

INSTALLATION GUIDE

ABSTRACT

This document will go through, installing, activating and configuring SiteAttention for Episerver.

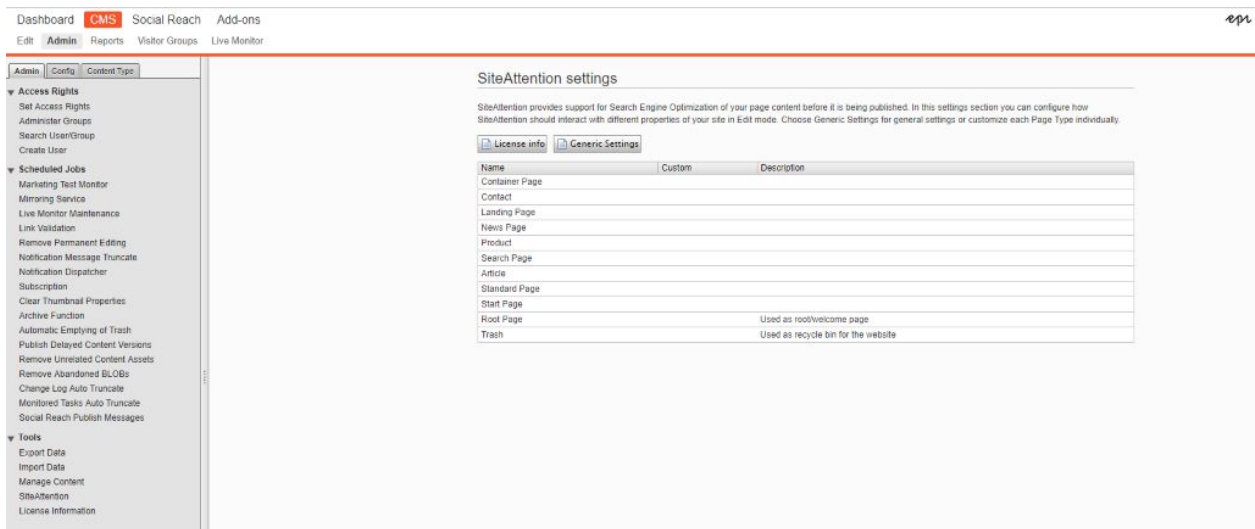
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SiteAttention Installation guide

After installing the SiteAttention through the Episerver Nuget store (<http://nuget.episerver.com/en/OtherPages/Package/?packageId=SiteAttentionModule>), you need to activate and configure the plugin. This document will describe the process.

When first installed you will see the following under **Tools** in the Admin interface:

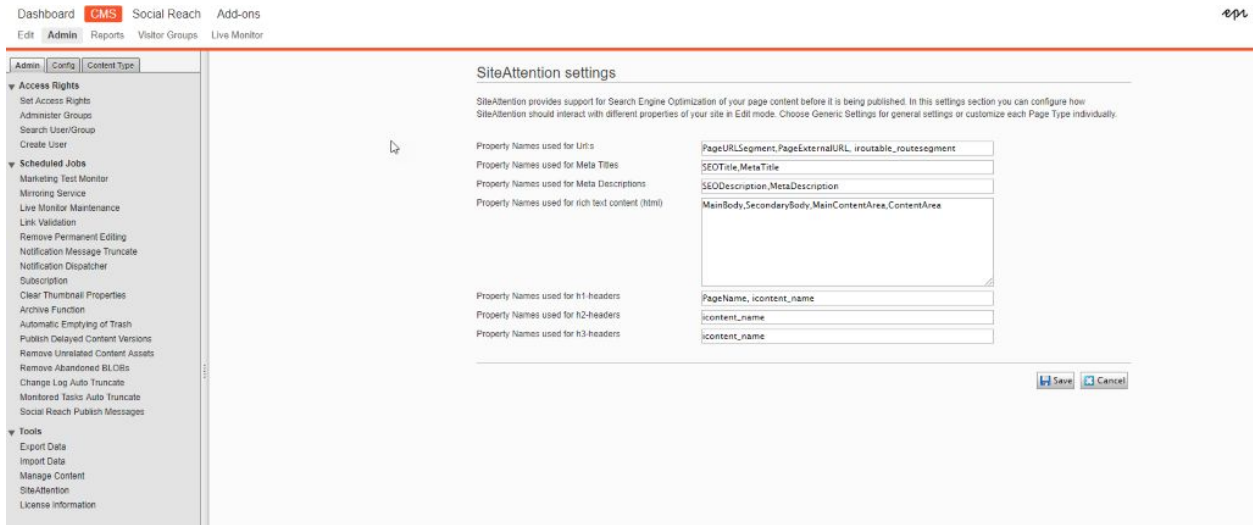


If you press the **SiteAttention** button you will see this:

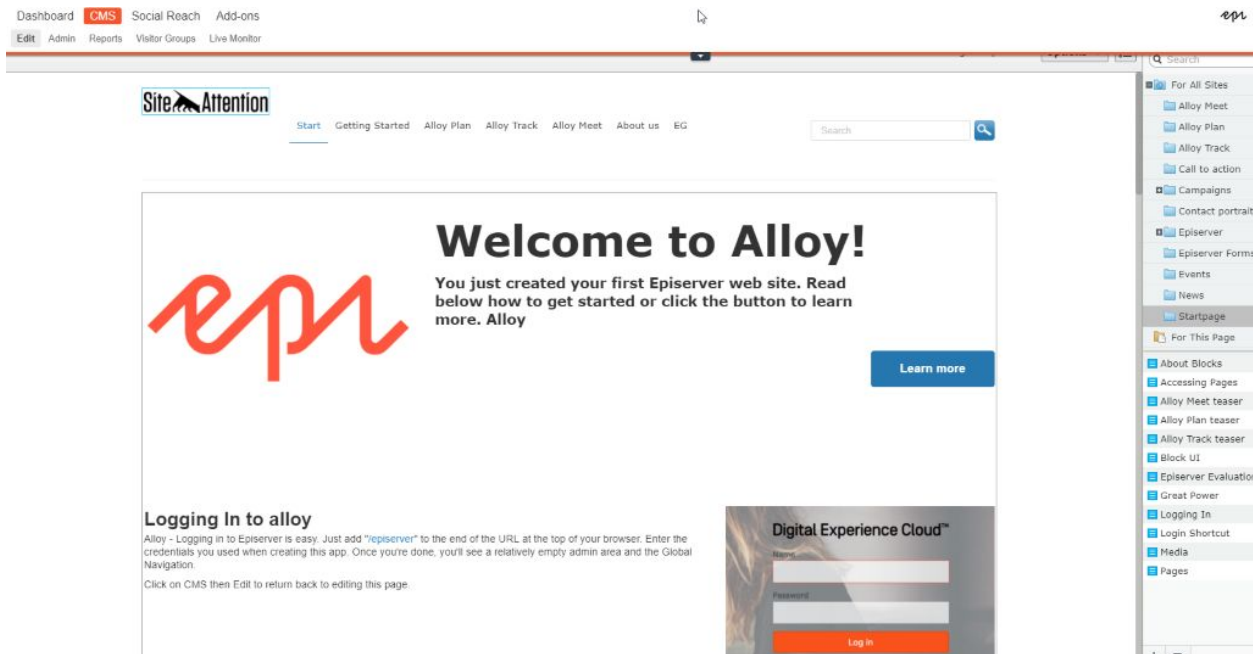
The screenshot shows a CMS interface with a top navigation bar containing 'Dashboard', 'CMS', 'Social Reach', and 'Add-ons'. Below this is a sub-navigation bar with 'Edit', 'Admin', 'Reports', 'Visitor Groups', and 'Live Monitor'. A left sidebar menu is visible, listing various administrative tasks under categories like 'Access Rights', 'Scheduled Jobs', and 'Tools'. The main content area is titled 'SiteAttention settings' and includes a brief introduction: 'SiteAttention provides support for Search Engine Optimization of your page content before it is being published. In this settings section you can configure how SiteAttention should interact with different properties of your site in Edit mode. Choose Generic Settings for general settings or customize each Page Type individually.' The settings form contains three input fields: 'License key' (with a 'clear' button), 'Instance ID', and 'Instance name'. Below these fields is a 'Save' button. At the bottom of the form, there is contact information for SiteAttention: 'https://siteattention.com', '+45 88 44 60 60', 'info@siteattention.com', and the SiteAttention logo. A 'Back' button is located at the bottom right of the settings area.

If you have a license key type it in and press Save. The Instance ID should only be filled out if you are moving from a previous installation.

If you press the (Zl Zv@{b`ybutton, you will see the following ¹:

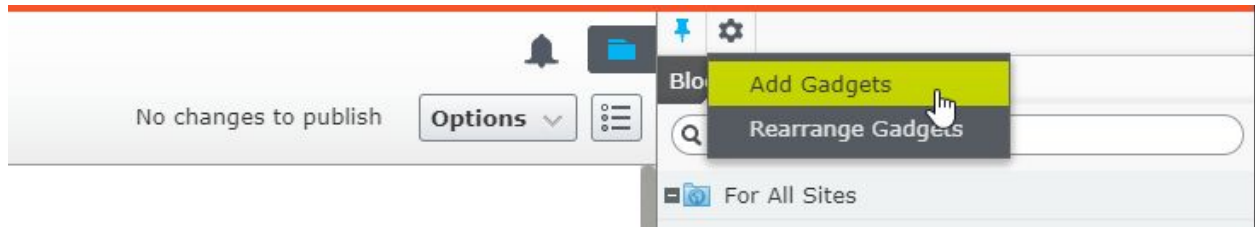


Selecting 2 @ " Xlq'2 nXZ:



¹ This will be described in the configuration section of this document

On your right side, select add gadget and add SiteAttention:



Choose SiteAttention and add gadget:

The screenshot shows a 'Gadgets' window with a search bar at the top right. On the left, there is a category filter with 'All', 'CMS', and 'Content'. The 'CMS' category is selected. The main area displays a table of gadgets:

Name	Description
Languages	Helps editors to manage multi-lingual content on the website.
Recently Changed	Lists the last items that have been changed for the website.
SiteAttention	SiteAttention for EPiServer CMS 9/10
Sites	A tree where you can change site and language
Social Reach	Enables editors to send updates on social channels.
Tasks	Lists things to do, for example, manage recently edited pages and publish unpublished content

A 'Close' button is located at the bottom right of the window.

Here you can enter your information (license key) if you have one (described in the section of activating from website), or press Signup and Subscribe to register from the plugin:

SiteAttention

Welcome to SiteAttention

Do you have a license key?

If you already purchased a license, paste the key here to continue using your subscription.

What about a instance ID? (optional)

If you have an instance ID, paste it here to retrieve your data or leave blank to start anew.

[Save](#)

You don't have a license key?
[Sign Up and Subscribe](#)


If you choose 'Sign Up and Subscribe', you will have to fill out the required information to get started. 'Try for Free' will provide you with a full30-day access to SiteAttention. The License key will be filled out in settings automatically and you will also receive on in the email provided during registration.

SiteAttention

Please register in order to use the plugin

Already have a license?
[Log in](#)

* First name

* Last name 

* Email address

Company (optional)

Partner key (optional)

[Try for free](#)

Activating SiteAttention

There are two ways of activating SiteAttention – using our website or directly from the plugin. This section describes how to.

From the plugin

Fill out your information and press *Axt_nx_xZZ* (the partner key is for registered SiteAttention partners only):

▼ SiteAttention

Please register in order to use the plugin

Already have a license?
[Log in](#)

Peter

Nilsson

pn@siteattention.com

SiteAttention A/S

Partner key (optional)

[Try for free](#)

When registering from the plugin, you will also receive an email with account activation to enable your account on our website. This will provide you with access to your subscription and your dashboard:



Activate your account

Hi Peter, you've created a new customer account at [SiteAttention](#). All you have to do is activate it and choose a password.

[Activate your account](#)

or [Visit our store](#)

If you have any questions, reply to this email or contact us at info@siteattention.com

From the website

Navigate to <https://siteattention.com/products/getsiteattention> to register.

Select 30 days trial or select Epi and choose your level (the amount of pages which you can optimize with SiteAttention):



Extend your CMS with the power of SiteAttention

Pick the solution that best suits your needs

One month subscription license - Billed annually

Choose your system



Choose your plan

30 DAY TRIAL	Up to 50 pages	MOST POPULAR Up to 500 pages	Up to 2000 pages	Up to 10000 pages	Up to 50000 pages
Free	€67.5 Per month	€202.5 Per month	€475 Per month	€675 Per month	€1080 Per month
Select	Select	Select	Select	Select	Select

On the next page, confirm your purchase:



You're only one step away from better rankings

Please confirm your product



SiteAttention
Unlimited - 30 day trial / All, €0.00 — Remove

€0.00

Subtotal
€0.00

CONFIRM

Choose either to register or sign in if you are an existing customer:



Are you a new client?

Create a new account.

Register

Already registered?

Start a new session.

Email

Password

Sign in

[Forgot your password?](#)

Fill out remaining information and choose *1 nl {b} / Z {n uMk Zl {k Z{anX*:



[Cart](#) > [Customer information](#) > [Payment method](#)

Customer information



Peter Nilsson (pn@siteattention.com)

[Log out](#)

Billing address

Stored addresses
New address...

First name
Peter

Last name
Nilsson

Company + VAT no.
SiteAttention 12345678

Address
Vallensbæk Torvevej 9

City
Albertslund

Country
Denmark

Postal code
2620

Phone (optional)
+45 88 44 60 60

[Return to cart](#)

[Continue to payment method](#)



SiteAttention
Unlimited - 30 day trial / All

€0.00

Total

EUR €0.00

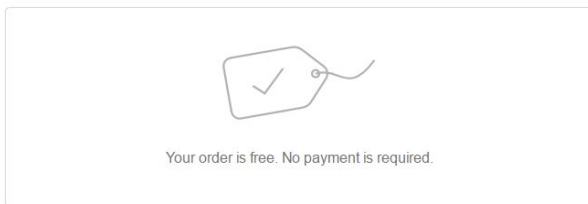
If you have selected the trial you will get to the complete order page and if you have purchased you will be asked if you want to pay using credit card or bank transfer. Press *nk ujZ{Z'nxXZx*:



[Cart](#) > [Customer information](#) > [Payment method](#)

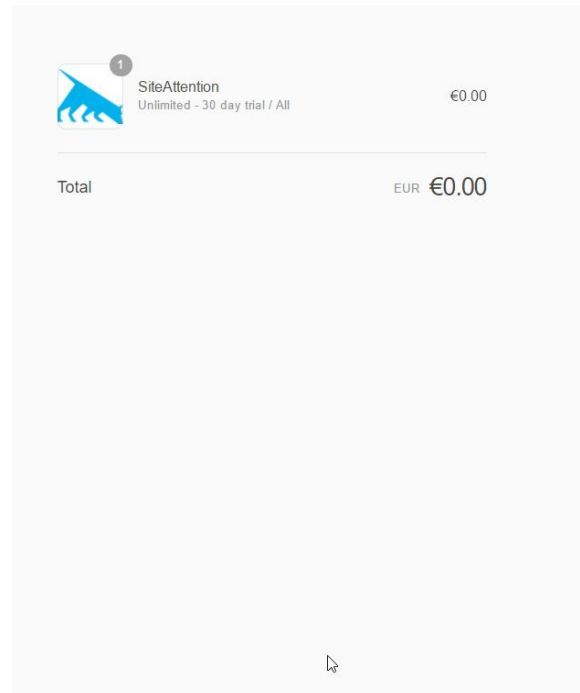
Billing address SiteAttention 12345678, Vallensbæk Torvevej 9, Albertslund, Denmark [Edit](#)

Payment method



[Return to customer information](#)

[Complete order](#)



After you have registered you will receive the following email:

Your websites best friend in the unrelenting pursuit for better search engine rankings.

[View this email in your browser](#)



Your license key has arrived!

Hi Peter,

Here you will find your license key.

Please configure your SiteAttention EPIServer Plugin with the following key.

License key:

Qh

Valid from 13/06/2017 until 13/07/2017.

This key is to be used only by SiteAttention .

If you have any questions, feel free to contact us at info@siteattention.com

Thank you,
SiteAttention



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This email was sent to pn@siteattention.com
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)
SiteAttention A/S · Vallensbæk Torvevej 9 · Albertslund 2620 · Denmark

If you have registered from the plugin, you license info will automatically be put in. If you have purchased from the website, you will have to go to [@Xk b `k nXZ` `Annjy` `@qZ` {{{Zl {bl` and enter your license information and press !\[\]\(bcece9a353e60caece619217f5c1ea39_img.jpg\)](#).

SiteAttention settings

SiteAttention provides support for Search Engine Optimization of your page content before it is being published. In this settings section you can configure how SiteAttention should interact with different properties of your site in Edit mode. Choose Generic Settings for general settings or customize each Page Type individually.

License key	clear	Instance ID	Instance name
<input type="text" value="Qh [REDACTED]"/>		<input type="text" value="Your Instance ID if you have one"/>	<input type="text" value="A name for the Instance ID, or blank"/>

[Save](#)

SiteAttention provides support for Search Engine Optimization of your page content before it is being published.

<https://siteattention.com>
+45 88 44 60 60

info@siteattention.com
SiteAttention

[Back](#)

SiteAttention settings

SiteAttention provides support for Search Engine Optimization of your page content before it is being published. In this settings section you can configure how SiteAttention should interact with different properties of your site in Edit mode. Choose Generic Settings for general settings or customize each Page Type individually.

Name Peter Nilsson
Email pn@siteattention.com
Company SiteAttention
Updated 2017-06-13 19:10:01
Expires 2017-08-20 19:10:01



License key clear

Qh [REDACTED]

Instance ID

Your Instance ID if you have one

Instance name

A name for the Instance ID, or blank

Save

SiteAttention provides support for Search Engine Optimization of your page content before it is being published.

<https://siteattention.com>

+45 88 44 60 60

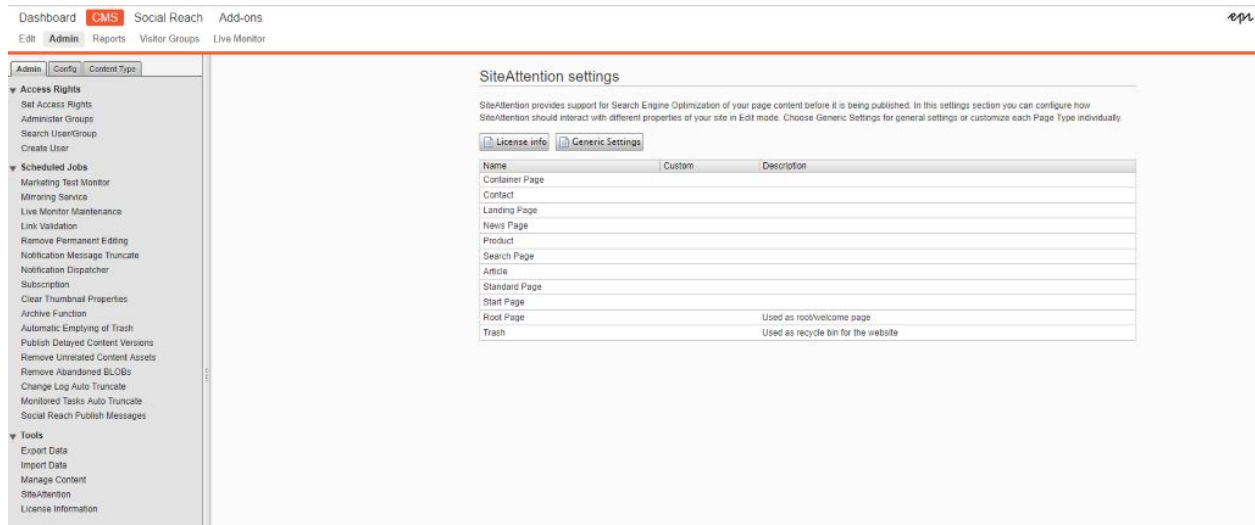
info@siteattention.com

SiteAttention

 Back

Configuring SiteAttention

Go to [Admin](#) and select [SiteAttention](#)

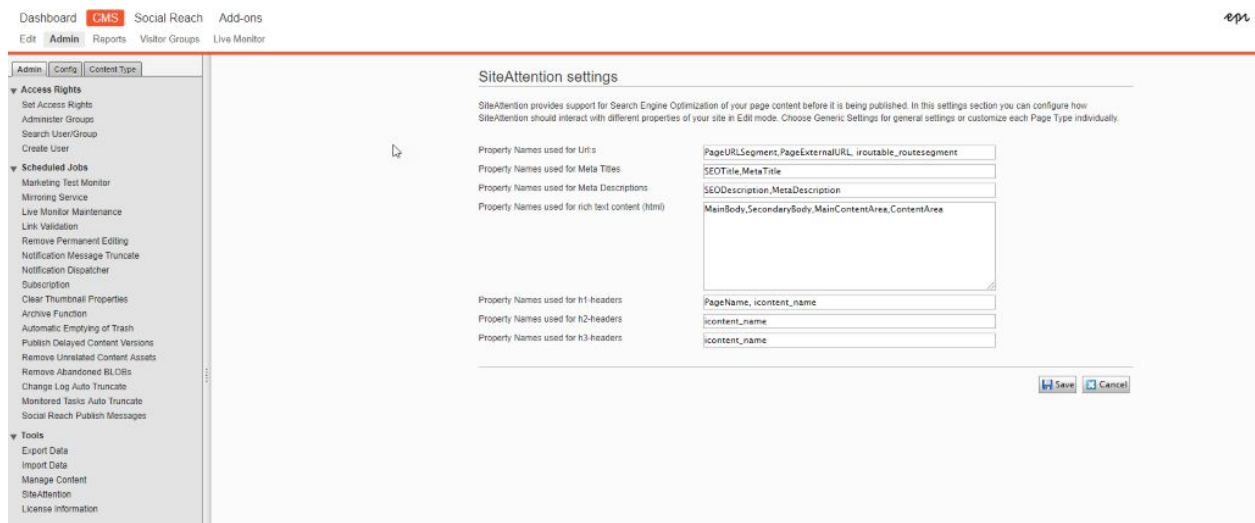


The screenshot shows the SiteAttention settings page in a CMS interface. The left sidebar contains a navigation menu with categories like Access Rights, Scheduled Jobs, and Tools. The main content area is titled 'SiteAttention settings' and includes a table with columns for Name, Custom, and Description. The table lists various page types and their configurations.

Name	Custom	Description
Container Page		
Contact		
Landing Page		
News Page		
Product		
Search Page		
Article		
Standard Page		
Start Page		
Root Page		Used as root/welcome page
Trash		Used as recycle bin for the website

You need to configure the settings to tell SiteAttention what each property is used for. Typical information that is important for a search engine is the general page content, the page title and the page description.

Generic settings are applied to all page types that have not been marked Custom Settings. It is possible to map a number of properties to indicate important page information. Enter a single property name or enter a list of comma-separated property names for each property type. You can add as many as needed:



The screenshot shows the SiteAttention settings page with configuration fields for property names. The fields are organized into sections for different property types.

Property Type	Property Name
Property Names used for Links	PageURLSegment, PageExternalURL, iroutable_routesegment
Property Names used for Meta Titles	SEOTitle, MetaTitle
Property Names used for Meta Descriptions	SEODescription, MetaDescription
Property Names used for rich text content (html)	MainBody, SecondaryBody, MainContentArea, ContentArea
Property Names used for h1-headers	PageName, icontent_name
Property Names used for h2-headers	icontent_name
Property Names used for h3-headers	icontent_name

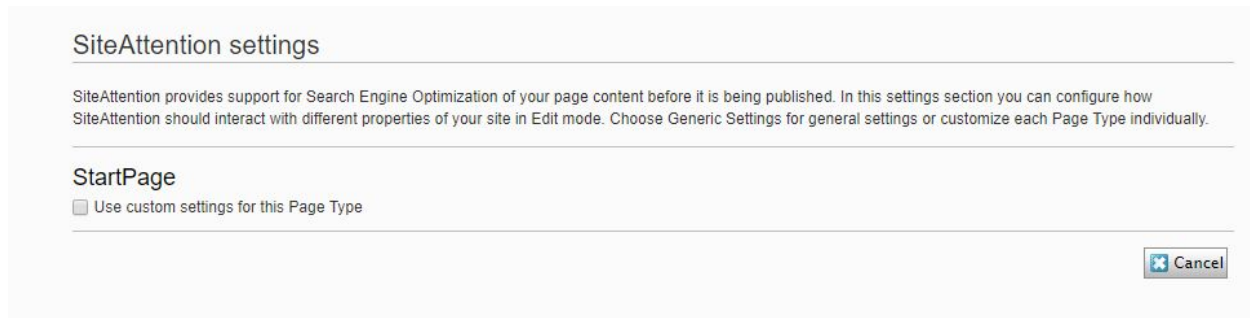
In the example above, all page types with a property called SEOTitle or MetaTitle will be expected to store the Title of the page. When giving recommendations, SiteAttention will base this on the content in the actual property on the page. You can also map custom Header fields (the last three items) if they are

set in your Episerver setup. These fields need to be added to the Rich Text content as well.

Another example is that all properties named MainBody, SecondaryBody or MainContentArea will be expected to contain page content. Note that the properties are separated with a comma.

Setting up custom settings for a page type

As Episerver can be customized, dependent on installation, you can setup individual settings for different page types. To do this, start by selecting a page type on the main window and a view similar to the following example will appear:



The screenshot shows a dialog box titled "SiteAttention settings". Below the title is a horizontal line. The text inside reads: "SiteAttention provides support for Search Engine Optimization of your page content before it is being published. In this settings section you can configure how SiteAttention should interact with different properties of your site in Edit mode. Choose Generic Settings for general settings or customize each Page Type individually." Below this text is another horizontal line. Underneath, the section is titled "StartPage". There is a checkbox labeled "Use custom settings for this Page Type" which is currently unchecked. At the bottom right of the dialog is a "Cancel" button with a close icon.

Select *ByZV|y{nk yZ{{b`y_nx{aby<MZ'AtuZ* and the following expanded view will appear:

SiteAttention provides support for Search Engine Optimization of your page content before it is being published. In this settings section you can configure how SiteAttention should interact with different properties of your site in Edit mode. Choose Generic Settings for general settings or customize each Page Type individually.

StartPage

Use custom settings for this Page Type

By selecting 'Use custom settings for this Page Type' the generic settings will no longer apply for this Page Type. Tag each property of this page type that contain data important for Search Engine Optimization. If possible, mark the property used for viewing the page title, page description, keywords and the page url. Also tag the fields that contains rich page content, normally saved as a XhtmlString. Finally, if applicable, mark properties that contain plain text, a single header, an image or a links.

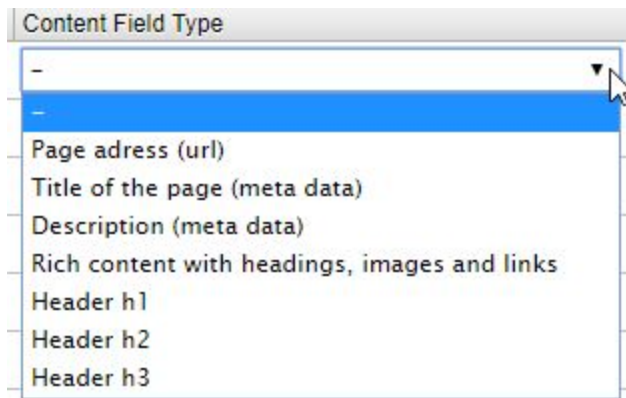
Only show selected built in Properties Only show Properties of type String, LongString and XhtmlString

Name	Type	Content Field Type
PageTypeName	String	-
PageCreatedBy	String	-
PageChangedBy	String	-
PageMasterLanguageBranch	String	-
PageLanguageBranch	String	-
PageGUID	String	-
PageDeletedBy	String	-
PageContentAssetsID	String	-
PageContentOwnerID	String	-
PageName	String	-
PageURLSegment	String	-
PageExternalURL	String	-
PageLinkURL	String	-
MetaTitle	LongString	-
MetaKeywords	LongString	-
TeaserText	LongString	-
MetaDescription	LongString	-
MainContentArea	LongString	-

By clearing Only show selected built in Properties, you will see all built-in properties, which in most cases are not useful for SEO.

It is also possible to show properties of other types than String, LongString and XhtmlString, but in most cases other types than these three are not useful to map.

To do a custom mapping you select which property you want to map and then what kind of content it will have in it by selecting it from the drop-down list as follows:



The alternatives are the same alternatives as in the generic settings so look there for more information about each option.

A view could look like the following example:

