

Überflip

# SEO Optimization & Best Practices

# Table of Contents

1. [General SEO](#)
2. [Introduction to SEO & Uberflip](#)
3. Implementing technical SEO with Uberflip
  - [Hub SEO](#)
  - [Stream SEO](#)
  - [Canonical Best Practices & Stream SEO Settings](#)
  - [Item SEO](#)
  - [On-Page Optimization](#)
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?

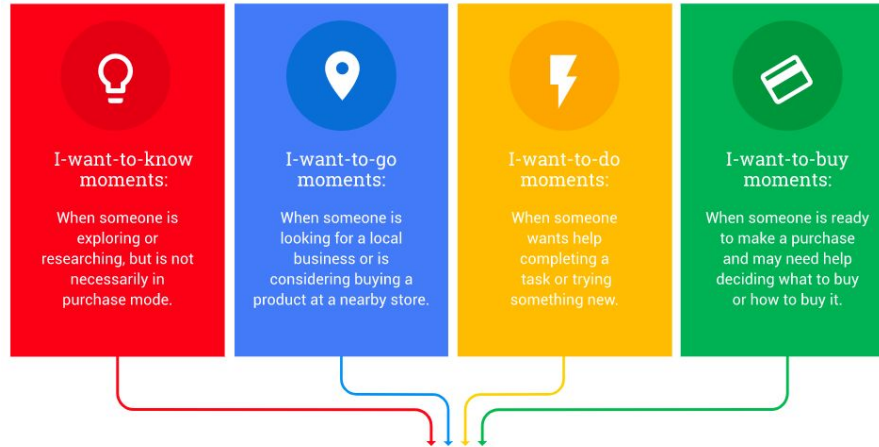
Is organic traffic a main  
focus for your team?

“

## 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**.

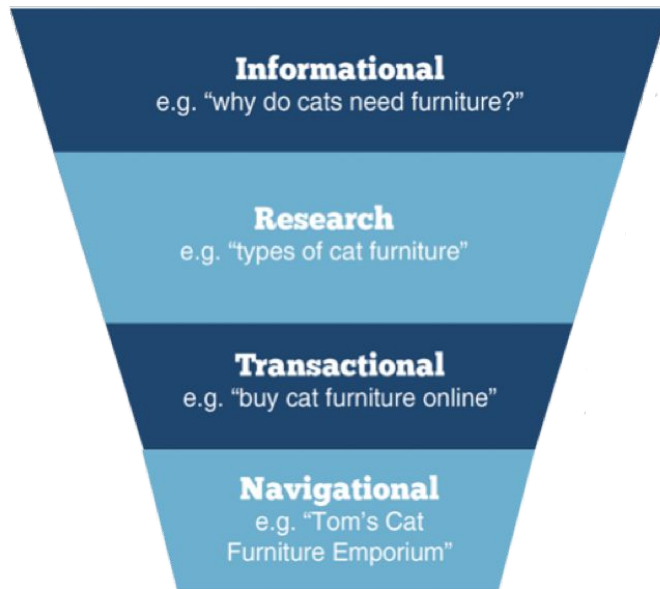
# SEO RESEARCH—USER INTENT



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

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red).A screenshot of the Google search bar. It contains the placeholder text "ask me a question..." and a microphone icon on the right. The search bar is rounded and has a light gray border.

Google Search

I'm Feeling Lucky

Google offered in: [Français](#)

## Cons

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



# Keyword Competition



moz canonicalization for beginners



All

Shopping

Videos

Images

News

More

Tools

About 698,000 results (0.51 seconds)

<https://moz.com> › SEO Learning Center

**Canonicalization - Moz**

A **canonical** tag (aka "rel **canonical**") is a way of telling search engines that a specific URL represents the master copy of a page. Using the **canonical** tag ...

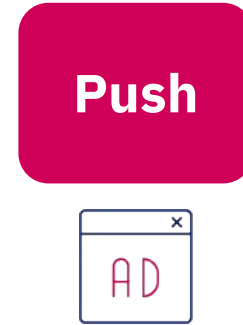
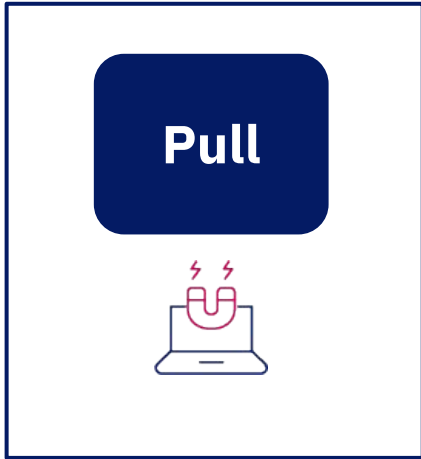
[SEO Best Practices for...](#) · [SEO Learning Center - Redirects](#) · [Duplicate Content](#)

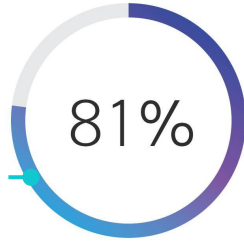
People also ask

What is canonicalization used for?



# Why SEO Matters





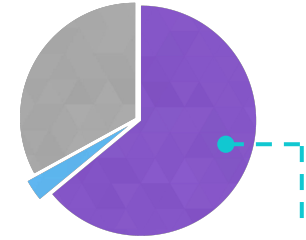
81% of B2B purchase cycles **start with a web search.**

*Earnest Agency*



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

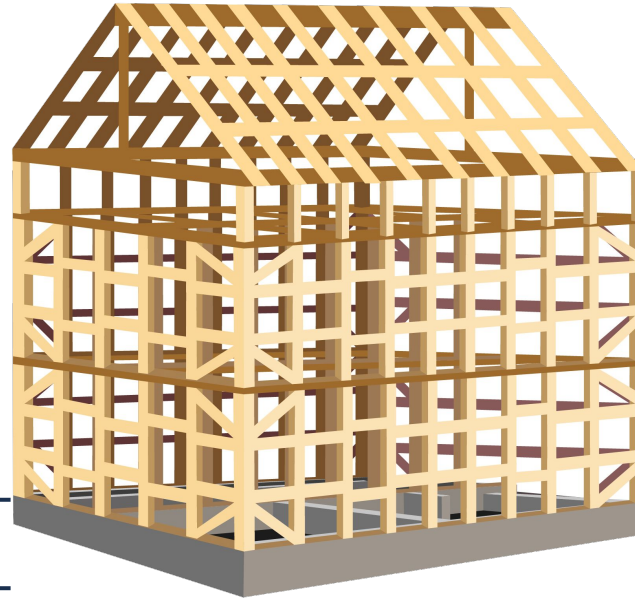
*Search Engine Journal*



**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

**Search Engine Land's**  
**SEO PERIODIC TABLE**

Search engine optimization seems like alchemy to the uninitiated. This guide to success factors, best practices and potential pitfalls can build the framework for your SEO strategy.

**Ex** +3

EXAMPLE Element description example

WEIGHT RANKING

ELEMENT SYMBOL

ELEMENT NAME

DESCRIPTION

CATEGORY

**Search Engine Land**

<b>Cr</b> <sup>+5</sup>	<b>Qu</b> <sup>+5</sup>	<b>Mo</b> <sup>+4</sup>	<b>Rs</b> <sup>+4</sup>	<b>St</b> <sup>+4</sup>	<b>Tt</b> <sup>+3</sup>	<b>Ci</b> <sup>-5</sup>	
<b>QUALITY</b> Design must be well written and have noticeable quality.	<b>MOBILE FIRST</b> Optimize for smartphone and tablets.	<b>RESEARCH</b> Discover keywords, understand user intent, and build your content.	<b>STRUCTURE</b> Make sure search users can easily understand.	<b>FILES</b> Build keywords into your files.	<b>CLEARING</b> Open below the fold; opt for different content than you're showing elsewhere.	<b>SCHEMES</b> Scheme links, spanning blogs and on an app; tactics that can get you results.	
<b>AN</b> <sup>+4</sup>	<b>Pr</b> <sup>+4</sup>	<b>Sc</b> <sup>+4</sup>	<b>Dt</b> <sup>+4</sup>	<b>Ur</b> <sup>+3</sup>	<b>Hd</b> <sup>+3</sup>	<b>Ux</b> <sup>+4</sup>	<b>Mb</b> <sup>+4</sup>
<b>MOBILES</b> Create content that can be viewed on all devices.	<b>PARTY</b> Party between mobile and desktop experiences.	<b>DATA</b> Structure of data and schema can help with data-related findings.	<b>ELFS</b> Define content falls, from an abundance.	<b>URLS</b> Build keywords into your architecture.	<b>HEADERS</b> Build keywords into your headers and subheaders.	<b>USER EXPERIENCE</b> Users you are here to serve; ensure that makes your users want to come back and stay more.	<b>MOBILE-FIRST DESIGN</b> Playing, testing, and how to get things right when locked out of the index.
<b>Kw</b> <sup>+3</sup>	<b>Dd</b> <sup>+3</sup>	<b>CLS</b> <sup>+2</sup>	<b>Ex</b> <sup>+5</sup>	<b>Lq</b> <sup>+5</sup>	<b>Ly</b> <sup>+3</sup>	<b>It</b> <sup>+4</sup>	<b>Sf</b> <sup>+3</sup>
<b>KEYWORDS</b> Build target keywords for your site; canonical, specific.	<b>DUPLICATE</b> Eliminate duplicate content; use canonical tags.	<b>CONTENT SHIFT</b> Monitor content shift; open to new user experience.	<b>CONTENT</b> Expertise that shows that you have the knowledge to be a thought leader in a given space.	<b>LINK QUALITY</b> Only link from trusted, quality websites.	<b>LOCALITY</b> Consider the region, city, or town of your audience; create experiences for them.	<b>INTENT</b> Consider why someone is searching.	<b>LOADING</b> Don't let page speed slow down in a local search.
<b>Fr</b> <sup>+3</sup>	<b>Sp</b> <sup>+2</sup>	<b>Ds</b> <sup>+2</sup>	<b>Au</b> <sup>+5</sup>	<b>Ac</b> <sup>+4</sup>	<b>Cy</b> <sup>+2</sup>	<b>Ar</b> <sup>+2</sup>	<b>NAP</b> <sup>+3</sup>
<b>FRESHNESS</b> Create fresh content; refresh or update frequently.	<b>SPEED</b> Your site should load quickly on any device; ready for non-browser users.	<b>DESCRIPTIONS</b> Use clear, concise descriptions; what pages are about.	<b>AUTHORITY</b> Establish authority; create backlinks; get other quality sites to link to you.	<b>ANCHORS</b> Use anchor text wisely; avoid keyword stuffing; use descriptive anchors.	<b>COUNTRY</b> Consider the country of your audience; create experiences for them.	<b>PRIVACY</b> Make sure content can't be used against you.	<b>NAP</b> Name, address, and phone number; should be consistent across all digital citations.
<b>Mm</b> <sup>+3</sup>	<b>Ps</b> <sup>+1</sup>	<b>ALT</b> <sup>+1</sup>	<b>Tr</b> <sup>+4</sup>	<b>Qt</b> <sup>+2</sup>	<b>Eg</b> <sup>+2</sup>	<b>Iv</b> <sup>+2</sup>	<b>Rv</b> <sup>+3</sup>
<b>MULTIMEDIA</b> Images, video, and audio can give your content a boost.	<b>TIPS</b> How to use images to improve your content.	<b>IMAGE ALT</b> Use descriptive alt text for images to improve accessibility.	<b>TRUST</b> Establish trust; get other quality sites to link to you; use your own content.	<b>QUALITY</b> The more high-quality links, the better.	<b>ENGAGEMENT</b> Monitor how long users stay on your page; use social media to engage with your audience.	<b>INTRUSIVENESS</b> Make sure content doesn't interrupt user experience.	<b>REVIEWS</b> Have a robust review system; encourage reviews; respond to reviews; use reviews to improve your content.

## NICHES

<b>GMB</b> <sup>+5</sup>	<b>Ts</b> <sup>+4</sup>	<b>At</b> <sup>+4</sup>	<b>Pd</b> <sup>+3</sup>
<b>GOOGLE MY BUSINESS</b> A Google My Business listing can help you get found on the local map.	<b>TOPICS</b> Optimize your site to show up for the right keywords; use relevant tags for the public.	<b>AUTHORITY</b> Include authoritative content; build backlinks; use your own content; use your own content.	<b>PRODUCT DESCRIPTIONS</b> Provide clear, concise descriptions; use relevant keywords; make it easy to understand.
<b>Lc</b> <sup>+5</sup>	<b>Dc</b> <sup>+4</sup>	<b>Mc</b> <sup>+4</sup>	<b>Ci</b> <sup>+3</sup>
<b>LOCAL</b> The location of your business; use local keywords; use local keywords.	<b>DESIGN</b> Design your site to be mobile-friendly; use a responsive design; use a responsive design.	<b>MERCHANT CENTER</b> Manage your inventory; use relevant keywords; use relevant keywords.	<b>CITATIONS</b> Citations show search engines that your business is real; use relevant keywords; use relevant keywords.
<b>Av</b> <sup>+3</sup>	<b>Sd</b> <sup>+4</sup>	<b>URL</b> <sup>+3</sup>	<b>Rv</b> <sup>+3</sup>
<b>ARCHIVES</b> A strong, well-optimized archive can help you get found in a local search.	<b>STRUCTURED DATA</b> Include structured data for products, offers, and reviews.	<b>URLS</b> Use clear, concise URLs; use relevant keywords; use relevant keywords.	<b>REVIEWS</b> Have a robust review system; encourage reviews; respond to reviews; use reviews to improve your content.



How do we make our  
content stand out?

# Überflip 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



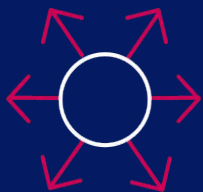
Track organic traffic to your content and its impact

# Areas of Focus for Uberflip SEO





# Hub SEO



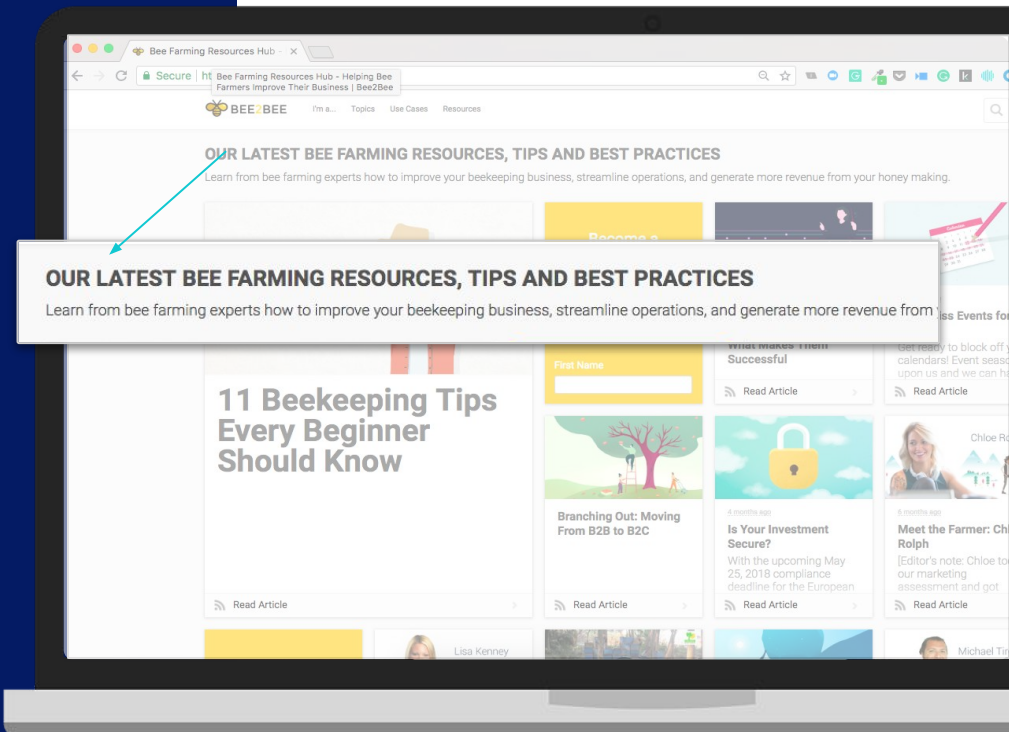
## Hub Level SEO Settings

- 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”

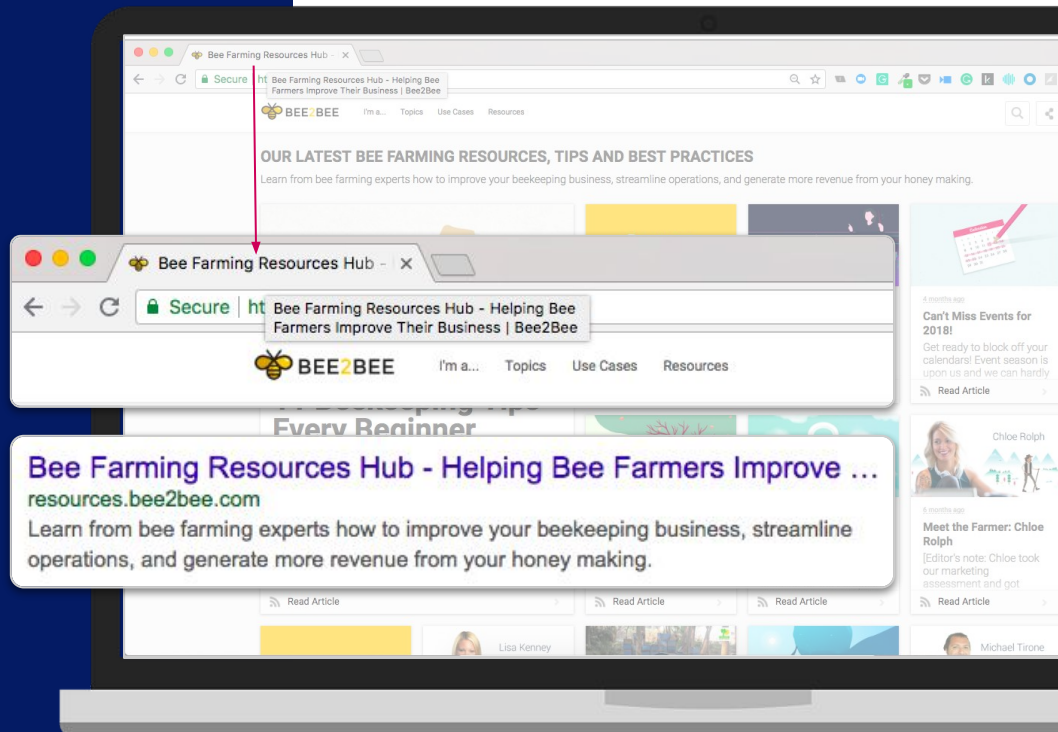
The screenshot shows the Überflip interface for a hub titled "Resources for Bee ...". The left sidebar contains a menu with options: Redirect Rules, Appearance, Branding, Menu, Custom Labels (highlighted), Hubs Lab, Custom Code, Integrations, Tags, and Website Tools. The main content area is titled "CUSTOM LABELS" and includes a description: "Modify any static labels to completely customize or localize the messaging within your hub." Below this, there are "Replacement Variables" and a "Legend". A list of labels is shown with tabs for "All", "General", "Search", "Empty State", "Sharing", "CTAs", and "Authentication". A callout box highlights the first item in the list, "Latest Content", showing its "Standard Label" and "Custom Label".

Standard Label	Custom Label
Latest Content	OUR LATEST BEE FARMING RESOURCES, TIP

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

```
1 <!DOCTYPE html>
2 <html itemscope itemtype="https://schema.org/WebPage" >
3 <head>
4   <meta charset="utf-8">
5   <title>Bee Farming Resources Hub - Helping Bee Farmers Improve The
Business | Bee2Bee</title>
6   <meta name="title" content="Bee Farming Resources Hub - Helping Be
Farmers Improve Their Business | Bee2Bee">
7   <meta name="description" content="Learn from bee farming experts h
improve your beekeeping business, streamline operations, and generate
revenue from your honey making. ">
8   <meta name="viewport" content="width=device-width, initial-scale=1
minimum-scale=1.0, maximum-scale=1.0, user-scalable=no">
9   <meta name="generator" content="Uberflip">
10  <meta name="referrer" content="always">
11  <meta name="uberflip:hub_id" content="67074">
12  <meta name="application-name" content="Learn from bee farming expe
how to improve your beekeeping business, streamline operations, and ge
more revenue from your honey making. ">
```

**Bee Farming Resources Hub - Helping Bee Farmers Improve ...**  
[resources.bee2bee.com](https://resources.bee2bee.com)  
Learn from bee farming experts how to improve your beekeeping business, streamline operations, and generate more revenue from your honey making.

## 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"

The screenshot shows the Überflip Hub editor interface. The sidebar on the left contains navigation options: Redirect Rules, Appearance (marked with a red circle 1), Branding (marked with a red circle 2), Menu, Custom Labels, Hubs Lab, Custom Code, Integrations, Tags, Website Tools, Scheduled Tasks, and Images. The main content area displays the hub's settings for 'Resources for Bee ...' (bee2bee.überflip.com (RSS)). The 'Full Description' field contains the text: 'Learn from bee farming experts how to improve your beekeeping business, streamline operations, and generate more revenue from your honey making.' The 'Footer' field contains '© Bee2Bee'. The 'SEO Title' field (marked with a red circle 3) contains 'Bee Farming Resources Hub - Helping Bee Farmers Improve Their Business | Bee'. The 'SEO Description' field contains 'Bee Farming Resources Hub - Helping Bee Farmers Improve Their Business | Bee'. A callout box highlights the 'SEO Title' field, showing the text 'Bee Farming Resources Hub - Helping Bee Farmers Improve Their Business | Bee'.

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!

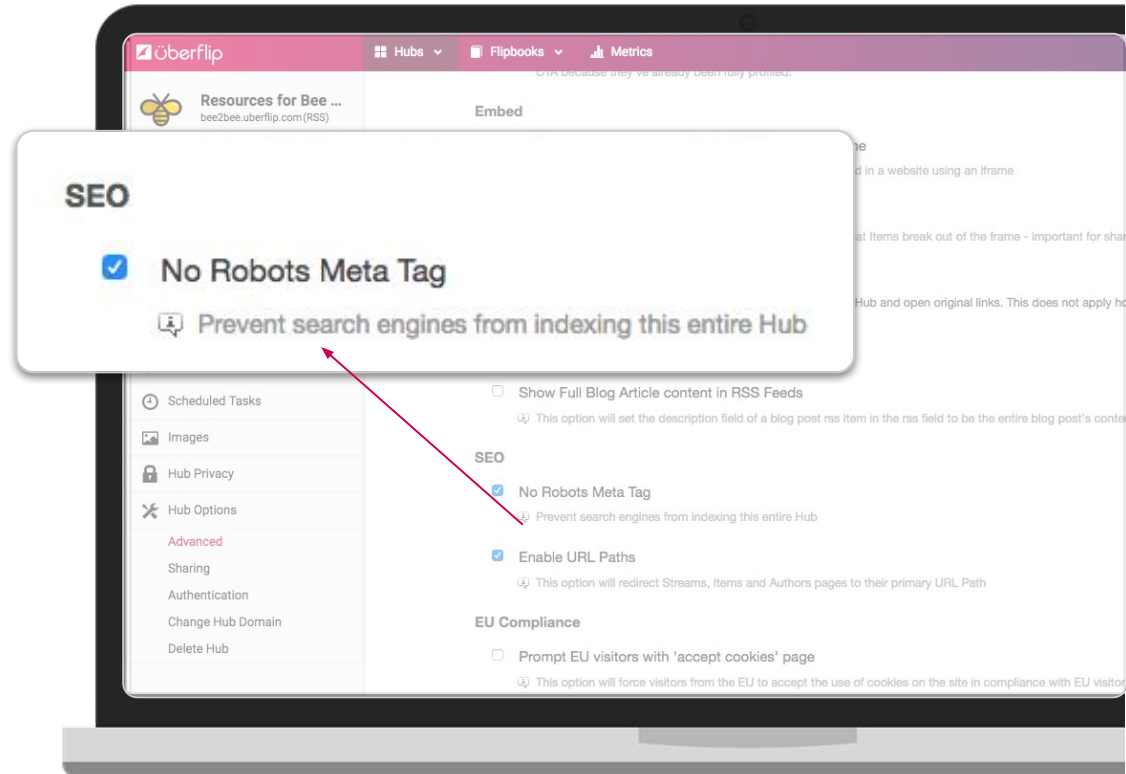
```
20 more revenue from your honey making. ">
    <meta property="og:image"
content="https://content.cdntwrk.com/mediaproxy?
url=https%3A%2F%2Fcontent.cdntwrk.com%2Ffiles%2FahViPTiXOCZjbWQ9aXRlb
mLTYWdlJmZpbGVuYW1lPW10ZW1lZG10b3JpbWFnZV81YWNmNWUzYjBiODJmLmpwZyZ2ZX
AwMDAmc2lnPTEyNjI3MDZiZDdmZTFjNmY1NzcwZWQ1MmU2NjJlYjVj&size=1&amp
=1531428217&sig=13ac6c56fc173da7d6e12bcbbd66b937">
21 <meta name="twitter:card" content="summary">
22 <meta name="twitter:title" content="Resources for Bee Farmers - Bee
Farming Business Tips | Bee2Bee">
23 <meta name="twitter:description" content="Learn from bee farming e
how to improve your beekeeping business, streamline operations, and ge
more revenue from your honey making. ">
24 <meta name="robots" content="noindex, follow"> <link rel="apple-tou
icon" sizes="57x57"
href="https://content.cdntwrk.com/files/aHViPTY3MDc0JmNtZD1mYXZpY29uJ
249MTUzMtMyMDA3NyZleHQ9cG5nJnNpemU9NTc2lnPTZlMzc2NjJkN2IwNjgzOGYwNm
UONTlMjRi/favicon.png"><link rel="apple-touch-icon" sizes="72x72"
href="https://content.cdntwrk.com/files/aHViPTV3MDc0JmNtZD1mYXZpY29uJ
more revenue from your honey making. ">
24 <meta name="robots" content="noindex, follow">
icon" sizes="57x57"
JlMwJhNWY4NA%253D%253D/favicon.png"><link rel="apple-touch-icon"
sizes="144x144"
href="https://content.cdntwrk.com/files/aHViPTY3MDc0JmNtZD1mYXZpY29uJ
```



## HOW TO EDIT

# No Robots Meta Tag

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

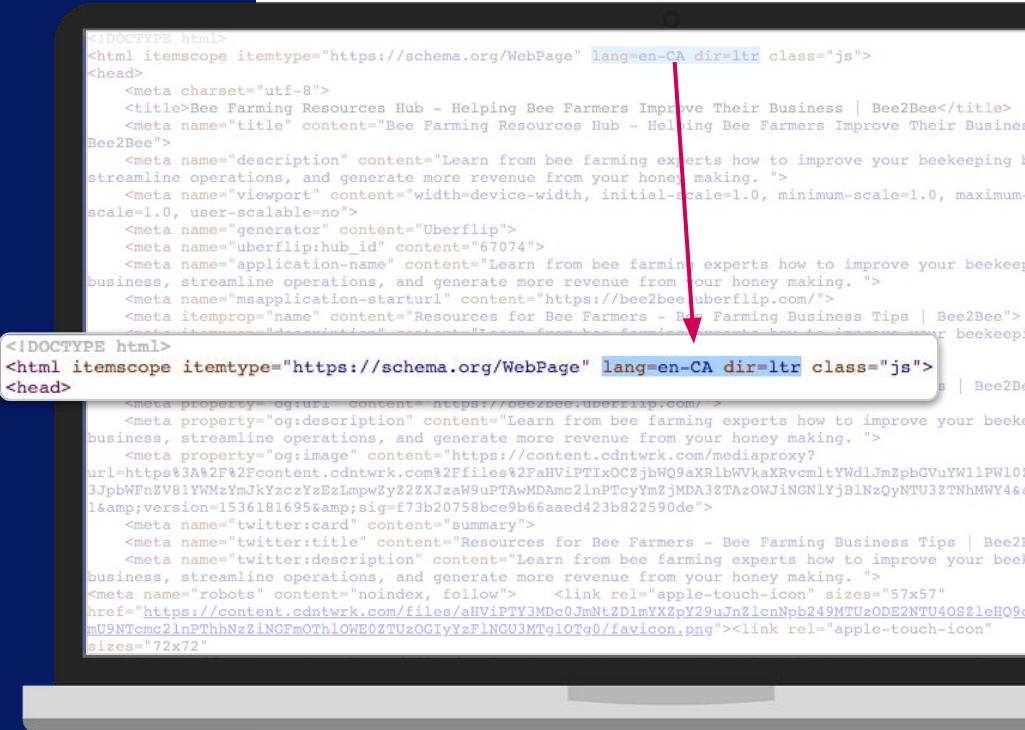


BEST PRACTICES

# 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



# 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

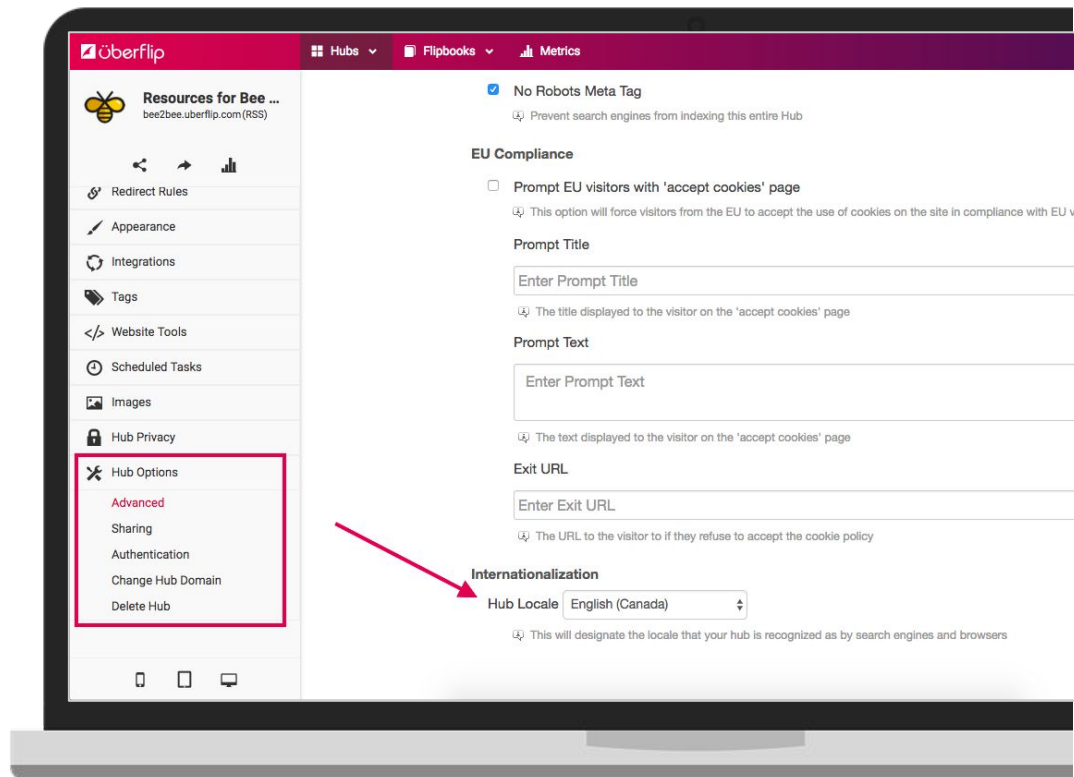
```
<!DOCTYPE html>
<html itemscope itemtype="https://schema.org/WebPage" lang=en-CA dir=ltr class="js">
<head>
  <meta charset="utf-8">
  <title>Bee Farming Resources Hub - Helping Bee Farmers Improve Their Business | Bee2Bee</title>
  <meta name="title" content="Bee Farming Resources Hub - Helping 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



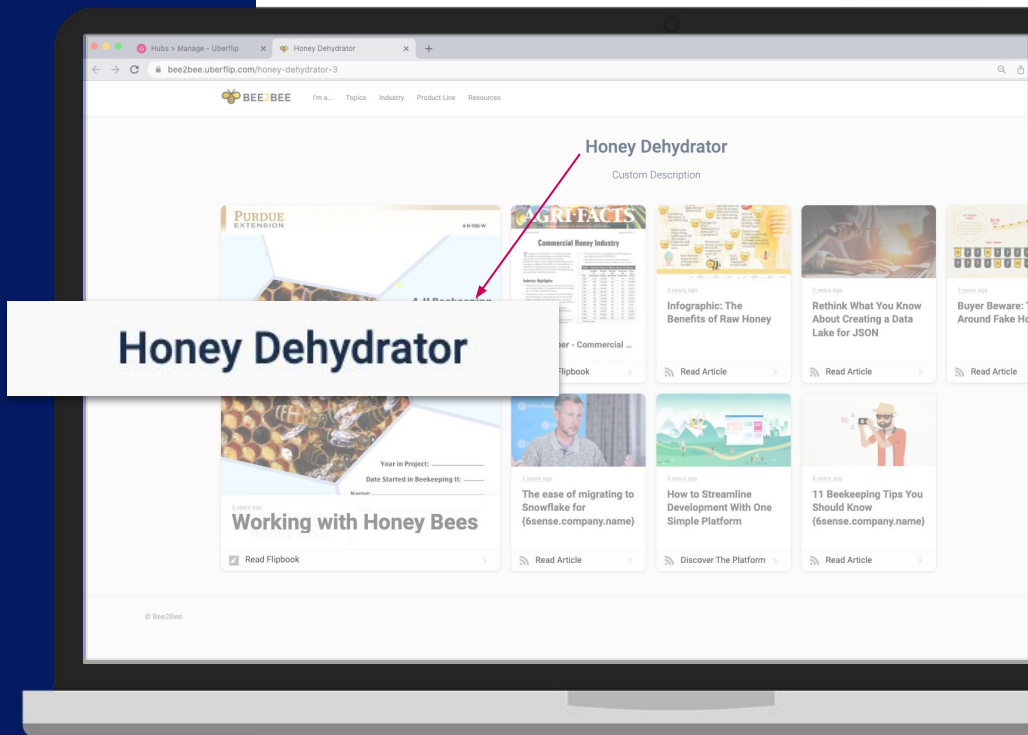
## Stream Level SEO Settings

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

BEST PRACTICES

# Stream 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.

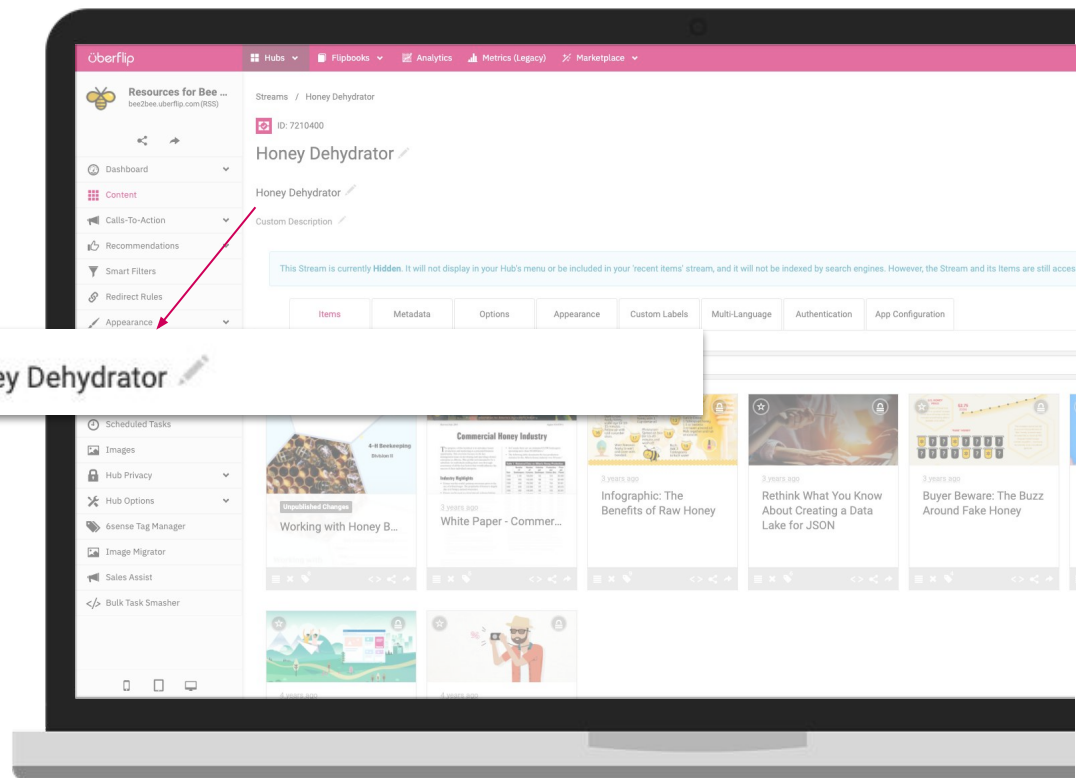


- ✓ Don't use the same wording as your Title Tag but keep it consistent
- ✓ Use your keyword phrase once in your H1 tag
- ✓ There should only be one H1 tag on any page

## HOW TO EDIT

# 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)



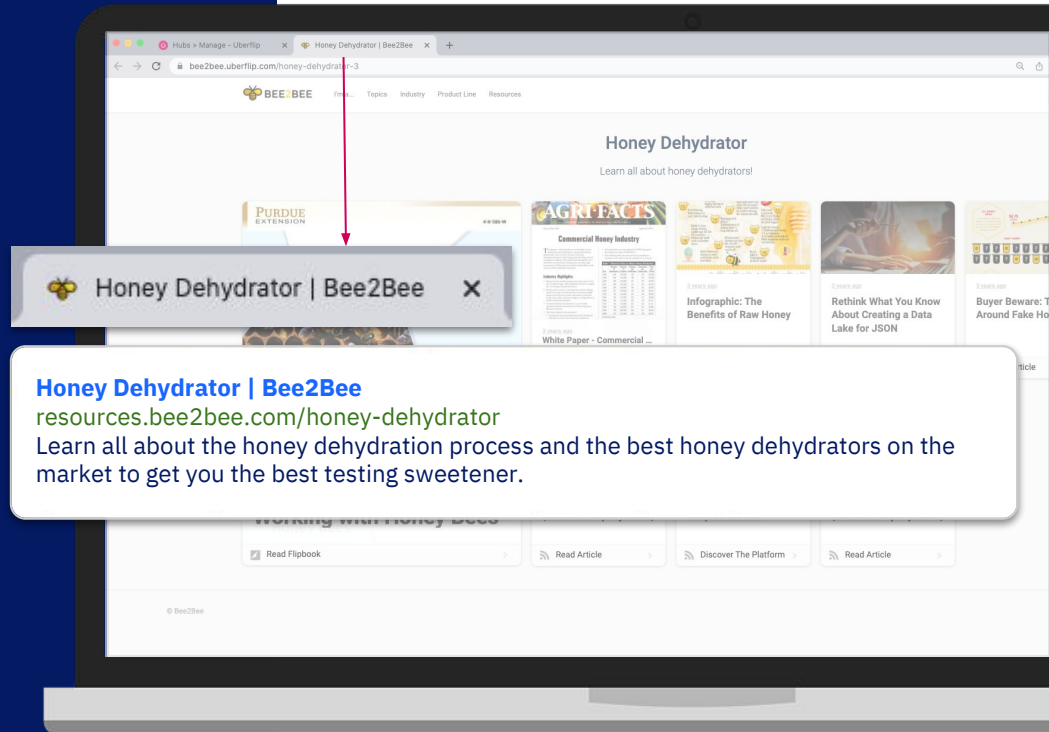


## BEST PRACTICES

# Stream 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 a page within your Hub.

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



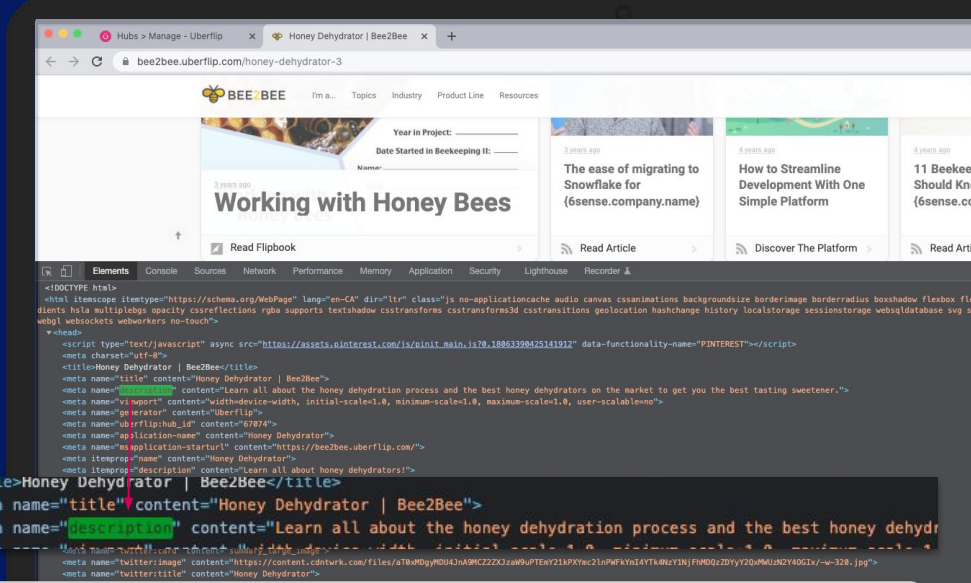


## BEST PRACTICES

# Stream 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



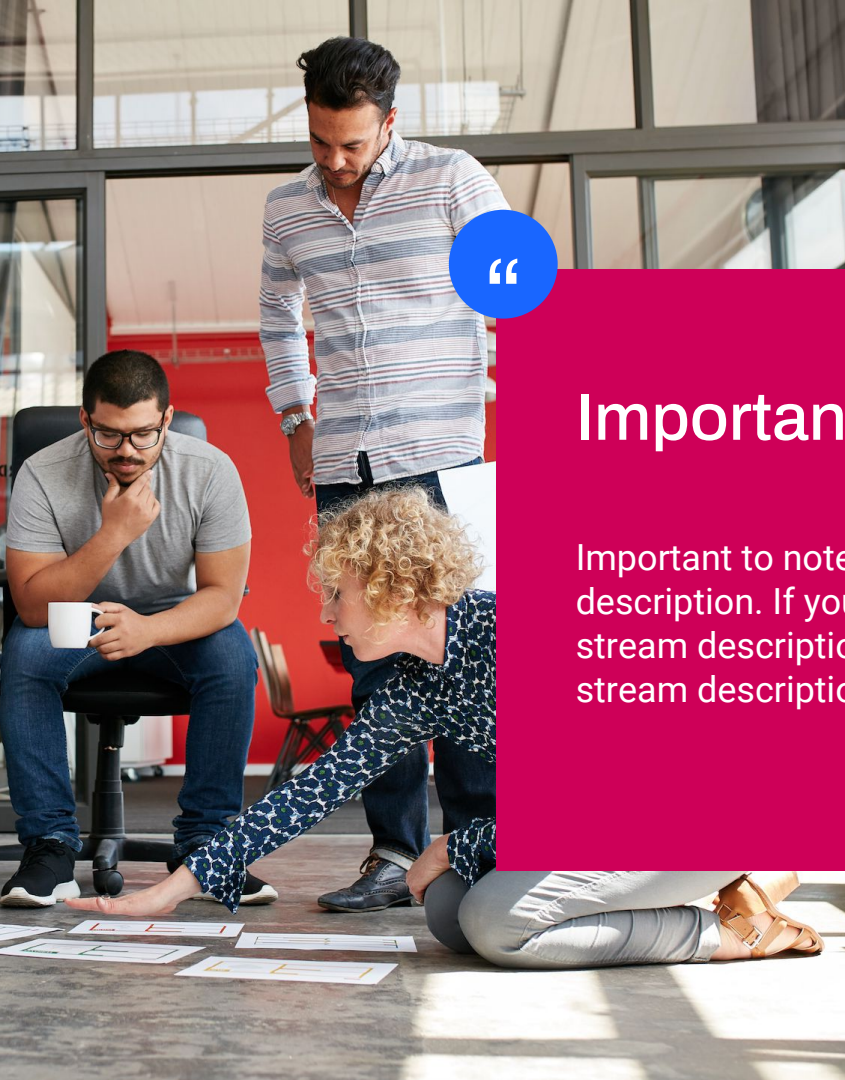
**Honey Dehydrator | Bee2Bee**  
[resources.bee2bee.com/honey-dehydrator](https://resources.bee2bee.com/honey-dehydrator)  
Learn all about the honey dehydration process and the best honey dehydrators on the market to get you the best testing sweetener.

## 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

The screenshot displays the Überflip dashboard for a stream named 'Honey Dehydrator'. The interface includes a navigation sidebar on the left with options like Dashboard, Content, Calls-To-Action, Recommendations, Smart Filters, Redirect Rules, Appearance, Integrations, Tags, Website Tools, Scheduled Tasks, Images, Hub Privacy, Hub Options, 6sense Tag-Manager, and Image Migrator. The main content area shows the stream details, including its ID (7210400) and status (PUBLISHED). A notification banner indicates that the stream is currently hidden. Below this, there are tabs for Items, SEO, Appearance, Custom Labels, Multi-Language, Authentication, App Configuration, and Stream Performance. The SEO tab is active, showing fields for URL Path (/honey-dehydrator), SEO Title (Honey Dehydrator | Bee2Bee), and SEO Description (Learn all about the honey dehydration process and the best honey dehydrators on the market to get you the best tasting sweetener.). A red arrow points to the 'SEO' tab in the main interface, and a callout box provides a magnified view of the 'SEO Title' and 'SEO Description' input fields.



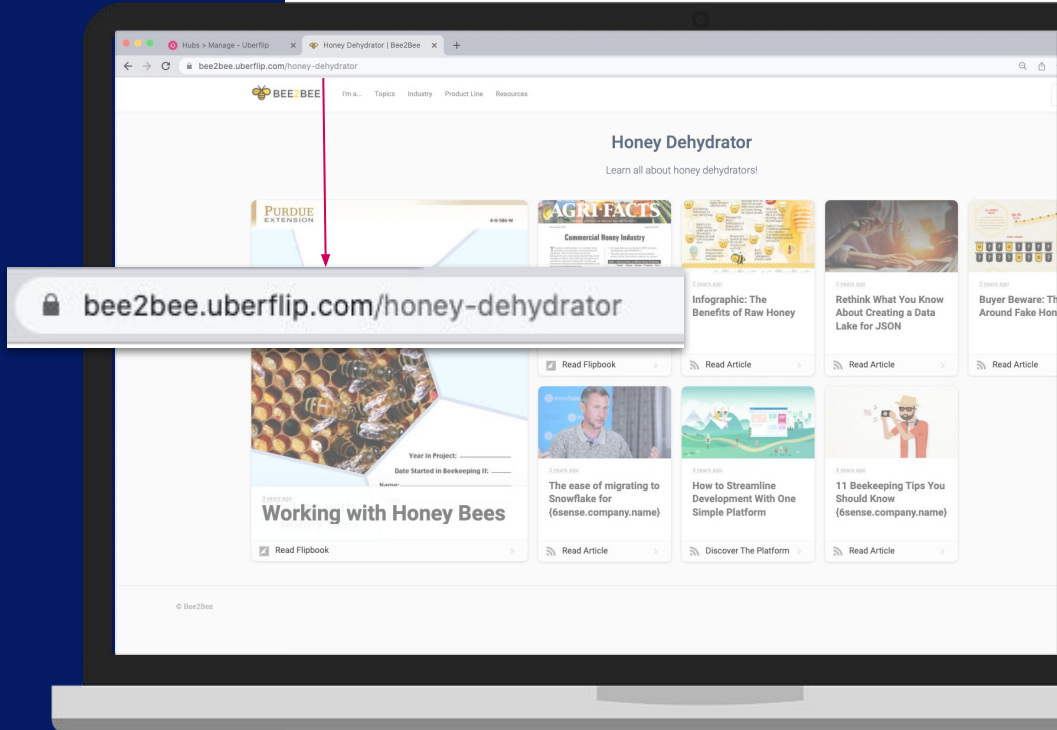
## Important Information:

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

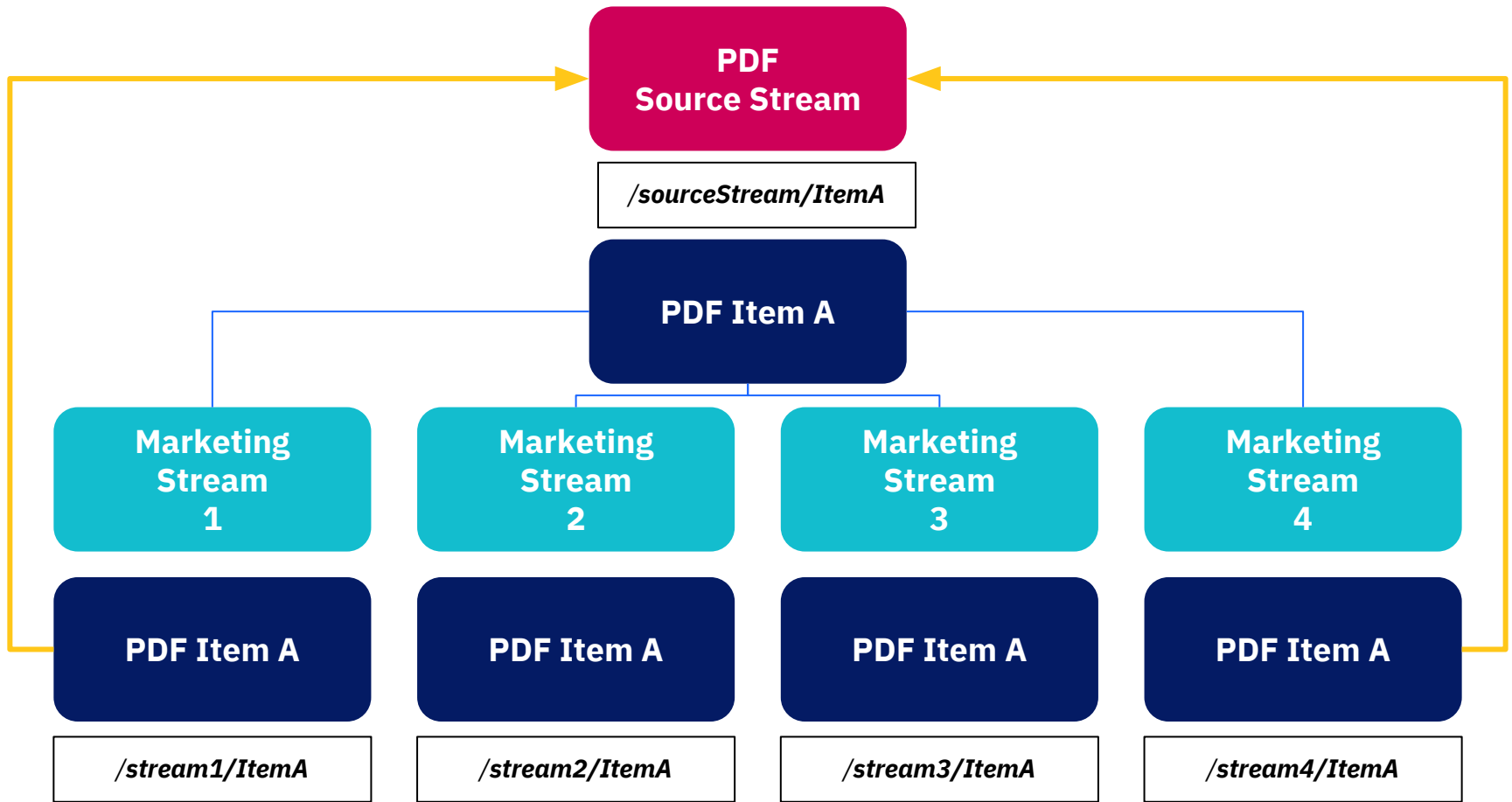
## HOW TO EDIT

# Stream URL

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

The screenshot displays the Überflip dashboard for a stream named 'Honey Dehydrator'. The left sidebar contains a navigation menu with 'Content' selected. The main content area shows the stream's configuration, with the 'SEO' tab active. A red arrow points to the 'URL Path' field, which contains the text 'honey-dehydrator'. A callout box below the main interface shows a magnified view of the 'URL Path' field with the same text. The top navigation bar includes 'Hubs', 'Flipbooks', 'Analytics', 'Metrics (Legacy)', and 'Marketplace'. The stream's status is 'PUBLISHED' and its ID is '7210400'. A notification banner indicates that the stream is currently hidden.

# Canonical Best Practices & Stream SEO Settings



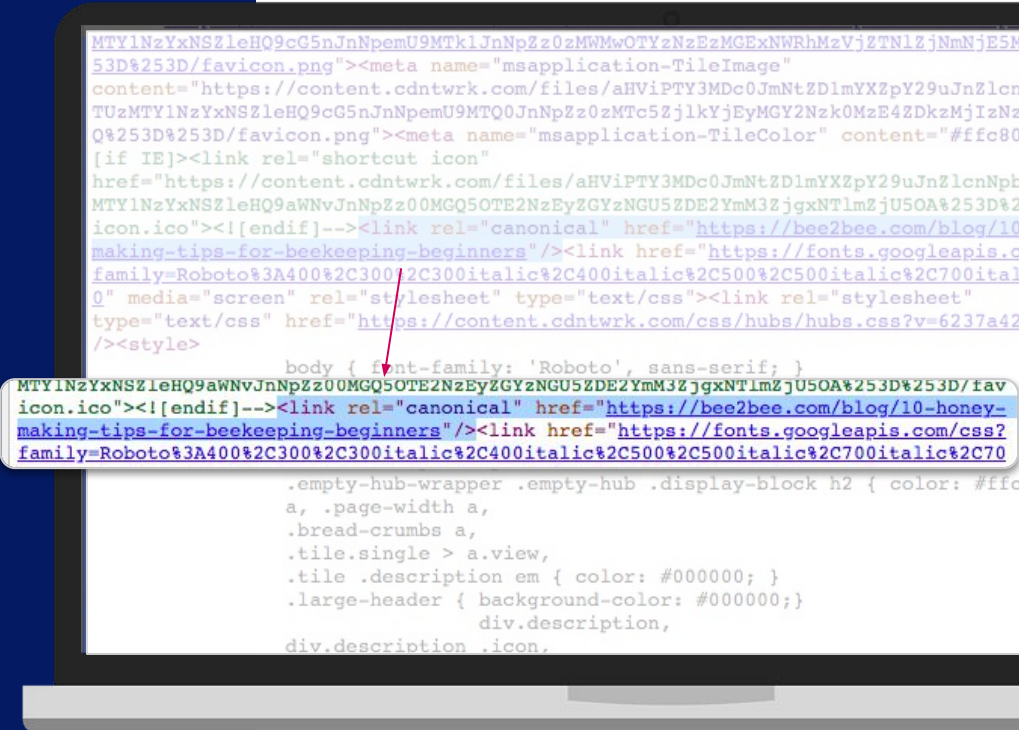


BEST PRACTICES

# 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.

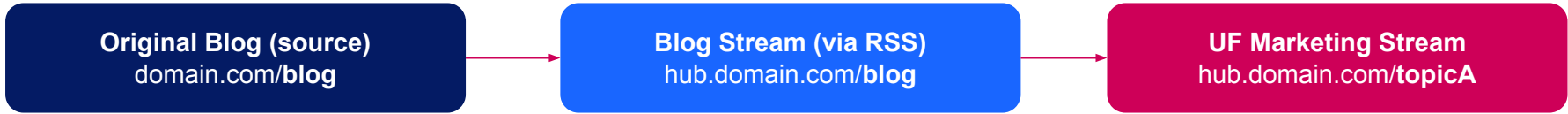
- ✓ If enabled, 301 redirects should be created on the original blog that point to the corresponding items in your Hub, so that SEO authority can be passed over.

```

MTY1NzYxNSZleHQ9cG5nJnNpemU9MTk1JnNpZz0zMWMwOTYzNzEzMGEwNWRhMzVjZTNlZjNmNjE5LjUz
53D%253D/favicon.png"><meta name="msapplication-TileImage"
content="https://content.cdntwrk.com/files/aHViPTY3Mdc0JmNtZDlmYXZpY29uJnZlcnNpbiUz
TUzMTY1NzYxNSZleHQ9cG5nJnNpemU9MTQ0JnNpZz0zMTo5ZjlkYjE5MGY2NzK0MzE4ZDkzMjZlZjQ%
253D%253D/favicon.png"><meta name="msapplication-TileColor" content="#ffc800" />
<!-- [if IE]><link rel="shortcut icon" href="https://content.cdntwrk.com/files/aHViPTY3Mdc0JmNtZDlmYXZpY29uJnZlcnNpbiUz
MTY1NzYxNSZleHQ9aWVnJnNpZz00MGQ5OTE2NzEyZGYzNGU5ZDE2YmM3ZjgXNTlmZjU5OA%253D%253D
icon.ico"><![endif]--><link rel="canonical" href="https://bee2bee.com/blog/10-honey-making-tips-for-beekeeping-beginners"/><link href="https://fonts.googleapis.com/css?family=Roboto%3A400%2C300%2C300italic%2C400italic%2C500%2C500italic%2C700italic%2C700" media="screen" rel="stylesheet" type="text/css"><link rel="stylesheet" type="text/css" href="https://content.cdntwrk.com/css/hubs/hubs.css?v=6237a423" /></style>
body { font-family: 'Roboto', sans-serif; }
MTY1NzYxNSZleHQ9aWVnJnNpZz00MGQ5OTE2NzEyZGYzNGU5ZDE2YmM3ZjgXNTlmZjU5OA%253D%253D/favicon.ico"><![endif]--><link rel="canonical" href="https://bee2bee.com/blog/10-honey-making-tips-for-beekeeping-beginners"/><link href="https://fonts.googleapis.com/css?family=Roboto%3A400%2C300%2C300italic%2C400italic%2C500%2C500italic%2C700italic%2C700" />
.empty-hub-wrapper .empty-hub .display-block h2 { color: #ffc800; }
a, .page-width a,
.bread-crumbs a,
.tile.single > a.view,
.tile .description em { color: #000000; }
.large-header { background-color: #000000; }
div.description,
div.description .icon,

```

# Indexing External Blogs in Uberflip



## 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

## 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

Name	Description	Type	Enabled
Enable Canonical Meta Tag	Add a meta tag to tell search engines to only index this item in its original Stream	SEO	<input checked="" type="checkbox"/>
Force Self Canonical URL	When checked, all items within this stream will have a canonical meta tag that points at its current location, ignoring the value set in the SEO tab	SEO	<input checked="" type="checkbox"/>
Auto redirect to item's Canonical URL	When enabled, items in this Stream will 301 redirect to their respective original location (if one exists)	SEO	<input type="checkbox"/>
No Robots Meta Tag	Prevent search engines from indexing this Stream. If the <b>Hub option</b> of the same name is checked, or if stream authentication is enabled it will take precedence over your setting here	SEO	<input type="checkbox"/>

## 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)

Name	Description	Type	Enabled
Enable Canonical Meta Tag	Add a meta tag to tell search engines to only index this item in its original Stream	SEO	<input checked="" type="checkbox"/>
Force Self Canonical URL	When checked, all items within this stream will have a canonical meta tag that points at its current location, ignoring the value set in the SEO tab	SEO	<input checked="" type="checkbox"/>
Auto redirect to item's Canonical URL	When enabled, items in this Stream will 301 redirect to their respective original location (if one exists)	SEO	<input type="checkbox"/>
No Robots Meta Tag	Prevent search engines from indexing this Stream. If the <b>Hub option</b> of the same name is checked, or if stream authentication is enabled it will take precedence over your setting here	SEO	<input type="checkbox"/>

BEST PRACTICES

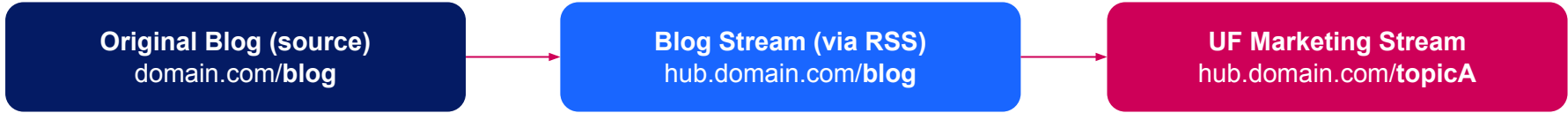
# Auto-Redirect to Item's Canonical URL

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)

```
MTY1NzYxNSZleHQ9cG5nJnNpemU9MTk1JnNpZz0zMWMwOTYzNzEzMGEwNWRhMzVjZTNlZjNmNjE5...
53D%253D/favicon.png"><meta name="msapplication-TileImage"
content="https://content.cdntrk.com/files/aHViPTY3Mdc0JmNtZD1mYXZpY29uJnZlcn...
TUzMTY1NzYxNSZleHQ9cG5nJnNpemU9MTQ0JnNpZz0zMtO5ZjlkYjEYmGY2NzK0MzE4ZDkzMjZnZ...
Q%253D%253D/favicon.png"><meta name="msapplication-TileColor" content="#ffc800"
[if IE]><link rel="shortcut icon"
href="https://content.cdntrk.com/files/aHViPTY3Mdc0JmNtZD1mYXZpY29uJnZlcnNpb...
MTY1NzYxNSZleHQ9aWVnJnNpZz00MGQ5OTE2NzEyZGYzNGU5ZDE2YmM3ZjgXNTlmZjU5OAA%253D%2...
icon.ico"><![endif]--><link rel="canonical" href="https://bee2bee.com/blog/10-...
making-tips-for-beekeeping-beginners"/><link href="https://fonts.googleapis.c...
family=Roboto%3A400%2C300%2C300italic%2C400italic%2C500%2C500italic%2C700ital...
0" media="screen" rel="stylesheet" type="text/css"><link rel="stylesheet"
type="text/css" href="https://content.cdntrk.com/css/hubs/hubs.css?v=6237a42...
/></style>
body { font-family: 'Roboto', sans-serif; }
MTY1NzYxNSZleHQ9aWVnJnNpZz00MGQ5OTE2NzEyZGYzNGU5ZDE2YmM3ZjgXNTlmZjU5OAA%253D%253D/fav...
icon.ico"><![endif]--><link rel="canonical" href="https://bee2bee.com/blog/10-honey-...
making-tips-for-beekeeping-beginners"/><link href="https://fonts.googleapis.com/css?...
family=Roboto%3A400%2C300%2C300italic%2C400italic%2C500%2C500italic%2C700italic%2C70...
.empty-hub-wrapper .empty-hub .display-block h2 { color: #ffc800; }
a, .page-width a,
.bread-crumbs a,
.tile.single > a.view,
.tile .description em { color: #000000; }
.large-header { background-color: #000000; }
div.description,
div.description .icon,
```

# Redirecting to Blog on Corporate Site



## 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

Name	Description	Type	Enabled
Enable Canonical Meta Tag	Add a meta tag to tell search engines where the original source of each article is (i.e. your blog on your website)	SEO	<input checked="" type="checkbox"/>
Force Self-Canonical URL	When checked, all items within this stream will have a canonical meta tag that points at it's current location, ignoring the value set in the SEO tab	SEO	<input type="checkbox"/>
Auto redirect to Item's Canonical URL	When enabled, items in this Stream will 301 redirect to their respective original location (if one exists)	SEO	<input checked="" type="checkbox"/>
No Robots Meta Tag	Prevent search engines from indexing this Stream. If the <b>Hub option</b> of the same name is checked, it will take precedence over your setting here	SEO	<input type="checkbox"/>

## 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)

Name	Description	Type	Enabled
Enable Canonical Meta Tag	Add a meta tag to tell search engines to only index this item in its original Stream	SEO	<input checked="" type="checkbox"/>
Force Self-Canonical URL	When checked, all items within this stream will have a canonical meta tag that points at it's current location, ignoring the value set in the SEO tab	SEO	<input type="checkbox"/>
Auto redirect to Item's Canonical URL	When enabled, items in this Stream will 301 redirect to their respective original location (if one exists)	SEO	<input type="checkbox"/>
No Robots Meta Tag	Prevent search engines from indexing this Stream. If the <b>Hub option</b> of the same name is checked, or if stream authentication is enabled it will take precedence over your setting here	SEO	<input type="checkbox"/>

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.

```
19 <meta property="og:description" content="Learn from bee farming experts how to improve your beekeeping business, streamline operations, and generate more revenue from your honey making. ">
20 <meta property="og:image"
content="https://content.cdntwrk.com/mediaproxy?url=https%3A%2F%2Fcontent.cdntwrk.com%2Ffiles%2FahViPTIxOCzjbQw9aXRlbWVka
mltYwdlJmZpbGVuYWI1PWl0ZWl1ZG10b3JpbWFnZV81YWNmNWUzYzYjBiODJmLmpwZyZ2ZXJzaW
AwMDAmc2lnPTEyNjI3MDZlZDdmZTFjNmY1NzcwZlMmU2NjhhYjVj&amp;size=1&amp;ver
=1531428217&amp;sig=13ac6c56fc173da7d6e12bcbbd66b937">
21 <meta name="twitter:card" content="summary">
22 <meta name="twitter:title" content="Resources for Bee Farmers - Bee
Farming Business Tips | Bee2Bee">
23 <meta name="twitter:description" content="Learn from bee farming experts
how to improve your beekeeping business, streamline operations, and generate
more revenue from your honey making. ">
24 <meta name="robots" content="noindex, follow"> <link rel="apple-touch-
icon" sizes="57x57"
href="https://content.cdntwrk.com/files/ahViPTY3MDc0JmNtZD1mYXZpY29uJnZl
249MTUzMTMyMDA3NyZleHQ9cG5nJnNpemU9NTcmc2lnPTZlMzc2NjJkN2IwNjgzOGYwNmQ3OT
UONTlMmJri/favicon.png"><link rel="apple-touch-icon" sizes="72x72"
24 more revenue from your honey making. ">
<meta name="robots" content="noindex, follow">
icon" sizes="57x57"
JlMwJhNWY4NA%253D%253D/favicon.png"><link rel="apple-touch-icon"
sizes="144x144"
```

**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

The screenshot shows the Überflip interface for a stream named "Resources for Bee ...". The "SEO" tab is selected and highlighted with a red box. The "Advanced SEO Options" section is expanded, showing a table of settings. A red arrow points from the "Advanced SEO Options" header in the screenshot to the corresponding table below.

Name	Description	Type	Enabled
Enable Canonical Meta Tag	Add a meta tag to tell search engines to only index this item in its original Stream	SEO	<input type="checkbox"/>
Force Self-Canonical URL	When checked, all items within this stream will have a canonical meta tag that points at it's current location, ignoring the value set in the SEO tab	SEO	<input type="checkbox"/>
Auto redirect to Item's Canonical URL	When enabled, Items in this Stream will 301 redirect to their respective original location (if one exists)	SEO	<input type="checkbox"/>
No Robots Meta Tag	Prevent search engines from indexing this Stream. If the <b>Hub option</b> of the same name is checked, or if stream authentication is enabled it will take precedence over your setting here	SEO	<input type="checkbox"/>


# Default Source Stream SEO Settings & Best Practice

Items **SEO** Custom Labels Multi-Language App Configuration Stream Performance Stream Info Options

URL Path  
/ native-pdf-2

SEO Title

SEO Description

Advanced SEO Options 

Name	Description	Enabled
Enable Canonical Meta Tag	Add a meta tag to tell search engines to only index this Item in its original Stream	<input type="checkbox"/>
Force Self-Canonical URL	When checked, all items within this stream will have a canonical meta tag that points at it's current location, ignoring the value set in the SEO tab	<input type="checkbox"/>
Auto redirect to Item's Canonical URL	When enabled, Items in this Stream will 301 redirect to their respective original location (if one exists)	<input type="checkbox"/>
No Robots Meta Tag	Prevent search engines from indexing this Stream. If the <b>Hub option</b> of the same name is checked, it will take precedence over your setting here	<input type="checkbox"/>

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

The screenshot displays the Überflip interface for a marketing stream titled "1-to-1 ABM Example - Marketing Stream". The stream is in a "DRAFT" status. A red box highlights a message: "This Stream is currently Hidden. It will not display in your Hub's menu or be included in your 'recent items' stream, and it will not be indexed by search engines. However, the Stream and its Items are still accessible via their direct links." Below this, the "SEO" tab is selected, showing fields for "URL Path", "SEO Title", and "SEO Description". A second red box highlights the "Advanced SEO Options" section, which contains a table of settings:

Name	Description	Enabled
Enable Canonical Meta Tag	Add a meta tag to tell search engines to only index this item in its original Stream	<input checked="" type="checkbox"/>
Force Self Canonical URL	When checked, all items within this stream will have a canonical meta tag that points at it's current location, ignoring the value set in the SEO tab	<input type="checkbox"/>
Auto redirect to item's Canonical URL	When enabled, items in this Stream will 301 redirect to their respective original location (if one exists)	<input type="checkbox"/>
No Robots Meta Tag	Prevent search engines from indexing this Stream. If the <b>Hub option</b> of the same name is checked, or if stream authentication is enabled it will take precedence over your setting here	<input checked="" type="checkbox"/>

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.

# 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

This Stream is currently **Hidden**. It will not display in your Hub's menu or be included in your 'recent items' stream, and it will not be indexed by search engines. However, the Stream and its Items are still accessible via their direct links.

Items    Metadata    Appearance    Custom Labels    Authentication    App Configuration    Stream Performance

Manage Items    Sort By: Display Order    Search 5 Items

- Open Stream
- Share
- Show
- Schedule

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

Advanced SEO Options

Name	Description	Enabled
Enable Canonical Meta Tag	Add a meta tag to tell search engines to only index this item in its original Stream	<input checked="" type="checkbox"/>
Force Self-Canonical URL	When checked, all items within this stream will have a canonical meta tag that points at it's current location, ignoring the value set in the SEO tab	<input type="checkbox"/>
Auto redirect to Item's Canonical URL	When enabled, Items in this Stream will 301 redirect to their respective original location (if one exists)	<input type="checkbox"/>
No Robots Meta Tag	Prevent search engines from indexing this Stream. If the <b>Hub option</b> of the same name is checked, or if stream authentication is enabled it will take precedence over your setting here	<input type="checkbox"/>

# Item SEO



## Item Level SEO Settings

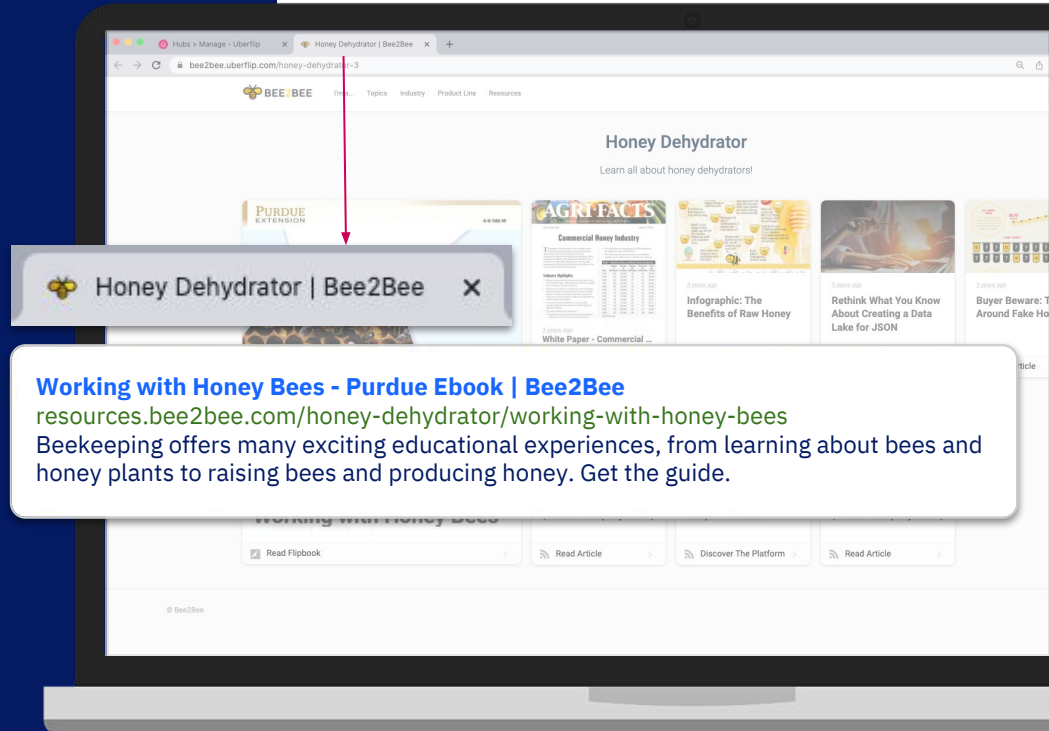
- Item SEO Title & Description
- URL Path
- Item Status
- Canonical URL
- Preventing Duplicate Content
- Advanced Item Level Best Practices

## 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

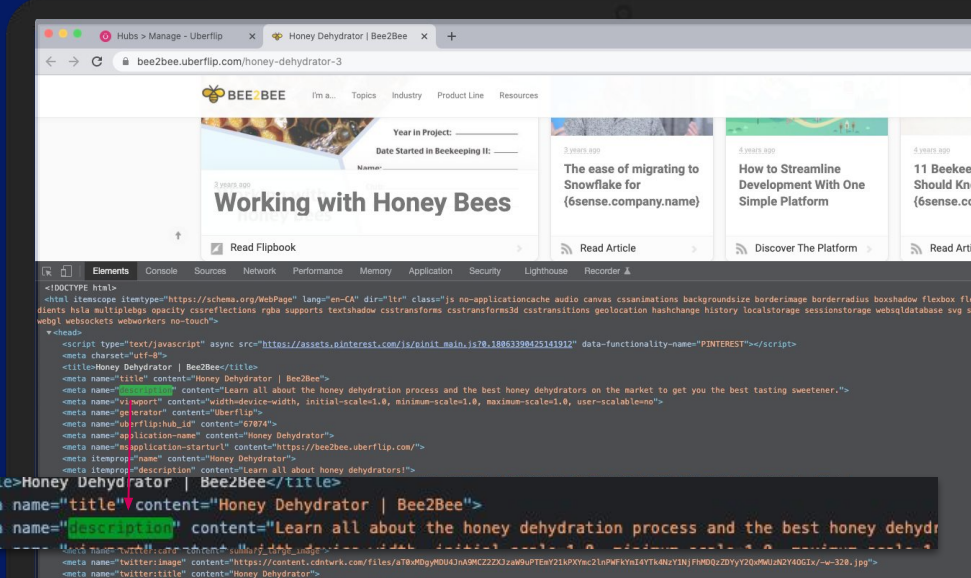


BEST PRACTICES

# 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



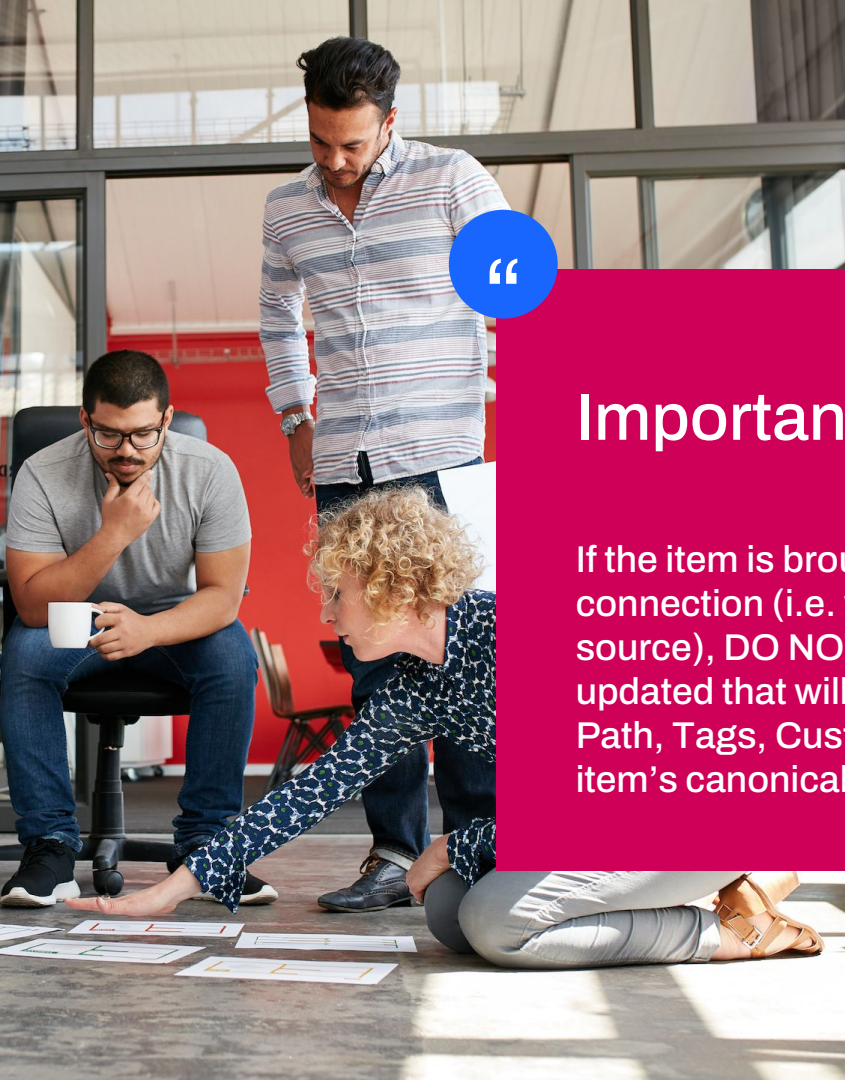
**Working with Honey Bees - Purdue Ebook | Bee2Bee**  
resources.bee2bee.com/honey-dehydrator/working-with-honey-bees  
Beekeeping offers many exciting educational experiences, from learning about bees and honey plants to raising bees and producing honey. Get the guide.

## 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

The screenshot displays the 'Edit Flipbook' interface for the item 'Working with Honey Bees'. The top navigation bar includes 'Hubs', 'Flipbooks', 'Analytics', 'Metrics (Legacy)', and 'Marketplace'. The left sidebar shows a navigation menu with 'Content' selected. The main content area shows the item title 'Working with Honey Bees' and its URL. Below the title, there are tabs for 'Editor', 'Metadata', 'Tags (8)', 'SEO', 'Custom Code', 'Custom Labels', and 'Multi-Language'. The 'SEO' tab is active, showing the 'SEO Title' field with the text 'Working with Honey Bees - Purdue Ebook | Bee2Bee' and a character count of 52. Below the title field is the 'SEO Description' field with the text 'Beekeeping offers many exciting educational experiences, from learning about bees and honey plants to raising bees and producing honey. Get the guide.' and a character count of 50. There is also an option for 'Auto redirect to Item's Canonical URL' with a sub-note: 'When enabled, Item will 301 redirect to its respective original location (if one exists)'. A red arrow points from the 'SEO Title' field to the 'SEO Title' label above it.



“

## 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”.



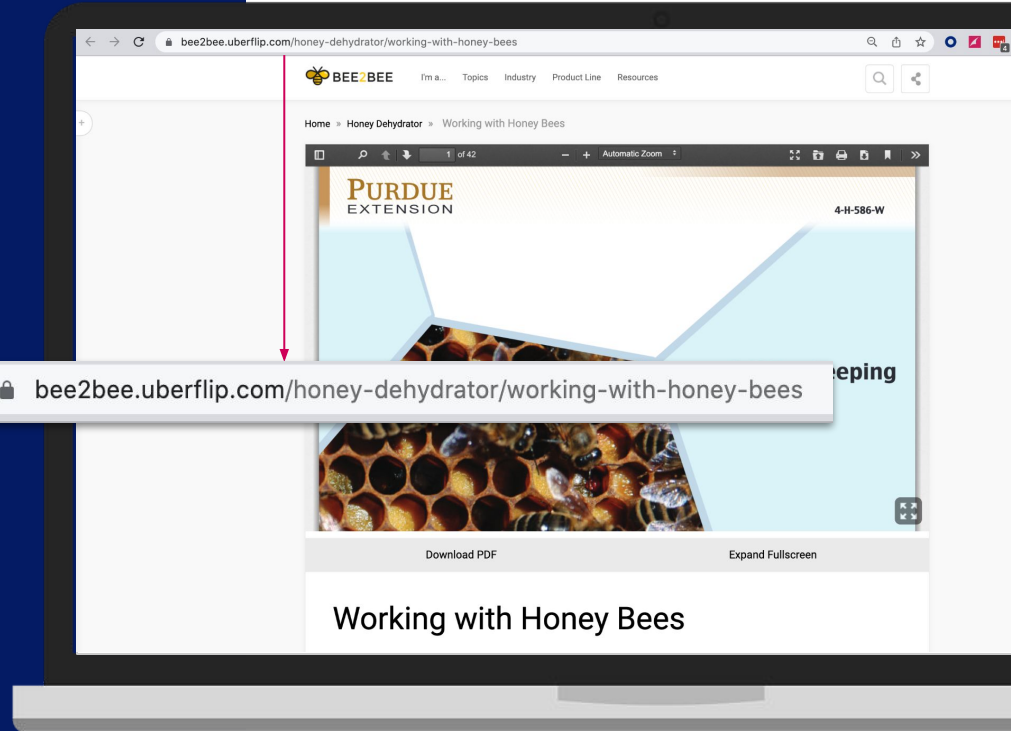
BEST PRACTICES

# 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



## 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

The screenshot shows the 'Edit Flipbook' interface for a flipbook titled 'Working with Honey Bees'. The left sidebar contains a navigation menu with options like Dashboard, Content, Calls-To-Action, Recommendations, Smart Filters, Redirect Rules, Appearance, Integrations, Tags, Website Tools, Scheduled Tasks, and Images. The main content area is divided into tabs: Editor, Metadata, Tags (8), SEO, Custom Code, Custom Labels, and Multi-Language. The Metadata tab is active, showing a 'Description' field and a 'URL Path' field. The 'URL Path' field contains the text '/stream-url-path/working-with-honey-bees'. A red arrow points to the 'URL Path' label, and a callout box highlights the field content. The callout box has a title 'URL Path' and contains the text '/stream-url-path/working-with-honey-bees'.



## 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:

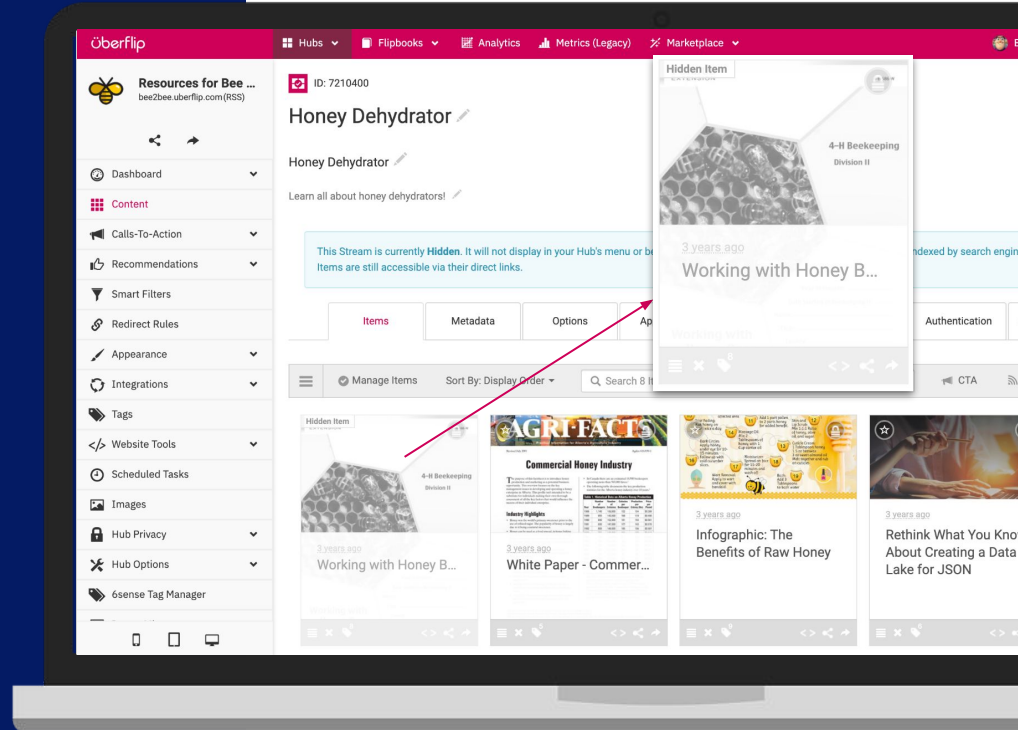
URL Path	
/stream-url-path/	working-with-honey-bees-ebook
	working-with-honey-bees <span>✕</span>

## 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.

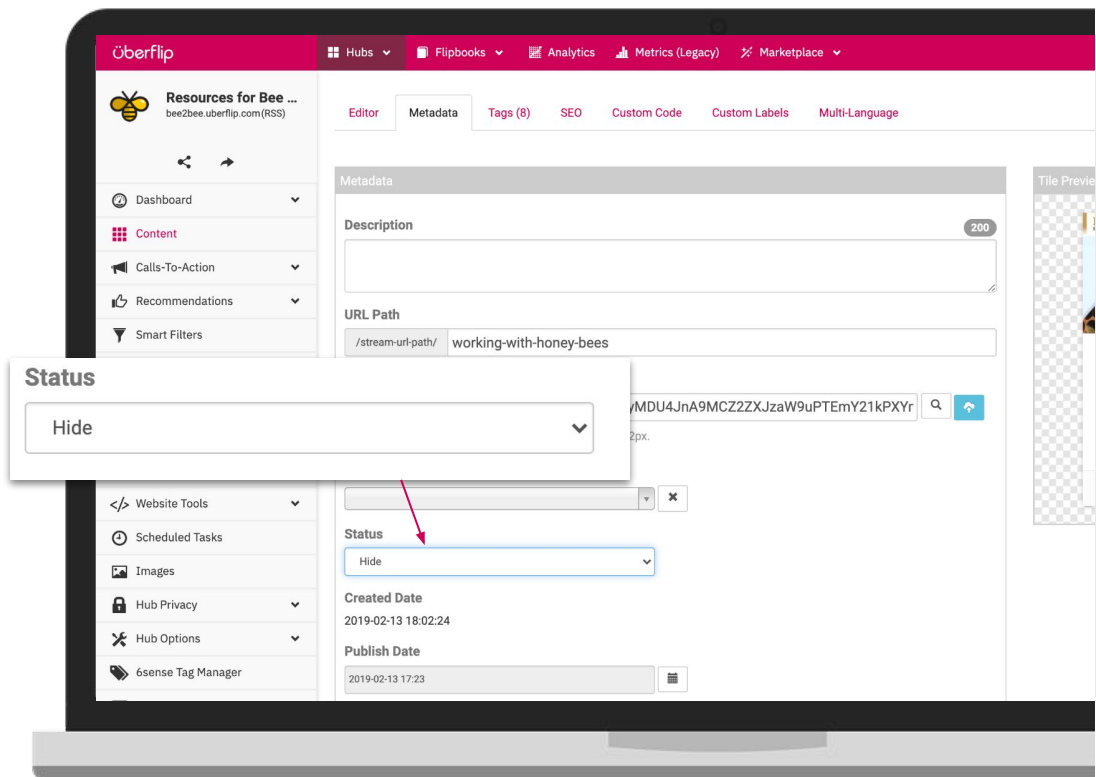
- ✓ Use this feature to strategically hide items that you only want to share privately or need to be temporarily hidden when they are being created or updated.
- ✓ Note: Hiding an item will hide it everywhere, not just the stream you're in!

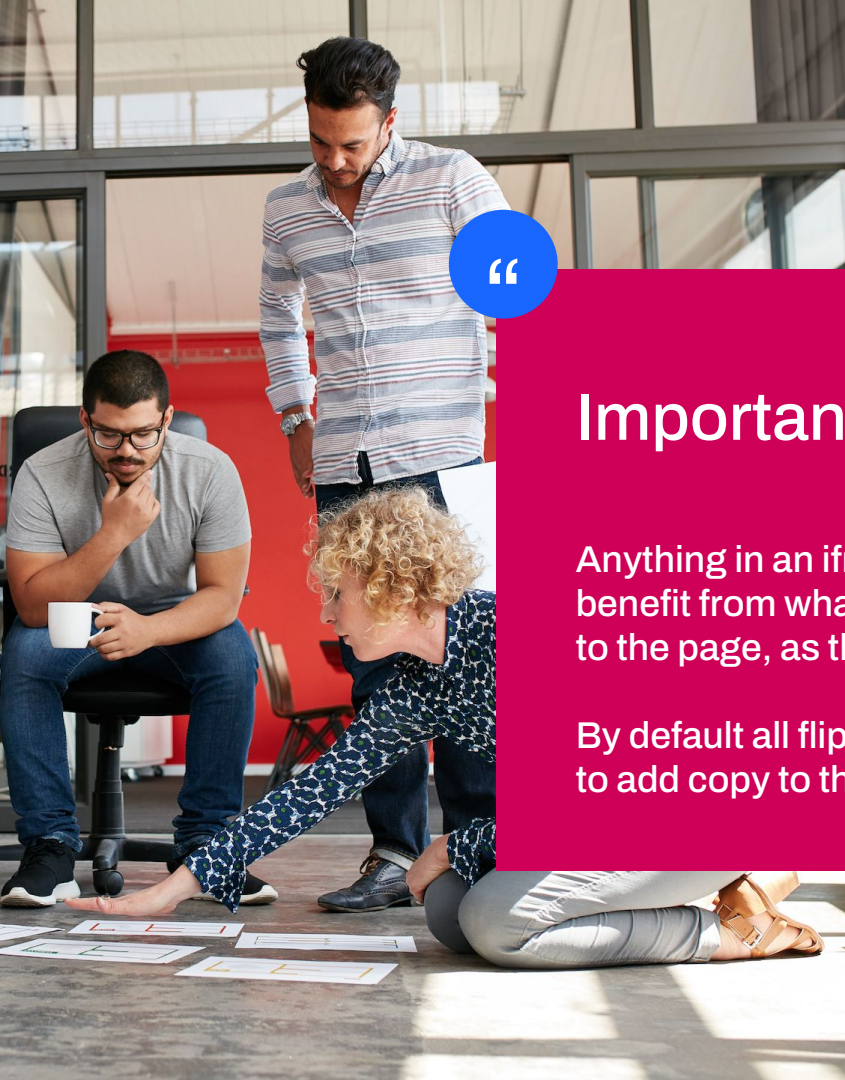


## HOW TO EDIT

# 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



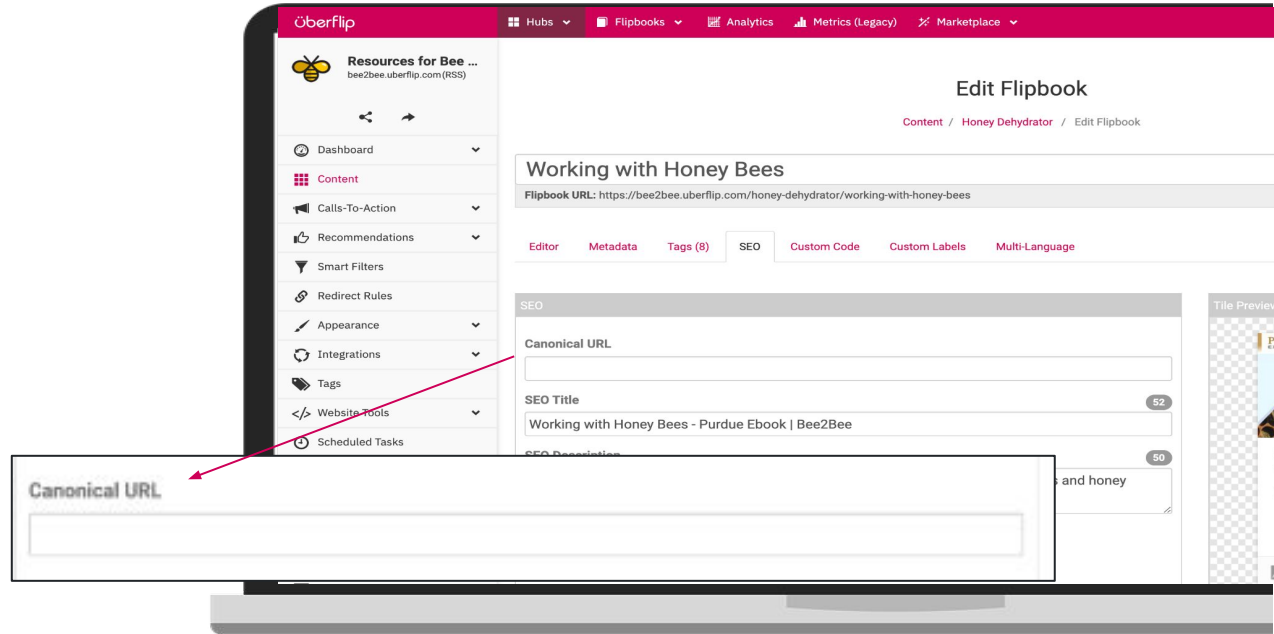
Unless a canonical URL is entered manually at the item level - when this field is left blank, the Canonical URL will automatically be set to the URL of the item in its Source Stream

```
<link rel="icon" sizes="128x128" href="https://content.cdntrk.com/files/aHViPTY3Mdc0JmNtZD1mYXZpY29uJnZlcnNp...4JnNpZ...  
on.png">  
<link rel="icon" sizes="195x195" href="https://content.cdntrk.com/files/aHViPTY3Mdc0JmNtZD1mYXZpY29uJnZlcnNp...1JnNpZ...  
on.png">  
<meta name="msapplication-TileImage" content="https://content.cdntrk.com/files/aHViPTY3Mdc0JmNtZD1mYXZpY29uJnZlcnNp...  
GJhZTk2Mzk4Mzk5OWI2YmM5MTEzYg%253D%253D/favicon.png">  
<meta name="msapplication-TileColor" content="#ffc800">  
<!-- [if IE]><link rel="shortcut icon"  
href="https://content.cdntrk.com/files/aHViPTY3Mdc0JmNtZD1mYXZpY29uJnZlcnNp249MTY2Mzc3OTY5MjZleHQ9ahWvJnNpZz0xMWI1Y...  
<![endif]-->  
<link rel="canonical" href="https://bee2bee.uberflip.com/infographics-2/infographic-the-benefits-of-raw-honey">  
<link href="https://fonts.googleapis.com/css?family=Roboto%3A400%2C300%2C300italic%2C400italic%2C500%2C500italic%2C70...  
s">  
<link rel="stylesheet" type="text/css" href="https://content.cdntrk.com/js/.../css/hubs/hubs.fe0c383...css">  
<style>_</style>  
<style>_</style>  
<![endif]-->  
<link rel="canonical" href="https://bee2bee.uberflip.com/infographics-2/infographic-the-benefits-of-raw-honey">  
<link href="https://fonts.googleapis.com/css?family=Roboto%3A400%2C300%2C300italic%2C400italic%2C500%2C500ita...  
s">  
<style data-for="TILE-FEATURE-RIBBON-APP">_</style>  
<style>_</style>
```

## 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

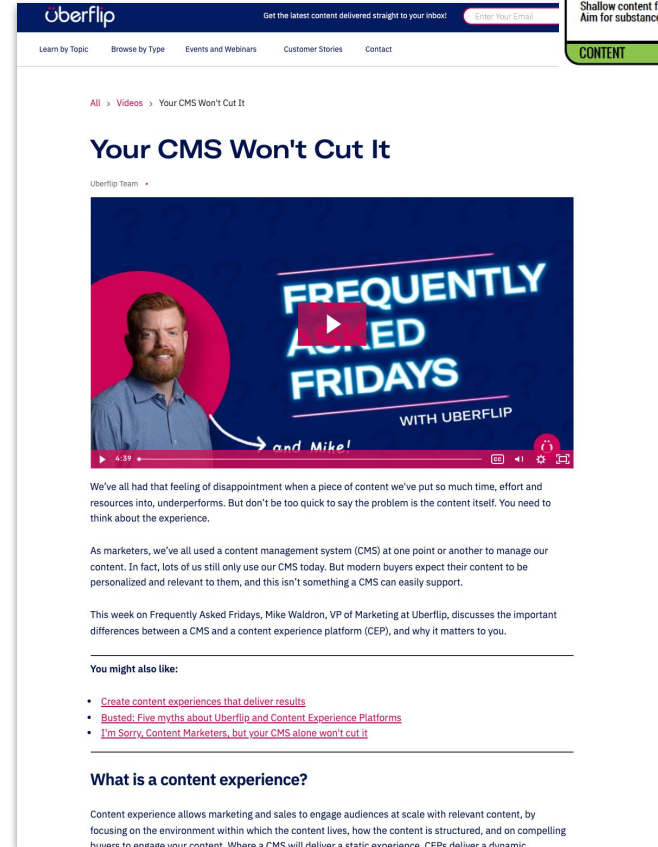
# Advanced Item Level Best Practices

# 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!



The screenshot displays the Uberflip interface for an article titled "Your CMS Won't Cut It". The page features a video player with a thumbnail showing a man and the text "FREQUENTLY ASKED FRIDAYS WITH UBERFLIP". Below the video, there is a paragraph of text, a section titled "You might also like:" with three links, and a section titled "What is a content experience?" with a paragraph of text. The Uberflip logo and navigation menu are visible at the top.

Uberflip

Get the latest content delivered straight to your inbox!

Learn by Topic Browse by Type Events and Webinars Customer Stories Contact

All > Videos > Your CMS Won't Cut It

## Your CMS Won't Cut It

Uberflip Team

**FREQUENTLY ASKED FRIDAYS**  
WITH UBERFLIP  
and Mike!

4:39

We've all had that feeling of disappointment when a piece of content we've put so much time, effort and resources into, underperforms. But don't be too quick to say the problem is the content itself. You need to think about the experience.

As marketers, we've all used a content management system (CMS) at one point or another to manage our content. In fact, lots of us still only use our CMS today. But modern buyers expect their content to be personalized and relevant to them, and this isn't something a CMS can easily support.

This week on Frequently Asked Fridays, Mike Waldron, VP of Marketing at Uberflip, discusses the important differences between a CMS and a content experience platform (CEP), and why it matters to you.

**You might also like:**

- [Create content experiences that deliver results](#)
- [Busted: Five myths about Uberflip and Content Experience Platforms](#)
- [I'm Sorry, Content Marketers, but your CMS alone won't cut it](#)

### What is a content experience?

Content experience allows marketing and sales to engage audiences at scale with relevant content, by focusing on the environment within which the content lives, how the content is structured, and on compelling buyers to engage your content. Where a CMS will deliver a static experience, CEPs deliver a dynamic

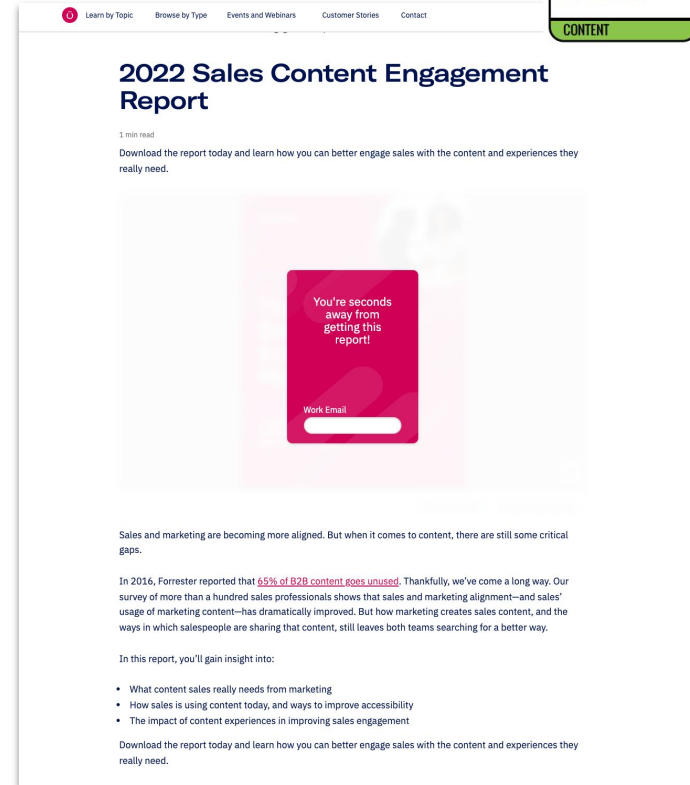
**Dt** +4  
DEPTH  
Shallow content fails.  
Aim for substance.  
CONTENT

**Kw** +3  
KEYWORDS  
Build target keywords  
into your pages.  
CONTENT

# 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:

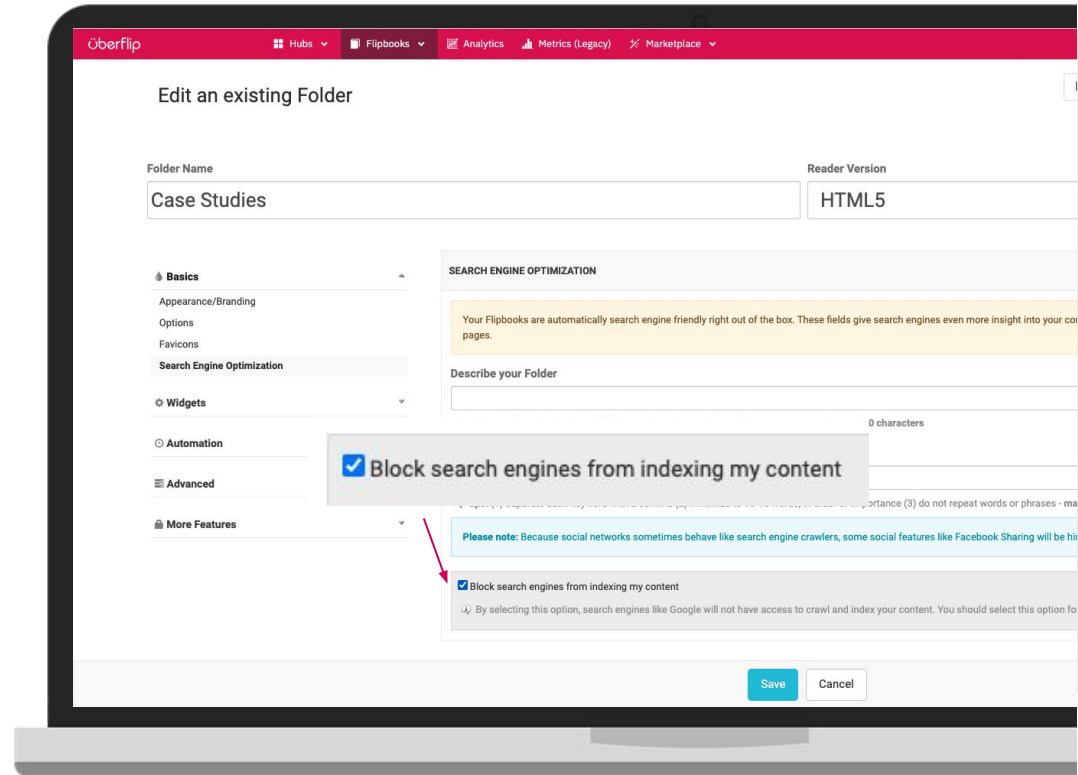
- Add copy to the page to give the visitor a summary of what they'll get from the flipbook! (Note: this is especially important when it's a gated asset)
- Block search engines from crawling direct Flipbook URLs, so flipbooks are only indexed at the hub level



## 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'



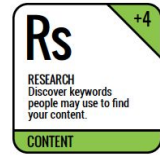
# On-Page Optimization

“

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 searcher's question and intent for the search.



# Use H2's and H3's

## 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

The screenshot shows a webpage with a navigation bar containing links: Learn by Topic, Browse by Type, Events and Webinars, Customer Stories, and Contact. The main heading is "7 ways to speed up content creation". The first sub-heading is "1. Recycle aggressively", which is highlighted in blue. A developer tool overlay is visible over this heading, displaying the following information:

- h3** (890 x 30)
- Color**: #03144F
- Font**: 20px "IBM Plex Sans", sans-serif
- Margin**: 0px 0px 10px
- ACCESSIBILITY**:
  - Name**: 1. Recycle aggressively
  - Role**: heading
  - Keyboard-focusable**:

The main text of the article discusses content recycling, stating: "A pitifully small percentage of content that's created is ever actually right people at the right point in their journey. Anywhere you can satisfy a old content, you should. It's great for your search rankings (Google loves a it based on actual performance data. That is, rather than guess which topic oly select the piece that's already received the most engagement. otion each asset received—what looks like a top-performer may only in a campaign when the others weren't.)". A "speedy hack" is mentioned: "Uberflip allows you to [insert content galleries](#) and carousels that draw from your existing content to show visitors what they're most likely to be interested in. It's recycling, and it's automatic."

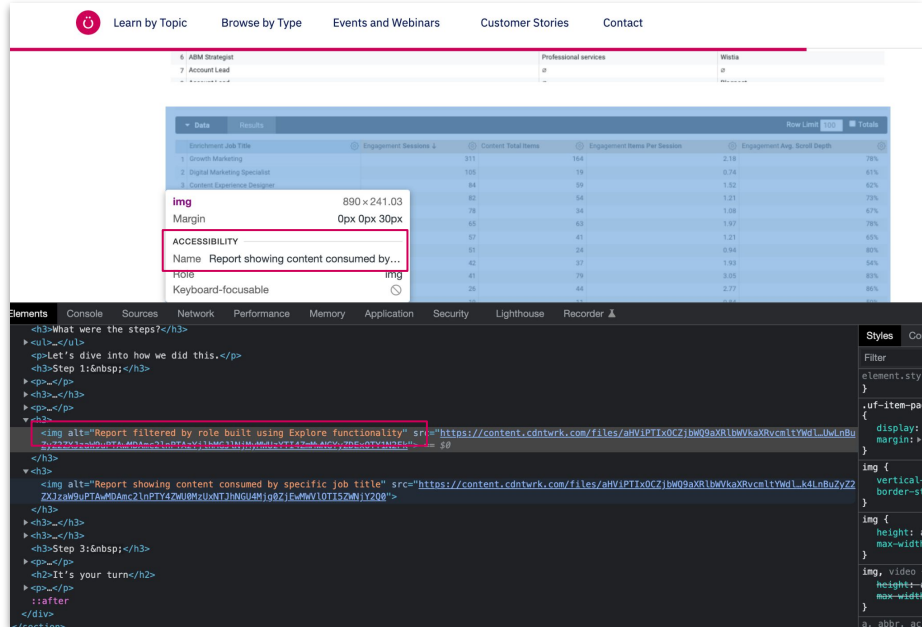
The second sub-heading is "2. Spend 20% of your time on passive traffic projects".

# Include Images and Infographics

## 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!

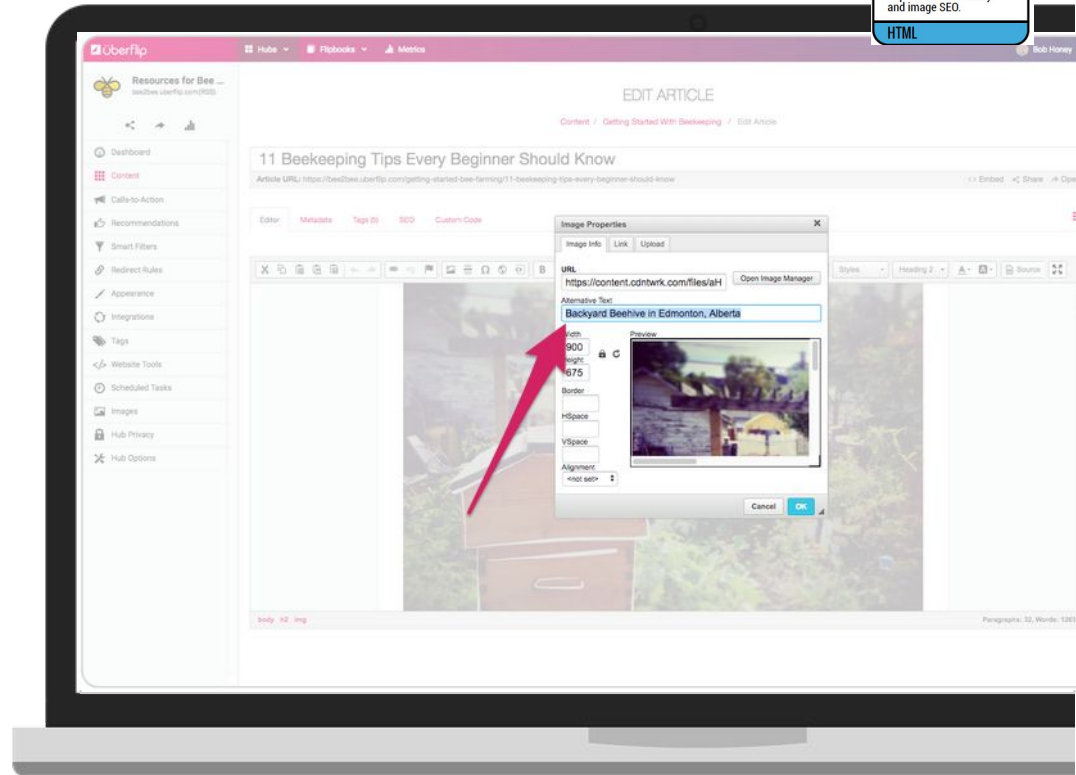
- Always add descriptive alt text to help with SEO and accessibility
- Ensure your image is contextually relevant to the content on the page
- Format it in a way that makes sense for your article

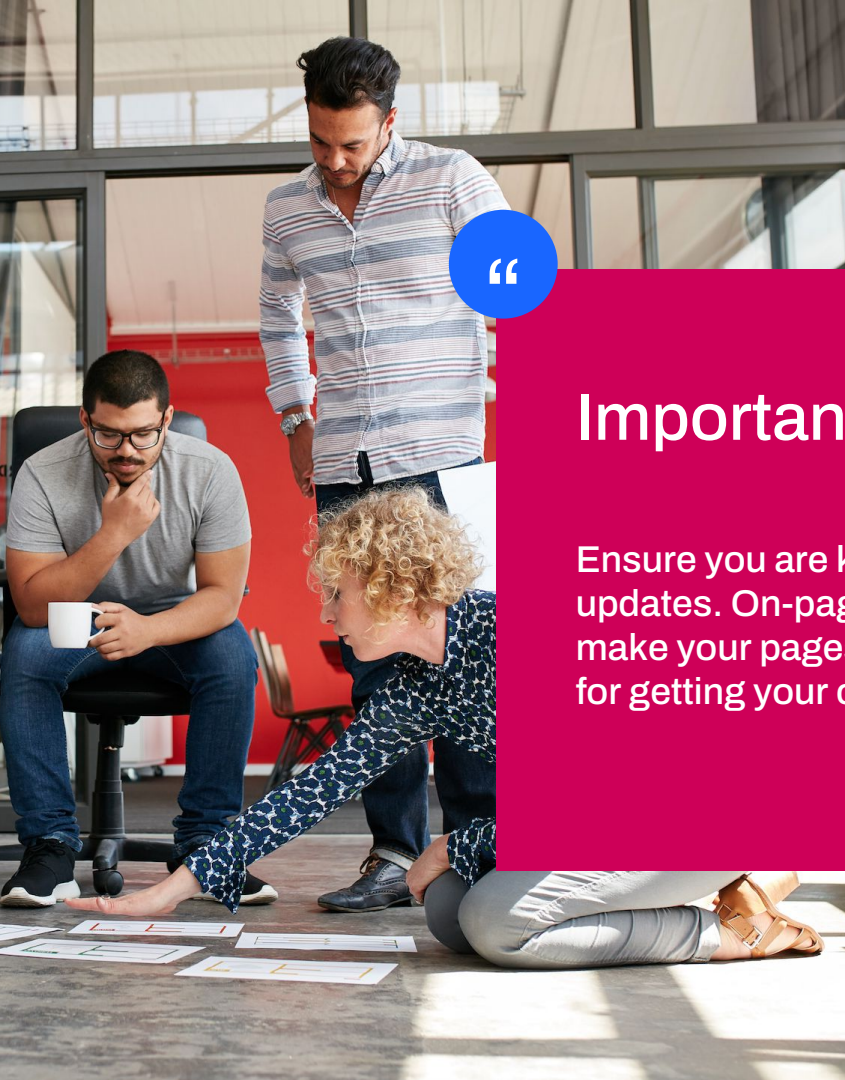


## HOW TO EDIT

# 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?

## How to become customer-obsessed



In this "How To" speaker series, strategic marketing leaders share their best tips for solving everyday marketing challenges.

This episode features Laura Ramos, VP, Principal Analyst at Forrester. In the video, Laura explains how marketing needs to keep the dialogue going with existing customers. In fact, she says that customer-obsessed companies are three times more likely to grow their revenues by 10% on an annual basis.

Want to start creating great experiences at every stage of the customer journey? Get inspired by our [Customer Journey Handbook](#).

# 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

The start of the year is a time for reflection, so it only seems fitting that we at Uberflip share with you, our fellow marketers, what we learned about content over the past year. We hereby present to you our insights from 2021. "crowd roars"

With the use of our trusty Uberflip Analytics, we took a look back at our content over the past 12 months to give us leverage when creating future content. Insights like these help us maximize our reach, and improve visibility.

Now, without further ado, here are our top five insights from 2021.

### 1. We insist on a list

Before we even dive into this, disclaimer alert! We're not here to talk about clickbait lists. Your content needs to be valuable to your audience, with helpful and relevant information. Now, although this heading might be a bit of a joke, the results are not. We saw that 20% of our most viewed content over the past year was in listicle form and included a number in the title. Of the 20%, all the items appeared in the top 25, and two were in the top 5. Not only that, but our data also showed that applying the numeral instead of the word performed better, with the added benefit of using fewer characters.

### 2. Know your audience

It's likely you read this title and said to yourself, of course, I know my audience. But we challenge you. Do you really? Do you know what they eat for breakfast in the morning? No, because that would be super creepy! But let's be serious for a moment: do you know what content the different segments of your audience are looking at most?

Through the use of [Uberflip Analytics Enrichment](#), we discovered that the type of content those with CEO, CMO, or COO as their job title looked at most were ebooks (39%) closely followed by blog posts (31%), and then video (29%). The best-viewed content for this sector were guides and reports focused on understanding the customer journey and how to improve it. This really reflects how executives value content: something data-driven that will help guide high-level strategies rather than tactical execution.

Now, if we look at those with Manager in their job title, the top-viewed type of content was blog posts (38%), followed by video (36%), and then ebooks (26%). The most-viewed content here was educational, including how-to guides and case studies.

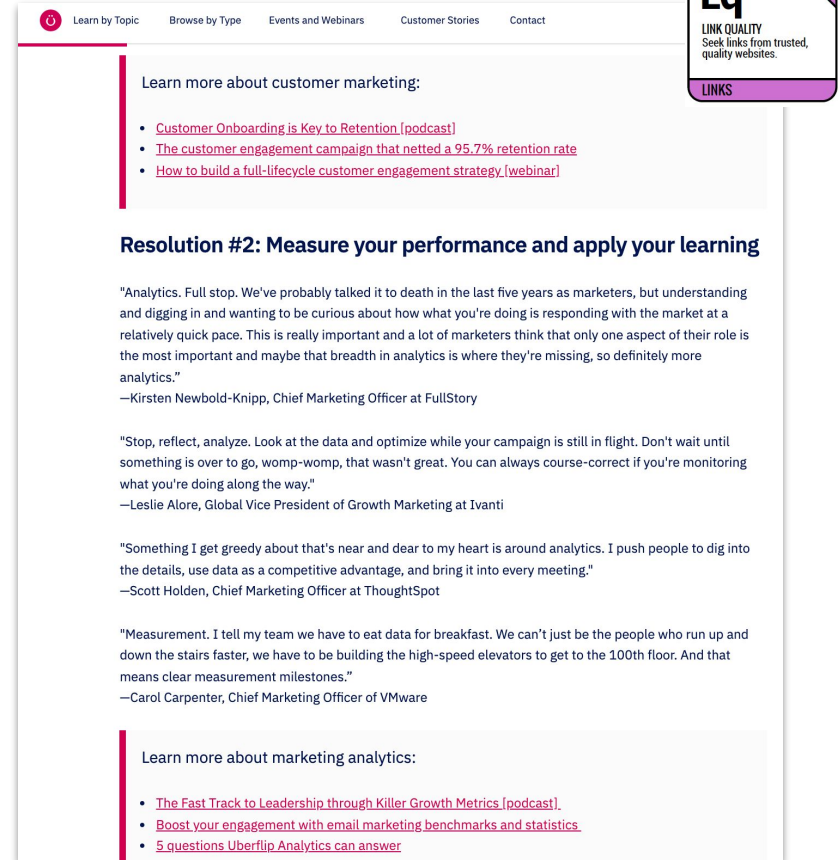
Gaining insights like this can help you ensure you're providing the right content for your audience and putting it

# 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."



The screenshot shows a website article with a navigation bar at the top containing links for 'Learn by Topic', 'Browse by Type', 'Events and Webinars', 'Customer Stories', and 'Contact'. A red circle icon is on the left. In the top right corner, there is a purple badge with 'Lq' and '+5', and a text box that says 'LINK QUALITY Seek links from trusted, quality websites.' Below this is a purple bar with the word 'LINKS' in white. The main content area has a red vertical bar on the left. The text reads: 'Learn more about customer marketing:' followed by a bulleted list of three hyperlinks: 'Customer Onboarding is Key to Retention [podcast]', 'The customer engagement campaign that netted a 95.7% retention rate', and 'How to build a full-lifecycle customer engagement strategy [webinar]'. Below this is a section header 'Resolution #2: Measure your performance and apply your learning'. The text continues with a quote from Kirsten Newbold-Knipp, Chief Marketing Officer at FullStory, about analytics. This is followed by a quote from Leslie Alore, Global Vice President of Growth Marketing at Ivanti, about monitoring campaigns. Then a quote from Scott Holden, Chief Marketing Officer at ThoughtSpot, about analytics. Finally, a quote from Carol Carpenter, Chief Marketing Officer of VMware, about data. At the bottom, there is another red vertical bar and the text 'Learn more about marketing analytics:' followed by a bulleted list of three hyperlinks: 'The Fast Track to Leadership through Killer Growth Metrics [podcast]', 'Boost your engagement with email marketing benchmarks and statistics', and '5 questions Uberflip Analytics can answer'.

Learn more about customer marketing:

- [Customer Onboarding is Key to Retention \[podcast\]](#)
- [The customer engagement campaign that netted a 95.7% retention rate](#)
- [How to build a full-lifecycle customer engagement strategy \[webinar\]](#)

### Resolution #2: Measure your performance and apply your learning

"Analytics. Full stop. We've probably talked it to death in the last five years as marketers, but understanding and digging in and wanting to be curious about how what you're doing is responding with the market at a relatively quick pace. This is really important and a lot of marketers think that only one aspect of their role is the most important and maybe that breadth in analytics is where they're missing, so definitely more analytics."  
—Kirsten Newbold-Knipp, Chief Marketing Officer at FullStory

"Stop, reflect, analyze. Look at the data and optimize while your campaign is still in flight. Don't wait until something is over to go, womp-womp, that wasn't great. You can always course-correct if you're monitoring what you're doing along the way."  
—Leslie Alore, Global Vice President of Growth Marketing at Ivanti

"Something I get greedy about that's near and dear to my heart is around analytics. I push people to dig into the details, use data as a competitive advantage, and bring it into every meeting."  
—Scott Holden, Chief Marketing Officer at ThoughtSpot

"Measurement. I tell my team we have to eat data for breakfast. We can't just be the people who run up and down the stairs faster, we have to be building the high-speed elevators to get to the 100th floor. And that means clear measurement milestones."  
—Carol Carpenter, Chief Marketing Officer of VMware

Learn more about marketing analytics:

- [The Fast Track to Leadership through Killer Growth Metrics \[podcast\]](#)
- [Boost your engagement with email marketing benchmarks and statistics](#)
- [5 questions Uberflip Analytics can answer](#)



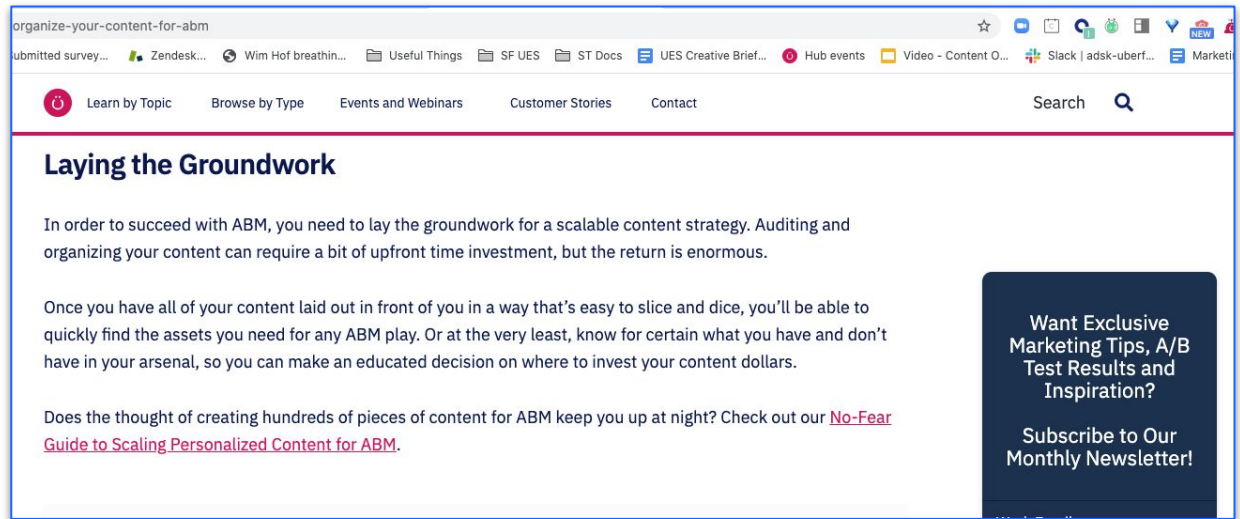
# Increase Internal Linking

## 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 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



## 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

Learn by Topic | Browse by Type | Events and Webinars | Customer Stories | Product Updates | Contact

### Streamline processes and create operational efficiencies with buy-in from all marketing channels

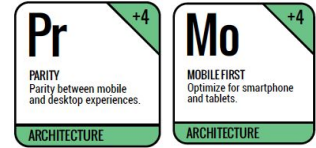
[Forrester's 2022 State Of ABM Study](#) found that 82% of respondents envision a future where demand and ABM are broadly or fully aligned by sharing people, processes, and tools. Your ABM lead isn't the sole person responsible for your ABM strategy—it's a multi-functional team effort. When asked which departments have ABM accountability other than the ABM lead, Uberflip customer Katerina Maerefat from OpenSesame states: "All departments need to be aligned to successfully launch ABM campaigns and efforts. This is key to success."

Creating a unified team that shares buyer engagement knowledge creates a more connected and consistent buyer experience. You can deliver the seamless, curated content experience your buyer craves with less effort when your entire team is brought into the same go-to-market strategy.

Creating a connected experience for your buyers requires a lot of internal teamwork but the benefits are well worth the legwork! But breaking down silos within the team can be challenging and may require new best practices or even a paradigm shift in how your teams work together. You can better streamline processes, share knowledge, and reduce redundancy in your tech stack. Once you receive buy-in from your go-to-market team, you'll resolve common roadblocks such as [lack of resources](#) and [insufficient data](#) simply by changing the way you work together.

Open collaboration on buyer insights will increase your ABM program's success.

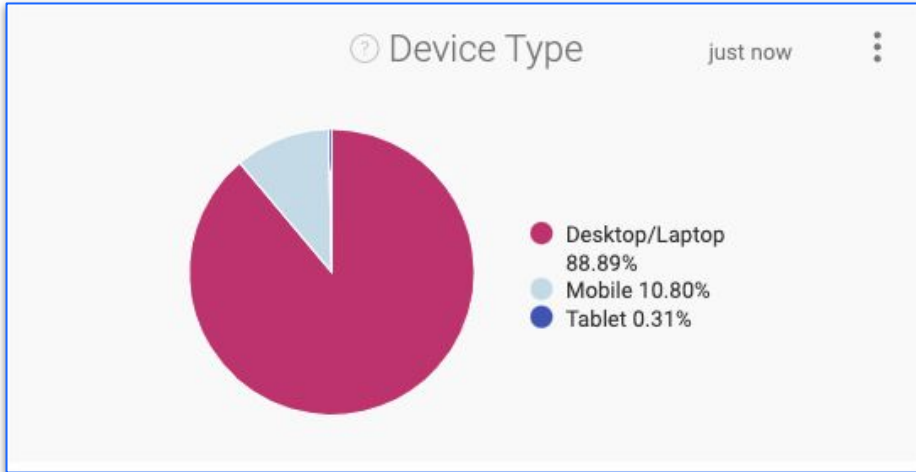
# Mobile Parity



## 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:**

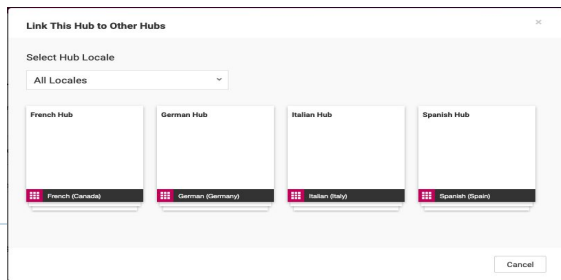
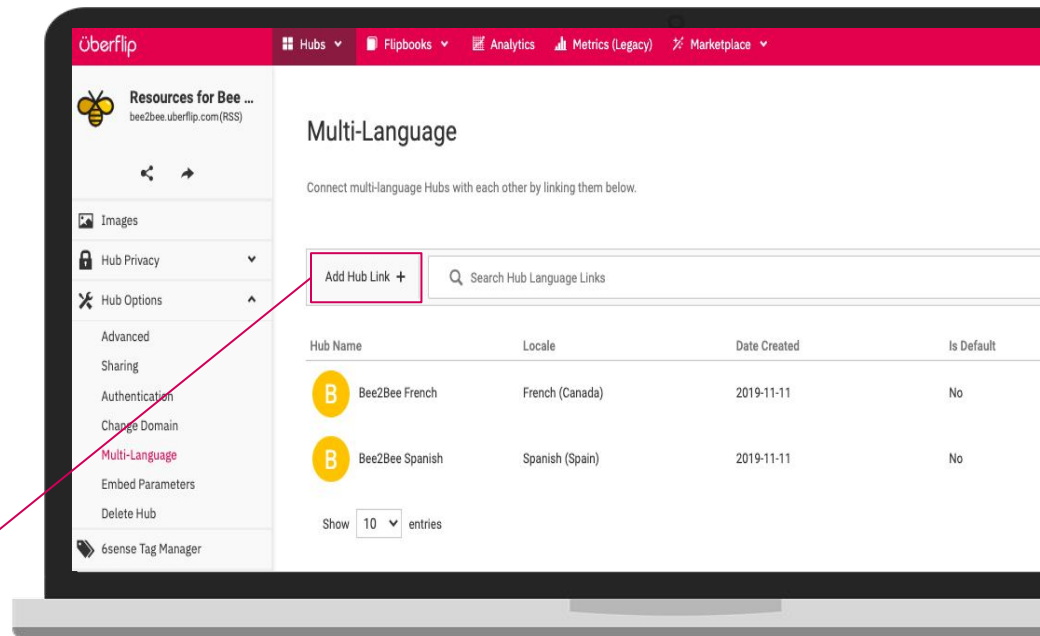
Items linked



## 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

# 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

```

Elements Console Sources Network Performance Memory Application Security Lighthouse Recorder Performance insights

<meta property="og:image" content="https://content.cdntrwk.com/mediaproxy?url=https%3A%2F%2Fcontent.cdntrwk.com%2Ffiles%2FaHvjPty3Mdc0JmH2DlnYzP29uJnZlcnNo_nJmNgenU9MzTmc2lnPwQ4Mjc2Nt0wEwTAS4Y2Y3MzLbZmQ4MTInZlcnNo_zYfYlMzZyY1favi1ZG10b3jpbWfnZV81YjJhNtdLZTYjN2U3LmpvZyZ2ZDz3ah9uPTAM0Anc2lnPTc5MjRkY2E2MjYkZmE3NjNmNmIzNTlnZjI4MzNYzI26size=36version=1529502482&sig=7bba473016a7e54e9553a764ace9df59defauhs%2Ffilebg-blogs.jpg">
<meta name="twitter:card" content="summary_large_image">
<meta name="twitter:image" content="https://content.cdntrwk.com/mediaproxy?url=https%3A%2F%2Fcontent.cdntrwk.com%2Ffiles%2FaHvjPty3Mdc0JmH2DlnYzP29uJnZlcnNo_nJmNgenU9MzTmc2lnPwQ4Mjc2Nt0wEwTAS4Y2Y3MzLbZmQ4MTInZlcnNo_zYfYlMzZyY1favi1ZG10b3jpbWfnZV81YjJhNtdLZTYjN2U3LmpvZyZ2ZDz3ah9uPTAM0Anc2lnPTc5MjRkY2E2MjYkZmE3NjNmNmIzNTlnZjI4MzNYzI26size=36version=1529502482&sig=7bba473016a7e54e9553a764ace9df59defauhs%2Ffilebg-blogs.jpg">
<meta name="twitter:title" content="Bee2Bee Blog">
<meta name="twitter:description" content="Enjoy our latest blog posts, webinars, podcasts, eBooks, and more.">
<meta name="robots" content="noindex, follow">
<link rel="alternate" href="http://bee2bee-partner.ufcontent.com/bee2bee-french-blog-stream" hreflang="fr-CA">
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<link rel="alternate" href="https://bee2bee.uberflip.com/blog" hreflang="en-CA">
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n.png">
<link rel="icon" sizes="32x32" href="https://content.cdntrwk.com/files/aHvjPty3Mdc0JmH2DlnYzP29uJnZlcnNo_nJmNgenU9MzTmc2lnPwQ4Mjc2Nt0wEwTAS4Y2Y3MzLbZmQ4MTInZlcnNo_zYfYlMzZyY1favi1MDWz/faivo

```



## 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

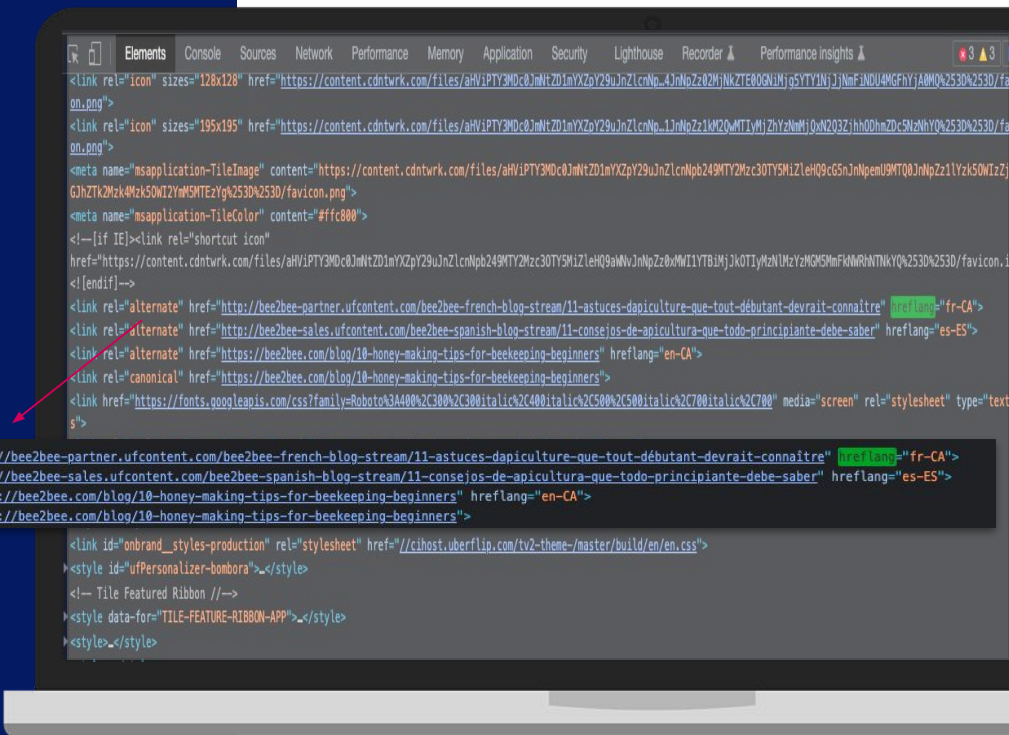
**NOTE:** Use the filter on the right to help filter by language hub

The screenshot displays the Überflip dashboard for the 'Bee2Bee Blog' stream. The 'Multi-Language' tab is selected in the top navigation bar. Below it, the 'Add Stream Link +' button is highlighted with a red box. A red arrow points from this button to a modal window titled 'Link This Stream to Other Streams'. This modal window contains a search bar and a list of streams to link to. A filter dropdown is open on the right side of the modal, showing 'All Locales', 'All Locales', 'French (Canada)', and 'Spanish (Spain)'. The list of streams includes 'Test!', 'Test76', and 'Sales Stream', each with a language hub icon and label (e.g., 'French (Canada)', 'Spanish (Spain)').

Locale	Date Created
French (Canada)	2019-11-11
Spanish (Spain)	2019-11-11

# 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

The screenshot shows the 'Edit Article' interface for the article '11 Beekeeping Tips You Should Know'. The 'Multi-Language' tab is selected and highlighted with a red box. Below the article title, there is a search bar for 'Search Item Language Links' and an 'Add Item Link +' button, also highlighted with a red box. A red arrow points from the 'Add Item Link +' button to a modal window titled 'Link This Item to Other Items'. The modal contains a search bar and a dropdown menu labeled 'All Locales'. Below the modal, a table lists existing multi-language links for the article.

Item Name	Locale	Date Created
 11 astuces d'apiculture que tout débutant devrait connaître	French (Canada)	2019-11-11
 11 consejos de apicultura que todo principiante debe saber	Spanish (Spain)	2019-11-11

# 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

Uberflip

GrowCo's Analytics  
Metrics from across your Hubs

Stream SEO Report

Filters (7) Engagement View Date (filter only) is in the past 1 months Content Hub Name is any value Content Stream ID is any value Content Stream is Del...

	Hub ID	Hub Name	Stream ID	Stream Title	Stream Type	Stream Description
1	127629	English Hub	10252986	Email marketing tips just for (qu...	Marketing	Hi (querystring.firstName)! We'v...
2	127629	English Hub	10545971	Hello Janet!	Sales	Hi Janet, here are some addition...
3	127629	English Hub	10514271	Optimize Your Web Properties L...	Sales	We understand that for DigHeal...
4	127629	English Hub	10569608	Optimize Your Web Properties L...	Marketing	We understand that for DigHeal...
5	127629	English Hub	10040769	Resources for the Digital Market...	Marketing	Take your digital marketing strat...
6	127629	English Hub	10252969	Email marketing tips just for you...	Marketing	Hi there! We've curated the belo...
7	127629	English Hub	10514266	Optimize Your Web Properties L...	Marketing	We understand that for DigHeal...
8	127629	English Hub	10449021	Get in the Know with Services f...	Marketing	Expert advice and consultation t...
9	127629	English Hub	10532309	Get in the Know with Services b...	Marketing	Growing a digital presence in he...
10	127629	English Hub	10090926	Content Marketing Institute	Blogpost	Content Marketing Institute
11	127629	English Hub	10040799	Financial	Marketing	
12	127629	English Hub	10040754	Top resources for forward-looki...	Marketing	Take the next step in your mark...
13	127629	English Hub	10586304	Test Stream Sectioning	Marketing	
14	127629	English Hub	10530295	Accelerate Your Startup Brand C...	Marketing	Effective branded content and c...
15	127629	English Hub	10370810	Buffer Resources	Blogpost	In-depth ideas and guides to so...
16	129185	French Hub	10385751	Logiciel	Marketing	
17	129185	French Hub	10368883	Principales ressources pour les ...	Marketing	Passé à l'étape suivante de votre...
18	127629	English Hub	10545952	Let's Grow with Together	Marketing	
19	127629	English Hub	10545908	Let's Grow Together	Sales	Hi Tara, here are the additional r...
20	129185	French Hub	10385806	Outils numériques	Marketing	
21	127629	English Hub	10468669	The Employee Communications ...	Blogpost	Welcome to the Smarp blog! We...
22	127629	English Hub	10541881	Template: Financial [TEMPLATE]...	Sales	Use this template for any financi...
23	127629	English Hub	10041027	Digital Tools	Marketing	
24	127629	English Hub	10551788	Missed us at B2B Marketing Exc...	Marketing	No fret! B2BMX22 was a massiv...
25	127629	English Hub	10122387	Presentations	Uberflip	This Stream includes all of our P...
26	127629	English Hub	10041045	Web Optimization	Marketing	
27	127629	English Hub	10325444	Search Engine Watch	Blogpost	

## 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

	Hub ID	Hub Name	Item ID	Item Title	Item Type	Item Description	Item SEO Title
1	127629	English Hub	674553783	2021 Marketing Report: Market...	Flipbook	We surveyed 1,500 marketers L...	2021 Market
2	127629	English Hub	674553963	5 Lessons on Creating Video Lik...	Blogpost	Andrew Davis walks you throug...	5 Lessons o
3	127629	English Hub	677437816	What Is Consumer Behavior? Str...	Blogpost	Do you ever look at someone an...	What is Con
4	127629	English Hub	676933470	A Pride Fireside Chat: Coming O...	Blogpost	This fireside chat was an opport...	A Pride Fire
5	127629	English Hub	678278850	The inner workings of search ad...	Blogpost	While data will dictate your sear...	The Inner wo
6	127629	English Hub	676790769	How AI creates photorealistic i...	Blogpost	Have you ever seen a puppy in a...	How AI crea
7	127629	English Hub	677411697	Transitioning to GA4: Is this the ...	Blogpost	As you've likely heard, Google pl...	Transitionin
8	127629	English Hub	677825645	Content Strategy - Not Content...	Blogpost	What is a content strategy and ...	Content Strat
9	127629	English Hub	675625876	Our plans to invest \$9.5 billion in...	Blogpost	Google's offices and data cente...	Our plans to
10	127629	English Hub	678251990	How to Build Location Pages Hu...	Blogpost	Location pages are an importan...	How to Build
11	127629	English Hub	678572730	9 new features and tools for eas...	Blogpost	Shopping isn't just about buying...	9 new featu
12	127629	English Hub	677871535	Where Can You Go to Learn Loc...	Blogpost	It's the combination of how to c...	Where Can
13	127629	English Hub	679026149	Helping all New Yorkers pursue ...	Blogpost	As New York emerges from the ...	Helping all
14	127629	English Hub	678279921	Helping AAPI-owned business...	Blogpost	When I first moved to New York ...	Helping AAPI
15	127629	English Hub	676892540	Spyware vendor targets users in...	Blogpost	Google has been tracking the a...	Spyware ven
16	127629	English Hub	677554756	8 Employee Engagement Statist...	Blogpost	To get a better understanding o...	8 Employee
17	127629	English Hub	677209661	How We Increased Revenue wit...	Blogpost	There are some key scenarios w...	How We Incr
18	127629	English Hub	677339462	Salesoft Uses Power of Custom...	Blogpost	For many companies, capturing ...	Salesoft Us
19	127629	English Hub	677647346	3 Ways To Get Bigger Content M...	Blogpost	A small content marketing team...	3 Ways To G
20	127629	English Hub	677212339	How Charitable Giving Helped ...	Blogpost	Many business owners may wor...	How Charita
21	127629	English Hub	675787697	Data Commons: Making sustain...	Blogpost	At Google, we believe that givin...	Data Comm
22	127629	English Hub	678807782	How carbon-free energy aroun...	Blogpost	In recent years, many companie...	How carbon
23	127629	English Hub	674371872	How Uberflip Helps with Audien...	YouTube	Having the right data is what hel...	How Uberfl
24	129185	French Hub	677315766	Five must-haves of a conversio...	Blogpost	It doesn't matter how good the w...	Five must-h
25	127629	English Hub	675958126	Plan your summer travel with h...	Blogpost	Summer is fast approaching in ...	Plan your s
26	127629	English Hub	675302821	Countering threats from North ...	Blogpost	On February 10, Threat Analysis ...	Countering
27	127629	English Hub	676540185	Switching from Google Analytic...	Blogpost	Switching is not as easy as you...	Switching fr

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



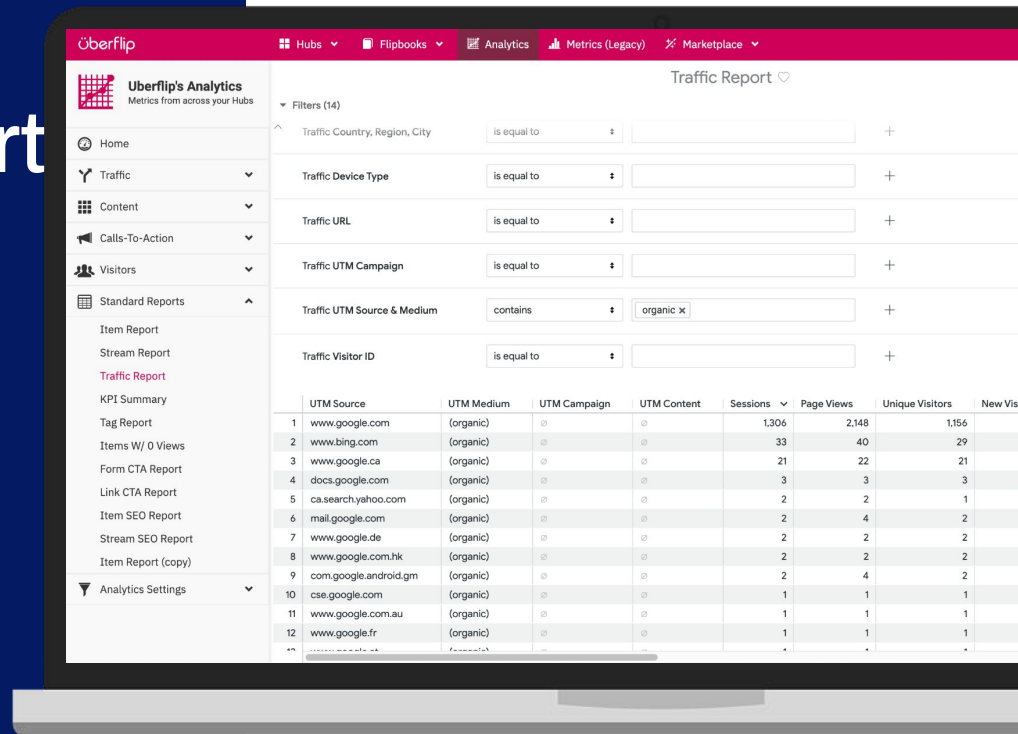
**Traffic > Visitor Acquisition**

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



# Submitting your Site Map

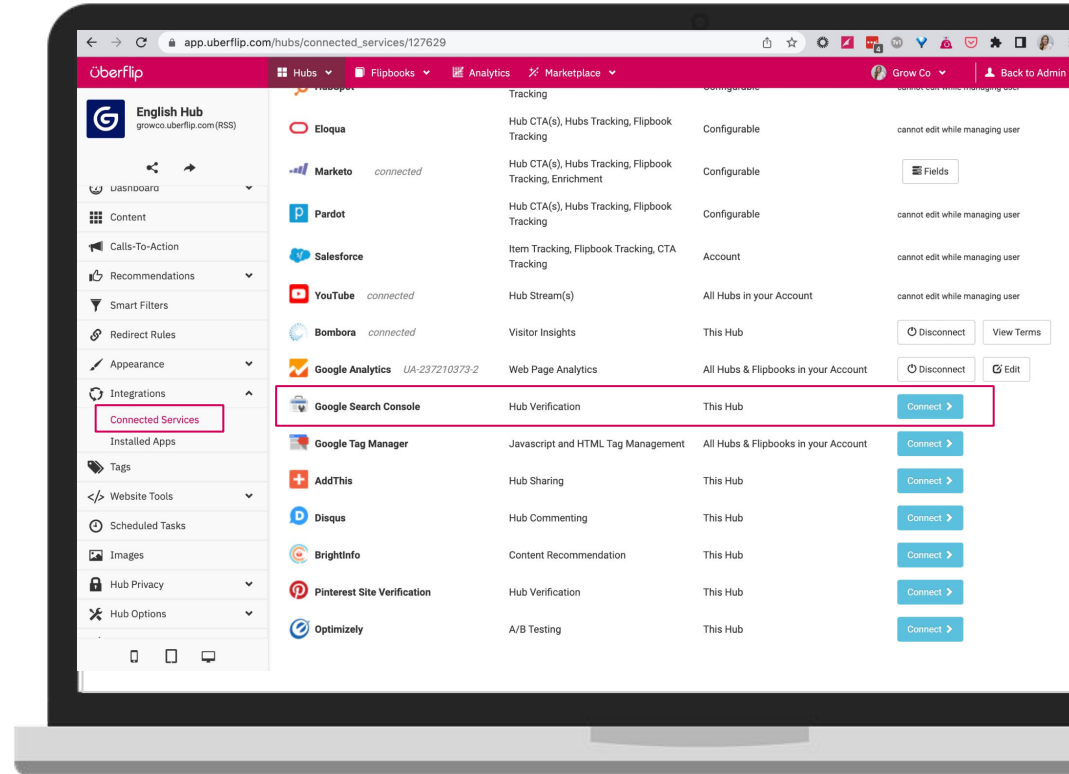


\*Access help article [here](#).

## CONNECT

# Google Search Console

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

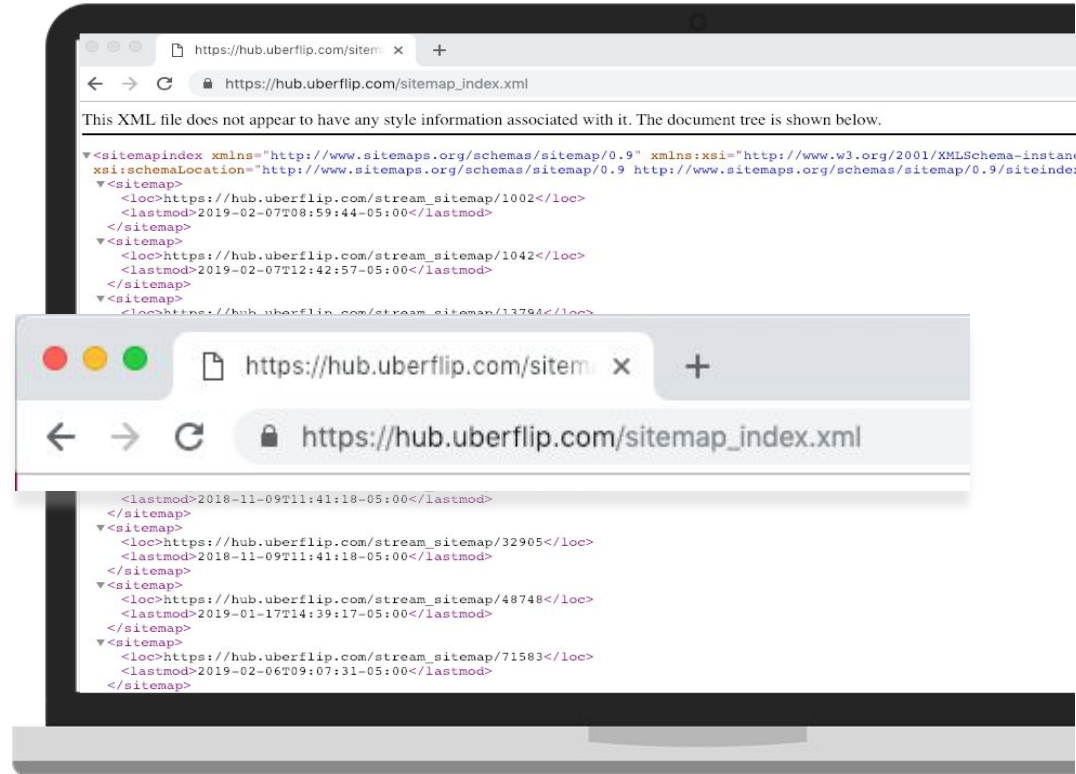


## HOW TO ACCESS

# 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.

Überflip



Thank you.

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