Murray Digital Platform – Fact Sheet Two Technical & SEO Tips

Background

Throughout the development and implementation of the Murray Regional Tourism (MRT) Digital Platform Project there has been various learnings around content loading plus information that can assist with the more technical aspects of websites that individual destinations may like implement.

To assist destinations maximise their online performance and use of the digital platform a series of 'Fact Sheets' have been created to document and share these learnings. This is the second fact sheet in this series.

Prior to starting it is recommended that you read the administration user manual. If you don't have the manual, please request this from MRT.

Navigation Menu

Consumer research undertaken by Destination NSW has shown website users and Google search do not rank the word 'Stay' as high as 'Accommodation. Recommend that 'Stay' be changed to 'Accommodation' in the Navigation Menu. See screen shot below of www.visitthemurray.com.au as an example.
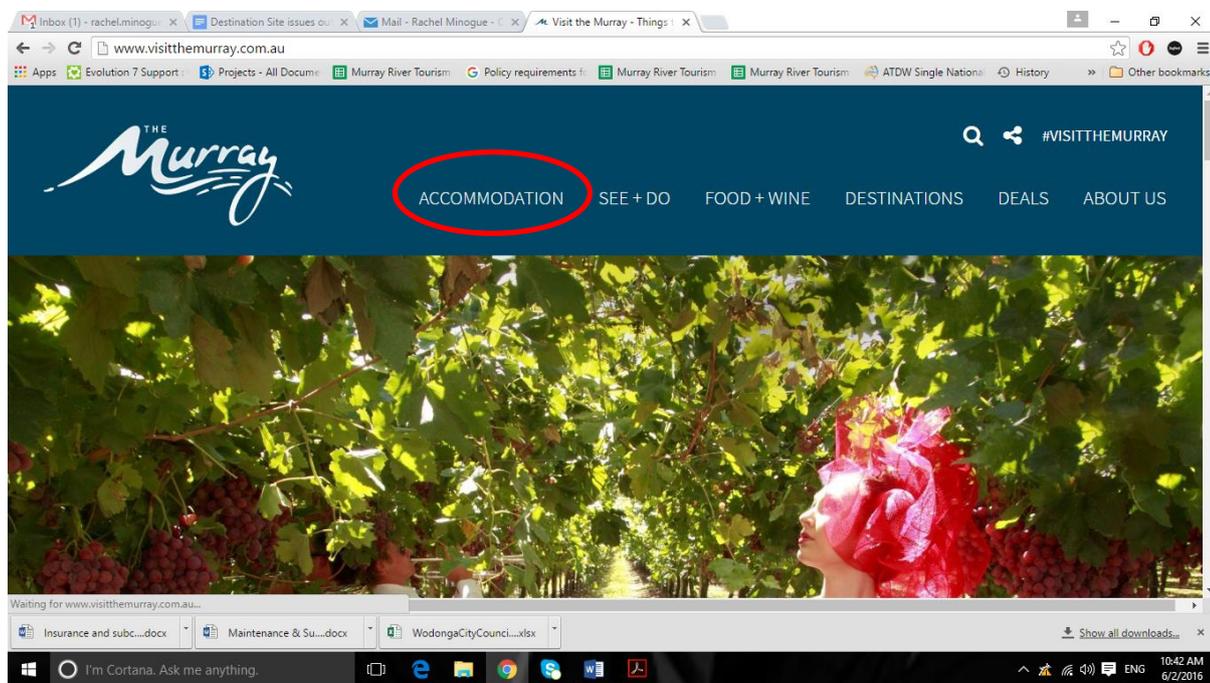
1. To target greater amounts of search volume, static landing pages should be created for content pages that sit beneath your Level 1 navigation menu. The 'Accommodation' section will be used as an example.
2. A static landing pages has been created for Accommodation which provides an overview and links to the subsequent landing pages of hotels, resorts, motels, caravan & camping and houseboats.
3. The landing page should include content (images and text) along with links and a call to action.
4. The navigation menu may need to be changed to reflect additional pages or changes to the page directory.
5. The static landing pages created will be dependent upon key styles or content within the destinations.
6. Static landing pages as described above should be equally applied to other Level 1 navigation menu titles that have content pages sitting beneath them – see screen shot of the drop down menu.

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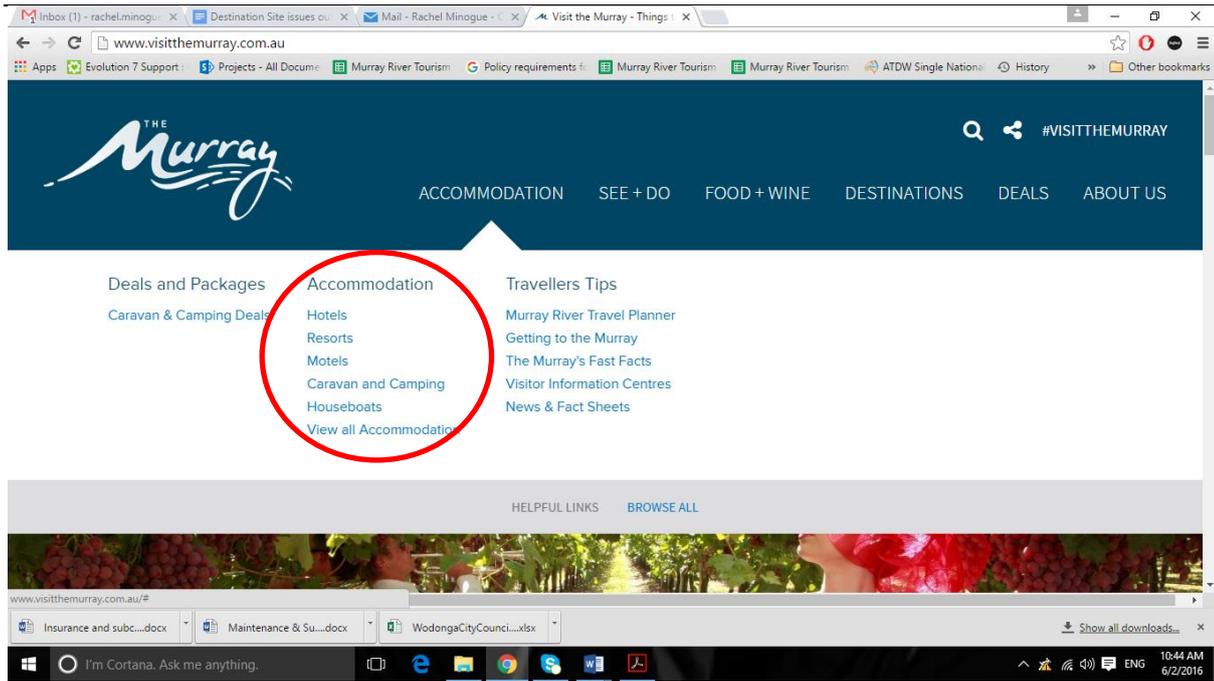
7. The navigation menu is displayed below with 'Accommodation' as the parent page, and the subsequent pages as children pages.
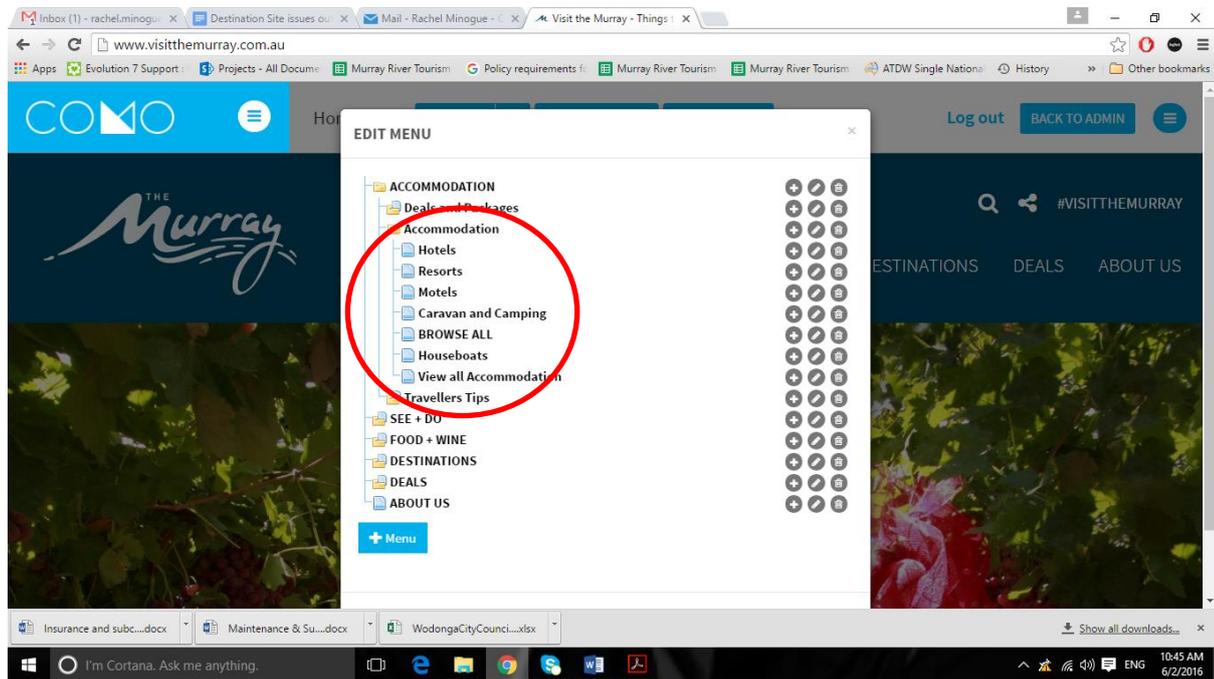
Directory

1. Using the accommodation example above, pages that relate to accommodation should sit under the accommodation directory, i.e, /accommodation/hotels, /accommodation/resorts.

2. The directory name can be setup by the site administrator in the page summary screen in the 'Parent' field by selecting the parent page. See screen shot below from the houseboat page on www.visitthemurray.com.au as an example.

3. The navigation menu will need to be changed to reflect additional pages or changes to the page directory.
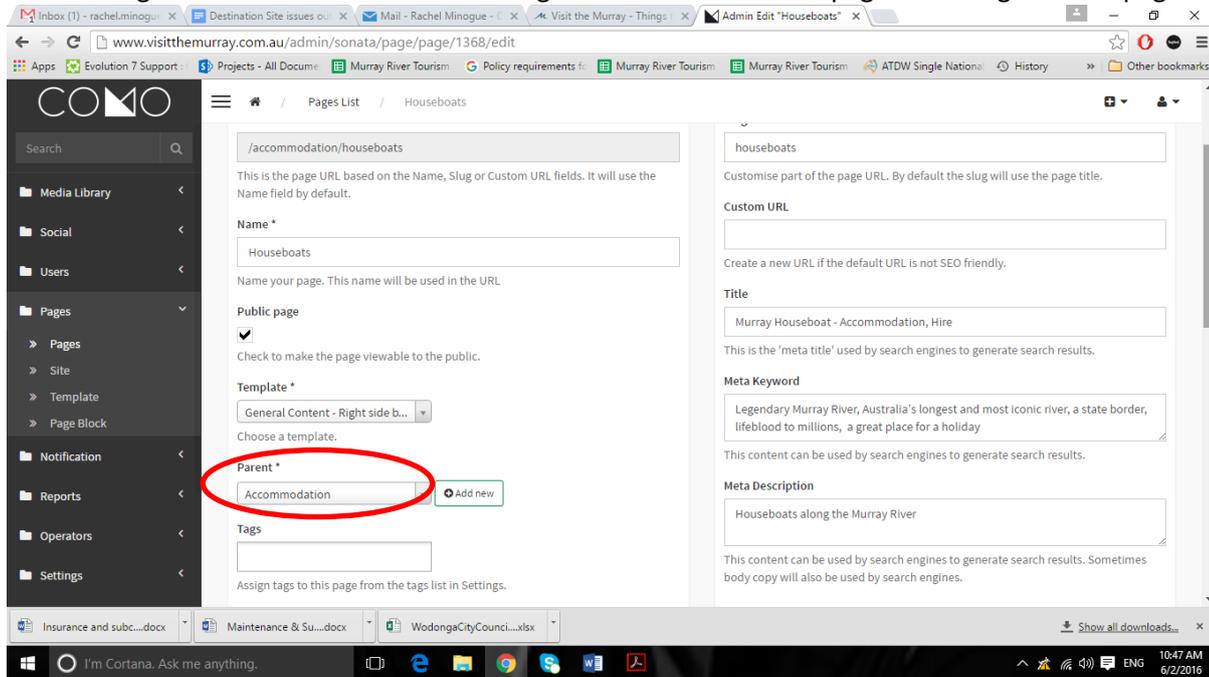
4. The 'Pages List' is displayed below which show Accommodation as the parent page and the subsequent children pages.
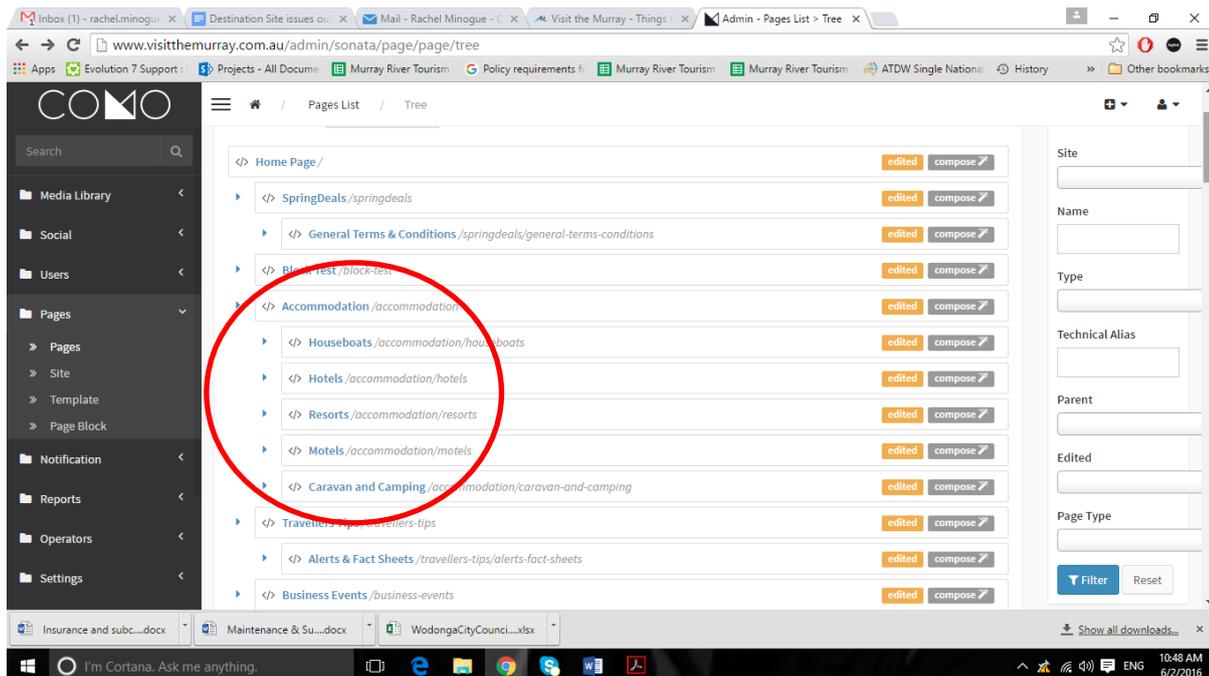
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Title Tags & Meta Keywords and Description

The title tag is the text that comes up on the Google search results and is important to not only tell Google exactly what information is on the page, but to also achieve a higher ranking from Google search. That is, get more search volume for the same keyword positions.

Meta Keywords are a specific type of meta tag that appear in the HTML code of a Web page and help tell search engines the topic of the page.

A meta description is an HTML and XHTML element that describes a page to search engines. While the perceived (and real) importance of meta data has depreciated, the attribute still plays a significant role in SEO rankings.

Title tags, meta keywords and descriptions can be added by site administrators in the back end of each site. Click on pages, page name and the page summary will be displayed. Enter the title tag name in the 'Title' field.

It is recommended that title tags, meta keywords and descriptions be added to every page. Further, the review of all website pages and the development of a list for tags, keywords and descriptions should be undertaken prior to adding these. Some good resources are as follows;
https://seo-hacker.com/url-seo-tutorial/
https://moz.com/learn/seo/meta-description
https://moz.com/learn/seo/title-tag

At a minimum every page should include a title tag.

A screen shot has been provided below which shows the Spring Deals page on www.visitthemurray.com.au with a title tag, meta keyword and description included.
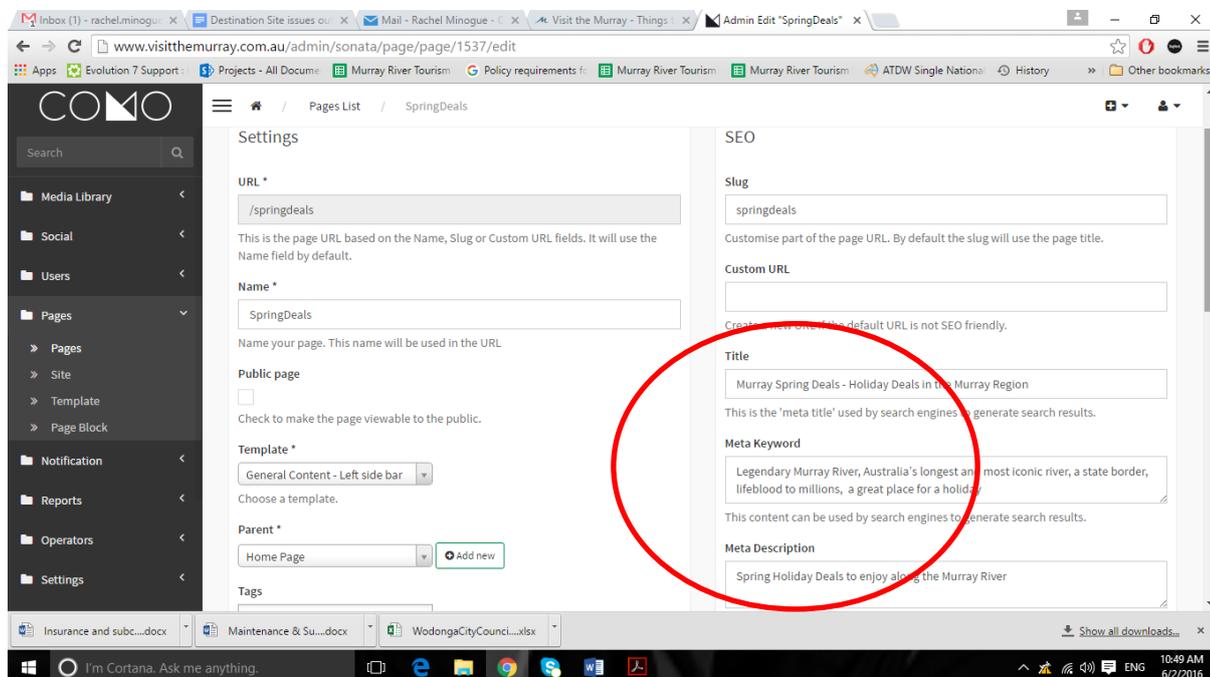
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Tab Name
You may have noticed on some of the pages of your destination website that the tab name displays as 'Sonata Project'. See screen shot below as an example.
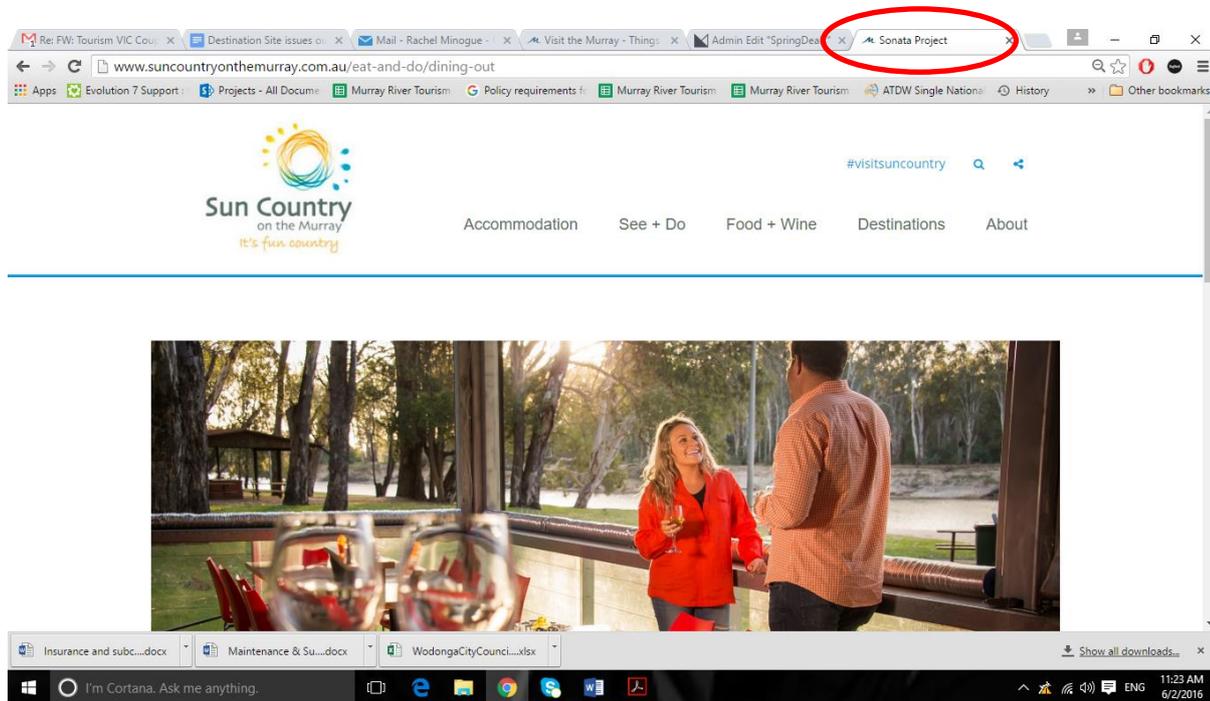
The tab name can be changed in the CMS as follows;
- Select 'Back to Admin', 'Pages', the page that you want to change the tab name.
- Under SEO, there is a field 'Title', enter the page name that you would like the page to display as the tab name and update.
- Select 'View Page' and publish the page. The tab name should now display as per what has been entered in the title field.

Unfortunately, the above process will need to be completed on a page by page basis.

The completion of the title field is not only important to reflect the correct name of the page on the page tab, but is also the text that comes up on the Google search results and other search engines.