SEO on Bold

How SEO is managed on our Headless CMS

SEO on Bold CMS

SEO is fast-paced and dynamic area of digital marketing. More than 55% of traffic to an average website comes from search engines.

Bold CMS handles SEO by ensuring that each content piece has all the meta information that search engine crawlers look for.
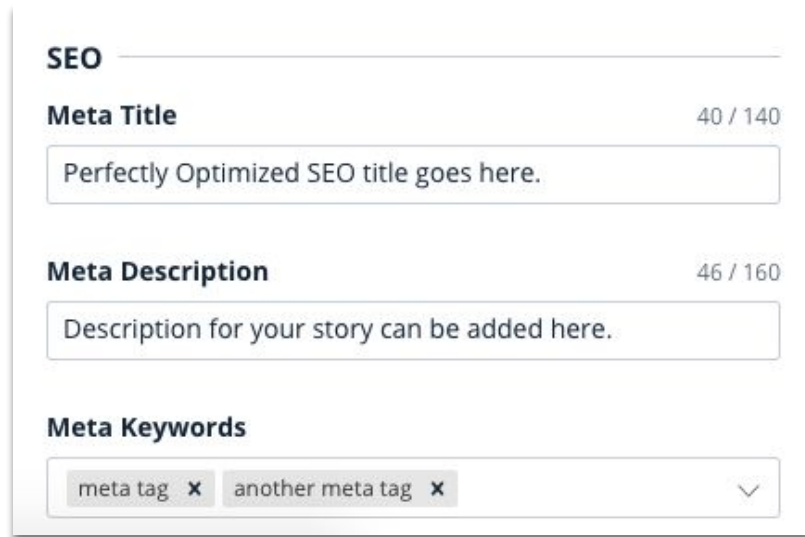
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SEO on Stories

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Meta Tags

❑ **Meta Title** tags and **Meta Description** Tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO

SEO

Meta Title   40 / 140

Perfectly Optimized SEO title goes here.

Meta Description   46 / 160

Description for your story can be added here.

Meta Keywords

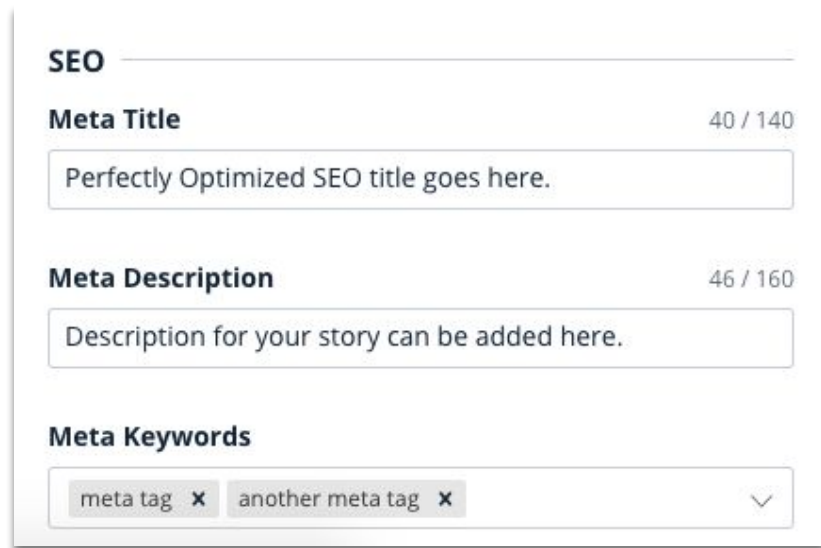meta tag ✖   another meta tag ✖   ⌄
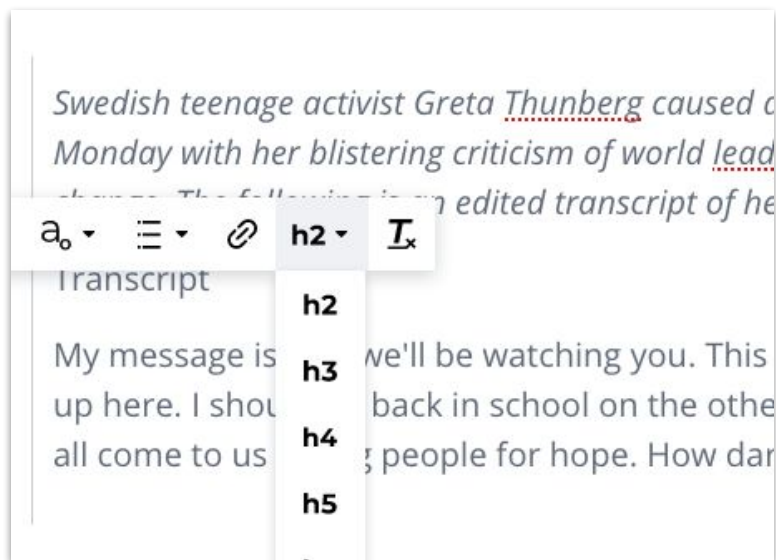
Header Tags

❏ Header tags lets you designate title sections within your content. The H1 tag is reserved to the story title and other tags can be used within the content.

Customizable URL Slug

- **URLs** help visitors and search engines better understand the content of the webpage. Bold CMS helps you create a URL structure relevant to your SEO strategy.

- Examples -
  domain.com/yyyy/mm/story-slug
  domain.com/section-name/story-slug

SEO

Meta Title   40 / 140

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Meta Description   46 / 160

Description for your story can be added here.

Meta Keywords

meta tag ✕   another meta tag ✕   ⌄

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Story and Category Slug

Name

United Nations

The name of the section (English only).

Display Name

United Nations

The section name that should appear on the site.

Slug

united-nations-news

The slug of the section, cannot be edited after creation.

❏ Story and category slugs are fully customizable on our platform. Authors can choose to customize their story slugs or the system automatically generates a unique slug based on the story title.

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Canonical URLs

❏   **Canonical tags** are helpful in telling
    search engines about the URL that
    should appear in search results.

Custom Slug

greta-un-climate-change-speech

Canonical Url

https://www.prnewswire.com/news-releases/2019-united-

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SEO Score Checker

SEO SCORES

Focus keyword

greta thunberg | Submit

Title
- The title doesn't contain focus keyword 'greta thunberg'.
- You've added title
- The title length is perfect.

Meta-description
- You've added meta-description
- The meta-description contains focus keyword 'greta thunberg'.
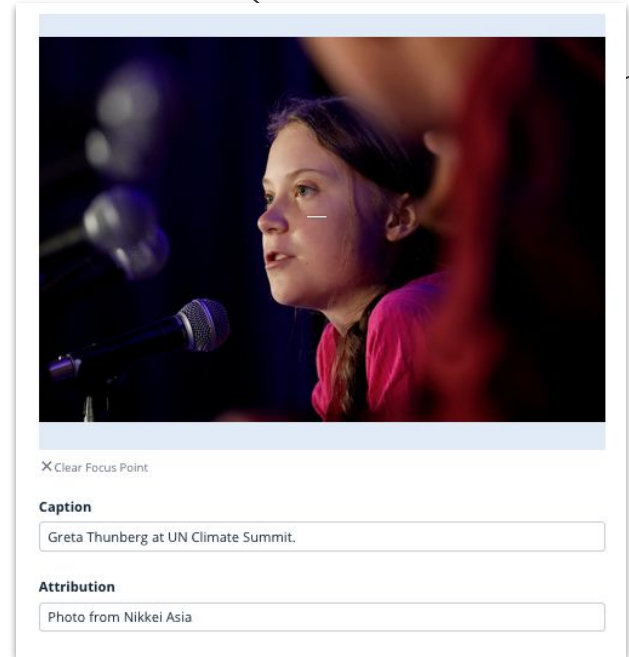- The meta-description length is perfect.

Content
- The content word count is too short.

❏ SEO score checker helps writers check their content for on-page SEO parameters before publishing the story.

❏ The SEO score currently checks the following parameters of your content.

    ❏ Title

    ❏ Meta Description

    ❏ Content

    ❏ Images

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Image Optimization

❏ **Images** are the biggest culprits for slow web pages. Bold CMS auto-magically delivers optimized images based on the visitors screen size. All you need to do is upload the best quality that you have.

❏ Alt tags, image captions options are available for every image uploaded to Bold.

✕ Clear Focus Point

Caption

Greta Thunberg at UN Climate Summit.

Attribution

Photo from Nikkei Asia

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Schema Markups

Detected		0 ERRORS	0 WARNINGS	38 ITEMS
Organization		0 ERRORS	0 WARNINGS	2 ITEMS
NewsArticle		0 ERRORS	0 WARNINGS	1 ITEM
Article		0 ERRORS	0 WARNINGS	1 ITEM
WebSite		0 ERRORS	0 WARNINGS	1 ITEM
SiteNavigationElement		0 ERRORS	0 WARNINGS	33 ITEMS

❏ Structured data helps search engines identify the content for better crawling and to deliver a rich experience to the users. Bold CMS populates schema tags based on your content automatically.

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AMP Pages and AMP Stories

❏ **AMP Pages** are supported by Google to deliver blazing fast content experiences to its users. Bold automatically creates AMP versions of your stories.

❏ **AMP Stories** are a new visual content format built for a mobile-first world.

5: Jaguar XJ

"if you pair great luxury, good styling and exclusivity, you're never going to be complaining, right?"

Plagiarism Checker

PROTECTED BY COPYSCAPE

❏ Duplicate content can be a bane for your SEO rankings. Bold CMS integrates* with Copyscape to help authors check their content for copies on the web.

A Copyscape API key is required for this feature to work

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SEO on Website

Meta Tags

❏   You can manage your meta titles, descriptions of your homepage, sections and
    tags on the Bold CMS.

Home SEO
Control Websites Home page SEO metadata

Page Title

Page Title

Meta Title

Meta Title

Description

Description

Keywords (comma separated)

Keywords (comma separated)

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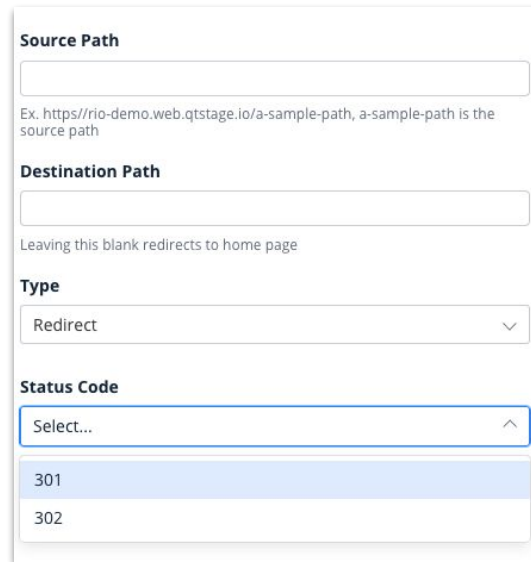
XML Sitemaps

- ❏ XML Sitemaps are generated and updated each time a new story is published on the Bold CMS.

- ❏ Sitemaps are created in XML format and are available in the domain.com/sitemap.xml path.

Redirect Manager

❏ Redirections can be used to enhance the user experience of users. Publishers can choose to create unlimited redirections on the Bold CMS.

Source Path

Ex. https//rio-demo.web.qtstage.io/a-sample-path, a-sample-path is the source path

Destination Path

Leaving this blank redirects to home page

Type

Redirect ⌄

**Status Code**

Select... ⌃

301

302

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HTTPS/SSL

❏ Our CMS and front-end applications have SSL certificates installed out of the box.
Having **https://** enabled keeps the connection between the web server and browser secure.

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Load Speeds

❏ Our development team strives to build performant websites and we have achieved sub 2 second FCP times.
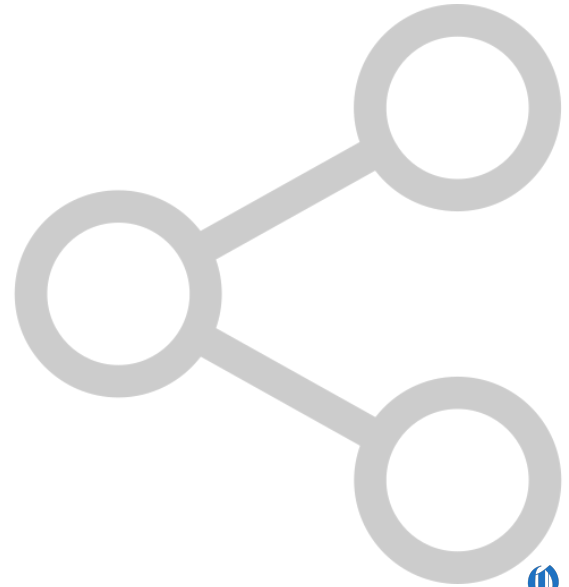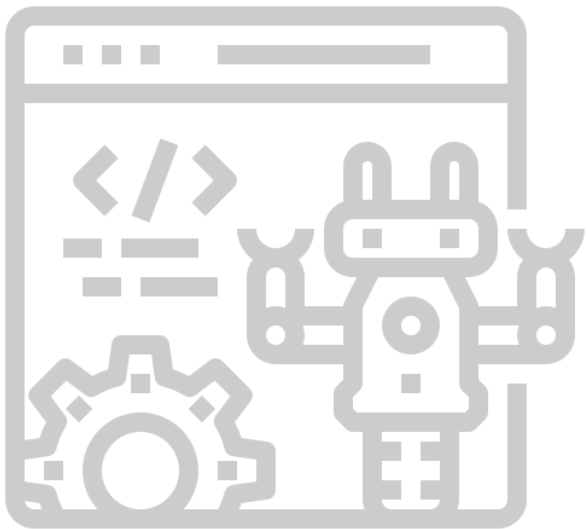
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Mobile First Architecture
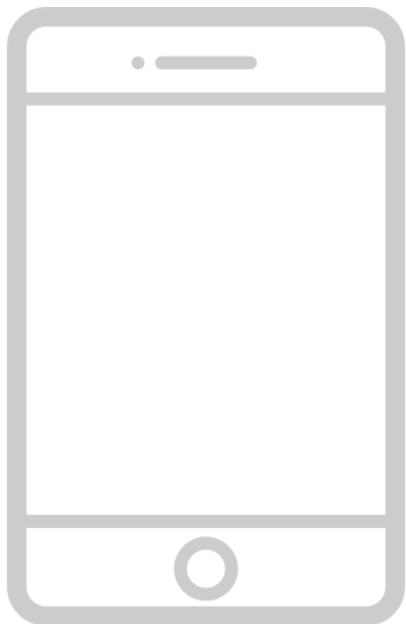
❏ As Google Bots are moving to a mobile-first indexing world, Bold CMS is constantly improved to ensure it remains compliant to Google's mobile indexing guidelines.

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Social Media Distribution

❏ Social Media distribution ensures that your content receives the relevant social signals.

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Server Side Rendering

❏ Server Side Rendering ensures that the bots can crawl, render and ultimately index the content without any errors.

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Have questions? Need help?

Talk to us

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