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Step 1: Purchasing an RSSeo! membership

Once you have purchased an RSEvents! membership, an RSJoomla! account is automatically created and an email is sent to you along with your account details.

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 via 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

Step 2: Download RSSeo!

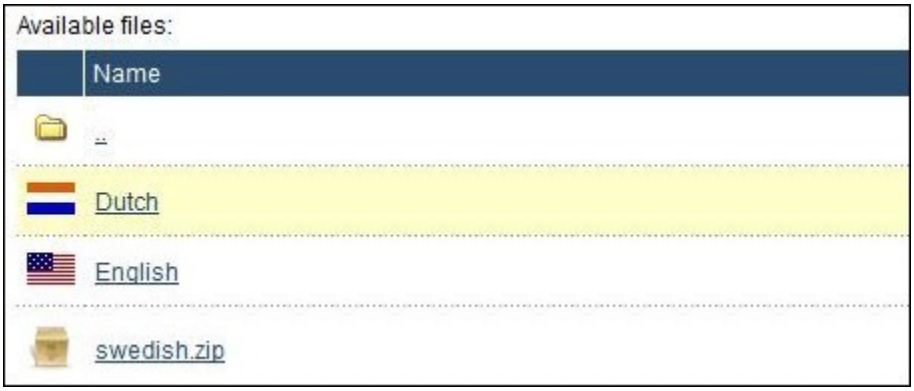
2.1. Download the component

To download RSSeo! you need to:
Step 1: login on http://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***

2.2. Download RSSeo! language files

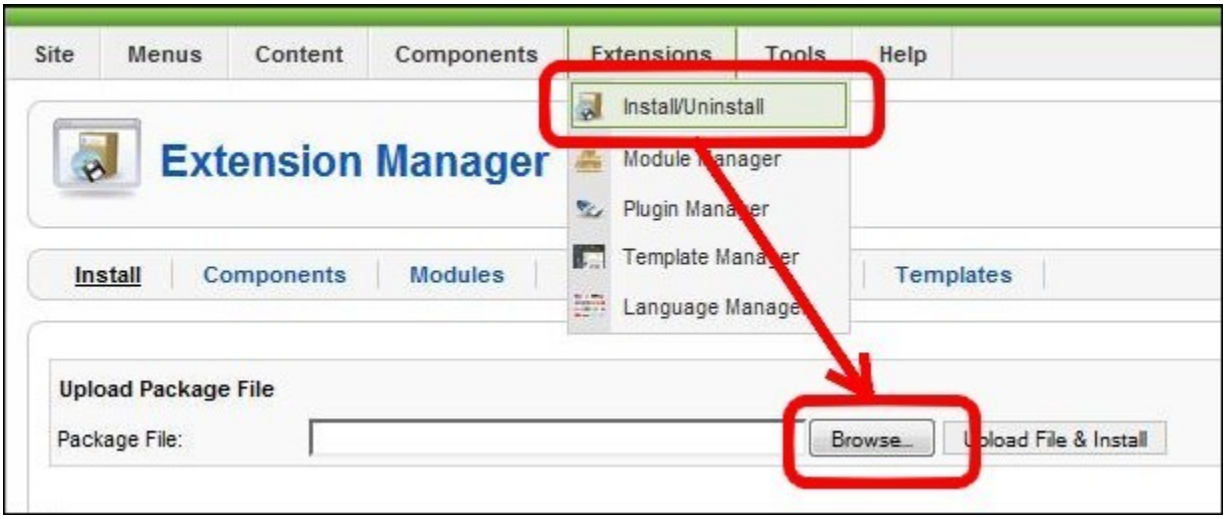
Additionally, if you need RSSeo! translated in other languages, you can download the available RSSeo! language files from **Customer Downloads > RSSeo! Files > Languages** or create your own language files.



Step 3: Installing RSSeo!

3.1: Installing the component

RSSeo! installs like any other component - trough 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.**

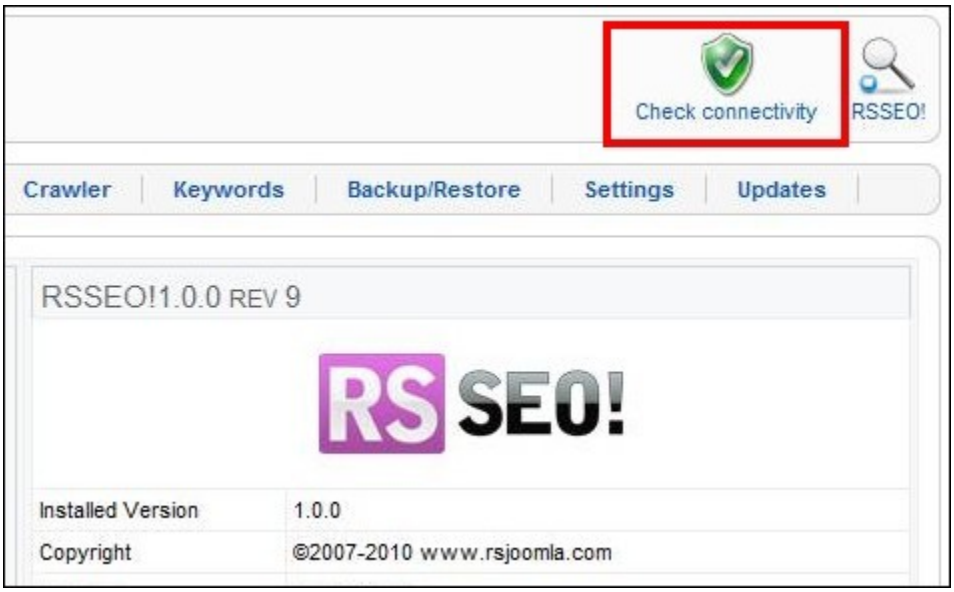
Test the connectivity:
RSSeo! uses any of the following functions: *cURL , fsockopen , fopen , file_get_contents*, from which only one is required in order for the crawler to work properly.

If your hosting provider doesn't allow these functions, check the second option from the **"**Recommended workflow**"** area.

There are 2 ways to check these 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: Loopback connections via cURL, fsockopen, fopen or file_get_contents

This is part of the RSSeo! minimum requirements: to be able to run RSSeo! you must have enabled at least one of the following functions **cURL , fsockopen , fopen , 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.

Although the installation of RSSeo! remains basically the same when using this function, there are some additional steps to go trough: you need to download the **indexseo.php** 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.

1. Download the **indexseo.php** file: ***View my downloads >> Component >> New index file for "exec" use***
2. Unzip the downloaded file
3. Place the indexseo.php file into your **root** Joomla! installation folder
4. After the RSSeo! component installation, go to Components > RSSeo! > Settings > Crawler and set the **PHP command** option as follows:
   - 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 trough 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 trough the loopback connections or the exec function, but by another server.

3.3: Installing the language files

The language files install same as the component - trough the default Joomla! installer (see the above screenshot), the only condition in order to work is to have previously installed the Joomla! languages pack for frontend and backend.

1. **Install the Joomla! languages pack** (if there aren't already installed):
   a. Head to Joomla! language packs area and choose the desired translation.
   b. Download the corresponding Joomla! languages pack for frontend and backend.
   c. Install the Joomla! languages pack (regular installation trough the Joomla! installer): in the backend panel head to ***Extensions >> Install/Uninstall >> Browse the Joomla! language files >> Upload and Install***
   e.g. If you want to use RSSeo! in Dutch, first install the Dutch Joomla! languages pack for frontend and backend, from http://joomlacode.org
   nl-NL_joomla_lang_site.1.5.20.zip
   nl-NL_joomla_lang_admin.1.5.20.zip
2. **Install the RSSeo! languages pack:** (regular installation trough the Joomla! installer)
   a. Download the RSSeo! language files from http://www.rsjoomla.com - Customer Downloads (see Step 2.2 Download RSSeo! language files)
   b. In the backend panel, head to ***Extensions >> Install/Uninstall >> Browse the RSSeo! language files >> Upload***

Step 4: Update RSSeo! to a newer version

RSSeo! has an ***"Updates"*** tab, especially designed to smooth the update process.
There are 2 ways to update the RSSeo! Component:

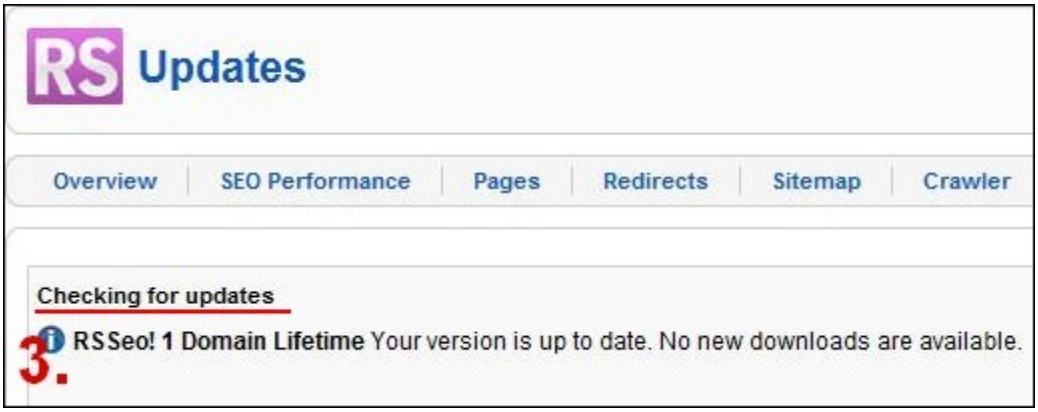
4.1 - Using the "Updates" tab :

To be able to receive updates directly in the Joomla! backend panel, you need to enter the RSSeo! license codes.

Step 1:
To get this license code, login to your RSJoomla! account and click on the Licenses link from the Customer Downloads section

Step 2:
After adding the domain name, a license code is generated.
Copy the license code and paste it in the RSSeo! control panel from the backend Joomla!

Step 3:
Whenever you want to check new RSSeo! updates, in the administrator panel head to ***Components >> RSSeo! >> Updates*** and you will be able to download the component directly from the backend.



4.2 - Using the default Joomla! installer:

Download RSSeo! from your ***RSJoomla! account >> View my downloads.***
In the Joomla! backend panel head to ***Extensions >> Install/Uninstall >> Browse the RSSeo! pack >> Upload.***

Step 5: 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.

5.1 General settings

5.1.1 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. (For more information about the license code and the update process see Step 4: Update RSSeo! to a newer version)

5.1.2 Date format (optional)

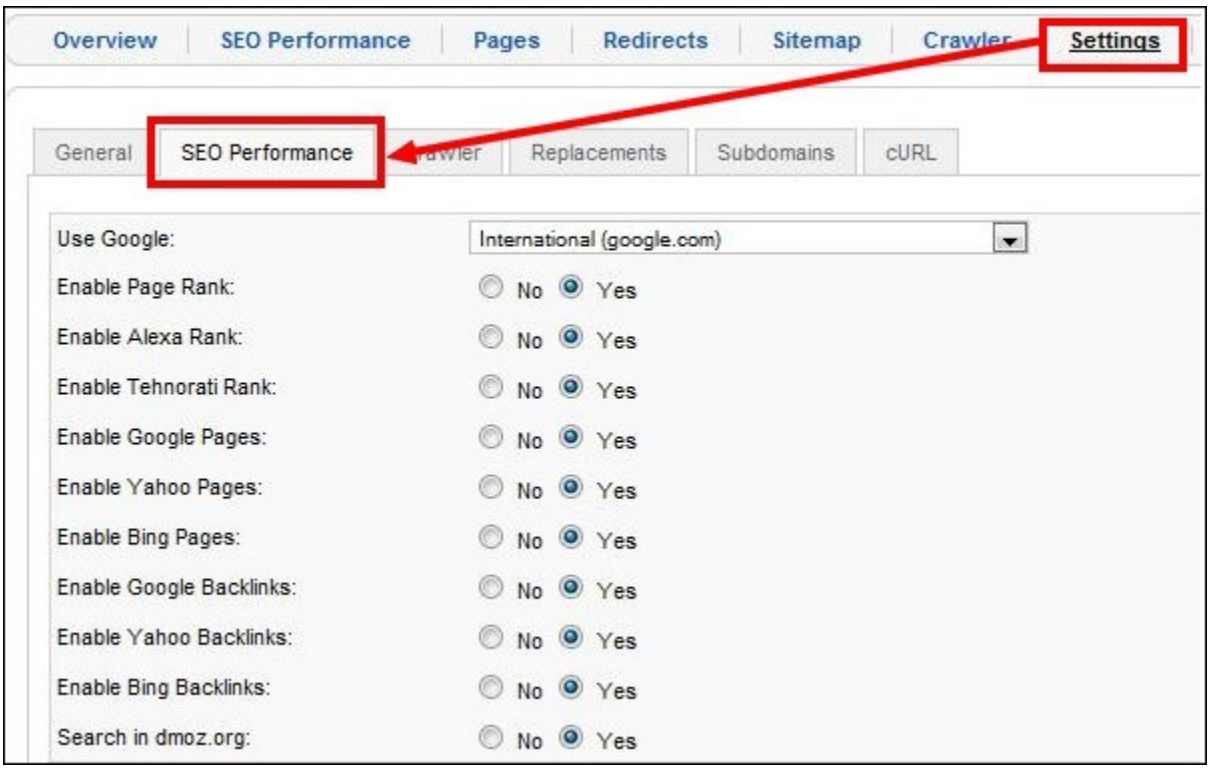
RSSeo! date format is configured by default.
In case you would like to modify these settings, the **date format** allows you to set a single central point of configuration for dates that will be used throughout RSSeo!. This is essentially a mask that will be applied to all RSSeo! stored dates. A complete list of usable mask is available here.
By default, the *d M y H:i* mask is used.

5.1.3 Enable debug

By default this option is disabled. You can enable it to view potential errors or warning messages.

5.2 “Seo Performance” settings

Here you can configure what SEO performances should RSSeo! monitor in the “Seo Performances” tab: the Page Rank, Alexa Rank and Technorati Rank, Google Yahoo! and Bing indexed pages and backlinks, and the dmoz.org site submission.



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

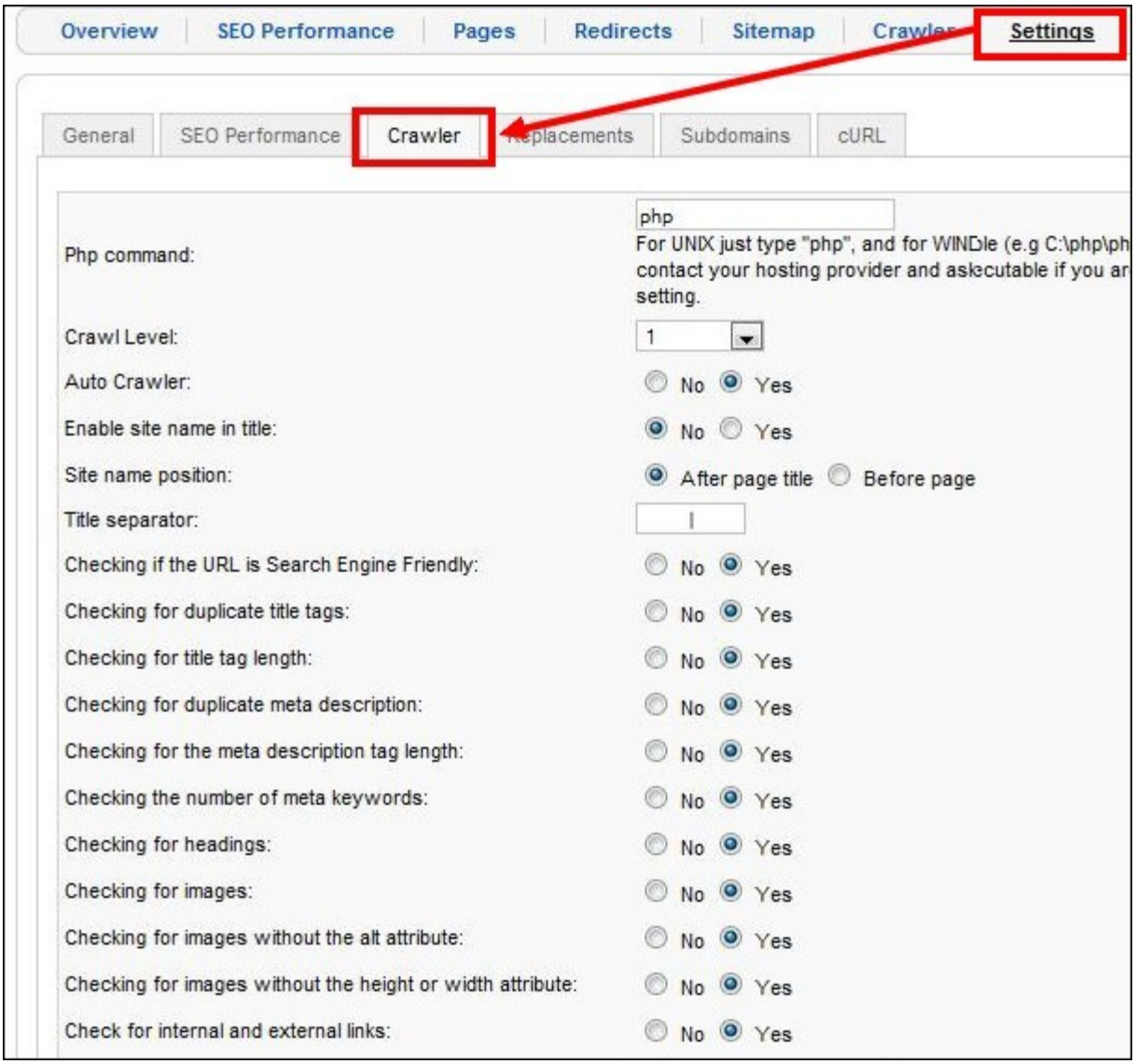
Enable Alexa Rank: displays in the “Seo Performances” tab, your website and your competitors Alexa Rank
Enable Tehnorati Rank: displays in the “Seo Performances” tab, your website and your competitors Page Rank
Enable Google Pages: displays in the “Seo Performances” tab, your website and your competitors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

Notice:

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

5.3 Crawler settings

Here you can configure some general crawler settings and what on-page seo factors should RSSeo! check when crawling the website pages: internal/external links, titles, meta description and meta keywords, headings, and images.



Php command: this is required when using RSSeo! via the the PHP *exec* function. See option 2 from the Recommended Workflow area.

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.

By default, RSSeo! crawls pages until it reaches level 1; however, if you want to crawl the entire Joomla! website, you must set the crawler to ***"Unlimited".***

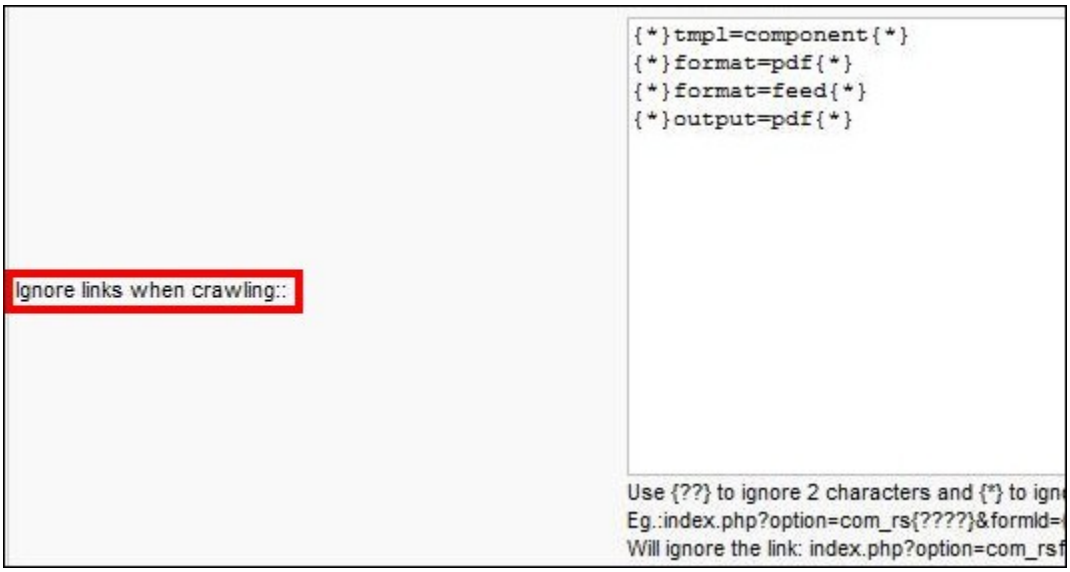
Auto Crawler: when the auto-crawler option is enabled, RSSeo! detects new pages and automatically crawls them and includes them .

By default, this option is enabled in RSSeo!

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 "|".
Checking if the URL is Search Engine Friendly
Checking for duplicate title tags
Checking for title tag length
Checking for duplicate meta description
Checking for the meta description tag length
Checking the number of meta keywords
Checking for headings
Checking for images
Checking for images without the alt attribute
Checking for images without the height or width attribute
Check for internal and external links

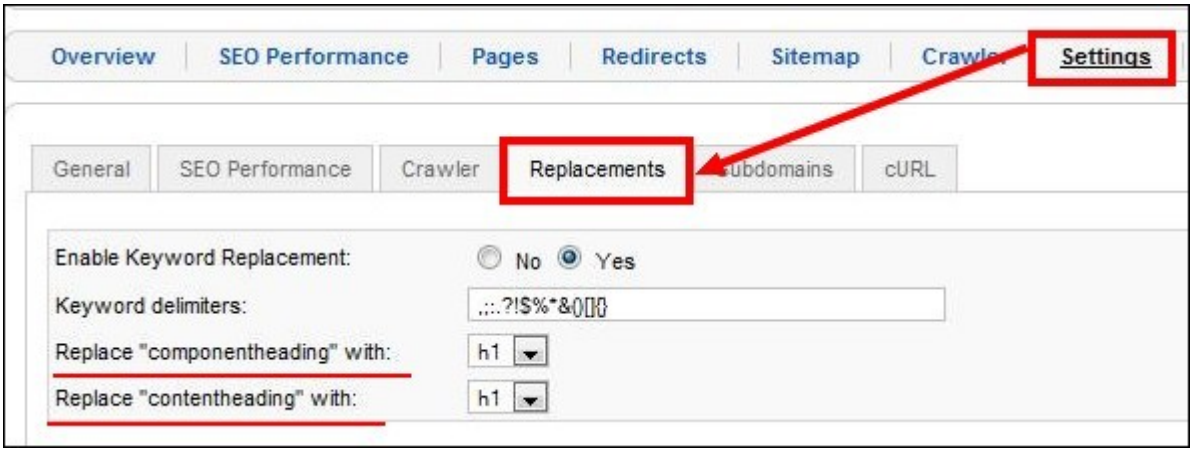
Ignore links when crawling: you can set the crawler to ignore certain links by replacing URL characters with the {*} wildcard.

e.g. *to ignore links that include* ***"tmpl=component****" use* ***{*}tmpl=component{*},*** *where the {*} wildcard replaces all characters before and after* ***"tmpl=component".***



5.4 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>.



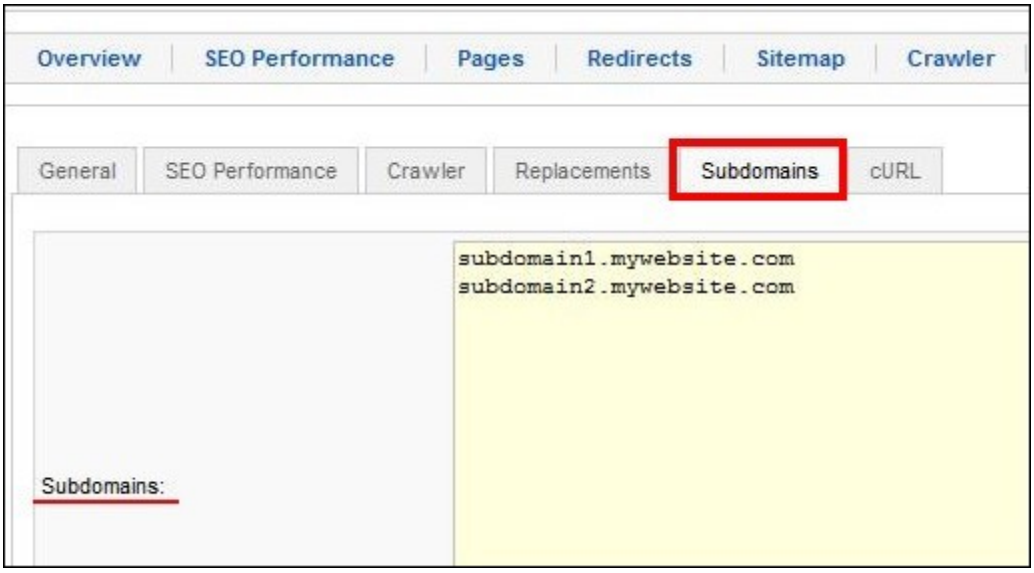
Tip:

- Allow RSSeo! to replace the Joomla! heading classes "***componentheading"*** and ***"contentheading"*** with the html tags ***<h1>, … , <h6>***

Keyword delimiters: delimiters between keywords.

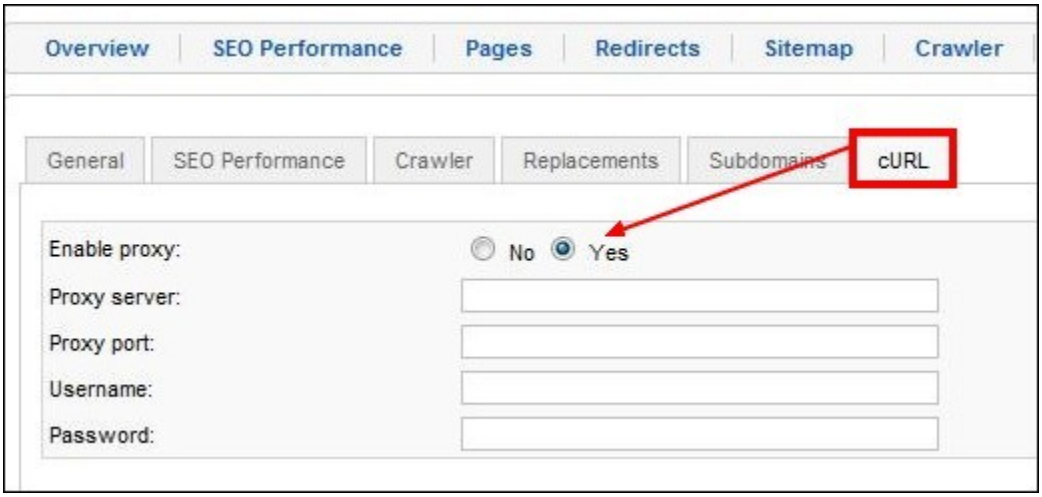
5.5 Subdomains

Here you can add any subdomains that you might have. This enables keyword tracking in the specified subdomains.



5.6 cURL settings

Here you can set up a usage with a Proxy server. This is particulary 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**.**



- **Enable proxy:** yes/no
- **Proxy server:** the server address of the Proxy server
- **Proxy port:** the port that is used to make the connection
- **Username**
- **Password**

5.7 Keyword density settings

RSSeo! allows you to check the keyword density for each crawled page.

- **Enable keyword density**: yes/no; enable or disable the keyword density.
- **Copy page keywords to page density keywords:** yes/no; by selecting this option you can copy the keywords that you have set in the "Meta Keywords" field of each page to the "Calculate keyword density" field.
- **Overwrite existing keywords:** yes/no; overwrite existing keywords in the "Calculate keyword density" field.

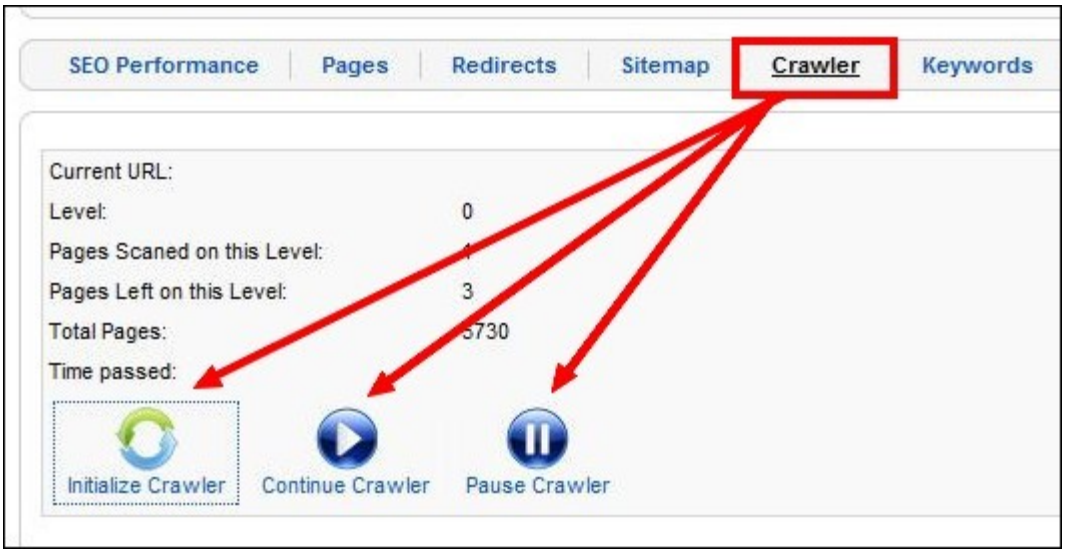
Step 6: Crawl the Joomla! website

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

It is recommended that this is the last step in completing your site, after eventual, SEF adjustments.

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.
You can check these functions by going to ***Components >> RSSeo!*** and clicking the "Check Connectivity" button.



To start crawling the website, click on the ***"Initialize Crawler"*** button.
RSSeo! offers a progress status while crawling: the current page level (see step 5.3 Crawler settings) and URL, the number of pages scanned and the number of pages left crawling for the current level, the total number of crawled pages and the time passed since you've started crawling the pages.
You can use the "Continue" and the "Pause" buttons anytime during crawling.

Notice:

- RSSeo! Crawls the pages until it reaches the level configured in the Settings tab >> Crawler (see step 5.3 Crawler Settings). To crawl the entire website, you need to set the Crawl level to "Unlimited"

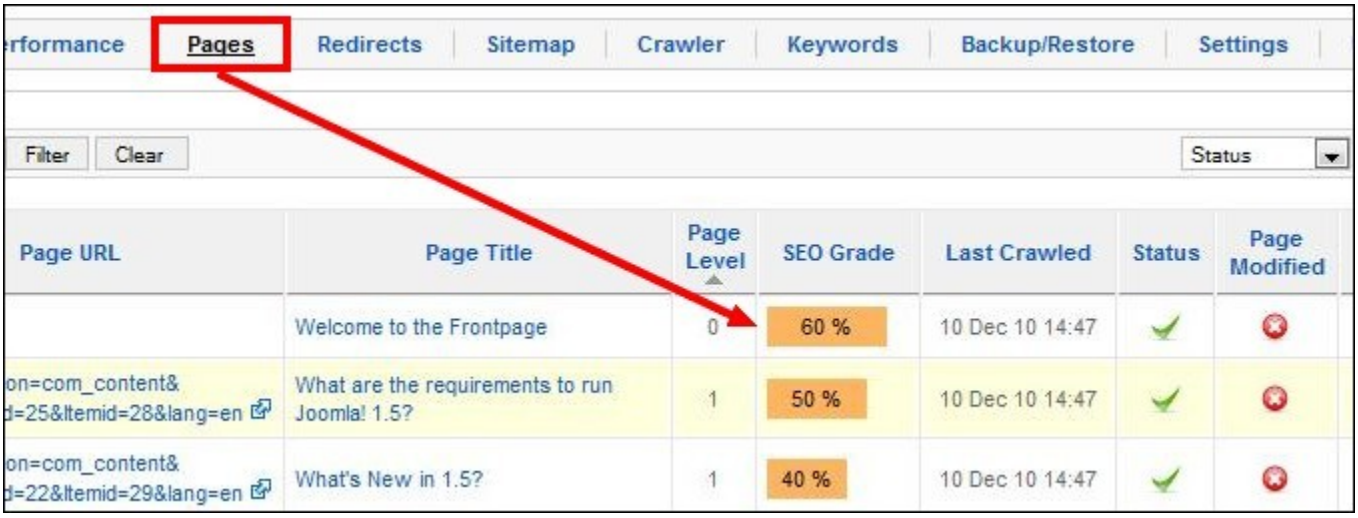
Step 7: Optimize your Joomla! website

7.1 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.

You can manually add pages for inspection or automatically add them via the RSSeo! Crawler (see step 6: Crawl the Joomla! website) when the auto-crawler option is enabled in the ***"Settings"*** tab - see step 5.3 Crawler settings.



The general overview displays:

- **Page URL** - the URL of the added page
- **Page Title** - the title of the page
- **Page Level** - you can define a level for the added page. This applies only to those added manually.
- **SEO Grade** - estimated grade for each page. RSSeo takes into consideration the following configurable options (within the RSSeo! ***"Settings"*** tab - see step Step 5: RSSeo! settings) *URL is Search Engine Friendly, duplicate title tags, title tag length, duplicate meta description, meta description tag length, number of meta keywords, headings, images without the alt attribute, images without the height or width attribute*
- **Last Crawled** - date of the last refresh that was performed on the page or when the page was last crawled
- **Status** – Published/Unpublished
- **Page Modified** - Displays if the page has been modified or not
- **Add to sitemap** - Select whether the page will be added to the sitemap or not
- **Refresh** - You can click this option in order to refresh the page

7.1.1 Optimize titles

7.1.1.1 Title tag length

There are several SEO factors to focus when **optimizing title tags** for Joomla! websites:

1. unique titles

2. title tag length
3. keywords in title tags

Examples of short and uninformative titles (usually one word title) that do not reflect the content of the page: *"Home", "Frontpage", etc.*

Notice:

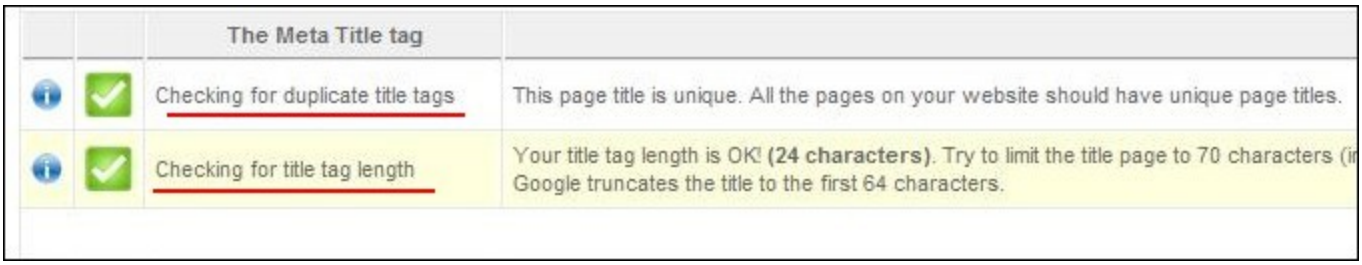
- Search engines value the user experience, so extremely lengthy titles and stuffed with keywords may not reflect the page content and may not be useful for them.
- A title tag must be informative and give a summary of the page content.
- A short title might be uninformative.
- A long title might be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

7.1.1.2 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.

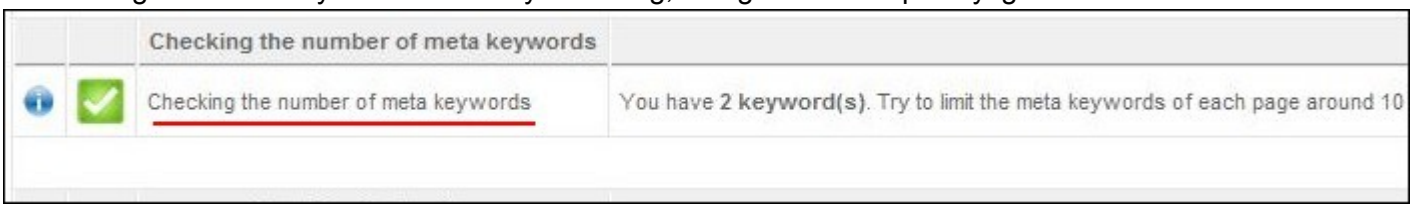
Notice:

- *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;
- Choose carefully the targeted keyword; use research tools that suggest keywords like Google Suggestion Tool and Trellian keyword discovery that will return results based on area and search volume, ppc campaigns;
- 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.



7.1.2 Optimize meta keywords

The meta keywords has lost its value in time because of the abusive usage. Although some search engines still analyze the meta keywords tag, Google now completely ignores them.



Tip:

- Avoid keyword stuffing in the meta keywords tag because it has a very minimal impact over the page ranking.

7.1.3 Optimize meta description

7.1.3.1 Meta description tag length

Meta descriptions *are short snippets that search engines use in search results besides title tags to inform the user about the page content. A meta description tag must be informative and give a summary of the page content.*

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.

7.1.3.2 Duplicate meta description

By default, all Joomla! pages have the same meta tags: meta description and meta keywords. **RSSeo!** crawls the website and displays all duplicate meta tags and overrides the default ones: *Joomla! - the dynamic portal engine and content management system* and *joomla, Joomla*.

The **meta description** tag is important for search engines because it is used as snippets in the results page.

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-trough rate;
- a well written meta description will lower the user click-back rate;
- choose carefully the targeted keyword and use it in meta description;
- avoid repeating the title tag in the meta description;
- avoid stuffing the meta description with too many keywords.

7.1.4 Optimize images

7.1.4.1 Images without the height or width attribute

Set the ***"width"*** and the ***"height"*** attribute for images to **improve the user experience** and **website speed**.

When these attributes are not specified, the browser is forced to download the image and find its size before reading the entire content. Search engines are recommending to specify the width and the height attribute to optimize images.

7.1.4.2 Images with the “alt” attribute

The **HTML "Alt" attribute** is another on-page ranking factor with a moderate importance for search engines when evaluating the page relevance.

Using **descriptive names**, along with the **HTML "alt" attribute** will help search engines spiders to better understand what the image represents.
From the **user perspective**, the search engines are focusing on delivering relevant results in their index.
The search engines spiders are not performing very well when it comes to images: they can tell what a image is about, but they are not able to describe it accurately.
The "Alt" attribute is used:

- to describe an image when search engines crawlers can't interpret it
- to improve user experience: there are browsers that can't support images, so users will be able to read the description included in the "alt" attribute
- the alternative text will be interpreted by search engines as anchor text when the image is used as a link
- the "Alt" text and and the file names may **increase website visibility in rankings** in the main index, as well as in the Google Images.

An image name that doesn’t include the "alt" attribute, as the following example *<img src="/image07.jpg">* , won’t provide much information for search engines about the image.
Using the "alt" attribute *<img src="/image07.jpg" alt="Joomla! Logo">* will give a better perspective to search engines.

Google Guidelines are recommending to take advantage of the “alt” attribute by accurately describing, in a few words, what the image is about. Using 7 to 10 descriptive words will help you with the on-page optimization and won't affect the website ranking (don't abuse it by stuffing the alternative text with too many keywords because the website risks to be penalized).

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.

7.1.5 Keywords density tool

Besides analyzing on-page seo-factors, RSSeo! allows you to check the keyword density.

The keyword density shows the percentage of times a keyword appears on a page compared to the total number of the words on that page.

With the keyword density tool you can maintain the right keyword balance, between 2 and 8%, on each Joomla! page.

A higher density rate (over 8%) shows an excessive use of the targeted keywords, a lower density rate might indicate that your page needs further optimization for the targeted keyword.

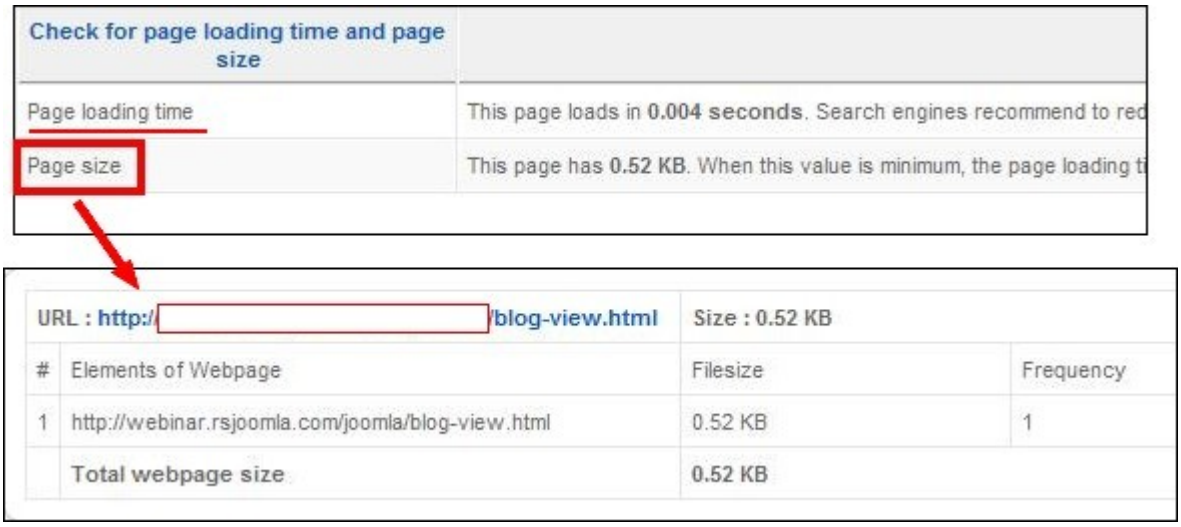
Tips:

- focus on writing content for your readers, not for search engines; a good written page, with a lower keyword density might be more relevant than a page stuffed with keywords.
- avoid using the targeted keywords excessively, you might risk search engines penalties.
- use synonyms to avoid stuffing the page with keywords; a good start is by using the Google Wonder Wheel tool (shows related search terms to the current searched query) and the Google Keyword Suggestion tool.

7.1.6 Optimize page speed and page loading time

The **Page loading time** is a rather new parameter introduced by search engines. Basically, the user experience on the site is taken into consideration. The faster the page loads, the better.

The **Page Size** is a direct factor in the Page loading time that should be taken into consideration. Instead of having a rather large page loaded from the start it is recommended to break it into smaller pieces.

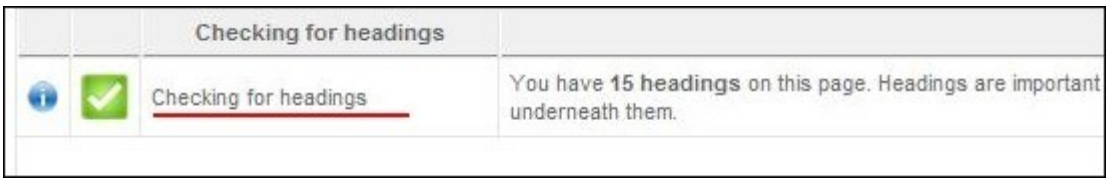


Tip:

- 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.

7.1.7 Optimize headings:

Joomla! uses 2 classes for headings: *"contentheading"* and *"componentheading"* instead of the html tags <h1>, …, <h6>, therefore search engines spiders won't recognize these classes as headings. **RSSeo!** replaces them with the headings: <h1>, <h2>, <h3>, <h4>, <h5> or <h6> if the replacement options from the “Settings” tab are enabled - see step 5.4 Replacement options.



Tips:

- Imagine a webpage as a whitepaper and use appropriately headings and subheadings to emphasis 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 5.4 Replacement options
- Include the targeted keyword on headings; try to use it at the beginning of the tag

7.1.8 Optimize internal links

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

7.1.8.1 Search engine friendly URLs

Search Engines prefer pages without dynamic parameters. When crawling a website, the page URL is the first thing that search engines spiders are reading. A complex link with parameters (dynamic URL) as *Joomla! default links are, is hard to read by crawlers*.
A **dynamic URL** is the result of specific queries made to the website database.For example:
http://localhost/joomla/index.php?option=com_content&view=section&id=3&Itemid=41

A **SEF URL** does not contain query parameters as "?", "&" or "=" :
http://localhost/joomla/index.php/faq

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 click-through rate than a dynamic URL in the SERP (search engine results page)

7.1.8.2 Add anchor text to links

Internal links may be optimized by adding anchor text.
Search engines are using the anchor text to determine the subject of the linked page, therefore the internal anchor links are considered an important on-page seo factor.

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

7.1.8.3 Check for internal/external links

Internal and external links are an important part of the site architecture.

Google's webmaster guidelines recommends to limit the number of internal and external links on each page to 100.
There are 3 reasons why you should resume to 100 links:

- **Crawling issues**: an increased number of links on a page may cause some dificulties when it comes to crawling a website. This could result in a lower number of indexed

pages present in search engines index page. Google may choose not to index all these links.

- **User experience:** although a page with a multitude of internal and external links might not be considered spammy by search engines (as long as it does not include hidden links and other blackhat seo pratices), users might be overwhelmed by these links.
- **Dividing the Page Rank** to more than 100 links.

Tip:

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

7.2 Keywords

7.2.1 Optimize keywords

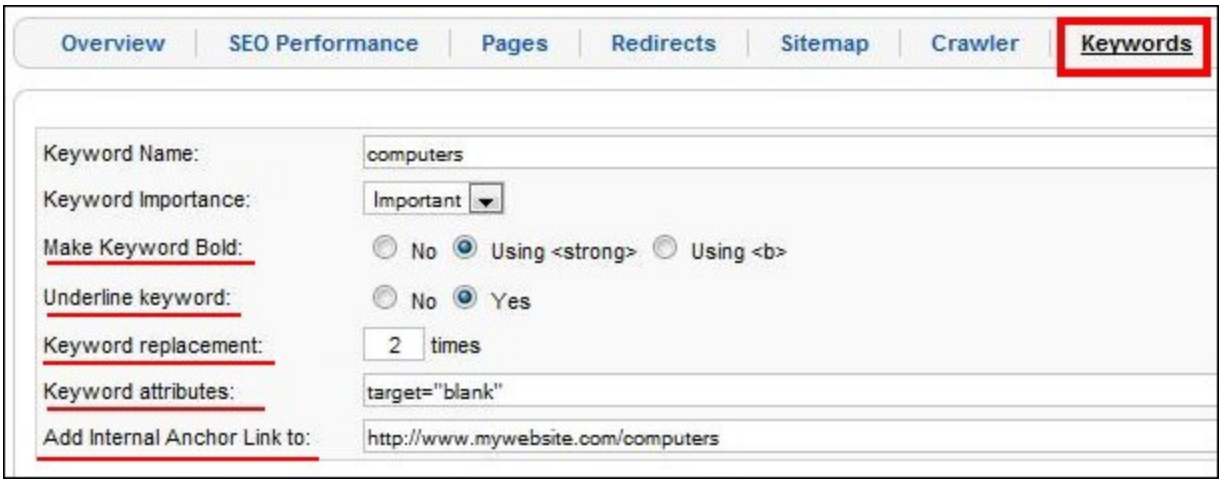
Path: ***Joomla! backend panel >> Components >> RSSeo! >> Keywords***

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

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

The **"Keyword replacement" option** from the "Keywords" tab allows you to set a replacement limit per page when applying the selected options to keywords.

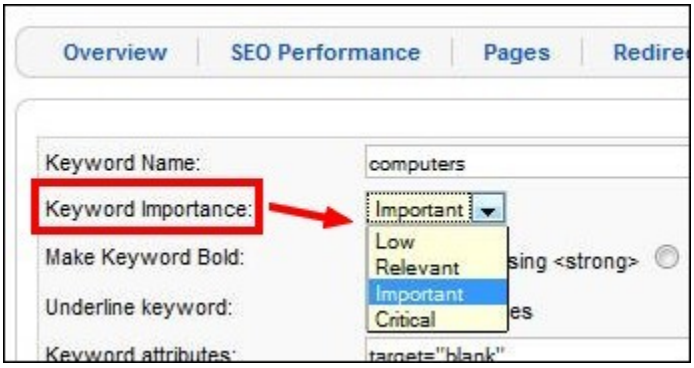
e.g. *if you've selected the **"Make Keyword Bold" option** and the **Keyword replacement "2 times"**, than RSSeo! makes 2 keywords bold on each page.*



Keyword importance: when adding new keywords, you can set their relevance by choosing the importance level for your website: low, relevant, important and critical to better. Its' useful especially when you monitor a lot of keywords and you want to sort them by their importance.

e.g.

- *if you consider that the keyword **"computers"** is relevant for your website, you can set its level to **"Important"***
- *if you consider that the keyword **"computer parts"** is vital for your website, you can set its level to **"critical"***

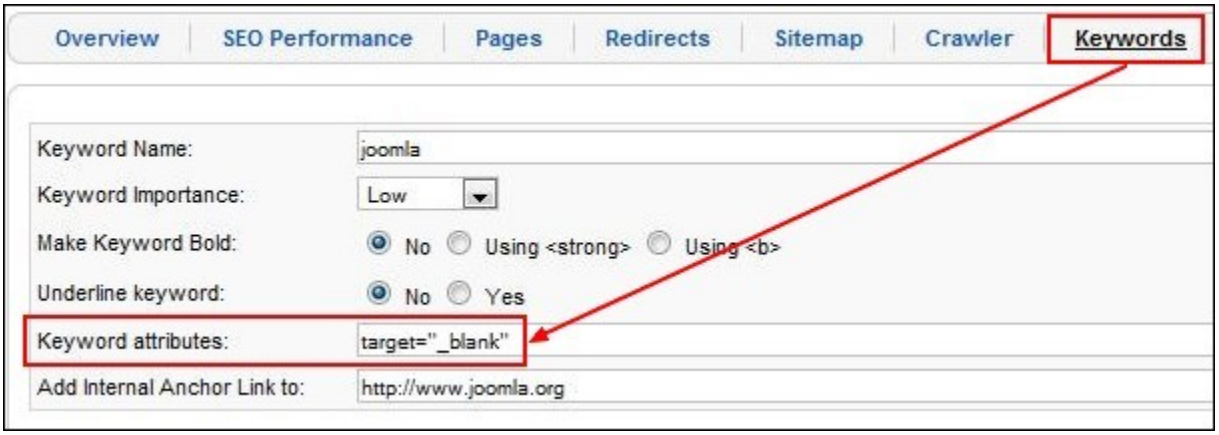


Keyword attributes: the keyword attributes box allows you to add *target attributes, javacript codes/triggers, styles and classes.*

1. The target attribute:

You can add target attributes to your keywords to specify where to open the linked document.

e.g. *target="_blank"*
target="_self"
target="_parent"
target="_top"



2. The Javascript attribute

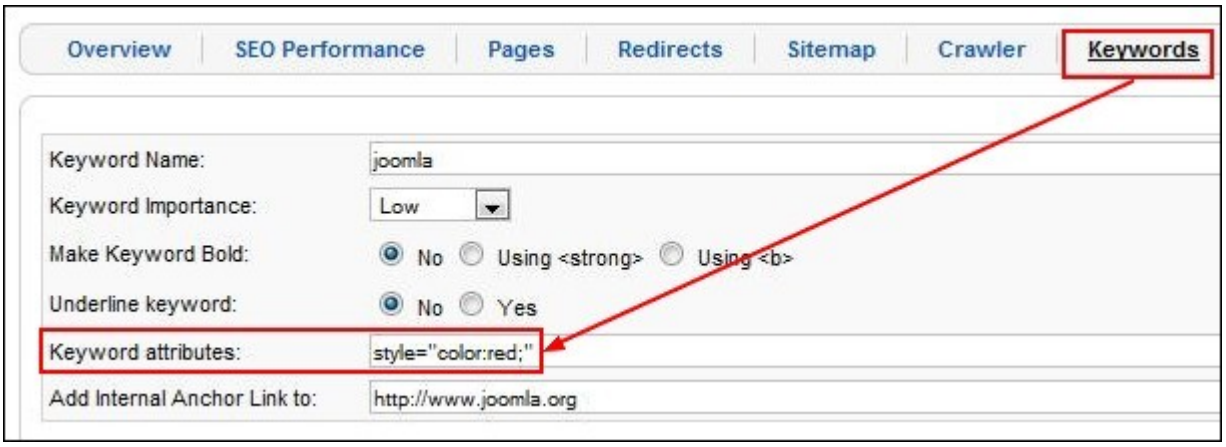
You can add Javascript code to your keywords.

e.g. onclick="changecss('.exampleA','color','red'")"

3. The style attribute

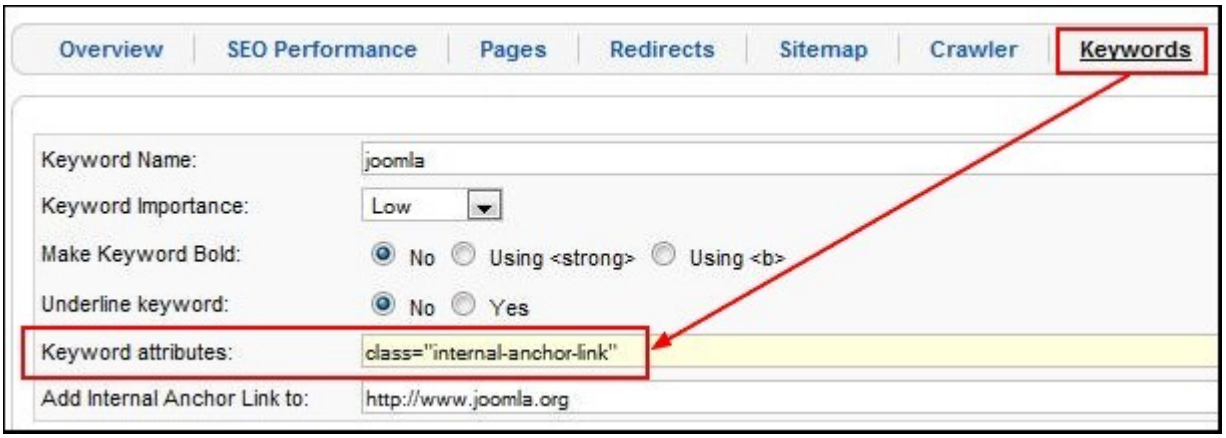
You can use the "Style" attribute to style the keywords.

e.g. *style="font-family:verdana"*
style="color:red"



4. The class attribute

You can specify a classname for a keyword using the “class” attribute.
e.g. *class=”internal-anchor-link”*

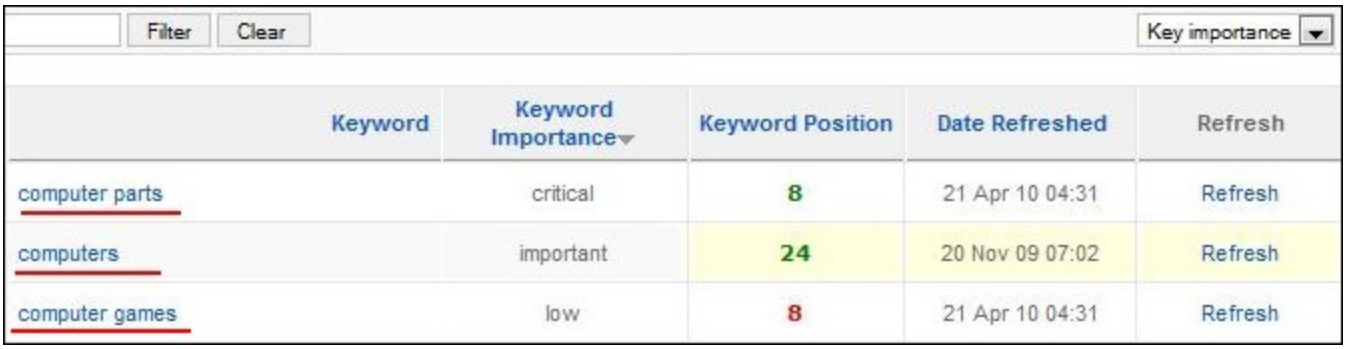


7.2.2 Monitor keyword position

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.



Notice:

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

7.3 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 1:
In the "Redirects" tab, click on the "New" icon from the right.

Step 2:
Enter the redirect links.

Step 8: 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!

8.1 Why use a XML sitemap?

Sitemaps are important for search engines for several reasons:

- you can inform search engines about URLs that may not be discoverable by crawlers in the absence of a sitemap.
- you can help search engines to better understand the site structure (usefully for large sites or sites with dynamic content as Joomla! is)
- you will be provided with valuable information when submitting the sitemap in Google, Yahoo or Bing webmasters accounts : possible crawling errors, the number of indexed URLs, meta tag issues, duplicate content, etc
- the crawlers can discover new content faster, so the number of indexed pages and the number of pages present in SERP may increase.

8.2 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.

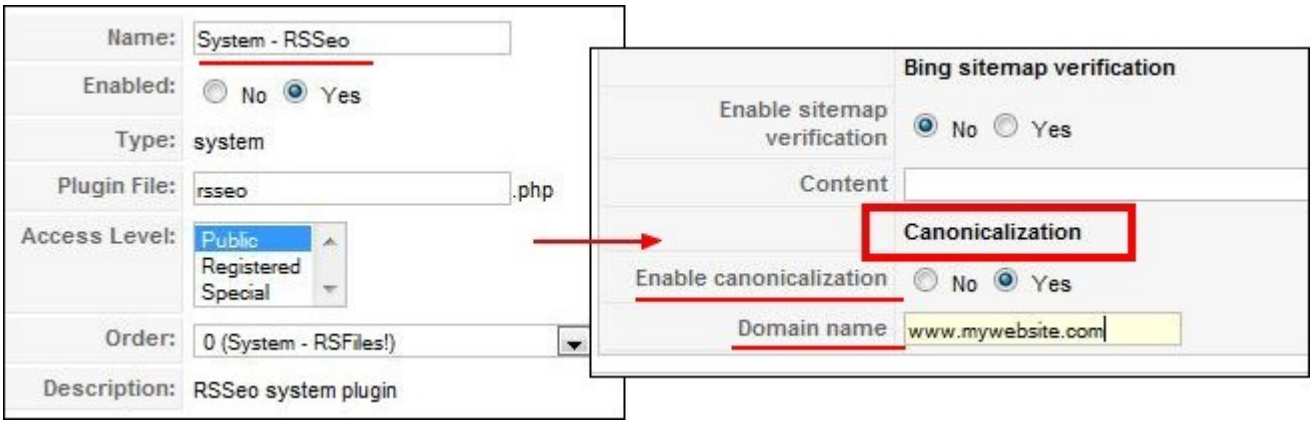
The canonicalization allows you to indicate search engines the preferred URL version: with or without “www”.
Choosing the preferred domain helps Google understand what you prefer to be indexed and how the links will be displayed in its index: with "www" in front of the domain or without.

Step 1:
To enable the canonicalization, head to the Plugin Manager and look for the System RSSeo! plugin. (the System RSSeo! plugin installs same time with the component - make sure it’s enabled).

Step 2:
In the “Plugin Parameters” section, set to “Yes” the enable canonicalization option 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

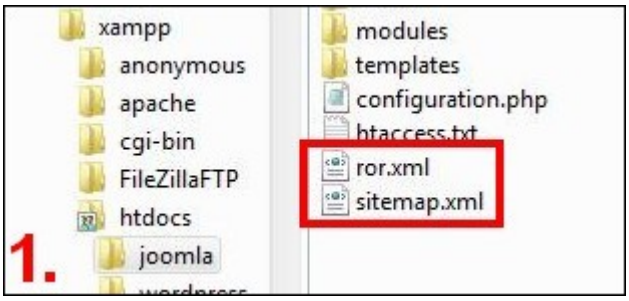


8.3 Generate sitemaps with RSSeo!

8.3.1 Generate XML sitemaps

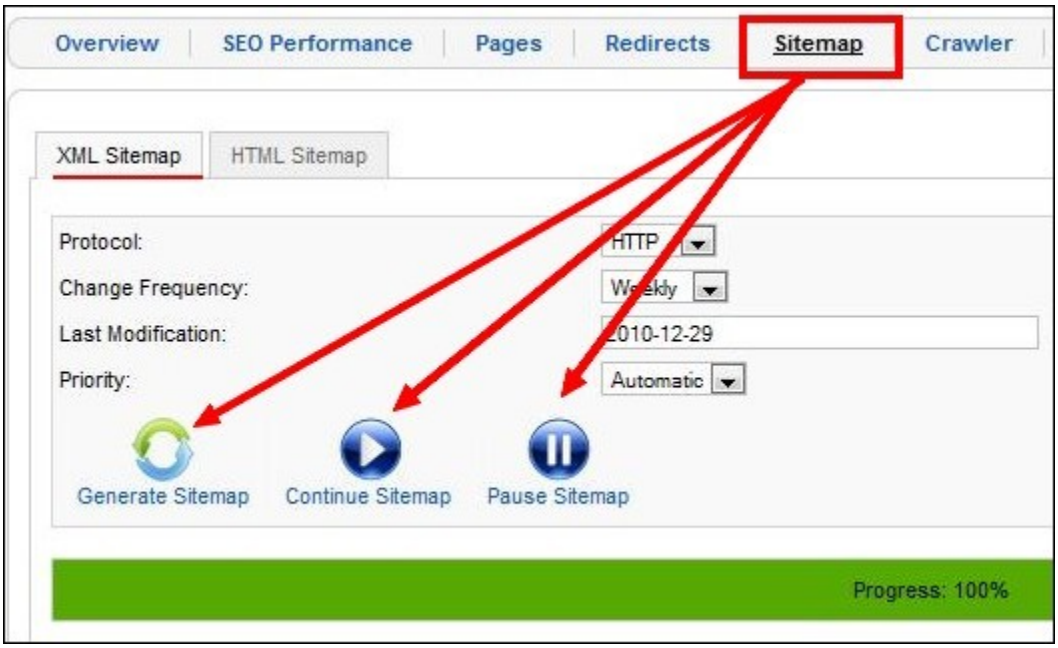
Path: ***Joomla! Backend panel >> Components >> RSSeo! >> Sitemap >> XML Sitemap***
Step 1:

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.

By default, the RSSeo! Sitemap has the following settings:



Protocol: HTTP (you can choose to generate a sitemap with “http” or “https”)

Change Frequency: weekly; (if your website pages update weekly you should use weekly, if your website pages update daily than you should use “daily”).

Priority: automatic
RSSeo! calculates the appropriate priority for each page and assigns a value between 0 and 1 (0.0, 0.1, 0.2, 0.3, 0.4, 0.5, 0.6, 0.7, 0.8, 0.9, 1.0 , meaning 1.0 is the highest priority level and 0.0 is the lowest).
Your home page might be extremely important (1.0), while a product category page is very important (.8), and a product detail page less so (0.6). You might choose to set the importance of other pages, such as Privacy Policy, Terms and Conditions, Contact Page lower still.
It’s likely that the search engines will crawl more often pages with a higher priority level.

Last modification: RSSeo! automatically includes the last modified date of the sitemap.

Tip:

- 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

8.3.2 Generate HTML sitemaps

Path: ***Joomla! backend panel >> Components >> RSSeo! >> Sitemap >> HTML Sitemap***

The HTML sitemaps is a collection of links that improve user experience while browsing your website.

To generate the HTML sitemap, just select the menu items that you wish to include/exclude from the sitemap and press the “Generate” button.

Publish the HTML sitemap

To publish the HTML sitemap in frontend, you need to create a RSSeo! Menu item in the **“Menu Manager”** area.

Step 1:

Head to the ***Menus >> Menu Manager***, select the “Main Menu” and click on the “Menu Item” icon

Step 2:

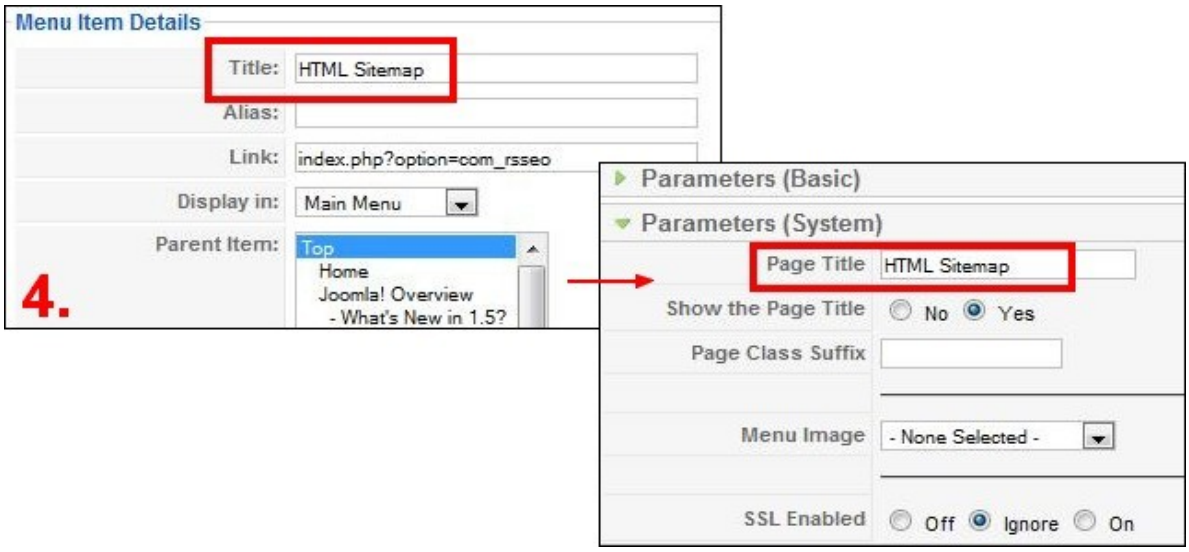
In the ***“Menu Item Manager”,*** click on the “New” button from the right panel.

Step 3:

Select the RSSeo! Menu Item.

Step 4:

Add the menu item and the page title and click the “Save” button.



In frontend, you can also access the HTML sitemap by typing the direct link: **http://www.***.com/index.php?option=com_rsseo.**

8.4 Submit the sitemaps to search engines

8.4.1 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).

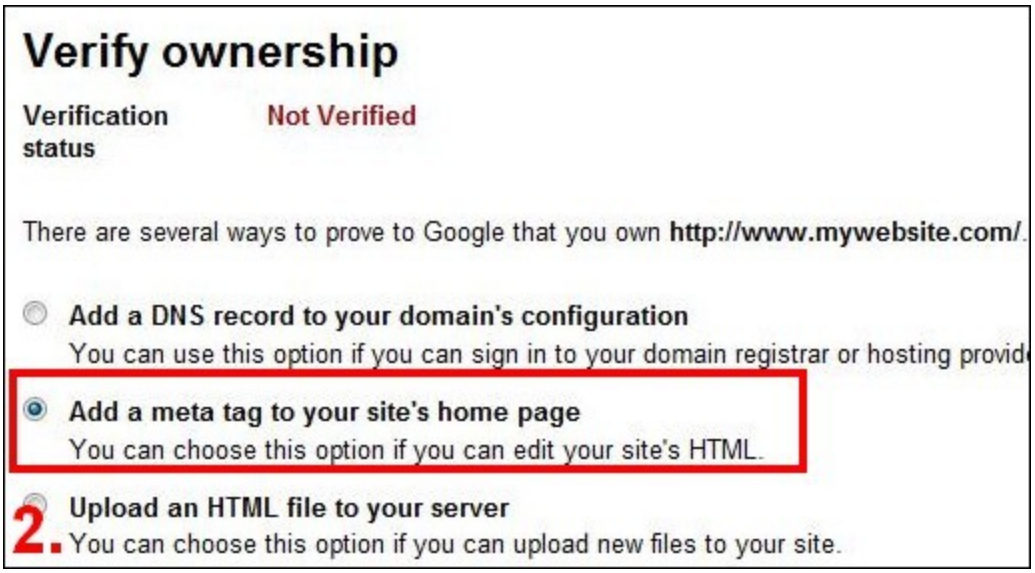
8.4.1.1 Verify the siteownership for Google Webmaster Tools

Step 1:

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

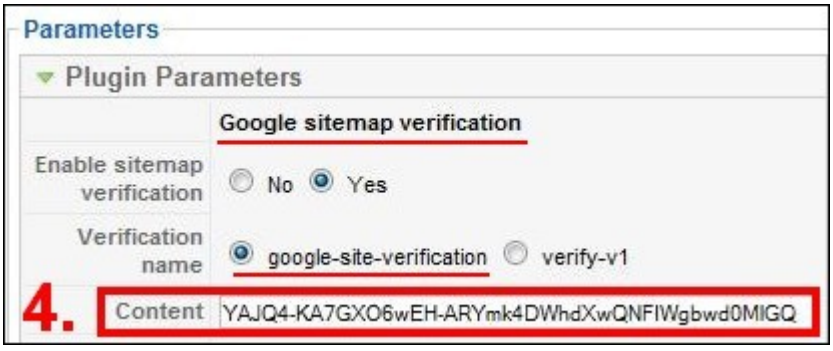
Step 2:

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 RSSeo!***, 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.



8.4.1.2 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.

8.4.2 Submit the sitemap to Yahoo!

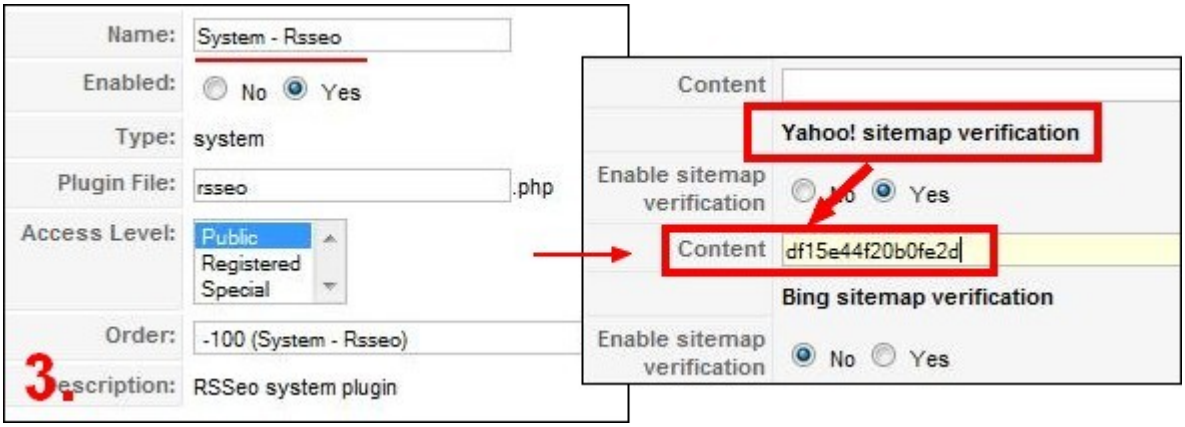
Before submitting the sitemap to Yahoo!, you need to verify site ownership.
This can be easily done with the RSSeo! System Plugin (it installs same time as the component).

8.4.2.1 Verify the siteownership for Yahoo!

Step 1:
Access your **Yahoo! Site Explorer** account at the following address:
https://siteexplorer.search.yahoo.com and submit your website to Yahoo!

Step 2:
Copy the meta tag content generated in your Yahoo! account.

Step 3:
In the Joomla! backend panel, head to the ***"Plugin Manager" >> System RSSeo!***, enable the Yahoo! sitemap verification and paste the meta tag content in the ***"Content"*** box.



8.4.2.2 Submit the sitemap

The sitemaps are located at the following addresses:

http://www.***com/sitemap.xml
http://www.***.com/ror.xml

To submit the sitemap to Yahoo!:

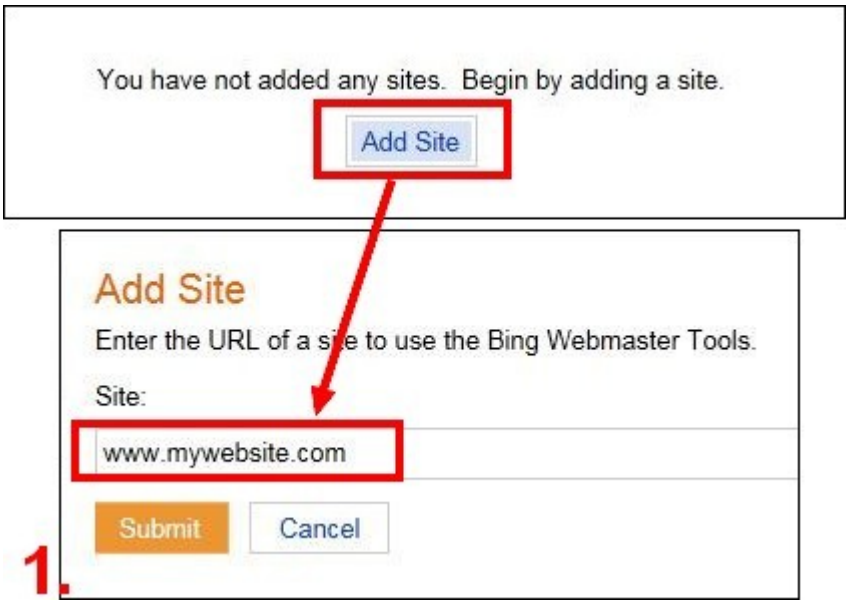
- access your Site Explorer account https://siteexplorer.search.yahoo.com
- select the website for which you want to add the sitemap
- click on the "Feeds" link from the left menu
- you can submit feeds to Yahoo! in a sitemap.xml and ror.xml format. In the "Feeds" box, add the sitemap addresses as shown in the below screenshot.

8.4.3 Submit the sitemap to Bing

8.4.3.1 Verify the siteownership for Bing

Step 1:

Access your **Bing Webmaster Tools** account at the following address http://www.bing.com/toolbox/webmasters/ and submit your website to Bing



Step 2:
Copy the meta tag content generated in your Bing Webmaster Tools account.

Step 3:
In the Joomla! backend panel, head to the ***"Plugin Manager" >> System RSSeo!***, enable the Bing sitemap verification and paste the meta tag content in the ***"Content"*** box.

8.4.3.2 Submit the sitemap

To submit an XML-based Sitemap to Bing:
Step 1: Copy and paste the entire URL below as a single URL into the address bar of your browser:

http://www.bing.com/webmaster/ping.aspx?sitemap=www..com/sitemap.xml***

Step 2: Change **"www.***.com"** to your domain name

Step 3: Press ENTER

Step 9 : Monitor and compare the SEO performances

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

RSSeo! 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.

Page Rank: the Google algorithm that determines a site popularity based on the number of pages that link back to it. The Google Page Rank is one of the 200 ranking factors that determines a site position in SERP (search engine results page). In general, webmasters can improve the rank of their sites by increasing the number of high-quality sites that link to their pages.
Alexa Rank: the Alexa Rank is a complex algorithm that uses several analytics factors (page views and users) to estimate website traffic based on the amount of users that visited a website with the Alexa toolbar installed.

Tip:

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

Technorati Rank: is a site's rank among the Technorati Authority of all sites. 1 is the highest rank.

Indexed pages:

- ***Google Pages:*** the number of your site indexed pages as shown by Google

- ***Yahoo! Pages:*** the number of your site indexed pages as shown by Yahoo!
- ***Bing Pages:*** the number of your site indexed pages as shown by Bing

Backlinks:

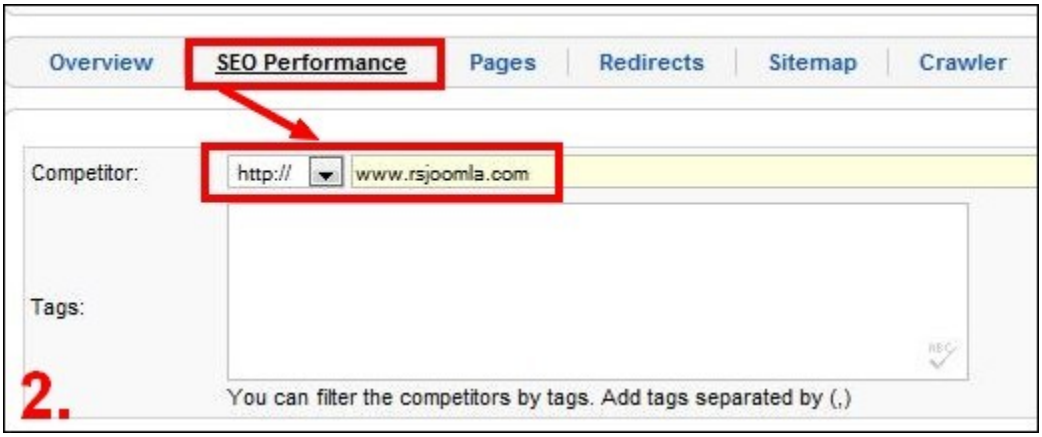
- ***Google Backlinks:*** the number of websites that link back to your site as shown by Google
- ***Yahoo! Backlinks:*** the number of websites that link back to your site as shown by Yahoo!
- ***Bing Backlinks:*** the number of websites that link back to your site as shown by Bing

dmoz.org directory: although is not considered a direct seo ranking factor, quality directories (human edited directory) listings are considered powerful.

9.1 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.



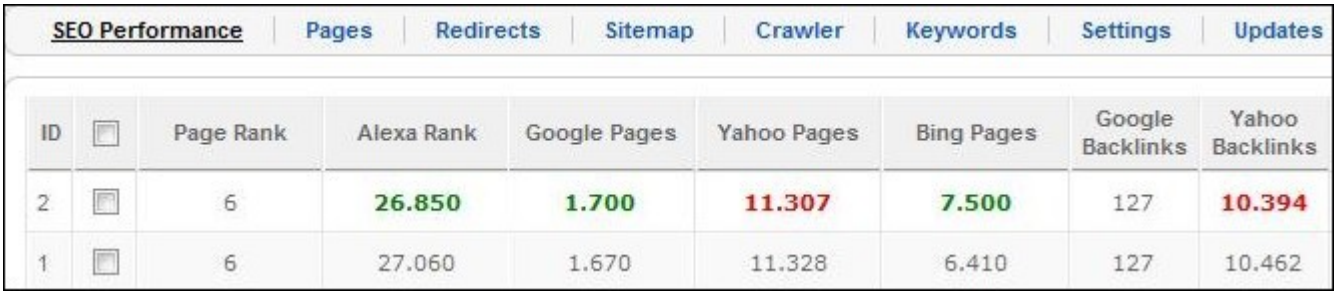
Step 3:
Click on the “Refresh” link to process all the configured seo performances: the Page Rank, Alexa Rank, Technorati Rank, Google, Yahoo! & Bing pages, Google, Yahoo! & Bing backlinks.

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.

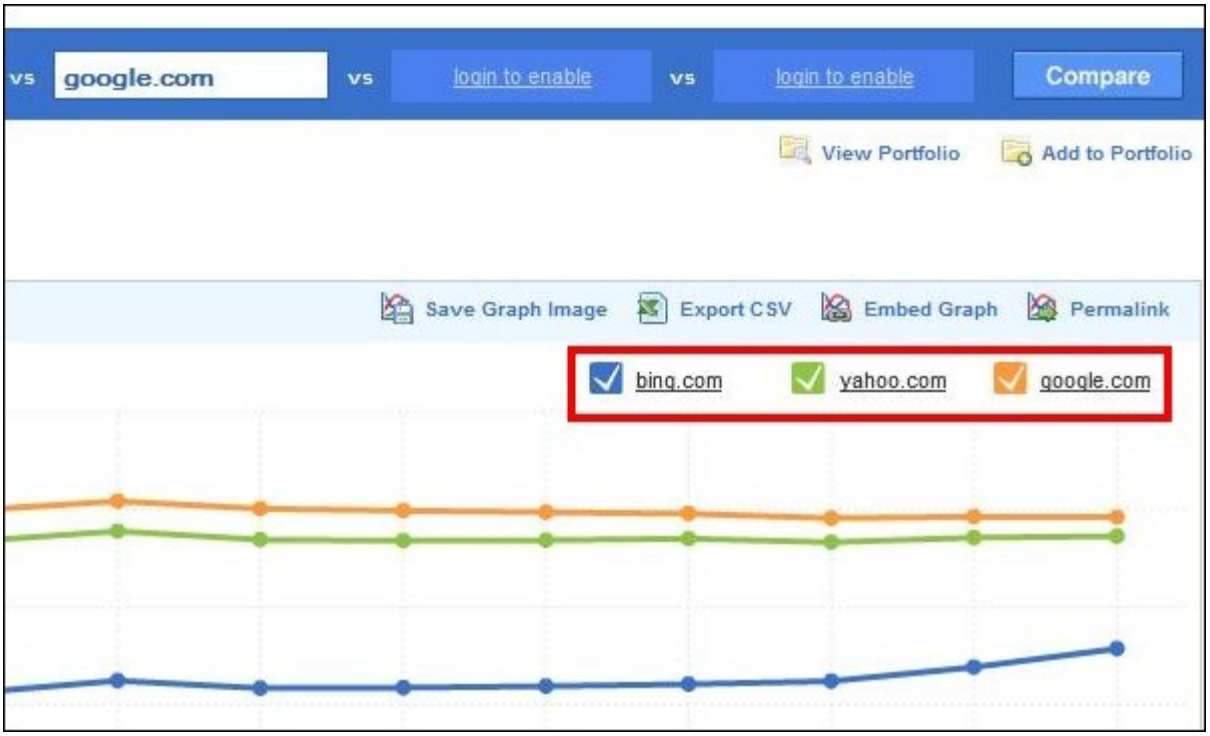
The websites evolution will be highlighted in the “History” tab using 2 colors: the green color indicates an improvement and the red color a decline of their online presence.

Notice:

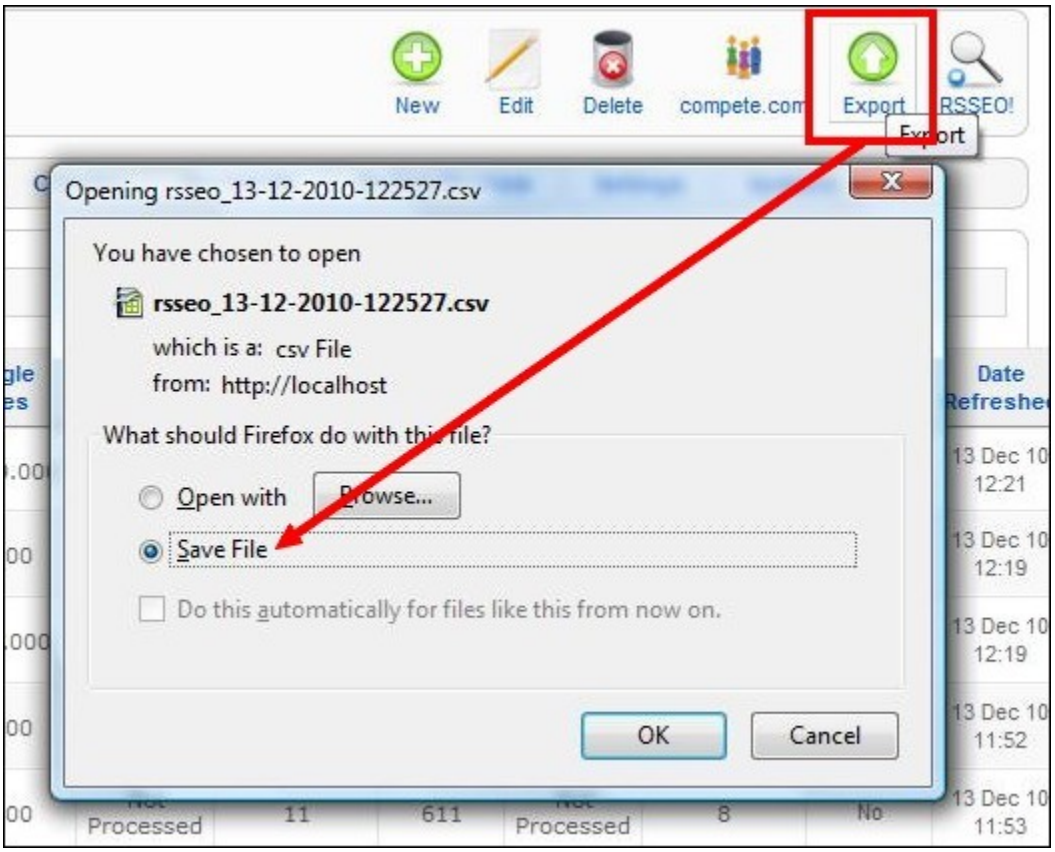
- A decreased Alexa Rank shows an improvement of your site SEO performances; the lower your *Alexa Rank* is the more popular your site is.
- Google, Yahoo and Bing will display a different number of backlinks for a website because of their specific restrictions, privacy policy as well as other factors.



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.

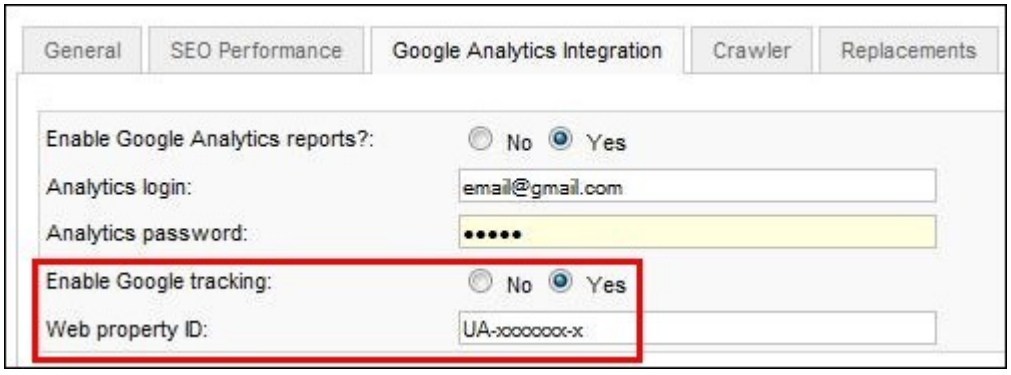


Export:
RSSeo! allows you to export the list with the competitors SEO performances in a .csv file, by clicking the “Export” button from the right side.



Step 10: Google Analytics Integration

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



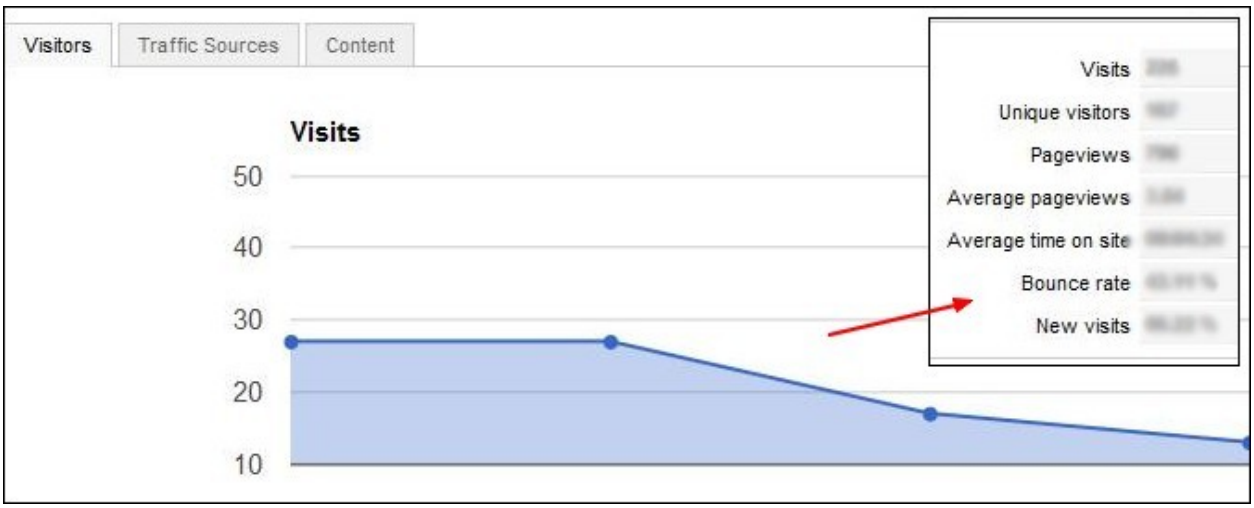
- **Enable Google Analytics reports**?: No / Yes
- **Analytics login:** gmail account email address
- **Analytics password**
- **Enable Google tracking:** No / Yes - if enabled, RSSeo! will automatically include the Google Analytics tracking code into your site source.
- **Web property ID:** Google unique 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 Dources", "Content"***.

10.1.1 Visitors

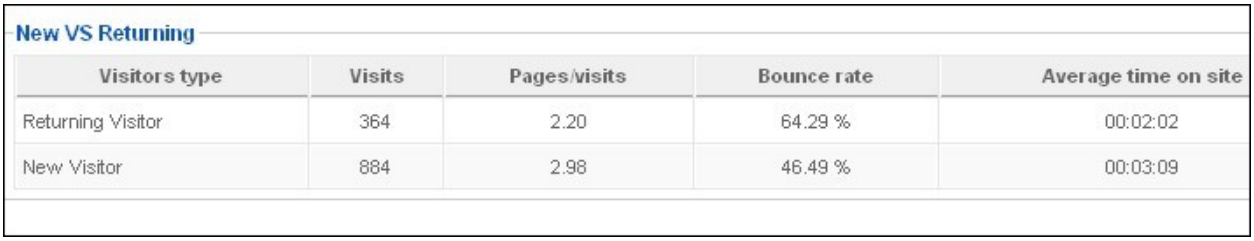
This report allows you to analyze the user behaviour by measuring specific visitors metrics: visits, unique visitors, pageviews, average pageviews, average time on site, bounce rate, new vs returning visitors, browser capabilities and mobile devices.



As general statistics, RSSeo! displays the following information:

- Visits: Visits represent the number of individual sessions initiated by all the visitors to your site. If a user is inactive on your site for 30 minutes or more, any future activity will be attributed to a new session. Users that leave your site and return within 30 minutes will be counted as part of the original session.
- **Unique visitors:** Unique Visitors represents the number of unduplicated (counted only once) visitors to your website over the course of a specified time period. A Unique Visitor is determined using cookies.
- **Pageviews:** A pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If a visitor hits reload after reaching the page, this will be counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview will be recorded as well.
- **Average pageviews:** This represents the average number of pages viewed during a visit to your site. Repeated views of a single page are counted.
- **Average time on site:** The average duration visitor sessions represented in total seconds.
- **Bounce rate:** Bounce rate is the percentage of single-page visits (i.e. visits in which the person left your site from the entrance page). Bounce rate is a measure of visit quality and a high bounce rate generally indicates that site entrance (landing) pages aren't relevant to your visitors. You can minimize Bounce Rates by tailoring landing pages to each keyword and ad that you run. Landing pages should provide the information and services that were promised in the ad copy.
- **New visits:** Google Analytics records a visitor as **new** when any page on your site has been accessed for the first time by a web browser. This is accomplished by setting a first-party cookie on that browser. Thus, new visitors are not identified by the personal information they provide on your site, but are rather uniquely identified by the web browser they used.

Besides the general statistics a *New VS Returning* table is also displayed:

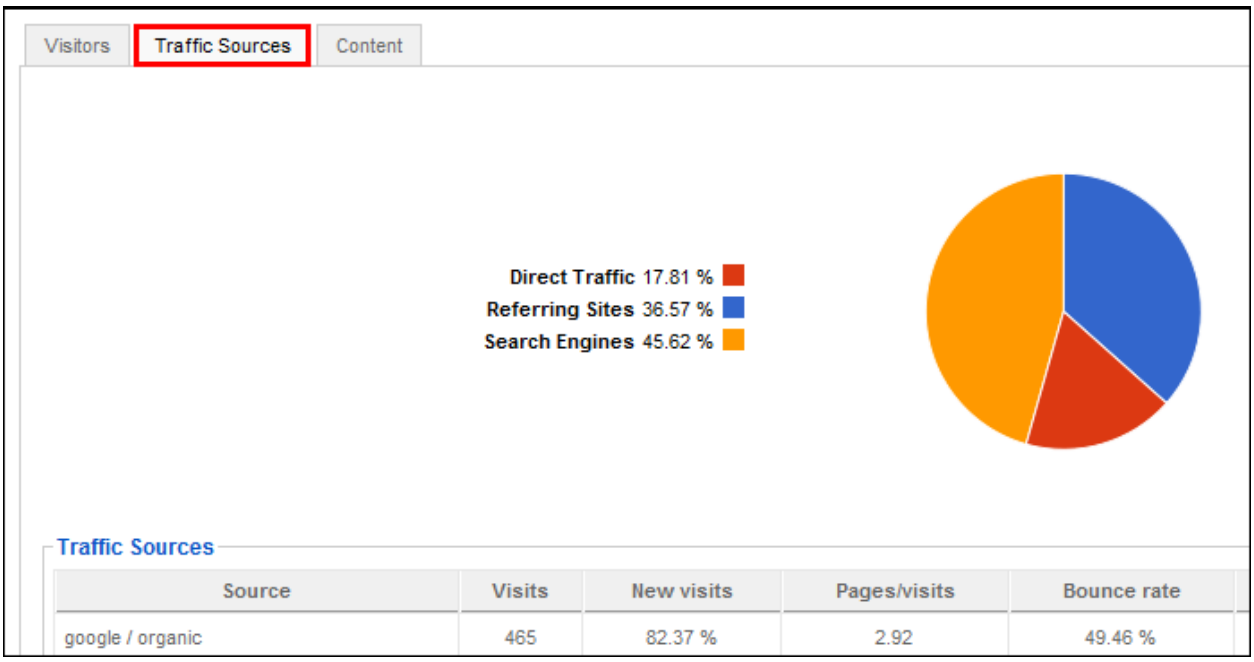

New VS Returning

Visitors type	Visits	Pages/visits	Bounce rate	Average time on site
Returning Visitor	364	2.20	64.29 %	00:02:02
New Visitor	884	2.98	46.49 %	00:03:09

10.1.2 Traffic sources

This is one of the most popular Google Analytics reports, offering helpful insights of the website sources/mediums that send traffic: organic, direct or referral.

Besides listing the top 20 site referrals based on representative traffic metrics (visits, new visits, pages per visit, bounce rate and average time on site), RSSeo! generates a pie-chart to highlight the way that traffic reaches your site.



10.1.3 Content

Basically, this is a summary of the Google Analytics “Top Content” report.
It displays the top 20 most viewed site pages, along with its specific metrics: pageviews, unique pageviews, average time on page, bounce rate and page exits.

The purpose of this guide

This guide is designed to assist you, step by step, in configuring and Joomla! Pages using the RSSeo! tool.

We've also created a RSSeo! Quick Guide, that includes all important steps that you must follow to be able to quickly configure and optimize your Joomla! Website.

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.