

SEO guidance

Web Content Toolkit

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What is SEO?

SEO (search engine optimisation) makes it easier for users to find your website when searching online.

The changes you make to improve your website's SEO will also improve your website's wider accessibility, so even if your website is aimed at an internal Queen Mary audience, it is good to keep SEO in mind when creating or updating your webpages.

In this document, we have highlighted some key things you can do as a T4 content editor to improve the SEO on your webpages.

Keywords

Copy

Your keywords are words your audience will use to determine what content exists on a webpage, and whether that content is what they are looking for. These keywords should appear throughout the copy on the page, but especially in the **webpage title**, the **introductory sentence** and **webpage subheadings**.

Example

Imagine your webpage outlines a skill-building programme called 'QSkills', and it is aimed at undergraduate students.

Page title - QSkills

Introductory sentence - QSkills is a professional skill-building programme for undergraduate students at Queen Mary

Subheadings - 'What is QSkills?', 'Who is QSkills for?', 'How do I apply to QSkills?'



Our [Copywriting Toolkit](#) is a great place to find more general copywriting guidance.

Image names

Images are a great way to make your webpages easier to navigate and more enjoyable to look at. The names you choose for your images are also important, because they can help you improve the SEO of your page.

The name you give an image on your computer before uploading it to T4 will remain the name of the file once it has been added to the website. For this reason, it is important to give the image an appropriate and accessible name before you upload it. Make sure your image name -

Does include descriptive key words (eg 'bancroft-building-lecture-theatre' rather than 'image005')

Does not include special characters or spaces, and instead uses hyphens to indicate where a space should be.



The [Images guidance](#) has more information on naming and uploading images to T4.

URLs

You will improve your SEO by making sure your URL uses the appropriate wording and format. T4 automatically creates your URL for you using your webpage title, so just make sure your webpage title follows the following rules.

- Includes key words summarising the content on the page (eg 'Book an appointment')
- Remains as succinct as possible (use your introductory sentence to elaborate)
- Avoids use of acronyms, unless the acronym is well-known to our audiences (eg you would write out 'Civic University Agreement' rather than use 'CUA')



We have further guidance around [creating custom URLs](#) for those who need it.

Links from reputable sources

Search engines will often try to gauge how legitimate the content on your webpage is by how many other reputable websites link to it. This is especially important in areas such as health and finance, where search engines tend to be stricter about the content they push to their various audiences.

Internal linking

Linking internally to and from webpages within the Queen Mary structure can help with this, so make sure to use signposting links throughout your content to help the user find other relevant information they might be looking for.

External linking

It is also helpful to have links to your website from external websites, especially in areas such as health and finance where the authority of a source is seen as especially important. This will happen over time, as you produce unique and engaging content.



Our [Content Type Directory](#) outlines the different ways to add signposting links to your webpages.

