

Search Engine Optimization (SEO) Cheat Sheet for StewartSitebuilder™ Clients

Search engine optimization (SEO) is the process of improving the ranking of a website or a web page in search engines results pages through organic or natural methods – meaning – that you systematically work on different areas of the web page and on your website as a whole to assist search engine spiders in the indexing of your site's content. What are those areas, you might ask? Well, we've outlined them for you here, as it relates specifically to your StewartSitebuilder website.

What Are The elements of SEO?

These are the specific areas you need to concentrate on with your website's SEO.

- Keyword identification and incorporation in content
- New (fresh) content on a consistent basis
- Inbound links
- Outbound links
- Metatags
- Images and alt tags
- URL infrastructure
- Hyperlinks within your website to other pages
- The age of the domain/website

Keyword Identification

It's best to think how a person will search for your company via the search engine. If you sell title insurance in Odessa, Texas, then you probably want someone to find you if he or she types in "title insurance Odessa Texas" into the search engine, right? Make sure you have that phrase on your website. This same approach will work for other keywords you want to rank higher in the search engine results page as well. Do not try to rank for broad keywords like "title insurance." There is higher competition for those broad keywords and your best bet is to think local – Odessa title insurance, Odessa escrow services, etc. You can even think in terms of suburb keywords, street keywords, county keywords, etc. If you want to rank for them, the content has to appear on your website.

New Content on a Consistent Basis

If you are constantly updating your website with new content, search engine spiders keep coming back to your website and collecting the information for display in the search engine. If your content goes stale and is never updated, the search engine spiders stop coming back to visit. Even if it's just one section on your website, try to keep the content updated on a regular basis. Also, you need content dedicated to your particular company at your particular location. If you are using default content from Stewart, chances are that it will not help you with your SEO goals.

Inbound Links

Search engines pay attention to who is more popular. If you wonder why major corporations and educational websites get such prominent ranking, much of it has to do with new content and the amount of websites that link to them. HOWEVER, do not pay for sites to link to yours, and don't cross-link with others just to get the credit. Cross-links cancel each other out (to a certain extent) and you're better off with inbound links that are quality, not quantity.

Outbound Links

How informative and reputable do you consider your company? Linking to sites like yours or to industry leaders helps give your website credit with search engines. If you see title insurance, you probably want to have outbound links to underwriting companies, lending institutions, local real estate agencies, etc.

Metatags

The more descriptive you make the content on your site, the better search engines can index your website. These descriptions are found in the metatags of the website, in the "description" field and in the "keywords" field. You'll find these areas in StewartSitebuilder when you click on the **SiteMap** navigation item. Here is a screen shot of the area:

SITEMAP

[Selected Office: Stewart Title Limited -- Corporate]

HELP ?

Category (use the checkbox to activate/deactivate the item from appearing in the navigation and use the textbox to rank the items by filling in a number)	Show On Secondary Navigation (active default categories only)		
Home Page		Edit	Metatag
<input type="checkbox"/> 2 Mortgage Calculator	<input type="checkbox"/>		Metatag
<input type="checkbox"/> 4 Stewart.com	<input type="checkbox"/>		Metatag
<input checked="" type="checkbox"/> 1 About Us		Edit	Metatag
<input type="checkbox"/> Financial Ratings		Edit	Metatag
<input checked="" type="checkbox"/> 1 About Stewart Title Limited		Edit	Metatag
<input checked="" type="checkbox"/> 2 Spotlight Transactions		Edit	Metatag
<input checked="" type="checkbox"/> 2 News & Events		Edit	Metatag
<input checked="" type="checkbox"/> 1 Press Releases - STL		Edit	Metatag

You will notice that the published pages in your site have a marked checkbox for each item. To the far right, click the **Metatag** link to bring up the **Metatag Editor**, shown here:

METATAG EDITOR

[Selected Office: Stewart Title Limited -- Corporate]

Metatag Name *

Metatag Content

[Add Metatag](#)

There are two metatags you want to include for each page: **description** and **keywords**. To insert them correctly for each page, you will fill out the metatag editor accordingly. For example, for your website's "contact us" page, use this as an example:

Example 1—Description

Type in the **Metatag Name** text field: description

Type in the **Metatag Content** text field: Contact the Best National Title Company for your title insurance needs.

[make sure this is a complete, coherent sentence that explains the subject of the page]

Example 2—Keywords

Type in the **Metatag Name** text field: keywords

Type in the **Metatag Content** text field: contact Best National Title Company, John Doe, Jane Smith, Becky Smart

[these are just keywords separated by commas, and the keywords should appear on the page's content]

Additionally, you want to make sure each of the pages in your website has an appropriate title in the browser window. You can establish a default page title for the entire site on the **Company Info** navigation area:

COMPANY INFO HELP ?

[Selected Office: Stewart Title Limited -- Corporate]

ADDRESS

Office Name *

Stewart Title Limited – Corporate

Agent ID *

Address *

6 Henrietta Street

City *

London

Country *

UK-United Kingdom

Zip *

WC2E8PS

WEB SITE INFORMATION

Web Site Address

Choose one word to define office location. Example: <http://wa.stewart.com/seattle>

Internet Address

<http://www.stewartaffiliates.com/servlet/ViewSiteServlet?OfficeId>

Show Site Traffic Report

Google Analytics Code

Default Page Title

CUSTOMER SERVICE

(This person(s) handles site customer service and registrant requests)

For your home page, you might want something like:

Best National Title Company | Title Insurance in Athens | Escrow Services in Athens

It's best to place as many keywords that make sense in that space, but do not keyword stuff the area. You will look less than reputable and search engines will catch on to what you're trying to do.

You can also edit each of the pages on your website via the **Sitemap** page by clicking on the **Edit** link:

SITEMAP

[Selected Office: Stewart Title Limited -- Corporate]

HELP ?

Category (use the checkbox to activate/deactivate the item from appearing in the navigation and use the textbox to rank the items by filling in a number)	Show On Secondary Navigation (active default categories only)		
Home Page		Edit	Metatag
<input type="checkbox"/> 2 Mortgage Calculator	<input type="checkbox"/>		Metatag
<input type="checkbox"/> 4 Stewart.com	<input type="checkbox"/>		Metatag
<input checked="" type="checkbox"/> 1 About Us		Edit	Metatag
<input type="checkbox"/> Financial Ratings		Edit	Metatag
<input checked="" type="checkbox"/> 1 About Stewart Title Limited		Edit	Metatag
<input checked="" type="checkbox"/> 2 Spotlight Transactions		Edit	Metatag
<input checked="" type="checkbox"/> 2 News & Events		Edit	Metatag
<input checked="" type="checkbox"/> 1 Press Releases - STL		Edit	Metatag

When you click the **Edit** link, you are placed at the **Category Editor** for that page:

CATEGORY EDITOR

[Selected Office: Stewart Title Limited -- UK]

CATEGORY INFORMATION

Active
 Active

Category Name ^
 About Stewart Title Limited

Title
 <script type="text/javascript">include('submenu_about.htm');</script>

Subheading

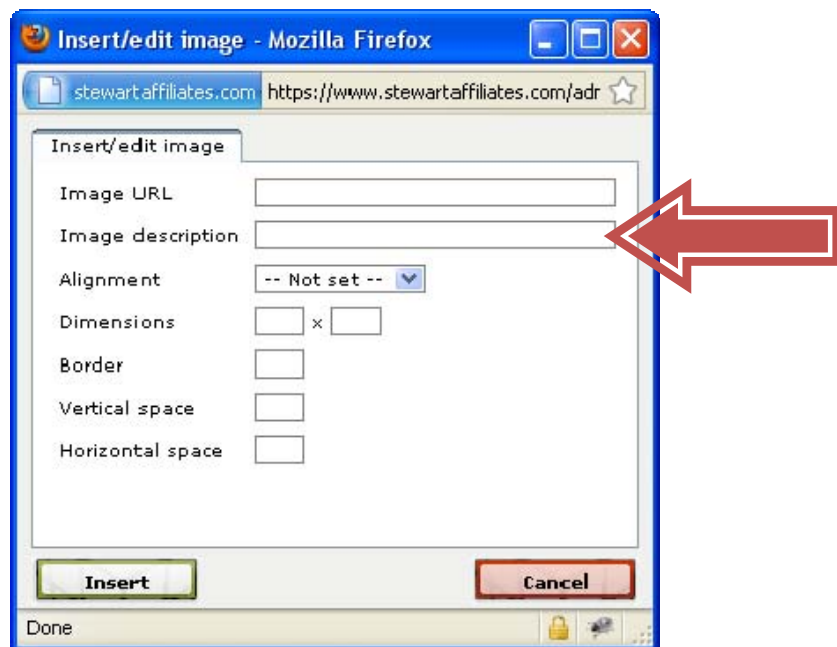
Custom CSS Styles

You will notice that the Title area may already have a pre-populated field. If you have content you would like to place there instead, please type in the appropriate title (with keywords) for that page.

About Best National Title Company | Services Offered at Best National Title Company

Images and Alt Tags

Whenever you insert a graphic on a web page, you should use the description field in that editor so that you can assign keywords (if appropriate) for that image.



For instance, if you are inserting an image of a person who works in your office, you can label that image in the description field as “Jane Smith, escrow officer”. If someone were to perform a search for Jane Smith in a search engine, chances are that the search engine spiders will have indexed her name from that image placement.

URL Infrastructure

Using keywords within your website’s URLs will benefit your SEO ranking as well. If you have a page dedicated to title insurance on your website, make sure the page is named “title-insurance.html” and place a hyphen (-) between multiple words. Don’t try to consolidate page names since you will not receive credit for them in the search engine, such as “titleins.html”. Put yourself in the shoes of someone looking for something in the search engine. Would you type in “titleins” if you were looking for title insurance? Probably not. Apply that mindset on all of your pages.

Hyperlinks Within Your Website to Other Pages

Try to avoid the whole “click here” mindset when establishing your links. Instead, create content that is relevant to the hyperlink, such as:

At Best National Title Company, we offer [title insurance](#) and [escrow services](#) to our clients in the greater Athens, GA area.

The Age of the Domain/Website

The older your website and domain, the more credibility a search engine will give you. This is bad news for new title companies that want to make an immediate impact in search engines, but there ARE NO SHORTCUTS. Play by the rules and you will see your SEO strategy take hold.

Conclusion

Search engines do not have to index you, nor do they have to rank you. If you perform any underhanded practices in the interest of your site’s higher ranking, you will pay the price in the long run. Be methodical and systematic in your website’s SEO approach and you will reap the rewards!