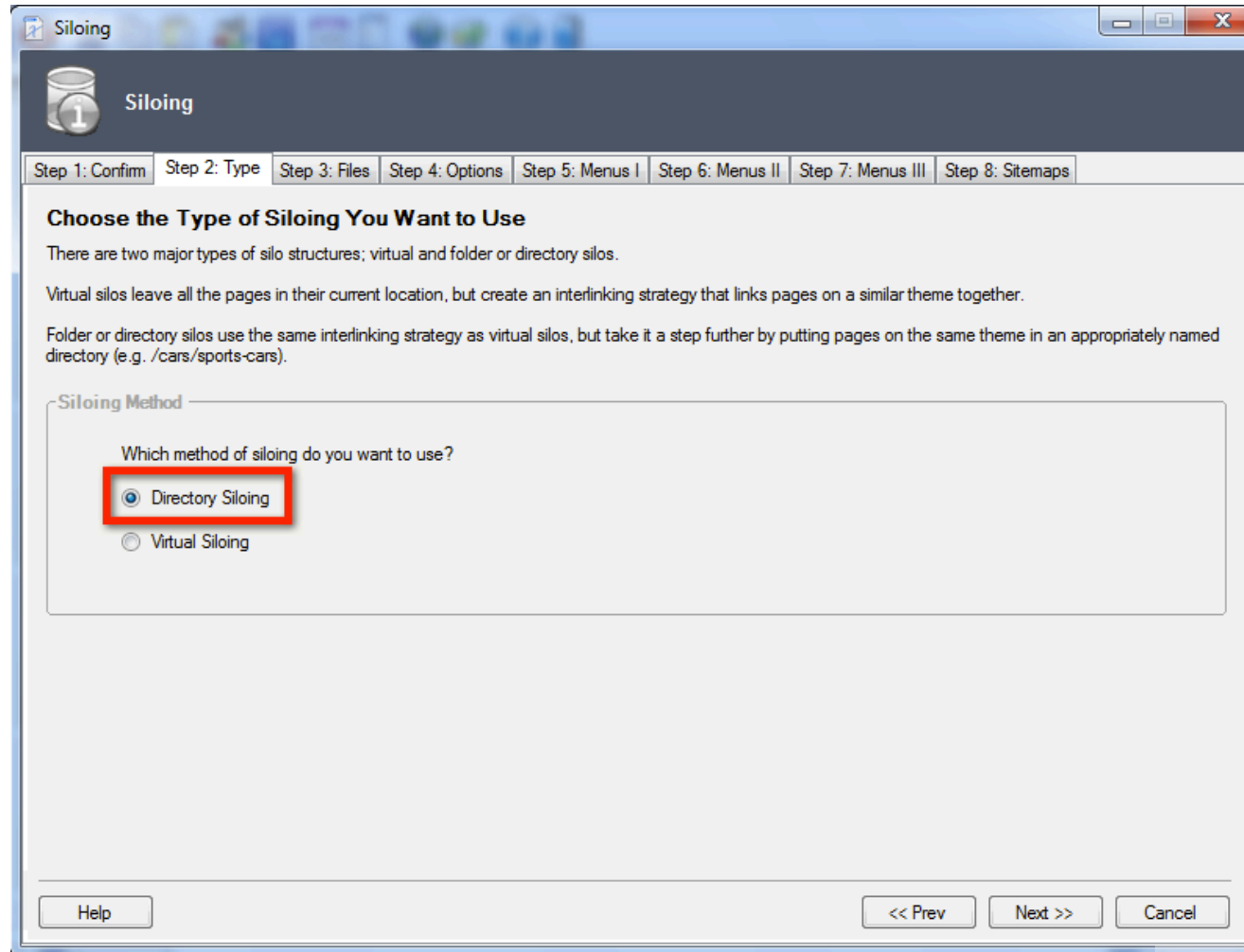
☒ Yes

☐ No

Help << Prev Next >> Cancel

XSitePro 'Siloing' Configuration

❖ Step #2 – Type



Siloing

Step 1: Confirm | **Step 2: Type** | Step 3: Files | Step 4: Options | Step 5: Menus I | Step 6: Menus II | Step 7: Menus III | Step 8: Sitemaps

Choose the Type of Siloing You Want to Use

There are two major types of silo structures; virtual and folder or directory silos.

Virtual silos leave all the pages in their current location, but create an interlinking strategy that links pages on a similar theme together.

Folder or directory silos use the same interlinking strategy as virtual silos, but take it a step further by putting pages on the same theme in an appropriately named directory (e.g. /cars/sports-cars).

Siloing Method

Which method of siloing do you want to use?

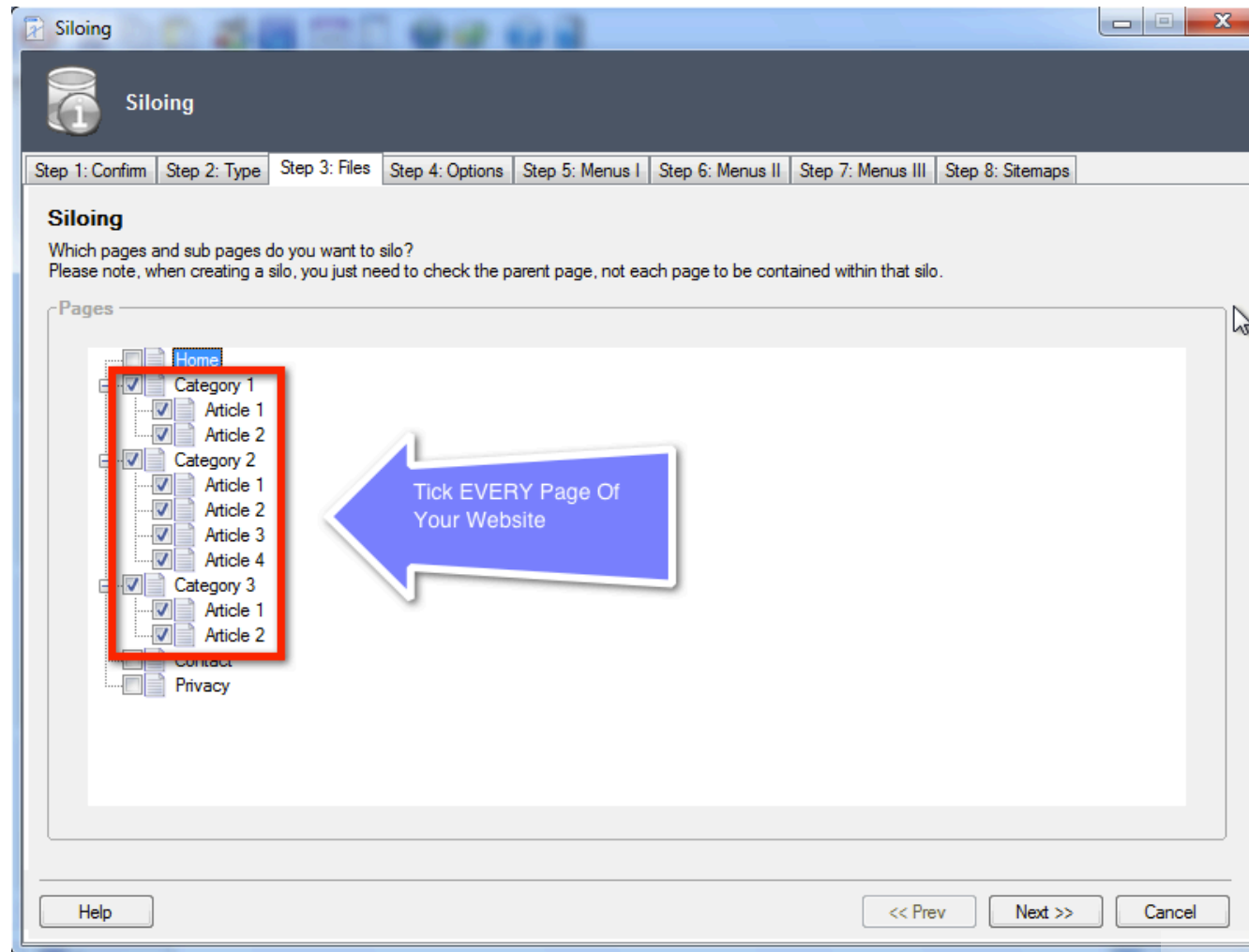
☒ **Directory Siloing**

☐ Virtual Siloing

Help << Prev Next >> Cancel

XSitePro 'Siloing' Configuration

❖ Step #3 – Files



XSitePro 'Siloing' Configuration

❖ Step #4 – Options

Siloing

Step 1: Confirm Step 2: Type Step 3: Files Step 4: Options Step 5: Menus I Step 6: Menus II Step 7: Menus III Step 8: Sitemaps

Folder Names

There are two different methods you can use to name the folders and sub-folders. All you need to do is choose which method you would like to use and the system will do the rest automatically whenever you publish or preview your site.

Folder Names

What method do you want to use to name the folders?

- ☐ Use the title of the parent page
- ☒ Use the menu text of the parent page
- ☐ Use the filename of the parent page

Help << Prev Next >> Cancel

XSitePro 'Siloing' Configuration

❖ Step #5 – Menus I

The screenshot shows the 'Siloing' configuration window for XSitePro, specifically Step 5: Menus I. The window has a title bar with 'Siloing' and standard window controls. Below the title bar is a tabbed interface with steps: Step 1: Confirm, Step 2: Type, Step 3: Files, Step 4: Options, Step 5: Menus I (selected), Step 6: Menus II, Step 7: Menus III, and Step 8: Sitemaps. The main content area is titled 'Siloing Menu Options' and contains the following text:

To get maximum benefit from siloing it is recommended that you only include back-links (i.e. links to the parent page) on any sub-pages. This can be done automatically for you by selecting the appropriate option below.

An additional option, which some people like to make use of, is to replace the normal navigation menu with links to all pages at the same sub-page level and sub-pages of those pages. For examples of this please see the manual or the online help system by clicking F1.

Navigation Menus

Which of your navigation menus will become the silo navigation system?

☒ Left Hand Panel Navigation Menu

☐ Right Hand Panel Navigation Menu

Which other navigation menus do you want to remain on silo pages?

If your aim is to maximize search engine optimization the answer to this will usually be none, but for design purposes you may wish to leave some of your navigations on these pages.

☐ Left Hand Panel Navigation Menu

☒ Info Bar Navigation Menu

☐ Main Panel Header Navigation Menu

☐ Right Hand Panel Navigation Menu

☐ Page Footer Navigation Menu

☐ Main Panel Footer Navigation Menu

At the bottom of the window are buttons for 'Help', '<< Prev', 'Next >>', and 'Cancel'.

XSitePro 'Siloing' Configuration

❖ Step #6 – Menus II

Siloing

Step 1: Confirm | Step 2: Type | Step 3: Files | Step 4: Options | Step 5: Menus I | **Step 6: Menus II** | Step 7: Menus III | Step 8: Sitemaps

Back Link Text for Silo Navigation Menu

If you have chosen to use silo navigation choose what text you would like to use for the back link (i.e. the link that will appear on sub-pages that link back to the parent page)

Links

What words do you want to use to back link to the parent page?

- ☐ Back
- ☐ Up one level
- ☐ Parent Page File Name (i.e. the filename of the parent page without the extension (e.g. Fashion-Shoes.html would become Fashion Shoes))
- ☒ Parent Page Link Text (i.e. the link text name specified on the Page Settings)
- ☐ None

Help << Prev Next >> Cancel

XSitePro 'Siloing' Configuration

❖ Step #7 – Menus III

Siloing

Step 1: Confirm Step 2: Type Step 3: Files Step 4: Options Step 5: Menus I Step 6: Menus II Step 7: Menus III Step 8: Sitemaps

Other Items to Appear on Silo Navigation Menu

In addition to having a back link from sub-pages to parent pages it is possible to include links to other pages at the same level. For example, if you have a parent page that links out to 10 sub-pages the silo navigation on the sub-pages could also include links between all of those 10 sub-pages, which mean that each of the pages linked to the other nine pages at the same sub-page level)

If you choose not to include links to these other pages at the same level you will only get the back link (and possibly one to the site map if you select it on the next tab) and you will need to link to the sub-pages in the main panel of your page.

Links

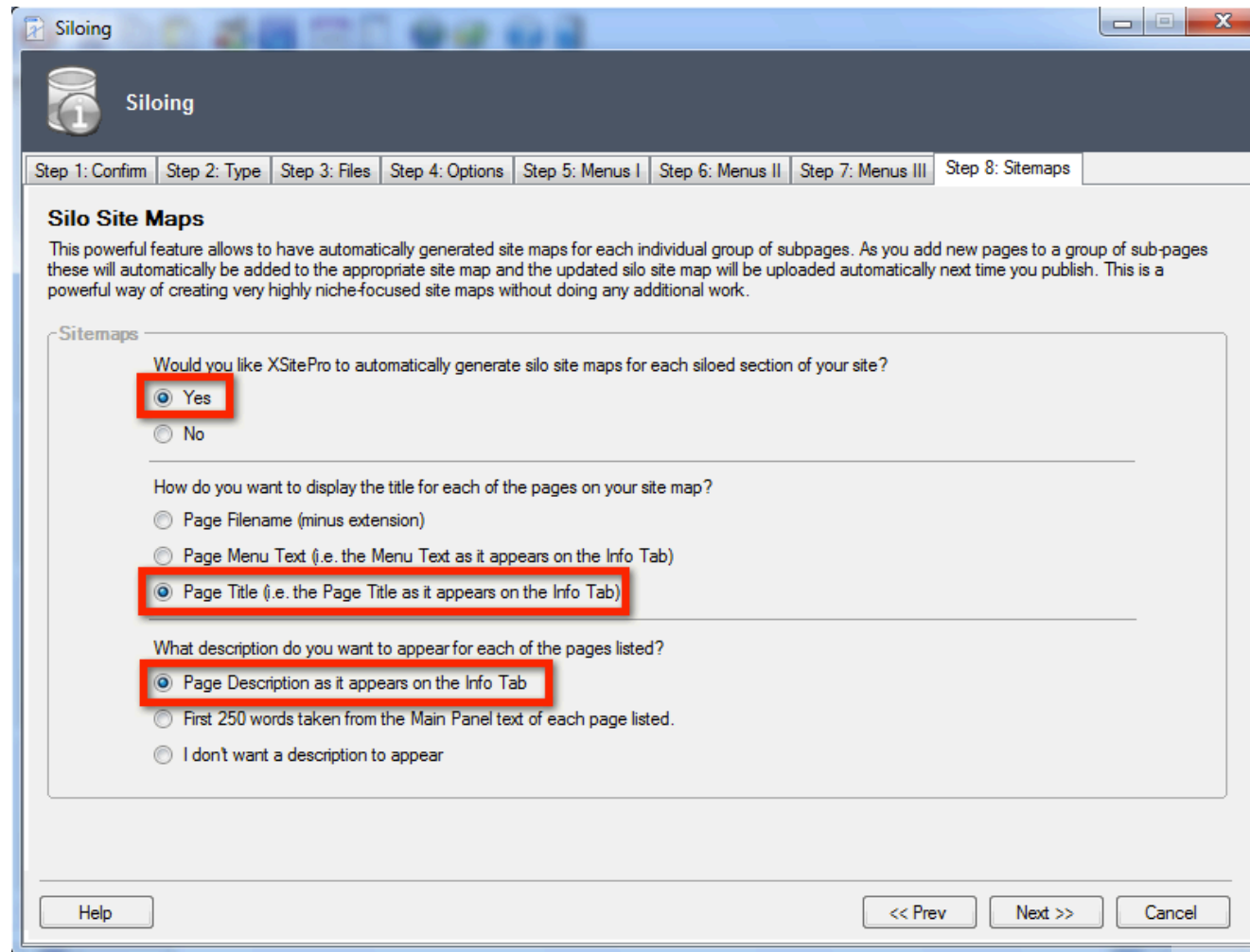
Which other links would you like to appear automatically in the silo navigation menu?

- ☐ Link to all pages at this silo level using the filename (minus the extension) as the link text
- ☒ Link to all pages at this silo level using the menu text (as specified on the Info tab) as the link text
- ☐ Do not include links to other pages in this silo level.

Help << Prev Finish Cancel

XSitePro 'Siloing' Configuration

❖ Step #8 – Sitemaps



Siloing

Step 1: Confirm | Step 2: Type | Step 3: Files | Step 4: Options | Step 5: Menus I | Step 6: Menus II | Step 7: Menus III | **Step 8: Sitemaps**

Silo Site Maps

This powerful feature allows to have automatically generated site maps for each individual group of subpages. As you add new pages to a group of sub-pages these will automatically be added to the appropriate site map and the updated silo site map will be uploaded automatically next time you publish. This is a powerful way of creating very highly niche-focused site maps without doing any additional work.

Sitemaps

Would you like XSitePro to automatically generate silo site maps for each siloed section of your site?

☒ Yes
☐ No

How do you want to display the title for each of the pages on your site map?

☐ Page Filename (minus extension)
☐ Page Menu Text (i.e. the Menu Text as it appears on the Info Tab)
☒ Page Title (i.e. the Page Title as it appears on the Info Tab)

What description do you want to appear for each of the pages listed?

☒ Page Description as it appears on the Info Tab
☐ First 250 words taken from the Main Panel text of each page listed.
☐ I don't want a description to appear

Help << Prev Next >> Cancel

Questions?

