

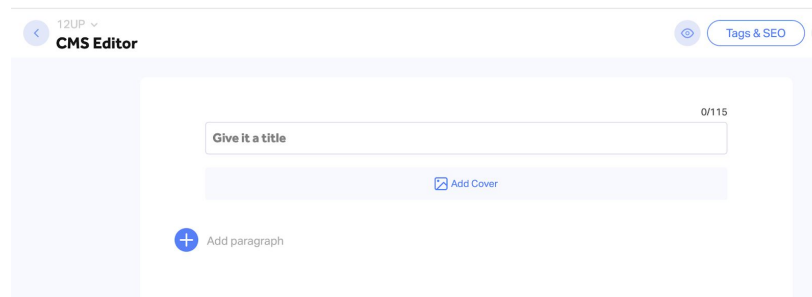
SEO Best Practices

Editor SEO Best Practices

- **Post Titles** - Including titles is critical for increasing ranking & CTR. These titles must include:
 - A short, compelling, and accurate description of the page (try to keep it under 60 characters)
 - For the best results, use the primary keyword phrase as close as you can to the title's beginning
 - The brand's name (only necessary for Feed pages)
 - The post's title needs to include the main post keywords (i.e.: the player's name, team's name, main location, etc.)
 - It's recommended to use the exact anchors on the title

Note: Avoid duplicate titles by making them unique for each post

How to use: Add the title to the first field. Please note the title also acts as the heading of the post.



- **Post Tags** - Including tags will help you analyze your traffic, categorize posts and gain more robust insights and statistics through Google Analytics (which includes “content tags” as a custom dimension).

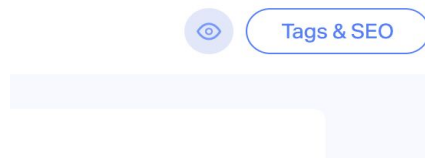
Note: When adding tags, you want to choose the main tags that describe the post in the best way. For example, if the post is about the Barca vs. Real Madrid game, the tags can be “Barca,” “Messi,” “Real Madrid,” etc.

How to use: Click on the “Tags & SEO” button on the right side of the Editor to add tags to your article (you can add up to three).

- **Meta Description** - Including these descriptions is very important for CTR. For best results, they must include:
 - A compelling description that accurately summarizes the page (try to keep this between 110 - 160 characters)
 - The main keywords (also include secondary keywords if possible)

Note: Avoid duplicate descriptions by making them unique for each post

How to use: Click on the “Tags & SEO” button and add a description.



- **SEO Title-** The SEO title is a major factor in helping search engines understand what your page is about, and they are the first impression readers have of your page, as they are shown in search results. Adding a good SEO title will optimize the article's ranking and increase its click-through rate.
 - Write a short, unique, compelling, and accurate description of the page.
 - Use the main targeted keywords within a naturally phrased sentence.
 - Keep it short, between 50 - 60 characters.

Note: If this field remains empty, the article's title will be used as the SEO title.

how to use: Head to the "Tags & SEO" section, the "SEO Title" field will appear beneath the "SEO Description" field.

Optimize Your Search Engine Ranking ✕

SEO Description ⓘ 0 / 160

SEO Title ⓘ 0 / 60

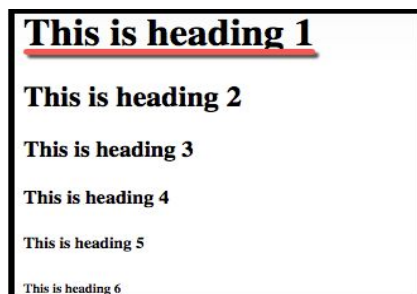
Tags*

Tag Suggestions:
No tag suggestions available

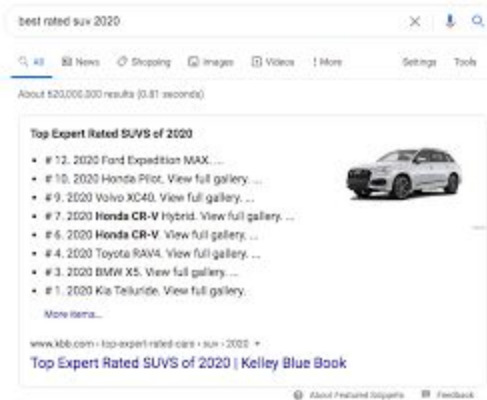
Hyperlinks (optional)
Adding editorial hyperlinks to the article will improve your site's & article's relevancy which will boost their Google rankings

[Add Hyperlinks](#)

- **Subheadings** - The subheadlines are a big part of SEO and help to generally promote the site and increase its Google search rankings.
 - Provide structure and hierarchy of the page:
 - For the main heading, use the main target keyword phrase. For the subheadings (h2-h4), use secondary keyword phrases and variations (long-tail keywords, synonyms, etc.).

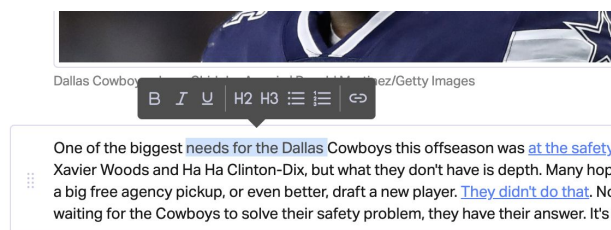


- Divide the text into paragraphs using headers to break up the text - improves readability and UX.
- Include keywords in your header tags - Google uses the headline keywords to better understand the page context and promote it accordingly.
- Optimize for featured snippets - use long-tail keyword phrases in headlines, and improve the chances of the given page to appear on Google's featured snippets:



- Help the editors to build and organize the post and focus on each paragraph's subject.

How to use: Highlight the text you want to add a subheading to and choose 'h2/h3' from the pop-up menu.



- **Lists** - Structured content is excellent for both Google and users. It can be unordered lists or ordered lists.
 - The list helps to break up the text and organize it within the page, increasing reading chances. Additionally, bullet points can be useful for SEO by getting a featured snippet in Google search results.

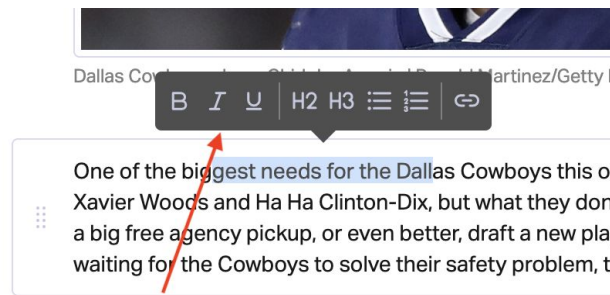
How to use: Within the Editor, click on the “Add paragraph” button and then choose the “List” item.



- **Styling** - Using ‘underline,’ ‘bold’ and ‘italic’ in a natural way throughout your article increases SEO by creating high-quality and unique content.
 - Underline and **Bold** - Used to emphasize a word or a line
 - *Italic* - Used for quoting a person

How to use: Highlight the text you want to style and choose the specific style from the

pop-up menu.



- **Image Captions and Alt Texts** - Captions and alt text adds relevance to posts through keywords and aids in Google's ability to rank the page.
 - A **Caption** is a brief image description displayed beneath the image and works in conjunction with the alt text. The purpose is to help the user understand the image idea and its context.
 - The **Alt Text** is an important attribute that describes the image for SEO and accessibility purposes which helps search engines understand its context. This text will be displayed when readers place the cursor over the image and also in cases the image fails to load (the alt is particularly important for cover images).
 - Best Practices:
 - When uploading an image from Getty Images, the caption and the alt tags are automatically filled. You may edit the text for both of them to make the text shorter or more relevant to the post description.
 - When uploading an image from your computer, give the file a descriptive name (ex: doberman-dog.jpg)
 - After uploading the image, make sure to add a caption. Otherwise, the image will lack relevance & keywords to the post & alt text.

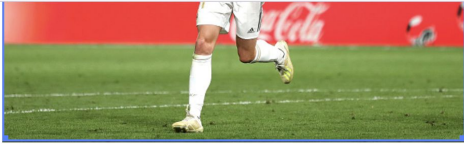
Note: If the "Alt Text" field remains empty, the caption will be used as the image's alt. so make sure it is short, relevant, and includes important keywords (if possible).

How to use: When uploading an image, fill in the "Caption" and "Alt Text" fields.

Sign. Us. Up.

✕
📎
☰
🔗
—

← Getty Images



How about a caption? (Optional) 41/150

Villarreal CF v Real Madrid CF - La Liga

Alt text 11/125

Gareth Bale

How about a credit? (Optional) 24/100

David Ramos/Getty Images

Full Bleed Image

This will only apply to post page templates without sidebar ads


Cancel
Add

- **Article Subtitles -**

- The capability to present the articles' subtitles is within the “Cards” section
- The text for subtitles is taken from the “Meta Description” field in the Editor (if this field is empty, the first 160 characters of the description will be used).

How to use: Since the subtitles are taken from the “Meta Description” field, follow the instructions for adding a meta description as shown in the [Meta Descriptions](#) section.


Trending Games →



MLB the Show 20 Classic Stadiums: Full List

MLB the Show 20 Classic Stadiums are a major part of the game for those who wanna slam a ball out of a vintage park

Liam Gambon | Mar 31, 2020



How to Request a Trade in MLB the Show 20

How to Request a Trade in MLB the Show 20 is what everyone wants to know when it comes to Road to the Show, the game's...

Liam Gambon | Mar 31, 2020

- **Hyperlinks** - Adding hyperlinks increases SEO by allowing users to navigate efficiently through a website, establish an information hierarchy, spread link equity (ranking power), and help Google find, index, and understand all of the pages on your site.
 - **Internal Links** are hyperlinks that point to pages on the same domain.
 - **External Links** are hyperlinks that point to other sources/websites.
 - You can link to up to 10 pages for each post, and for best results, build internal links to the essential pages (ex: homepage, category pages, or other relevant posts)
 - Internal links from the text's body (not images) have the highest impact over other link formats (footer, sidebar, etc.)

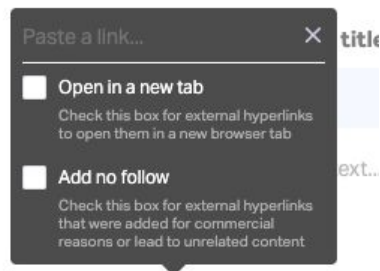
How to use: To add a hyperlink, highlight the anchor text and click on the “Adding a Link” button and then add the page URL.

WHERE PROHIBITED.



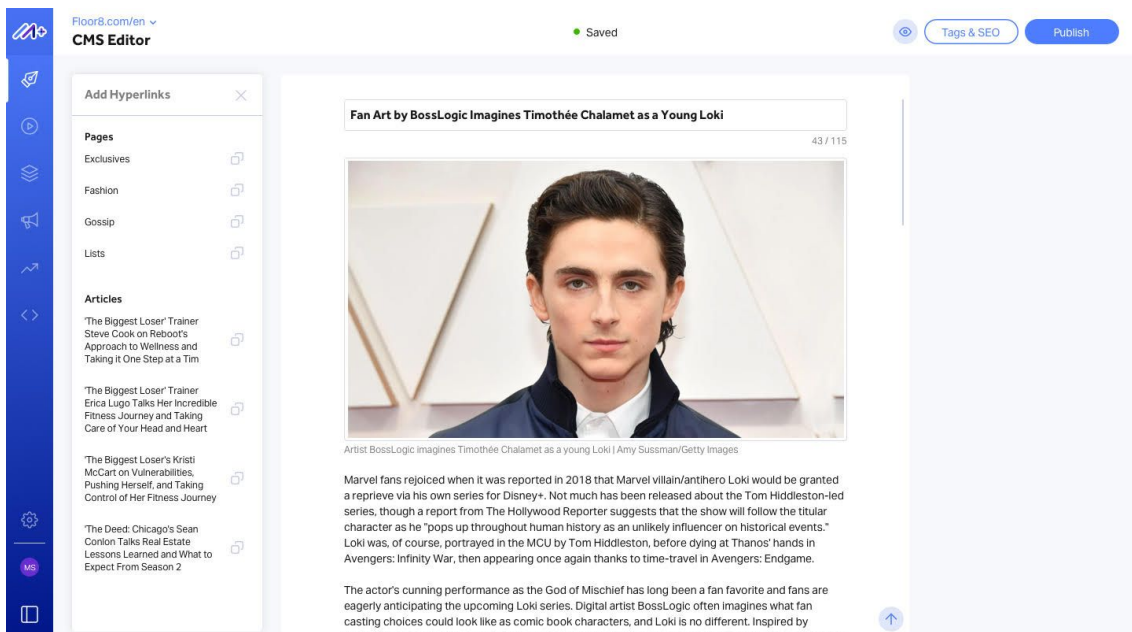
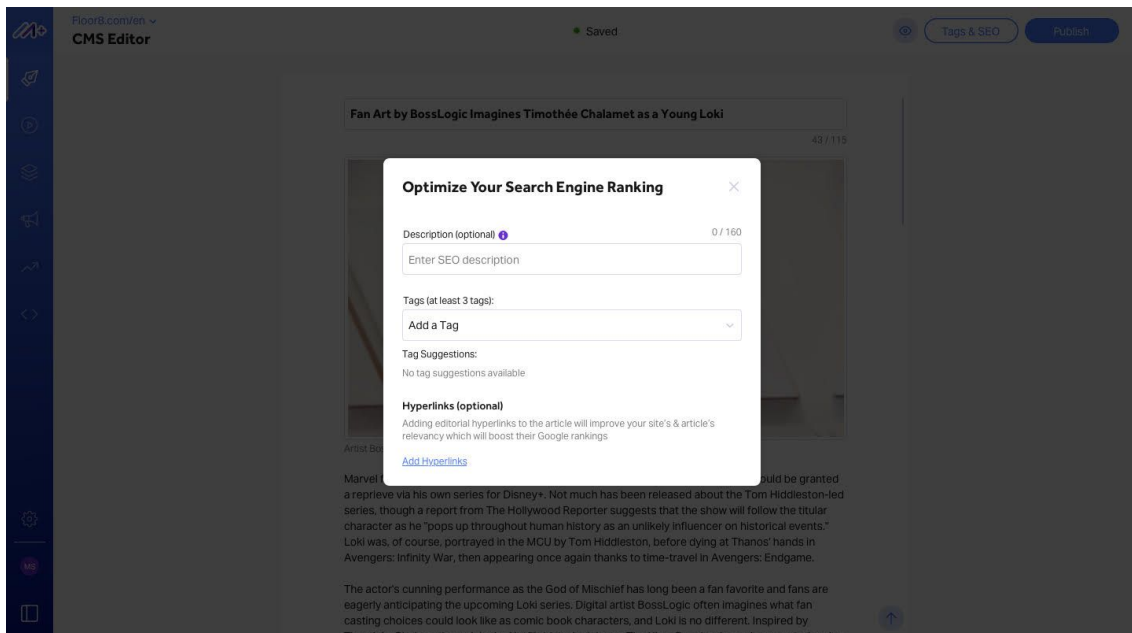
1. PROMOTION DESCRIPTION: During the **Promotion Period**, there will be individual promotional giveaways (each a “Betweet Contest”) La Vida Baseball (“Sponsor”) will determine the speci

- For external links, the best practice is to open a new tab
For Internal links - the best practice is to open in the same tab
- Nofollow is covered later in the guide.



- **Hyperlink Suggestions** - We have created a unique feature that suggests which Feed pages should be added to your articles as hyperlinks based on the written content.

How to use: Go to the “Tags & SEO” section, click on “Add Hyperlinks,” and within the pop-up, select the page you want to hyperlink to and click the “Copy URL” button (next to the “Page Name”). Once you’ve copied the link, highlight the word you would like to add the link to, click on the “Add Link” button and paste the page’s URL.

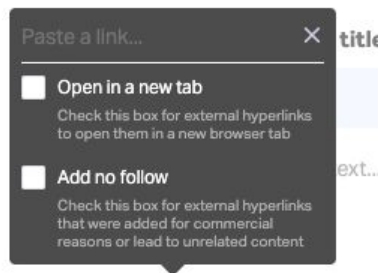


- **External Links** - Adding trustworthy and informative external links of high-quality websites to your pages will help improve your website's credibility and improve your website's authority by providing a viewer with references.
 - Use external links from popular and relevant pages highly ranked and related to your web page's content
 - We recommend one or two external links per article (but this depends on the article's length)

How to use: Follow the instructions for adding hyperlinks as described in the Hyperlinks section.

- **Nofollow Attributes** - When using External Links, there are situations when we need to add a rel="nofollow" meta tag. This rel="nofollow" attribute instructs search engines not to follow specific outbound links, so the link does not pass authority to (or "endorse") the linked webpage.
 - We suggest using the Nofollow Attribute when linking to advertisements, sponsored links, links in press releases, and paid links.

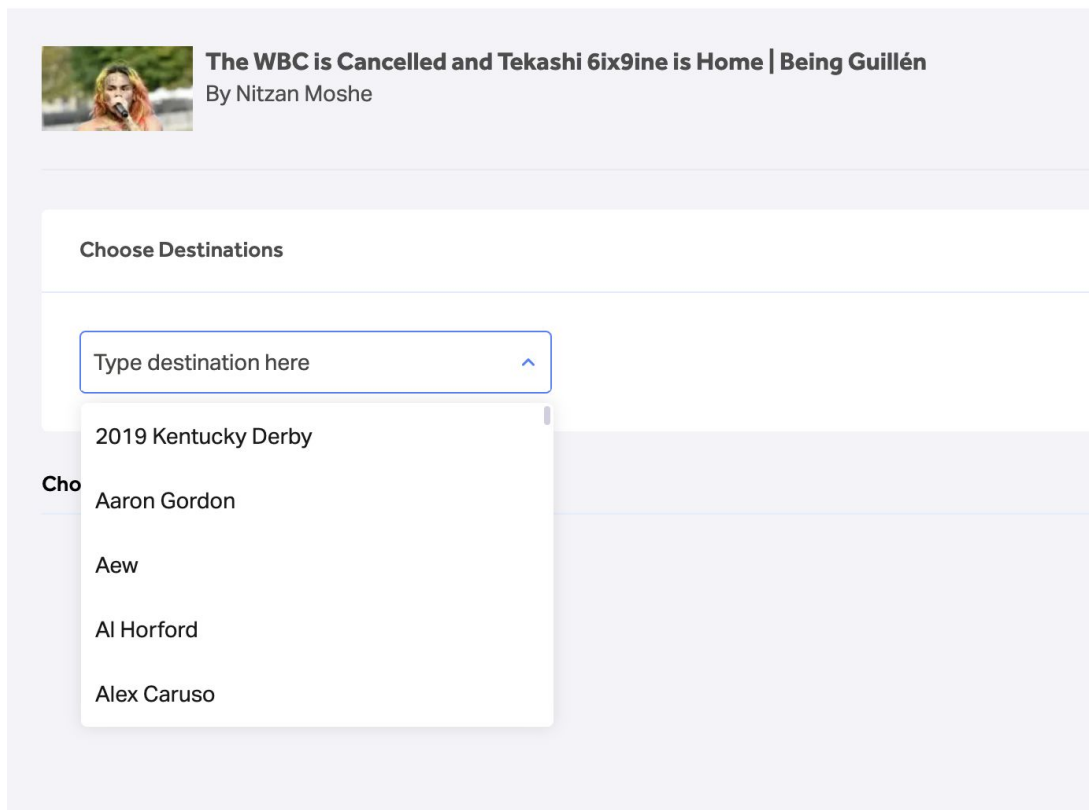
How to use: To add a rel="nofollow" to a link, mark the anchor text and click on the "Adding a Link" button. After pasting the link, check the "Add no follow" box. Now Google will treat this hyperlink as a nofollow link.



Publisher SEO Best Practices

- **Choosing Your Feed** - Once you have completed writing your post, you can select which Feed you would like to publish the post to in the “Featuring” section. You can choose as many relevant Feeds on the site as you want.

How to use: On the “Choose Destination” drop-down, choose the Feed you want to feature the post to.



The screenshot shows a CMS interface. At the top, there is a post preview with a small image of a woman and the title "The WBC is Cancelled and Tekashi 6ix9ine is Home | Being Guillén" by Nitzan Moshe. Below this is a section titled "Choose Destinations" which contains a search input field with the placeholder text "Type destination here". A dropdown menu is open, showing a list of destination feeds: "2019 Kentucky Derby", "Aaron Gordon", "Aew", "Al Horford", and "Alex Caruso". The letter "Cho" is visible to the left of the dropdown list.

- **Main Category/Label** - For every existing **Feed page** within your sites, we have created a coupled **Category** (the Category names were taken from the Feed pages' titles).
 - The category names are used to label your articles on the site, presented on top of the post-pages themselves.

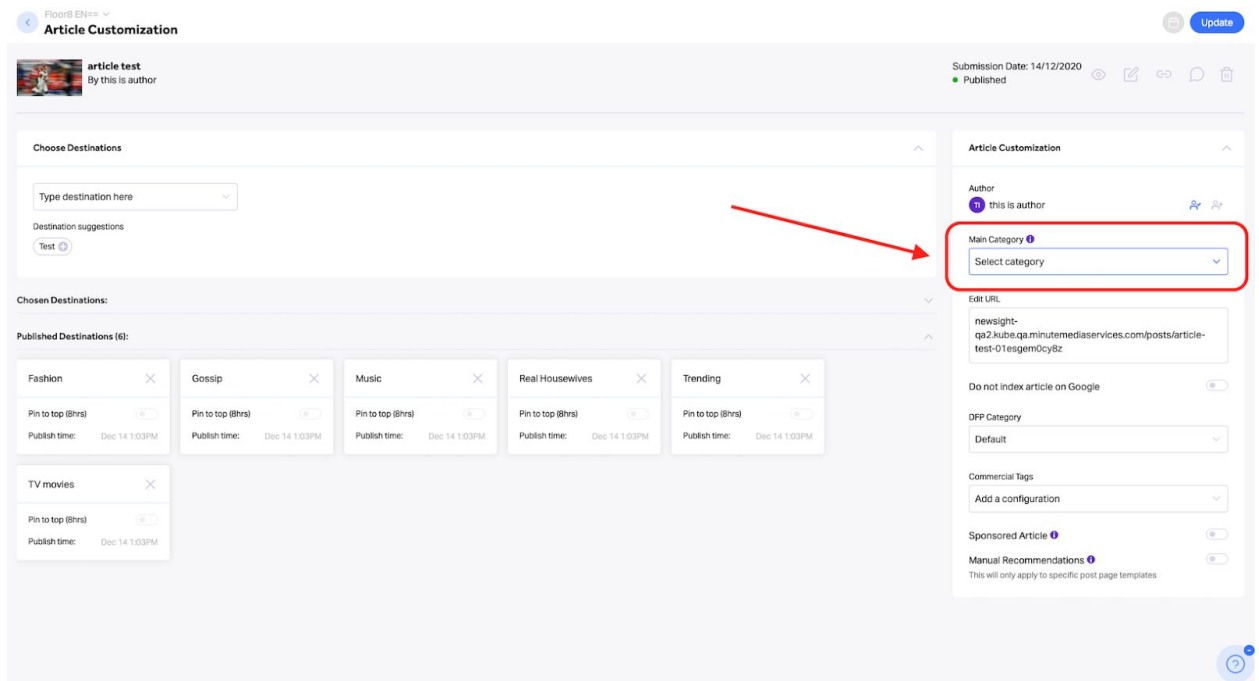
Chelsea FC ←

Frank Lampard to be sacked as Chelsea manager - Thomas Tuchel in line to take over

By Tom Gott
Jan 25, 2021, 10:20 AM GMT



- The post page's labels will be linked to their coupled Feed page (main category of the post) and lead readers to them when clicked on. The label links will navigate the users to the Feed pages and boost the Feed page's SEO power.



- **Editing the URL** - Having a short and relevant article URL is very important for search engine rankings.
 - It's essential to have only the most important keywords of the article within the URL. The URL is automatically taken from the heading of the post, which might be longer than needed.
 - ex: This URL
<https://www.lavidabaseball.com/from-the-hood-to-the-mound-frank-rodriguez-knows-his-worth/>
 can be shortened to
<https://www.lavidabaseball.com/frank-rodriguez-knows-his-worth/>)
- **No Index Tag** - The Voltax platform gives you the ability to decide if you want Google to index specific pages. This option has an SEO value by forcing Google to focus on the pages that you want the Google Bots to crawl and avoid those you don't, such as:
 - Low-quality or 'thin' pages that you don't want to delete

- Pages created for other marketing purposes that you don't wish search users to land on (ex: online versions of email marketing, landing pages for social media, etc.)
- Any page that you want to hide from the general public (ex: a page that you only want people with a specific link to be able to find, such as an event landing page)
- User-generated content

How to use: Within the Publisher, choose your article and click on the “Article Customization” button. Then click on the “Do not index article on Google” toggle to turn off Google indexing.

90min EN ▼ **Article Customization** Update

7 of Lionel Messi's Milestone Goals
By Robbie Copeland

Submission Date: 01/05/2020
Published

Choose Destinations

Type destination here ▼

Destination suggestions

Champions League + Real Madrid +

Chosen Destinations: ▼

Published Destinations (6): ▲

FC Barcelona ×	FanVoice ×	La Liga ×
Pin to top (8hrs) ⓘ	Pin to top (8hrs) ⓘ	Pin to top (8hrs) ⓘ
Publish time: Jun 24 6:00PM	Publish time: Jun 24 6:00PM	Publish time: Jun 24 6:00PM

Article Customization ▲

Author
RC Robbie Copeland ⓘ Ⓜ

Main Category ⓘ
Select category ▼

Edit URL
www.90min.com/posts/7-of-lionel-messi-s-milestone-goals-01e786bzcj6

Do not index article on Google ⓘ

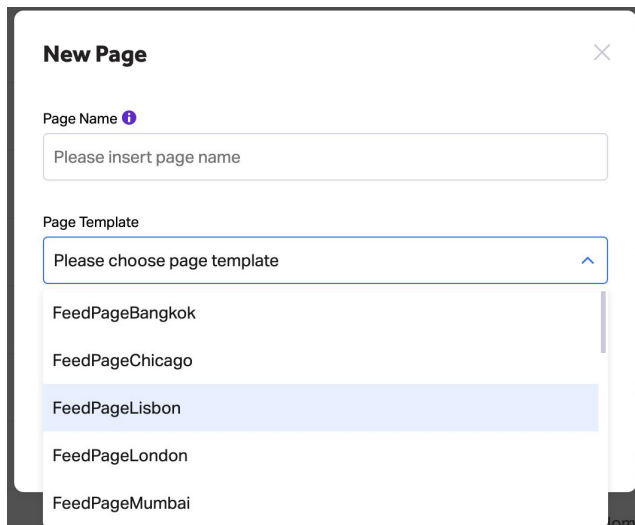
DFP Category
Default ▼ ?

Craft SEO Best Practices

Creating a New Page in Craft

- **Feed Page** - When creating a new Feed page in Craft, it is important to fill out all of the required information, including the Page Title section, Feed section, Page URL, Meta Title, and Meta Description.

How to use: Within Craft, click on “Create a New Page,” choose the right “Feed Page” template, and fill in all required fields.



- **Page Title:** Must include the main focus keyword phrase (the keyword phrase you want to be ranked for): length - maximum of 115 characters.
- **Subtitles:** Short category’s description. Must include the longtail variations of the focus keywords (longer variations of the main keyword/phrase of the page): length - maximum of 200 characters.
- **Alt-text:** Image description. The Alt Text helps make the image and its context accessible to Google and its users and serves as an anchor if the image is used as a link.

Best Practices:

- When uploading an image from Getty Images, the caption and the Alt tags are automatically filled. You may edit the text for both of them in order to make the text shorter or more relevant to the post description.

- When uploading an image from your computer, give the file a descriptive name (ex: doberman-dog.jpg)
- After uploading the image, make sure to add a caption. Otherwise, the image will lack relevance & keywords to the post & alt text.

Note: In our platform, the alt text is added automatically to images taken from Getty images, but for uploaded images, the caption serves as the alt text so make sure it is short, relevant and includes important keywords (if possible).

How to use: When uploading an image, fill in the “Caption” field: length - maximum of 50 characters.

- **Feeds Meta Title** - The Feeds Meta Title is the first element that the user sees on Google search results, and therefore is very important to SEO.
 - Since it is the first thing a user sees, this title should include the main targeted keyword (what the searcher looked for) and must be 75 characters or less
 - We suggest using keywords strategically, either once or twice within the title, as to not overdo it
 - The brand’s name (only necessary for Feed pages)
 - It is essential to place the most relevant keywords at the beginning of the title so as users skim the result listings, your most prominent information is displayed first.
 - For example:

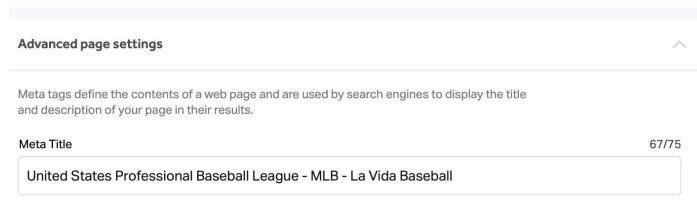
Meta Title 54/75

Note: Avoid duplicate titles as they may indicate duplicate content, which can hurt your Google rankings. We recommend creating a template for all the same pages that have the Feed/ destination(see below)

Meta Title 60/75

Meta Title 63/75

How to use: Within Craft, click on “Advanced page settings” and fill in the page’s meta title.



- **Meta Description Tag** - Adding a Meta Description Tag to your Feed page will increase SEO. The recommended length is between 50–160 characters (for more information, go to *Editor - Meta Description* above).

How to use: Within Craft, click on “Advanced page settings” and fill in the page’s meta description.

Meta Description

151/160

The latest news of the main professional baseball league in Colombia, player interviews, videos, photos and all the recent updates from Colombia League

Note: Avoid duplicate descriptions as they can negatively impact your SEO. We recommend creating a Meta Description template to make it easier when you create a new page (see below)

Meta Description

151/160

The latest news of the main professional baseball league in Colombia, player interviews, videos, photos and all the recent updates from Colombia League

Meta Description

160/160

The latest news of the main professional baseball league in Panama, player interviews, videos, photos and all the recent updates from Panama Professional League

- **Feed URL** - When creating your Feed page URL, combine the main targeted keywords with three to five words to form a coherent and descriptive URL.
 - We suggest keeping it between 50 to 60 characters
 - When writing your URL, it is important to keep the site hierarchy intact for both Google and site users, so make sure to keep the site flow consistent. (ex: <https://www.90min.com.com/teams/> shows the site hierarchy so when adding a Feed page, add the relevant keyword to the back to form a new URL -<https://www.90min.com.com/teams/arsenal>)
- **Author Pages** - As part of Google's E-A-T (Expertise, Authority and Trustworthiness) update, every news and publishing website must include a proper Author page, including:
 - Author's name and profile image
 - Author's social media profiles (if applicable)
 - Author's description or short bio, byline, and joining date

How to use: The author page is auto-generated for each user with a "writer" access to Voltax CMS.

- **Author's Byline** - An author byline is a line at the top of an article that names the authors' additional information—for example, the author's main sports, league, team's name, expertise, etc.
As part of the Google algorithm update E-A-T, the byline helps to increase users' credibility and expertise.