

# Day 14: EZ-PageManager

**Page Manager is all about SEO! With it, you can edit Meta Tags and Page Options of all the pages on your website. With all these tools combined as one, you can save hours of work.**

When you're working on a small website with only a few pages, managing those pages is easy. When you start to add more pages, however, it can get more difficult to manage.

EZ-Page Manager displays the meta tags, sitemap information, and robot instructions. These settings are used by internet search engines to put your website into their search index, which makes them one of the most important elements of your website.

EZ-PageManager makes managing your pages easy and efficient!



## EZ-PageManager

To access your EZ-PageManager login to your EZ-NetTools Member Account and click on EZ-PageManager under the Administration Tools Tab.

EZ-PageManager will display each of the pages that you have built on your account. Each page will have several options for managing certain areas of the page such as the Page Titles, Meta Tags and Robot Instructions.

## What is the page title?

A title on a web page is just a few words that identify the web page. This page title is not one that appears at the top of the page. Instead, users will only see this title in the title-bar of their web browser and above the page description when your site appears on their search results. A simple title should include your website title as well as the current page title. For search engine optimization, it's always a good idea to include as many keywords in your title as you can. The words used in the title have the greatest impact on your search engine ranking.

## What are meta tags?

Meta tags are pieces of information inserted into the code of a web page. This information is not seen by those viewing your web pages. Search engine companies like Google and MSN have computers they call "robots" or "spiders" that browse the internet searching for websites to include in their search indexes. When a search engine robot finds your website, it reads the meta tags and then uses that information to index your website in such a way that users will be able to find it.

EZ-PageManager helps you work specifically with 3 types of meta tags.

**1. Keywords** - A series of words or short statements that represent

Displaying 1 - 10 of 35 Web Pages	
Page: <a href="#">home/about.html</a>	Priority: ●●●●●●●●●●
<input checked="" type="checkbox"/> Title:	<a href="#">Edit Meta Tags</a>
<input checked="" type="checkbox"/> Description:	<a href="#">Edit Page Options</a>
<input checked="" type="checkbox"/> Keywords:	
<input checked="" type="checkbox"/> Sitemap: Included, Priority 0.4, Updated monthly	
<input checked="" type="checkbox"/> Robot Instructions: Don't Use	
Page: <a href="#">home/footer.html</a>	Priority: ●●●●●●●●●●
<input checked="" type="checkbox"/> Title:	<a href="#">Edit Meta Tags</a>
<input checked="" type="checkbox"/> Description:	<a href="#">Edit Page Options</a>
<input checked="" type="checkbox"/> Keywords:	
<input checked="" type="checkbox"/> Sitemap: Included, Priority 0.4, Updated monthly	
<input checked="" type="checkbox"/> Robot Instructions: Don't Use	
Page: <a href="#">home/home.html</a>	Priority: ●●●●●●●●●●
<input checked="" type="checkbox"/> Title:	<a href="#">Edit Meta Tags</a>
<input checked="" type="checkbox"/> Description:	<a href="#">Edit Page Options</a>
<input checked="" type="checkbox"/> Keywords:	
<input checked="" type="checkbox"/> Sitemap: Included, Priority 0.4, Updated monthly	
<input checked="" type="checkbox"/> Robot Instructions: Don't Use	

the content of the web page.

**2. Description** - A brief statement about the content of the web page. The description is often presented to the user along with the title as the result of a search.

**3. Robot Instructions** - Instructions for search engine robots/spiders pertaining to the web page and referenced pages. Valid values for the robot meta tag are:

- A. **index** - Instructs the search engine to include this page in the index.
- B. **noindex** - Instructs the search engine not to index the web page.
- C. **follow** - Instructs the search engine to follow links on the page.
- D. **nofollow** - Instructs the search engine not to follow links on the page and not to index the linked pages.

## Page Options

There are several things that you will be able to edit in the Page Options section. We are only going to focus on the Search Engine Sitemap section for now.

## What is a site map?

A site map is a list of the pages in your web site. It is used by search engines so that the search engine knows where all of your pages are and how to index them. Currently only the four following pieces of information about each page are cataloged in the site map.

The URL to the web page (this is the address you need in your web browser.)

The date the page was last modified

How often the page is updated

The relative priority of this page to the entire web site.

From your EZ-PageManager click on Page Options to the right of the page you wish to edit the sitemap information for. This brings up a new window displaying your page options. Go to the Search Engine Sitemap section to set your Sitemap options. Choose whether you want this page included in the sitemap, set the priority of the page and set how often you will be making changes to this particular page.

# EZ-PageManager Extras

## 1. EZ-SiteMap Overrides

In listing site map information, EZ-PageManager does not take into account changes made in the EZ-SiteMap Overrides File. If you have manually added, removed, or modified a sitemap entry using

EZSitemapOverrides.txt, you will not see those changes in EZ-PageManager.

## **2. EZ-PageManager Doesn't Do it All**

While EZ-PageManager does help you to optimize your website in many ways, it doesn't do it all. There are many important things that EZ-PageManager does not do for search engine optimization. Some of the most important elements of search engine optimization are:

1. The quality of the words on the page
2. The frequency of those quality words on the page
3. The words and labels associated with links and images on the page
4. The quality and quantity of other websites that link to your website

EZ-PageManager helps you in many ways. It helps you find the errors and mistakes on your website easier because it brings the information from all of your pages into one central location. When all the information is brought together, you can quickly scan the information and pick out the errors. EZ-PageManager also helps you save time. If you have many pages, you need EZ-PageManager! We highly recommend you take advantage of this invaluable resource, and begin using EZ-PageManager on your web site today!