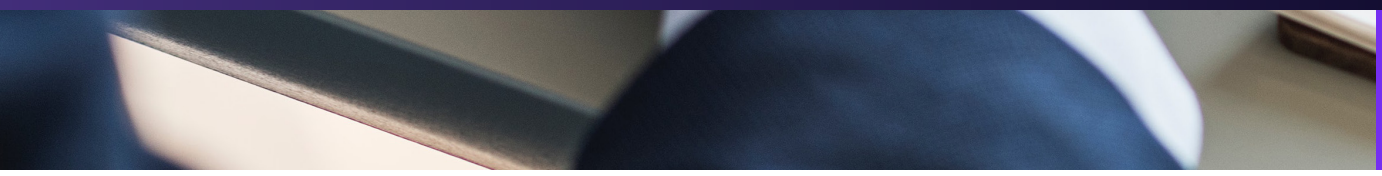
How dotCMS Facilitates Enterprise SEO



dotcms

2018

An Enterprise CMS should facilitate SEO,

not obstruct it.

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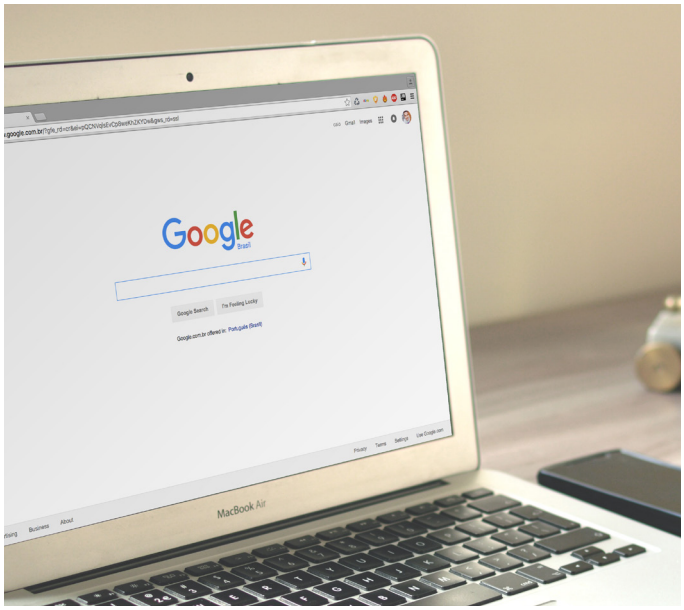
Intro.

Optimizing web content for Google, Bing, and DuckDuckGo **has become an integral part of every marketer's routine.** However, while Search Engine Optimization (SEO) practices have evolved from the meta-tags and static HTML of yesterday to the **content-quality focused strategy** of today — most content management systems have failed to keep pace, leaving marketing teams with inadequate tools when it comes to SEO.

dotCMS

has been built from the ground up to **support SEO strategies** that don't just make websites more appealing to search engines, but also to humans.

Key Takeaways



01. How has SEO Changed?

Google & competing search engines are tweaking their algorithms to match the demands of consumers. That includes **quality, well-tagged, well-coded content that's delivered at speed.**

02. Should We Focus on Quantity, or Quality?

Both. Prioritize the quality of your content, and then seek to scale production. Larger websites are more likely to be ranked by Google and other search engines.

03. How Can a CMS Help Optimize a large-scale website for Search Engines?

A modern web content management system can help by ensuring pages load quickly, **by automating the content tagging process, facilitating 301 redirects,** giving marketers control over URL structure, and easing tasks like adding alt tags to images.

04. How does dotCMS Facilitate SEO?

With its NoCode philosophy, **dotCMS gives marketers and content writers a user-friendly authoring experience** backed by all the SEO features mentioned above. Additionally, dotCMS helps prevent unsafe duplication of content, and gives brands a wide range of integration opportunities to leverage social media and content syndication techniques.

05. How Can I Control SEO with dotCMS in a Headless Environment?

As a headless CMS, **dotCMS enables marketers to create content once, and then distribute it anywhere.** For instance, content can be distributed to sub-domains, websites that serve different regions, and even to different IoT devices. dotCMS gives brands the option to use Canonical URLs to safeguard content duplication issues by informing Google that the duplication is purposeful.

06. Does dotCMS Have Any Limitations When it Comes to SEO?

dotCMS has all the tools a modern marketer and content author needs to rank at the top of page one for any keyword. The only limiting factor is the quality of content produced. **If your content is great, dotCMS will facilitate your SEO efforts**—not limit them.

Enterprise SEO 2019 & Beyond

SEO is not what it used to be. Search engine robots and algorithms have matured to **reward websites that produce high-quality content that's presented quickly and efficiently,** and to penalize websites that adhere to outdated tactics like keyword stuffing.

The readers of internet content readers have also spoken, placing website speed and valuable content at the top of their priority list. Indeed, it's those consumer decisions and demands that continue to shape the SEO landscape, as Google, Bing, and others evolve to provide the best experiences possible — no matter what people are searching for.

For the marketer on the other side of the equation, there's more to do, and less time to do it. **Content needs to be relevant, well-written, original, and it needs to be presented beautifully,** not to mention at lightning fast speeds.

Doing all of that, while also ensuring that the page's title tag is under a specific character amount, is hard work—especially if your Web Content Management System refuses to help.

A modern CMS built for enterprise SEO in 2019 and beyond, **needs to help the everyday marketer and content writer with tasks which include**, but are not limited to:

- **Auto-tagging content**
- **Social media integration**
- **Duplicate content elimination**
- **Advanced URL controls**
- **301 redirects**
- **Alt text management**

In this whitepaper,

we're taking a look at how an enterprise marketer can bolster their SEO efforts. Additionally, we're taking a look at how a CMS — namely, dotCMS — can streamline the entire process of Search Engine Optimization.

4 Tried and Tested SEO Strategies for the Enterprise

Much has been made of the technical elements of SEO (meta tags, HTML, and so forth), but in reality,

SEO

is merely the practice of **improving the quantity and quality of your traffic to your website through optimizing** the overall relevance of your site from the perspective of search engines.

Said more simply,

Search Engine Optimization comes down to two things:

01.

Firstly, it's about making your **website friendlier for search engines to find and index content** (we'll be covering this in the next few pages)

02.

And secondly, producing **quality content that encourages people to share and link to it on other highly ranked websites** - thereby improving your "importance" or relevance in search queries performed on search engines.

SEO Tips: here are some best practices for that piece of the puzzle:

#01. Quality (with quantity)

Quantity is important. It's true that, in general, Google prefers larger sites to smaller ones, so you always want a strong pipeline full of content.

However,

quality content should always be the priority.

A worthy CMS focuses on helping you optimize your content and facilitate great content by providing an **easy-to-use interface & a flexible workflow, which dotCMS facilitates through its NoCode philosophy**[1&2].

SEO Tips: here are some best practices for that piece of the puzzle:

#02. Target Humans, Not Machines

The practice of keyword stuffing is almost dead, but content writers still try their level best to mention key phrases as often as possible, even at the expense of readability; and that's a big mistake.

Certainly, a high-density of keywords can help you rank higher for them—but if you focus too much on this, you'll generate unreadable content. Here's an example of two pieces of content targeting the **keywords, "Java Software" and "Java":**

01. "Java software is good software because it is java and java is good for building software. Many companies use Java software."

02. "Java software is good for you because it provides a number of benefits, including the fact that it's widely adopted by junior and senior developers."

In theory, the first example would rank higher, as it includes more instances of the keyword. **However, it contains little value and reads poorly.** The second example is less focused on the keyword and is more focused on the message itself. Thus, it reads better.

By putting keywords before value and readability, you will ultimately drive your readership away. But with a **focus on value, you will encourage your readers to share and link to your content.**

No CMS on earth will make you a better copywriter, but **a good platform should help you uncover issues like high bounce rates and low time spent on your web pages,** both of which can be caused by poor copy. Additionally, your chosen CMS should offer integrations with third-party tools like Acrolinx3—yet another MarTech tool that integrates with dotCMS—to support copywriters, keyword research, and SEO efforts in general.

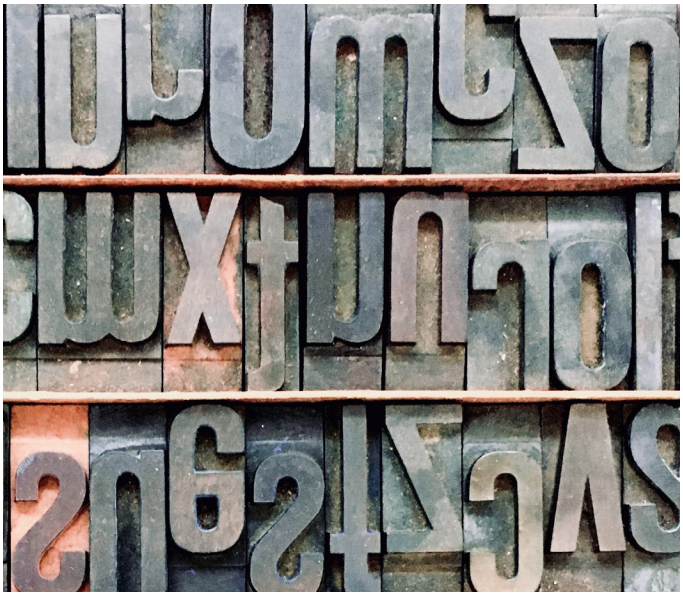
SEO Tips: here are some best practices
for that piece of the puzzle:

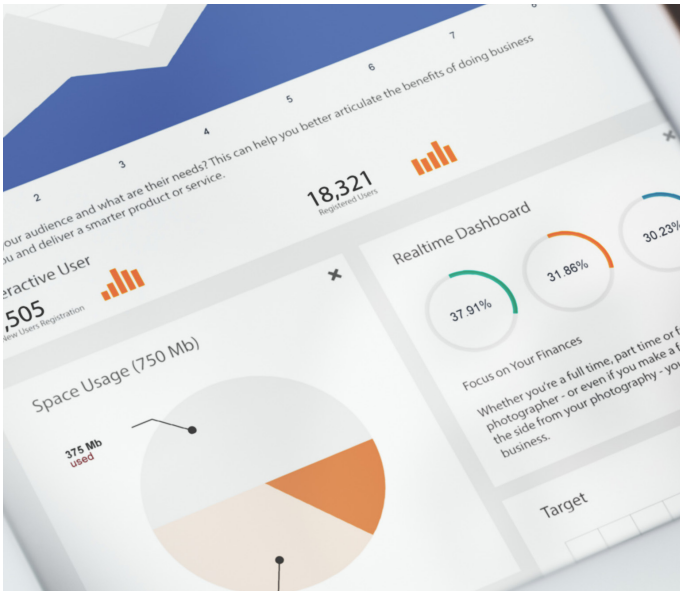
#03. Manage a select number of keywords and key phrases

Instead of listing out 300 keywords that you want to rank on page one for, start out with a more realistic target.

Conduct an SEO audit to see what keywords you already rank well for, and double-down on those.

Then, outline a more modest number of keywords to target. That number should be in line with the amount of content you're able to produce. Once you make progress on your first batch of keywords, you can start to broaden the list.





SEO Tips: here are some best practices for that piece of the puzzle:

#04. Go the extra mile

Writing great copy works, but you should always be striving to **experiment with new channels and ideas,** so long as you aren't engaging in any blackhat SEO tactics. This is especially true when you're competing fiercely for a particular keyword.

Try setting up a YouTube and Instagram channel and funneling some links to content in there. Or, **consider setting up microsites that focus on different keywords and phrases** that you want to rank higher on. You could also join online discussion forums and social media groups to organically link to your content.

At dotCMS, we have some microsite examples that we use in our PPC ad campaigns:

Keyword(s)	Landing page/microsite
Headless, CMS	https://dotcms.com/headless-cms
Intranet	https://dotcms.com/portal-cms
CMS	https://dotcms.com/content-management-system
DXP	https://dotcms.com/digital-experience-platform

SEO Strategies for Enterprise

01. Quality (with quantity)

Publish a lot of good, quality content.

dotCMS has a NoCode philosophy that helps you optimize & facilitate your content.

02. Manage a select number of keywords & key phrases

Prioritize the keyword & key phrases.

dotCMS integrate with Google Analytics to pull data of how your customers are finding you.

03. Target real people in your audience

Avoid a content full of keywords, & maximize the readability for users.

dotCMS integrates with Acrolinx - which support keyword research & rankings.

04. Go the extra mile

It's always good to experiment & try new things.

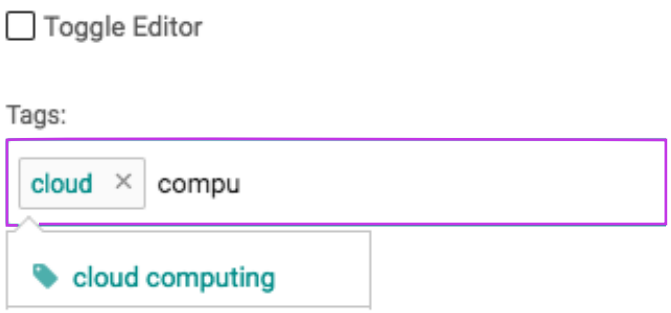
- Try adding links to content in channels like YouTube & Instagram.
- Or set uo microsites that focus on keywords & phrases that you want to rank higher on.

10 Winning CMS Features That Support Enterprise SEO

A great CMS should simply "get out of the way" of the search optimization process. That doesn't mean the CMS should do nothing; it means it should automate the mundane and facilitate the necessary.

That way, so long as your content strategy is on the money, **your CMS will handle the science behind ranking well on Google, Bing, and other search engines.**

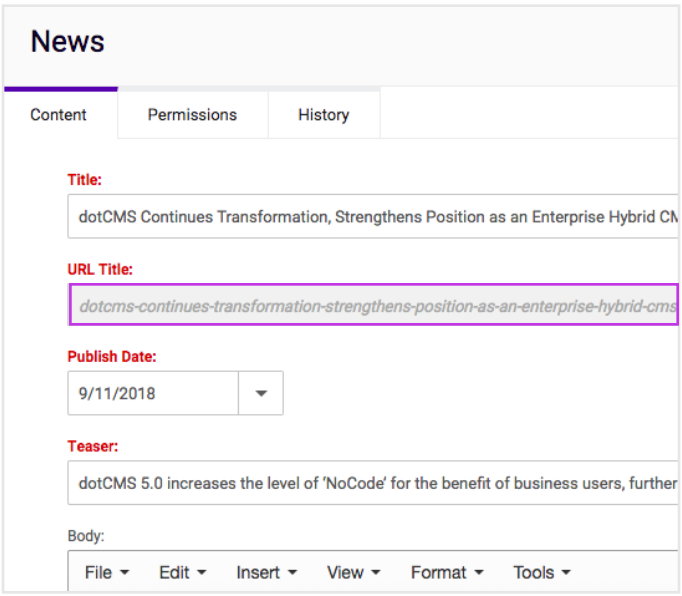
Here are 10 CMS features to watch out for when choosing a CMS:



#01. Full control of all content tags

dotCMS enables marketers and content writers to optimize content for search engines through **optimized title tags on every page. Also, dotCMS auto-generates tags and titles for documents and assets** that are optimized for search. For instance, titled are automatically truncated to less than 70 characters.

This also includes the ability to insert the "noindex" or other types of tags into specific pages. This can either be done manually, or automatically depending on your requirements.



#02. Full control over HTML headers and formatting is key

Google pays close attention to the quality of your website's HTML. So, ensuring that the **CMS provides for full control over H1, H2 and other formatting tags** (like meta description tags) is a crucial piece of any good content management solution.

In the age of AI, **dotCMS offers an integration with Amazon Rekognition**[3] that helps to automatically generate tags at scale for video and image assets using deep-learning technology.

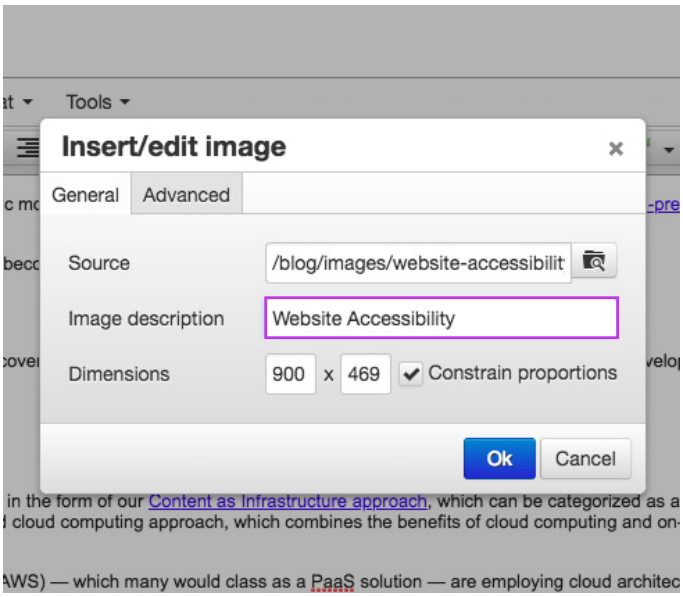
#03. Full control over the URL construction

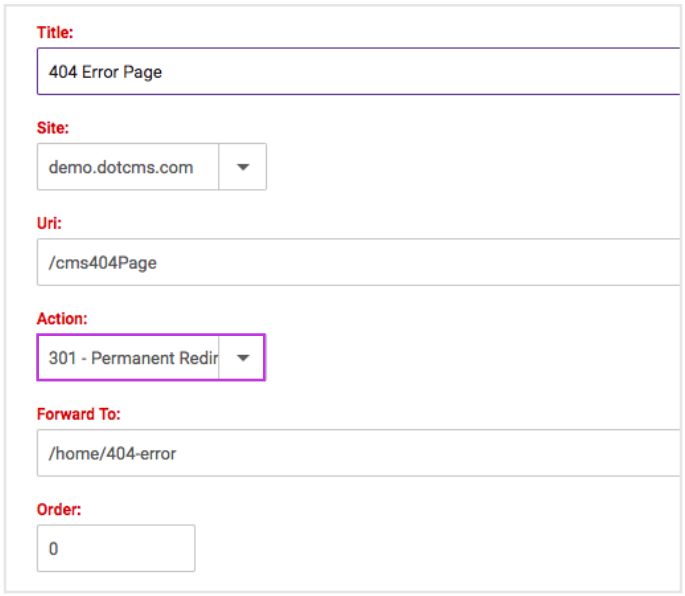
Any URL should be manageable as part of the content within the CMS — without exception . This includes the ability to create shortened or "boutique" URLs for social media sharing. **dotCMS supports advanced URL construction through:**

- **SEO-friendly URLs** are generated automatically[4]
- **URLs can be overwritten** by a CMS user
- **Vanity URLs** are supported[5]

#04. Alt text is just another piece of content in the CMS

For the sake of searchability and accessibility, **providing alt tags on images is a best practice.** With any good SEO optimized CMS, users should have the ability to **add alt tags to any asset,** especially images. dotCMS does exactly that, and it also provides default "auto text" for images that can be overridden by the end user on a case-by-case basis.





#05. A good CMS enables you to manage 301 redirects

301 redirects **ensure that Google gives credit for content that has moved from one page to another, instead of penalizing you for content duplication, or worse,** removing the old page's ranking totally because of an apparent deletion.

dotCMS has a 301 redirect tool that allows end users to create those 301 redirects when it's necessary[6&7].

#06. The CMS prevents duplicate content creation

Duplicate content on the same website isn't as bad as everybody thinks — but it's not a positive, either. **This issue expand beyond copy, and includes tags and HTML duplication also** [8].

dotCMS removes these concerns by only indexing the content and not the HTML container.

Additionally, dotCMS enables users to configure canonical URLs for any piece of content, which informs search engines that one page should take precedence over any other duplicated content found elsewhere on the website.

dotCMS is a content-centric CMS where you create content once and safely repurpose it multiple times across your websites and applications from a single dotCMS instance.

#07. XML Sitemaps are fundamental for Google

A key practice for ensuring that Google indexes all of your content is the **creation of an XML sitemap** [9]. With this, you can create a standard way for Google to index and present your content through its search engine. A well implemented SEO optimized **CMS** will facilitate this best practice by **automatically creating and publishing an XML sitemap, as the content is managed.**

#08. Social media integration

Content that is shared, and shared often, **has become a critical component to how search engines are ranking content.** Making sure that your CMS can integrate with social channels by publishing content in a way that helps populate your social feeds, and in a way that facilitates the sharing of the content on your site, is vital.

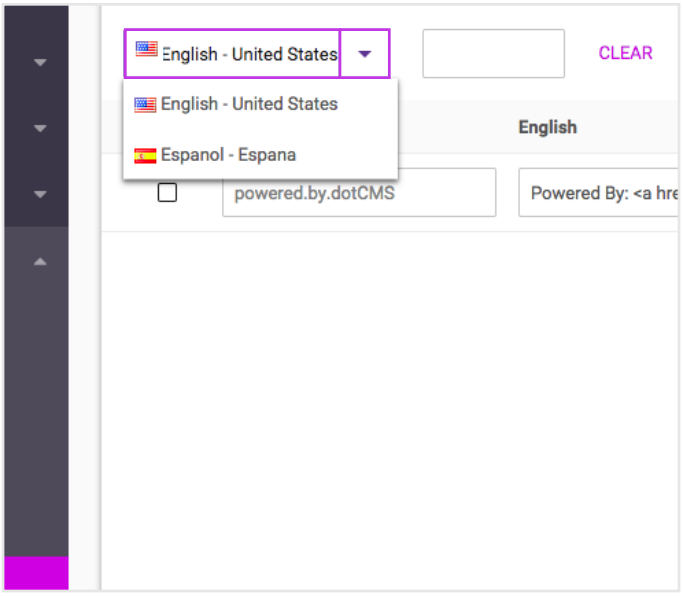
#09. Speed is the currency

Google is constantly tweaking their algorithm — and website speed is more important than ever. ISo, ensuring that your **SEO-optimized CMS[10] can deliver your site with absolutely no delays,** no matter how big or busy it gets, is key to a successful SEO strategy. For more, check out dotCMS's white paper on high-performance content delivery[11].

#10. Manage multiple languages

When it comes to managing content in different languages, the best practice is to **present that content through subdirectories or through different sub-domains.** Also, and the creation of SEO-friendly URLs within those sub-domains or subdirectories should be supported[12].

With dotCMS, content can be easily managed and segmented based on tags, internal departments, and the content's relation to sub-domains or subdirectories.



10 Winning CMS Features

That Support Enterprise SEO

01. Full control of all content tags

02. Full control over HTML headers and formatting is key

03. Full control over the URL construction

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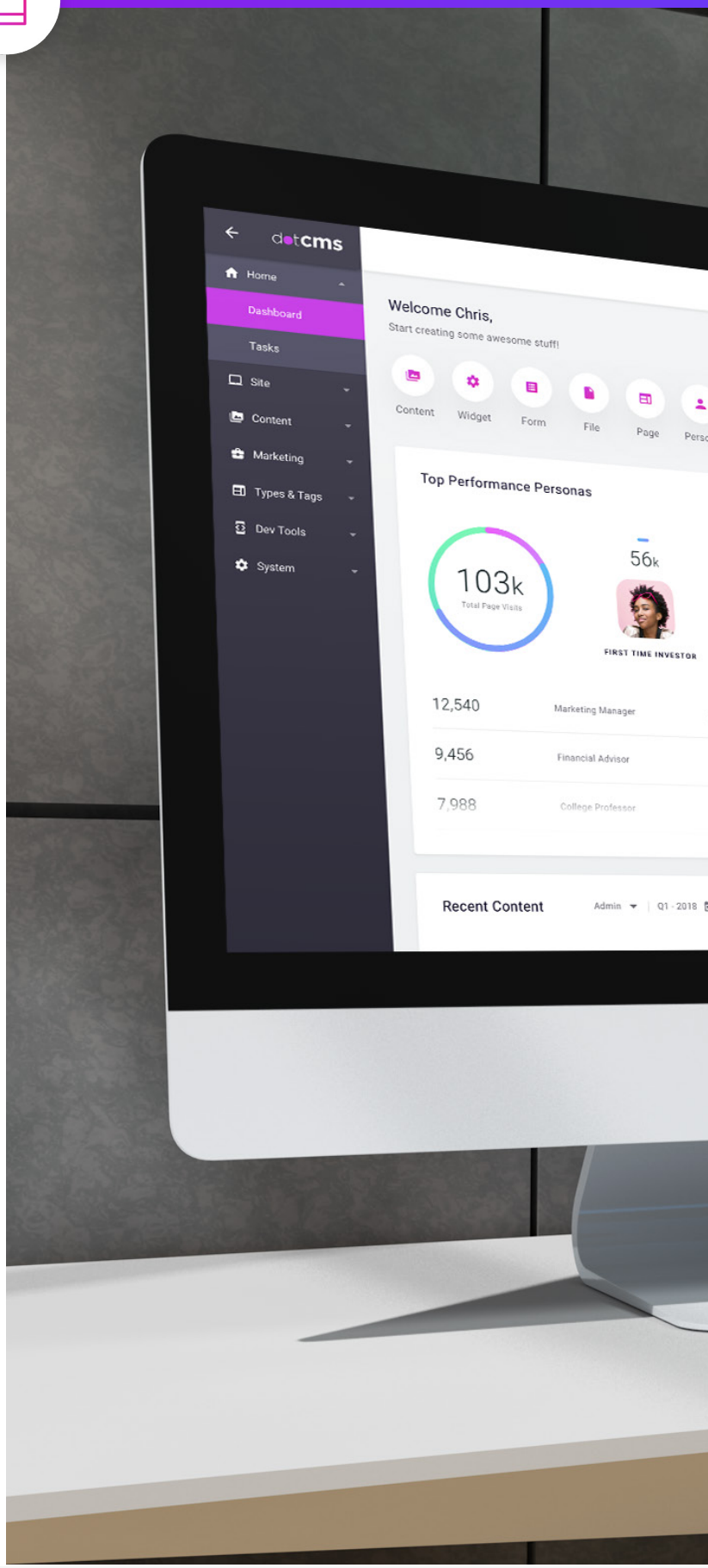
10. Manage multiple languages

dotCMS: An SEO Specialist's Dream

If you're looking for one platform that encompasses **all the SEO-supporting features listed above, you'll find it in dotCMS.**

Using dotCMS, both sides of SEO, the technical side and and the innovation side, are managed in an optimized way, without the marketer have to do any heavy lifting. As the roles between content author, content editor, and SEO specialist begin to blur, it's crucial that the optimization of content happens before it is published to the website. dotCMS helps to facilitate that process, coming equipped to support these best practices out of the box.

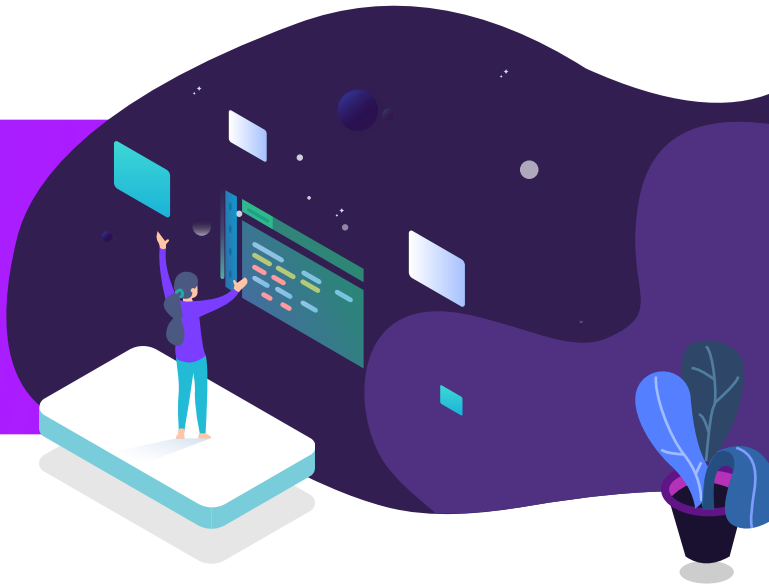


About Info.
dotCMS

Is an open-source Java, customer experience orchestration hub for companies that want to drive business outcomes with their websites and other content-driven applications. dotCMS provides the technology to deliver connected and continuous customer experiences that business teams can orchestrate. **Extensible, scalable, and with headless content management capabilities, organizations can rapidly build their Digital Experience Platform and drive innovation** while their marketing and business teams drive customer experiences for every touchpoint, in every customer journey, on any device — all from a single system.

Founded in 2003, dotCMS is a privately owned U.S. company with offices in Miami (Florida), Boston (Massachusetts), and San José (Costa Rica). With a global network of certified implementation partners and an active open-source community, **dotCMS has generated more than a half-million downloads and over 10,000 implementations and integration projects in over 70 countries.** Notable dotCMS customers include: Telus, Standard & Poors, Hospital Corporation of America, Royal Bank of Canada, DirecTV, Nomura Bank, Thomson Reuters, China Mobile, Aon, DriveTest Ontario, and ICANN.

SCHEDULE A
dotCMS demo at dotcms.com



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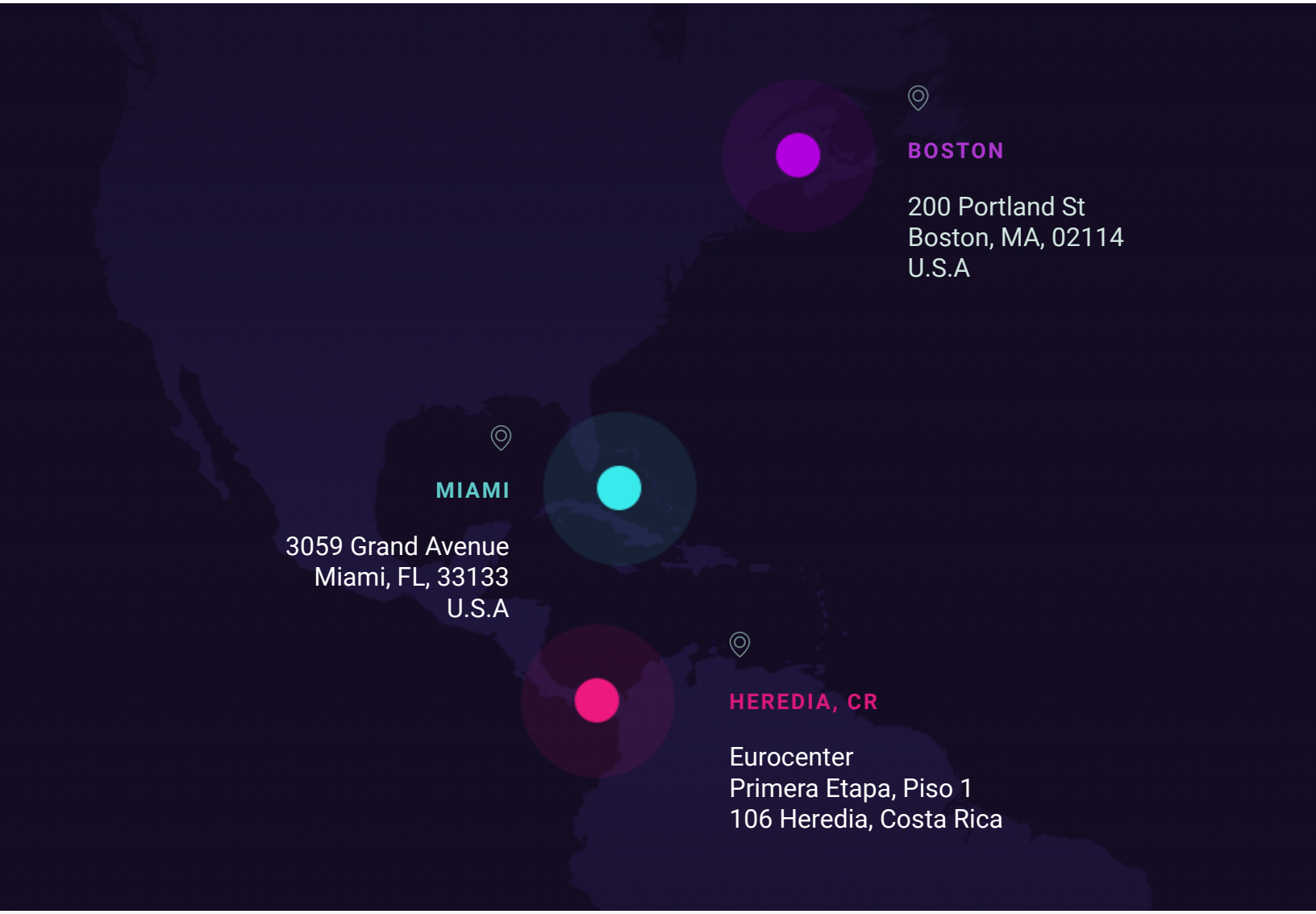

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