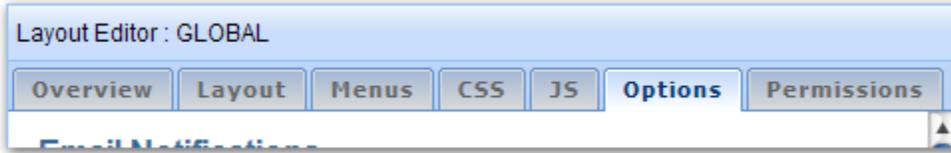


Search Engine Optimisation

This feature is accessed from the [Options Tab](#) in the [Layout Manager](#) in Theme Builder 3.0 and above.



Theme Builder provides a number of options that allow you to optimise your wiki for external search engines, including search appliances on your intranet, a process known as Search Engine Optimisation (SEO).

Search Engine Optimisation

These options affect search engines (e.g. Google and Yahoo) if your site is publicly accessible and search appliances (e.g. Google Search Appliance) that may exist on company intranets. They do not affect the internal Confluence search engine (Lucene). Our online user guide contains more information and recommendations for various scenarios.

Note: It will usually take a few days (sometimes longer) for the changes you've made to take effect, depending on when the search engine and/or appliance next visits your site.

Defines the page title as shown in the window titlebar (Use Default...)

```
{builder-pagetitle} - {builder-spacetime} {builder-spacetime:sitetitle=true|global=
```

Automatically Generate

- Meta keywords based on labels (Use Default...)**
- Meta description based on page excerpt (Use Default...)**
- Meta author based on content author (Use Default...)**

Search engines should

- Use public directories for page summaries where possible (Use Default...)**
- Include the pages in their search index (Use Default...)**
- Follow links to other pages (Use Default...)**
- Archive pages and make cached versions available (Use Default...)**
- Display page summaries in search results (Use Default...)**

These options affect search engines (e.g. Google and Yahoo) if your site is publicly accessible and search appliances (e.g. Google Search Appliance) that may exist on company intranets. They do not affect the internal Confluence search engine (Lucene).

? Unknown Attachment

System Administrators can set [permissions](#) to restrict who can use these options. By default, only Confluence site administrators (`confluence-administrators` group) can change these options.

Page Title

This option allows you to customise the page title that is shown in the web browser title bar (the `<title>` element in the HTML `<head>` section) which is useful if you are optimising your wiki for search engines like Google.

The default page title notation is:

```
{builder-pagetitle} - {builder-spacetime} {builder-spacetime:sitetitle=true/global=false/prefix=-&nbsp;};
```

For more information on the macros that are used by default, see [builder-pagetitle macro](#) and [builder-spacetitle macro](#).

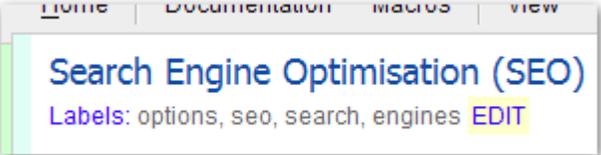
You can use any macro, including User Macros or third-party macros, as well as basic wiki notation.

⚠ Please ensure that there is no HTML or line breaks in the rendered page title as these will cause problems with the browser.

You should always show the most microscopic information first (eg. page title) and more macroscopic information later (eg. space title followed by site title). As well as improving search results, this will also make tabbed browsing easier for end-users.

Automatically Generate Meta Data

Although meta tags are generally no longer used by most search engines, they are still commonly used by intranet search appliances. These three options allow you to automatically generate meta tags on all applicable pages viewed using the layout.

Meta Tag	Default	Notes	Builder Version
Keywords	✔	<p>Generates a <code>keywords</code> meta tag based on content labels. Simply add the labels to your wiki page or blog posts:</p>  <p>Theme Builder will generate the keywords meta tag:</p> <pre><meta name="KEYWORDS" content="options, seo, search, engines"></pre> <p>When you change the labels on a page, the meta tag is automatically updated to reflect the changes.</p>	3.0
Description	✘	<p>Generates a <code>description</code> meta tag based on the content excerpt, for example:</p> <pre><meta name="DESCRIPTION" content="Theme Builder provides a number of options that..."></pre> <p>You can customise the excerpt for a page or blog post using the excerpt macro. If no excerpt is specified, a short abstract taken from the opening text on the page will be used.</p>	3.0
Author	✘	<p>Generates an <code>author</code> meta tag based on the person who created the content, for example:</p> <pre><meta name="AUTHOR" content="Guy Fraser"></pre>	3.0

To add custom meta tags, use the "Custom HTML" feature in the Confluence administration console. Note, however, that this will apply the custom meta tags to all pages in Confluence, regardless of which theme or layout is selected.

ℹ Using meta tags will slightly increase page size and therefore download times. On busy servers, the overheads of automatically generating meta tags may have a slight performance impact.

Search Engines

Most search engines (Google, Yahoo, etc) allow sites to alter the way they are indexed and how search results are shown. Each of the following options determines what search engines *should* do:

Option	Default	Notes	Builder Version
Use public directories	✘	Search Engines will often use snippets from a directory service (Open Directory Project for Google/Microsoft/Yahoo, Yahoo! Directory for Yahoo) in preference to whatever is in the page itself. By default this option is disabled, forcing search engines to take excerpts from your wiki rather than external directories (more information).	3.0
Include pages in index	✔	By default, search engines will index your site and include it in their search results. You can de-select this option to prevent most popular search engines and appliances from indexing pages themed with the layout.	3.0

Follow links to other pages		By default, when a search engine indexes a page it will also index all pages which that page links to. Disable this option to reduce the likelihood of search engines indexing linked pages.	3.0
Archive pages		By default, many search engines will archive pages and make cached versions available. You can de-select this option to prevent them from doing so.	3.0
Display summaries in results		By default search results will include a short summary of your content - this helps the end-user decide if the result is relevant to what they are searching for. If you don't want summaries to be displayed you can de-select this option.	3.0

For a much more detailed overview of what these options do, please see this [Search Engine Land article](#) or review Adaptaivst's related [tracker ticket](#).