

The BusinessGT web site provides automated Search Engine Optimisation (SEO)

The purpose of SEO is to ensure that if a person searches for a keyword in a search engine, that they will find your web site through the search engine functions.

This means that your web site has to hold relevant links for Google to find when it sends out its “bots”.

BusinessGT creates these links automatically in the site, whenever you edit menus or content:

- All menus are converted in searchable links that will be found and indexed by Google & Bing etc.
- All content titles are also converted into links that will be found and indexed.

Tips for a great Search Engine Optimised site.

1. Plan your menu structure of the site on paper/ in Excel.
2. Have no more than 3 main landing pages in your site.
3. Think up the words your target audience will use when they are searching for a supplier like you in Google. These are Keywords (usually more than one word, up to 5). You need 2 main Keywords per audience, with around 6 to 10 sub-keywords per audience.
4. Do not use generic words like “Products” or “Services”.
5. Have one landing page for each main audience. Use words in that page to declare to them what you sell is exactly what they want right now.
6. Set up a word cascade for your site:
 1. Words searched for by the user =
 2. Words in your menu =
 3. Words in your page title =
 4. Words in your content with pictures: what the audience is looking for.
7. Build page content around the Keywords you have identified.

1. When you **SAVE** or **SAVE & CLOSE** a menu, the SEO links are recreated for that menu completely.

NB: For the menu, the Use URL Links must be ON in the Advanced Settings.

2. You may test that it works by opening a different browser, and typing in the URL `your-website-name/your-menu`

NB: Blank space and illegal internet characters are converted to hyphens (-)

3. You may test that it works by opening a different browser, and typing in the URL `your-website-name/your-menu`

4. Check the URL rewriting chevron at the bottom of “Edit Menu”.