

# Ingrained SEO Features & Tools

achieve search engine relevance via powerful SEO capabilities

ASSOCIATIONS EDUCATION NON-PROFIT CORPORATIONS GOVERNMENT

Relevance. It's the name of the game in search engine optimization (SEO). And while you can pay (sometimes great amounts) to buy search terms via Pay-Per-Click ads, it certainly pays to have a site or online member community that's designed from the ground up to provide enhanced SEO. SEO is at the top of every organization's must-have list for successful online marketing, and it pertains to organic listings – those results that appear for FREE in major search engines like Google, Yahoo!, Live, etc. At the center of successful SEO lies relevant site content. To help you publish relevant site content, YourMembership.com provides a comprehensive content management system (CMS).

## Page Titles

Each YourMembership.com site is search engine enhanced to include dynamic title tags. Titles (displayed at the top of the browser window) on the front-end of the site will change depending on the page/section viewed. This helps enhance search engine indexing and provides a relevant display to site visitors. For security purposes, member-only private pages are not be indexed by search engines.

## Page Names (URL Rewriting)

YourMembership.com automatically creates search engine optimized URLs for pages across the community. As site administrators add new pages, this automated SEO feature writes new search engine-friendly URLs that help describe and highlight page content for visitors and search engines.

## Meta Tag Manager

Meta tags are hidden words or phrases search engines use to help index websites, and YourMembership.com's meta tag manager allows site admins to create, manage and maintain an accurate, relevant list of meta tags to highlight and promote site content.

## Auto RSS Feeds

Certain sections (e-storefront, news, blogs, forums, others) within YourMembership.com include auto-RSS feeds. This allows members to subscribe to RSS feeds and receive the information that matters most to them. Auto-RSS feeds also provide a new source of site content for search engines. YourMembership.com also enables site administrators to add syndicated content to pages within their sites by simply pasting in the URL of any RSS 2.0 compliant XML feed.

## YourMembership.com NOW Feed

Like twitter, the YourMembership.com NOW Feed is a microblog of activity within each member community. NOW provides an RSS feed as another delivery mechanism of search engine optimized content, and NOW also features an email subscribe option that allows members and/or non-members to receive email updates when new posts occur.

## Content Management System

YourMembership.com delivers dynamic content management that allows site admins to take complete control of the frontend content of their communities. Via the CMS, admins may add unique site copy, create events, establish an e-storefront and upload files (documents, multi-media, presentations, PDFs, etc.). The CMS allows users to push as much content through their sites as they'd like.

## Custom Sitemaps & Auto Sitemaps

Sitemaps are an important part of SEO. YourMembership.com enables site admins to manually upload custom sitemaps via the sitemap upload system, and the sitemap index will contain any custom sitemaps that admins have added. YourMembership.com also automatically generates a sitemap that is accessible and index-able by search engines. Auto-sitemaps are exposed to search engines via robot.txt files and are self-generating and self-maintaining. NOTE: Only publically-accessible content is included in the auto-generated sitemap.