

This Free E-Book is brought to you by Natural-Aging.com.

**100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

When CMS Met SEO – Using the Power of Content Management Systems

By Gobala Krishnan

Krishnan

Search Engine Optimization revolves around providing useful, unique content on your website and making sure that search engines can find and understand it easily. 'Organic SEO' as it is called, puts emphasis on optimizing hundreds of keyword rich content pages as 'spider-bait' for search engines, with Google being the most popular target.

While organic SEO in itself boils down to a few simple techniques and a lot of hard work, the most tedious of those is always adding and managing content. If you're a webmaster lost in a world of dead links, missing pages, distorted images and a site structure that beats any maze, you're not alone. Such is the nightmare that many Dreamweaver-and-Notepad type of webmasters hide.

What is CMS?

CMS, or Content Management Systems, is a great alternative to using manual WYSIWYG HTML editors, website builders, and all the others kinds of expensive website tools in the market. CMS applied solely to the purpose of creating and managing websites are also known as Web Management Systems. A short excerpt from StepTwo.com on the definitions of CMS:

" A content management system (CMS) supports the creation, management, distribution, publishing, and discovery of corporate information. It covers the complete lifecycle of the pages on your site, from providing simple tools to create the content, through to publishing, and finally to archiving. It also provides the ability to manage the structure of the site, the appearance of the published pages, and the navigation provided to the users."

Advantages Of Using CMS for Your Website

Here are a few often overlooked advantages of using CMS for your web project, from a search engine marketing point of view:

When CMS Met SEO – Using the Power of Content Management Systems

With page editors that resemble a word processor program, adding content with a CMS interface is simple and fun. Most CMS software also allows you to change the location of your content pages and links easily, while the back end processes takes care of updating the links throughout your site.

Done manually, reorganizing a website's content, particularly a large one, can cause a webmaster some pretty restless nights.

CMS also allows the website owner to outsource content remotely from willing contributors. With built in access level hierarchies, users can register as Authors and start submitting articles and news. This is then automatically sent to the next in line, the Manager, and on to the Editor and finally the Publisher

or Administrator, and then it can be automatically published on the front page as new content.

And SEO specialists know that search engines love new content, above everything else.

2) Create a Solid Website Structure

While search engine spiders can maneuver your website like a human being can't, they too are fond of websites with good structures and easy-to-find content. Most CMS software can automatically create menus and navigation from categories that you set. Once you create a new category or subcategory, you can instantly publish it on all your pages, with the click of a button.

According to popular SEO wisdom, search engines spiders do not index pages more than 3–4 levels deep on your website structure. In response to this, some CMS software also allows you to put all your content on the first level, for example "http://www.yoursite.com/article236.html". However, using the CMS' control panel, you will still be able to see all content within their respective folders and subcategories.

3) Search Engine Friendly Capabilities

This is perhaps the most significant development in Content Management Systems. As more businesspeople and SEO begin to dig deep into CMS, the need for spider-friendly pages has taken center stage. Recent advancements have enabled CMS users to install modules (sometimes already built in) to make it appealing to search engines. The latest CMS software can create keyword rich pages, titles, meta tags and even anchor text.

That, coupled with advanced search engine spiders being able to go deep into databases to index pages, is set to turn Content Management Systems into the next big organic SEO tool. In fact, search engine friendly CMS even makes organic SEO specialists, sad to say, sort of 'obsolete'.

Make CMS Work for Your Web Business

Most content management systems are available for free, or at a minimum costs, under the GNU General Public License (<http://www.gnu.org/>). While there are literally hundreds of available CMS out in the market, these websites are a good guide for choosing a right one for your website or internet

business:

Compare various CMS :

Try a CMS:

Search–engine Friendly CMS:

Gobala Krishnan is a writer, internet business entrepreneur and marketer. Visit <http://www.home–business–association.com> today for important and unique tips on building an Internet Business.

Content Management Systems Eyeball SEO's

By Kevin Kantola

Content Management Systems and search engine optimization (SEO) used to be mutually exclusive terms. But the SEO community has been driving the developers of Content Management Systems to integrate more SEO–friendly methodology within their systems.

Content Management Systems (CMS) are a hot topic right now with many corporate websites are turning to these systems to handle thousands of pages of dynamic data that they need to update regularly. Content Management Systems allow information to be added, edited or deleted automatically over the entire website. This can save hundreds of hours in manual updates. Pages of content are generated on the fly using a template driven system.

When Content Management Systems were first developed, most had little regard for the requirements of search engine optimization. For some Content Management Systems this still holds true. Most CMS's, however, now have workarounds to accommodate those wanting to perform search engine optimization on their websites. The workarounds in the Content Management Systems involve two areas: writing search engine friendly URL's and creating individualized title and meta tags per page.

Writing Search Engine Friendly URL's

Some search engines (SE's) and directories like Google and Yahoo! can now read dynamic URL's but there are still a fair amount which can't or can only partially read them. The SE's like to see pages that have unique content per page and may limit the number of variable strings (i.e. ?, =, &) in a URL to assure unique content.

By using a web server module called Mod_Rewrite it is possible to remove the stop characters from the URL string, thus making it more SE–friendly. To do this you will need to add a rule to the .htaccess file. For more information, see the following article on the Apache website:

http://httpd.apache.org/docs–2.0/mod/mod_rewrite.html

Creating Individualized Title and Meta Tags

Some Content Management Systems such the latest release from Hot Banana Software boast full integration with SEO performance such as offering Conversion Tracking tool, Robots.txt and Meta Tag Management. Other CMS's such as PostNuke.com is struggling to catch up and offer workarounds to make their system more flexible and SE-friendly.

PostNuke.com says that their next version (.8 release at this writing) will be fully SEO compliant. Until then, they recommend the pnMeta module, which will give control over the title, keyword and description tags over an individual page. Dynamically generated meta tag information, however, is not recommended. For more information see: <http://www.miragelab.com/News+article-sid-19.phtml>

What Does CMS Mean For SEO's?

Search engine optimization experts and others using SEO techniques will need to work closely with Webmasters and developers who use Content Management Systems on their web properties. This collaborative effort is necessary to insure that URL's are SE-friendly and that unique title and meta tags are severed up for each optimized page. A large website with tons of valuable content, should rank well in the search engines according to the SE's guidelines and the CMS technology would do well not to inhibit this, but rather would do well to promote good search engine rankings for large websites.

Copyright © 2004 SEO Resource

Kevin Kantola is the CEO of SEO

Resource, a California search engine optimization company, and has published many articles over the past 20 years.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!