

Yggdrasil SEO documentation

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What is SEO (Search Engine Optimization)

SEO (Search Engine Optimization) is about making your website easier for **search engines** to understand and more appealing to **users** who are searching for related content. When SEO is used correctly it should help your site appear **near the top of search results**, **help people find your website more easily and increase traffic, trust, and visibility without paid ads.**

How does SEO (Search Engine Optimization) work

When you search for something on google ,google will crawl (read) your website using bots. It then indexes(store) the content it finds and ranks the results based on how relevant and trustworthy the content seems. SEO helps your site perform better at all 3 stages.

Key Elements of SEO

Title Tag – The text shown in the browser tab and Google result.

```
<title>Yggdrasil</title>
```

Meta Description – A short summary shown under your title in search results.

```
<meta name="description" content="Yggdrasil - Free Dungeons & Dragons (DnD) campaign, character, encounter, and adventure manager. Create and manage characters, campaigns, encounters, NPCs, quests, and more online for free. Try our free DnD character creator, encounter tracker, adventure builder, campaign organizer, and role-playing game tools today! Perfect for tabletop RPG players, dungeon masters, and fantasy role-playing enthusiasts.">
```

Keywords – Words or phrases people search for.

```
<meta name="keywords" content="DnD, Dungeons & Dragons, RPG, tabletop RPG, free DnD tools, free RPG tools, campaign manager, character creator, character"
```

```
sheet manager, encounter manager, adventure builder, quest tracker, NPC
manager, dungeon master tools, online DnD, free DnD platform, fantasy RPG
tools, role-playing game tools, campaign organizer, encounter tracker, free
character builder, online campaign creator, free adventure manager, RPG
management tools, DnD app, free DnD creator, online tabletop RPG, DnD campaign
planner, tabletop game manager, free RPG app, DnD online, free DnD sheet,
roleplay tools, free DnD manager">
```

Conclusion

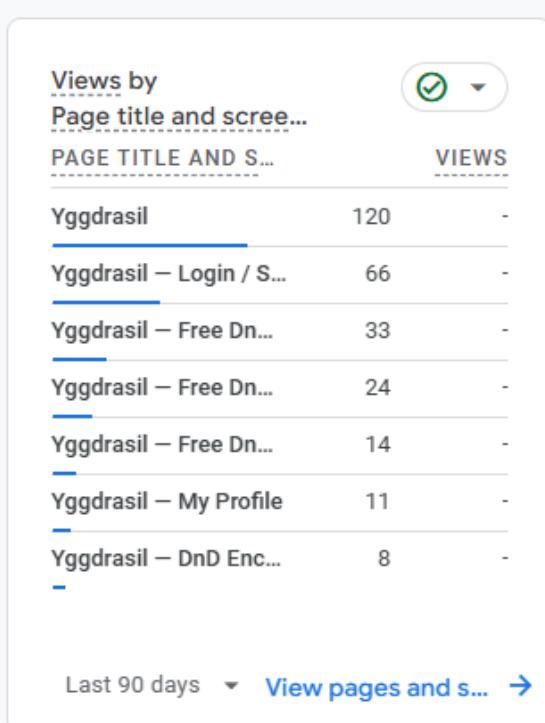
SEO is like **telling Google exactly what your website is about and making it fast and useful for visitors**. If your site has strong SEO it will be **easier to find , look trustworthy** and get **more interaction**.

Google analytics

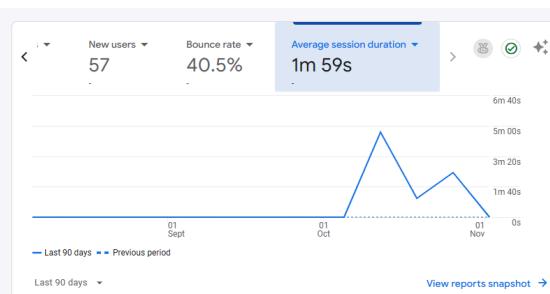
Over the last month I have collected data using google analytics here is the data I collected.

Analytic images	explained
<p>The dashboard displays key metrics: Active users (60), New users (57), Event count (569), and Average session (1m 59s). A line chart tracks user sessions over time, showing a significant spike around October 1st, followed by a decline towards November 1st. The interface includes navigation controls for 'Last 90 days' and 'Previous period'.</p>	<p>Over the last month, my website received 60 users and recorded 569 events, indicating that while the user base is modest and some visitors are actively interacting with the site's features.</p>

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The most visited page is the Login/Signup page, followed by the Home page. This shows that users are primarily focused on accessing or creating accounts, while the Home page attracts visitors exploring the site's features before engaging further.



Users spend an average of 1m 59s session, with a bounce rate (**Bounce rate** is a metric in Google Analytics that measures the **percentage of visitors who leave your website after viewing only one page**, without interacting further.) of 40.5%, showing engagement with the content.



Of the 60 users who visited the website over the past 27 days, the majority are from the United States (20 users), followed by South Africa (11 users). Interestingly, while the United States accounts for the largest

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	<p>share of visitors, the highest engagement and interaction with site features come from users in South Africa. This suggests that although the US brings more traffic, South African users are more actively exploring and utilizing the tools on the site, indicating a highly engaged user base in that region. Tracking this behavior can help tailor content and features to encourage engagement across all regions.</p>
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Google Index

My website is fully indexed by Google and optimized for search engines. In the **index.html**, I included a meta description and keywords specifically targeting Dungeons & Dragons and tabletop RPG audiences. The **robots** meta tag (**index, follow**) ensures search engines crawl and index all pages.

```
<meta name="robots" content="index, follow">
```

On the Home page, I implemented dynamic SEO tags using a custom React hook (**useSEO**) to update the page title, description, keywords, canonical URL, and JSON-LD structured data. The canonical URL (<https://andredv.xyz/>) prevents duplicate content issues, and the JSON-LD markup allows search engines to understand the website as a complete online RPG management platform. These measures improve discoverability, ensure correct indexing, and enhance the chances of appearing in search results for relevant queries.

```
useSEO({
  title: 'Yggdrasil — Free DnD Campaign, Character & Encounter Manager',
  description: 'Manage Dungeons & Dragons campaigns, characters, encounters, quests, and more online for free with Yggdrasil. Perfect for tabletop RPG players and dungeon masters.',
  keywords: 'DnD, Dungeons & Dragons, RPG, tabletop RPG, campaign manager, character creator, encounter tracker, adventure builder, NPC manager, free DnD tools, online DnD, role-playing game tools, free RPG platform, fantasy RPG tools',
  canonical: 'https://andredv.xyz',
  jsonLd: {
    "@context": "https://schema.org",
    "@type": "WebSite",
    "name": "Yggdrasil",
    "url": "https://andredv.xyz"
  }
});
```

This is my **useSEO** it is a **custom React hook** that dynamically manages SEO-related elements on your website. It updates the **page title**, **meta description**, **keywords**, **canonical URL** and **JSON-LD structured data** whenever the page changes. The helper functions **setOrUpdateMeta** and **setCanonical** ensure that meta tags and the canonical link are either created or updated in the **<head>** of the document. The JSON-LD script allows search engines to understand the website as a structured entity (like a WebSite or Article), which can improve indexing and display in search results. Essentially, this hook automates SEO for each page in your React app.

```
// src/hooks/useSEO.js
import { useEffect } from 'react';

function setOrUpdateMeta(selector, attrs) {
  let el = document.head.querySelector(selector);
  if (!el) {
    el = document.createElement('meta');
    Object.keys(attrs).forEach(key => el.setAttribute(key, attrs[key]));
    document.head.appendChild(el);
  } else {
```

```

        Object.entries(attrs).forEach(([k, v]) => el.setAttribute(k, v));
    }
}

function setCanonical(href) {
    if (!href) return;
    let link = document.head.querySelector('link[rel="canonical"]');
    if (!link) {
        link = document.createElement('link');
        link.setAttribute('rel', 'canonical');
        document.head.appendChild(link);
    }
    link.setAttribute('href', href);
}

export function useSEO({ title, description, keywords, canonical, jsonLd }) {
    useEffect(() => {
        // Update document title
        if (title) document.title = title;

        // Update meta tags
        if (description) setOrUpdateMeta('meta[name="description"]', { name: 'description', content: description });
        if (keywords) setOrUpdateMeta('meta[name="keywords"]', { name: 'keywords', content: keywords });
        if (canonical) setCanonical(canonical);

        // Update JSON-LD structured data
        const id = 'ld-json-primary';
        let script = document.getElementById(id);

        if (jsonLd) {
            if (!script) {
                script = document.createElement('script');
                script.type = 'application/ld+json';
                script.id = id;
                document.head.appendChild(script);
            }
            script.textContent = JSON.stringify(jsonLd, null, 2);
        } else if (script) {
            script.remove();
        }
    })
}

```

```
// Optional cleanup if needed
return () => {
  // We generally leave meta tags for SEO, but you could remove JSON-LD if
desired:
  // if (script) script.remove();
};
}, [title, description, keywords, canonical, jsonLd]);
}
```