

EPiSERVER **SEO**

Settings and configuration tool

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Description:

This application is the entry point to EPiServer SEO for you and your customers. It will allow you to manage your customers, users and domains profiles. It will also allow your Customer's users to manage profile elements described in this document. This User Guide is aimed at EPiServer Partners.

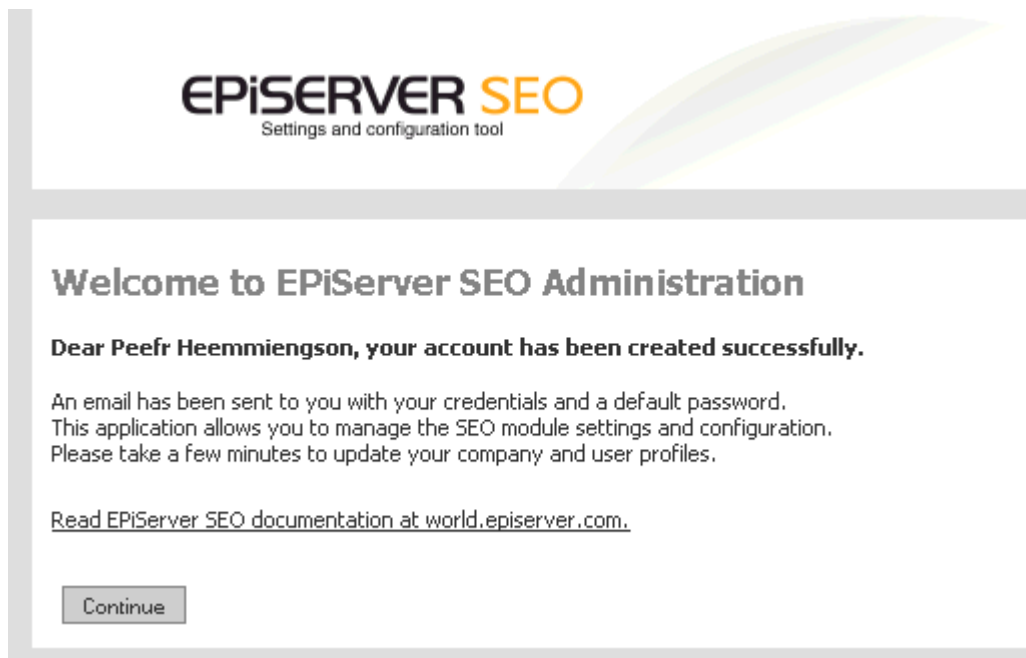
Login

1. Automatic registration

When you are logged into “world.episerver.com” and click on the link to download the EPiServer SEO module, an automated pre-registration is performed using data already available in your EPiServer Partner Profile.

During this process, your account is automatically created and you are redirected to the “Welcome page” of the SEO Administration, where the “User guide” can be downloaded

An e-mail is automatically sent to you with your default credentials. Please take a few minutes to review and make necessary updates of your company and user profiles.



2. Log in page

Each times you or one of your customers need to edit or update profile information or domain settings, log into this page first. Note that if users have forgotten their passwords, it can be retrieved by e-mail by clicking on the link displayed under the log in button.

EpiServer SEO - Administration

Name:

Password:

Note: your credentials have been sent automatically by email during the registration process, if not please contact your partner.

Forgotten your password? Click [here](#)

I. Profile administration:

In the Profile Administration you fill in company, user(s) and domain(s) info. The Customer administration is one of the two main sections where you can update and set up the required information: profile, users and domains.

1. Company profile

a. Partner info

Some of the info is automatically filled in during the automated pre-registration (see Log in section on previous page). However, you may need to update/edit some information; in particular the required fields marked in red (see form below).

By default, your Partner profile is displayed when you log in. To display your Customer's profile, select the button "Show my customer's info" located at the top of the form.

EPI SERVER SEO
Settings and configuration tool

Administration

- Customer administration
- Company profile**
 - Domain registration
 - User registration
- Domain configuration

Help

On this page you can update your organization's profile. By clicking on the **Show my customer's info** button you will come to the section where you can add new customer or edit profile of your existing customer(s)

Show my own info Show my customer's info

Partner Profile

Name*	Epi OSAS (Partner)
Address Line 1*	Martin Linges Vei 19
Address Line 2	
Zip/Post district*	1396 Snarøya
Province/State	
Country*	Norway
Phone*	67 82 70 16
Fax	67 82 70 22
Site url http(s)://	www.onlineservices.no
VAT/Orgnr.	984902415
Created	06.05.2009
Last updated	15.10.2009

* Required fields

b. Customer info

This screen is used to select the customer in question and to enter and edit customer information.

There are two sections on this screen:

- The “Customers list” section, which on the top of the form includes an option to filter the customer list based on “customer status”.
- The “Customer profile” section; where you edit customer profile info.

The customer list includes one line with three columns per customer:

- Customer name.
- Active domains: current count of total active domains
- Inactive domains: current count of total inactive domains

Select an existing customer from the list – then update his profile in the right section of the screen. Filter among existing customers to show “All”, “Active” or “Inactive” customers based on their status. Click on the “Update” button to save the profile changes.

Click on the “New customer” button to create a new customer. Then fill in the customer information and click on the “Add” button to save the new profile. Note that required fields are:

- Name
- Address
- Zip/postal code
- City
- Country
- Phone

Note that the “Created” and “Last updated” fields are automatically updated.

The screenshot displays the EpiSERVER SEO administration interface. The top header includes the logo "EPI SERVER SEO" with the tagline "Settings and configuration tool" and a user greeting "Welcome EpiOSAS (Admin)" with a "Logout" link. The main content area is divided into three sections: Administration, Customers, and Customer profile.

Administration: Contains links for "Customer administration", "Company profile" (with sub-links for "Domain registration" and "User Registration"), and "Domain configuration".

Customers: Features a filter section with radio buttons for "All" (selected), "Active", and "Inactive". Below is a table listing customers:

Name	Active sites	Inactive sites
Future AB	1	0
Ibas AS	2	0
Navico Norway AS	6	1
Online_Services AS	2	1

A "New customer" button is located below the table.

Customer profile: A form for editing the selected customer's information. Fields include:

- Name*: Future AB
- Address Line 1*: Exportgatan 17
- Address Line 2: (empty)
- Zip* / City*: 42246 Hisings Backa
- Province/State: (empty)
- Country*: Sweden (dropdown)
- Phone*: 004631586990
- Fax: 004631586990
- Site url: http(s):// www.future.se
- VAT/Orgnr.: 123456-1234
- Status: Active (dropdown)
- Created: 2009-06-04

A note at the bottom of the form states "* Required fields". An "Update" button is at the bottom right.

2. User registration

You can register an unlimited number of users in this screen. You can also assign responsibilities/roles

This screen is used to manage Users. There are three sections on the screen:

- The “Partner users” list section.
- The “Customer users” list, by default your first customer is selected first.
- The “User profile” section, displays a form for editing user profiles.

a. Status info

Both lists show three columns:

- User name
- Status: alternatives are “active” (green icon) or “inactive” (red icon)
- Manager: A user who has “Manager” rights (green icon) can edit profiles and settings. All Partner Users can edit Profiles – they have “Manager” rights

Note that Web Managers and Partner Users can change User status to “Inactive”. If Customer status is set to “Inactive”, Customer Users will not be able to log in.

Partner users	Status	Manager
EpiOSAS (Admin)	✓	✓

Customer users	Status	Manager
Egil Nilsen	✓	✓
Geran	✗	✗
Kjell Galstad	✓	✓
Martin Stenke	✓	✗
Morten	✓	✗
Savuri	✗	✗
Stian Grepstad	✓	✗
Torv	✓	✓

Select any existing User in one of the two lists to update his profile in the form on the right hand side. Then click on the “Update” button to save the profile changes.

To update user profiles, first select the customer. Then use the drop down list to display the list of users.

b. Add a new user

To create a new user, just click on the “Add new” button to create a new Partner User or a new Customer User. Then fill in the user information in the form located to the right and click on the “Add” button to save the profile. Note that required fields are:

- Name
- Login name
- Password
- E-mail

An e-mail will be sent automatically to the user notifying him/her about the account creation as well as his/her credentials information for logging onto the system.

3. Domain registration

This screen is used to manage Domains information. There are three sections on the screen:

- “Customers selection”- the list of your customers.
- “Domains” section - the list of domains for the selected customer.
- “Domain profile” section - the form for editing the domain profile.

a. Status info

First, select the customer using the drop-down list. When selecting a customer, the customer’s EpiServer SEO registered domains are displayed. For each domain the following information is displayed:

- The domain URL
- The date of renewal: an automatic renewal of the license takes place one month before the expiration of the license period (normally one year). An “alert” icon will be displayed one month before the renewal deadline, to remind you that the license is getting close to the renewal point.
- The status alternatives for domains are: “Active”, “Inactive” or “Cancelled”. Status “Cancelled” means that the domain will automatically become “Inactive” at the end of the license period. When status change to “Inactive”, all tracking is automatically stopped. To reactivate an “Inactive” domain, change the status to “Active” and accept the terms.

Select any existing Domain in the list to update its profile using the form on the right hand side of the screen. Then click on the “Update” button to save the profile changes.

To update domain profiles, select the customer using the drop down list and then select a domain from the list displaying the customer’s domains.

The screenshot displays the EpiServer SEO administration interface. At the top left is the logo "EPISEVER SEO" with the tagline "Settings and configuration tool". At the top right, it says "Welcome EpiOSAS (Admin)" with a "Logout" link. The main interface is divided into three sections:

- Administration:** A sidebar menu with options: Customer administration, Company profile, Domain registration (selected), User Registration, and Domain configuration. Below this is a "Help" section with a question mark icon and text: "On this page you can add new domain for all your customers or update settings for their existing domains."
- Select a customer:** A dropdown menu currently showing "Online Services AS".
- Domain list:** A table with three columns: Domain, Expires On, and Status.

Domain	Expires On	Status
www.onlineservices.no	01.07.2009	✓
www.di-xtractor.com	25.06.1972	✗
www.osas.no	15.06.2015	✓

Below the table are status indicators: "✓ Active", "✗ Cancelled", and "✗ Inactive". An "Add domain" button is located to the right of the table.
- Domain profile:** A form for editing a domain's profile. Fields include: URL Http://* (www.onlineservices.no), Alias 1, Alias 2, Alias 3, Time zone (GMT+01:00 Amsterdam, Berlin, Osl), Display order (1), Session Timeout (30), Track subdomain (No), Country (Unknown), Expiration date(dd.mm.yyyy)* (01.07.2009), Status (Active), Created (2009-05-07), and Last updated (2009-06-18). A "More Settings >>>" link is at the bottom of the form. An "Update" button is at the very bottom of the page.

b. Add a new domain

To create a new Domain, click on the “Add domain” button beneath the domain list. It will display the additional fields that need to be completed in the domain profile form. Note that the required fields are marked with a red star*

- Domain URL
- Domain alias: Up to 3 domains alias’ can be entered. Alias is used to track the traffic of sub-sections of the domain. The sub-section could be under a different domain. For example: an alias for www.example.com could be example.myads.com. Alias is used to include visits/visitors data from this external domain.
- Time zone: Set the time zone of the website.
- Display order: Order in which the domains are listed.
- Session timeout. A “session” is a record of one visitor browsing through a web site, ending when the browser is closed or shut down, or when the user has been inactive on that site for a specified period of time. Default session time may vary between web analytics tools and thus explain differences in visits count. Default session time in EPiServer SEO is 20 min but the “Session timeout” pull down let you change the default setting
- Track sub domain: Select “Yes” if you want to track sub-domains. If you do want to track sub domains, it means that you will track the traffic coming from all sub-domains (where the tracking script is implemented) for the specific domain. For example, if your domain is www.example.com, you may also track the sub domains: myproduct.example.com or france.example.com. By default, sub-domains are tracked.
- Country: Country of the domain – normally the top level domain used for the specific website. The “Country” setting is used for monitoring the rankings in Google and other important search engines for the prioritized keywords defined for the specific domain. For example; if “Country” is France, the rankings on prioritized keywords would include Google.fr, Yahoo.fr, Bing.fr, etc.
- Renewal date (Read only): Date of automatic renewal.
- Status: (Read.only for customer users) Default is Active. You can stop tracking of the website, robot simulator scans as well as access to the SEO module by setting the status to “Inactive”. You can also change the Status to ‘Cancelled’, in which case the domain Status becomes Inactive at the end of the contract period.
- .Net Version (Required)
- EPiServer Version: (Required). Select the current version of EPiServer CMS applied for this domain. Correct version is important because the EPiServer SEO installation package that will be forwarded to you will be based on this information.
- Estimated traffic (Required). Select estimated page views level per month for the specific domain. If the domain is expected to exceed 5 mill page views per month (calculated as average over a 6 month

The screenshot shows a 'New domain profile' form with the following fields and values:

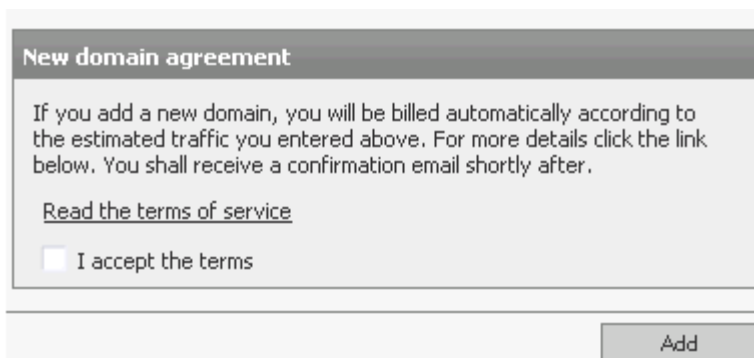
- URL Http://*: [Empty text box]
- Alias 1: [Empty text box]
- Alias 2: [Empty text box]
- Alias 3: [Empty text box]
- Time zone: (GMT+01:00) Amsterdam, Berlin, Osl [Dropdown menu]
- Display order: 4 [Dropdown menu]
- Session Timeout: 20 [Dropdown menu]
- Track subdomain: No [Dropdown menu]
- Country: Norway [Dropdown menu]
- Expiration date(dd.mm.yyyy)*: 28.10.2010 [Text box]
- Status: Active [Dropdown menu]
- DotNet Version: 2.0 [Dropdown menu]
- EPiServer Version*: CMS 5 R2 [Dropdown menu]
- Protocol: Http [Dropdown menu]
- Port*: 80 [Text box]
- EPiServer Alias: [Empty text box]
- Proxy Port: [Empty text box]
- Proxy IP: [Empty text box]
- Estimated traffic (Pageviews/mo): 0 - 5M [Dropdown menu]
- Website type: Others [Dropdown menu]
- Industry type: Others [Dropdown menu]

* Required fields

period), there will be an extra charge for 5-10 mil/10 – 15 mil/15 – 20 mil page views per month. Check current price list for exact charges in your country.

- Protocol: Default is http
- Port: Default is 80.
- EpiServer alias: This is important and used for the SEO module identification. If you access the edit mode with a different url host name than the public domain used by visitors, you might need to set up an alias. For example if your editors access the edit mode from inside the local network with an URL like this: <http://myserver/cms/edit> to access the edit mode for the website “www.example.com”, then you need to set up “myserver” as an alias.
- Proxy settings: port + IP address in case the EPIServer CMS users are in a network using a proxy
- Website type: Used for benchmarking reports. (Required)
- Industry type. To be used for Benchmarking reports in later versions of EPiServer SEO.

Last but not least: Accept the terms.



New domain agreement

If you add a new domain, you will be billed automatically according to the estimated traffic you entered above. For more details click the link below. You shall receive a confirmation email shortly after.

[Read the terms of service](#)

I accept the terms

Add

Before completing a Domain Profile, a “New domain agreement” section at the bottom of the form has to be completed. You must accept the “End User License Agreement” by clicking on the checkbox in the “New Domain Agreement” section. Click on the link to read the full terms of the document.

An invoice will be sent automatically to you by e-mail account along with the link to download the module package. This invoice is based on the page view level selected in the “Estimated traffic” field in the domain form. Then fill in the domain information in the form on the right hand side and click on the “Add” button to save the profile.

II. Domain configuration

1. Domain settings:

a. Plug in settings

This screen is used to manage the domain information related to EPiServer SEO; in particular information that could change over time.

For example, a typical usage of this form is to keep track over time of software upgrades or configuration updates. Typical situations where updates are required are when a customer upgrades his EPiServer version, upgrades his EPiServer SEO package or when the customer's network starts using a proxy.

The screenshot shows the EPiServer SEO administration interface. At the top, it says "EPiSERVER SEO Settings and configuration tool" and "Welcome Epi05AS (Admin) Logout". The breadcrumb trail is "Navico Norway AS >> www.navico.com >> Plugin settings".

Administration

- Customer administration
- Domain configuration
 - Domain settings
 - Plugin Settings**
 - Script
 - Goal setting
 - IP exclusions
 - Scans

Current Setting

DotNet Version	2.0
EPiServer Version	CMS 5 R2
EPiServer IP	10.80.43.40
Estimated traffic (Hits/mo)	5M - 10M
Protocol	Http
Port	80
EPiServer Alias	osas-stage
Proxy Port	
Proxy IP	
Website type	Others
Industry type	Others
Last Updated	20.04.2009

Setting history:

EPiServer	DotNet	Server Ip	Port	Traffic/d	Protocol	Alias	Proxy Port	Proxy Ip	Start date
CMS 5 R2	2.0	10.80.43.40	80	5M - 10M	http	osas-stage			20.04.2009

b. Script

This screen includes the "tracking script". The tracking script shall be implemented into the source of each page you want to track on the domain you registered. The position of the script matters, therefore we recommend that you place the script just before the end of the </body> tag in your html code.

If you do not use a master page to implement this script automatically in each published page, you can download the "*PageScript" module from labs.episerver.com. This is a free module, and enables you to implement the script within a few minutes.

Welcome Epi05A5 (Admin) [Logout](#)

EPISERVER SEO
Settings and configuration tool

Navico Norway AS >> www.navico.com >> Script

Administration

- ▶ Customer administration
- ▼ Domain configuration
 - Plugin Settings
 - Script**
 - Goal setting
 - IP exclusions
- Scans

Help

Copy the javascript to the right and paste it as it is in the **bottom section** of the page before the **closing body tag**.

Script

```

<!-- BEGIN EPiServer SEO client tracker script
-->
<script src="http://Script.seo.episerver.com
/x.js" type="text/javascript"></script>
<script type="text/javascript"><!--
_pxId = "66ED8B44-5698-4431-8582-85946E10AC60";
_pxReg();
//--></script>
<!-- END EPiServer SEO client tracker script

```

The script which as to be used on all pages that should be tracked.

c. Setting Goals

This page is used to set up your goals for each KPI (Key Performance Indicator) used in the SEO KPI report. This goal definition screen is typically used by Web Managers. . Goals are moving targets and should be periodically reviewed..You'll find definitions and more information about the KPIs in the KPI status report in the EPiServer SEO User Guide.

To set up a goal, select a predefined KPI in the drop down list and enter its goal value. The following information is displayed for each KPI/goal:

- KPI
- Actual result, if available, for the last 30 days. Note that some or all of these results will not be available when you set up a new domain.
- Current goal for this KPI
- A "Delete" button to remove the goal from the list.
- An "Edit" button to edit the value of the KPI.

Welcome EpiNorway (Admin) [Logout](#)

EPISERVER SEO
Settings and configuration tool

EpiServer AB >> EpiServer Labs >> labs.episerver.com >> Goal settings

Administration

- ▶ Customer administration
- ▼ Domain configuration
 - Plugin Settings
 - Script
 - Goal settings**
 - IP exclusions
- Scans

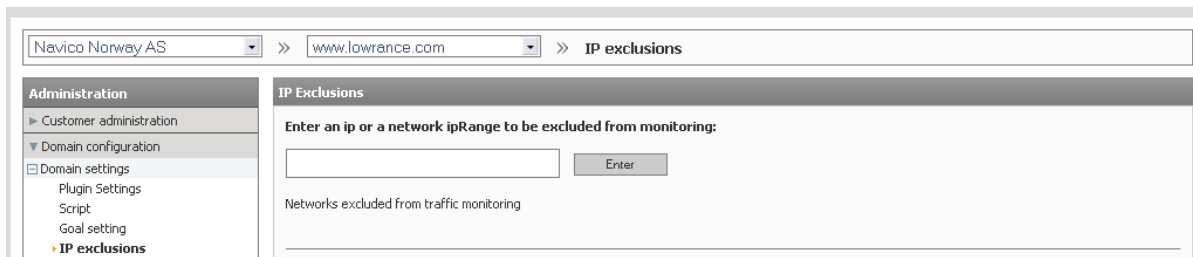
KPI - Key performance indicator	Result - last 30 days	Current goal		
Indexed pages by Google	5180	5000	Delete	Edit
Google Pagerank	4	6	Delete	Edit
Search engines - share of visits	0%	30%	Delete	Edit
Search engines - organic search	0	70	Delete	Edit
Top 10 positions	164	200	Delete	Edit
Top 30 positions	226	400	Delete	Edit
Digital Visibility	23	60	Delete	Edit
Traffic generating domains	0	100	Delete	Edit
No of traffic generating keywords	0	150	Delete	Edit
No of traffic generating pages	612	1000	Delete	Edit

The new goal setting successfully added

d. IP Exclusions

This screen is used to exclude an IP address or an IP range from monitoring and/or from reporting.

- IP Exclusions from monitoring: Used to avoid tracking unwanted traffic. The page views coming from these IP addresses will be discarded completely.
- IP exclusions from reporting: Used to avoid displaying non-relevant traffic that you nevertheless want to keep track of. Typical exclusion areas would be visits from you own employees/offices. The visits tracking – including/excluding excluded IPs - is used in the “Page Stats” tab of EPiServer SEO.



2. Scans

Two types of scans are performed by our robots to collect and prepare the data for the SEO module:

- Rankings in major search engines for for your prioritized keywords
- Robot simulator scans for evaluating the technical quality of the website up against the technical requirements of major search engines. Primarily used in the “Technical advice” tab/section of EPiServer SEO

a. Schedule

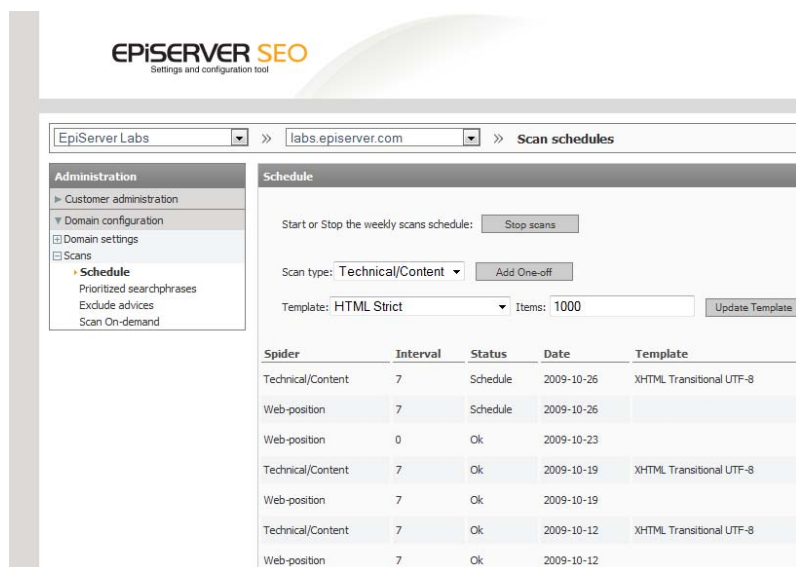
This screen is used to schedule the scans of your website.

There are two sections on this screen: 1) the top form to manage the scheduling, 2) a list to review the scanning history.

The top section includes the following elements:

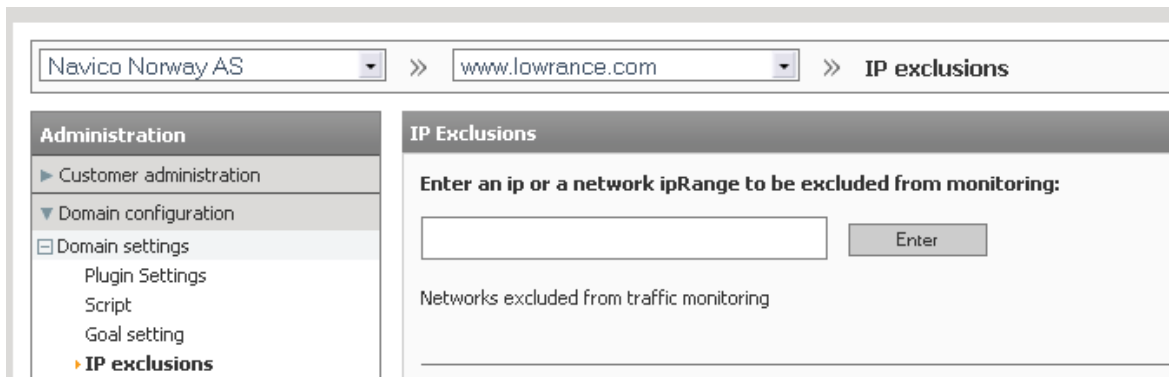
- Start/Stop button for the weekly scans
- An “ad hoc scan” button to initiate an immediate scan.
- Doctype definition: select the current doctype used for this website
- Scan type: Option to select between a “Technical/Content” scan which generate the technical advice and a “Web position” scan for Prioritized search phrases rankings and analysis.

In the scan history list, you can review the type of scan, the status of the latest scans, the date when the scan was performed, the template used (only for technical scans) and the interval in days between two scans.



b. Prioritized search phrases (Keywords)

This page is used by your Customer's Web Managers to set the prioritized keywords for the domain. These prioritized keywords are used in the search engine ranking scans and are displayed in EPiServer SEO in the "Keyword analysis and reporting" section as well as in the Editor Advice and Keyword Analysis tabs. See the EPiServer SEO User Guide for more information.

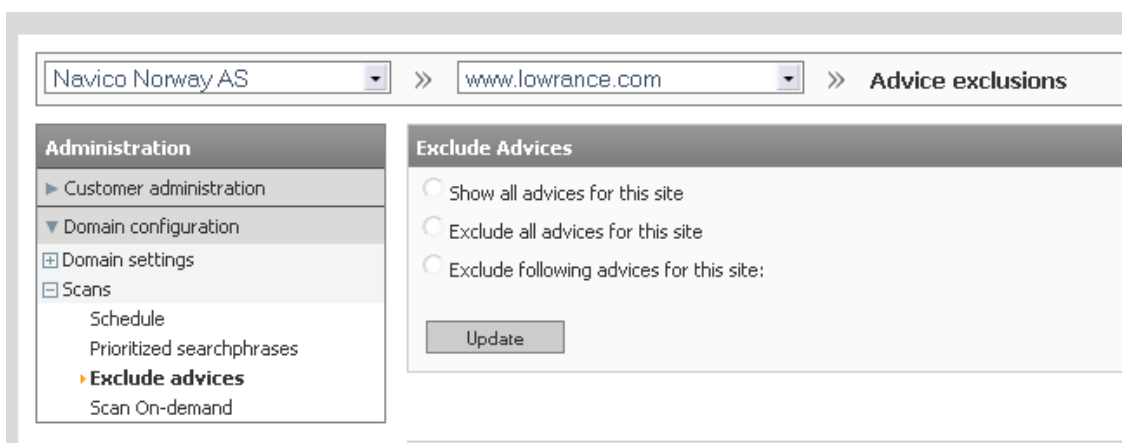


The screenshot shows the 'IP Exclusions' configuration page. At the top, there are two dropdown menus: 'Navico Norway AS' and 'www.lowrance.com', followed by the page title 'IP exclusions'. On the left, a navigation menu is visible with the following items: Administration, Customer administration, Domain configuration, Domain settings (with sub-items: Plugin Settings, Script, Goal setting), and IP exclusions (highlighted). The main content area is titled 'IP Exclusions' and contains the instruction 'Enter an ip or a network ipRange to be excluded from monitoring:'. Below this is a text input field and an 'Enter' button. At the bottom of the main area, there is a section labeled 'Networks excluded from traffic monitoring' with a horizontal line below it.

c. Advice exclusion

This screen is not visible to your customers. This page is used to decide whether all, some or none of the technical advice shall be used when performing the Digital Visibility score rating..

Digital Visibility is the automated score, on a scale from 0 to 100, assigned by the EPiServer SEO robot simulator when last scanning this Web site. Digital visibility is a measure of how well the Web site meets the technical requirements of search engines.



The screenshot shows the 'Advice Exclusions' configuration page. At the top, there are two dropdown menus: 'Navico Norway AS' and 'www.lowrance.com', followed by the page title 'Advice exclusions'. On the left, a navigation menu is visible with the following items: Administration, Customer administration, Domain configuration, Domain settings (with sub-items: Plugin Settings, Script, Goal setting), Scans (with sub-items: Schedule, Prioritized searchphrases), Exclude advices (highlighted), and Scan On-demand. The main content area is titled 'Exclude Advices' and contains three radio button options: 'Show all advices for this site', 'Exclude all advices for this site', and 'Exclude following advices for this site:'. Below these options is an 'Update' button.

d. Scan-on-demand

This screen is used for ad hoc scans (to scan one page on demand) in order to get a technical report (pdf) in just a couple of minutes. This screen is divided in two sections:

- The form to enter the URL to be scanned
- The history of all scanned pages

The following information is required:

- URL: http address of the page to be scanned
- Template: Select the doc type used for the specific URL.
- E-mail: e-mail address which will receive the scan result pdf document. If multiple recipient e-mails, separate with semi-colons (“;”)

The “Scans history” list allows you to keep track of the latest scans performed, you can download the list by clicking on the pdf icons.

If a requested scan does not appear in the “Scan history” list within a couple of minutes, click on the “Refresh” button in the header to refresh the list of scanned urls.

This “Scans history” list displays the latest scans performed, other relevant information, plus the ‘Status’ of the scan that is pending. Final status are either “OK” or “not OK” in the case that the scan was not completed successfully.

The URLs to be scanned must be reachable through internet in order to allow our robot to browse the page.

The screenshot shows the EpiServer SEO interface. At the top, there is a logo for "EPISEVER SEO" with the tagline "Settings and configuration tool". On the right, it says "Welcome louis22" with a "Logout" link. Below the header, there is a breadcrumb trail: "EpiServer Labs" >> "labs.episerver.com" >> "Scan On-demand".

The main content area is divided into two sections. On the left is a sidebar with "Administration" and "Help" sections. The "Administration" section includes "Customer administration", "Domain configuration", "Domain settings", and "Scans" (with sub-items: "Schedule", "Prioritized searchphrases", "Exclude advices", and "Scan On-demand"). The "Help" section has a "Scan On-Demand" heading and instructions: "Fill in this form with the URL to scan and the e-mail address of the person that shall receive the report." and "The report will arrive after a couple of minutes. The selected doctype template reflects the current setting for your domain by default." It also notes that the report is downloadable in the history list below.

The right section is titled "Scan On-Demand" and contains a form with three fields: "URL:" (containing "labs.episerver.com"), "Template:" (a dropdown menu set to "XHTML Transitional UTF-8"), and "Emails:" (empty). All fields have a red asterisk indicating they are required. Below the form is an "Add Scan" button. A "Refresh" button is located at the top right of the "Scanned URLs" table.

The "Scanned URLs" table has the following data:

Date Added	Status	Url	Emails	Download
2009-10-25 20:20:36	ok	http://labs.episerver.com/	louis22@episerver.com	
2009-10-25 18:25:26	ok	http://labs.episerver.com/	louis22@episerver.com	
2009-10-25 10:38:36	ok	http://labs.episerver.com/	louis22@episerver.com	
2009-10-21 18:29:14	ok	http://labs.episerver.com/	louis22@episerver.com	
2009-10-12 20:37:32	ok	http://labs.episerver.com/en/News/	louis22@episerver.com	
2009-10-10 22:07:13	ok	http://labs.episerver.com/en/News/	louis22@episerver.com	
2009-10-09 17:32:29	ok	http://labs.episerver.com/	louis22@episerver.com	