



This document describes the various integrated Agentquote tools used to insert content and directives related to Search Engine Optimization, primarily from the vantage point of the **AQTools'** *editPencil* and its set of **Widgets**.

The application of these tools is solely determined by the individual Agentquote website user and the choices, strategies maintenance and tracking of these is also assumed solely by the user. Agentquote provides these SEO tools on an as-is basis, and offers neither warranties nor recommendations on their usage or effectiveness.

The implementation of these SEO tools within the various *editPencil* Widgets presumes a working knowledge of the Widgets themselves and the overall Agentquote hosting environment. Specific instructions on the various aspects of these can be viewed at <http://agentquote.com/howtutorials/> as well as the knowledgebase at <http://agentquote.com/faq/>

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## Introduction And Overview

All websites are essentially prospecting billboards in electronic form, in competition for visitor attention with a huge and increasing number of other websites.

Like all forms of advertising, a website's effectiveness in attracting visitors can be measured and tested in various ways, relative to the use of content that meets, in some way, the interests of potential visitors. This interest can be measured in aggregate by the many search engines, chief among them being google, each using a search engine tool that, in essence, measures the relative distribution of words and phrases abstracted from search queries. The crux of discovering the distribution is based on text: again, words and phrases.

Any website can increase the number of visitors by aligning its content to the interest of potential visitors that coincides with the distribution density of that interest based on expressed words and phrases aggregated by search engines. This alignment process is generally known as *search engine optimization*, or **SEO**, and the implemented practice is generally known as *search engine marketing*, or **SEM**.

## The Agentquote SEO Tools

Designing and implementing SEO has become a professional activity with many subspecialties. Agentquote does not offer SEO services, but does provide a number of online tools that SEO professionals can use in implementing changes focused on SEO activities for their clients who use the Agentquote hosting system.

These online tools can also be used by Agentquote subscribers who are familiar with basic HTML scripting concepts and practices, specifically through the use of Agentquote's *editPencil Widgets* as described in the remainder of this document. Anything beyond this should only be done by a professional with demonstrated expertise in html and css coding practices.

These online AgentQuote tools are used to implement the following SEO capabilities by simply entering the respective values without concern to how they are generated and managed during the dynamic webpage generation process:

- Including one of the various **Analytix** scripts used by third-party services to track webpage activity
- Dynamically generate **sitemap.xml** files when requested by search engines
- Dynamically generate **robots.txt** files when requested by search engines
- Assign **title** and **rel** attributes to anchor tags
- Assign **title** and **alt** attributes to image tags

## SEO Analyzers

There are a number of online and free SEO analyzers that can make specific SEO recommendations for a submitted webpage URL, such as the one at <http://www.sitesolutions.com/Tools/Analysis.aspx>

## Page Names

Every Agentquote webpage is identified with two separate names, each unique to the website:

1. **PageTitle** Required to describe a webpage, consisting of up to 128 characters of free-form alphanumeric text. Often used as relatively short descriptions for a webpage's overall function, optionally used to provide the webpage's title description, both internal to the html title tag in the HEAD section and what appears on the web browser's tabsheet and titlebar. It is also used to generate the webpage's published page URI. The PageTitle cannot be changed.
2. **PageName** An optional free-form alphanumeric text that provides the webpage's title description, both internal to the html title tag in the HEAD section and what appears on the web browser's tabsheet and titlebar, overriding the PageTitle value. The PageName can be changed at any time, and is often used to list content related keywords.

All standard pages have a relatively short **PageTitle** and no **PageName**. These can be set whenever a new page is created using the *editPencil* utility's **CreatANewPage** section:

### Page Manager

Edit A Page:	Create A New Page:
Business	Section
Business Home	Select Module <input type="button" value="v"/>
General	Page Title (for design reference and published URI):
About Us	<input type="text"/>
Another Test	Page Name (for HTML Title Tag, Web browser's Tab and Titlebar caption):
Articles	<input type="text"/>
Calculators	

A webpage's PageName can be changed at any time the editPencil utility's [PageSettings] button:

Page Settings

Section  
General

Page Title (for design reference)  
Home Page

Page published URI  
/

Page Name (for HTML Title Tag, Web browser's Tab and Titlebar caption):  
ThisIsATest Home Page

### PublishedPageURL Generation

A webpage's published URL is generated from the **PageTitle** value by filtering out characters that are not alpha ('a' through 'z' and 'A' through 'Z'), numeric ('0' through '9'), a hyphen ('-') or underscore ('\_'). Spaces are converted to hyphens. Uppercase alpha is forced to lowercase.

### Unique Title and URL Values Enforced

The editPencil utility will display an error message when adding or changing either a PageTitle or PublishedPageURL value that is already being used in the website.

### Internal Webpage URL Source

All internal links within a website will use the PublishedPageURL if it exists, or the PageTitle if the former does not exist.

## Anchor *Title* And *Rel* Attributes: Feature and List Widgets

A **Link List** is a list of anchor links to either internal website webpages or to external websites. Each link is essentially an anchor HTML tag with editable **title** and **rel** attributes.



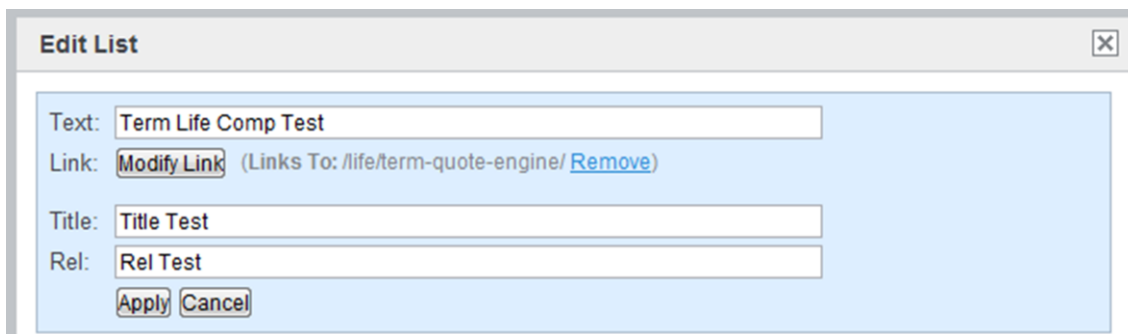
A List can be added to a webpage by dragging the **ListWidget** from *editPencil's* **Widget Library** and dropping it where required on the webpage.



A List can be edited by clicking the small blue **[Edit]** button in its lower right-hand corner.

To add a new Link List, drag the ListWidget from the WidgetLibrary and drop it on a selected region of a webpage, which opens the **EditList** dialog, and then click the **AddNewItem** link, which opens the link editor.

To edit an existing link, click its **[Edit]** button in the lower right-hand corner, which opens the **EditList** dialog, and then click the **[ModifyLink]** button to the right of the description, which also opens the link editor:

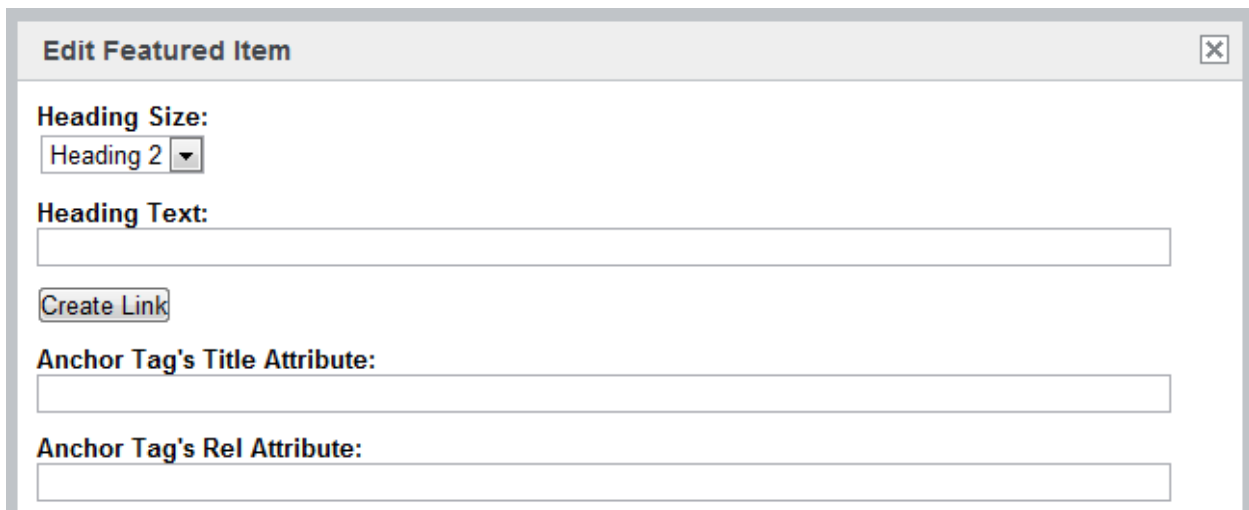


Make whatever changes are required, including the link's Title and Rel attribute values, if any, and then click the **[Apply]** button.

Finally, click the EditList's **[Save]** button when all link item changes have been made. The changes will be published by clicking the **[PublishSite]** button on the left pane.

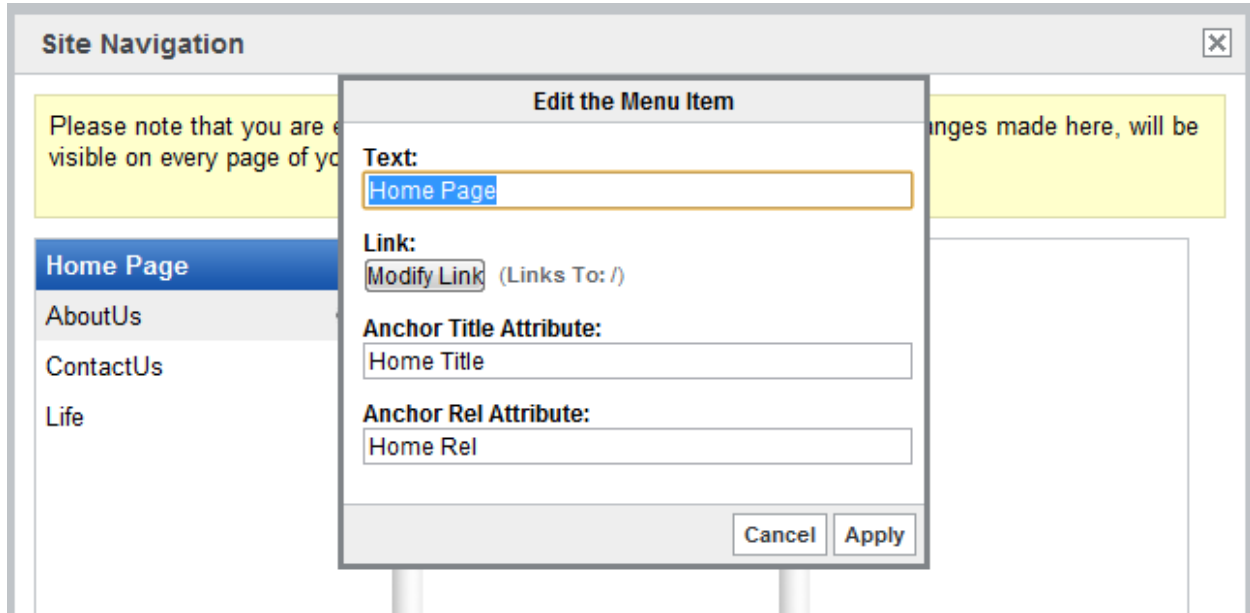


The **Banner & Feature Item** Widget has an optional link property, including the anchor tag's title and rel attributes:



### Site Navigation Links: Title and Rel Attributes

The fixed and main website navigation bars and menus contain anchor links, with each having a title and rel attributes. These can be added, removed or changed by clicking on a navigation bar/menu's blue **[Edit]** button, selecting a link and then clicking that link's edit option:



## Image Alternative and Title Attributes: Feature, Image and Paragraph Widgets

Both the Alternative and Title attributes cannot exceed 128 characters and can have only plain text alphanumeric values.

### Banner & Featured Item Widget

**Image** [Change Image](#)




**Image Tag's Alternate Attribute:**

**Image Tag's Title Attribute:**

### Image Widget

**Edit Image** ✕

**Image** [Change Image](#)

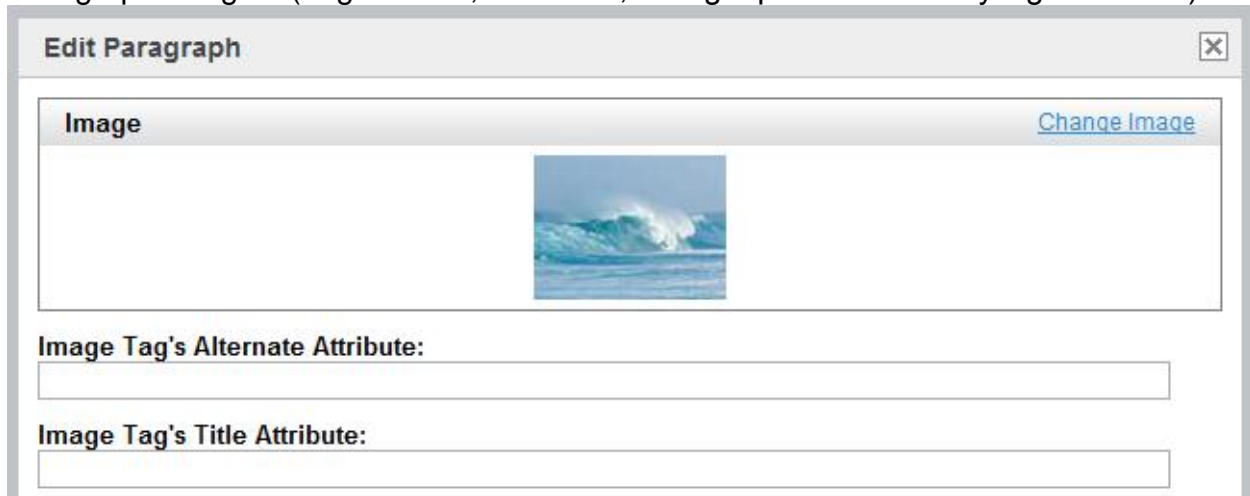


**Image Tag's Alternate Attribute:**

**Image Tag's Title Attribute:**

**Center Image**

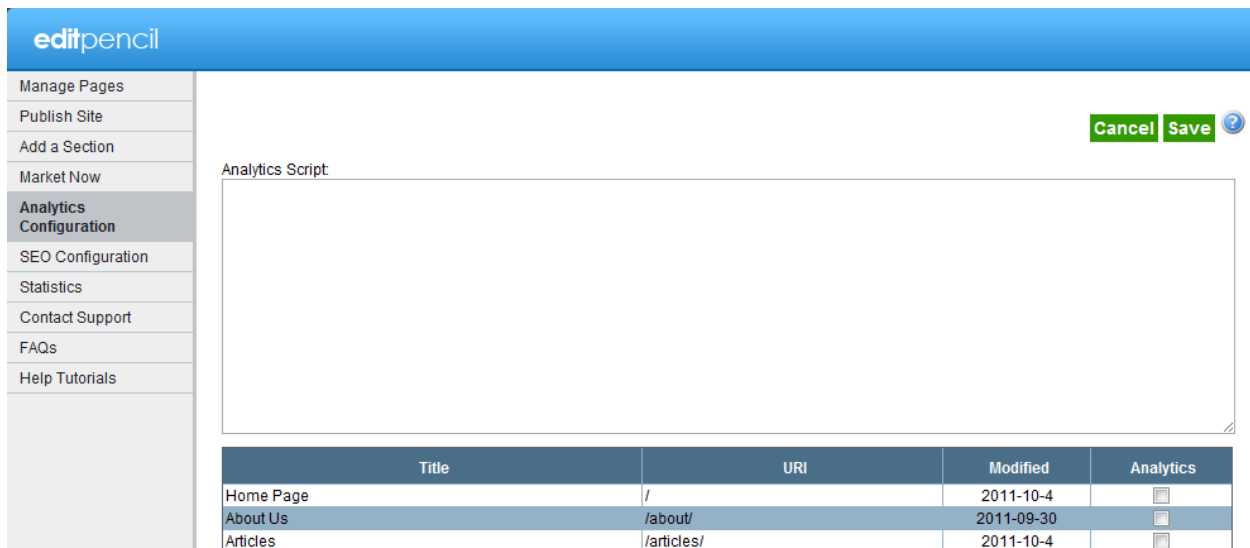
Paragraph Widgets (Aligned Left, Centered, or Right per website's styling directives)



## Analytics

Every webpage can have a common script added immediately before the closing `</body>` html tag. These analytic scripts are provided by third-party services and companies that specialize in analyzing web traffic and all that pertains.

The analytics script and the selection of webpages that will use it are managed in *editPencil's* **AnalyticsConfiguration** section:



Scripts can be potentially harmful and are not vetted by Agentquote. At a minimum the scripts must not generate any displayable text or rendered images, which would appear at the bottom of every webpage that is set to include the analytics, as indicated by a check in the respective webpage's checkbox on the right as depicted in the grid, above.

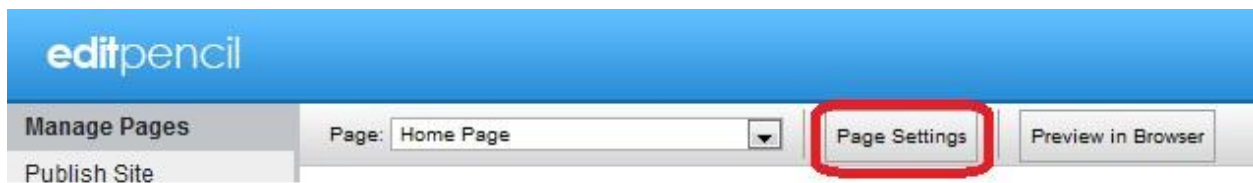
## SEO Configuration: Sitemap.xml, Analytics and Robots.txt

**SiteMap.xml** Agentquote's hosting system dynamically generates a response to requests for any website's sitemap.xml file, with the response conforming to the SiteMap.org specifications.

All webpages have the following default settings when they are first created:

- Not included in the sitemap
- Sitemap priority of 0.5
- Change frequency of Monthly

Site map settings can be done site-wide, or by individual webpage listed in the *editPencil's* **ManagePages** section, by first selecting a webpage in the list and then clicking the **[PageSettings]** button above the edit pane.



The settings that can be made are:

- Include In Sitemap (Yes/No)
- Sitemap Priority (0.0 through 1.0 in 0.1 increments through a drop down combo box)
- Change frequency (NotUsed, Daily, Weekly, Monthly, Yearly and Never through a drop down combo box)

The webpage's *LastMod* value is set to the latest date and time that the webpage's page settings were saved.

Saving changes to website's site map settings take effect immediately, without requiring the regular site publishing procedure.

**Robots.txt** By default, all webpages in the **ManagePages** section are open to examination by web crawlers. Individual webpages can request to be excluded from these by checking the webpage's **Disallow** checkbox.

**Analytics** Webpages can include analytics script by checking their **Analytics** checkbox.

These SEO configuration settings can be made for individual webpages using the editor's **[PageSettings]** button, or for all pages in the page list with the **[SEOConfiguration]** button.



## Meta Tags

Each webpage listed in the **ManagePages** section can have individual **meta** tags, which are placed in the webpages' html HEAD section. Meta tags can be used for a wide variety of purposes, but for SEO the primary meta tag is the *keyword/content* name-value pair.

The meta tags can be entered when a new webpage is created, or edited using a selected webpage's **PageSettings** editor.

The meta tag entry box can accommodate more than one meta tag directive, but the maximum number of characters must not exceed 1,000, beyond which are truncated.

**Caution:** Meta tags must follow a very specific format and structure as outlined in [http://en.wikipedia.org/wiki/Meta\\_element](http://en.wikipedia.org/wiki/Meta_element). If not then the AgentQuote website may not display properly.

