



310 SEARCH ENGINE OPTIMIZATION

Integration of SEO into
Weebly



SEO

SEO

General

SEO

Editors

Members

My Apps

Blog

Site Description

118 characters left

Bloomsbees is a fictional florist based in Anytown, USA. It was created for educational purposes for at Washington State University.

Appears in search engine results

Meta Keywords

196 characters left

Bloomsbees, flowers, florist, horticulture, home and garden

Separate each keyword with a comma

Part One: Site SEO Settings

1. Log in to your Weebly account > select “Edit site”
2. Go to the Settings pulldown menu > select SEO
3. Give your site a Site Description (160-180 words)
4. Type in 5-10 keywords and phrases separated by comma relevant to the overall site
5. Click Publish



2

Pages +

Home

About

Donate

Blog

PAGE NAME

Home

Hide in Navigation

HEADER TYPE

Header

Visibility >

3 SEO Settings >

4

PAGE TITLE
Appears in browser headline

Home

PAGE PERMALINK
Page's URL

/ index .html

PAGE DESCRIPTION
Appears in search engine results

5

Bloomsbees flowers, plants, and gifts is your one-stop shop to making her smile.

META KEYWORDS
Separate each with a comma

6

Bloomsbees, flowers, florist, Anytown USA, horticulture, home and garden

7

Publish

Part Two: Set Up SEO on Every Page

1. Open your site Editor (or select Pages)
2. Go to Pages > select your HOME page
3. Click on the page icon on the right, select “SEO Settings”
4. Give your page a title (< 5 words)
5. Write a Page Description. Content should summarize topics relevant to the page. (< 50 words)
6. Type in 5-10 keywords and phrases separated by comma relevant to the page
7. When you are finished, select Publish



Keep it up! Follow the same process for **EVERY page of your site**

1. Open your next site page, select the page icon on the far right > select “SEO Settings”
2. Give the page a title, description, and keywords
3. Repeat steps for ALL pages of your site including sub-pages
4. Publish





SEO Example



Main SEO Site Settings		
Site Description	[≤ 50 words]	Visit Your Local Starbucks And Enjoy A Cup Of Quality Coffee, Hot Or Iced. Blended Coffees - Mobile Orders - Iced Beverages - Bottled Drinks - Bakery types: Cold Brew, Espresso, Frappuccino® Beverages, Macchiato, Tea
Key terms and phrases	[5-10 keywords or phrases separated by comma]	Blended coffees, mobile offers, iced beverages, Macchiato, bakery, bottled drinks, cold brew, espresso, Frappuccino, tea

Home Page		
Page title	[≤ 5 words]	Starbucks
Page description	[≤ 50 words]	<i>Starbucks</i> uses the highest quality <u>arabica coffee</u> as the base for its espresso drinks. Learn about our unique coffees and espresso drinks today.
Key terms and phrases	[5-10 keywords or phrases separated by comma]	Aribica coffee, coffee, espresso, unique coffee, bakery, beverages



About		
Page title	[≤ 5 words]	About Us
Page description	[≤ 50 words]	Since 1971, Starbucks has been committed to ethically sourcing and roasting the highest quality <i>arabica coffee</i> in the world. Today, with stores around the globe, the company is the premier roaster and retailer of specialty <i>coffee</i> in the world.
Key terms and phrases	[5-10 keywords or phrases separated by comma]	Starbucks, ethically sourced, roasting, arabica coffee, roaster, coffee, specialty coffee

Who We Are		
Page title	[≤ 5 words]	Company Information
Page description	[≤ 50 words]	It was true when the first Starbucks opened in 1971, and it's just as true today. Back then, the <i>company</i> was a single store in Seattle's historic Pike Place Market. From just a narrow storefront, Starbucks offered some of the world's finest fresh-roasted whole bean coffees.
Key terms and phrases	[5-10 keywords or phrases separated by comma]	Starbucks, 1971, Pike Place Market, roasted, roaster, coffee, whole bean



What We Do		
Page title	[≤ 5 words]	Coffee Finder
Page description	[≤ 50 words]	<i>Starbucks Coffee Finder.</i> What flavour. Think of your favourite foods. What flavours and ingredients draw you to them? What sensation. Sensation describes the way that the <i>coffee</i> feels on your tongue and palate. do you like on your palate? How intense. Intensity describes the level of roast and flavour in the <i>coffee</i> .
Key terms and phrases	[5-10 keywords or phrases separated by comma]	Starbucks coffee, coffee, coffee finder, palate, flavor, flavour, food, bakery, coffee sensation, roast, roaster

Blog		
Page title	[≤ 5 words]	1912 Pike, A Starbucks Coffee Blog
Page description	[≤ 50 words]	1912 Pike: the address of our first store in Seattle. The concept was simple: people who loved coffee wanted to help other people fall in love, too. If you walked in that shop, you didn't leave without learning something new about coffee.
Key terms and phrases	[5-10 keywords or phrases separated by comma]	1912 Pike, Starbucks, Starbucks blog, coffee, coffee blog, Pike Street Market



Contact		
Page title	[≤ 5 words]	Contact Us
Page description	[≤ 50 words]	If you didn't find your answer in our FAQs, please feel free to <i>contact</i> one of the departments listed below. Simply click on the appropriate link and send us your questions, concerns and/or feedback. <i>Starbucks Cards.</i>
Key terms and phrases	[5-10 keywords or phrases separated by comma]	Starbucks, Starbucks contact, FAQs, frequently asked questions, Starbucks phone, Starbucks locations, feedback