

Analytics And Search Engine Optimization

This document explains some of resources option for site analytics and search engines optimization (SEO).

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Access to Analytics

Gaining a better understanding of how people are visiting and using your helps you improve your website and measure the impact of changes. Your site comes with Google Analytics pre-installed and configured for SharePoint.

Request access to your analytics by [contacting Scholantis Support](#) with your **Google Analytics email address**. We can only provide administrator access to site analytics for approved district contacts.

We recommend creating a Google Account associated to a personal or generic district account:
<https://accounts.google.com/SignUpWithoutGmail>

Google Webmaster Tools & Site Verification

If you are using [Google Webmaster Tools](#) you can use the built-in tools to verify your site and domain:

1. On your district website open the **Settings** menu, and select **Site Settings**.
2. Under Site Collection Administration, navigate to **Search engine optimization settings**.
3. Select **Include these meta tags in pages** and add your [Google HTML verification tag](#).
4. You may need to wait for the tag to show in your page markup and for Google to detect the change.

Example Google Verification Tag

```
<meta name="google-site-verification"
content="tKBYubB9hoF__14c5rh_3STxnGhmD-cPx-tQET7nV8Q" />
```

By default, search tools are only enabled on Scholantis websites. Follow the steps below to enable search features on any site:

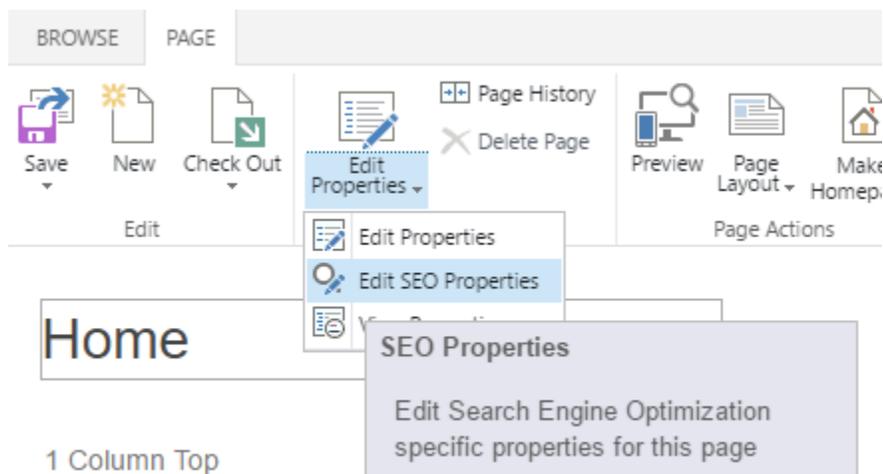
1. On your district website open the **Settings** menu, and select **Site Settings**.
2. Under Site Collection Administration, navigate to **Site collection features** found in the **Site Collection Administration** section.
3. **Activate** the **Search Engine Sitemap** feature.
4. You will now find additional options in the **Site Settings** page in the **Site Collection Administration** section:
 - **Search Engine Sitemap Settings** - Generates an XML sitemap to help search engines discover your site content, you can also configure search engine path exclusions.
 - **Search engine optimization settings** - Add custom meta tags and verify site ownership.

Page Properties

You can customise SEO properties for most pages (Publishing Pages).

1. Navigate to the page and select the **Page** tab from the ribbon.
2. Select the menu at the bottom of the **Edit Properties** button and choose **Edit SEO Properties**.
3. From the **SEO Properties** page you can modify various Search related properties for the current page.
 - **Title** - Page title, also displayed in the tab/window title of the browser, displayed in organic search results.
 - **Browser Title** - Title bar of the browser, displayed in organic search results. Browser Title overrides all text in the Title bar. We recommend using Title, it shows in the Browser Title *and* includes other information such as the site title. This is helpful for search engine optimization, optimal search result display and easy to understand user bookmarks.
 - **Meta Description** - Meta description, [sometimes used for search results](#). Limited to 255 characters.
 - **Keywords** - Meta keywords, [now ignored by many search engines](#). Limited to 255 characters.

- **Sitemap Priority** - Incorporated in the the [XML Sitemap](#).
- **Sitemap Change Frequency** - Incorporated in the [XML Sitemap](#).
- **Exclude from Internet Search Engines** - Renders meta robots noindex tag.



SEO Properties

Name
This page's name is displayed in the URL. max 255

Title
Search Engines use the title to give this page's search results for similar keywords.

Browser Title
You can customize the text that appears in the title bar of the web browser using this page.
Place order between 2 and 25 characters in this field.

Meta Description
Search engines may display this text under a link to this page in a search results page.
Place order between 25 and 250 characters in this field.

Keywords
Provide keywords that describe the intent of this page. Separate each keyword with a comma.
Place order between 25 and 250 characters in this field.

Exclude from Internet Search Engines
 Include in internet search engines Exclude from internet search engines

Configuring Google Analytics

If you are using your own Google Analytics account we recommend optimizing your analytics profile for SharePoint.

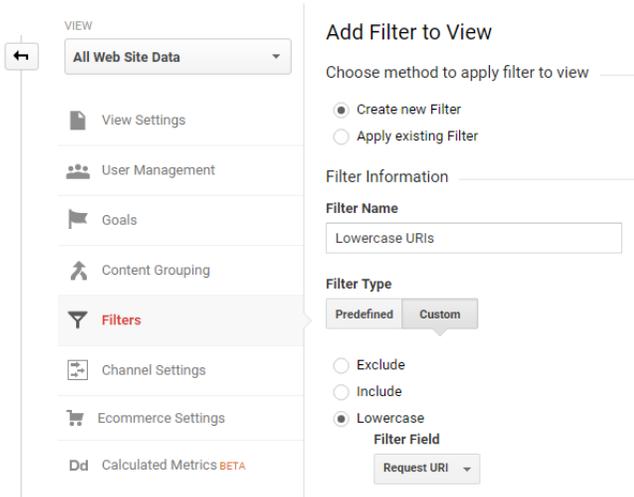
To have Scholantis to add your Google Analytics tracking code to your site please [get in touch](#), include your tracking ID (e.g. UA-74799999-1 or the tracking code.

Create a filter to lowercase URLs

While SharePoint treats uppercase and lowercase versions of a URL the same, Google Analytics is case-sensitive so identifies every variation as a *different* page.

Configure Google Analytics to convert URLs to lowercase to improve the accuracy and usefulness of your analytics:

1. Open the **ADMIN** section of Google Analytics.
2. Navigate to the relevant **Account, Property, View** and select **Filters**
3. Select **+ Add Filter**
4. Leave method unchanged (Create new filter)
5. Enter a **Filter Name** 'Lowercase URIs'
6. Choose the **Filter Type** as **Custom** and select Lowercase
7. Set **Filter Field** to **Request URI**
8. **Save**



Create a filter to lowercase search terms

As above Google Analytics treats different cases of search terms as different searches.

Configure Google Analytics to convert search terms to lowercase to improve the accuracy and usefulness of your analytics:

1. Open the **ADMIN** section of Google Analytics.
2. Navigate to the relevant **Account, Property, View** and select **Filters**
3. Select **+ Add Filter**
4. Leave method unchanged (Create new filter)
5. Enter a **Filter Name** 'Lowercase Search Terms'
6. Choose the **Filter Type** as **Custom** and select Lowercase
7. Set **Filter Field** to **Search Term**
8. **Save**

Filters will only be applied to new results.

If the Add Filter option is not available for you please [get in touch](#).

Configure Site Search Tracking

Site Search tracks the search terms when users search *inside* your site. It can be invaluable way to gain insight into what users are looking for or can't easily find.

1. Open the **ADMIN** section of Google Analytics.
2. Navigate to the relevant **Account, Property, View** and select **View Settings**.
3. Enable **Site search Tracking (ON)**
4. Under **Query parameter** lowercase k.
5. Check **Strip query parameters out of URL** to fix analytics for the search page.
6. **Save**

Site Search Settings ---

Site search Tracking [?](#) optional

 ON

Query parameter

Use commas to separate up to 5 parameters (case insensitive)

Strip query parameters out of URL [?](#)