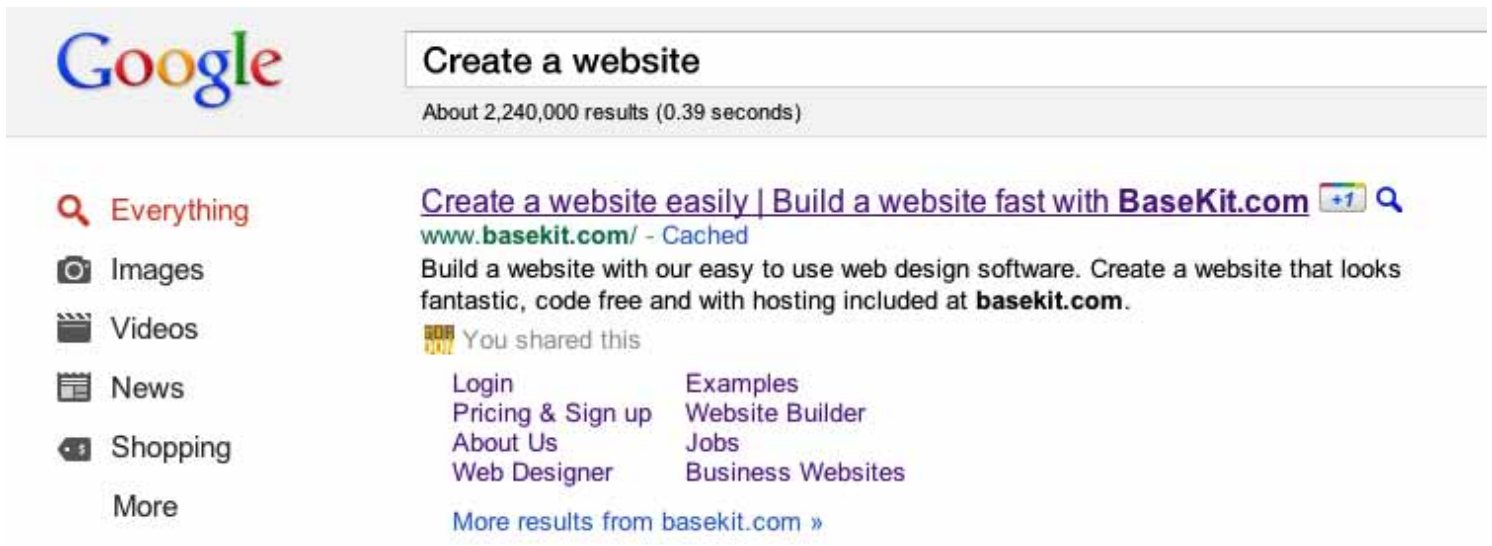


OPTIMISING AND PUBLISHING YOUR SITE



www.indiagetonline.in

BEFORE YOU START: What is SEO?

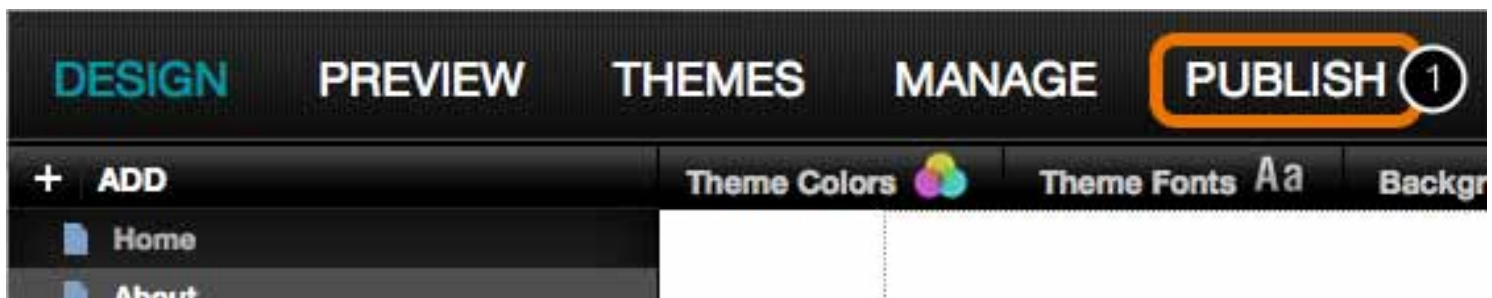


Optimising your site will help Google and other search engines to choose when to show our site in search results. The most important thing to know about Site Engine Optimisation (SEO) is that your site must have relevant and original content with links from other sites.

Everyone wants their site to be listed at the top of a Google search but this can only be achieved through good content, optimisation and linkage. If you want your site to be successful it's well worth spending time learning more about how SEO works and google has an excellent guide in PDF format here : <http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf>

Google has plenty of other information to help you learn more and this is place to start: <http://www.google.com/support/webmasters/bin/answer.py?answer=7089>

STEP 1: Domains



You can publish your BaseKit site at any time by clicking the **Publish button (1)**. When you publish your site, it will be appear with a name like **<http://yoursite.basekit.com>** unless you have an external domain.

If you want your site to have a name like **www.yoursite.com** you will need an external domain and a paid-for BaseKit account.

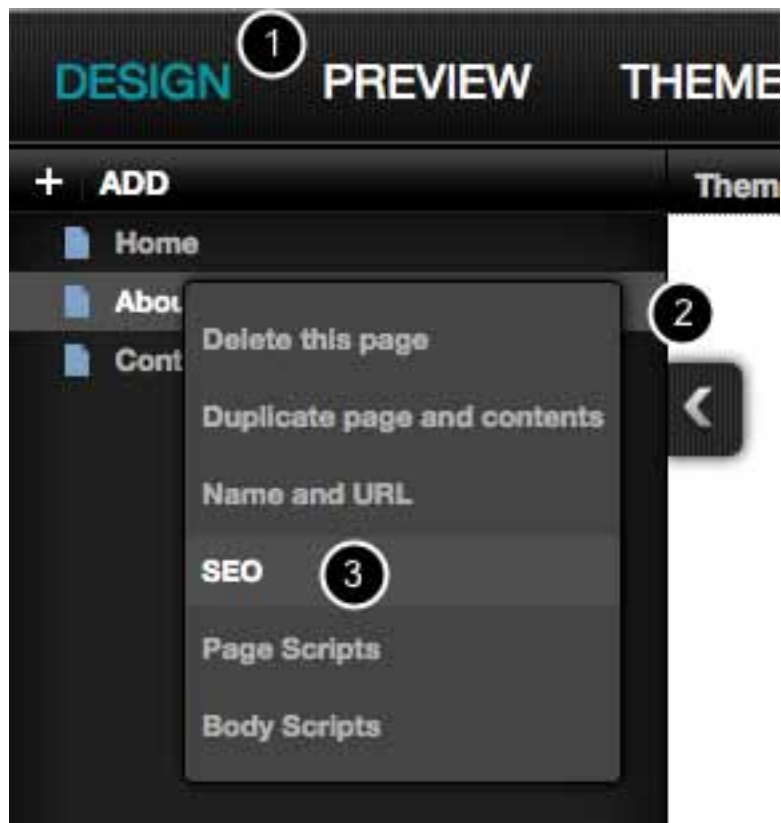
You can use any domain name you already own or you can purchase a domain from BaseKit. If you already own a domain name, see **using a domain you already own xxx** or if you need to purchase a domain see **Purchasing a domain xxx**

STEP 2: Search engine optimisation

The screenshot shows the BaseKit 'MANAGE' interface. At the top, the 'MANAGE' tab is highlighted with a red circle (1). Below the navigation bar, the 'Title & Description' section is highlighted with a red circle (2). This section contains two text input fields: 'Site Title' and 'Site Description', both containing the text 'My Brand New Website'. Below these fields is a 'SAVE SETTINGS' button, which is also highlighted with a red circle (3). Other sections visible include 'Summary' with a placeholder image and 'Edit my site' button, 'Domains' with the domain 'help01.basekit-prestaging.co.uk' and 'Edit domains' button, and 'Integrations' with a 'Google Analytics Website Profile ID' field and 'Advanced...' link.

Click the **Manage tab (1)** and then set the title and description of your site. The site title should include the name of your organisation and what you do. The site description should be one or two short sentences that you would like to appear in a search listing for your site.

Click **Save settings (3)** when you are done.



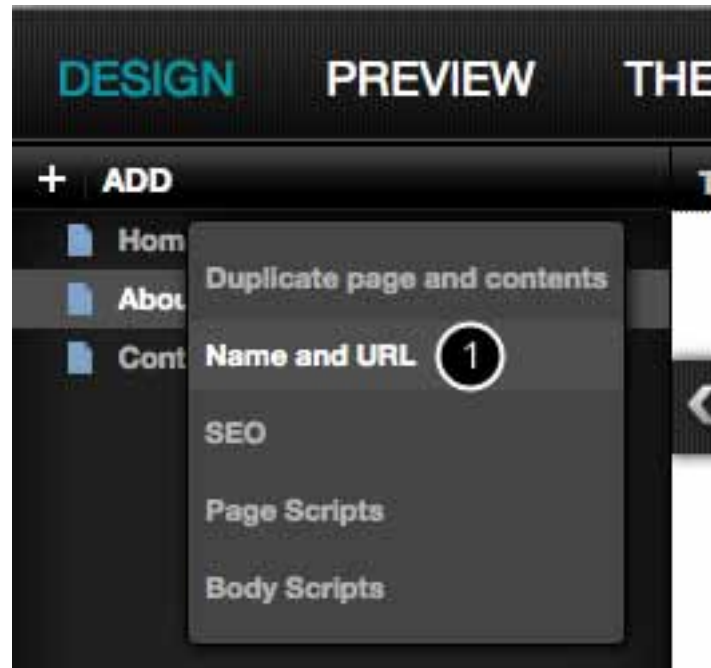
To set the SEO details for any other pages, Click the **design tab (1)** and then click the **page settings button (2)**. Click **SEO (3)** to open the Page options dialogue.

A screenshot of the 'SEO' settings dialog box. The title is 'SEO'. There are two input fields: 'Keywords:' with the text 'my, brand, new, website' (circled '1') and 'Description:' with the text 'Welcome to my new website.' (circled '2'). At the bottom, there are two buttons: 'CANCEL' and 'SAVE' (circled '3').

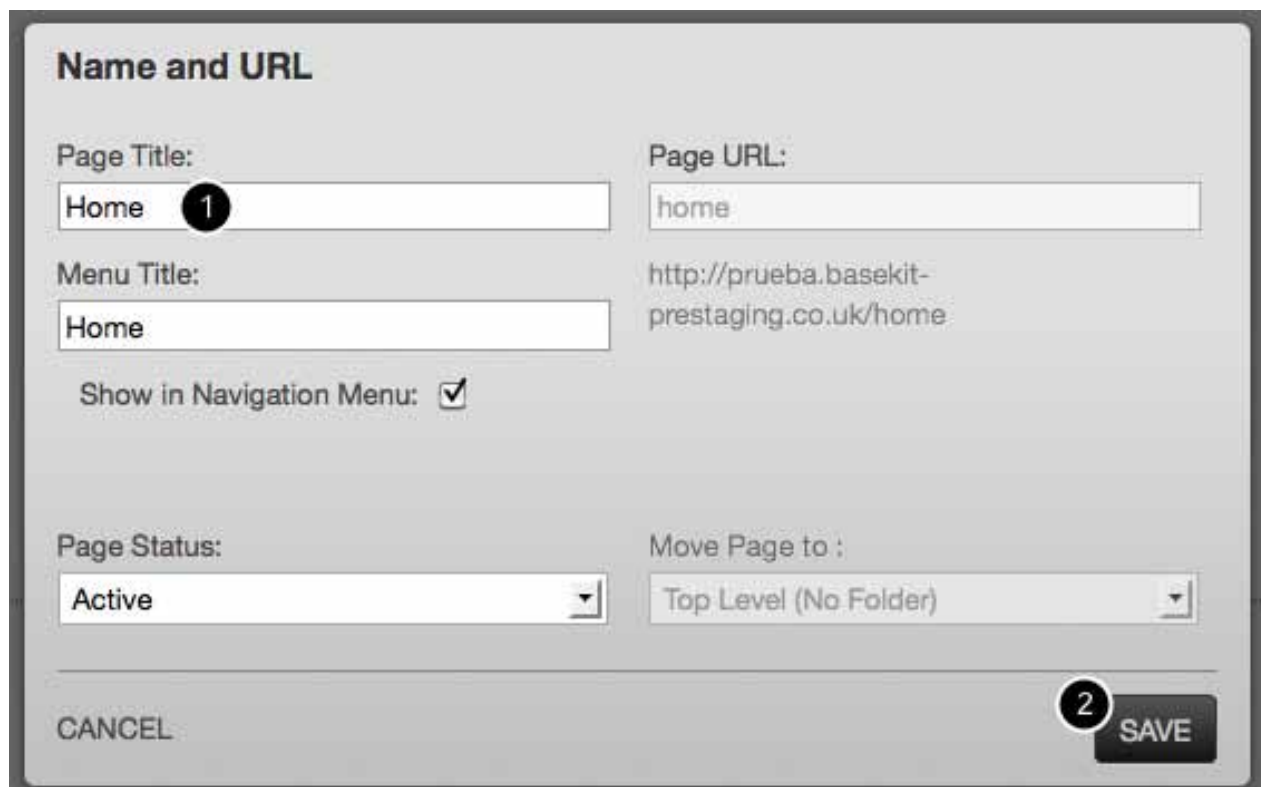
Set the keywords for this page (1). Use short words that describe what is on this page that makes it different from other pages. Use a few words - there is no right number but there is advantage in using more than your need or repeating words.

The Description field should describe what is on the page in one or two short sentences (2)

Click **Save options (3)**



Click the page settings button and then click **Name and URL (1)**



Name and URL

Page Title: Home **1**

Page URL: home

Menu Title: Home

http://prueba.basekit-prestaging.co.uk/home

Show in Navigation Menu:

Page Status: Active

Move Page to : Top Level (No Folder)

CANCEL **2** SAVE

Set the **page title (1)**. The contents of the page title field will usually appear on a Google search results page, so this should be short descriptive name. Click **save options (2)**.

STEP 3: publish



To publish your site, click **Publish (1)**

STEP 4: index your site with Google

Add your URL to Google

Share your place on the net with us.

We add and update new sites to our index each time we crawl the web, and we invite you to submit your URL here. We do not add all submitted URLs to our index, and we cannot make any predictions or guarantees about when or if they will appear.

Please enter your full URL, including the `http://` prefix. For example: `http://www.google.com/`. You may also add comments or keywords that describe the content of your page. These are used only for our information and do not affect how your page is indexed or used by Google.

Please note: Only the top-level page from a host is necessary; you do not need to submit each individual page. Our crawler, Googlebot, will be able to find the rest. Google updates its index on a regular basis, so updated or outdated link submissions are not necessary. Dead links will 'fade out' of our index on our next crawl when we update our entire index.

URL:

Comments:

If you have published your site to an external domain now is a good time to invite Google to add your site to it's index. Go to <http://www.google.com/addurl/?continue=/addurl> and add your full domain.

Well done! You have now created an published your first BaseKit site.