

# Optimize content for search engines

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Everything matters when it comes to higher visibility, from the way you write your content to how you design your URLs and metadata. When considering adopting a [Content as a Service \(CaaS\)](#) model, you probably wondered if it might cause a decline in your content's findability and overall ranking compared to using a traditional CMS.

Traditional CMSs have fields where you can fill out metadata, but they fail to give it any sort of context as to why you need those fields and what difference they make in the end. This article will focus on explaining a set of practices for how you can set up your content in such a way to rank with all search engines as high as possible. In other words, this article will be covering search engine optimization, also known as SEO.

Before we get into that, it's necessary to distinguish the traditional CMS model from CaaS. Traditional CMSs fall into the “masters-of-none” category, which means they can do the job, but they do not excel at anything. In contrast, CaaS is flexible as it allows you to utilize the “best-of-breed” approach. This means that you will have the possibility to integrate only the best tools to guarantee that the ranking of your site will be as high as possible. The article will get into specific [content optimization](#) suggestions and [metadata](#) later.

SEO has come a long way from bad practices such as keyword stuffing and developed new ways of managing your metadata, which is one of the crucial factors when it comes to ranking.

## Optimizing Your Content



The three most important segments of your articles, which are your titles, headers, and [metadata](#), must contain relevant keywords. This means that while you are creating new content, try to think about which terms your users would search for to find this piece of content. Make sure to use those keywords in your article's title, because it will result in a higher placement ranking-wise.

## Improving your URLs

With Kontent you can use URL slugs to [build high-quality URLs](#) or you can at any time manually change the URL. This guarantees higher visibility because one of the key metrics Google pays attention to is whether the [URL is SEO-friendly](#). If you compare  and , the later one will score higher in Google rankings.

## Improving readability

You can test your content before releasing it, such as by using tools that measure its [readability score](#). If your content has a high readability score that means that it is simple to understand (for example, a value between 60 and 80 should be easy for a 12–15-year-old to understand). If you have content ready which you would like to test for readability, you can try this free [WebFxs readability tool](#). It can test your entire webpage by providing the URL, or you can copy and paste your content to test the readability before publishing.

## Decreasing render time

Another key metric when it comes to your website ranking is the [render time](#) and if you have scripts running on your page that prevent it from being crawled. What you can use to test how Google or Bing see your page is [Fetch](#). Copy the URL of your website, then select a User Agent, the default one selected is Google. Make sure to tick the option Render because it will return valuable information such as which parts of your website are blocked from crawling and why. It will also list your render time, which is vital as multiple studies have confirmed that over 80% of users will leave a page if it fails to load in under three seconds. This means that your website's bounce rate will be quite high, which will cause your rankings to drop significantly. You can also test page speed using Google's [PageSpeed Insights](#) by providing your website URL.

To see if you are on the right path, compare the numbers that you receive for your website with one of the industry titans (Google, Facebook, and so forth) and make decisions based on the results to continuously improve traffic to your site. Please note that Fetch only works on live websites. A workaround would be to create a [preview environment](#) and then use the link in Fetch to test your content before publishing it.

## Metadata in CaaS

### Implementing snippets

When talking about metadata, there are two types, website and content metadata. One way to understand the difference between website and content metadata is that structural (or website) metadata defines the form fields for the information you want to gather and descriptive (or content) metadata provides the values for those fields. Simply put, website metadata determines the structure or layout of the page and content metadata then passes the content into the layout. Metadata definitions that can be defined and move along with the content via API.

To add metadata, it's recommended to use [snippets](#). This will allow you to add metadata to any content type, and if you create a similar content type, snippets can be reused for that purpose. For example, if your website

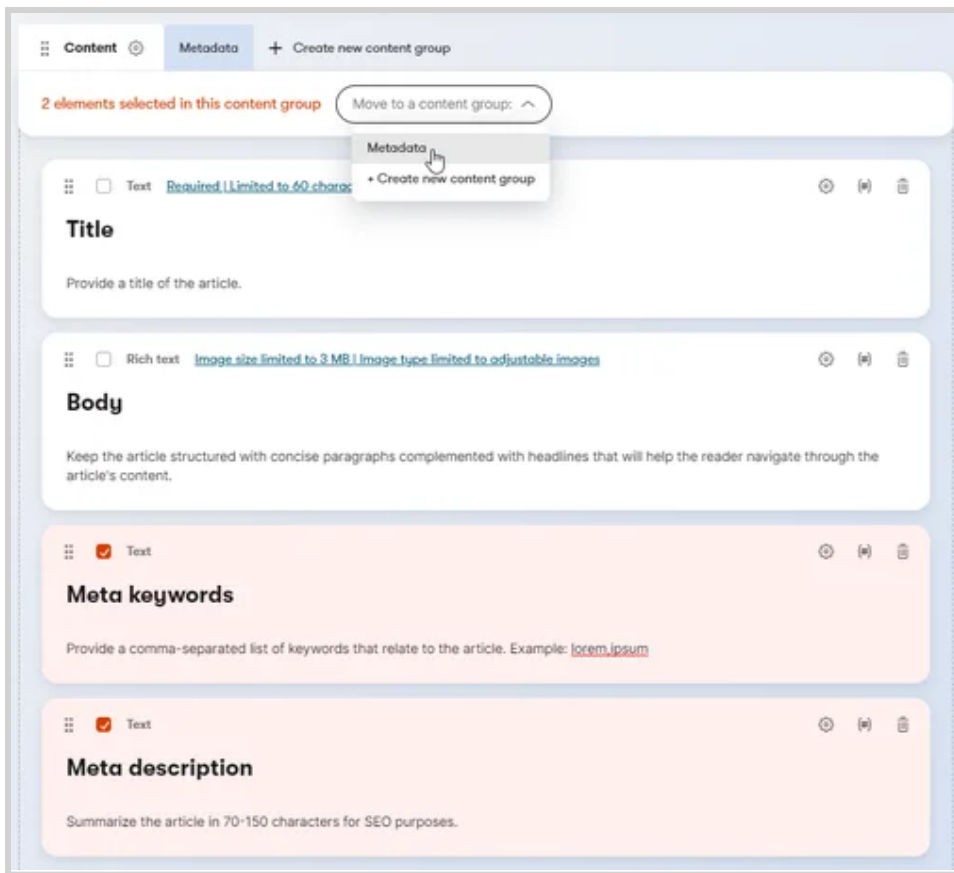
is going to contain both articles and landing pages, they'll use different content types but they will require similar [metadata for sharing on social media](#).

The screenshot displays two text snippets within a content editor. The first snippet is titled "SEO metadata" and is limited to 60 characters. It contains a "Meta keywords" section with a checkbox for "Element required" and a "Limit to" field set to 60 characters. The second snippet is titled "Meta description" and is limited to 150 characters. It also has a checkbox for "Element required" and a "Limit to" field set to 150 characters. Both snippets include a "Text" label and a "Limit to" field with a dropdown menu set to "Characters".

[Schema.org](https://schema.org/) provides a collection of shared vocabularies webmasters can use to mark up their pages in ways that can be understood by the major search engines including Google, Bing, and Yandex. In other words, while you are creating snippets it is recommended to use the parameters provided in schema.org if you want to significantly improve the ranking of your published content.

## Implementing content groups

Another thing that you can do is create a content group, name it "Metadata", and either add the snippet you created before or add at least two text elements called *Meta keywords* and *Meta description* and a third URL slug element with the name *URL pattern*. If you decide to do this, the benefit is that your content creators won't have to think about metadata while writing content. Content creators can focus on their daily tasks and later, once the content has been finalized, SEO people can come along and tie it all together.



Make sure that your [URL is SEO-friendly](#). You can make all the fields mandatory and even limit them to a specific number of keywords that you allow, which will result in content developers resolving your SEO while creating new content. Content groups can also be used together with the schema.org parameters to achieve the best possible result. For example, if you were to create a content group named Books, you would check the properties that define a [book according to schema.org](#).

Now, besides the obvious information such as the title of the book and the author, what you can do to further improve the visibility of your content is to add the properties suggested by schema.org. For the sake of our example, say you want to list all the available formats of a book. You'd go to your content type named Books, create a content group named *Formats*, then add a Multiple choice field with the name *bookFormat*, and provide the [values listed for book schemas](#).

## Sitemaps

Sitemaps are important both for search engines crawling your website and for your visitors. [A sitemap for search engines](#) enhances SEO of your website because it helps people find your content. With a [sitemap for visitors](#), you can help people understand the structure of your website.

## What's next?

If you choose to adopt the [CaaS model](#) against the traditional CMS, and have the right approach, you can be sure that your rankings can only go one way and that is up. You've learned about several ways of optimizing content and organizing metadata and what tools you can use to achieve the best possible result.

- [Optimize images](#) for the web to achieve better loading times and responsivity.
- Generate URL slugs from text elements to [create SEO-friendly URLs](#).
- [Optimize your JavaScript application](#) to serve search engines the right content.
- [Create a sitemap](#) for your website to improve SEO and accessibility.