

# Search Engine Optimization for Portfolio

How to Apply Search Engine Optimization  
to Square Space Websites.

# Key Elements for SEO

1. Title tag with keywords
2. `<meta name="description" content="Describe your content" />`
1. H1 on every page.
2. Every image must have an alt tag.
3. Use keywords in content.
4. Page names are self-documenting
  - "logos", "portrait-photography", "layout-design"

# Square Space Example

Various websites provide builders for creating a portfolio website.

This presentation will examine [squarespace.com](https://www.squarespace.com).

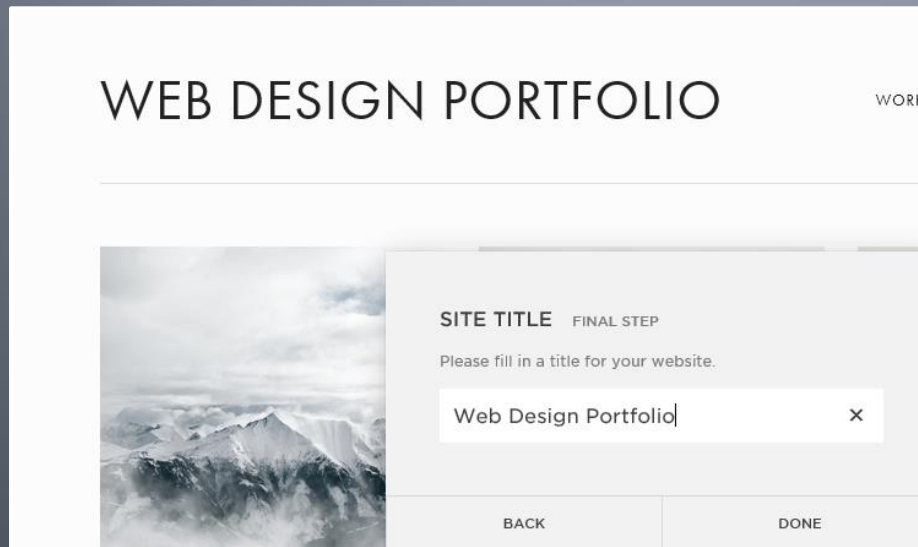
However, the same principles will apply to other website builders.

# Square Space Provides SEO Instructions

As you build your website, do NOT skip any editing that is offered.

Use keywords in your content. Describe each thumbnail in your gallery. Always include skills and software.

# Site Title-Web Design Portfolio



# Edit the Tagline

SAVE CANCEL


**LOGO & TITLE**

**SITE TITLE / TAG LINE**  
The Site Title is used wherever the title of the site appears, while the Tag Line is used on some templates where applicable.

Web Design Portfolio

Presenting web design work developed while working on a Bachelor's Degree in Web and Interactive Media at The Art Institute of Fort Worth.

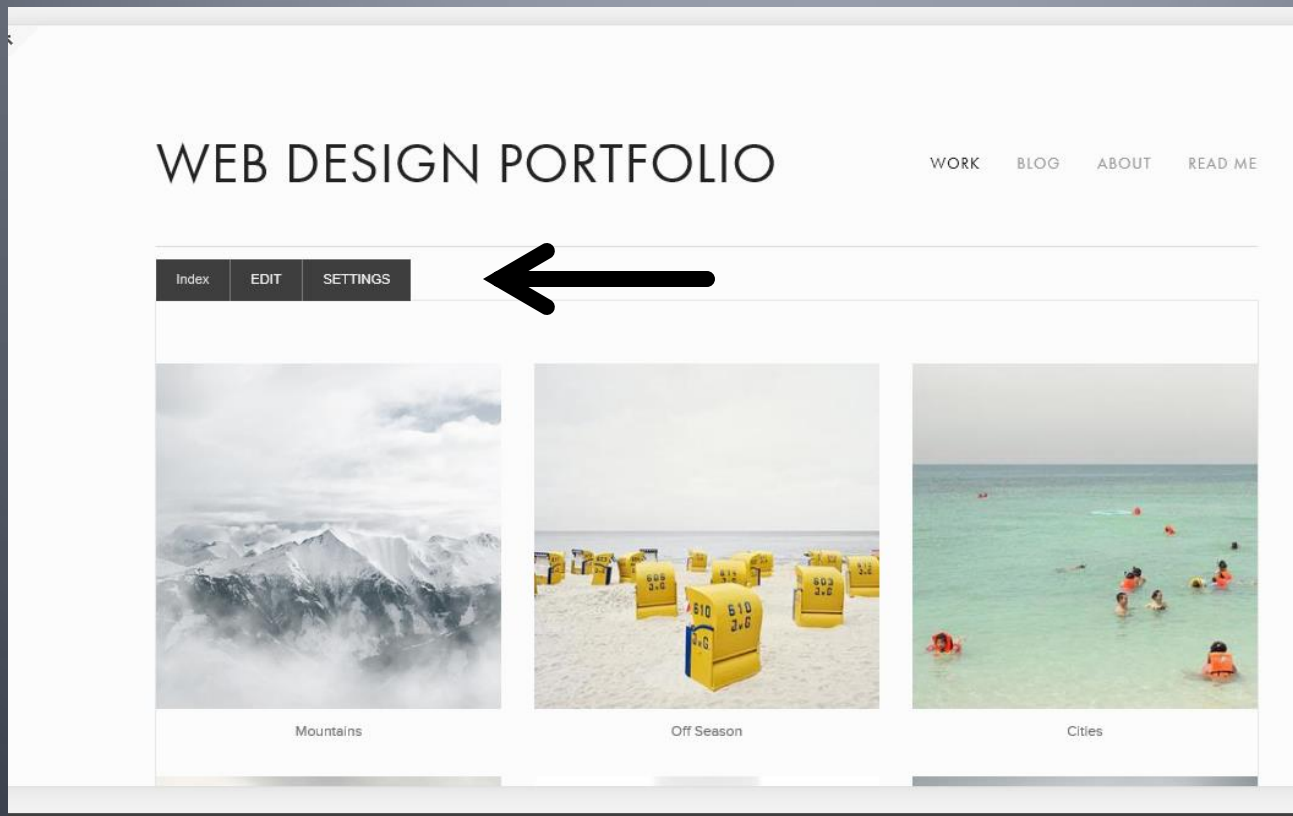
**LOGO IMAGE**  
Upload a logo image to be used in the place of your site title. Use the template style editor to control your logo size on screen directly from the front of your site.



typed:

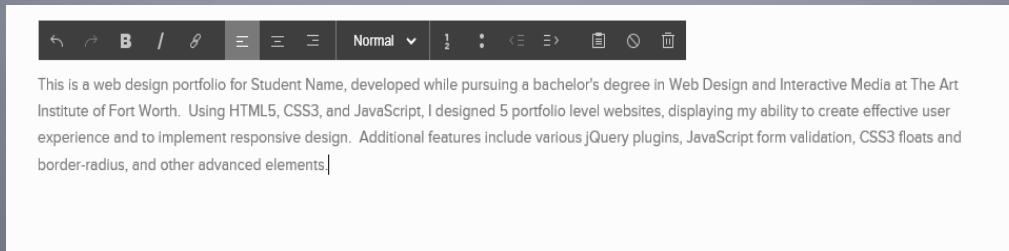
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# Edit the Home Page



Click the EDIT  
To add text to  
the  
Home page.

# Home Page Content



This is a web design portfolio for Student Name, developed while pursuing a bachelor's degree in Web Design and Interactive Media at The Art Institute of Fort Worth. Using HTML5, CSS3, and JavaScript, I designed 5 portfolio level websites, displaying my ability to create effective user experience and to implement responsive design. Additional features include various jQuery plugins, JavaScript form validation, CSS3 floats and border-radius, and other advanced elements.



# Settings-SEO

## SETTINGS

Basic Information

Language & Region

Domains

Email

Permissions

Social

Blogging

SEO

Use the SEO link to add SEO.

I repeated the content from the home page.

I learned that Square Space truncated my Text to only the first sentence.

## SEO

### SEARCH ENGINE DESCRIPTION

In one or two short sentences, describe your website. This description is used in the search results of search engines like Google. [Read more about how to increase your site's visibility in search engines?](#)

Web Design Portfolio displaying work crea X

### HOMEPAGE TITLE FORMAT

This is how the title of your pages appear both in the browsers tabs, as well as in search engine result lists.

ME Web Design Portfolio Example

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# Square Space SEO Guide Links

## SEARCH ENGINE DESCRIPTION

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<http://help.squarespace.com/guides/how-do-i-increase-my-site-visibility-to-search-engines>

Squarespace created after October 17<sup>th</sup> has a new SEO Help File.

<http://help7.squarespace.com/guides/how-do-i-increase-my-site-visibility-to-search-engines>