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.
SEO on Stories
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.
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
Story and Category Slug

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.

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.
Canonical URLs

- **Canonical tags** are helpful in telling search engines about the URL that should appear in search results.
SEO Score Checker

- 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

**SEO SCORES**

**Focus keyword**

<table>
<thead>
<tr>
<th>Focus keyword</th>
<th>Submit</th>
</tr>
</thead>
<tbody>
<tr>
<td>greta thunberg</td>
<td></td>
</tr>
</tbody>
</table>

**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.
Image Optimization

- **Images** are the biggest culprits for slow web pages. Bold CMS auto-magically delivers optimized images based on the visitor’s 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.
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.
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.
Plagiarism Checker

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

**Meta Tags**

- **Page Title**
- **Meta Title**
- **Description**
- **Keywords (comma separated)**
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.
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.
Load Speeds

- Our development team strives to build performant websites and we have achieved sub 2 second FCP times.
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.
Social Media Distribution

- Social Media distribution ensures that your content receives the relevant social signals.
Server Side Rendering

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