

## Update to version 3.5.10

Complete web update September 2008

This update includes updates to the Content module.

The Content Module includes the new Search Engine Optimisation (SEO) function.

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### Search Engine Optimisation

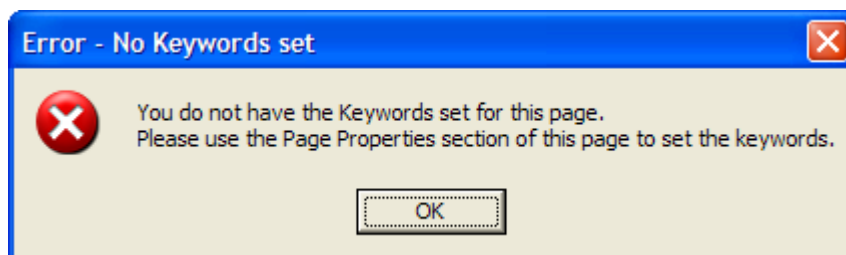
Module: Content

Within the Content module, click the SEO button

Or from the **File** menu select the **Create SEO Report** item.



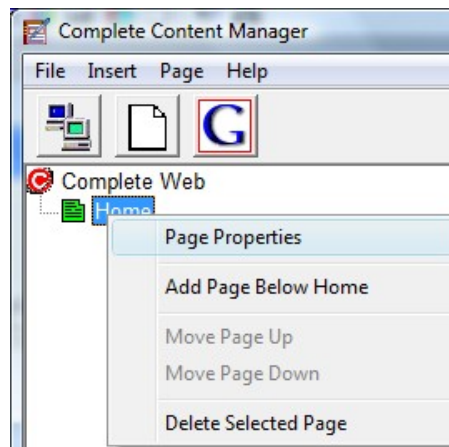
### If you see the following error



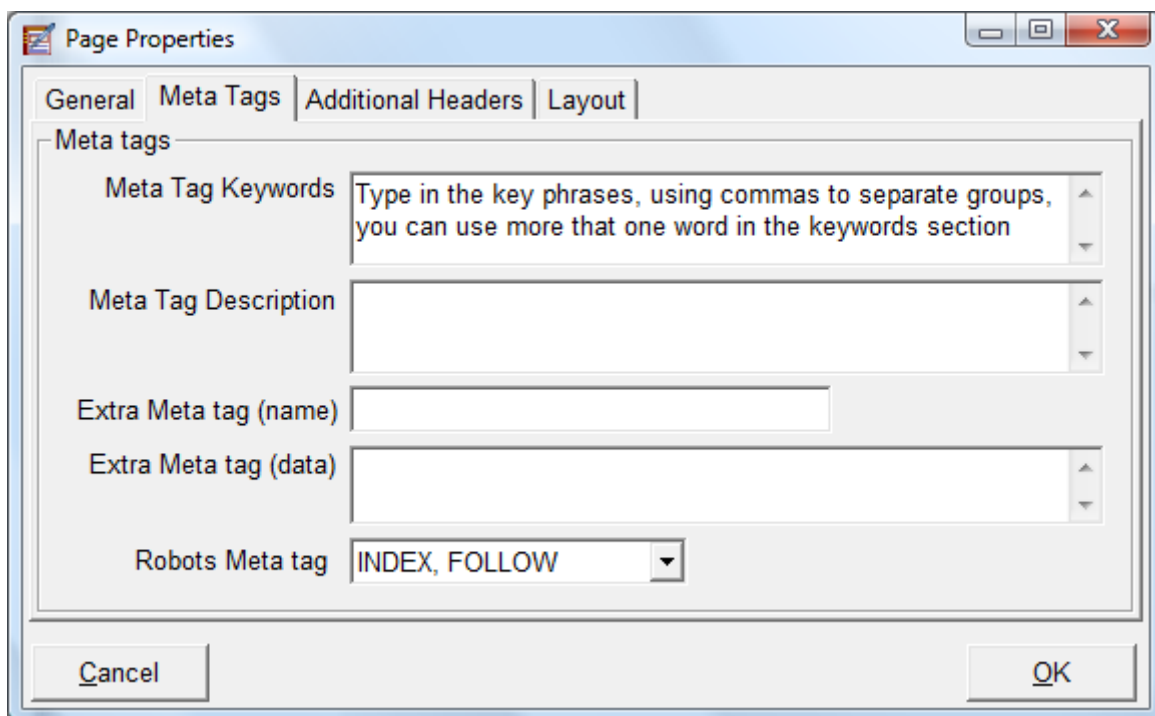
You will need to set the keywords within the Page Properties section

## Setting the Keywords

To set the Keywords, right click the page in the left column and select Page Properties.



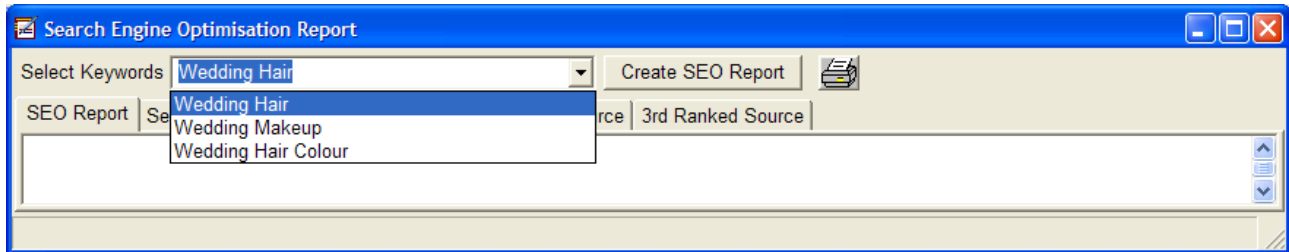
Select the Meta Tags Section and type in the keywords / key phrases.



Note: separate the keywords using commas “,” this allows the search engines to group important phrases together and increase the relevancy of your web page.

## The SEO Report

Note: You must synchronise the page before using this function, as the report is generated from your web site (i.e. Live data on your web site)



The Keyword selector allows to check your page for relevancy with the selected keyword. Select the keyword and click the “Create SEO Report” button.

**Be patient as the report takes time to generate – up to 2 minutes.**

## The Report tabs



### SEO Report

This displays the report details including all the errors that you have for the selected page

### Search Result

This displays the Google results page for the search

### 1<sup>st</sup> Ranked Source (2<sup>nd</sup> and 3<sup>rd</sup>)

This is the source code of the number 1, 2 & 3 ranked results from Google.

*Note: the above result is from the Organic Section of the search results, that is, not the sponsored links area.*

## Reading the results

These are “Jump to” links to sections within the report.

Search Engine Optimisation Report

Select Keywords: Wedding Hair [Create SEO Report]

SEO Report | Search Result | 1st Ranked Source | 2nd Ranked Source | 3rd Ranked Source

# completeweb® Complete Web SEO Report

[Page title](#) | [Meta Keywords](#) | [Meta Description](#) | [Body](#) | [Headings](#) | [Alt Tags](#)

**Summary** | [Show Summary](#) | [Hide Summary](#)

**Head Word Count**  
*Your title is too long, the keywords that come after the first 60 characters will be ignored by most search engines. If you have stop words in the title you can remove them or replace them with a hyphen and still keep the relevancy*

**Title Keyword Frequency**  
*Your keyword is not in the title of you web page - Change the title and add this keyphrase. Search engines will associate relevancy to the search to your title - make sure that the title contains the keywords for this page.*

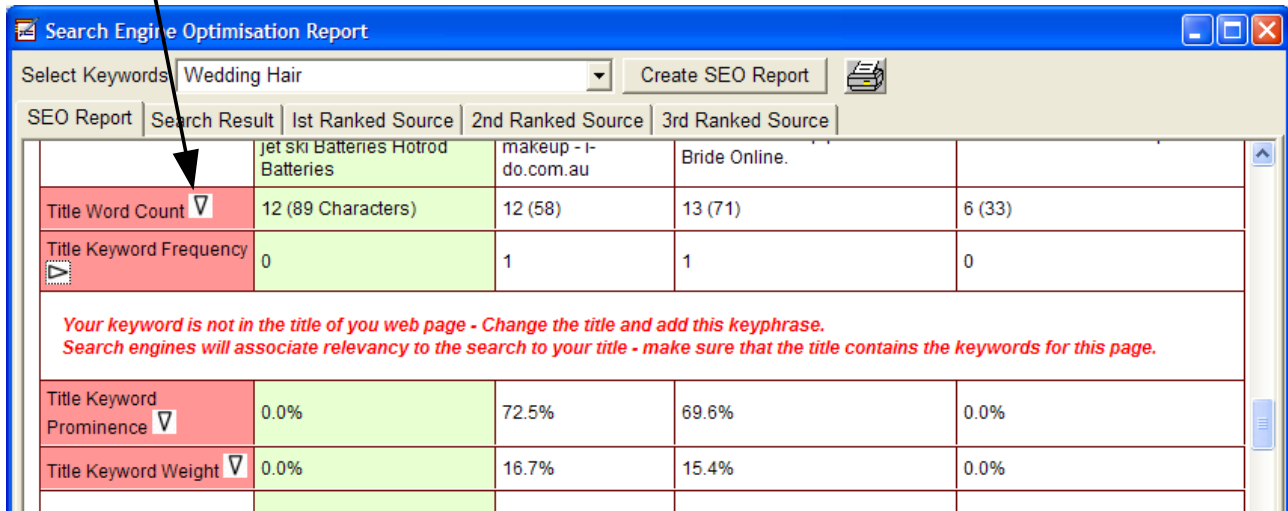
**Title KeyWord Prominence**  
*The keyword prominence is too low - Your page title is not relevant to the keywords*

The Summary section lists the errors that were found in the page. Each section describes the error and has a link to the section in the main report

[Title Keyword Frequency](#)

*Your keyword is not in the title of you web page - Change the title and add this keyphrase. Search engines will associate relevancy to the search to your title - make sure that the title contains the keywords for this page.*

These arrows expand and collapse the messages for each section



SEO Report	Search Result	1st Ranked Source	2nd Ranked Source	3rd Ranked Source
	jet ski Batteries Hotrod Batteries	makeup - i-do.com.au	Bride Online.	
Title Word Count ▾	12 (89 Characters)	12 (58)	13 (71)	6 (33)
Title Keyword Frequency	0	1	1	0
<i>Your keyword is not in the title of you web page - Change the title and add this keyphrase.            Search engines will associate relevancy to the search to your title - make sure that the title contains the keywords for this page.</i>				
Title Keyword Prominence ▾	0.0%	72.5%	69.6%	0.0%
Title Keyword Weight ▾	0.0%	16.7%	15.4%	0.0%

**The SEO Report data columns**

Title Keyword Frequency	0	1	1	0
<i>Your keyword is not in the title of you web page - Change the title and add this keyphrase.            Search engines will associate relevancy to the search to your title - make sure that the title contains the keywords for this page.</i>				

The first column is a reference to the section (the above is for Title Keyword Frequency)  
 If this section has a red background, then you have an error.

The second column is the data referring to your web page (the above shows that you do not have the keyword in your title therefore the frequency is zero)

The third, fourth and fifth columns are the results from the first 3 results from Google.  
 Know your competition!

**For more information or addition support, please contact**

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