

## **PortalProdigy SEO and Human Readable URL Configuration Guide v4**

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This guide explains PortalProdigy's SEO settings options including how to replace PortalProdigy's ASP scripted URLs with human readable URLs.

The following is an example URL for a Product detail page with ASP scripted URL:

<http://demo.brolinsoftware.com/main.asp?uri=1029&pi=1017>

The following is an example of human readable URL for the same page:

<http://demo.brolinsoftware.com/Canon-PowerShot-SX1-IS-1029-1017.html>

**The following PortalProdigy feature components can be configured to use human readable URLs:**

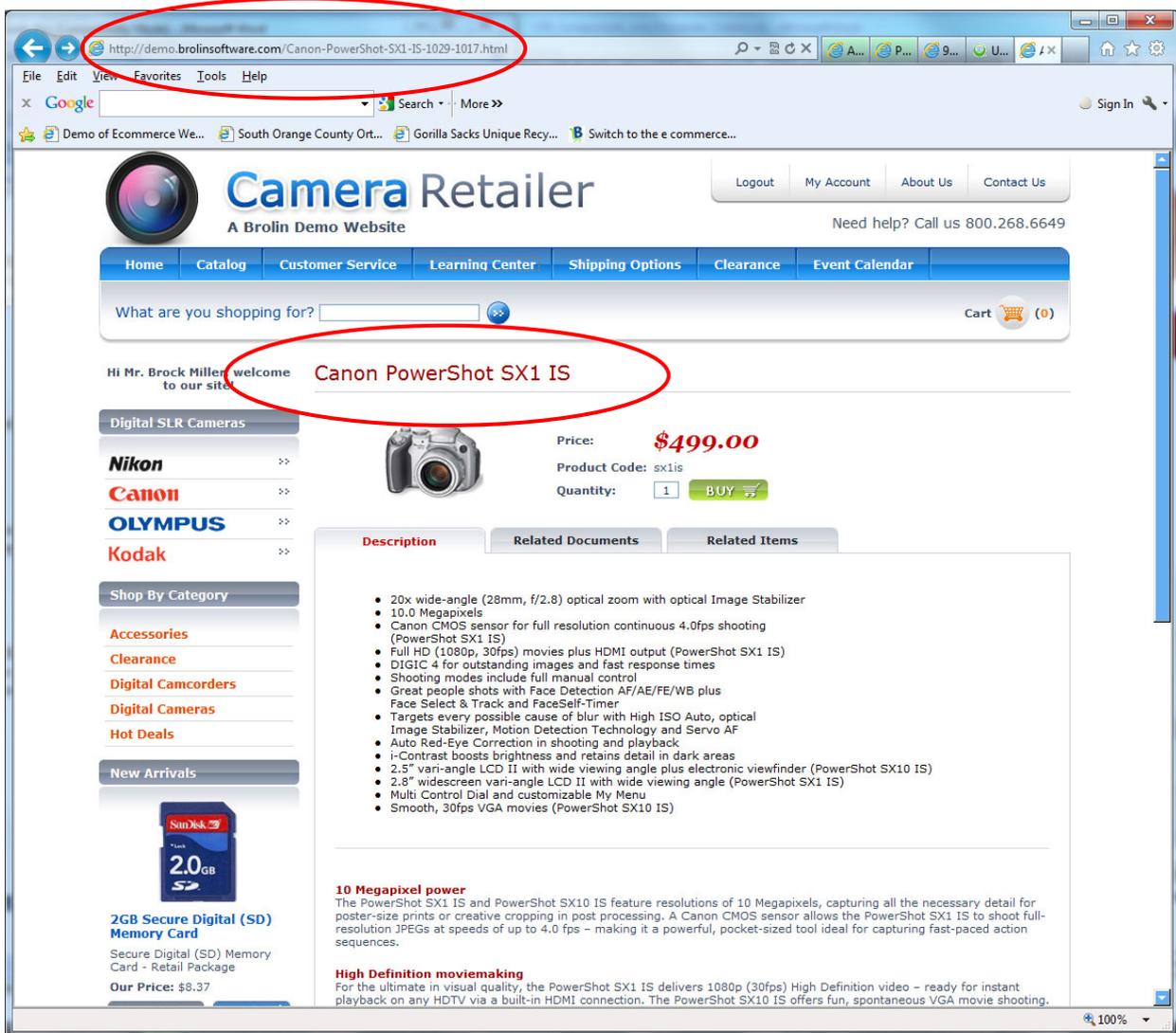
- 1) Comparable Products
- 2) Discussions
- 3) Documents
- 4) Events
- 5) Exchange Listings
- 6) News
- 7) Products
- 8) Product Catalog
- 9) Requests
- 10) Surveys

Other features of human readable URLs:

- PortalProdigy Widgets automatically include human readable URLs.

- PortalProdigy Menu links created using Menu Builder automatically include human readable URLs.
- PortalProdigy automatically creates permanent 301 redirects for the ASP scripted URLs to human readable URLs.
- PortalProdigy uses the human readable URLs when it creates the Google Site Map.
- PortalProdigy inserts a canonical link instruction in every page with human readable URL.
- PortalProdigy can automatically generate human readable URLs for you.
- PortalProdigy provides the option for to specify your own human readable URLs.
- PortalProdigy automatically replaces spaces which are not allowed in URLs with dashes which are allowed.
- You can perform bulk import of human readable URLs along with the other SEO settings for Products.
- You can perform bulk export of human readable URLs along with the other SEO settings for Products.
- PortalProdigy prevents duplicate URLs and increases performance by automatically adding a URI and Record ID to all human readable URLs.

The URL in the page below is auto generated using the Product's Name.



For each page (record) PortalProdigy provides you with the option to auto generate the page's URL or to specify it yourself. This is controlled using the Search Engine Settings in Page Manager or for specified values using SEO Settings in the Feature Management Page such as Item Management. Profiles created using Page Manager can be applied to a single record, groups of records, or all records. A default Profile can be defined for each Feature Component using Page Type Manager. The default Profile allows you to define the settings once and apply them to all records. If you like, you can then override the default Profile on a record by record basis. When you want to specify SEO values that are unique to a specific record, use the SEO Setting option in the Feature Management Page because this is more efficient. If you want to specify values that are to be shared by multiple records (not recommended because this is less optimized), do this in the Profile.

The SEO settings for the above page are as follows:

Search Engine Settings		
	Override	Selection
Page Title:	<input checked="" type="checkbox"/>	<input checked="" type="radio"/> Auto Generate <input type="radio"/> Specify Demo of Ecommerce Website Builder - Brolin Software
Meta Tag Description:	<input checked="" type="checkbox"/>	<input checked="" type="radio"/> Auto Generate <input type="radio"/> Specify Demonstration website built by Brolin. Showcases Brolin's website publishing and content management system, packed with powerful ecommerce features and business management tools. Be instantly up and running with standard templates or create a custom website design.
Meta Tag KeyWords:	<input checked="" type="checkbox"/>	<input checked="" type="radio"/> Auto Generate <input type="radio"/> Specify (Empty text input field)
Script:	<input type="checkbox"/>	(Empty text input field)
Robots:	<input type="checkbox"/>	FOLLOW, INDEX
Human Readable URL:	<input checked="" type="checkbox"/>	<input checked="" type="radio"/> Auto Generate <input type="radio"/> Specify (Empty text input field)
Include in SEO Sitemap:	<input checked="" type="checkbox"/>	<input checked="" type="radio"/> Yes <input type="radio"/> No
Sitemap Change Frequency:	<input type="checkbox"/>	Monthly
Sitemap Priority:	<input type="checkbox"/>	0.5

SEO setting use the inherited values unless you check the override checkbox. The Inherit From option in Page Manager defines the parent Profile to inherit from. Feature Component pages either inherit from Site Settings, Page Type Default Settings, or from a specified Profile.

Note that “Global Page” is the default Profile for Site Settings. Setting the Inherit From option in Page Manager to either Site Settings or to Other and selecting “Global Page” is the same.

Human readable URLs are enabled by checking the Override checkbox either in a parent Profile or the Profile of an individual record. If the Inherit From option is set to “Site Settings” or “Global Page” ASP scripted URL will be used. This is because Site Settings does not have a Humane Readable URL option.

**Search Engine Settings:**

- 1) Page Title – used to define a title that is displayed in the browser and used by search engines. For older browsers it is displayed at the top of the browser and for the newer browsers it is typically displayed as a tool tip when hovering over the page tab. Google and the other search engines use the Page Title in their page ranking process and often display it as the title in their search results. The example below is the Google listing for the Brolin home page which has a Page Title of “Brolin Software Website Design eCommerce and Web Portal Solutions”

[Brolin Software Website Design eCommerce and Web Portal Solutions](#)



[www.brolin.net/](http://www.brolin.net/)

**BROLIN CORPORATION** offers the world's most affordable & comprehensive Ecommerce solution for small business. Discover the power of PortalProdigy, our ...

For SEO the Page Title should contain the primary key words for the page. These keywords should be repeated in the Meta Tag Description, Meta Tag Keywords, Human Readable URL, and in the content of the page including within the <h1></h1> tags.

- a) Auto Generate – select this option when you want PortalProdigy to automatically generate the value. For Products it will use the Product Name. For Documents it will use the Document Name, For News it will use the News Title; etc. Note that it will also append the Title 1 value from Site Settings as a prefix. Leave Title 1 blank if you don't want it to append it. Title 1 is typically used to enter the DBA for your company, e.g. "Brolin Software".
  - b) Specify – select this option when you want to manually enter the value. Also select this option when you import Page Titles.
- 2) Meta Tag Description – use to describe the content of the page to the search engines. The Meta Tag Description is included in the HTML code but is not visible in the page. Search engines such as Google often display your Meta Tag Description in their search results, thus it is important to write compelling descriptions. Google will truncate the description, typically displaying just the first 150 characters. In the example below "BROLIN CORPORATION offers the world's most ..." is taken from the meta tag description.

[Brolin Software Website Design eCommerce and Web Portal Solutions](#)



[www.brolin.net/](http://www.brolin.net/)

**BROLIN CORPORATION** offers the world's most affordable & comprehensive Ecommerce solution for small business. Discover the power of PortalProdigy, our ...

- a) Auto Generate – select this option when you want PortalProdigy to automatically generate the value. For Products it will use the Product's Short Description up to the first carriage return. For Documents it will use the Document's Description up to the first carriage return. For News it will use the News Description; etc. If a Meta Tag Description Addendum is defined in Site Settings it will be appended to the value.
  - b) Specify – select this option when you want to manually enter the value. Also select this option when you import the value. If a Meta Tag Description Addendum is defined in Site Settings it will be appended to the value.
- 3) Meta Tag Keywords – use to specify key words and phrases that you want the search engines to use for indexing the page. The Meta Tag Keywords are included in the HTML code; they are not visible in the page. These keywords should be repeated in the Page Title, Meta Tag Description, Human Readable URL, and in the content of the page including within header

tags such as `<h1>Ecommerce Solutions</h1>`. Each keyword or phrase (up to six words) must be separate by a comma followed by a space.

- a) Auto Generate – select this option when you want PortalProdigy to automatically generate the keywords. For Products it will generate the keywords from the Product’s Short Description up to the first carriage return. For Documents it will use the Document’s Description up to the first carriage return. For News it will use the News Description; etc. PortalProdigy will not include words that are articles of speech such as “the”.
  - b) Specify – select this option to manually enter the keywords. It is recommended to use this option rather than auto generating your keywords because it will allow you to define phrases as opposed to single words. Long Tail phrases (three or more words) are generally more effective than either individual words or Short Tail phrases due to the sheer volume of websites that you are competing with. The auto generate option is limited to creating individual keywords. Also select the Specify option when you import Keywords.
- 4) Script – use to enter Java Scripts that you want inserted in the page. This is commonly used for scripts such as Google Tracking. The scripts will be inserted into the HTML of the page where the script tag `%%Script%%` is located. This tag is usually located just before the closing `</head>` tag.
- 5) Robots – use to instruct search engine spiders (robots). Select from one of the following options in the list box:
- a) FOLLOW, INDEX – instructs robot to follow the hyperlinks in the page and to index the page.
  - b) FOLLOW, NOINDEX – instructs robot to follow the hyperlinks in the page but don’t index the page.
  - c) NOFOLLOW, INDEX – instructs robot to not follow the hyperlinks in the page and to index the page.
  - d) NOFOLLOW, NOINDEX – instructs robot to not follow the hyperlinks in the page and not to index the page.
- 6) Human Readable URL – used to define the URL. Be sure to follow the W3C rules for URLs. Use of invalid characters will cause the page to not be displayed. Do not include forward or backward slashes. Numbers and the letters of the alphabet plus dashes and underscores are valid. PortalProdigy will replace spaces with dashes. Dashes are recommended over underscores because search engines such as Google treat dashes as spaces; whereas they treat underscores as concatenating the words.

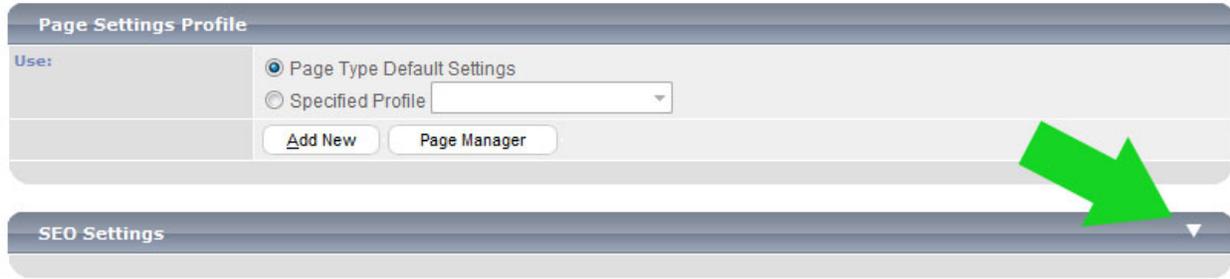
For SEO the Human Readable URL should contain the primary key words for the page. These keywords should be repeated in the Page Title, Meta Tag Description, Meta Tag Keywords, and in the content of the page including within heading tag such as `<h1></h1>`.

- a) Auto Generate – select this option when you want PortalProdigy to automatically generate the value. For Products it will use the Product Name. For Documents it will use the Document Name, For News it will use the News Title; etc.
  - b) Specify – select this option when you want to manually enter the value. Also select this option when you import Human Readable URLs.
- 7) Include in SEO Sitemap – use to include the page in the Google (SEO) Sitemap. PortalProdigy provides an option accessible from the Utilities Menu to automatically generate and update a Google Sitemap in your websites root directory.
- a) Yes – select to include the page in the Google Sitemap. If Human Readable URL is enabled, it will use the Human Readable URL otherwise it will use the ASP Scripted URL. It is recommended to select “Yes” for all pages that you want Google and the other search engines to index.
  - b) No – select to exclude the page from the Google Sitemap.
- 8) Sitemap Change Frequency – this option applies to the Google (SEO) Sitemap and is a required value in the Site Map. It instructs the search engines how often to re-index the page. Select from one of the defined values that best represents how often the content of the page will be changed. It defaults to “Monthly”.
- 9) Sitemap Priority - this option applies to the Google (SEO) Sitemap and is a required value in the Site Map. It defined the priority of the page relative to the other pages on your website. Google suggests using the default value of “0.5”.

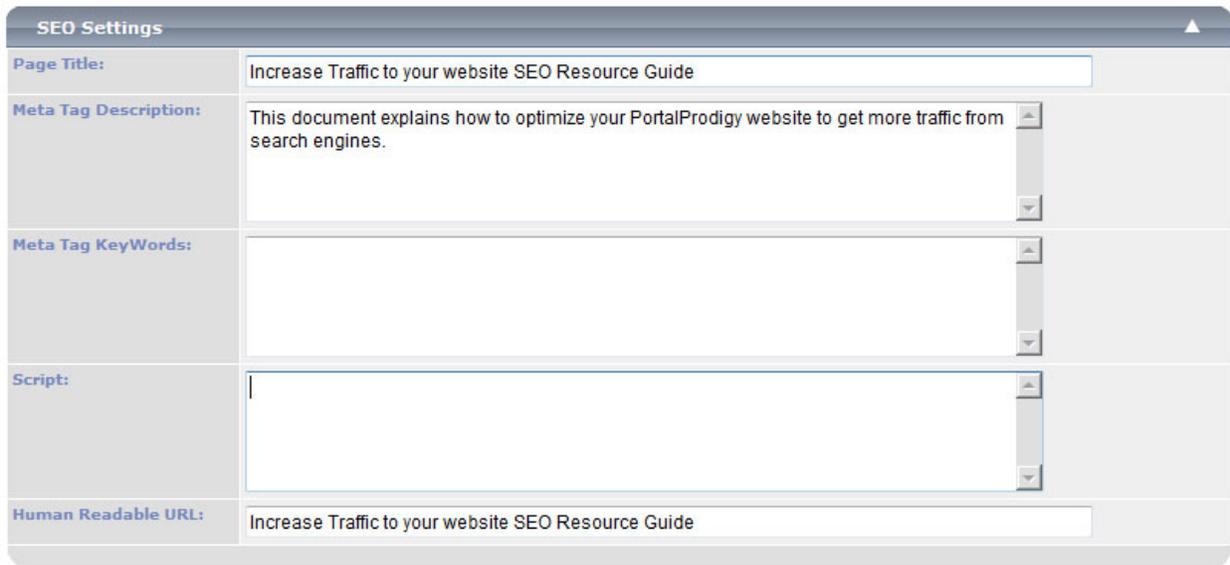
**Warning:** Human Readable URLs must contain only valid URL characters as defined by W3C. It is recommended to not use extended characters such as question marks, ampersands, etc. that cause problems for some spiders. PortalProdigy will replace all spaces with dashes because URLs cannot contain spaces. PortalProdigy also appends two numbers to the URL which are used to uniquely identify the page type and record ID. In the first example above you can see that it appended the URI “1029” which identifies the page type and the Product ID “1017” which identifies the product. Do not include backward or forward slashes. Do not include your website domain name because PortalProdigy will automatically add this.

### **How to Manually Enter SEO Values for a Specific Feature Record:**

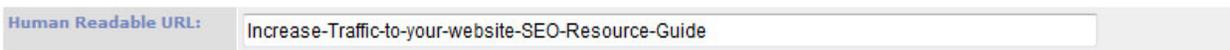
Open the record in the applicable management page. Click on the tiny down arrow key in the SEO Settings section to open it.



Enter the values that you want as shown below.



After saving the page, PortalProdigy will automatically format the Human Readable URL replacing spaces with dashes and removing disallowed characters as shown below.



### Suggested SEO Implementation Strategy:

It is recommended that you define default Search Engine Settings for each Feature Component page using Page Type Manager. Be sure to check the Override checkbox for each option that you configure. The Auto Generate option is typically the best choice as the default setting. You can then either manually override this for each record by entering values in the new SEO Settings section or use the SEO Import to do this.

### SEO Import and Export:

The SEO Import and Export features are currently available for Products and Product Catalog Categories. They are accessible from the Import / Export menu.

The SEO Product Export includes the following fields from the Items table:

- Product Code
- Product Name
- Product Detail Categories (Custom Fields)

The above fields can be exported then manipulated in Excel to create custom human readable URLs. This makes it easy to create URLs containing data from these fields such as Part Numbers, Model Numbers, Brand Names, etc.

When exporting and re-importing Product SEO data be sure to retain the ItemID. The ItemID field permits PortalProdigy to identify the correct Product to update during re-import.

The Product SEO Export screen is shown below:

