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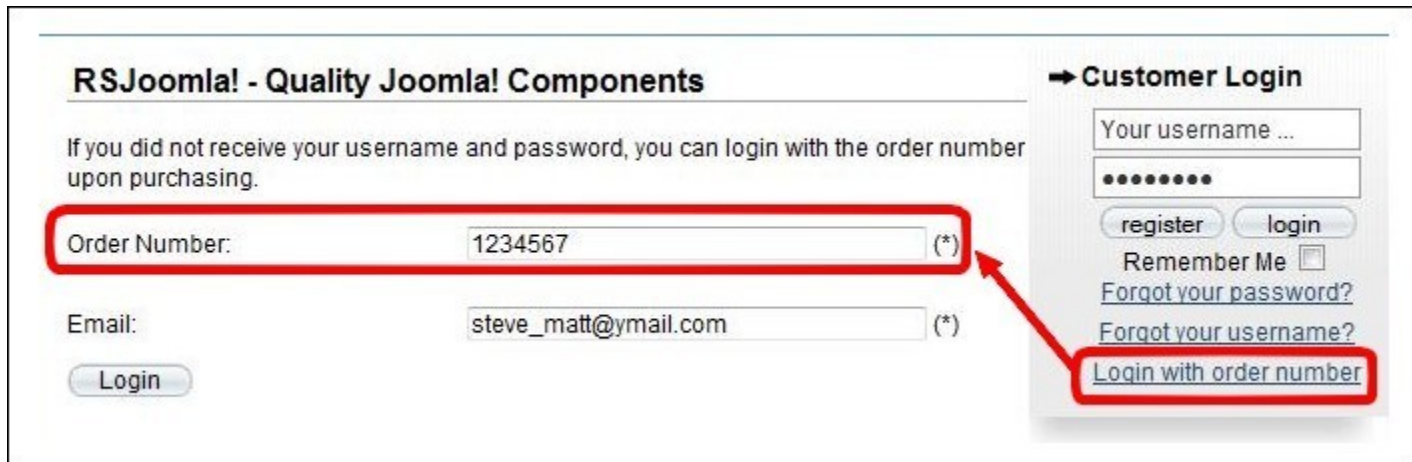
Step 1: Purchasing an RSSEO! membership

When you purchase a membership for the first time, a **RSJoomla!** account is automatically created for unregistered users, after the purchase has been approved, based on the filled in data. The transaction along with the user details are sent in the registration email.

Upon transaction, users have 2 ways of accessing the www.rsjoomla.com account and download RSSEO!:

1. Login with the user and password automatically created and sent through email, during the transaction process, using the **Customer Login** form.
2. Login with the order number received on the user email.

Login with the order number



The screenshot shows the RSJoomla! Customer Login interface. On the left, under the heading "RSJoomla! - Quality Joomla! Components", there is a message: "If you did not receive your username and password, you can login with the order number upon purchasing." Below this, there are two input fields: "Order Number:" with the value "1234567" and "Email:" with the value "steve_matt@ymail.com". A "Login" button is positioned below the email field. On the right, under the heading "Customer Login", there are fields for "Your username ..." and a password field. Below these are "register" and "login" buttons, a "Remember Me" checkbox, and links for "Forgot your password?" and "Forgot your username?". A red box highlights the "Login with order number" link, and a red arrow points from this link to the "Order Number" input field.

Step 2: Download RSSEO!

To download RSSEO! you need to:

Step 1: login on www.rsjoomla.com with the user details or the order number received on email.

Step 2: in the right side, you will find a section dedicated to RSJoomla! customers: **Customer Login**. Click on **View my downloads**



Step 3: In the **Customer downloads** section are listed all the user's memberships. Click on **Downloads >> RSSEO! Files >> Component >> Download RSSEO! for Joomla! 1.5**

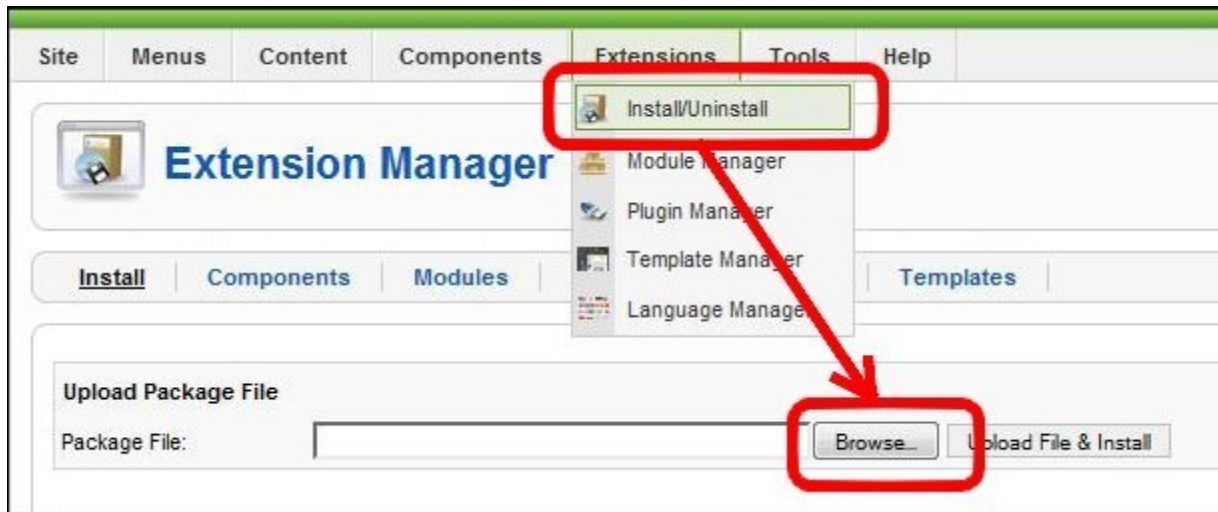
Customer Downloads						
#	Membership	Files	Licenses	Started	Expires	Status
1	RSSEO! 1 Domain Lifetime	Downloads	Licenses	17.09.2010 05:04:13	Unlimited	Active

Step 3: Installing RSSEO!

3.1: Installing the component

RSSEO! installs like any other component - through the default Joomla! installer.

In the backend panel, head to **Extensions >> Install/Uninstall >> Browse RSSEO! from your computer >> Upload File & Install**.



3.2 Minimum requirements

- You must ensure that you have MySQL, XML and zlib functionality enabled within your PHP installation.
- **Please make sure your hosting provider allows loopback connections** via one of the following Apache extensions or functions : cURL , fsockopen , fopen , file_get_contents. - **RSSEO! uses the above functions to connect to your website's address.**

There are 2 ways to check *cURL* , *fsockopen* , *fopen* and *file_get_contents* functions:

- **right after installing RSSEO!**, click on the “Test connectivity” button
- in the Joomla! backend panel, head to **Components >> RSSEO! >> Control Panel** ; on the RSSEO! control panel, click on the “**Check Connectivity**” icon from the right side

Recommended workflow:

Option 1: You are allowed to use the loopback connections via cURL, fsockopen, fopen or file_get_contents

In case your hosting provider doesn't allow loopback connections, then head to the second option.

Option 2: Your server does not accept loopback connections, but allows you to use the exec function

Many hosting providers that restrict the usage of the loopback connections will allow the use of the PHP [exec function](#), to execute external programs.

For this, you need to download the **indexseo.php (View my downloads >> Component >> New index file for "exec" use)** file from your RSJoomla! account, unzip it, copy the file in the root Joomla! installation folder and modify the crawler settings from the Joomla! backend panel. (for servers that run *Linux* as an operating system, just type in **"php"** , for servers that run *Windows* operating system, type in the path to the **php executable** file (*php.exe*), for example: *C:\php\php.exe*)

If the hosting provider does not allow the use of *exec*, you can use the third option.

Option 3: proxy cURL connect

If you can't use neither loopback connections nor the *exec* function, you can connect through cURL (requires the cURL function to be enabled) with proxy. The advantage of using proxy is that the page content requests won't be made anymore through the loopback connections or the *exec* function, but by another server.

Step 4: RSSEO! settings

Path: **Joomla! backend panel >> Components >> RSSEO! >> Settings**

The **Settings** tab represents the general RSSEO! configuration panel. You can configure here the "Seo Performance" and the "Crawler" tab, as well as other general settings like heading replacements, subdomains and cURL.

4.1 Add the license code

Here you can add your **license code** generated in your RSJoomla! account so you can receive updates and download new RSSEO! versions directly from the backend.

4.2 "Seo Performance" settings

You can enable/disable the following seo performances:

Use Google:

- when the **International option** is selected, RSSeo! displays in the “**Keywords**” tab the keyword position as shown in the Google International SERP (search engine results page);
- when a **Local option** is selected (e.g. **google.nl**), RSSeo! displays in the “**Keywords**” tab the keyword position as shown in the Regional Google SERP (search engine results page);

Enable Page Rank: displays in the “Seo Performances” tab, your website and your competitors Page Rank

Enable Alexa Rank: displays in the “Seo Performances” tab, your website and your competitors Alexa Rank

Enable Technorati Rank: displays in the “Seo Performances” tab, your website and your competitors Technorati Rank

Enable Google Pages: displays in the “Seo Performances” tab, your website and your competitors Google indexed pages

Enable Yahoo Pages: displays in the “Seo Performances” tab, your website and your competitors Yahoo! indexed pages

Enable Bing Pages: displays in the “Seo Performances” tab, your and your competitors Bing indexed pages

Enable Google Backlinks: displays in the “Seo Performances” tab, the incoming links to your and your competitors websites as shown in Google

Enable Yahoo Backlinks: displays in the “Seo Performances” tab, the incoming links to your and your competitors websites as shown in Yahoo!

Enable Bing Backlinks: displays in the “Seo Performances” tab, the incoming links to your and your competitors websites as shown in Bing

Search in dmoz.org: verifies if your website or your competitors websites have been published in the human edited directory, dmoz.org

4.3 Crawler settings

Crawl Level: you can set the crawler only to go to a specified level, the frontpage being considered level 0. For each link that is found on the frontpage the crawler will reinitialize, thus achieving level 1, and so on.

Enable site name in title: if this option is checked, it will show the site name on all website titles.

Site name position: if the above option is enabled, it will display the site name after or before the page title.

Title separator: set the title separator character. By default, the title separator is the pipeline character “|”.



Notice:

- by default, RSSEO! Crawls your site pages until it reaches the first level. To crawl the entire website set the page level to unlimited.
- To ignore certain links when crawling, replace the URL characters with the {*} wildcard e.g. to ignore links that include "**tmpl=component**" use **{*}tmpl=component{***, where the {*} wildcard replaces all characters before and after "**tmpl=component**".
- when the auto-crawler option is enabled, RSSEO! detects new pages and automatically crawls them and includes them .
- **By default, this option is enabled in RSSEO!**

4.4 Replacement options

Joomla! uses 2 heading classes "**componentheading**" and "**contentheading**" to emphasize text and important ideas across a page, instead of the html tags <h1>, <h2>, <h3>, <h4>, <h5> and <h6>.

These html tags are an important on-page seo factor, therefore it is recommended to allow RSSEO! to replace the Joomla! heading classes with <h1>, ... , <h6>.

4.5 cURL settings

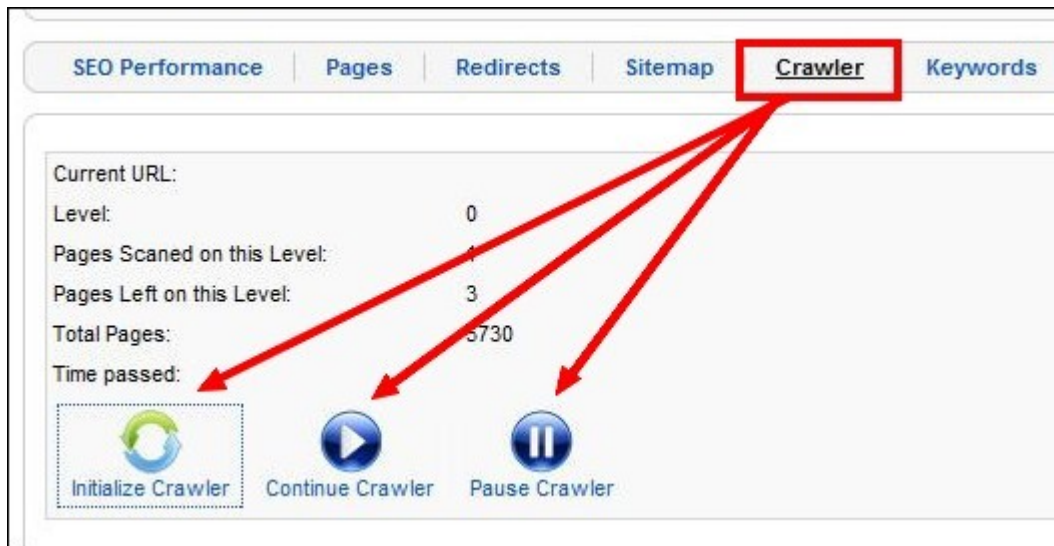
Here you can set up a ussage with a Proxy server. This is particularly useful when your hosting provider does not allow **loopback** connections. Basically this will allow RSSEO! to perform page request via a third party server, thus bypassing the loopback limitation. - for more information about the loopback connections see [step 3.2 Minimum requirements.](#)

Step 5: Crawl the Joomla! website

Path: **Joomla! backend panel >> Components >> RSSEO! >> Crawler**

Before starting optimizing your Joomla! website for search engines, you need to crawl first the website pages to be able to analyze the on-page seo factors: meta tags, titles, meta descriptions, etc.

RSSEO! requires one of the following PHP functions to be able to crawl the site: **cURL** , **fsockopen** , **fopen** , **file_get_contents**. Make sure that you can use at least one of them in order for the crawler to work properly - see [step 3.2 Minimum requirements.](#)



To start crawling the website, click on the **“Initialize Crawler”** button.



Notice:

- RSSEO! Crawls the pages until it reaches the level configured in the **Settings tab >> Crawler** (see [step 4.3 Crawler settings](#)). To crawl the entire website, you need to set the Crawl level to “Unlimited”.

Step 6: Optimize your Joomla! website

6.1 Optimize pages

Path: **Joomla! backend panel >> Components >> RSSEO! >> Pages**

RSSEO! crawls the entire website, measures the on-page seo factors (titles, meta descriptions and keywords, headings, images, the sef URLs, page loading time and page speed) and gives a rating for each page in terms of seo effectiveness.

Page URL	Page Title	Page Level	SEO Grade	Last Crawled	Status	Page Modified
	Welcome to the Frontpage	0	60 %	10 Dec 10 14:47	✓	✗
on=com_content&d=25&Itemid=28&lang=en	What are the requirements to run Joomla! 1.5?	1	50 %	10 Dec 10 14:47	✓	✗
on=com_content&d=22&Itemid=29&lang=en	What's New in 1.5?	1	40 %	10 Dec 10 14:47	✓	✗

6.1.1 Optimize titles



Tips:

- Search engines value the user experience, so extremely lengthy titles and stuffed with keywords may not reflect the page content and may not be useful for them.
- A title tag must be informative and give a summary of the page content.
- A short title might be uninformative.
- A long title might be stuffed with unnecessary information for user and search engines may truncate it (generally if it exceeds 70 characters).

Duplicate title tags

Though Joomla! generates an insignificant number of pages, it is best to *avoid using the same title to entire website* or on large groups of pages. For example, the "Home Page" content is different than the "Contact us" content, so should be the title tags. All duplicate title tags are displayed in **RSSEO!** under the Pages tab, after crawling your Joomla! website.



Tips:

- *Unique title tags are a **must** for Joomla! websites.*
- the title tag is the most important on-page Seo factor, so focus on writing good title tags that will accurately reflect the content of a page. Search engines value the importance of the title tag;
- when you decide what will be the targeted keyword for a page, include it in the title tag;
- to increase the keyword prominence use it at the beginning of the title tag.
- Search engines value the user experience, so extremely lengthy titles and stuffed with keywords may not reflect the page content and may not be useful for them.
- A title tag must be informative and give a summary of the page content.
- A short title might be uninformative.
- A long title might be stuffed with unnecessary information for user and search engines may truncate it (generally if it exceeds 70 characters).

6.1.2 Optimize meta description

6.1.2.1 Meta description tag length



Tips:

- a short meta description might be uninformative and may not convince the user to click on the page.
- though it is not a rule, a long meta description might be stuffed with unnecessary information for user and the search engines may truncate it.
- *write an unique meta description for each page; search engines will decide what content to display in results if the meta description is missing.*

6.1.2.2 Duplicate meta description



Tips:

- Write an unique meta description for each Joomla! page
- avoid using too many keywords in meta description or keywords that aren't relevant for the page content; search engines value the user experience, so the meta descriptions stuffed with keywords may not reflect the page content and may not be useful for them.
- focus on writing good meta descriptions that will accurately reflect the page content because it could increase the users click-through rate;
- a well written meta description will lower the user click-back rate;
- choose carefully the targeted keyword and use it in meta description;
- use research tools to find the appropriate keywords like [Google Keyword Suggestion Tool](#) and [Trellian keyword discovery](#) that will return results based on area and search volume, ppc campaigns;
- avoid repeating the title tag in the meta description;
- avoid stuffing the meta description with too many keywords.

6.1.3 Optimize images



Tips:

- use names that will describe the images: e.g *Joomla-logo.jpg* instead of *img10.jpg*
- avoid using long filenames
- save images in a directory used only for images: Joomla! has a special directory for images by default: */joomla/images/*
- set the width and height attributes to be *W3C compliant*, although is a minor **on-page SEO factor** you will earn extra points in front of your competitors.
- for thumbnail images use their actual size to optimize them for optimal download times (and reduce bandwidth).
- make use of the “alt” attribute to accurately describe images
- specify the width and the height attribute to optimize images.

6.1.4 Optimize page speed and page loading time



Tips:

- *keep page requests low (AJAX scripts), load thumbnail images instead of the whole large image scaled down via HTML tags and scripts that are downloaded to a minimum.*

6.1.5 Optimize headings



Tips:

- Imagine a webpage as a whitepaper and use appropriately headings and subheadings to emphasize the subject of a page.
- Don't dilute the content of the page and focus on the topic described on the primary heading.
- when optimizing a Joomla! website make sure that RSSEO! is configured to replace the "contentheading" and "componentheading" class from Joomla! with <h1>, ..., <h6> - see [step 4.4 Replacement options](#)
- *include the targeted keyword on headings; try to use it at the beginning of the tag*

6.1.6 Optimize internal links

Path: **Joomla! backend panel >> Components >> RSSEO! >> Keywords >> Add Internal Anchor link to.**

6.1.6.1 Search engine friendly URLs



Tips:

- enable search engine friendly URLs in Joomla! by activating the SEF option from the Joomla administrator panel. *Just head to Site -> Global Configuration -> SEO Settings and set "Search Engine Friendly URLs" option to Yes.*
- *a SEF URL will have a better clickthrough than a dynamic URL in the SERP (search engine results page)*

6.1.6.2 Add anchor text to links

To add internal anchor links with RSSEO!, head to the “Keywords” tab, add a new keyword and enter the location where you would like to point the keyword.



Tips:

- add the targeted keywords in the anchor text
- *avoid using an excessive internal anchor text linking and keyword stuffing techniques: you might risk a Google penalty*

6.1.6.3 Check for internal/external links



Tips:

- *Google's webmaster guidelines recommends to limit the number of internal and external links on each page to 100.*

6.2 Keywords

6.2.1 Optimize keywords

Path: **Joomla! backend panel >> Components >> RSSEO! >> Keywords**

There are several methods used to optimize keywords for search engines:

- make **bold keywords:**
- make **underline keywords:**
- add **internal anchor links:**

Keyword attributes: the keyword attributes box allows you to add *target attributes, javascript codes/triggers, styles and classes.*

6.2.2 Monitor keyword position

Path: **Joomla! backend panel >> Components >> RSSEO! >> Keywords**

RSSEO! allows you to add in the “Keywords” tab one or multiple keywords at once to monitor and record the keyword position in Google, each time you refresh the data.

The keyword evolution is highlighted using 2 colors: the green color indicates an improvement in the SERP (search engine results page) and the red color shows that the keyword has dropped a few positions.

Keyword	Keyword Importance	Keyword Position	Date Refreshed	Refresh
<u>computer parts</u>	critical	8	21 Apr 10 04:31	Refresh
<u>computers</u>	important	24	20 Nov 09 07:02	Refresh
<u>computer games</u>	low	8	21 Apr 10 04:31	Refresh



Notice:

- the keyword position may vary based on several factors: universal or local search (a certain keyword may be in the 5th position in the google.com index and in the first google.nl position), personalized search and search engines restrictions.

6.3 Add redirects (optional)

Path: **Joomla! backend panel >> Components >> RSSEO! >> Redirects**

RSSEO! allows you to setup in the “Redirects” tab permanent (301) or temporary redirects (302) when they are required.

Step 7: Submit a sitemap to search engines

Path: **Joomla! backend panel >> Components >> RSSEO! >> Sitemap**

After crawling and optimizing website pages, you can submit a sitemap to Google, Bing and Yahoo!

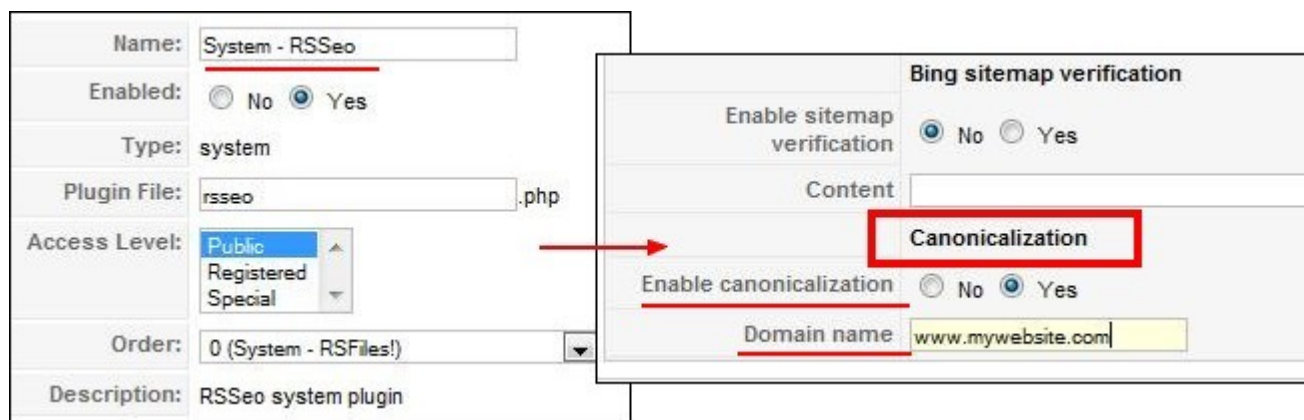
7.1 Enable canonicalization

Path: **Joomla! backend panel >> Extensions >> Plugin Manager >> System RSSEO**

Before submitting the sitemap to search engines, you need first to enable the canonicalization option from the System RSSeo! Plugin and add the preferred domain version, with or without www.

e.g. - **with “www”**: www.mywebsite.com: it will setup a permanent redirect from mywebsite.com to www.mywebsite.com

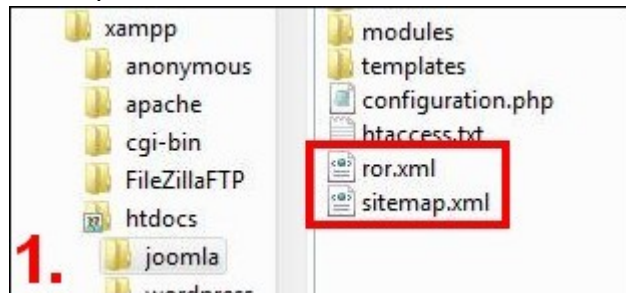
- **without “www”**: mywebsite.com: it will setup a permanent redirect from www.mywebsite.com to mywebsite.com



7.2 Generate sitemaps with RSSeo!

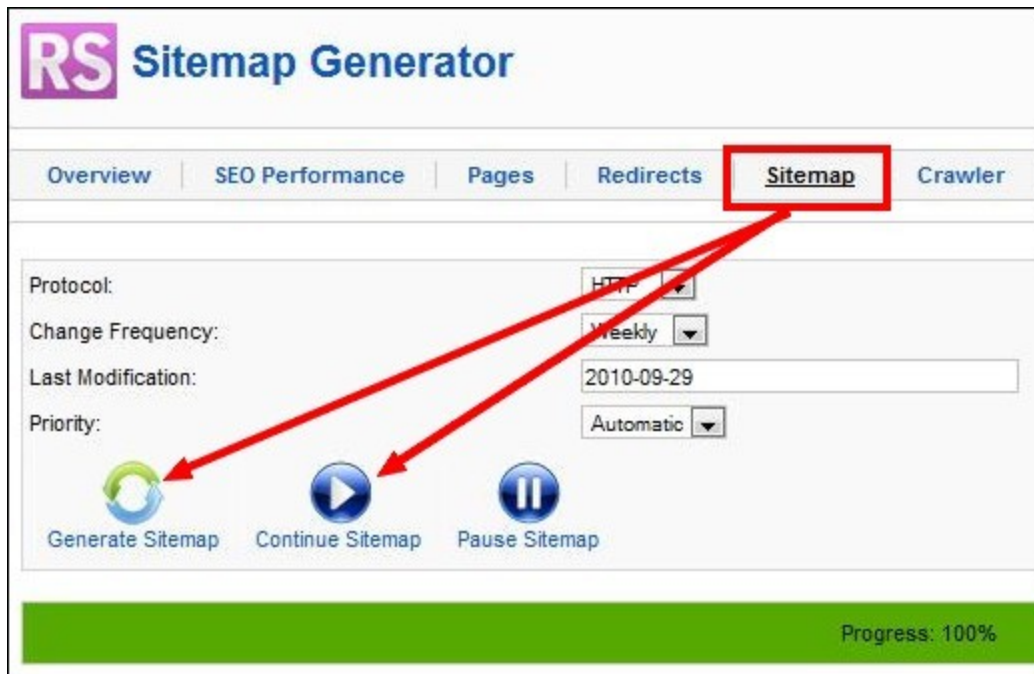
Step 1:

Create 2 xml files: **ror.xml** and **sitemap.xml** and place them in the root before generating the sitemap.



Step 2:

Head to the “Sitemap” tab and click on the “Generate Sitemap” button.



Tips:

- Use robots.txt to exclude content that you don't wish to be indexed by search engines.
- *the priority level doesn't influence the website rankings*

7.3 Submit the sitemaps to search engines

7.3.1 Submit the sitemap to Google

Before submitting the sitemap to Google Webmaster Tools, you need to verify site ownership. This can be easily done with the RSSEO! System Plugin (it installs same time as the component).

7.3.1.1 Verify the siteownership for Google Webmaster Tools

Step 1:

Access your Google Webmaster Tools account and add your site address.

Step 2:

Choose the second verification method: using the meta tag.

Step 3:

Copy the meta tag content generated in your Google Webmaster Tools account.

Step 4:

In the Joomla! backend panel, head to the **“Plugin Manager” >> System RSSe!**, enable the Google sitemap verification and paste the meta tag content in the **“Content”** box. Make sure that the **google-site-verification** method is checked.

7.3.1.2 Submit the sitemap

The sitemaps are located at the following addresses:

<http://www.mywebsite.com/sitemap.xml>

<http://www.mywebsite.com/ror.xml>

To submit the sitemap to Google, head to the **Google Webmaster Tools >> Site Configuration >> Sitemaps >> click on the “Submit a Sitemap” button.**

After the website address, type sitemap.xml as shown in the below screenshot and hit the “Submit Sitemap” button.

7.3.2 Submit the sitemap to Yahoo!

Before submitting the sitemap to Yahoo!, you need to verify the site ownership (similar to Google: you need to access your **Yahoo! Site Explorer** account at the following address: <https://siteexplorer.search.yahoo.com> and submit your website to Yahoo!)

This can be easily done with the RSSe! System Plugin.

7.3.3 Submit the sitemap to Bing

Before submitting the sitemap to Bing, you need to verify the site ownership (similar to Google: you need to access your Bing Webmaster Tools account at the following address:

www.bing.com/toolbox/webmasters and submit your website to Bing)

This can be easily done with the RSSe! System Plugin.

Step 8 : Monitor and compare the SEO performances

Path: **Joomla! backend panel >> Components >> RSSe! >> Seo Performance**

RSSe! allows you to monitor your website seo performances (**Page Rank, Alexa Rank, Technorati Rank, Google, Yahoo! & Bing pages, Google, Yahoo! & Bing backlinks and the dmoz.org listing**) and compare them against your competitors using the “Compete”

integration. The extension records these performances in the “History” area, so you can easily analyze how you and your competitors evolve in time.



Tip:

- The lower your *Alexa Rank* is the more popular your site is.

8.1 Add new competitors

Step 1:

Click on the “New” icon from the “Seo Performances” tab to add your website or new competitors.

Step 2:

Add the website URL and save the record.

Step 3:

Click on the “Refresh” link to process all the configured seo performances: the Page Rank, Alexa Rank, Technorati Rank, Google, Yahoo! & Bing pages, Google, Yahoo! & Bing backlinks.

Page Rank	Alexa Rank	Tehnorati Rank	Google Pages	Refresh
3. Not Processed	Not Processed	Not Processed	Not Processed	Refresh

History:

The “History” tab allows you to track in a simple way, your competitors evolution in time. RSSEO! records in the “History” tab your competitors seo performances each time you refresh the data.

The websites evolution will be highlighted in the “History” tab using 2 colors: the green color indicates an improvement and the red color a decline of their online presence.

SEO Performance		Pages	Redirects	Sitemap	Crawler	Keywords	Settings	Updates
ID	<input type="checkbox"/>	Page Rank	Alexa Rank	Google Pages	Yahoo Pages	Bing Pages	Google Backlinks	Yahoo Backlinks
2	<input type="checkbox"/>	6	26.850	1.700	11.307	7.500	127	10.394
1	<input type="checkbox"/>	6	27.060	1.670	11.328	6.410	127	10.462



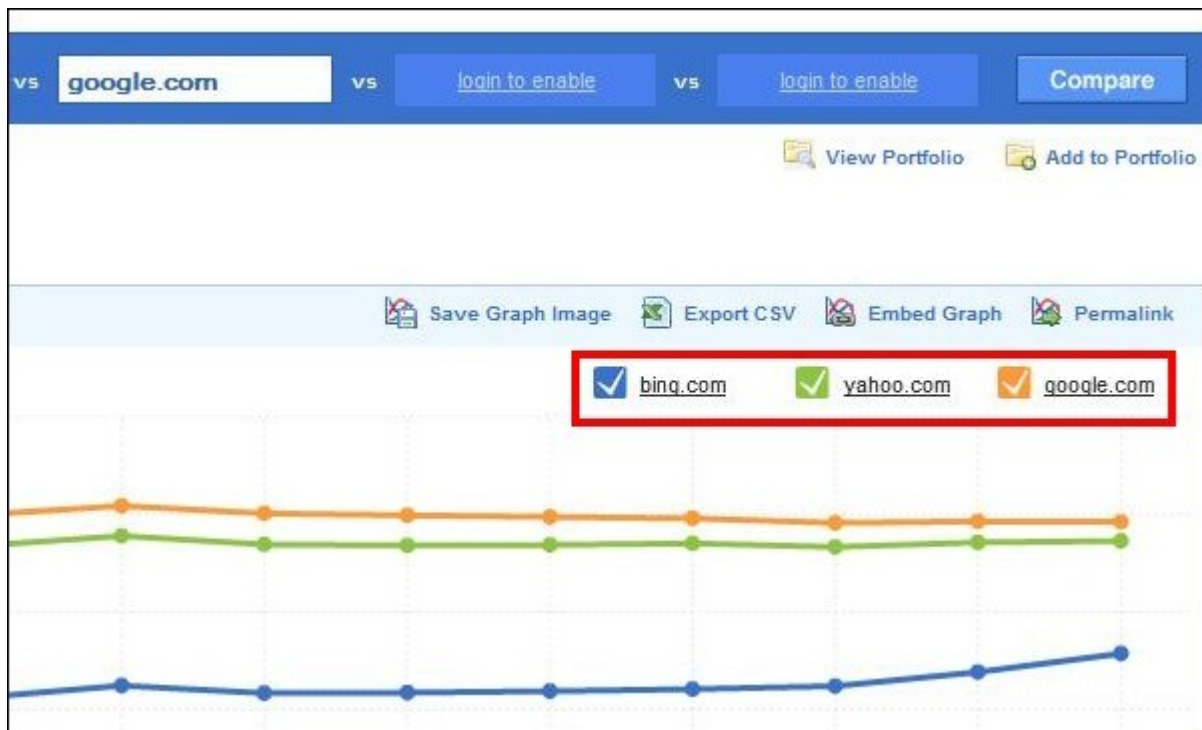
Notice:

- a decreased Alexa Rank shows an improvement of your site seo performances; the lower your *Alexa Rank* is the more popular your site is.
- [Google, Yahoo and Bing will display a different number of backlinks for a website because of their specific restrictions, privacy policy as well as other factors.](#)

Compete:

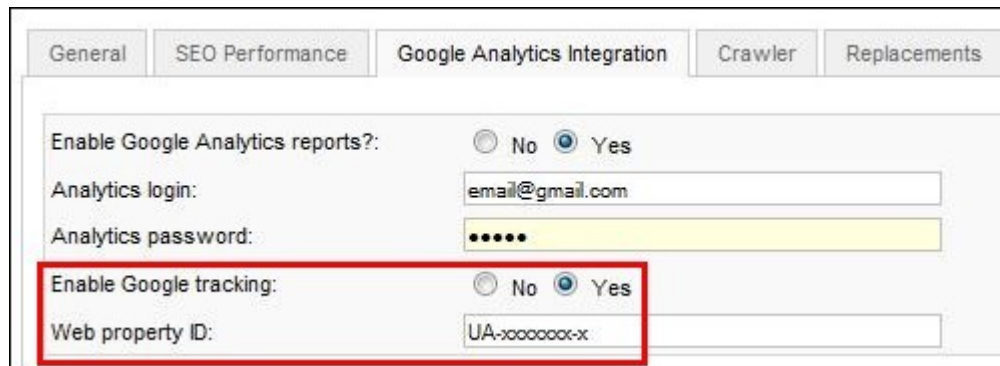
After adding competitors in the “Seo Performances” tab, you can compare their online performance using the Compete tool.

Their algorithm estimates traffic and offers several analytics data about your competitors site: unique visitors, visits, page views, referral sites, etc.



Step 9: Google Analytics integration

RSSEO! offers two important integrations: Google Analytics tracking and reports, both configurable via the **“Configuration” tab >> Google Analytics Integration.**



The screenshot shows the 'Google Analytics Integration' configuration panel. It has five tabs: 'General', 'SEO Performance', 'Google Analytics Integration', 'Crawler', and 'Replacements'. The 'Google Analytics Integration' tab is active. The panel contains the following fields:

- Enable Google Analytics reports?:** Radio buttons for 'No' and 'Yes' (selected).
- Analytics login:** Text input field containing 'email@gmail.com'.
- Analytics password:** Password input field with masked characters '.....'.
- Enable Google tracking:** Radio buttons for 'No' and 'Yes' (selected). This section is highlighted with a red box.
- Web property ID:** Text input field containing 'UA-xxxxxxxx-x'.

- **Enable Google Analytics reports?:** No / Yes
- **Analytics login:** gmail account email address
- **Analytics password**
- **Enable Google tracking:** No / Yes - if enabled, RSSEO! will automatically include the Google Analytics tracking code into your site source.
- **Web property ID:** Google unique identification number for tracking purpose - [read more](#).

Google Analytics Reports

RSSEO! displays via the “Analytics Manager” tab, the three most important Google Analytics reports: **“Visitors”, “Traffic Sources”, “Content”**.

The purpose of this guide

This guide is designed to help you quickly optimize all Joomla! Pages with [RSSeo!](#), by following some basic steps.

We've also created a detailed RSSeo! Guide, that explains all required steps to configure the component.

Additionally, we've launched the [RSJoomla! TV Channel](#) to support our components with a series of video tutorials and presentations.

The RSSeo! Documentation can be found [here](#).

For any other questions, please submit a ticket to the [RSJoomla! support department](#).