Überflip

SEO Optimization & Best Practices

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    - Hub SEO
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    - Canonical Best Practices & Stream SEO Settings
    - Item SEO
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4. Multi-Language Linking
5. SEO Analytics
6. Submitting your site Map

Before we go further…

What do you know about SEO?

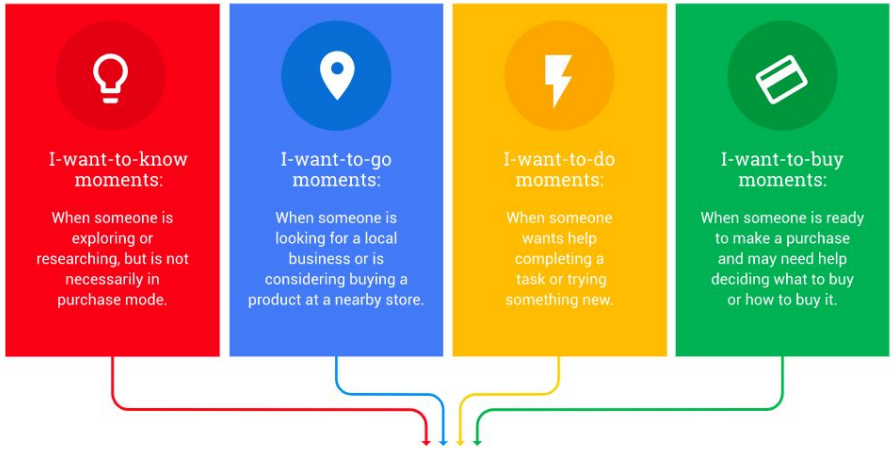
Do you have an SEO strategy in place?

Is organic traffic a main focus for your team?

What is SEO?

Search Engine Optimization (SEO) is the practice of **increasing the quantity and quality of traffic** to your content through **organic search engine results.**

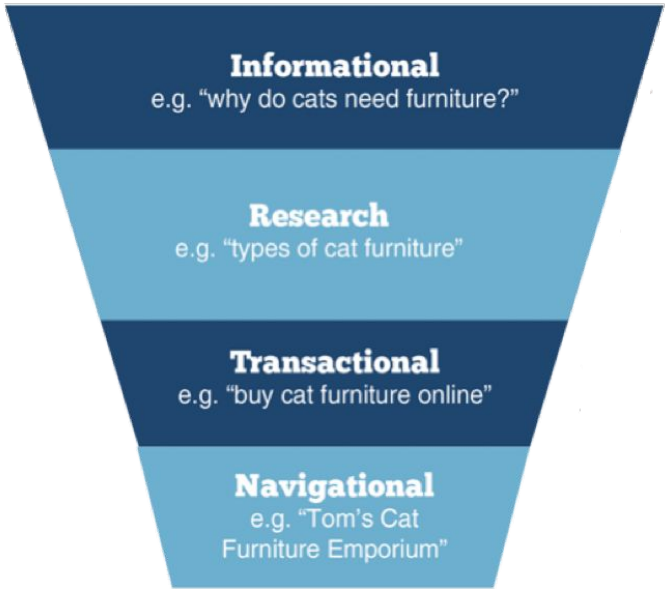
SEO RESEARCH—USER INTENT



Google's own research and guidance sorts and ranks content according to categories of user intents

4 new moments every marketer should know

SEO RESEARCH—USER INTENT



UNDERSTANDING USER INTENT

Steps in Buying Process	Need: Allergies	Need: Asthma	Need: Mold
Find Solutions to Problem	Air Purifiers help with Allergies	Air Purifiers help with Asthma	Air Purifiers help with Mold
Which Solution is Best?	HEPA filter is best for Allergies	HEPA filter is best for Asthma	UV light is best for Mold
Which Brand is Best?	HEPA Air Purifier Reviews	HEPA Air Purifier Comparisons	Best UV Light Air Purifier
Ready to Buy	Free Shipping for Air Buster Buster	Lowest Price for Air Buster Buster	Free Returns for Air Buster Buster

SEO Considerations

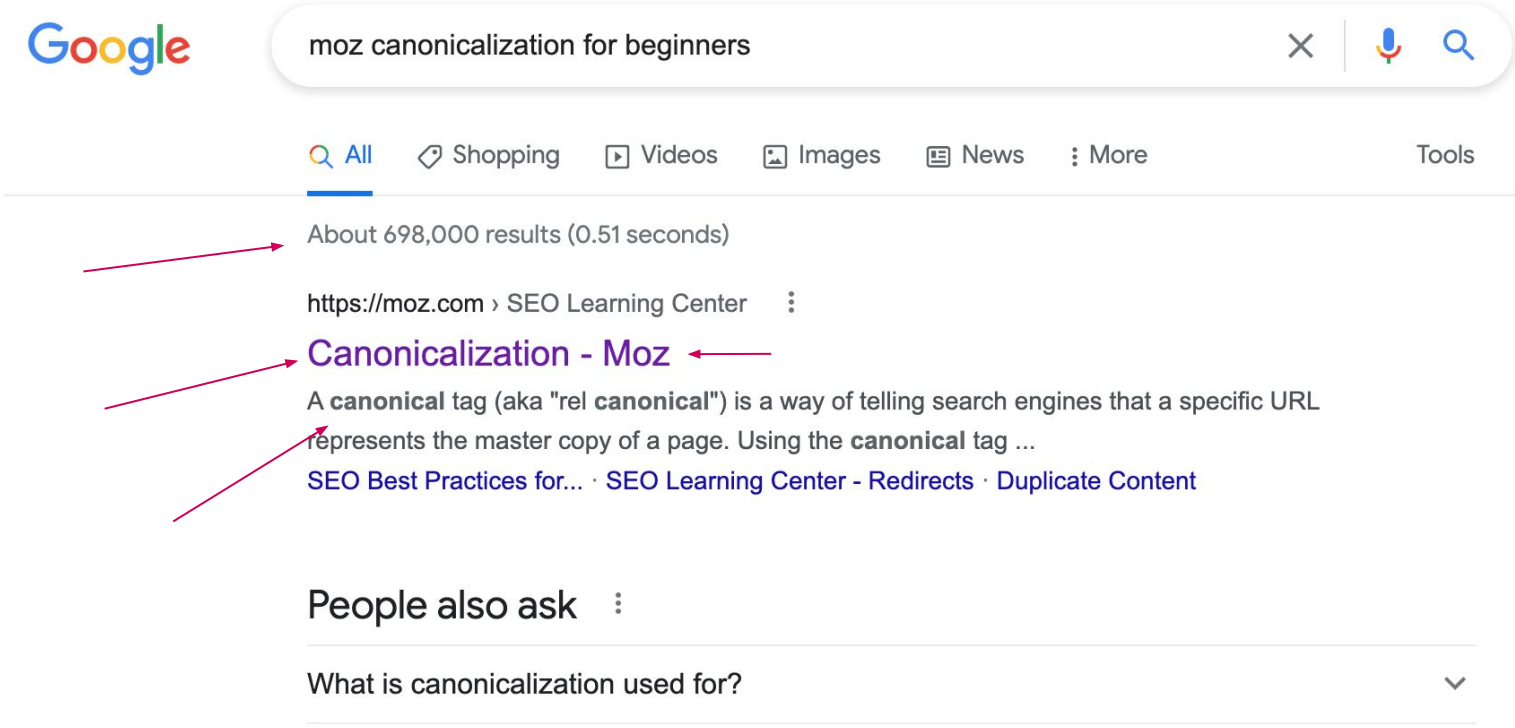
Pros

- Organic results are owned
- Builds credibility and authority

Cons

- Takes time to get results
- Requires time to build great content

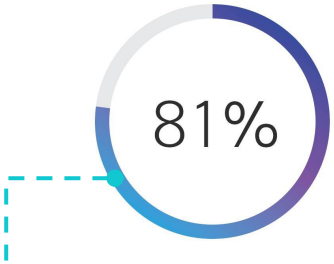
Keyword Competition



Why SEO Matters

Pull

Push

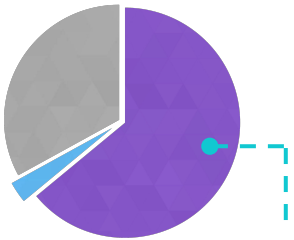


81% of B2B purchase cycles **start with a web search.**

Earnest Agency

The close rate for SEO leads is **8x higher than outbound leads**.

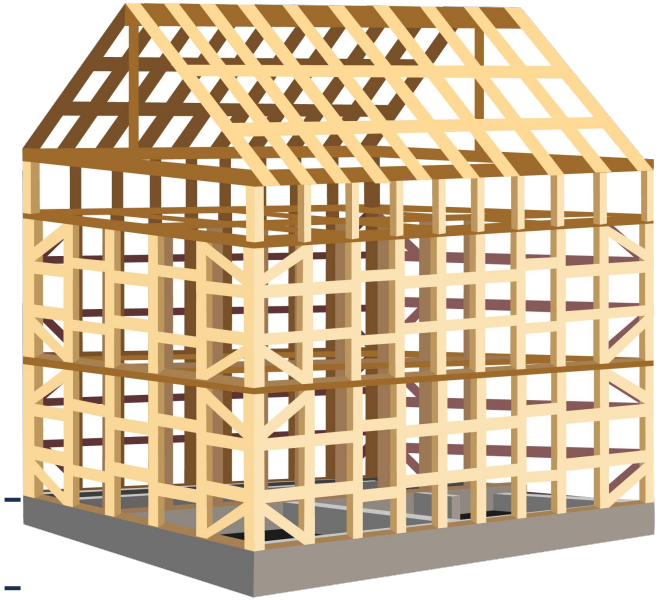
Search Engine Journal



64% of searchers click on an organic result.

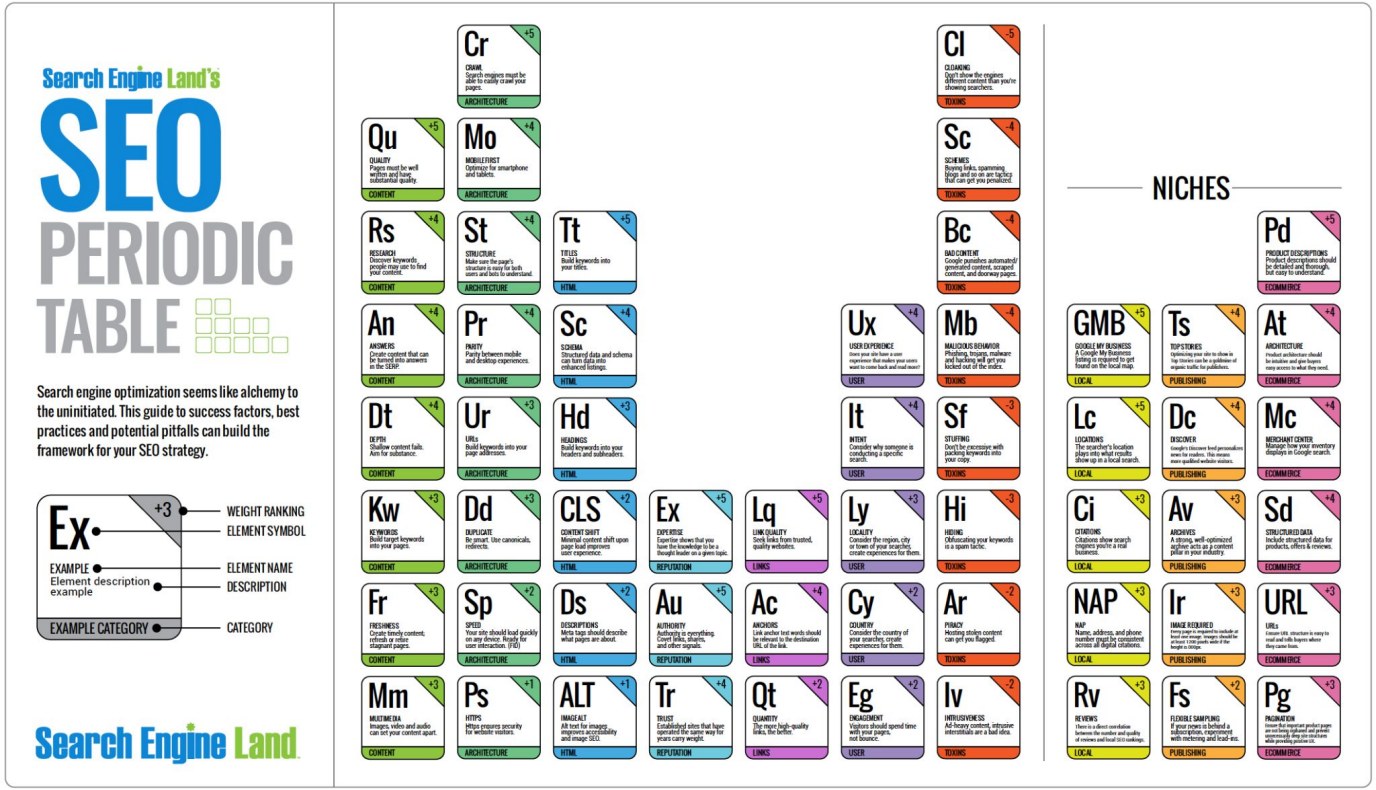
Moz

Foundational and technical SEO still matter, **but great content drives growth.**



What is most important for SEO?

*Click here to get your copy of the periodic table



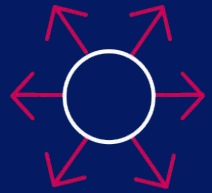
How do we make our content stand out?

Uberflip makes it easy to

- Lay the foundation for best-in class technical SEO for your hub
- Ensure SEO best practices are followed when content is published
- Track organic traffic to your content and its impact

Areas of Focus for Uberflip SEO

Hub SEO



Hub Level SEO Settings

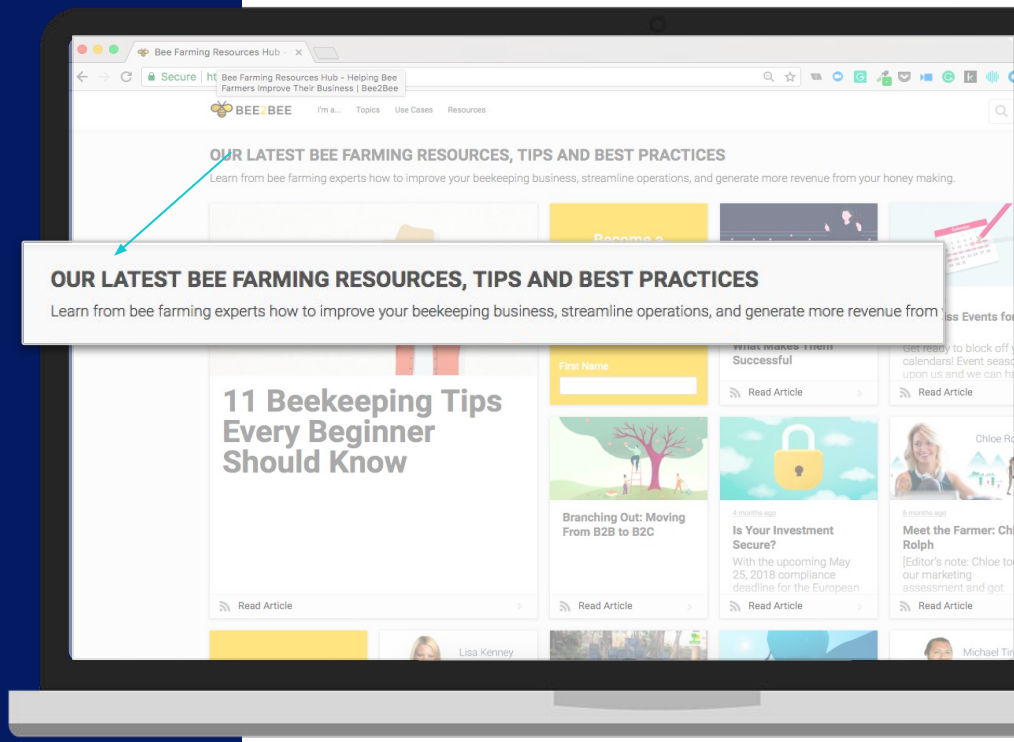
- H1 Header
- SEO Title & Description
- No Robots
- Hub Locale

BEST PRACTICES

Hub H1 Header

This is what readers see as the title on your page. If you look at the code on your page you'll find it wrapped in the <h1></h1> tag (found in custom labels).

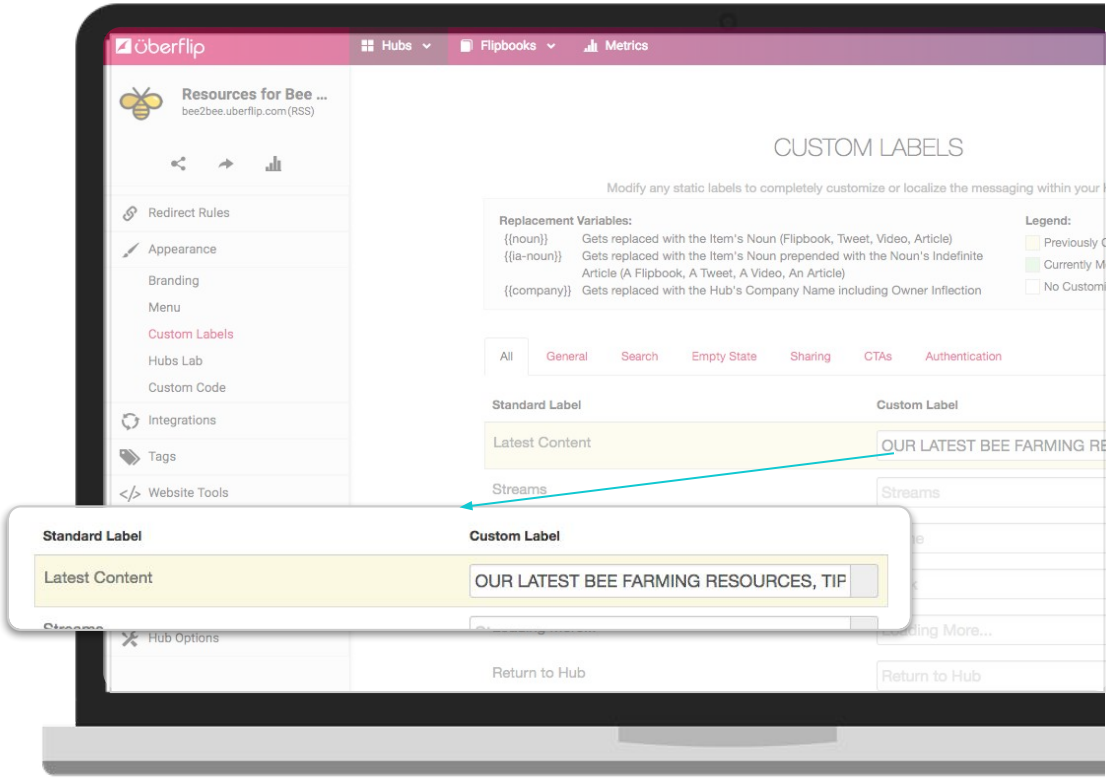
- Don't use the same wording as your SEO title but keep it consistent
- Use your keyword phrase once in your H1 tag
- There should only be one H1 tag on any page



HOW TO EDIT

Hub H1 Header

1. Click Appearance
2. Click Custom Labels
3. Scroll to first item in the list labeled “Latest Content”

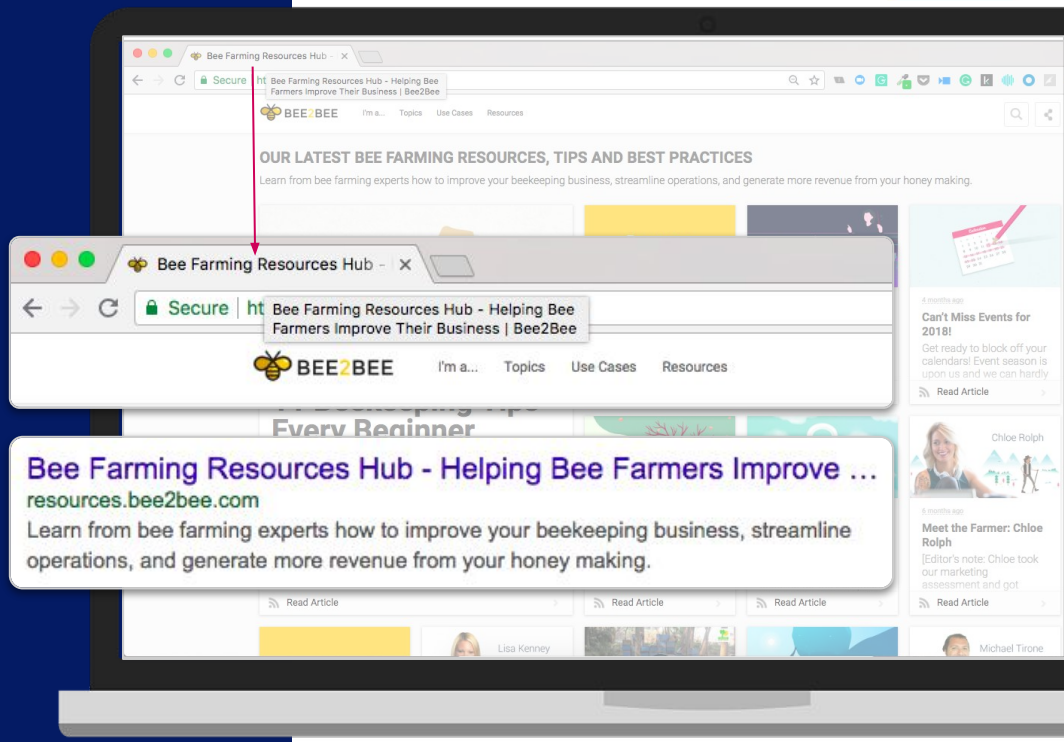


BEST PRACTICES

Hub SEO Title

This important setting defines the Title Tag for a page. It's what shows up on search engine results and in the browser tab when someone is on a page within your Hub.

- Avoid duplicate title tags across your Hub
- 55 characters or less
- Suggested format:
  Primary Keyword - Secondary Keyword | Brand Name

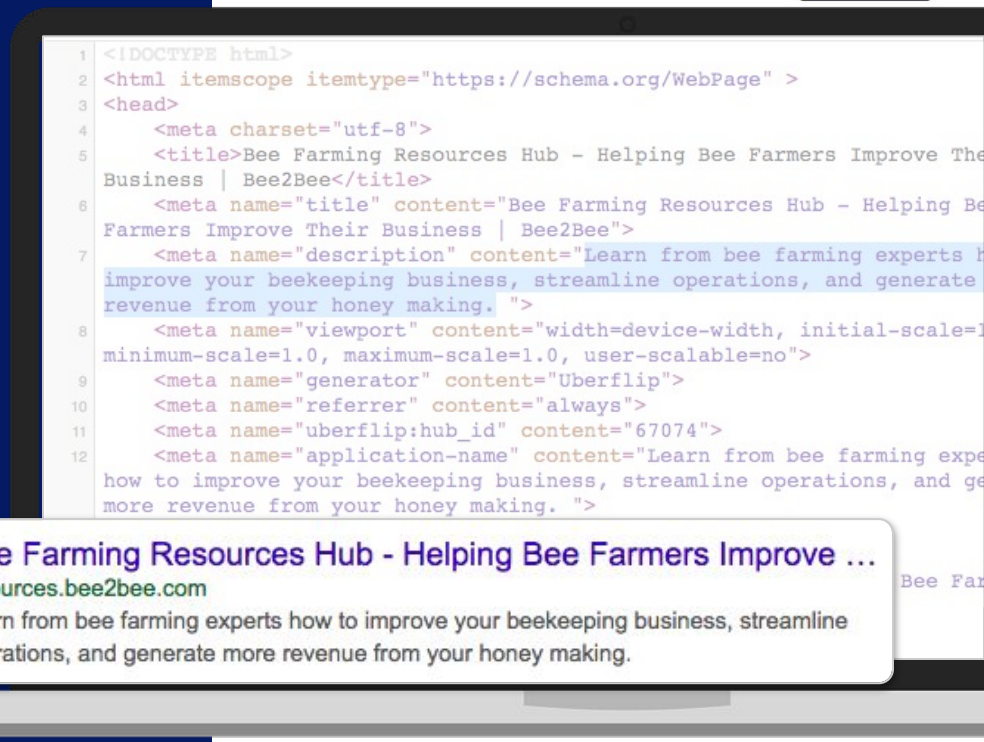


BEST PRACTICES

Hub SEO Description

This other important setting defines the Meta Description for a page. It's what shows up on search engine results, tells Googlers what they'll find on your page, and compels them to click!

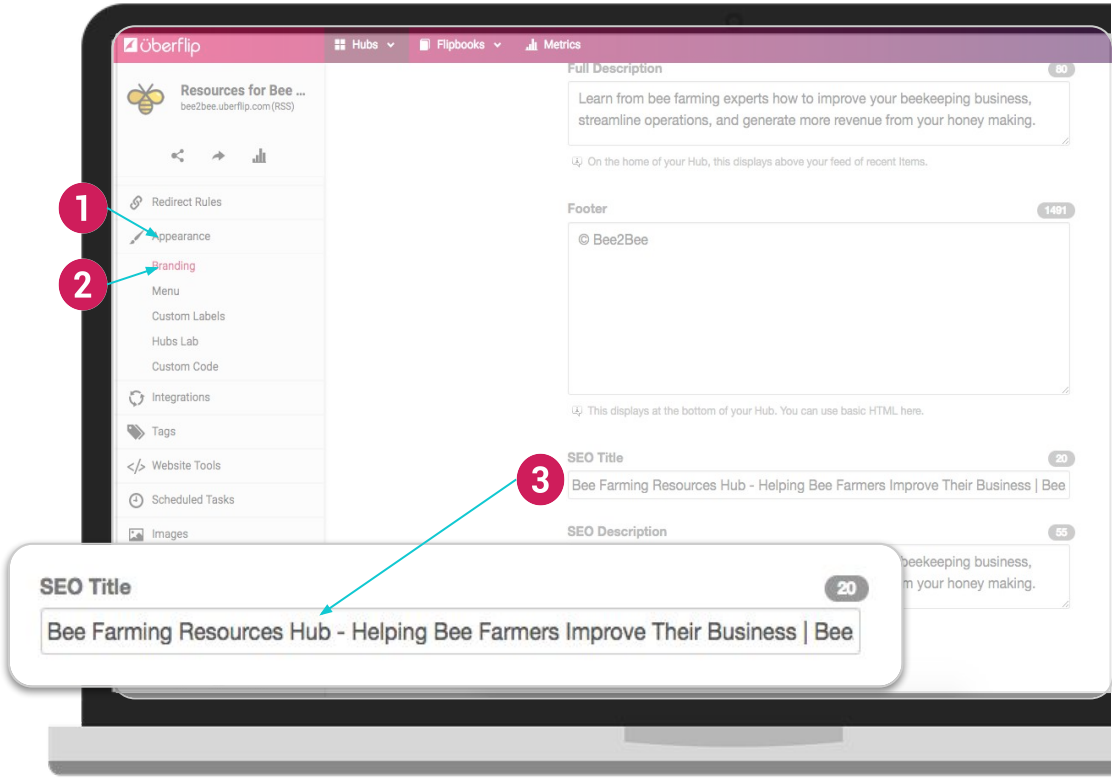
- Avoid duplicate meta descriptions across your Hub
- 150 to 160 characters in length
- Compelling meta descriptions get clicks
- Do not use quotes or any non-alpha characters



HOW TO EDIT

Hub SEO Title & Description

1. Click Appearance
2. Click Branding
3. Scroll to field labeled “SEO Title”
4. Scroll to field labeled “SEO Description”



BEST PRACTICES

No Robots Meta Tag

The No Robots Meta Tag lets you prevent search engines from crawling and indexing your entire Hub of content.

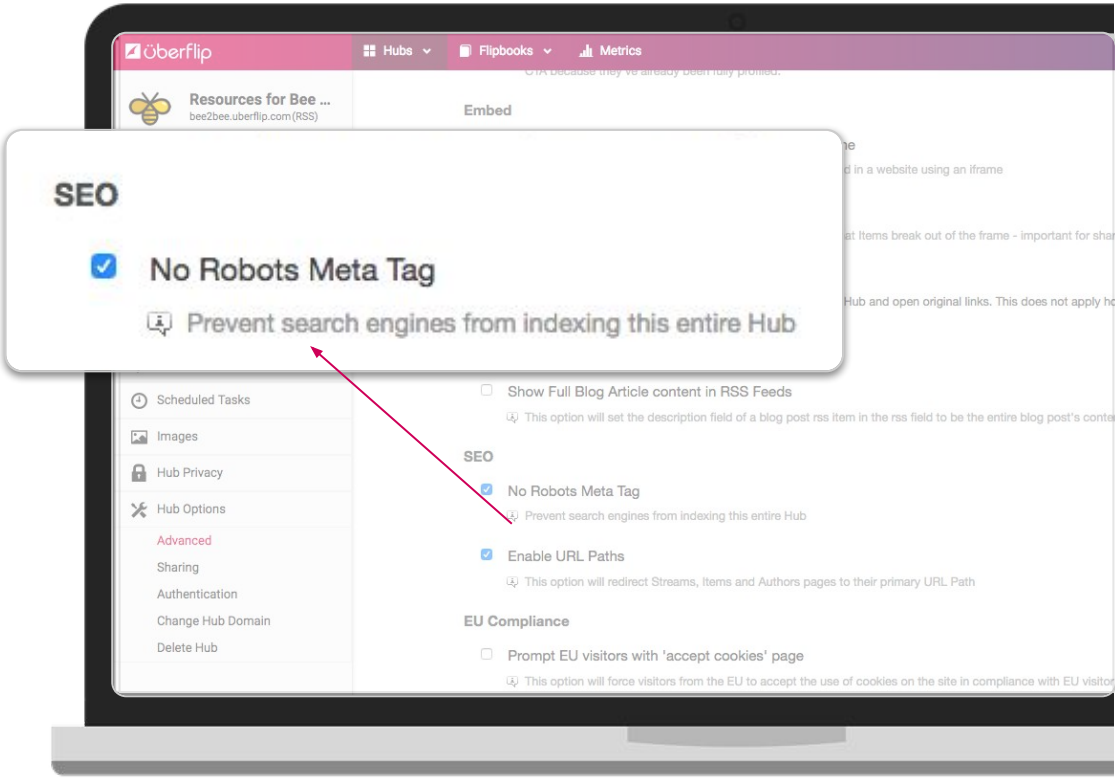
- Useful when you don't want any content crawled on your Hub
- Suitable for sandbox Hubs, internal resource centers or during pre-launch
- Remember to disable this once you launch your resource center, otherwise Google won't know to crawl your content!

Cr +5
CRAWL
Search engines must be able to easily crawl your pages.
ARCHITECTURE

HOW TO EDIT

No Robots Meta Tag

1. Click Hub Options
2. Click Advanced
3. Scroll to No Robots Meta Tag

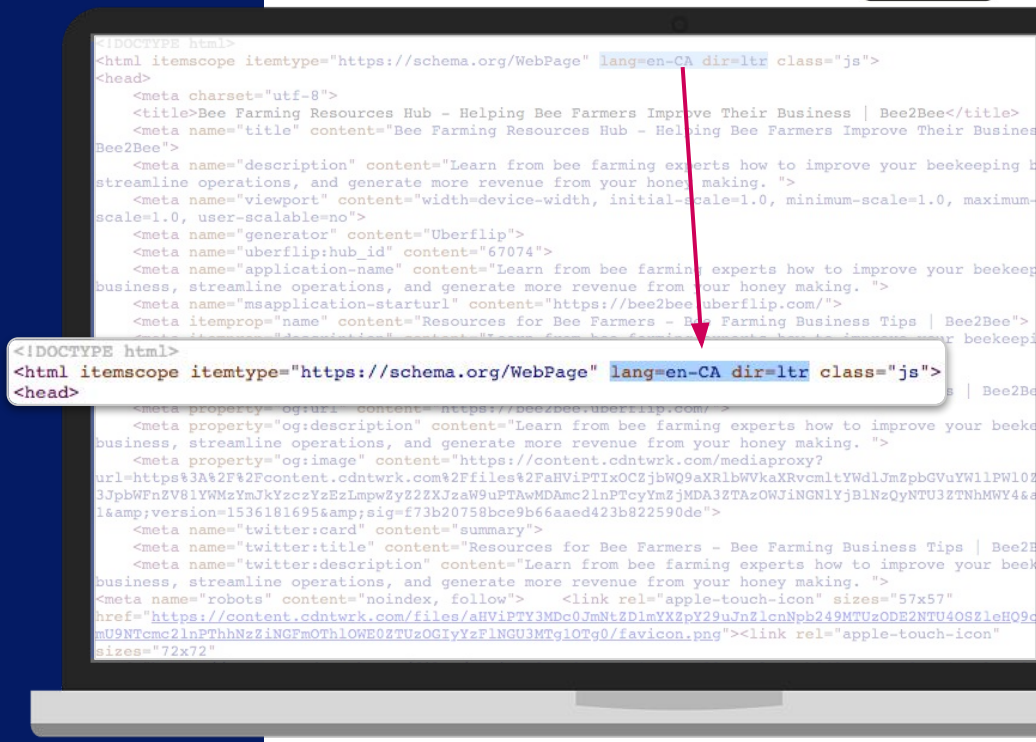


BEST PRACTICES

Hub Locale

Set a specific language for your Hub that tells Google which language your content is intended for.

- If hub is targeting a specific locale, be sure to specify this as it will add lang tags to each page
- If you are targeting multiple countries/languages, best practice is to have a separate hub for each locale



Ly +3
LOCALITY
Consider the region, city or town of your searcher, create experiences for them.
USER

Hub Locale

- **What it does:** Determines the value of the *lang* and *dir* attributes in a Hub's HTML, which declare its language, region, and reading direction.

- **Why it matters:**
  - Allows search engines to associate your content with a particular language, and serves content where language is spoken
  - Helps accessibility scores, and helps browsers serve correct characters

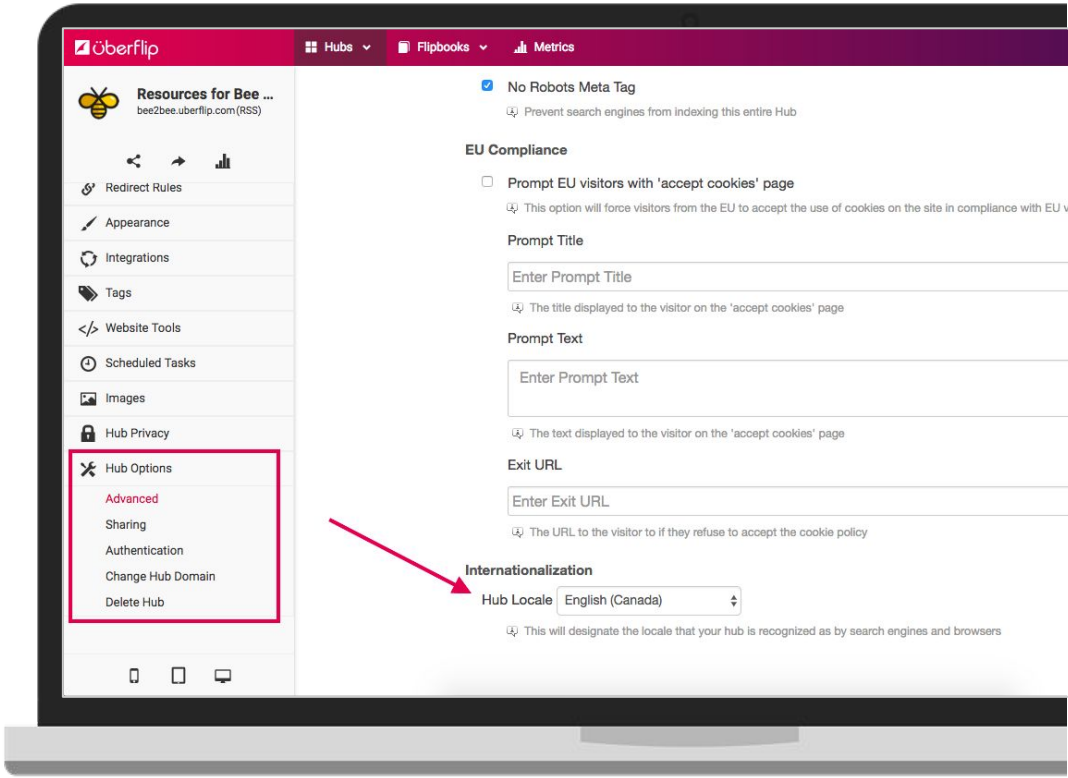
```
<!DOCTYPE html>
<html itemscope itemtype="https://schema.org/WebPage" lang=en-CA dir=ltr class="js">
<head>
    <meta charset="utf-8">
    <title>Bee Farming Resources Hub - Helping Bee Farmers Improve Their Business | Bee2Bee</title>
    <meta name="title" content="Bee Farming Resources Hub - Helping Bee Farmers Improve Their Business | Bee2Bee">
    <meta name="description" content="Learn from bee farming experts how to improve your beekeeping business, stream
making. ">
    <meta name="viewport" content="width=device-width, initial-scale=1.0, minimum-scale=1.0, maximum-scale=1.0, user
```

NOTE: For configuring multiple language hubs please connect with your CSM regarding setting up HREFs and multi-language linking.

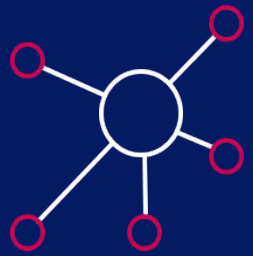
HOW TO EDIT

Hub Locale

1. Click Hub Options
2. Click Advanced
3. Scroll to Internationalization
4. Choose a country from the drop-down menu



Stream SEO



Stream Level SEO Settings

- H1 Header
- SEO Title & Description
- URL Path
- No Robots
- Canonical Meta Tags

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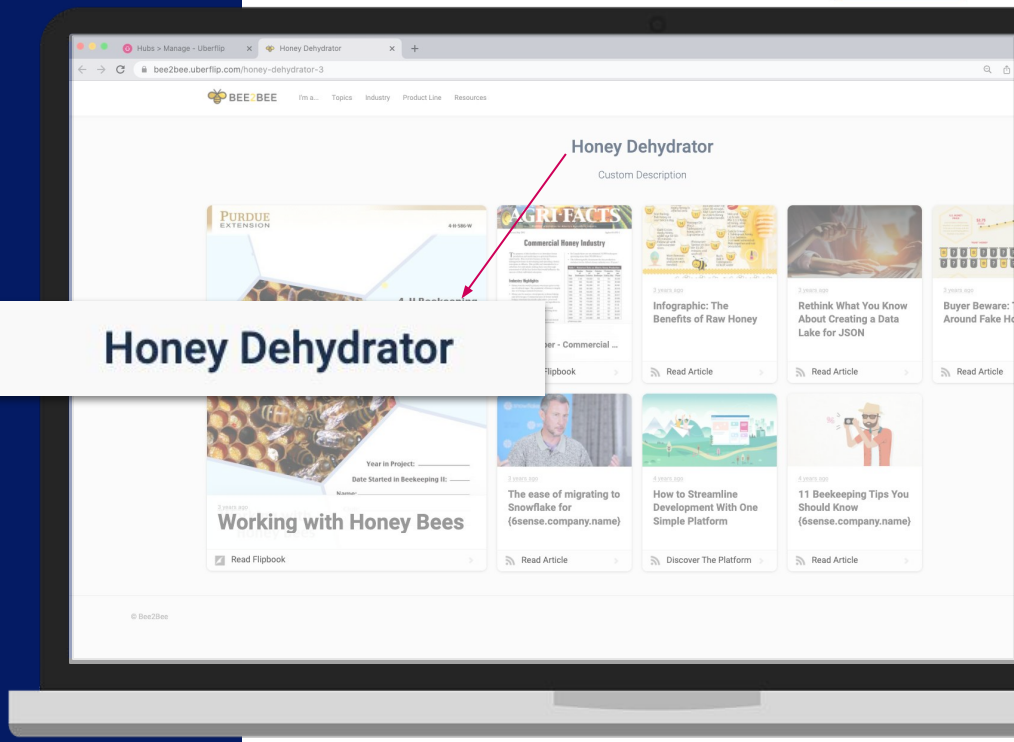
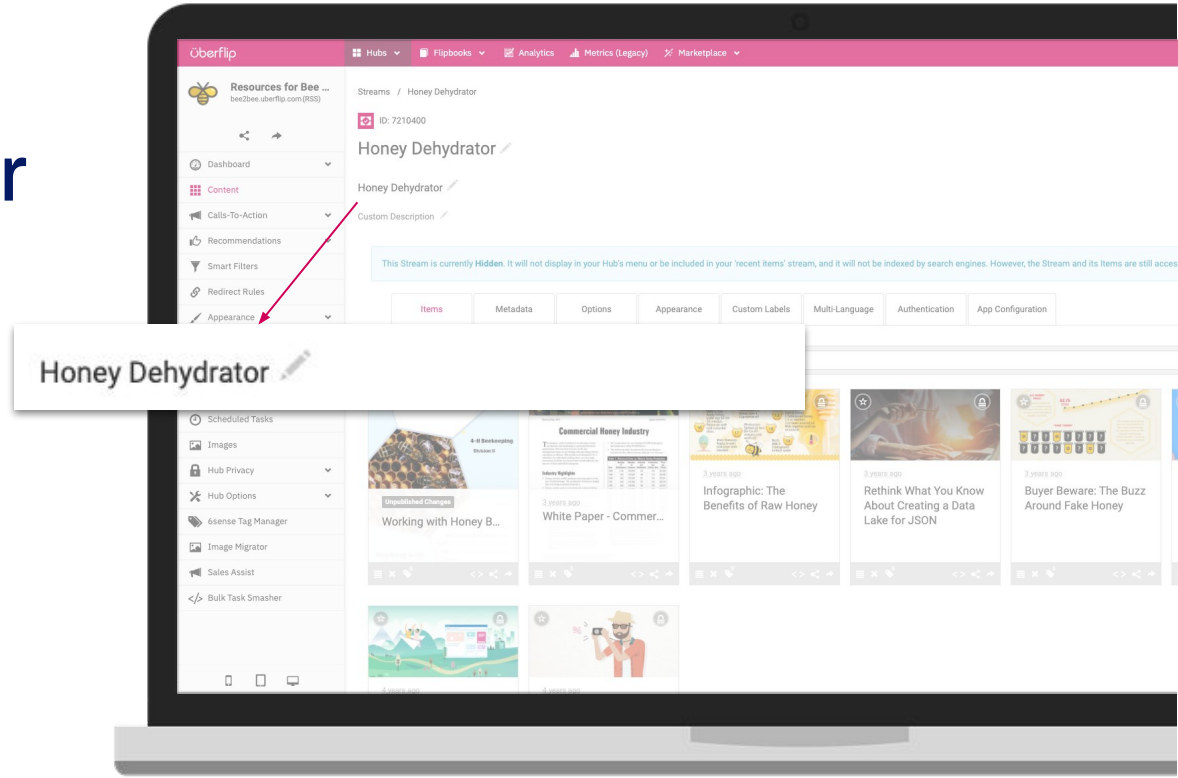


Hd +3
HEADINGS
Build keywords into your headers and subheaders.
HTML

HOW TO EDIT

Stream H1 Header

1. Click Content
2. Click on a Stream
3. Title field is at the top of the page, second from the top (top title field is the streams internal name)



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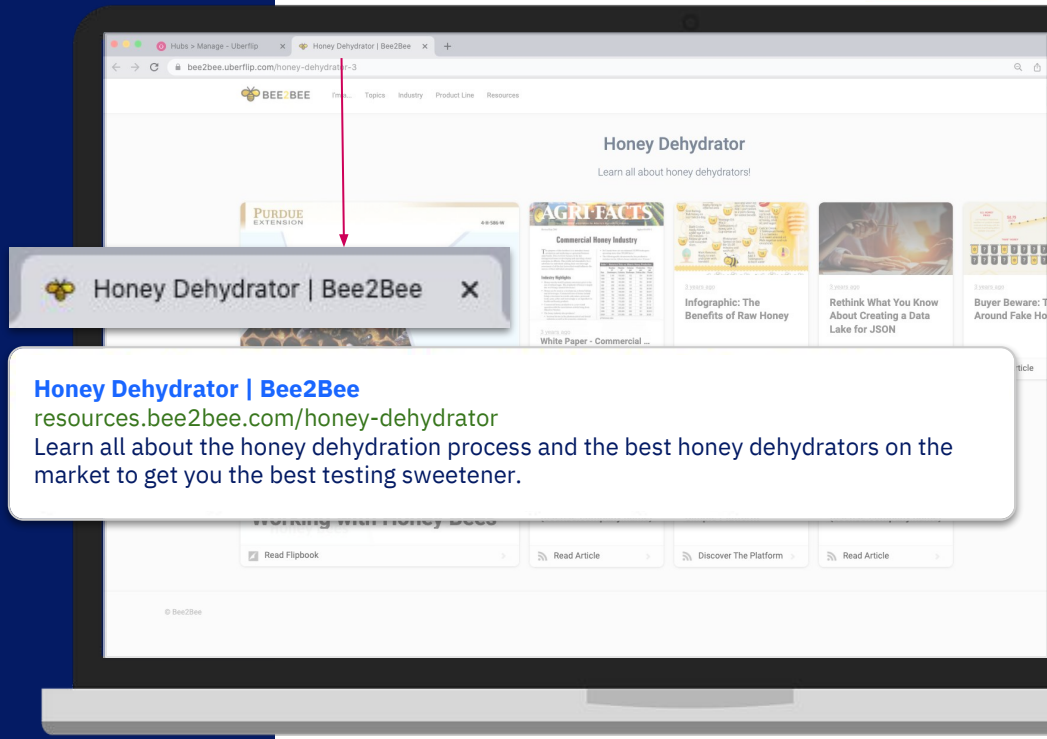

Überflip

BEST PRACTICES

Stream SEO Description

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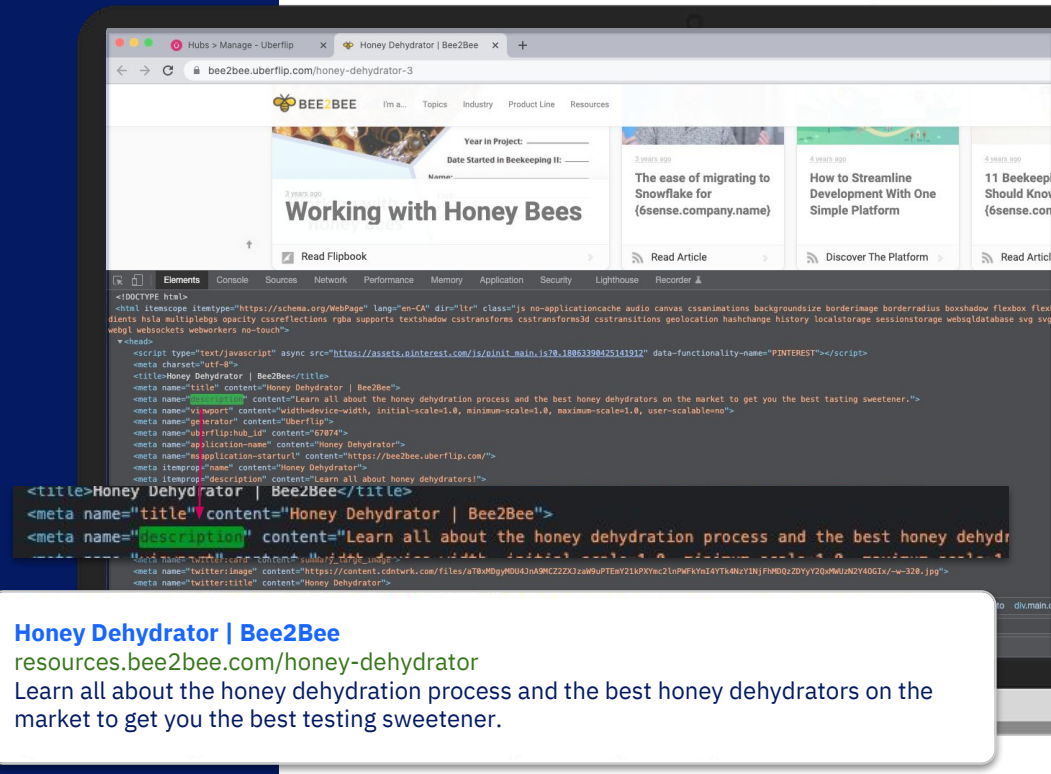
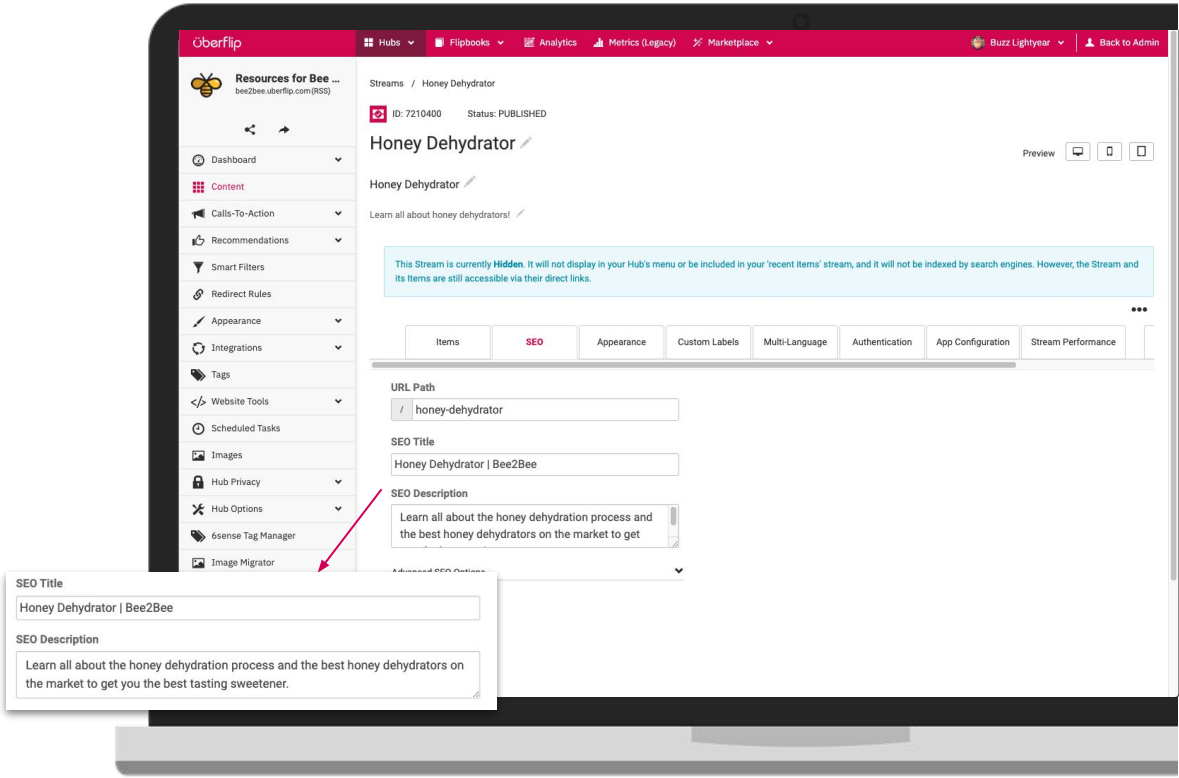
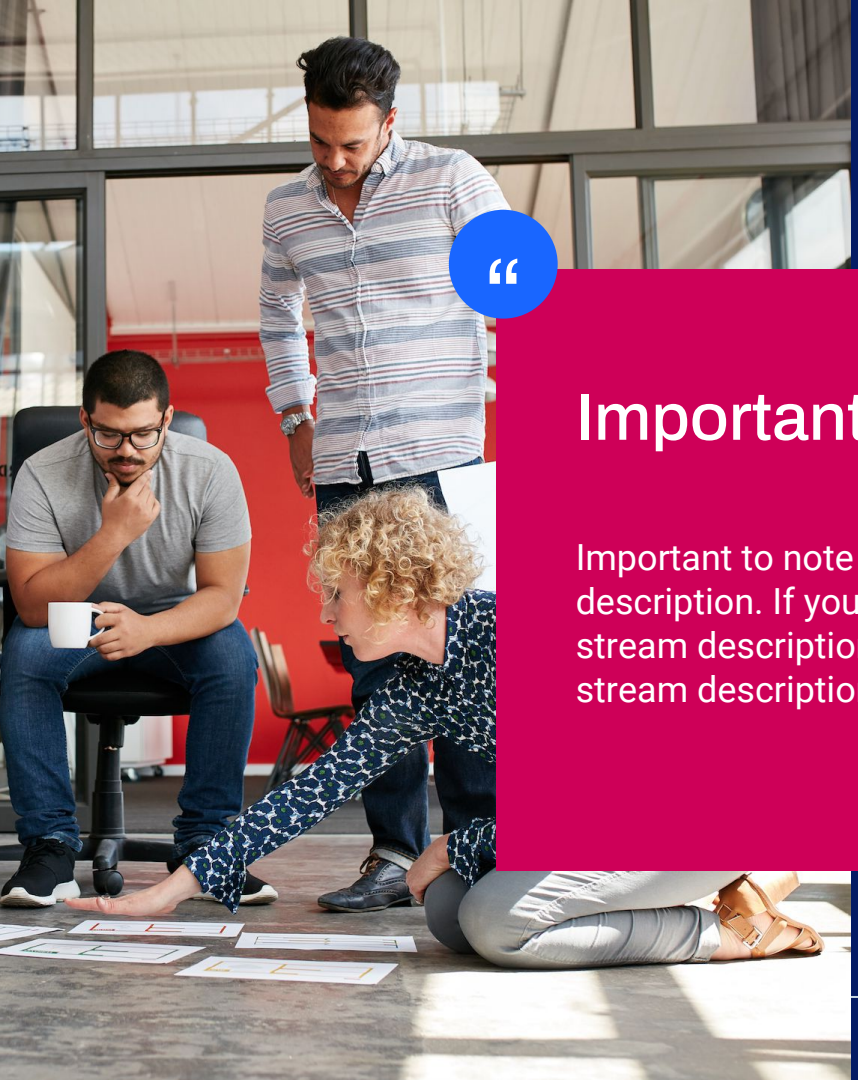


HOW TO EDIT

Stream SEO Title & Description

1. Click Content
2. Click on a Stream
3. Click on SEO Tab
4. Edit SEO Title and SEO Description





Important Information:

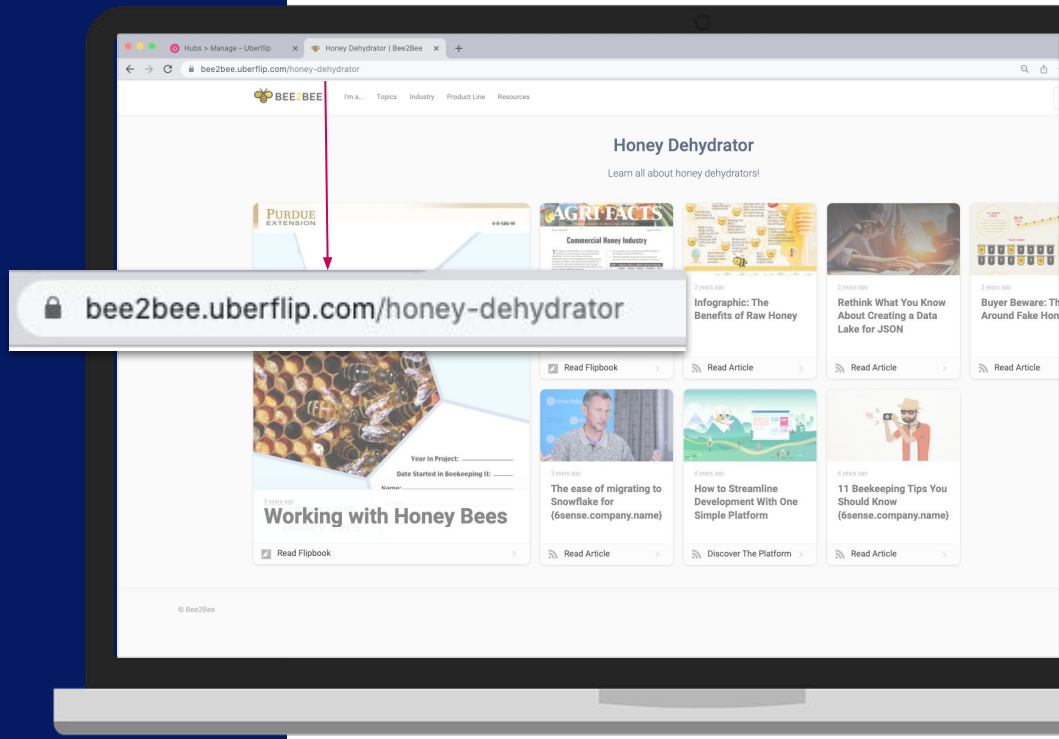
Important to note that search engines will only be crawling one description. If you choose to use an SEO description it will override the stream description. If you choose not to use the SEO description, your stream description will (most likely) be your meta(SEO) description.

BEST PRACTICES

Stream URL

Customize the URL Path of your Item. This represents the part of the URL that comes after `yourdomain.com/streamname/` . The stream URL Path is auto-generated from the stream name.

- The more readable by human beings, the better.
- Keep it simple, relevant, compelling, and accurate
- 100 chars max. for the whole URL

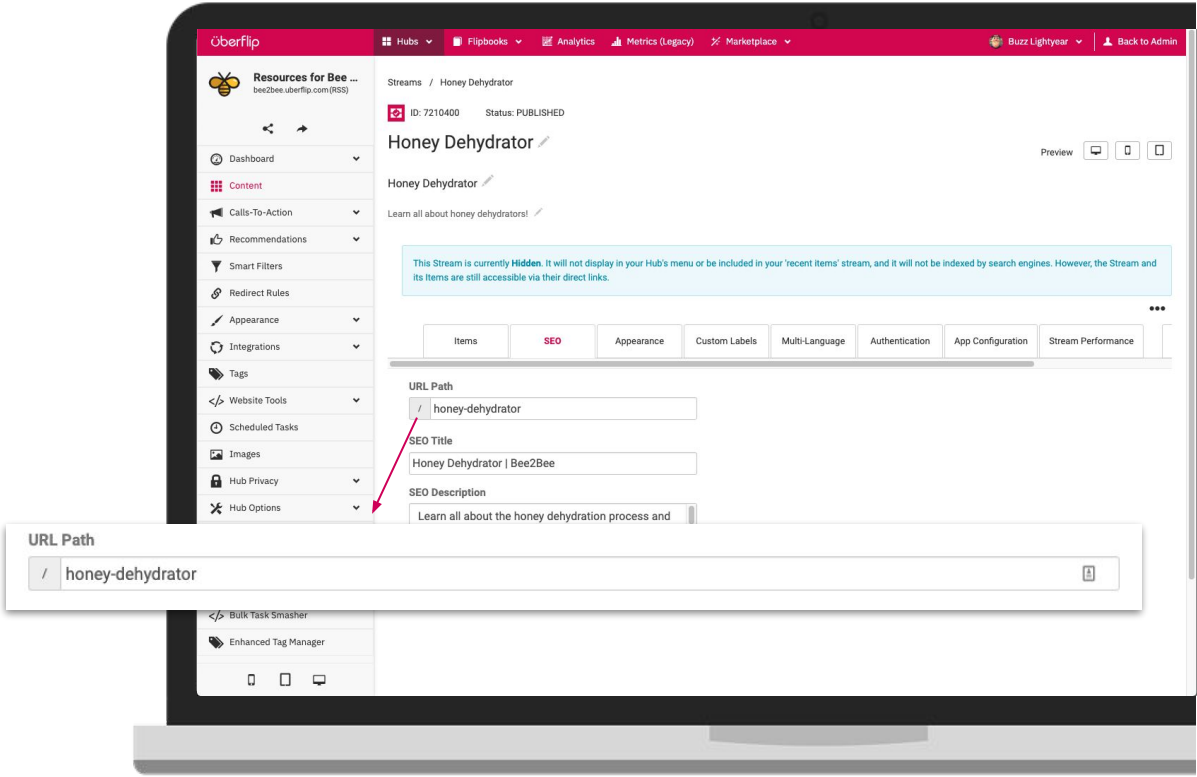


Ur +3
URLs
Build keywords into your page addresses.
ARCHITECTURE

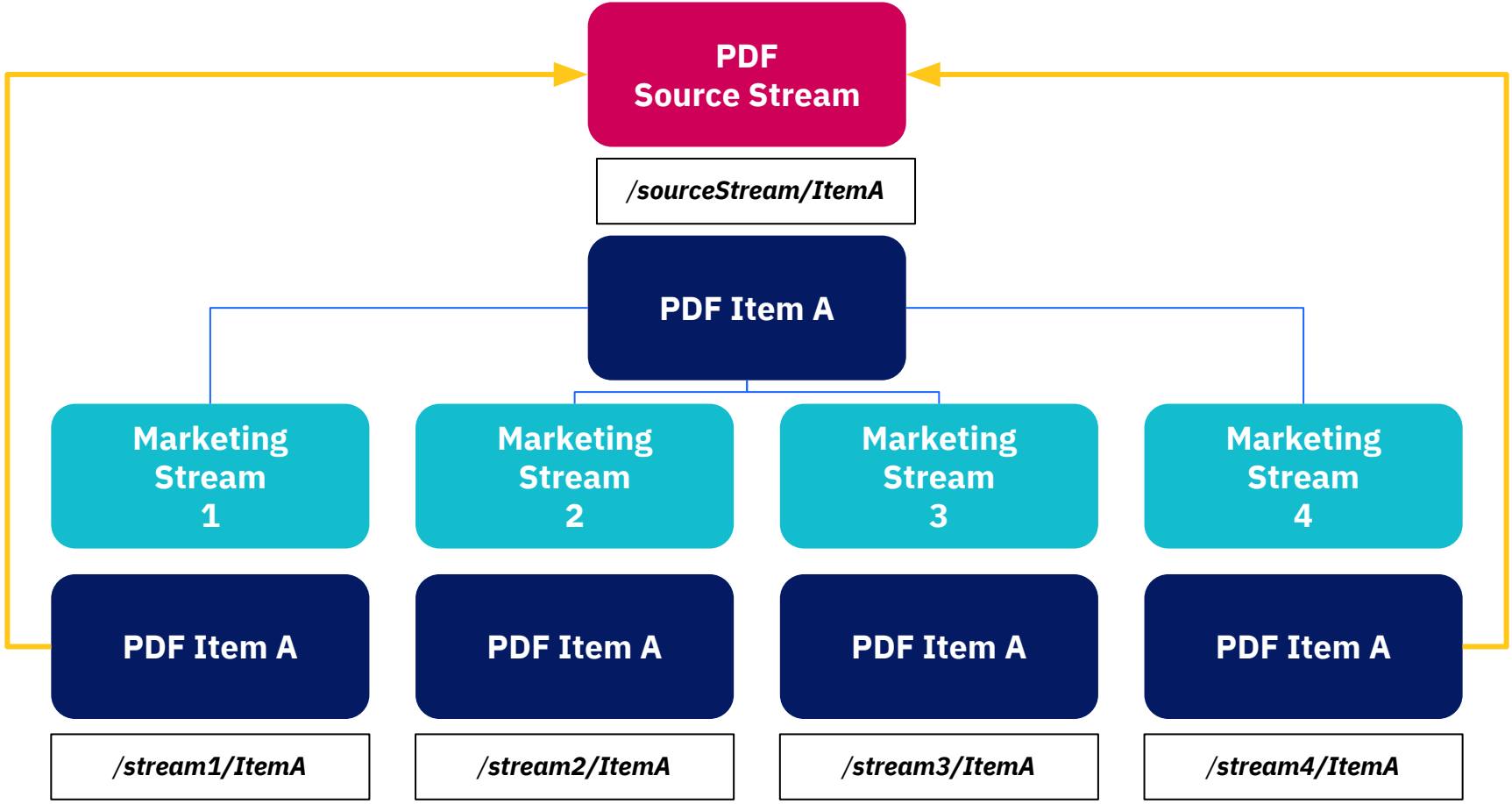
HOW TO EDIT

Stream URL

1. Click Content
2. Click on a Stream
3. Click on SEO Tab
4. Edit URL Path



Canonical Best Practices & Stream SEO Settings

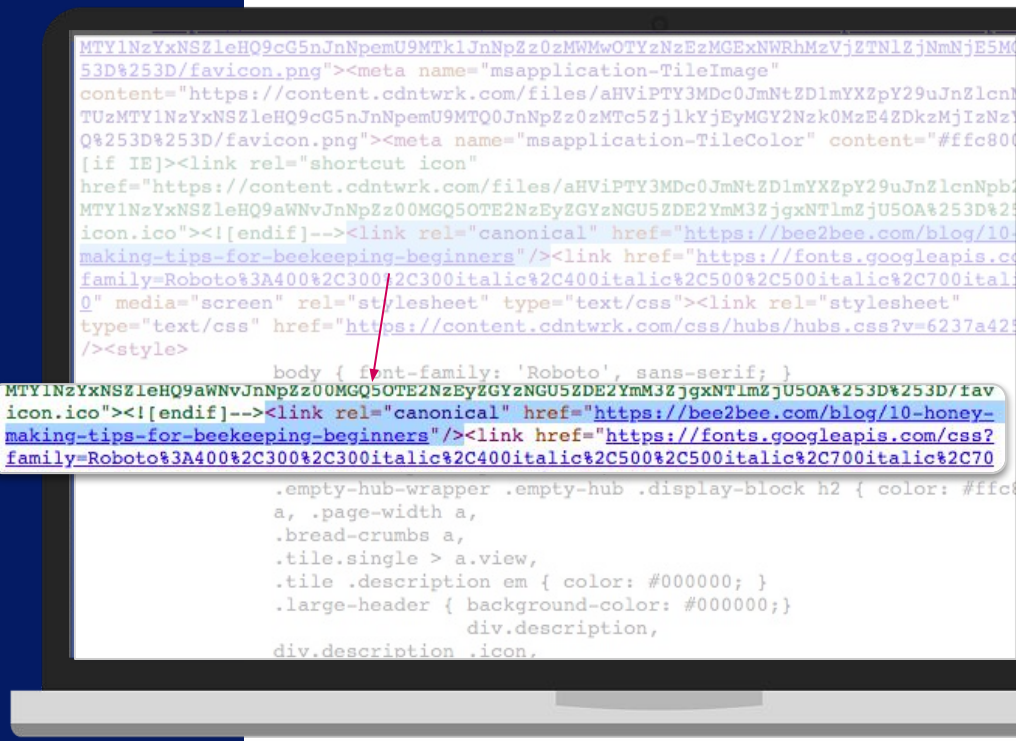

PDF
Source Stream
/sourceStream/ItemA
PDF Item A
Marketing
Stream
1
Marketing
Stream
2
Marketing
Stream
3
Marketing
Stream
4
PDF Item A
PDF Item A
PDF Item A
PDF Item A
/stream1/ItemA
/stream2/ItemA
/stream3/ItemA
/stream4/ItemA

BEST PRACTICES

Enable Canonical Meta Tag

Tells search engines that multiple pages should be considered as one.

- Imported items (via RSS) from a third party blog that is indexed on Google, should have the canonical meta tag turned on at the Source Stream.
- Marketing streams that are indexed should always have the canonical meta tag setting enabled
- Unless a canonical URL is entered at the item level - when this setting is enabled, the Canonical URL will automatically be set to the URL of the item in its Source Stream

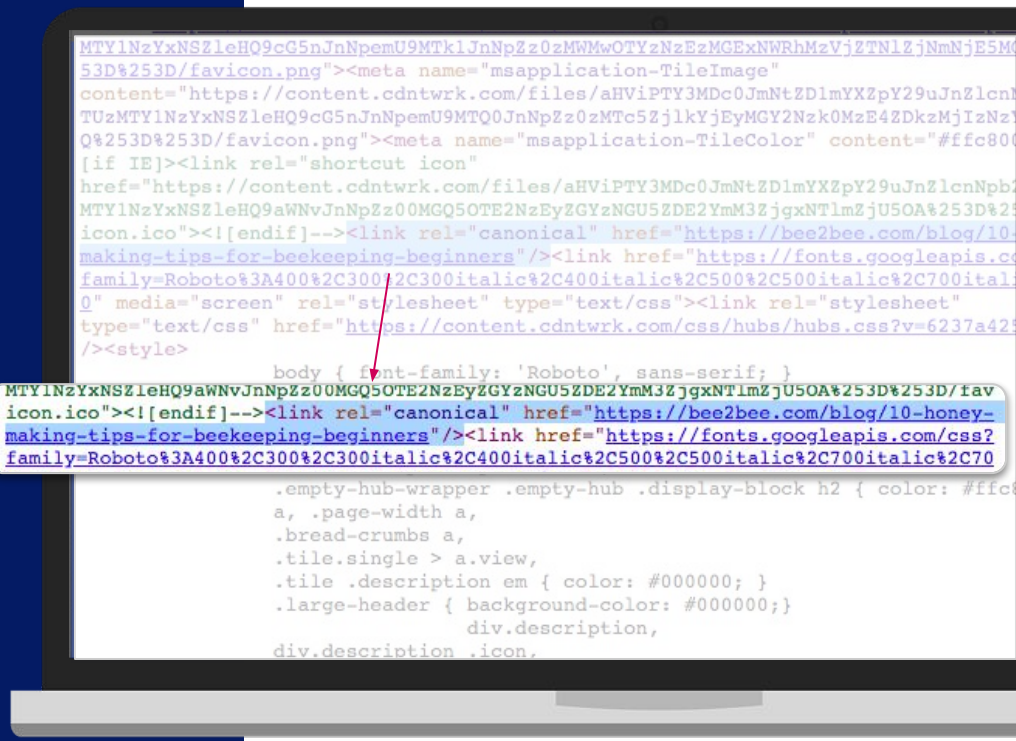


BEST PRACTICES

Force Self-Canonical URL

This option is intended as an override if an explicit canonical URL is present. If you prefer for the original blog page to remain the "master", leave this option turned off.

- If enabled, 301 redirects should be created on the original blog that point to the corresponding Items in your Hub, so that SEO authority can be passed over.



Überflip

Indexing External Blogs in Uberflip

Original Blog (source)
domain.com/**blog**

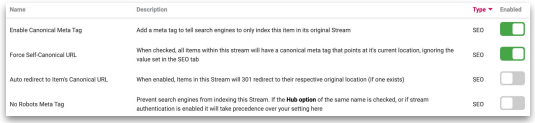
Setup:
- Setup 301 Redirects for all blog articles to point to Blog Stream URLs

Effect:
- 301 Redirects will pass SEO authority to the Blog Stream Items

Blog Stream (via RSS)
hub.domain.com/**blog**

Setup:
- Import content from RSS
- No Robots is OFF
- Canonical Meta Tag is ON
- Force Self Canonical is ON
- Start publishing in Uberflip

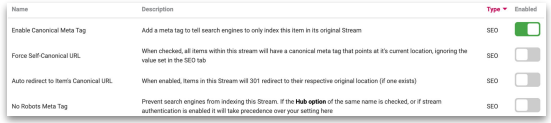
Effect:
- SEO Setting: Crawlable (canonical)
- Blog Stream URLs will be indexed
- Search engines will point to items in Blog Stream



UF Marketing Stream
hub.domain.com/**topicA**

Setup:
- Add items from Blog Stream
- Canonical URL is auto set to Blog Stream URL
- No Robots is OFF
- Canonical Meta Tag is ON

Effect:
- SEO Setting: Crawlable (canonical)
- Canonical Meta Tag passes SEO authority to the Canonical URL (ie. Blog Stream)

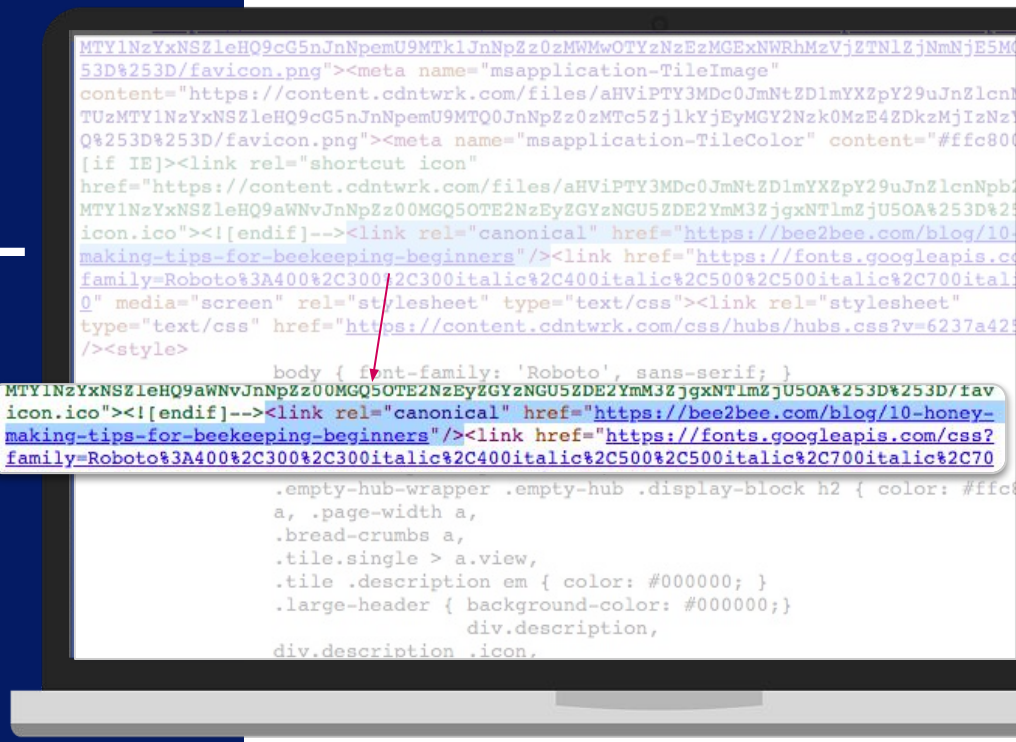


BEST PRACTICES

Auto-Redirect to Item’s Canonical URL

When enabled, Items in this Stream will 301 redirect to item’s Canonical URL (set at the item level).

- Note this option takes you out of the Uberflip experience to an external webpage
- Note that if you do choose to enable this option no metrics on clicks or views of items in this stream will be tracked in Uberflip Analytics (assuming the item’s canonical URL is an external page)



Dd +3
DUPLICATE
Be smart. Use canonicals, redirects.
ARCHITECTURE

Redirecting to Blog on Corporate Site

Original Blog (source)
domain.com/**blog**

→

Blog Stream (via RSS)
hub.domain.com/**blog**

→

UF Marketing Stream
hub.domain.com/**topicA**

Setup:

- Import content from RSS
- No Robots is OFF
- Canonical Meta Tag is ON
- Auto redirect to Item's Canonical URL is ON

Effect:

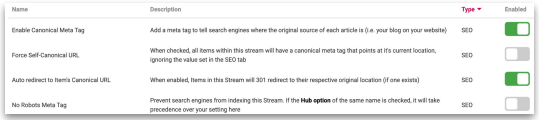
- SEO Setting: Crawlable (canonical)
- Original Blog will be indexed
- No analytics will be captured in UFA

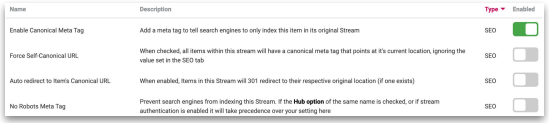
Setup:

- Add items from Blog Stream
- Canonical URL is auto set to Blog Stream URL
- No Robots is OFF
- Canonical Meta Tag is ON

Effect:

- SEO Setting: Crawlable (canonical)
- Canonical Meta Tag passes SEO authority to the Canonical URL (ie. Original Source URL)



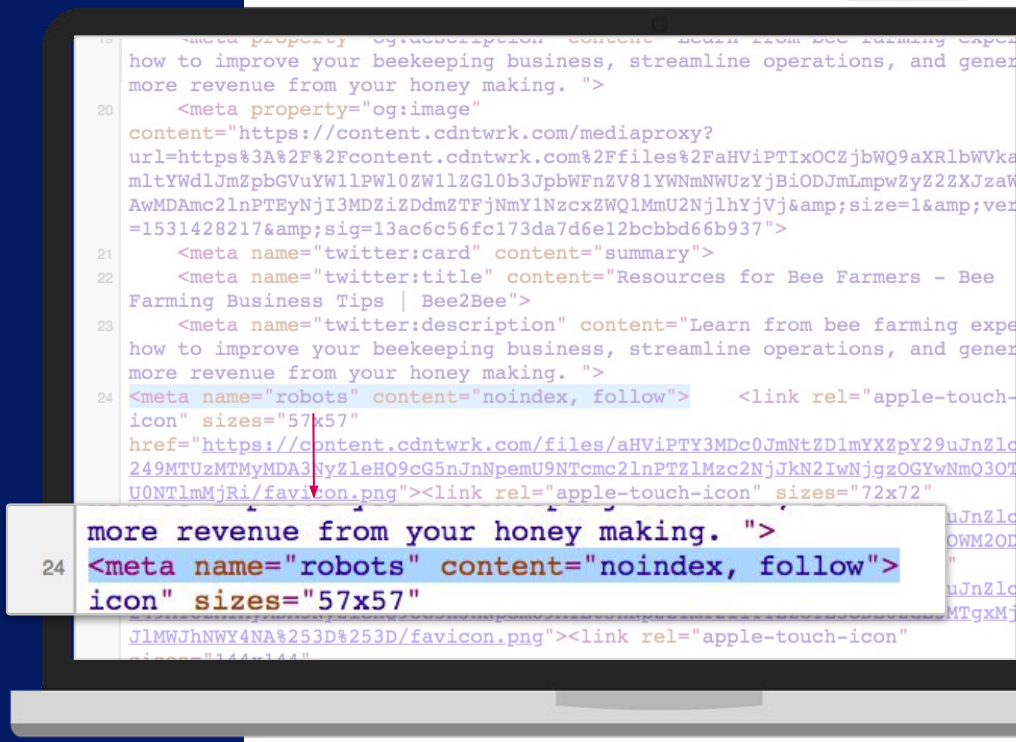


BEST PRACTICES

Stream No Robots

Prevent search engines from crawling and indexing an entire Stream of content.

- Usually used on an internal sales enablement Stream, ABM Stream or while you're building out a new Stream for your resource centre.
- **No Index:** tells search engines not to include the Stream or any Items within it in their search results.
  Follow: tells search engines that they can still follow links in the Stream to discover other content.



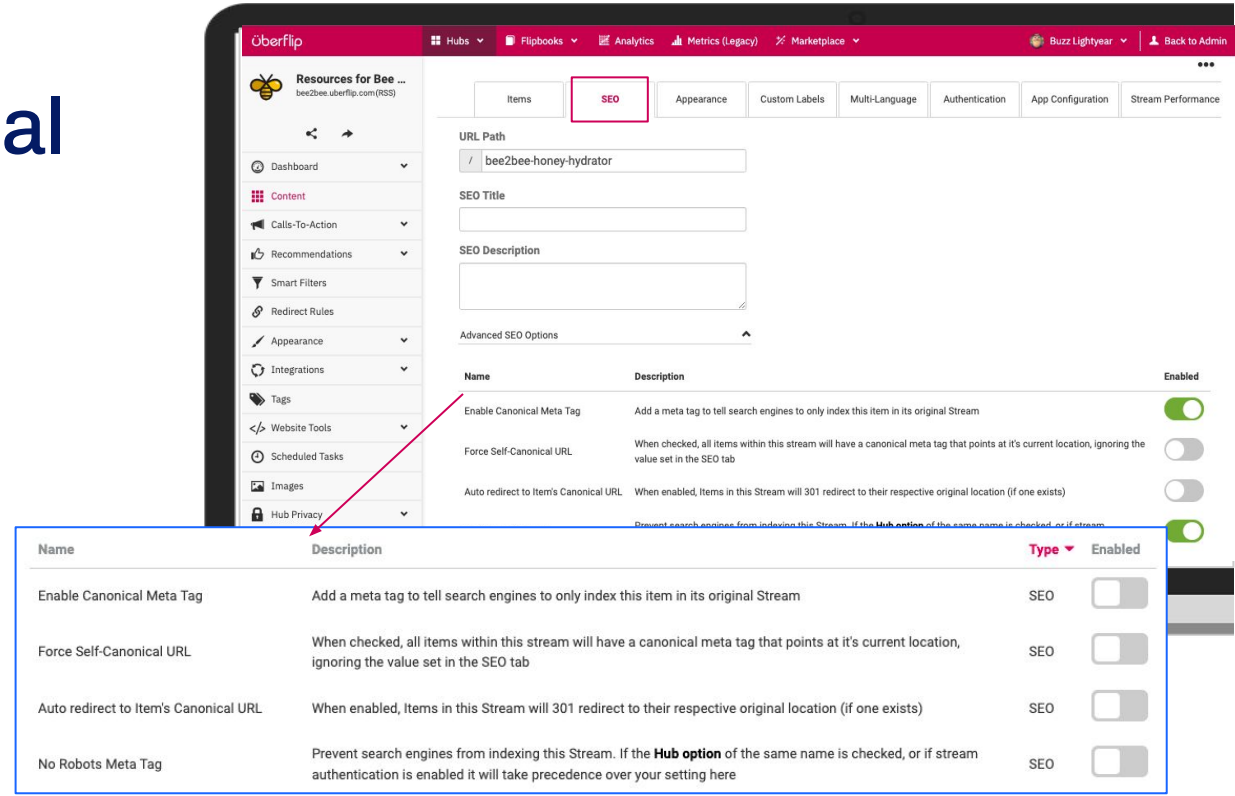
Cr +5
CRAWL
Search engines must be able to easily crawl your pages.
ARCHITECTURE

NOTE: When disabled on Marketing streams Uberflip will automatically set the stream to "crawlable (canonical)" by enabling "Canonical Meta Tag"

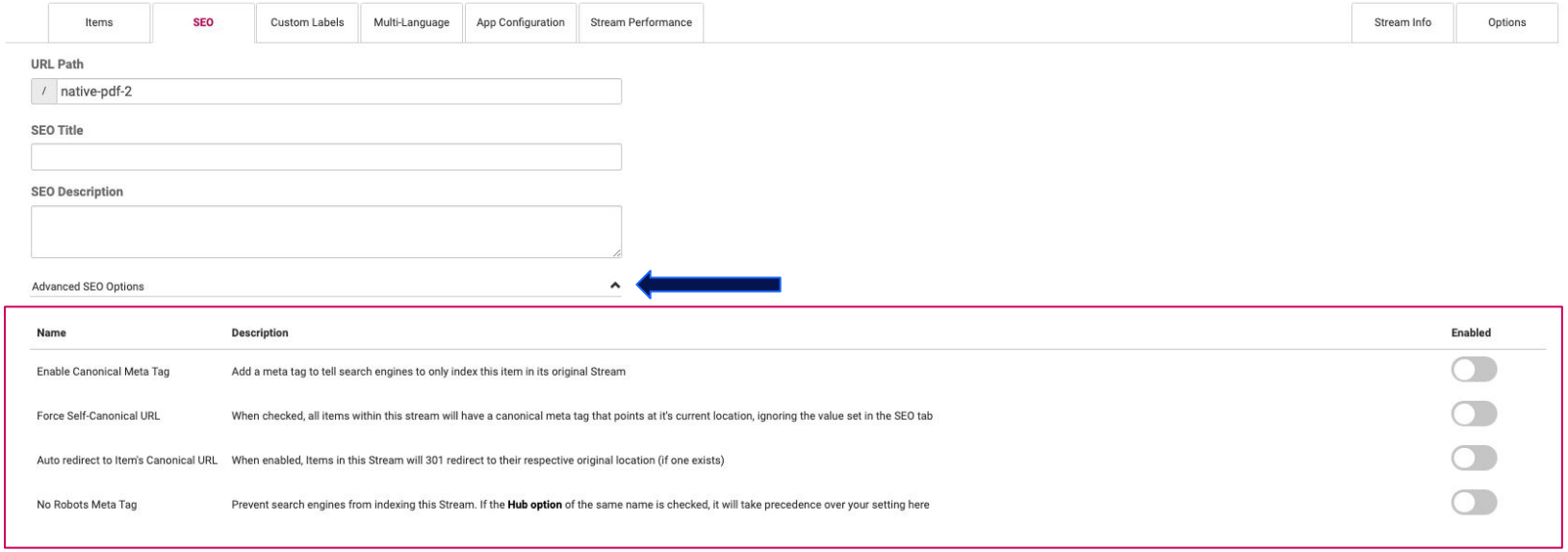
HOW TO EDIT

Stream Canonical Settings

1. Click Content
2. Click on a Stream
3. Click on SEO tab
4. Click on Advanced SEO Options

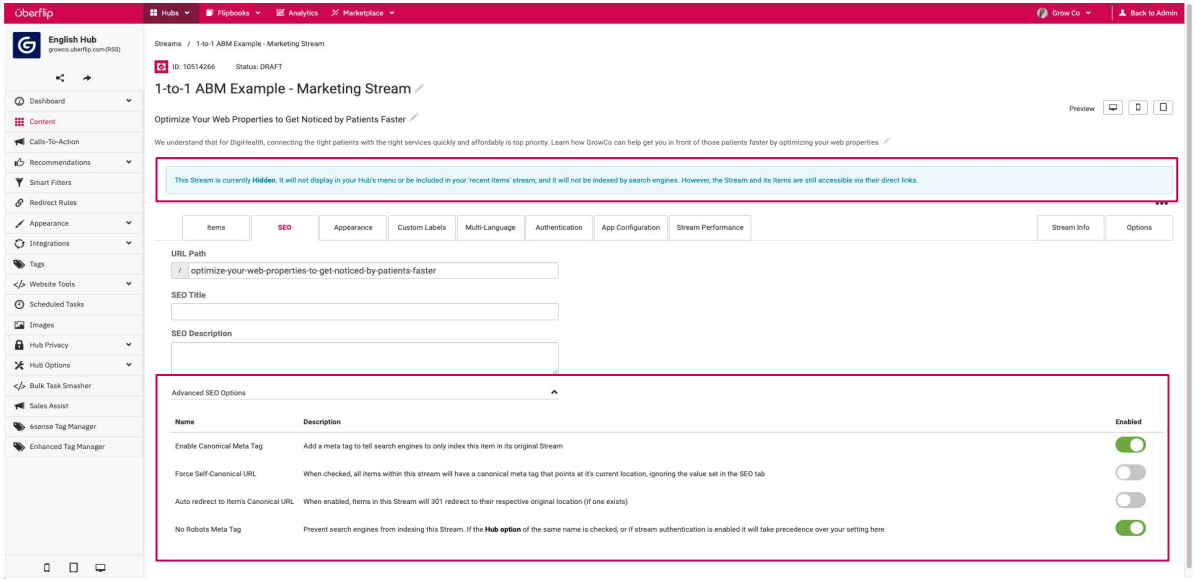


Default Source Stream SEO Settings & Best Practice



By default, when source streams are created they have all SEO settings disabled, making the stream set to Crawlable. It is best practice to toggle on the Enable Canonical Meta Tag setting so that a canonical tag is applied to all items. This will adjust the stream SEO setting to Crawlable (canonical).

Default Marketing Stream SEO Settings



By default, when marketing streams are created they are done so in a "Hidden" state and have the Enable Canonical Meta Tag and No Robots Meta Tag toggled on. This sets the stream SEO settings to no-index/follow.

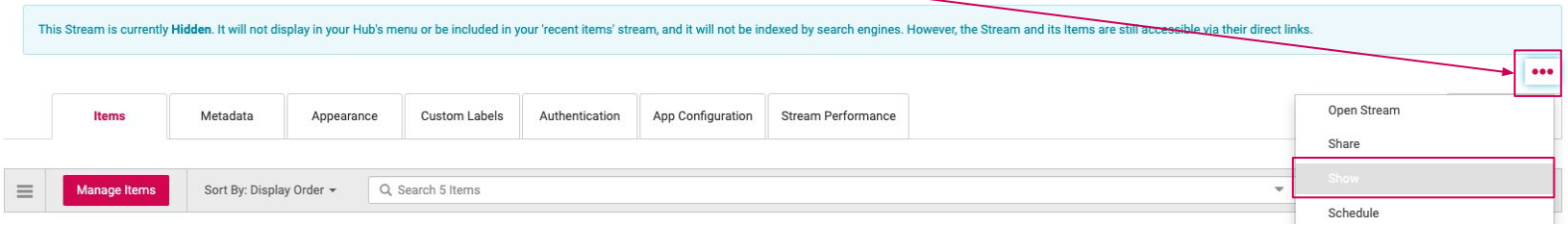
The stream is prepped and ready with the best practice of having the canonical meta tag enabled for when you want to make it indexed for search engines. See next slide for how to do this.

Überflip

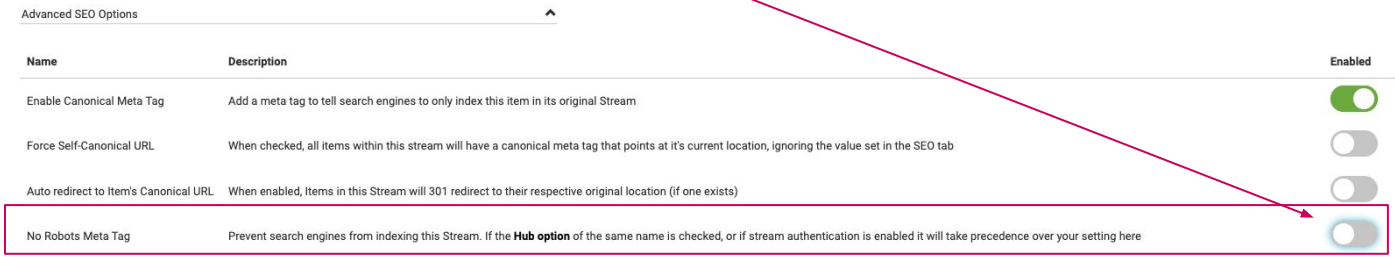
Setting Your Marketing Stream to be Indexed

To allow your marketing stream and its contents to be indexed (set to crawlable (canonical)), you will need to do two things:

1) Switch the stream from Hidden to Show



2) Toggle off (disable) the No Robots Meta Tag setting



Item SEO

Item Level SEO Settings

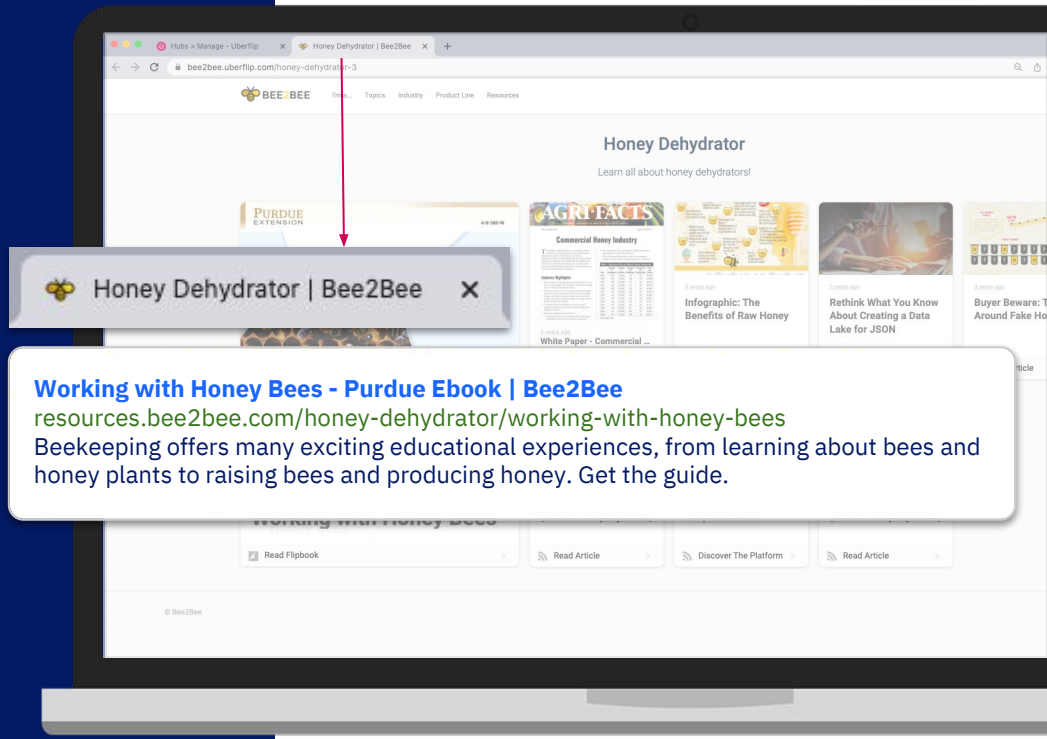
- Item SEO Title & Description
- URL Path
- Item Status
- Canonical URL
- Preventing Duplicate Content
- Advanced Item Level Best Practices

BEST PRACTICES

Item SEO Title

This important setting defines the Title Tag for a page. It's what shows up on search engine results and in the browser tab when someone is on a page within your Hub.

- Avoid duplicate title tags across your Hub.
- 55 characters or less
- Suggested format:
  Primary Keyword - Secondary Keyword | Brand Name



Tt +5
TITLES
Build keywords into your titles.
HTML

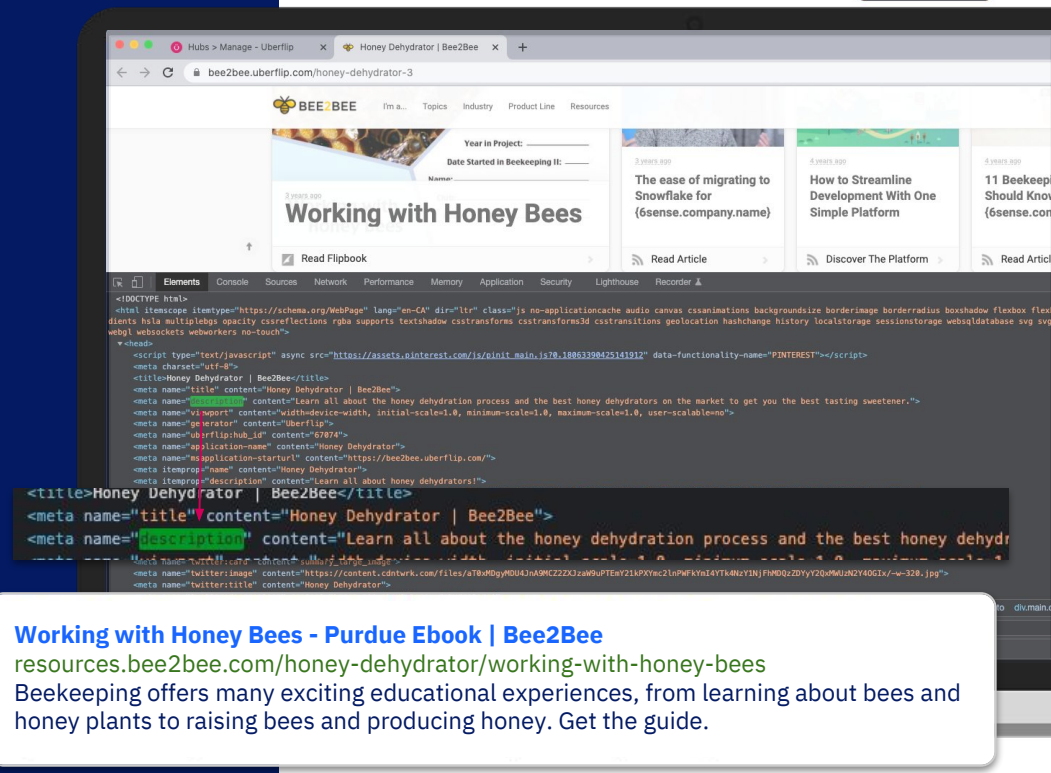
Überflip

BEST PRACTICES

Item SEO Description

This other important setting defines the Meta Description for a page. It's what shows up on search engine results, tells Googlers what they'll find on your page, and compels them to click!

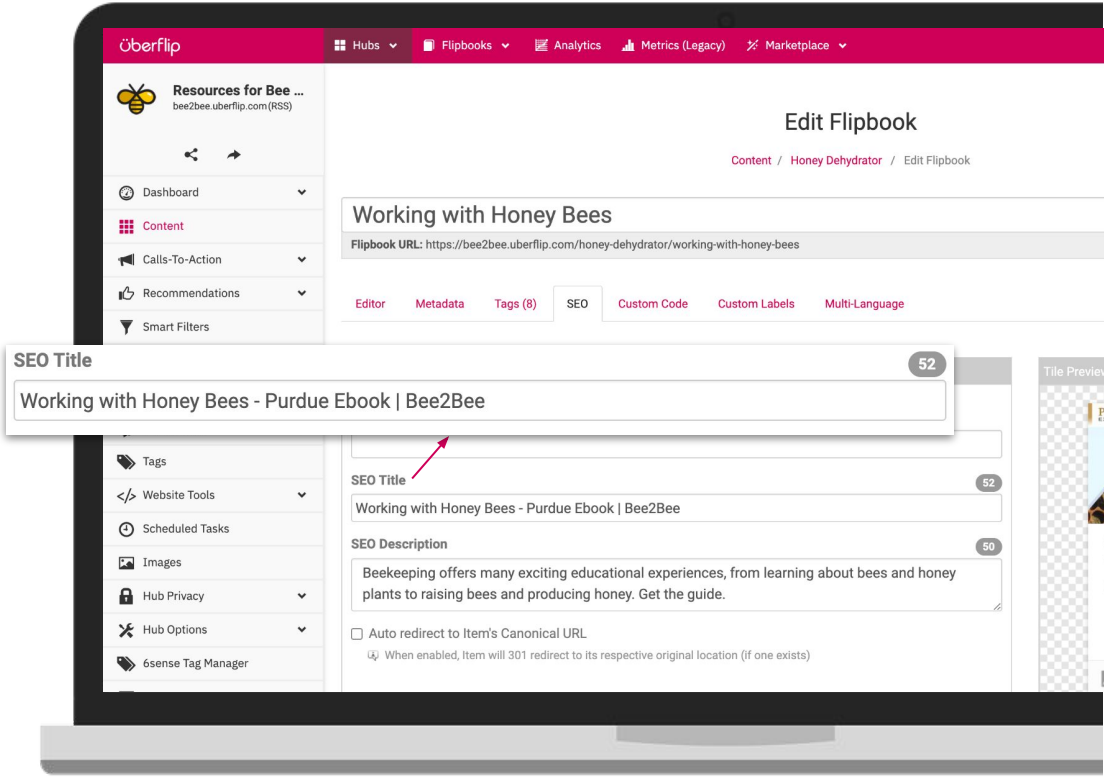
- Avoid duplicate meta descriptions across your Hub
- 150 to 160 characters in length
- Compelling meta descriptions get clicks
- Do not use quotes or any non-alpha characters

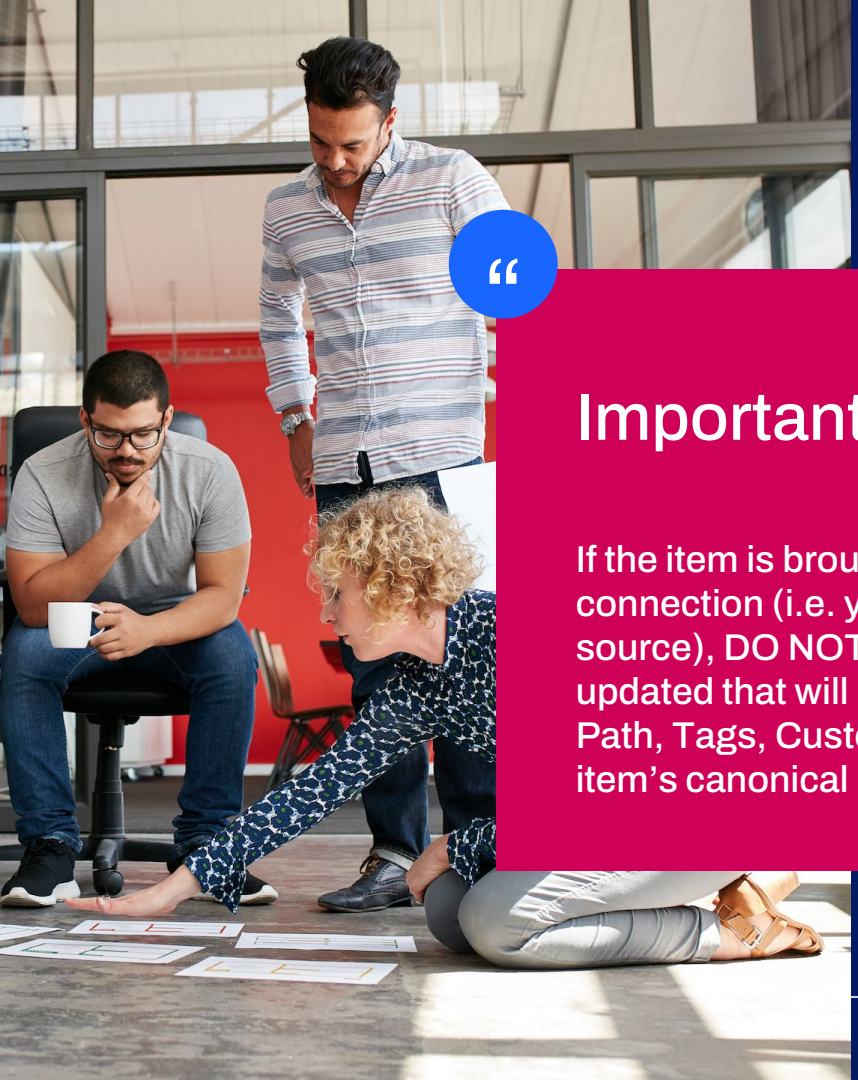


HOW TO EDIT

Item SEO Title & Description

1. Click Content
2. Click on a Stream
3. Click on an Item
4. Click on SEO Tab
5. Scroll to SEO Title & Description





Important Information:

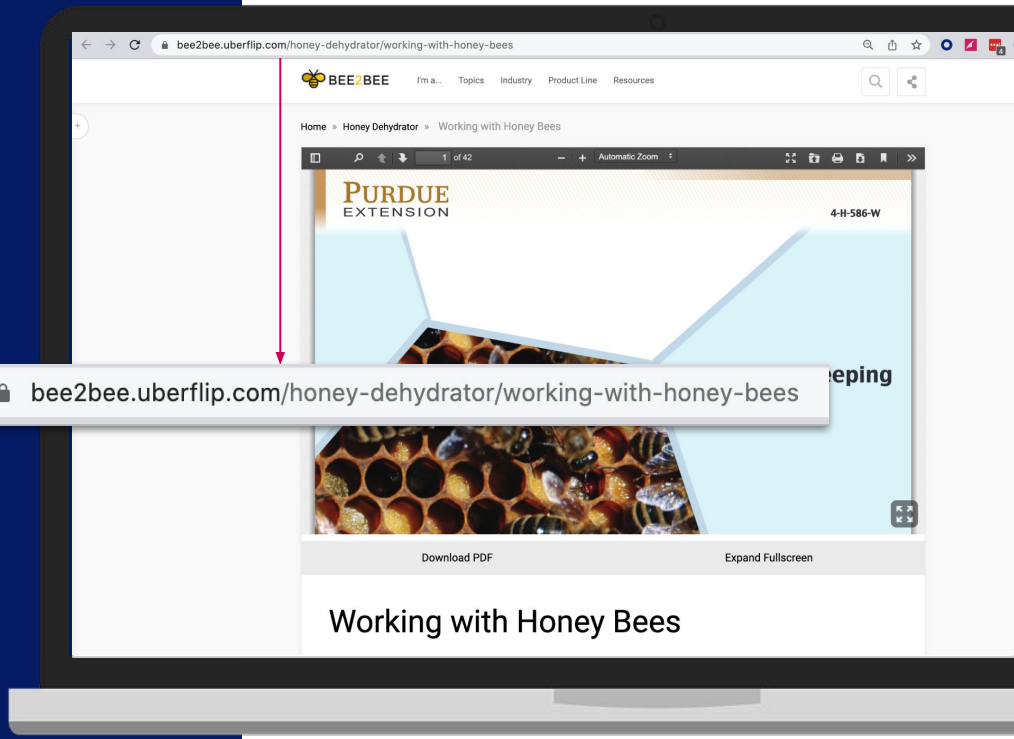
If the item is brought in via RSS and you don’t want to break the connection (i.e. you plan to make future updates to the item at the source), DO NOT update the item in Uberflip.Elements that can be updated that will NOT break the RSS connection include URL Path, Tags, Custom Labels and checking the box “Auto-redirect to item’s canonical URL”.

BEST PRACTICES

Item URL

Customize the URL Path of your Item. This represents the part of the URL that comes after `yourdomain.com/streamname/itemname`
The item URL Path is auto-generated from the stream name, followed by the item name.

- The more readable by human beings, the better.
- Keep it simple, relevant, compelling, and accurate
- 100 chars max. for the whole URL

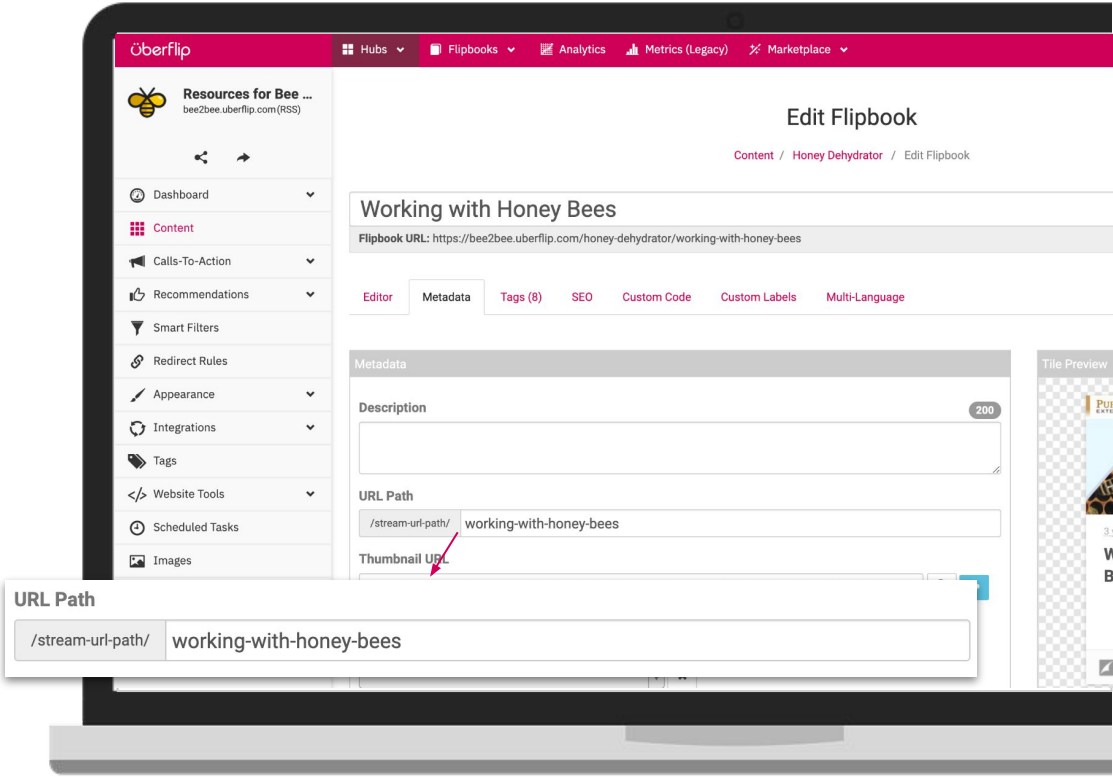


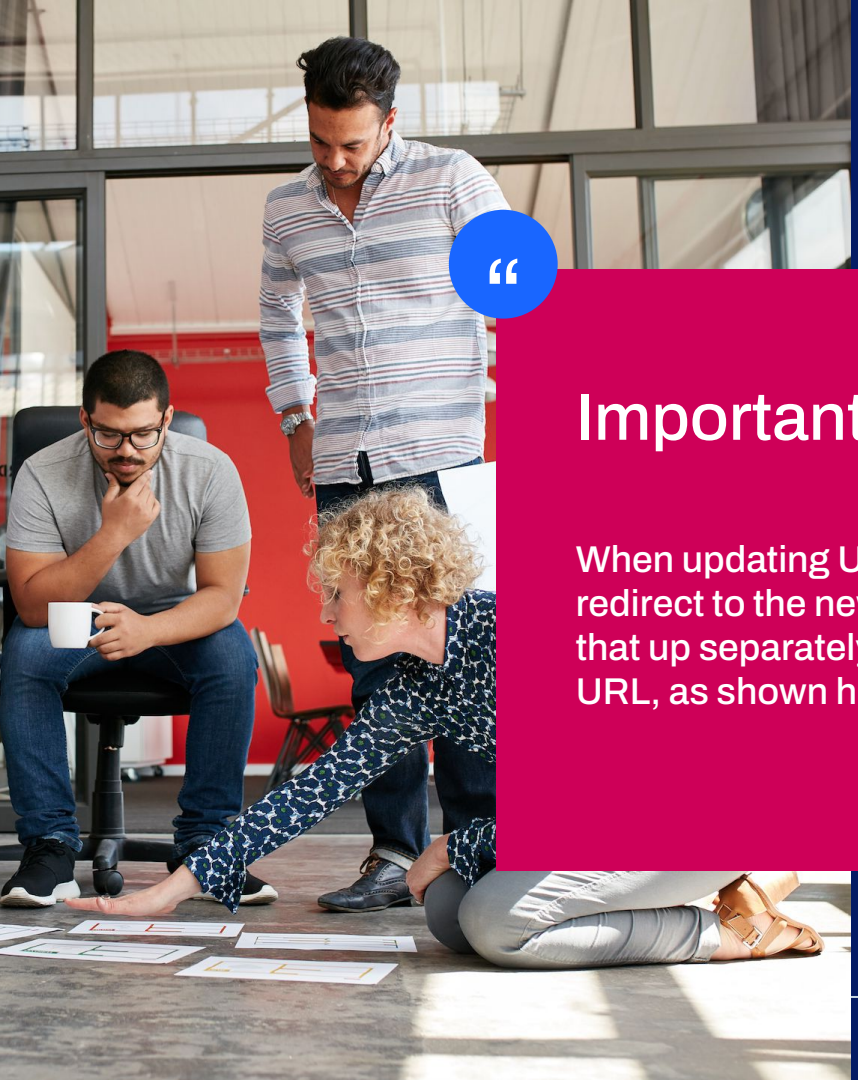
Ur +3
URLs
Build keywords into your page addresses.
ARCHITECTURE

HOW TO EDIT

Item URL

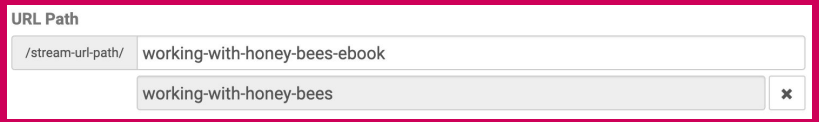
1. Click Content
2. Click on a Stream
3. Click on an Item
4. Click on Metadata Tab
5. Scroll to URL Path





Important Information:

When updating URL paths in Uberflip, the original URL will remain as a redirect to the new URL path, so you don't have to worry about setting that up separately. You will see past URLs populate below the new URL, as shown here:

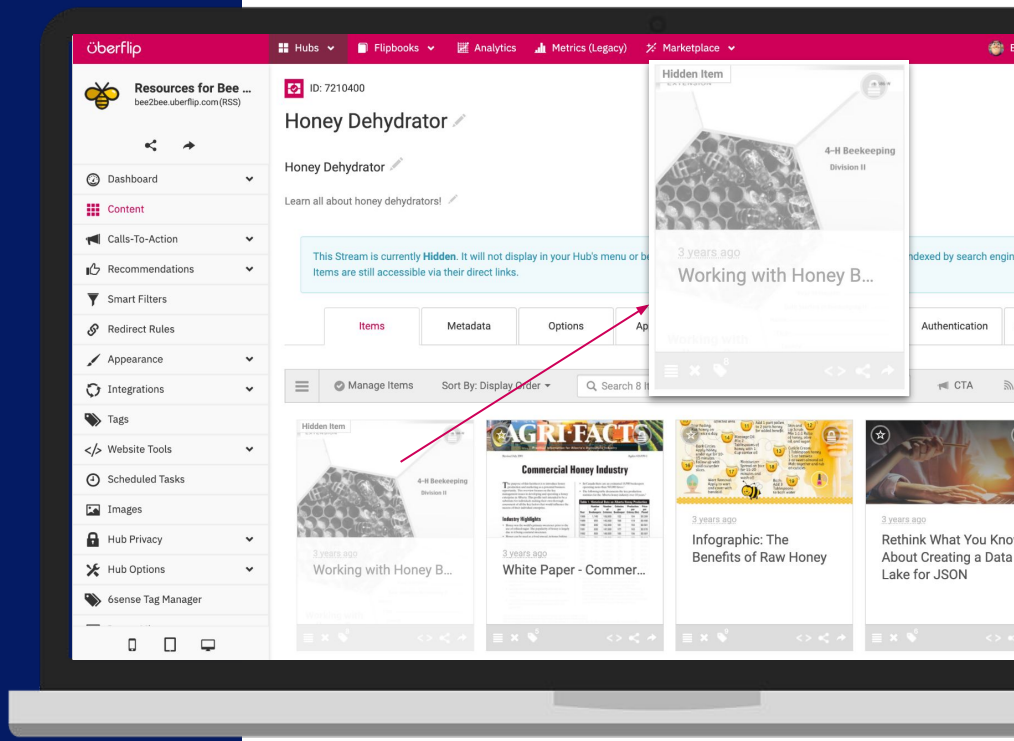


BEST PRACTICES

Item Status

Item Status determines whether a content item is visible to Hub visitors and included in your Hub search results. If an item is hidden, it won't be available in any Streams or indexed by search engines.

- Use this feature to strategically hide items that you only want to share privately or need to be temporarily hidden when they are being created or updated.
- Note: Hiding an item will hide it everywhere, not just the stream you're in!



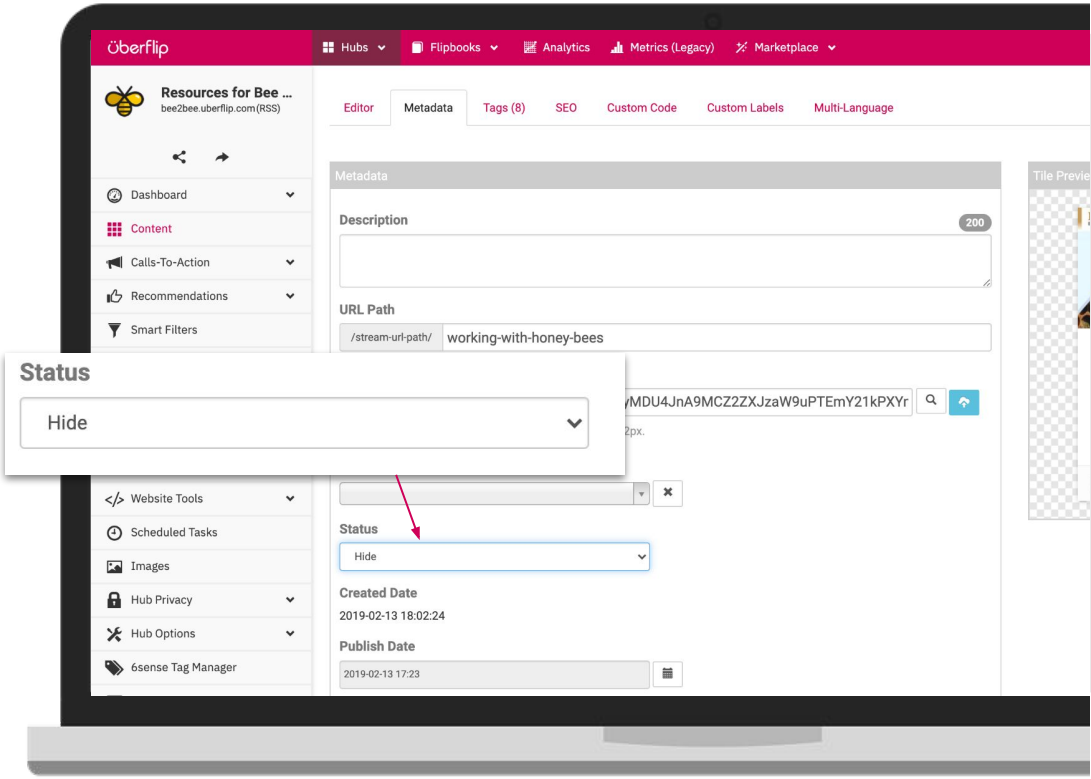
Cr +5
CRAWL
Search engines must be able to easily crawl your pages.
ARCHITECTURE

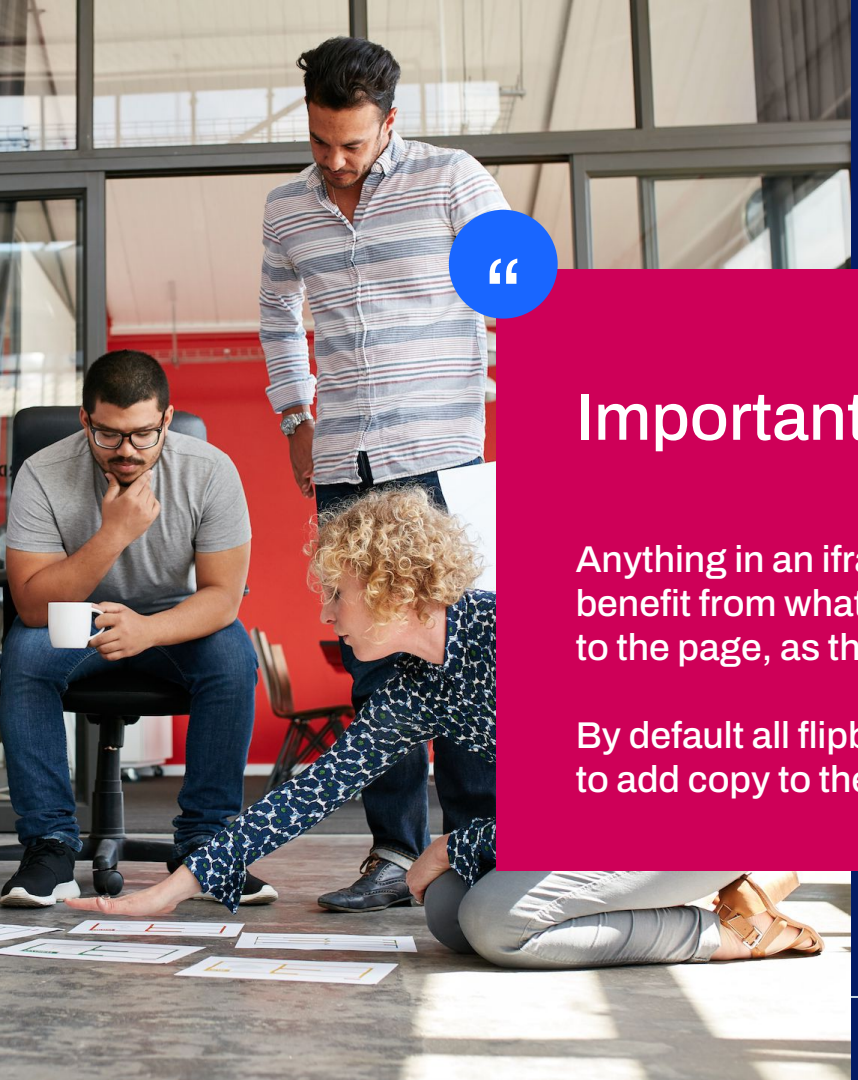
Überflip

HOW TO EDIT

Item Status

1. Click Content
2. Click on a Stream
3. Click on an Item
4. Click on Metadata Tab
5. Scroll to Status





Important Information:

Anything in an iframe is NOT crawled, so you won't see any SEO benefit from what it contains. This is why it's so important to add copy to the page, as this is what will be crawled.

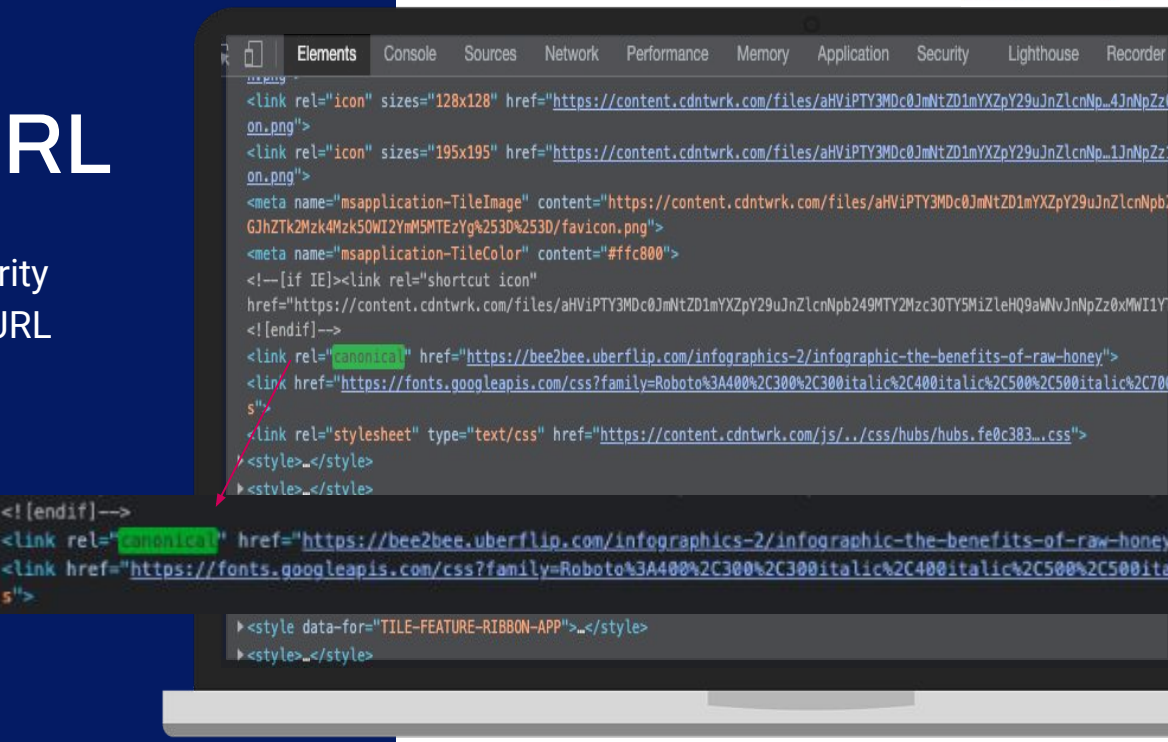
By default all flipbooks and videos are added by iframe so make sure to add copy to these pages!

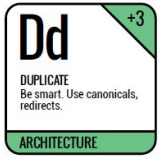
BEST PRACTICES

Item Canonical URL

Tells search engine's that all SEO authority should be consumed by the Canonical URL

- Unless a canonical URL is entered manually at the item level - when this field is left blank, the Canonical URL will automatically be set to the URL of the item in its Source Stream

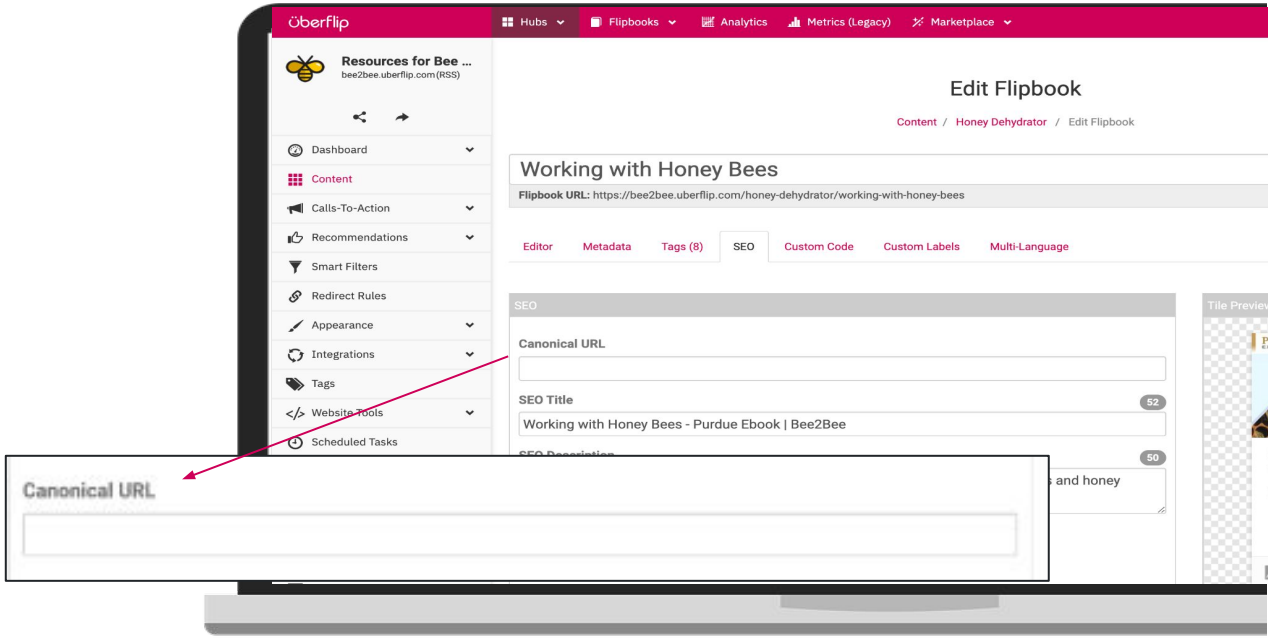




HOW TO EDIT

Item Canonical Settings

1. Click Content
2. Click on a Stream
3. Click on an Item
4. Click on SEO Tab
5. Enter Canonical URL



NOTE: Ensure “Enable Canonical Meta Tag” is turned on

Preventing Duplicate Content

What is Duplicate Content?

Content that's **similar** or **exact copies** of content on other websites or on different pages on the same website. Having large amounts of duplicate content can negatively impact your SEO

What Causes Duplicate Content?

- Redesigning assets: Ensure assets are replaced/updated in their existing URL instead of adding/creating a new one
- Indexing without canonicals/redirects: When an asset is indexed in both Uberflip & it's original source (i.e blog post), always ensure a canonical or redirect is set in order to point SEO to an individual source/asset

How to Prevent Duplicate Content?

- Enable no robots metatag - if you only want one to be indexed
- Enable Canonical URLs pointing to the original source
- Enable 301 redirect from old content to new
- Complete a content audit with each rebrand/when implementing a new platform

Advanced Item Level Best Practices

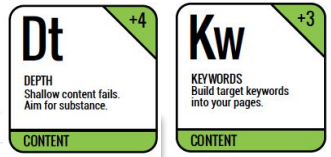
Video Best Practices

Take advantage of the page editor functionality

Similar to flipbooks, ensure your video assets have copy above or below the video that explains what the visitor will take away.

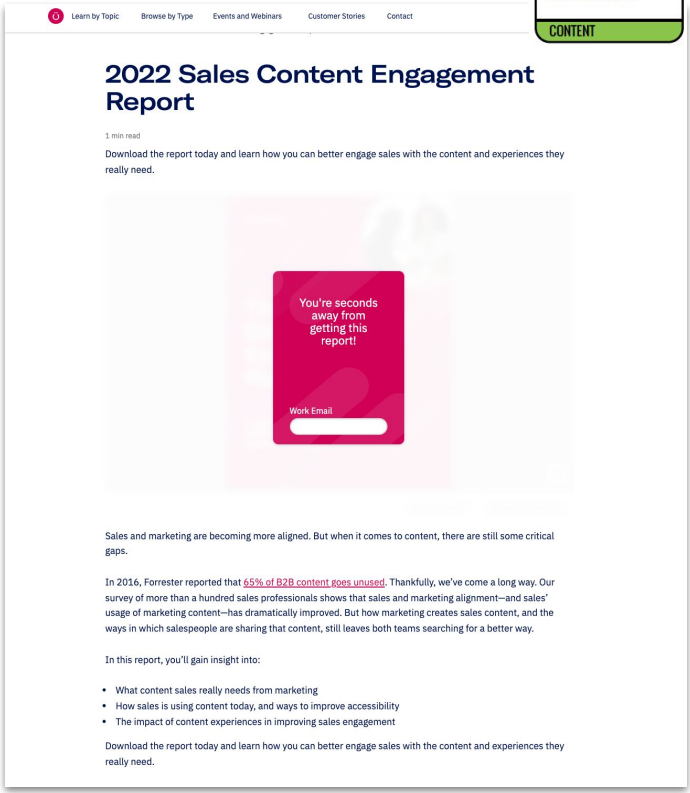
Video and flipbook assets have all the same on-page editing functionality that your articles do, so make sure to include headers, links, and bullet points in your copy!

Flipbook Best Practices



Although Flipbooks have their own SEO settings, using these settings usually won't give you the best results. See this article for more information on why. Two important tips for optimizing flipbooks for search are:

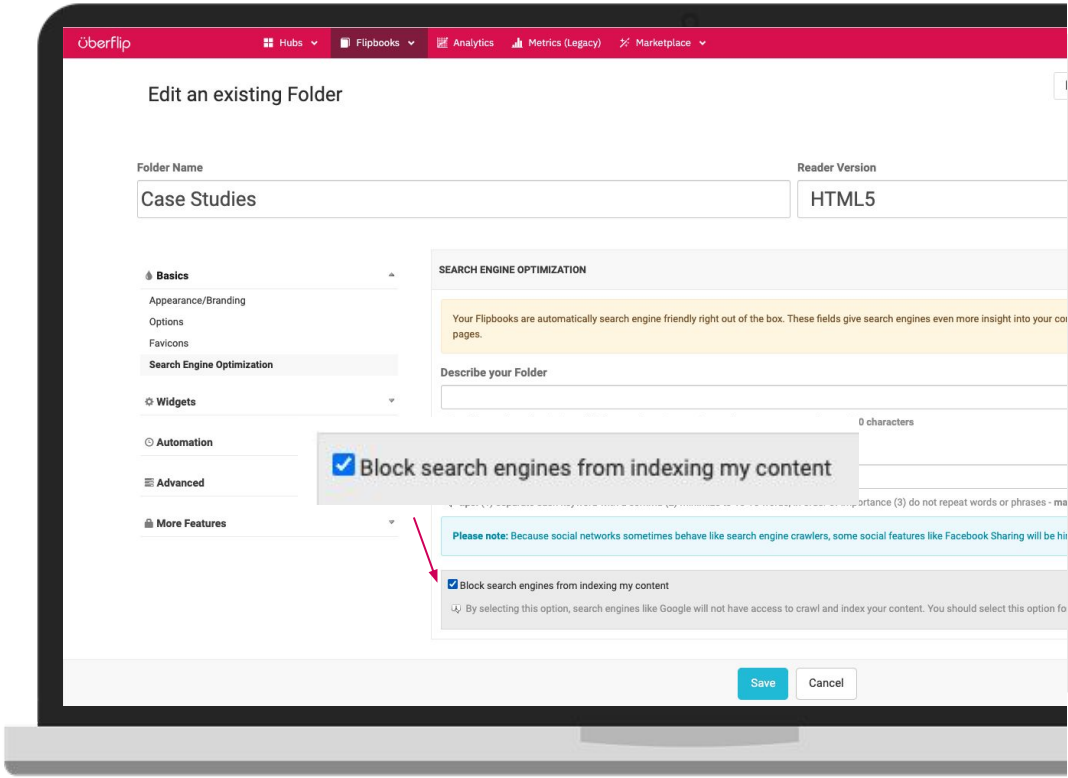
- Add copy to the page to give the visitor a summary of what they'll get from the flipbook! (Note: this is especially important when it's a gated asset)
- Block search engines from crawling direct Flipbook URLs, so flipbooks are only indexed at the hub level



HOW TO EDIT

Flipbook Folder Settings

1. Click Flipbooks > Manage Flipbooks
2. Select the Folder
3. Hover over Edit, click Options
4. Click Search Engine Optimization
5. Check off ‘Block search engines from indexing my content’



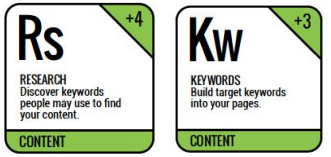
On-Page Optimization

“

On-page SEO (also known as “on-site SEO”) is the practice of optimizing web page content for search engines and users. Common on-page SEO practices include optimizing title tags, content, internal links and URLs.

- *Backlinko, On-Page SEO: The Definitive Guide*

Keyword Optimization



Keep your keyword strategy in mind

Once you've done your keyword research and know what keywords you want to rank for, there are some ways you can make your content shine. Moz suggests the following approach to help get your content noticed and ranking:

1. Search the keyword(s) you want your page to rank for
2. Identify which pages are ranking highly for those keywords
3. Determine what qualities those pages possess
4. Create content that's better than that

*Remember, don't keyword stuff your content! Write your content naturally for humans, always thinking about answering the searchers question and intent for the search.

Use H2's and H3's

Hd +3
HEADINGS
Build keywords into your headers and subheaders.
HTML

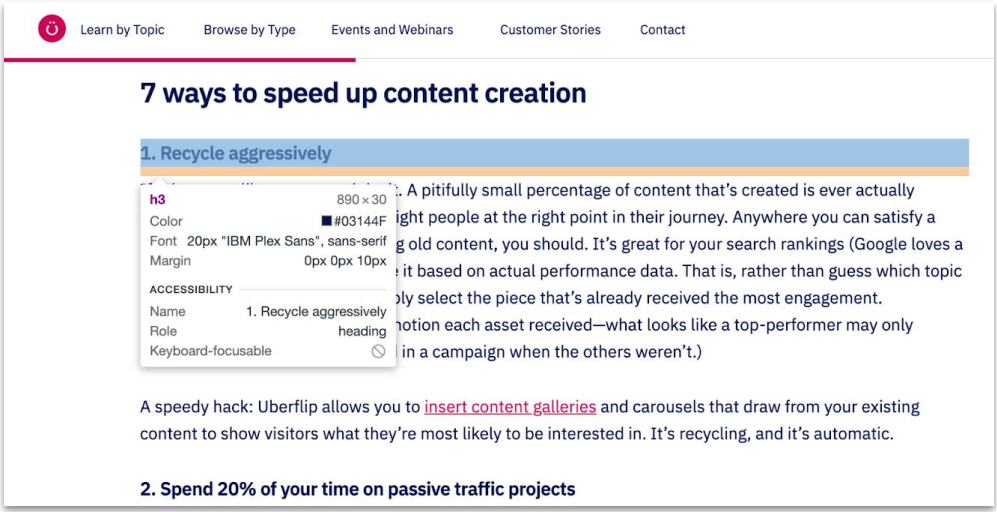
All about header depth

Sites with at least 12-13 additional headers (aka only one h1, but multiple h2, h3, h4...) rank better for feature snippets.

These headers:

- Add hierarchy to a page
- Break up content in an effective way for readability/scannability

*Include keywords and important information in your headings



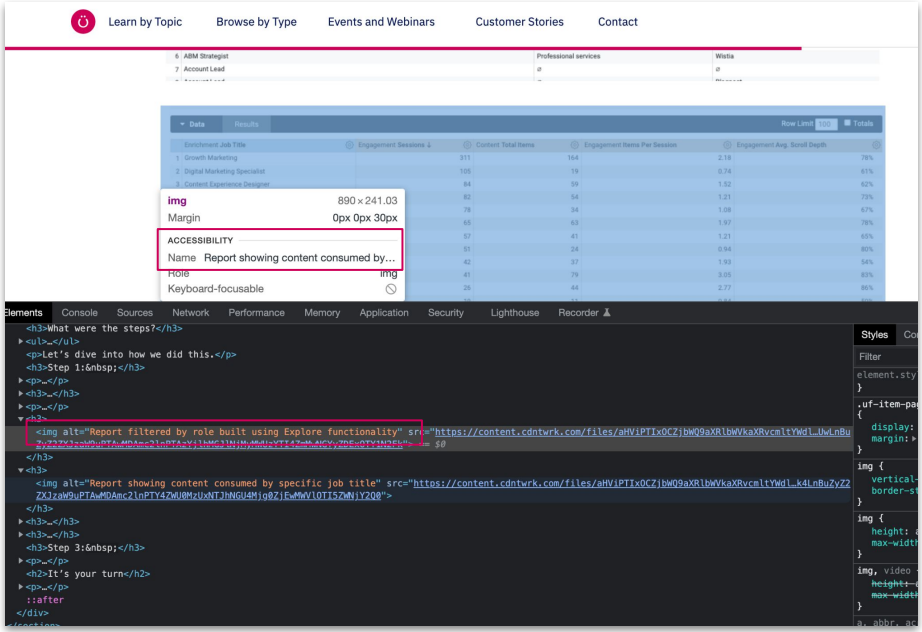
Include Images and Infographics

Mm +3
MULTIMEDIA
Images, video and audio can set your content apart.
CONTENT

Accessibility and visual appeal

More than half of the general population are visual learners so don't miss out on opportunities to catch their attention!

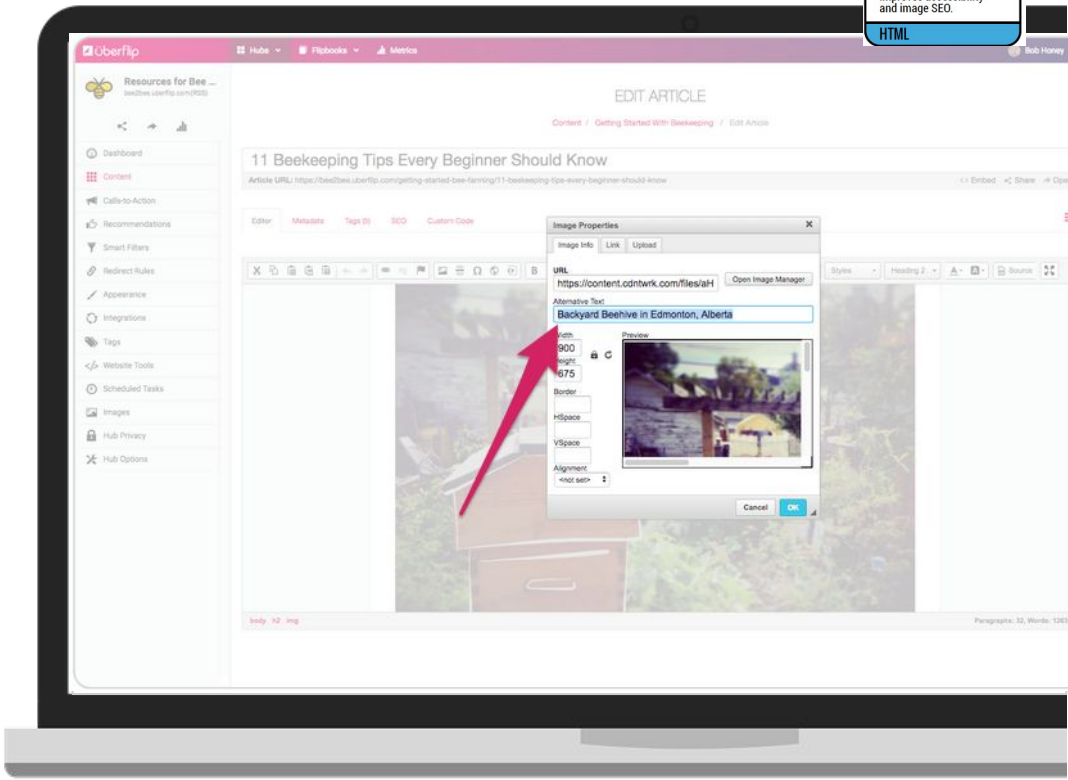
- Always add descriptive alt text to help with SEO and accessibility
- Ensure your image is contextually relevant to the content on the page
- Format it in a way that makes sense for your article

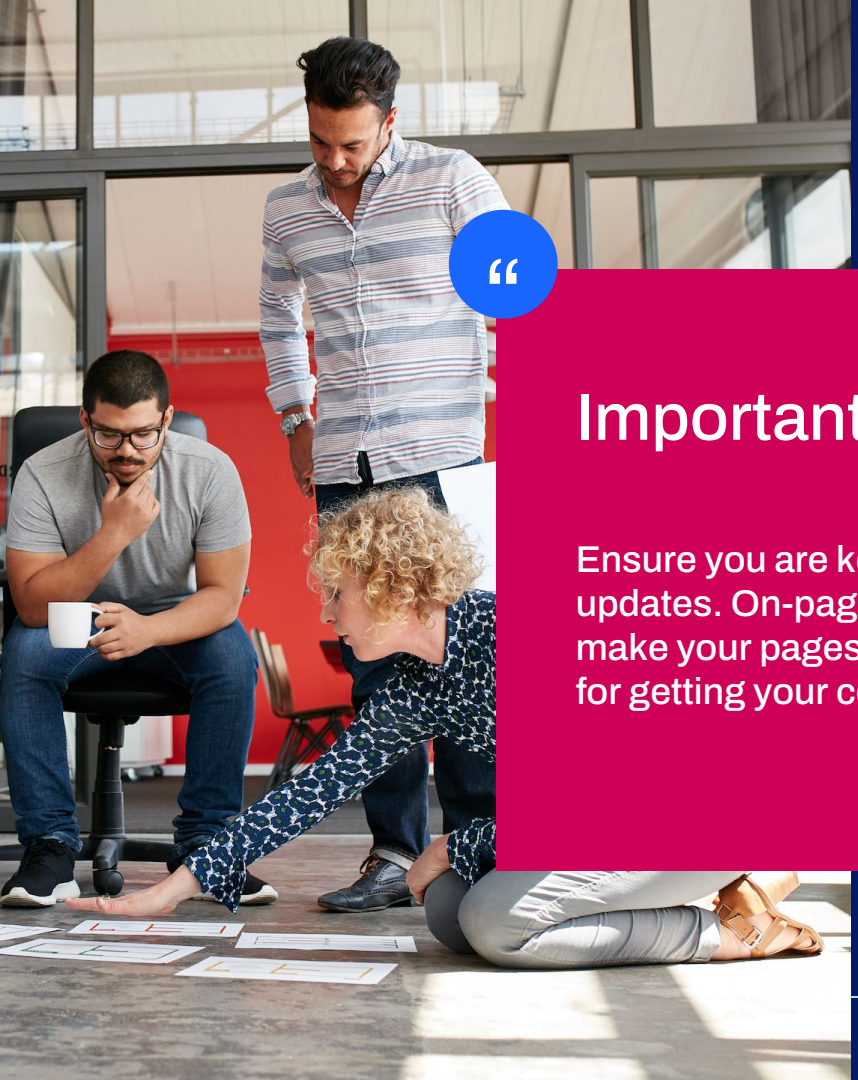


HOW TO EDIT

Image alt text

1. Click on Content
2. Click on the Items tab
3. Click on the Item
4. Click on the Editor tab
5. Right-click on the image to which you want to add alt text
6. Click on Image Properties
7. In the Image Properties pop-up, find the Alternative Text field and enter the alt text you want to use with this image
8. Click on OK





Important Information:

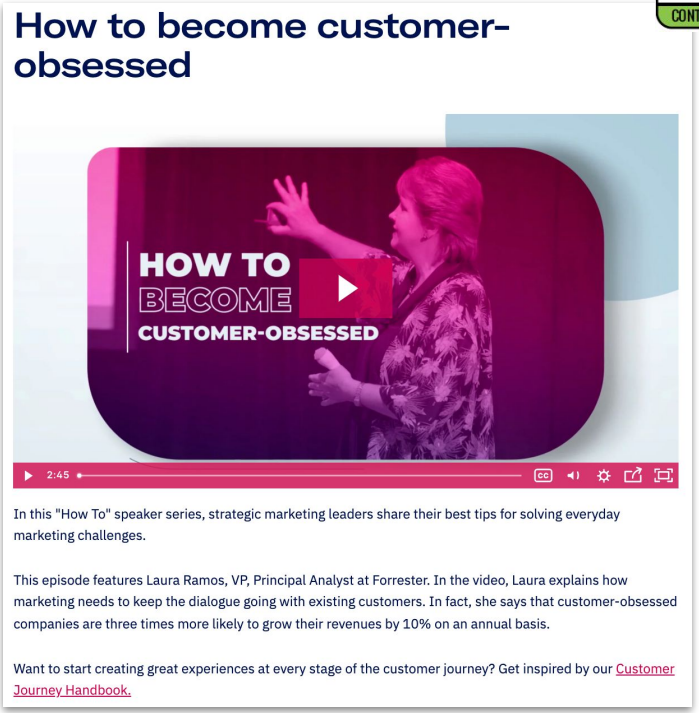
Ensure you are keeping accessibility in mind as you are making these updates. On-page improvements will not only help your SEO but will make your pages accessible to everyone - which is always a good idea for getting your content consumed :)

Embed Videos

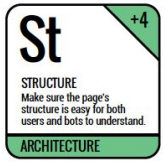
Visual multimedia formats

Research done by Wistia showed people spent on average 2.6x more time on pages with video than without.

- Ensure the video is relevant and complements the content
- Add copy above/below the video to explain what it contains
- Watch your time on page metric with the video added - does it keep people engaged?



Add Bullets and Lists



Break up larger bodies of text

Adding bullets and lists to your page offers some significant benefits:

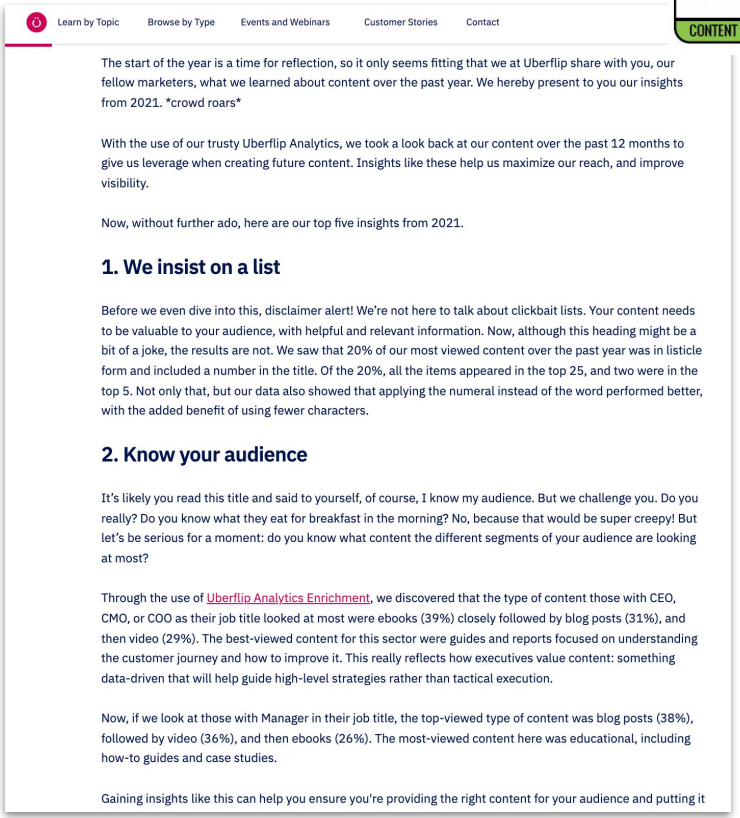
- **Visual appeal:** They break up the page and stand out amongst larger chunks of text, which means they are more likely to be read.
- **Scannability:** They are easy to digest and quickly consumable.
- **SEO:** Many experts site bullets as a factor in a pages search ranking score.
- **Keyword optimization:** Including keywords and important content in bullets or lists means they are more likely to be read.

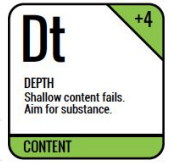
*Keep your bullets concise and to the point!

Hit Your Word Count

Quality > quantity

- Worry less about how many characters and more on whether you are getting your point across
- Keep your content clear, accurate, and comprehensive
- Write first and foremost for your readers with the goal and message top of mind



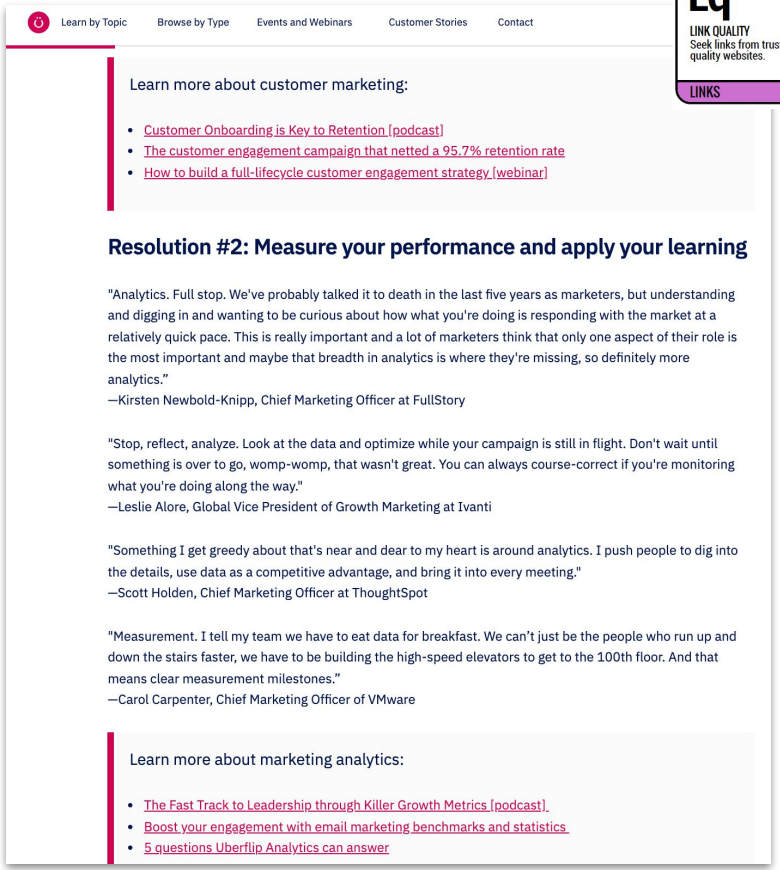


Use Hyperlinks

Internally and externally

Hyperlinks allow you to keep your piece clear and concise, with the option for your audience to dive deeper into a topic by clicking through to other pages with more information.

Make your links contextual by adding the hyperlink to words that tell users and search engines what you're linking to, and not to generic words like "click here."



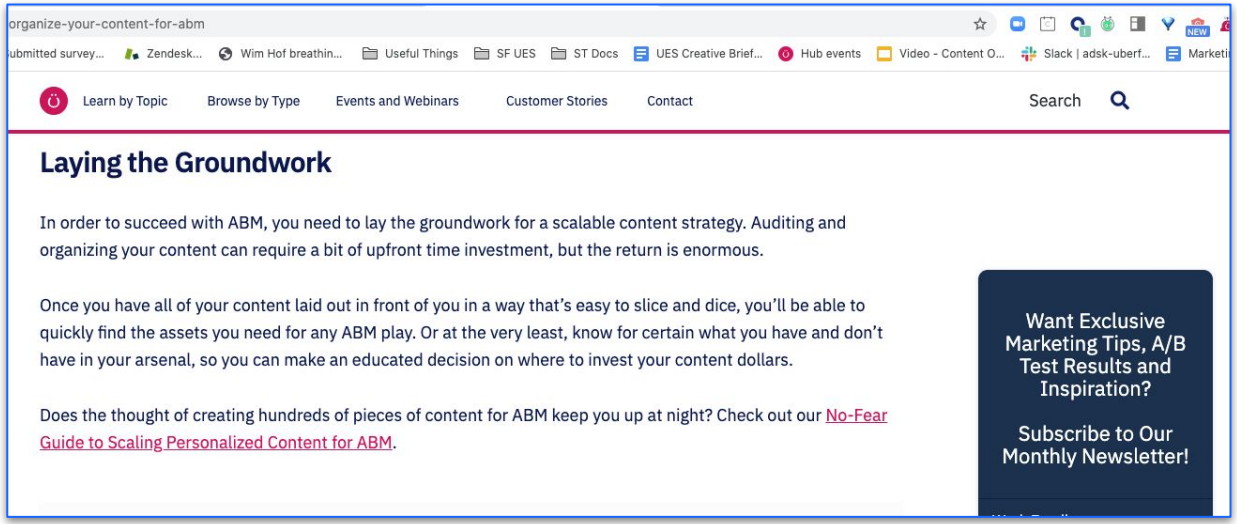
Increase Internal Linking

It's all about the PageRank

Google's PageRank is fuelled by the assumption that the best web pages get more links from other websites. While generating backlinks from other sites is key, this is also applies to internal links.

Internal linking:

- Helps search engines get a better understanding of your site architecture
- Builds authority, trust, and credibility in your content
- Gives other pieces of content added exposure



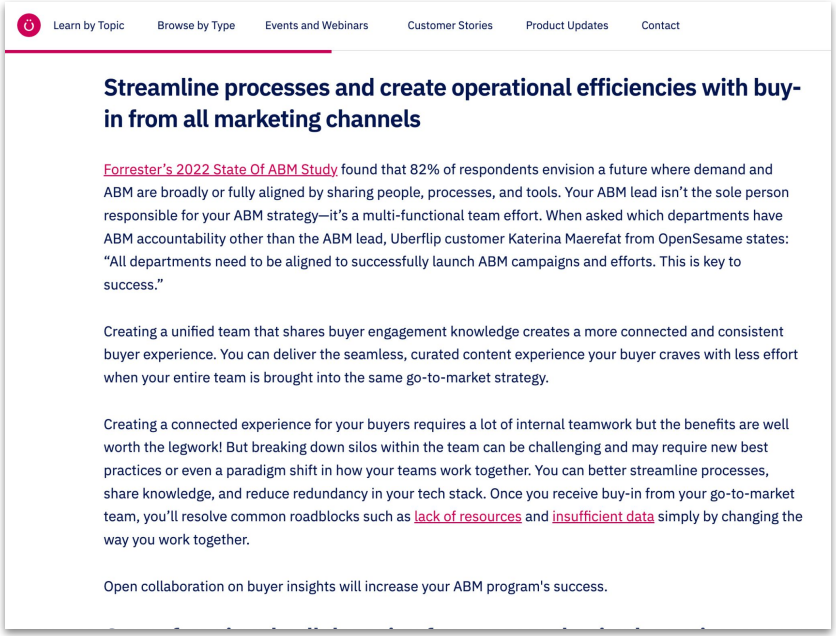
Refresh Your Content

Fr +3
FRESHNESS
Create timely content; refresh or retire stagnant pages.
CONTENT

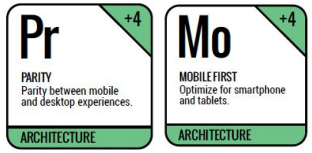
Update your existing content to keep it fresh

Refreshing your content not only is good for SEO but it also is a great way to revive old pieces of content with a current spin. This saves you:

- Effort of having to research a new topic
- Time creating new content for your audience
- SEO equity already gained on existing URLs



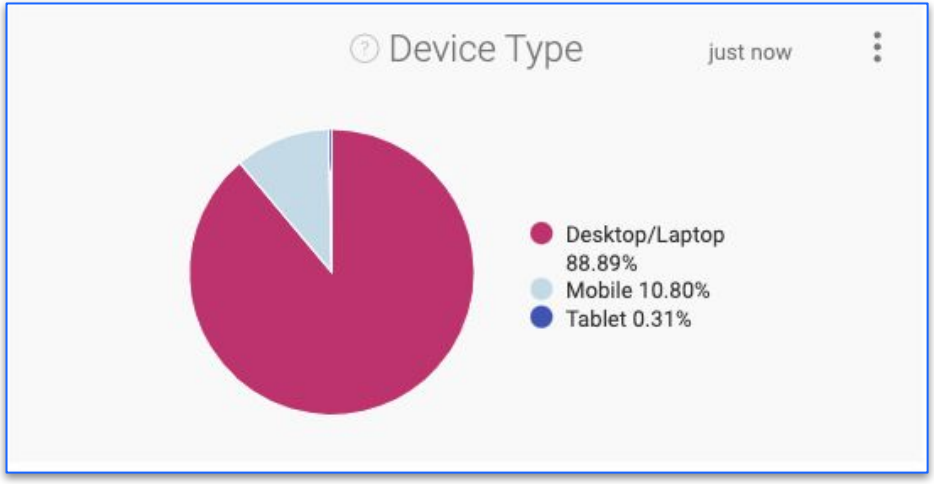
Mobile Parity



Google has moved to a mobile-first indexing strategy

What Google sees as your mobile site - that's what is primarily indexed. All customers need to ensure that the mobile experience is optimized, and that all links (internal or external) also lead to mobile optimized experiences.

Some folks drop sections of their header / footer on mobile. This is not ideal.



Multi Language Linking

4 Steps to Multi Language Linking

Step 1: Hub Locale must be set on each hub

Step 2: Hubs linked

Step 3: Streams linked

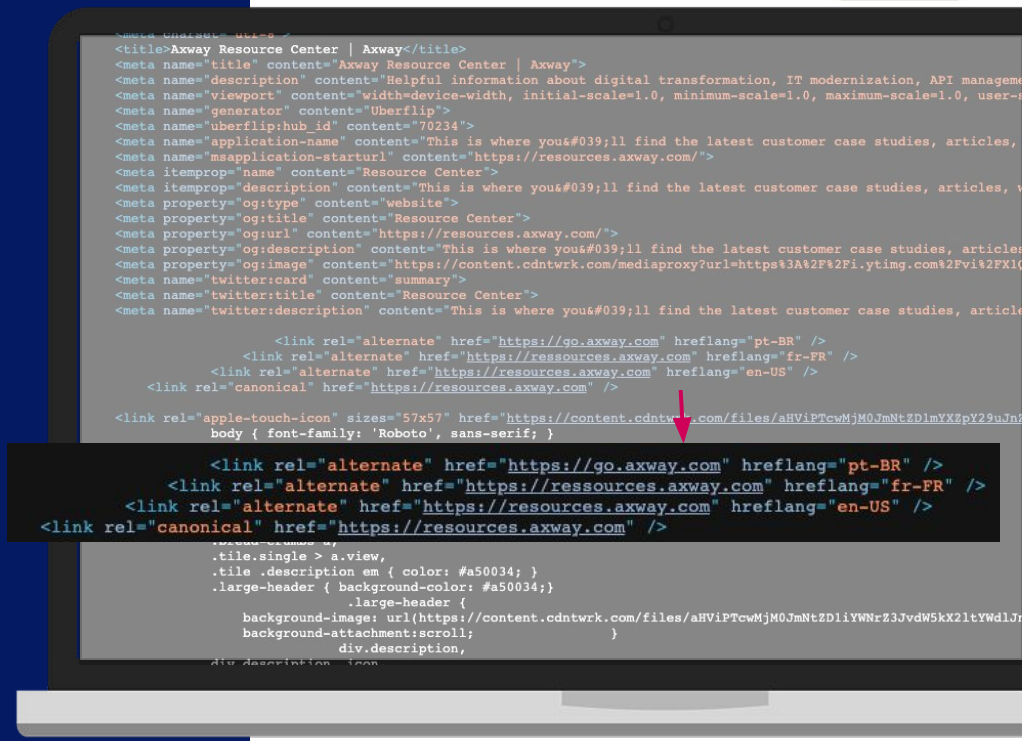
Step 4: Items linked

BEST PRACTICES

Hub Linking

If an account has multi-language hubs targeting different languages and regions, hub linking can help tell search engines which other languages that same page is also available in (and where to find them)

- Hreflang tags help serve up the right content to the right audience
- SEO benefit is shared across linked hubs - ie. if one hub is doing well it will help boost the other hubs

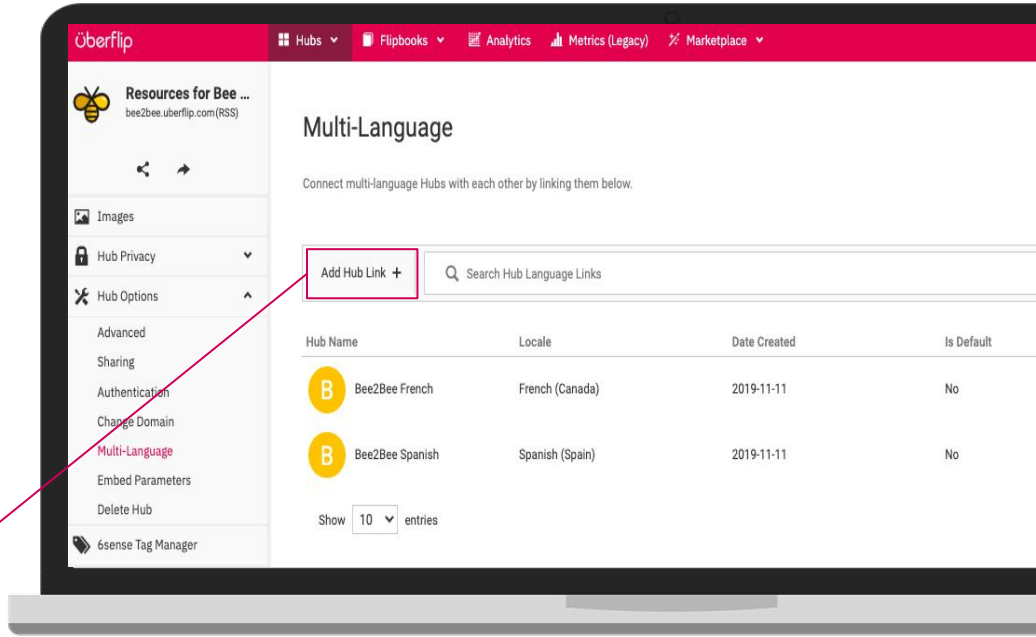


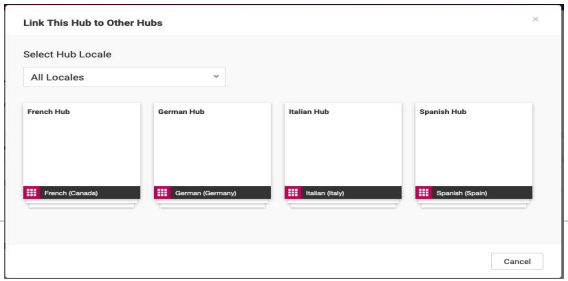
LOCALITY
Consider the region, city or town of your searcher, create experiences for them.
USER

HOW TO EDIT

Hub Multi Language

1. Click Hub Options
2. Click on Multi Language
3. Click Add Hub Link
4. Select the Hubs that are localized variations of the Hub you are in





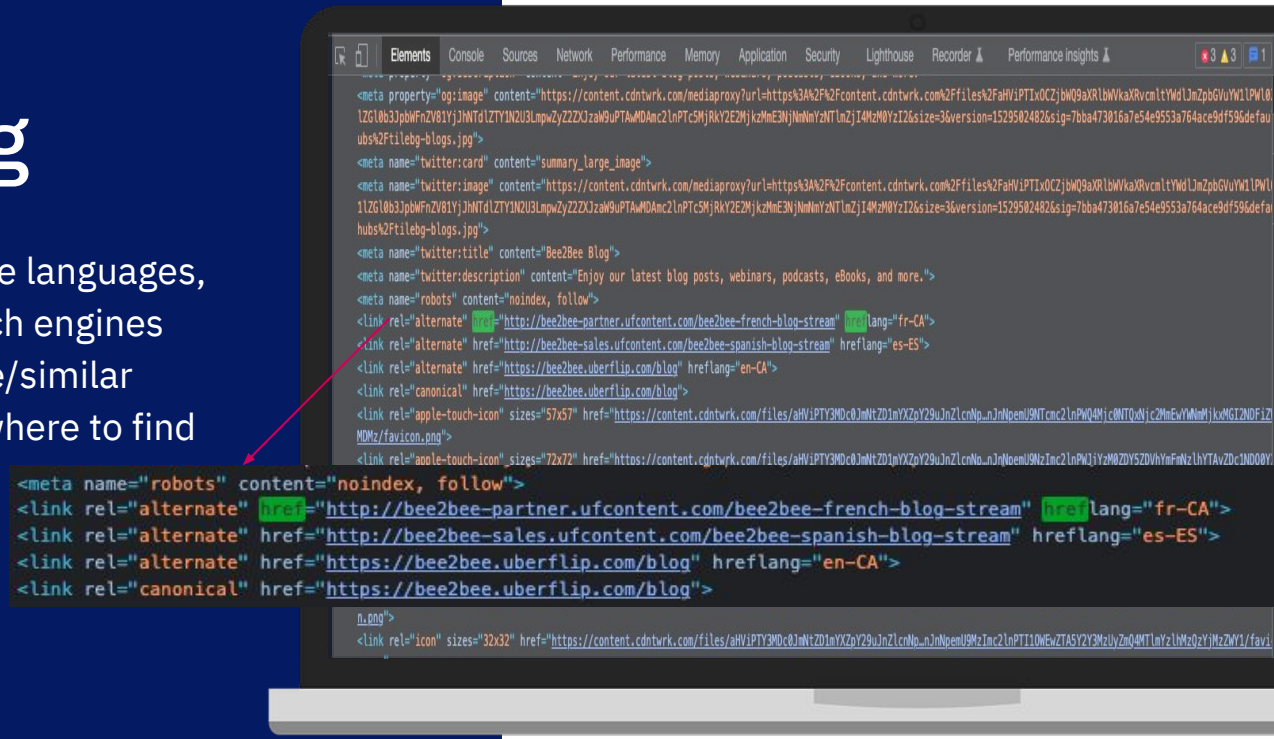
NOTE: Once the hubs are selected the links will take effect immediately

BEST PRACTICES

Stream Linking

If a stream is available in multiple languages, stream linking can help tell search engines which other languages that same/similar stream is also available in (and where to find them)

- Hreflang tags help serve the right content to the right audience
- Linked streams do not need to be the same type, a source stream can be linked to a marketing stream etc

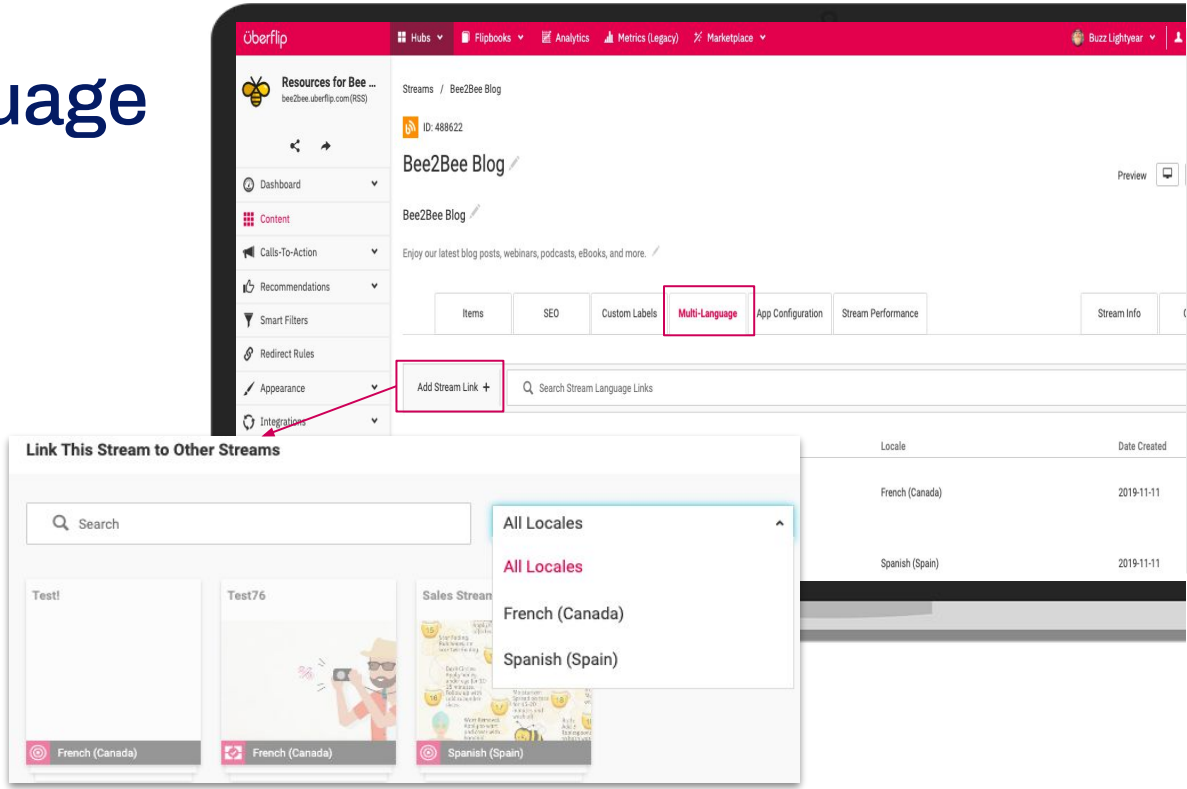


HOW TO EDIT

Stream Multi Language

1. Click on Hub
2. Click on Content
3. Select a Stream
4. Open Multi Language Tab
5. Select Add Stream Link
6. Select Streams to link

NOTE: Use the filter on the right to help filter by language hub

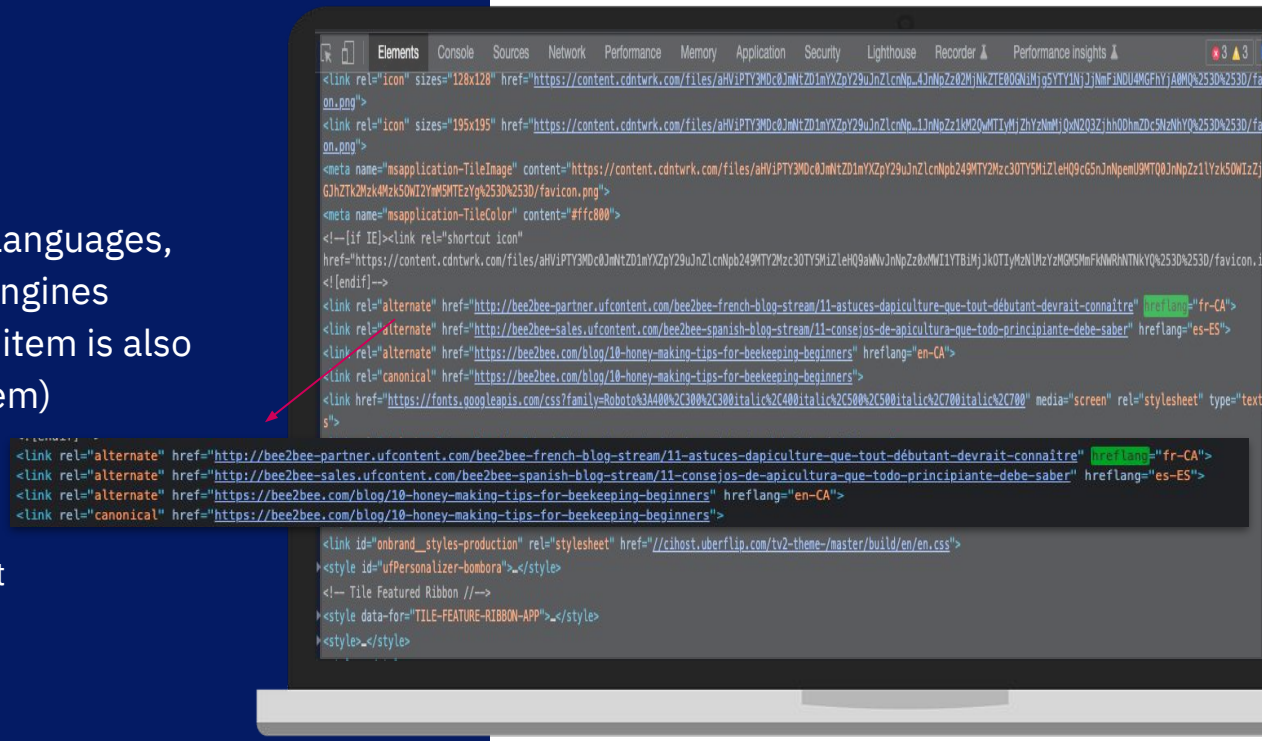


BEST PRACTICES

Item Linking

If an item is available in multiple languages, item linking can help tell search engines which other languages that same item is also available in (and where to find them)

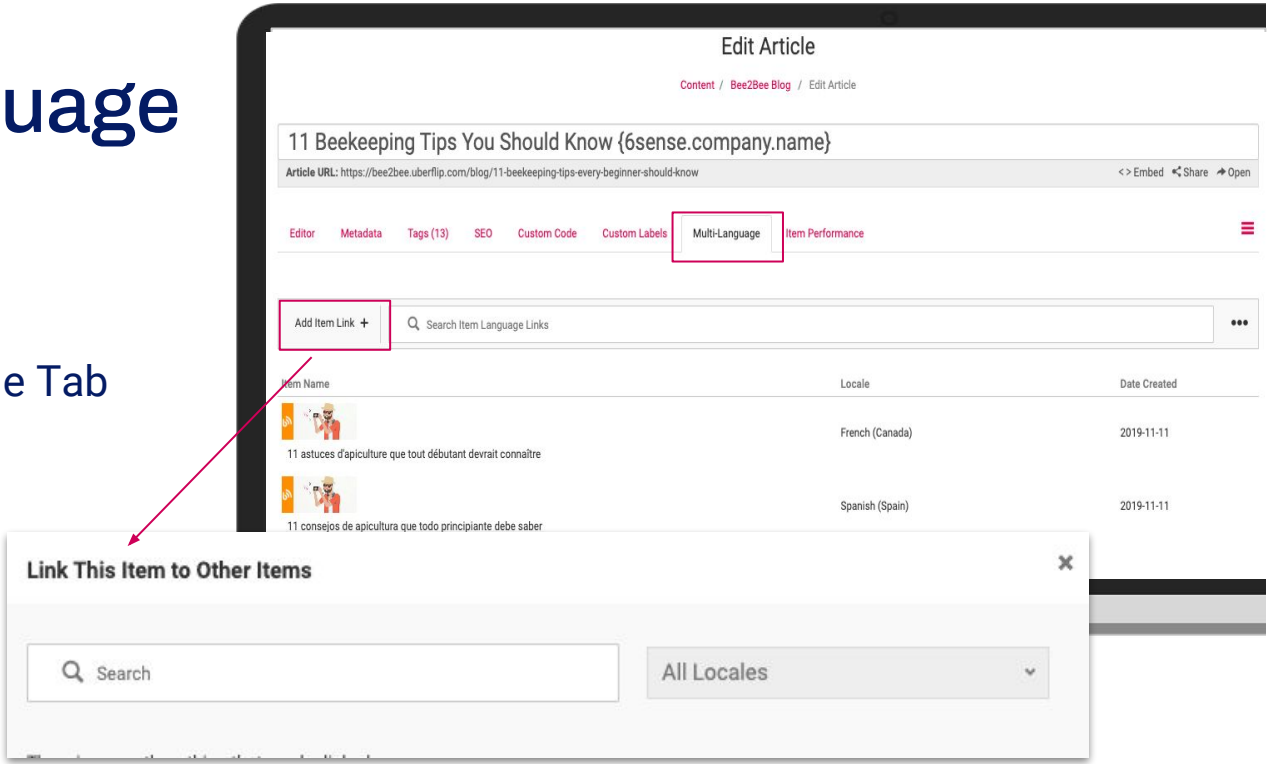
- For consistency purposes we recommend linking like item types (i.e. Blog - Blog) however, it is not required
- Having the full title available to search is helpful in this area as you are only able to filter by hub, not stream



HOW TO EDIT

Item Multi Language

1. Click on a Stream
2. Select Edit Item
3. Open the Multi Language Tab
4. Select Add Item Link
5. Select Items that apply



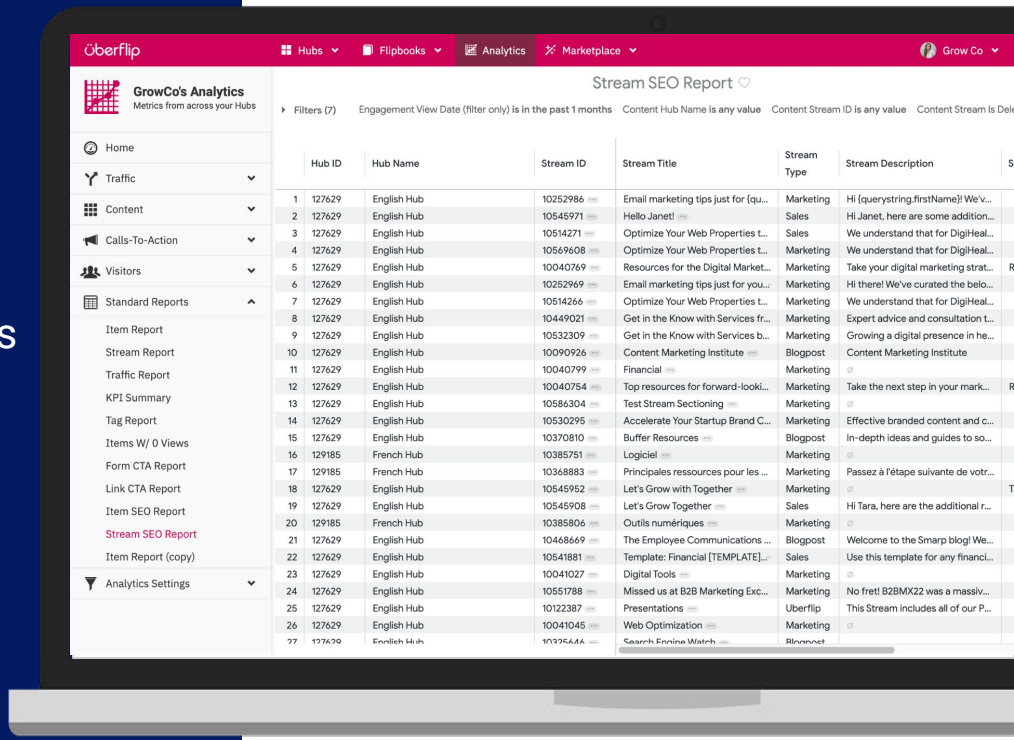
SEO Analytics

USER TIP

Stream SEO Report

Use the Stream SEO Report in Uberflip Analytics to see completion of SEO settings

- Review Stream SEO Settings to confirm the correct streams are set to be indexable
- Use the report to pinpoint streams you want to target your SEO efforts
- Export the report and complete empty fields or make adjustments to optimize based on SEO best practices, then use Bulk Task Smasher to bulk update the changes



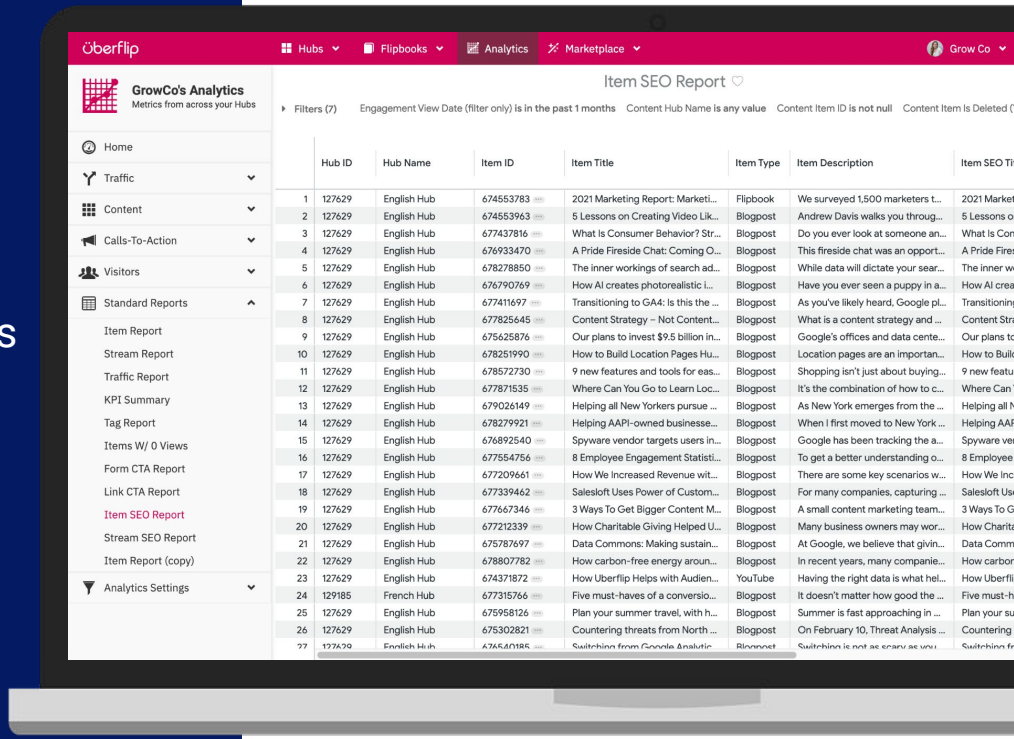
Überflip

USER TIP

Item SEO Report

Use the Item SEO Report in Uberflip Analytics to see completion of SEO settings

- Review Item SEO Settings to identify gaps in your SEO Titles and Descriptions
- Filter items by hub, item type, and page views to tackle in order of importance
- Export the report and complete empty fields or make adjustments to optimize based on SEO best practices, then use Bulk Task Smasher to bulk update the changes



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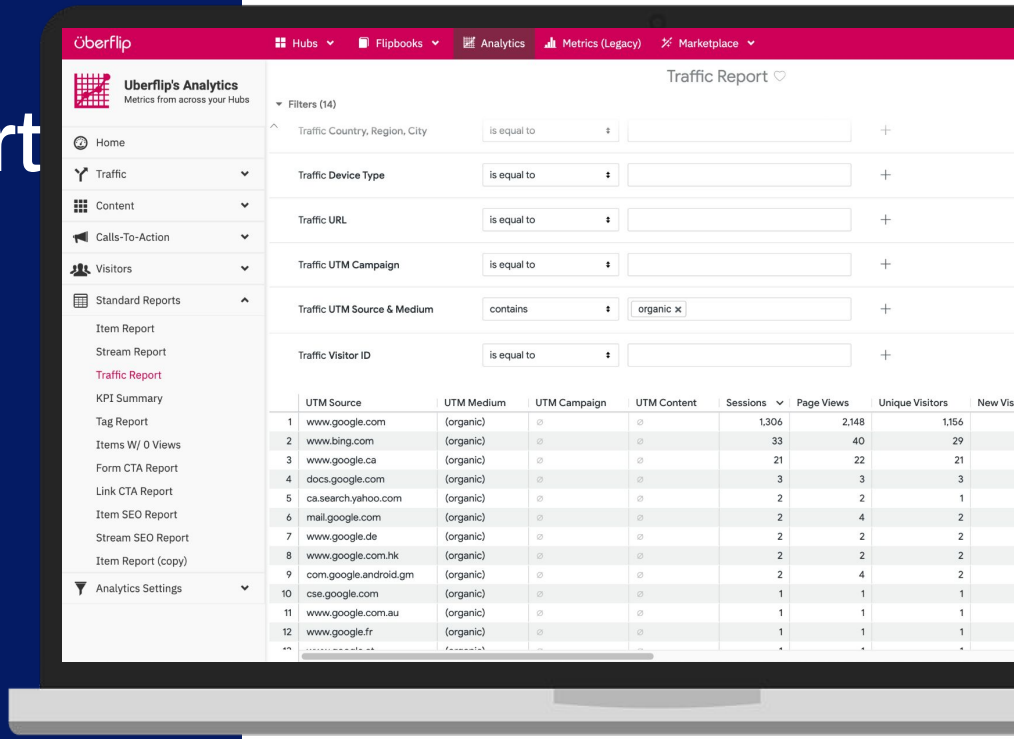
USER TIP

Organic Traffic Report

Use the Traffic Report in Uberflip Analytics to see how much traffic was brought into your hub through organic search results

There are 2 key reports to help identify your traffic

- **Traffic > Visitor Acquisition**
  See what % of traffic is coming from organic, trends over time, asset consumption from organic, and additional details
- **Standard Reports > Traffic Report**
  Filter by “contains organic” for a detailed KPI breakdown by organic source



Eg +2
ENGAGEMENT
Visitors should spend time with your pages, not bounce.
USER

Überflip

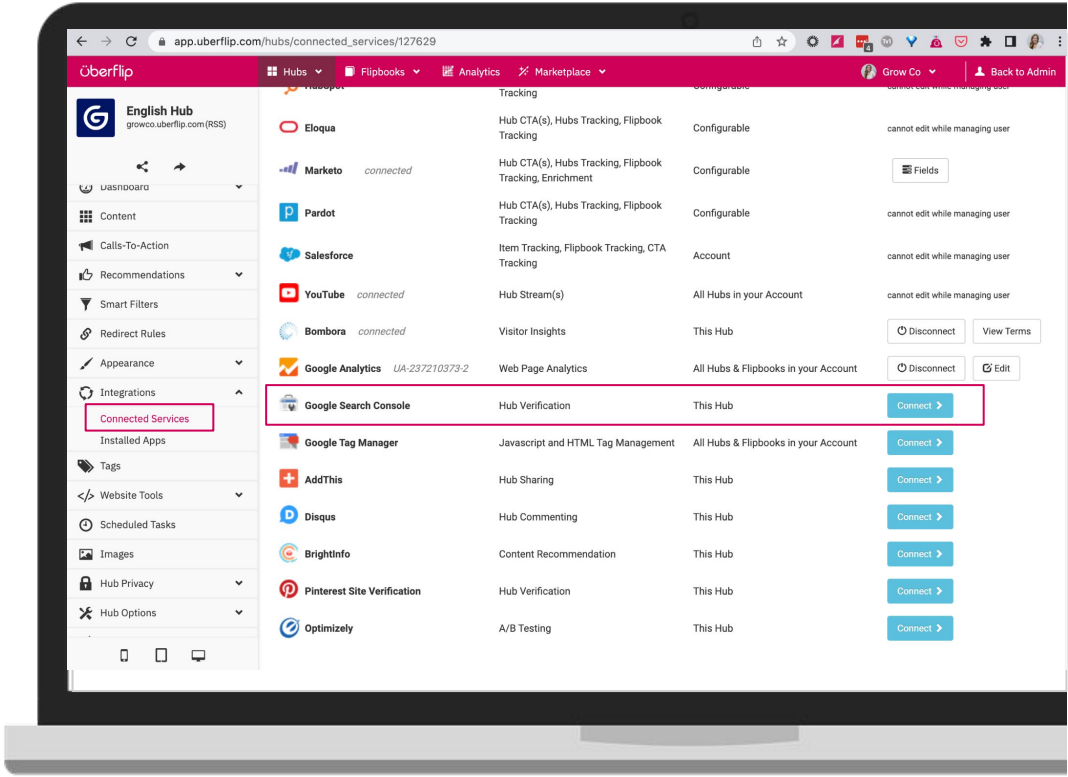
Submitting your Site Map

*Access help article here.

CONNECT

Google Search Console

Connect your GSC account to optimize your Hub's performance in Google search results.

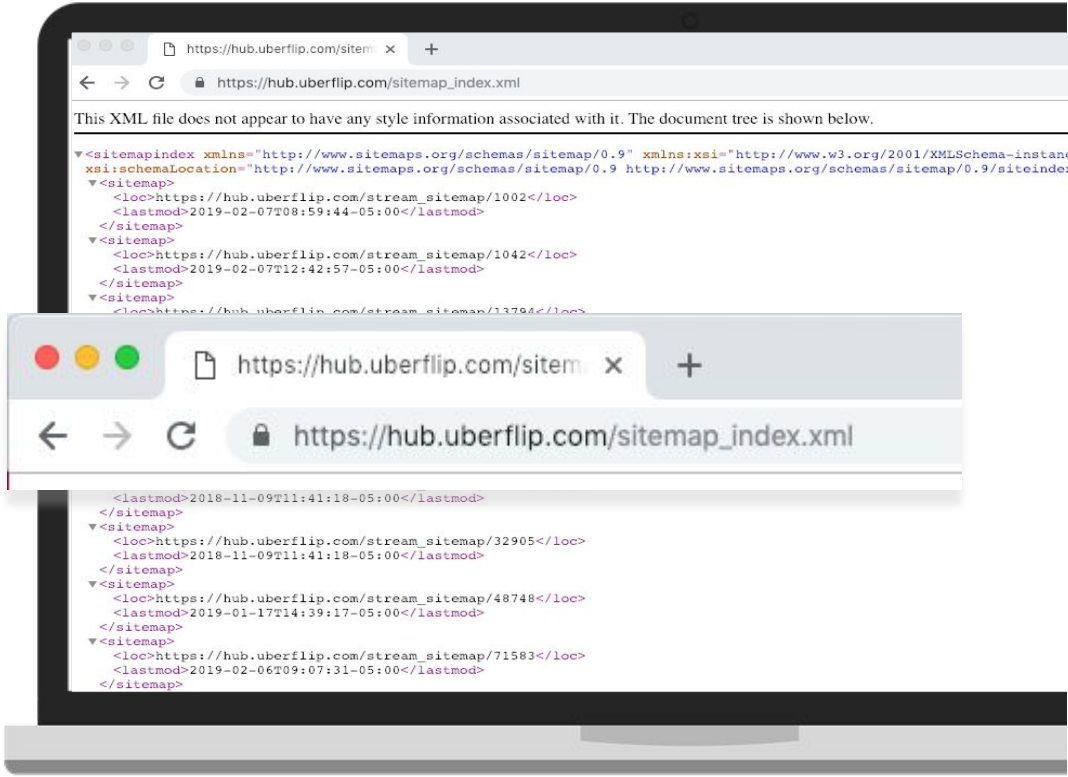


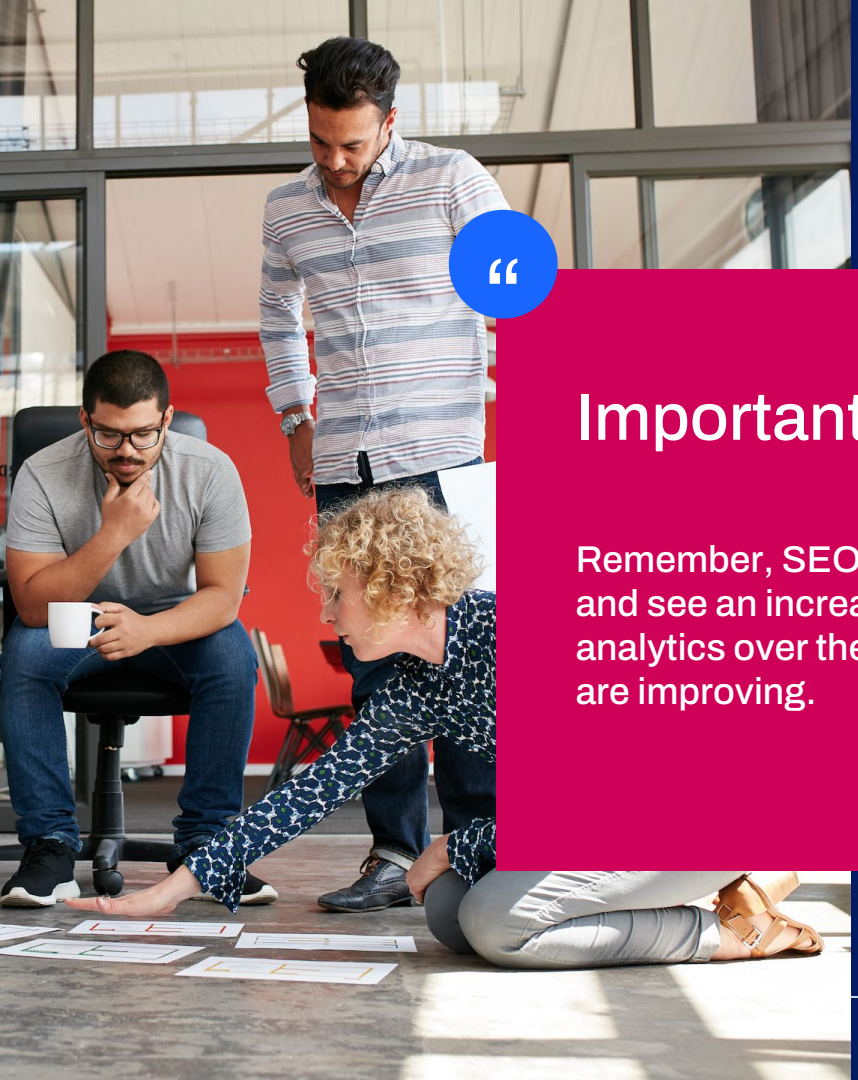
HOW TO ACCESS

Hub Site Map

Submitting your sitemap to Google (via Search Console) can help to get your Hub content crawled and indexed on Google faster.

Follow these instructions to access yours.





Important Information:

Remember, SEO takes time! Don’t expect to make these SEO updates and see an increase in organic traffic right away. Watch your organic analytics over the coming months and quarters and see how things are improving.

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Thank you.

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