

# SEO Checker User manual



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# 1 Introduction

SEO checker helps you find common SEO issues on your website such as missing meta tags, broken links etc. SEO checker allows you to fix issues on the page before publishing the page.

Every page that has a template assigned can be validated. All validations are based on the "Search Engine Optimization Starter Guide" document from Google <http://tinyurl.com/yjm24yq> check chapter validation rules for a full list of all validations.

SEO checker allows you to preview the Google search result snippet when editing content and will give feedback about keyword usage in content and meta information. SEO checker also allows you to preview social media result snippet when editing content.

SEO checker will report any inbound link that is broken and will automatically redirect to the correct page when a link pointing to your website uses the wrong extension, php instead of aspx for example and will automatically redirect to the correct page when an editor renames or moves a document.

SEO checker allows you to generate meta data based on existing content on the page, can automatically generate robot.txt and sitemap.xml files for you.

SEO checker will also automatically solve canonical issues using its own URL Rewrite module.

SEO Checker can schedule the validation process and allows users to receive notifications about issues on the site.

## **IMPORTANT:**

SEO checker supports Umbraco version **9.1 and up**. SEO checker is compatible with SQL Server (Express), SQL CE 4 and Mysql databases. Support for older versions of Umbraco can be found on our website.

SEO checker uses HTML Agility pack which is licensed under MS-PL License.

<https://html-agility-pack.net/>

SEO checker uses Lumenworks Framework IO which is licensed under MIT license

<http://www.codeproject.com/Articles/9258/A-Fast-CSV-Reader>

SEO checker uses ClosedXML for reading Excel files which is licensed under MIT license

<https://github.com/ClosedXML/ClosedXML>

SEO checker uses ICoMoon Icons for reading social icons which is licensed under Creative Commons license

<https://icomoon.io/#icons-icomoon>

## 2 Installation

Install SEO Checker using the CLI Command.

### dotnet add package SEOChecker

**The installer also needs rights to create tables in the database.** Once the installer is finished you will see the new SEO Checker section.

### 2.1 Install a license

To install a license download the license from your profile on our.umbraco.org and go to the SEO Checker section in Umbraco. When running in trial mode, upload instructions for a license are shown. Upload the license file to remove the trial restrictions

#### Thank you for trying SEO Checker

To purchase this product, simply go to the [our website](#) and you're up and running in minutes!

If you've already purchased a license, you can install it by downloading it [from your profile](#) and upload it below, or add it manually to the /bin/ folder of the Umbraco installation.

Choose File No file chosen

Upload license

#### SEO Checker online resources

Have a question, want to give know every feature of the product, give feedback or report a bug. Use the resources below

##### Documentation

Download the SEOChecker user manual and get to know all the features

##### Forum

Have a question? Just ask on the our.umbraco.org forums.

##### Need support?

Just send us an email and we will get back to you.

##### Release notes

Check the release notes to find out about the latest changes

### 2.2 Give a user access to SEO Checker

When installing SEO Checker, the usergroup installing the package will be given rights to the SEO Checker section automatically.

If you need to give more user groups access to the SEO Checker section open the usergroup settings

Administrators

Select sections

Assign access

Sections  
Add sections to give users access

- Content
- Media
- Settings
- Developer
- Users
- Members
- Forms **1**  
Add

Content start node  
Limit the content tree to a specific start node

- Content root

Media start node  
Limit the media library to a specific start node

Groups / Administrators

Cancel **Submit** **3**

✓ Content

✓ Media

✓ Settings

✓ Developer

✓ Users

✓ Members

✓ Forms

Translation

SEO Checker **2**

1. Click add
2. Select SEOChecker
3. Hit submit to save the settings

## 3 SEO Checker for content editors

### 3.1 Snippet preview

SEO Checker comes with a Data Type that can be added to document types. The SEO Checker Data Type will show a Snippet preview how the page will be shown in the Google search results<sup>1</sup>.

Snippet preview

[Installing Umbraco modules | SEO Checker](#)  
[testv7.local/installing-umbraco-modules/](#)  
 Installing Umbraco modules encapsulate bits of advanced functionality that are easily added to your website

---

**Focus keyword**  
 The keyword you want to rank this page for, example: Umbraco editor

umbraco modules i

---

**SEO title**  
 When left empty the configured SEO title property for the document type will be used

Installing Umbraco modules 40

---

**SEO description**  
 When left empty the configured SEO description property for the document type will be used

Installing [Umbraco](#) modules encapsulate bits of advanced functionality that are easily added to your website

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---

**Validation result**

The focus keyword is used in the SEO title.

The focus keyword is used in the SEO description.

The focus keyword is used in the body text.

The focus keyword is not found in the page title (H1)

Google analytics isn't (correctly) setup for this template.

It's possible to specify a focus keyword, this is the keyword you want to rank the page for, use the Keyword tool(1) to get help selecting the keywords you want to rank the page for. SEO Checker will validate if the keyword can be found in the most important elements of the page:

- Page Title (H1)
- Url
- SEO Title (<title>)
- SEO Description (<meta name="description".....)
- At least once more in the text of the page

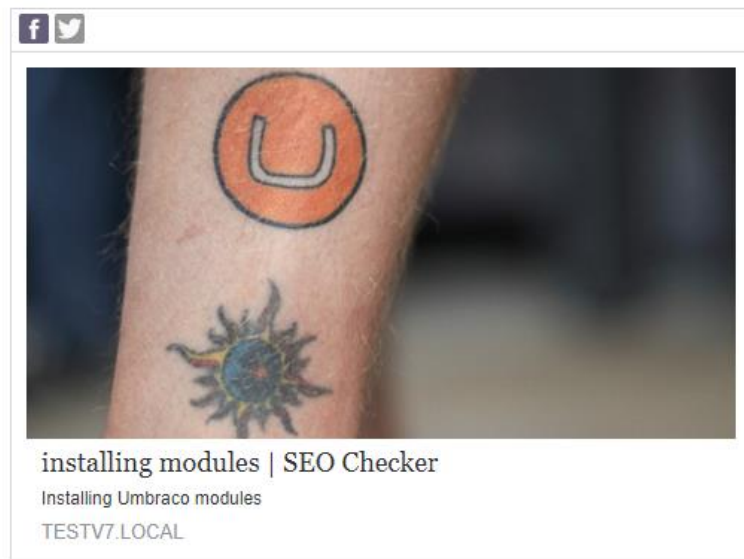
You can also specify the SEO Title, SEO Description and SEO keywords (when configured). When you already have fields for those properties defined in your document type you can configure the Data Type to use those properties. It's also possible to use default properties to generate the meta data fields, check chapter configuration for various configuration options per document type of configuration of the Data Type.

<sup>1</sup> Currently only normal snippets are supported, rich snippets will be supported in a future release. The preview requires <title> and < meta name="description" .. tags available in the template that renders the page.

### 3.2 Social preview

Social preview is added in v2 of SEO checker. And gives you a Facebook and twitter preview how your content will be shown in Social media.

#### Social preview



By default the normal meta data is used. You can override Facebook and Twitter title and description so you can optimize for the specific target audience. You can also specify a media item that you want to use in social media.

#### Facebook title

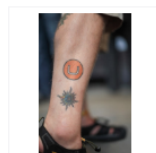
When left empty the configured Meta title property for the document type will be used

#### Facebook description

When left empty the configured Meta description property for the document type will be used

#### Social Image

When left empty the configured Social image property for the document type will be used





## 4 Validate Pages

### 4.1 Manual validation

To validate a site, or a portion of a site open SEO Checker and select the **Validate Pages** option from the menu. This will show the following screen. By default the root is selected, if you want to validate a portion of a site specify the start location. When the include children all published children will be validated also. When you hit start the pages will be added to the validation queue.

Add the selected documents to validation queue. Only documents that are published and have a template assigned will be validated!

Start location [Home](#) [Delete](#) [Select....](#)

Include children

Validate ↕

**Only published pages having a template assigned will be validated**

### 4.2 Automatic validation

When a page gets published and have a template assigned it will be added to the validation queue automatically. Check chapter configuration if you want to disable automatic validation.

**Only published pages having a template assigned will be validated**

### 4.3 Scheduled validation

It's possible to schedule the validation of pages for a certain day and time. Open SEO Checker and select the **Validate Pages** option from the menu. Then click on the pull-up menu item next to validate and select **Schedule**. This will show the following screen.

#### Scheduled validation

Add the selected documents to validation queue. Only documents that are published and have a template assigned will be validated!

**1**

Start location **Home** Delete Select....

---

Include children

---

#### Scheduled validation options **2**

Scheduled task name

---

Notify emailaddress   
To specify more than one emailaddress use a comma seperated list of email addresses.

---

Validate every  Monday  
 Tuesday  
 Wednesday  
 Thursday  
 Friday  
 Saturday  
 Sunday

---

Time  :

---

**Save**

1. Validation options. Specify the start location and whether to validate children of that page also
2. Schedule options. Specify a name, the email address to receive a notification<sup>2</sup> and schedule options.

<sup>2</sup> See chapter configuration how to specify email settings and how to change the lay-out of the email.

It's possible to have more than one scheduled tasks. This allows you to schedule different parts of the site on a weekly basis. The saved scheduled task will appear in the tree and when saved the scheduled task will give information when it did run, or when it will be executed again.

---

**Last time executed**      5/14/2018 4:03:22 PM

---

**Next run time**      5/21/2018 4:03:00 PM

**Only published pages having a template assigned will be validated**

## 4.4 Validation queue

Pages will not be validated immediately, instead they will be added to the validation queue. Validation occurs on the background so you will not have to wait until the validation process is finished. When all pages are validated the result will be available in the Validation issues overview.

### Validation queue

Below you find the 25 documents that are queued for validation.

Document	Url	Added
Home	/	5/14/2018 4:05:44 PM
Products	/products/	5/14/2018 4:05:44 PM
Biker Jacket	/products/biker-jacket/	5/14/2018 4:05:44 PM
Tattoo	/products/tattoo/	5/14/2018 4:05:44 PM
Unicorn	/products/unicorn/	5/14/2018 4:05:44 PM
Ping Pong Ball	/products/ping-pong-ball/	5/14/2018 4:05:44 PM
Bowling Ball	/products/bowling-ball/	5/14/2018 4:05:44 PM
Jumpsuit	/products/jumpsuit/	5/14/2018 4:05:44 PM
Banjo	/products/banjo/	5/14/2018 4:05:44 PM
Knitted West	/products/knitted-west/	5/14/2018 4:05:44 PM
People	/people/	5/14/2018 4:05:44 PM

Clear all

## 5 Issue overview

### 5.1 Validation issues

This overview will show all issues found when validating the page.

Validation issues

4

Document	Description	Category	2	3
1 <input type="checkbox"/> Another one	The document contains "Lorem ipsum" test content.	Content issues		
<input type="checkbox"/> Blog	The document contains "Lorem ipsum" test content.	Content issues		
<input type="checkbox"/> Contact	The document contains "Lorem ipsum" test content.	Content issues		
<input type="checkbox"/> Home	The document contains "Lorem ipsum" test content.	Content issues		
<input type="checkbox"/> My Blog Post	The document contains "Lorem ipsum" test content.	Content issues		

Options:

1. Allows you to (de)select an issue and select a bulk action. A bulk action is a single action you can apply to multiple items. The following bulk actions are available:
  - a. Revalidate selected items.
  - b. Delete selected items
2. Opens the document
3. Opens the template assigned to the document. This option will only be available for Users that have access
4. Filters issues based on the given criteria

## 5.2 Inbound link errors

SEO checker comes with a module that will try to fix links automatically. The following situations can be fixed by the module automatically:

- Links to old pages that are renamed will be redirected to the new page. For example if you had a page **Modules** and you renamed it to **Umbraco Modules**, the url <http://mydomain.com/modules> will be redirected to <http://mydomain.com/umbraco-modules>.

When SEO Checker can't fix the link automatically it will be logged. The inbound link errors overview will show you all logged inbound link errors.

Inbound link errors

4

	<span style="color: red; font-weight: bold;">1</span> Url	<span style="color: red; font-weight: bold;">2</span> Redirect to	Last Referer	Accessed	Last time accessed	
5	<input type="checkbox"/> /new-products	Products <span style="color: red;">Delete</span> <span style="color: blue;">Select...</span>		1 time(s)	5/14/2018 4:15 PM	<span style="color: blue; font-size: 20px;">↻</span> <span style="color: red; font-weight: bold;">3</span>

6 Save

This overview gives you the following options:

1. The old url that is broken.
2. Pick a node where the page should redirect to
3. Select a redirect via advanced options (see also chapter redirects)
4. Search for a specific redirect
5. Check items that you want to use in a bulk operation. A bulk action is a single action you can apply to multiple items. The following bulk actions are available:
  - a. Assign selected items to a single node.
  - b. Delete selected items
  - c. Ignore selected items
6. Save selected options.

When you picked a page the next time a visitor requests that page the request will be redirected to the new selected page.

Redirects can be edited later using the Redirect manager.

### 5.3 Configuration errors

This overview will show all issues found in the configuration of the website.

Configuration issues

2

Issue	Description	Category
<span style="color: red; font-weight: bold;">1</span> <input type="checkbox"/> Hostname configuration issue	The website is not configured for 'http://www.testv7.local/'. Visitors might access the website with and without the www prefix. Update IIS settings so it accepts the url with and without www prefix	General
<input type="checkbox"/> Not found page is missing.	When a page can't be found Users like a friendly not found page, instead of the default ones. Create a custom not found page and select it in the domain configuration section of SEO Checker.	General
<input type="checkbox"/> Aspx Extension	The site is configured to use directory url's. Make sure the URL Module is running or that you use URL rewriting	Rewrite configuration
<input type="checkbox"/> Trailing slash	The url 'http://testv7.local/products/' can be accessed with and without a trailing slash. Make sure the URL Module is running or that you use URL rewriting	Rewrite configuration

records per page

1. Allows you to (de)select all issues to delete or ignore the selected items
2. Filter on a specific issue.

### 5.4 Delete and ignore validation issues

Using the delete button in the various overviews you can delete an issue from the overview. This will show the following dialog.

**Delete**

Click 'ok' to remove the selected items from the issuelist.

Ignore this issue next time.

---

Cancel OK

When you hit “delete” directly it will just remove the item from the overview. Next time validation occurs the issue will be reported again. When you check the “Ignore this issue next time” checkbox the item will be added to the ignore list and the issue will not be reported again next time validation occurs. Use the Ignore list overviews to see which items are ignored.

## 6 Redirect manager

Using the redirect manager you can manage all redirects on your website. The manager will open with an overview of all the redirects on your website.

Manage redirects

3

<input type="checkbox"/>	Url	Redirect to	Last Referrer	Accessed	Last time accessed	
1	<input type="checkbox"/> /new-products	/products/		1 time(s)	5/14/2018 4:15 PM	<input type="text" value=""/> <span style="color: red; font-weight: bold;">2</span>
	<input type="checkbox"/> /wordpressprogrammers	/people/		1 time(s)	5/15/2018 12:51 PM	
	<input type="checkbox"/> /wordpressproducts	/products/		1 time(s)	5/15/2018 12:51 PM	
	<input type="checkbox"/> /articles/*	/blog/		1 time(s)	5/15/2018 12:51 PM	
	<input type="checkbox"/> /someone.jpg	/media/1006/18720470241_...		1 time(s)	5/15/2018 12:51 PM	

4 Create redirect

The overview will show you the source url and where to redirect to. When the url you redirect from has domain, or querystring information then the url will only redirect when the domain, or querystring is used. This allows you to redirect to different pages when you have a single page coming from a different domain or containing a different querystring. When available it will show you the last referrer also.

The overview will show how many times the page has been accessed and what the last date/time was when the redirect was used. This allows you to delete redirects over time.

Options are:

1. Select redirects for Bulkdelete
2. Edit redirect
3. Filter redirects
4. Create new redirect

### 6.1 Create/ or edit a redirect

Create or edit a redirect will open a default Create dialog. Specify the url you want to redirect from and select Create. This will show the following edit screen. SEO Checker will determine if the redirect is a content, or media redirect based on the file extension.



### 6.1.1 Basic settings

Edit redirect

Basic settings Advanced settings

#### 1 Old url

The old redirect where you want to redirect from.

new-products

#### 2 Redirect to node

Specify a node you want to redirect to. If the page you want to redirect to can't be selected via a node use the Redirect to Url textbox.

Products Delete Select.....

#### 3 Or redirect to url

Specify the url you want to redirect to. Only use this when the page you want to redirect to can't be selected via the node picker!

1. The old url you want to redirect from.
2. The node or url you want to redirect to<sup>3</sup>.
3. Alternative specify a url

### 6.1.2 Advanced settings

Edit redirect

Basic settings Advanced settings

#### 1 Wildcard url

When selected all underlying pages of the old url will also map to the redirected node. If url was /news then news/newsitem will also redirect to the selected node.

#### 2 Domain

Only redirect when the url comes from the specified domain

#### 3 Querystring

Only redirect when the querystring from the url matches the specified querystring parameter(s)

<sup>3</sup> For content redirects the picker will open as content picker, otherwise the media picker will be shown.





1. Check wildcard url checkbox When you want all items underneath this path to redirect to this page. For this example modules/seochecker will also redirect to installing modules when wildcard url is checked. The wildcard url will be displayed as modules/\* in the overview
2. Only redirect when the request is for the specified domain
3. Only redirect when the request contains the specified querystring.

## 6.2 Redirect data type

The complete manager is also available as a data type. When used as data type it will only show the redirects for the page the data type is used on!

### Manage redirects

Create, edit or delete redirects for this page.

Uri	Redirect to	Last Referer	Accessed	Last time accessed	
<a href="#">/new-products</a>	<a href="#">/products/</a>		0		 
<a href="#">/wordpressproducts</a>	<a href="#">/products/</a>		0		 

Create redirect

## 6.3 Redirect Import/Export

Users that have access to the settings options of SEO Checker can use the redirect import/export functionality.

### 6.3.1 Redirect import

Open Redirect manager and select import redirects from the popup menu box. Select the type of file you want to import (Excel or CSV) and select upload. The following screen will be shown.

Import redirects

---

**1** Select Excel worksheet

Redirects

---

**2** Source url column

Choose the column from the datasource you want to use as the url you want to redirect from.

Source

---

**3** Target url column

Choose the column from the datasource you want to use as the url you want to redirect to.

Target

---

**4** Try to map target url against a node

When checked the import process will try to map the target url against a node.

---

**5** Only import when target url matches node

When checked the node will only be imported when it can be mapped against a node.

---

Cancel **Import**

1. Set the data source options. Select the worksheet in case of excel, or a different file.
2. Select the source column name you want to map against the old url field
3. Select the target column name you want to map against the new url field
4. Source and target columns need to be specified as url's. During import SEO Checker will try to map the target column against a node when "try map target url against a node" option is enabled.
5. When enabled SEO Checker will only import redirects that can be mapped against a node. When the redirect cannot be mapped it will be reported after the import.

Append `/*` to the url in the source column when you want to import a wildcard url

The import button will start the import process and will report how many redirects got imported and will report the errors. When errors occurred during import you can export the redirects to an excel file to fix those and import them again.

### **6.3.2 Export redirects**

Open Redirect manager and select import redirects from the popup menu box.

When selecting Redirects as export option all logged redirects and/or broken links will be exported to an excel file.

## **6.4 Automatically fix broken links after url change**

When a content or media item name changes this normally results in a 404 error when the url to that content, or media item is requested. SEO Checker keeps track of the changes when you change the names and will automatically create a redirect on the first request after the change is made.

## 7 SEO Checker configuration

### 7.1 Domain settings

Using the domain settings you can specify the canonical url, a site and language specific not found page and customize the robots.txt file per site/rootnode.

#### 7.1.1 Canonical domain

With canonical domain you can set the preferred domain when a site can be found on multiple domains. Make sure to enter the production domain here, even when the site is not live yet.

**Canonical domain**

This domain will be used to generate the Canonical meta tag. Make sure to enter the production domain of the website.

The given domain will be used in the metadata library to generate the metadata of the page.

#### 7.1.2 Robots.txt

In the textbox you can override the default robots.txt file.

#### 7.1.3 Not found page

The not found page settings allows you to specify a not found page without modifying config files. You can also specify a not found page per site and per language.

Canonical settings Robots.txt file 404 settings

**English (United States)**

Specify a not found page the English (United States) language.

Page not found  
/page-not-found/

## 7.2 Document type settings

### 7.2.1 Metadata settings

#### 7.2.1.1 Default title and metadata properties

Using default SEO Properties you can specify default values for SEO Title and SEO description. When the page is missing the SEO title or description info these mapped properties will be used. The title will be copied. The description will take the first paragraph from the mapped property.

**Default title properties**  
 When the title from content is empty SEOChecker will use the selected properties to render the title tag. Node Name is a good property to use since that property is always required

bodyText  
 keywords  
 redirect  
 seoMetaDescription  
 social  
 umbracoNavihide

→  
←

pageTitle  
 @nodeName

↑  
↓

---

**Default description tag properties**  
 When the description tag from content is empty it SEOChecker will use the selected properties to render the meta description tag. Only the first paragraph will be used in case this default description tag property is used!

keywords  
 pageTitle  
 redirect  
 seoMetaDescription  
 social  
 umbracoNavihide

→  
←

bodyText  
 @nodeName

↑  
↓

Using the sort buttons it/s possible to change the order of the default properties. The first property containing data will be used.

### 7.2.1.2 Title template

It's als possible to specify a template for the SEO Title. This template will be used to render the <title> tag in snippet preview and on the page<sup>4</sup>

**Title template**

[#@seoTitle] | SEO Checker

Use a template to display the title property in a specific format, used in the SEO Datatype and Library

Sample:  
 [#@seoTitle] | SEO Checker  
 [#@seoTitle] | {\$siteName}

Placeholder syntax  
 [# propertyAlias]  
 [\$ propertyAlias] (recursive)

Fixed properties:  
 @nodeName (Name of page)  
 @seoTitle (the seo title property)

The template can contain fixed text and placeholders, placeholders have the same syntax as you would use in Umbraco Macro's:

- [#Property alias ] will get the property from the current document
- [\$property alias] recursive look up the property

The following fixed properties can be used in the template:

- @nodeName contains the name of the page
- @seoTitle contains the value of the SEO title property

When using the above template configuration the <title> tag will be rendered as:

```
<title>Simple website | Simple website © 2013</title>
```

---

<sup>4</sup> This requires you use the SEOChecker library methods to render the Meta data

### 7.2.2 Social settings

Same as default metadata properties you can specify defaults for social options. When left empty the selected metadata options are used.

### 7.2.3 Robot settings

Besides blocking specific areas of a site for search engines using the robots.txt file you can specify search engines settings on document type level also. Per document type you can specify the following settings:

- Robots Index. Helps search engines indicate if documents based on this document type need to be in the index.
  - o index will include the document,
  - o noindex will not include the document.
- Robots Follow. Helps search engines indicate if it needs to follow links for documents based on this document type:
  - o follow will follow the links
  - o nofollow will not follow the links

### 7.2.4 XML Sitemap settings

Per document type you can specify the following XML Sitemap settings:

- Exclude in XML Sitemap. When checked pages based on this document type will not be rendered in the XML Sitemap.
- Sitemap priority. Specify the priority for the sitemap from 0.1 (lowest priority) to 1.0 (highest priority)
- Change frequency. Specify how frequently pages based on this document type will change.

## 7.3 Ignore list

Use the following ignore lists to show the items that will be ignored during validation:

- Ignored validation issues
- Ignored inbound link errors
- Ignored configuration issues

Use the bulk delete option to remove an item from the ignore list. When you remove an item it will be validated again during the next validation process.

## 7.4 Usertype permissions

For each usergroup you can specify permissions in SEO Checker using the following grid. Admin users are always allowed to access everything.

Permission settings				
Give usertypes access to certain area's of the SEOChecker section. Administrators will always have full control.				
	Writers	Editors	Translators	Sensitive data
Validation	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Manage redirects	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Issue management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Settings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## 7.5 Email settings

### 7.5.1 Scheduled task emails

Specify the from address, from name, subject for the scheduled task email. You can also specify an Razor template that renders the body of the email. You can modify the standard email Razor file, or create a new one and assign it here. Make sure to use `SEOChecker.Common.Models.Mail.ScheduledTaskNotificationModel` as model in your view.

### 7.5.2 User notification emails

Specify the from address, from name, subject for the notifications email. You can also specify an Razor template that renders the body of the email. You can modify the standard email Razor file, or create a new one and assign it here. Make sure to use `SEOChecker.Common.Models.Mail.NotificationModel` as model in your view.

## 7.6 General settings

To configure the default settings for SEO Checker go to the SEO Checker section into Umbraco, open the settings tree and select general settings. This page allows you to set the default configuration options

### 7.6.1 URL Rewriting

By enabling Url rewriting SEO Checker will make sure multiple versions of a single url gets redirected to the correct url. For example <http://www.soetemansoftware.nl/products/> can be redirected to <http://soetemansoftware.nl/products/> or vice versa.

URL Rewriting is enabled by default and comes with two options:

- WWW prefix. Specify if you want to use www prefix or not
- Trailing slash. Specify if the url needs to be with or without a trailing slash<sup>5</sup>

The following situations will cause a redirect to the unique url:

<sup>5</sup> Only available when the site uses directory url's



Situation	Requested url	Redirected url
Site is configured to use www prefix	<a href="http://mysite.com/">http://mysite.com/</a>	<a href="http://www.mysite.com/">http://www.mysite.com/</a>
Site is configured to not use www prefix	<a href="http://www.mysite.com/">http://www.mysite.com/</a>	<a href="http://mysite.com/">http://mysite.com/</a>
Site is configured to use directory url's and not trailing slash	<a href="http://mysite.com/contact/">http://mysite.com/contact/</a>	<a href="http://mysite.com/contact">http://mysite.com/contact</a>
Request to the homepage node (/home/)	<a href="http://mysite.com/home/">http://mysite.com/home/</a>	<a href="http://mysite.com/">http://mysite.com/</a>
Requested url contains upper and lowercase characters	<a href="http://mysite.com/CONTACT/">http://mysite.com/CONTACT/</a>	<a href="http://mysite.com/contact/">http://mysite.com/contact/</a>

**It's recommended to use URL Rewriting. Only disable this option if you configured URL rewriting yourself using a URL Rewriting module.**

### 7.6.2 Redirect Settings

Specify the redirect options

- Store domain for not found url's. When enabled the domain will be stored in the not found information. This allows you to specify multiple targets for a url coming from different domains such as [www.soetemansoftware.nl/products](http://www.soetemansoftware.nl/products) and [support.soetemansoftware.nl/products](http://support.soetemansoftware.nl/products)
- Store querystring for not found urls. When enabled the querystring information from the request will be stored in the not found information. This allows you to specify multiple targets for a url containing different querystring such as [www.soetemansoftware.nl/page.php?id=4](http://www.soetemansoftware.nl/page.php?id=4) and [www.soetemansoftware.nl/page.php?id=5](http://www.soetemansoftware.nl/page.php?id=5)
- Forward querystring. When enabled the querystring information will be forwarded to the page where the request is redirected to.
- Redirect when node exists. When enabled the page will always be redirected to the configured redirect page. Even when the original node exists in Umbraco.

### 7.6.3 Social

Enable Facebook and Twitter and when enabled you can specify the Facebook App Id and twitter account name.

### 7.6.4 Robots.txt

SEO Checker can create a dynamic robots.txt file for you. Robots.txt files give search engines information what to crawl or what to exclude when crawling your website. When the XML Sitemap option is enabled, the location of the sitemap will be added to the robotx.txt file. Below the XML Sitemap that will be generated by default:

```
# SEO Checker for Umbraco
User-Agent: *
Allow: DependencyHandler.axd
Disallow: /aspnet_client/
Disallow: /bin/
```

Disallow: /config/  
Disallow: /umbraco/  
Disallow: /umbraco\_client/  
Disallow: /usercontrols/  
Disallow: /\*.axd

When you already have a robots.txt file this file will be picked up automatically. When you want to link to the sitemap xml use:

Sitemap: [http://{HTTP\\_HOST}/sitemap.xml](http://{HTTP_HOST}/sitemap.xml)  
{HTTP\_HOST} will be replaced with the domain name.

You can change the robots.txt file per site on the domain settings.

### 7.6.5 Xml Sitemap

SEO Checker can create a dynamic XML Sitemap for you that you can submit to Google, Bing etc to make it easier for search engines to crawl your website.

#### 7.6.5.1 Single language configuration

When enabled you can view the XML Sitemap in your browser using <http://domain.com/sitemap.xml> or use the Preview link on the configuration page.

#### 7.6.5.2 Multi language configuration

In Umbraco V8 multi language sites you will have an xml sitemap per language. The index can be requested via <http://domain.com/sitemapindex.xml>

#### 7.6.5.3 General xml configuration

When the exclude **umbracoNaviHide** option is selected all pages containing the **umbracoNaviHide** property set to true will be excluded from the sitemap.

Specific sitemap option per document type can be set on the document type configuration. It's also possible to add a property with the alias **seoXmlSiteMapHide** to the page. This needs to be a true/false datatype. When the value is true the node will be excluded from the sitemap.

When you have multiple root nodes in a site such as a data folder and you want to include that rootnode in the sitemap That's possible when you add a property with the alias **seoIncludeRootInXmlSitemap** to the rootnode. This needs to be a true/false datatype. When the value is true the node will be included in every sitemap.

### 7.6.6 Validation settings

When the "Validate a page when published" option is selected. Pages will be validated after they are published.

When the "Validate alt attributes on template " option is selected. Alt attributes for images will be checked on the full html not only the Rich text content.

You can specify the max length for meta description . We suggest to just leave it as is.

## 7.7 My Notifications

SEO Checker allows users to receive notifications of logged issues on the site. Every user can setup notifications when the user has access to the SEO Checker section. The user can specify the day/time of the notification email to be sent.

When you enable notifications you will receive email notifications when errors are found on the site at the scheduled time. Emails will be send to the email address assigned to your user account 'richard@soetemansoftware.nl'.

**Send every**

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

---

**Time**

7 : 0

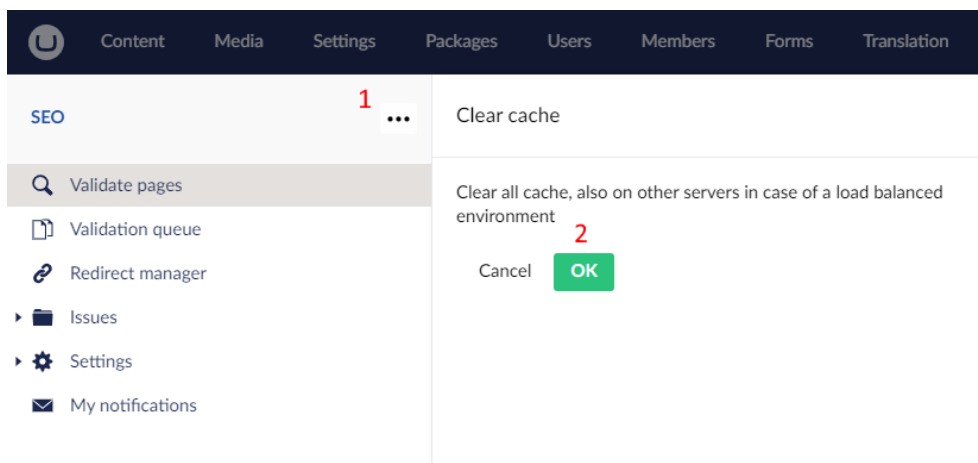
By default the notification email<sup>6</sup> will contain the following items:

- The number of validation issues
- The number of configuration issues
- The number of Inbound link errors
- he number of items in the validation queue

## 7.8 Clear (distributed) cache

Saving above settings will clear the cache. In case you just need to delete the cache you can

1. Select context menu of SEO Root node and select clear cache
2. Click Ok and cache will be cleared, also on frontend servers in case of a load balanced setup.



## 7.9 Configure the SEO Checker Data Type

By default the SEO Checker data type will show a field for SEO title and description. If you already have those properties on your document type you can use configuration of the document type to map those .

<sup>6</sup> See the configurations chapter how to modify the default email.

**Automatic validation mode** **1**  Never validate automatically  
 Always validate automatically  
 Automatically validate after save

Specify if you want to automatically check for SEO issues when opening the page or after save.

**Map title against property** **2**

When you already using a property for the title tag you can select the property here. SEO Checker needs this information to give good feedback!

**Map keywords against property** **3**

When you already using a property for the keywords tag you can select the property here. SEO Checker needs this information to give good feedback!

**Map description tag against property** **4**

When you already using a property for the description tag you can select the property here. SEO Checker needs this information to give good feedback!

1. Automatic validation of the page options.
2. Map SEO title against the existing SEO title property
3. Map SEO keywords against the existing SEO keywords property
4. Map SEO description against the existing SEO description property
5. Use the keywords meta tag (*Google and all major search engines ignore this meta tag*).

## 7.10 Social

By default the Social data type will show a field for title, description and social image. If you already have those properties on your document type you can use configuration of the document type to map those .

**Map title against property** 1 

When you already using a property for the og:title, or twitter:title tag you can select the property here. SEO Checker needs this information to render metatags correctly!

**Map description tag against property** 2 

When you already using a property for the og:description, or twitter:description tag you can select the property here. SEO Checker needs this information to render metatags correctly!

**Map image tag against property** 3 

When you already using a property for the og:image, or twitter:image tag you can select the property here. SEO Checker needs this information to render metatags correctly!

1. Map Social title against an existing Social title property
2. Map Social description against an existing Social description property
3. Map Social image against an existing Social image property

## 7.11 Additional data types

SEO Checker comes with two extra datatypes you can use to modify robots and XML sitemap settings on page level. Those are:

- SEOChecker robots, allows you to override configured Meta data for robots on a single page.
- SEOChecker XML Sitemap options, allows you to override configured XML sitemap settings on a single page.
- SEO Checker redirects manager. A data type to manage redirects to a specific node.

## 7.12 Appsettings.json settings

In appsettings.json you can specify a few additional Appsettings. <sup>7</sup>

```
{
  "SEOChecker":
  {
    "CacheTimeOutInMinutes": 60
    "DisableValidationQueueModule": false,
    "LogDebugHTML": false,
    "ShowDomainNameInDomainSettings": false,
    "ForceHttps": false,
    "UmbracoApplicationUrl": "https://www.mysite.com",
    "ReservedUrls": "/clientapi/,/mediafiles",
    "AuthenticatedValidation": false,
    "AuthenticatedValidationUser": "",
    "AuthenticatedValidationPassword": "",
    "UserAgentFilters":
      [
        "sqlmap/",
        "^PHPCrawl"
      ],
    "UrlFilters":
      [
        "fckeditor/editor",
        "wp-login.php$"
      ]
  },
  "PurgeSettings": {
    "Enabled": true,
    "DaysToKeepBrokenLinks": 7,
    "MaxBrokenLinksToPurge": 100
  }
}
```

### 7.12.1 CacheTimeOutInMinutes

Items will be cached for the specified amount of minutes.

### 7.12.2 DisableValidationQueueModule

When true there will be no validation. Only use this when debugging.

### 7.12.3 ShowDomainNameInDomainSettings

When all root nodes have the same language codes it's impossible to see which item you are editing in domain settings. Apply this setting and the domain assigned to the node will be displayed in domain settings.

### 7.12.4 Log Debug HTML

If you want to see what HTML SEOChecker is using during validation set SEOChecker.LogDebugHTML to true.

Then SEOChecker will write the page html to disk in Umbraco/data/temp/seochecker.

---

<sup>7</sup> Before V13 use **SEOCheckerAppSettings** as section root in appsettings.config

### 7.12.5 ForceHttps

When true SEOChecker will always use https (for scenarios behind a proxy).

### 7.12.6 ApplicationUrl

When you specify umbracoApplicationUrl SEO Checker will use the specified domain and scheme instead of the information coming from HttpContext request. This is ideal in Load Balanced environments or when Umbraco is behind a Proxy.

### 7.12.7 ReserverdUrls

Csv of relative paths that will be ignored for redirects module.

### 7.12.8 AuthenticatedValidation

When true username and password will be used for protected pages.

### 7.12.9 AuthenticatedValidationUser

Username for protected pages.

### 7.12.10 AuthenticatedValidationPassword

Password for protected pages.

### 7.12.11 UserAgentFilters

Array of useragent (Regex) that will be used to determine if a request comes from a BOT.

### 7.12.12 UriFilters

Array of url's (Regex) that will be used to determine if a request comes from a BOT.

### 7.12.13 PurgeSettings

Since 13.2 SEOChecker comes with an option to clear broken inbound links that are not repaired for (x) days. You can adjust settings by modifying the settings here.

- Enabled, specifies if purge will happen
- DaysToKeepBrokenLinks, amount of days (default 7) to keep broken links before they get deleted
- MaxBrokenLinksToPurge. The amount of broken links that will get deleted at one purge action. Purging will happen every hour so keep this number low.

## 8 Library

SEO Checker comes with a small library to render Meta Tags in HTML. This is only necessary when you use the SEO Checker data type.

### 8.1 Preferred way to render tags for current page

Add `@addTagHelper *, SEOChecker.Library` to your `_ViewImports.cshtml` file.

then you can use the `<seochecker-metadata />` taghelper in your view to render all tags.

### 8.2 Other options

#### 8.2.1 Render title

Renders the `<title>` tag based on SEO title value from the SEO Checker data type and configured template.

```
@{
var meta = Model.Content.GetProperty< SEOChecker.Library.Models.MetaData
>("seoChecker");
}
<title>@meta.Title</title>
```

#### 8.2.2 Render description meta tag

Renders the `<meta name="description".....` tag value based on SEO Description value from the SEO Checker data type, or the configured default property.

```
@{
var meta = Model.Content.GetProperty< SEOChecker.Library.Models.MetaData
>("seoChecker");
}
<meta name="description" content="@meta.Description" />
```

#### 8.2.3 Render keywords meta tag

Renders the `<meta name="keywords".....` tag based on SEO Description value from the SEO Checker data type, or the configured default property. This tag will only be rendered when SEO Checker data type is configured to use keywords.

```
@{
var meta = Model.Content.GetProperty< SEOChecker.Library.Models.MetaData
>("seoChecker");
}
<meta name="keywords" content="@meta.Keywords" />
```

#### 8.2.4 Render robots meta tag

Renders the `<meta name="robots".....` tag based on the configured robot settings.

```
@{
var meta = Model.Content.GetProperty< SEOChecker.Library.Models.MetaData
>("seoChecker");
}
<meta name="robots" content="@meta.Robots" />
```



### 8.2.5 Render all tags

Renders all above settings using a single statement

```
@{
var meta = Model.Content.GetPropertyValue< SEOChecker.Library.Models.MetaData
>("seoChecker");
}
@meta.AllTags
```

### 8.3 Special properties

SEO Checker comes with a few special property aliases you can use on your document type to exclude from Sitemap specify canonical urls' etc.

Alias	Type	Description
seoCanonicalUrl	Content picker	Allows you to specify a canonical url. This url will be used to render the canonical tag using the library.
seoXmlSiteMapHide	True/false	When true the node will not be shown in the XML Sitemap.
seoExcludeValidation	True/false	When true SEO Checker will not validate the page using the Validate pages option in the SEO Checker section. Validation on the SEO Checker data type will still occur.
seoForceHTTPS	True/False	Forces SEO Checker to render the HTTPS variant in XML Sitemap

## 9 Extend SEO Checker

It's possible to extend the functionality of SEOChecker by referencing the SEOChecker.Core project.

### 9.1 URL Rewrite provider

The url rewriter provider is used to rewrite all canonical issues for a website request to a single canonical url. Check the url rewriting chapter how to use the functionality. It's also possible to extend the functionality by implementing your own logic.

To write your own URLRewrite provider add a reference to the SEOChecker.Extensions dll and create a class that derives from the SEOChecker.Core.Providers.UrlRewriteProviders.

UrlRewriteProviderBase class. Override the RewriteUrl method to method to implement your rewriting logic. Modify the UrlBuilder object that gets inserted to rewrite the url.

In the sample below we redirect every website request for http to https.

```
/// <summary>
/// Forces Redirect to HTTPS
/// </summary>
public class HTTPSRedirect : UrlRewriteProviderBase
{
    public override void RewriteUrl(UrlBuilder builder, UrlRewriteConfiguration config)
    {
        if (builder.Scheme.Equals("http", StringComparison.InvariantCultureIgnoreCase))
        {
            builder.Scheme = "https";
        }
    }
}
```

## 10 Manual Installation

If can't give the installer sufficient rights to create tables in the database you need to install do a manual install of SEO Checker.

### 10.1 Install database scripts

#### 10.1.1 SQL Server

Install the tables for SQL Server executing the following script.

```
CREATE TABLE [dbo].[SEOChecker_ValidationIssues] (
    [IssueId] [int] IDENTITY(1,1) NOT NULL,
    [DocumentID] [int],
    [ErrorCode] [nvarchar] (50) NOT NULL,
    [ValidatorAlias] [nvarchar] (50) NOT NULL,
    [ErrorDescription] [nvarchar] (1000) NULL,
    [Error] [nvarchar] (250) NULL,
    [Template] [nvarchar] (50) NULL,
    [Category] [nvarchar] (50) NOT NULL,
    [ValidationType] [nvarchar] (50) NOT NULL,
    [ErrorType] [nvarchar] (20) NOT NULL,
    [PropertyAlias] [nvarchar] (150) NULL,
    [DataTypeId] [uniqueidentifier] NULL,
    [CrawlDate] [SmallDateTime] NOT NULL,
    [ResolvedDate] [SmallDateTime] NULL,
    [Ignore] [bit] NOT NULL,
    CONSTRAINT [PK_SEOChecker_ValidationIssues] PRIMARY KEY CLUSTERED
    (
        [IssueId] ASC
    )WITH (PAD_INDEX = OFF, STATISTICS_NORECOMPUTE = OFF, IGNORE_DUP_KEY = OFF,
    ALLOW_ROW_LOCKS = ON, ALLOW_PAGE_LOCKS = ON) ON [PRIMARY]
) ON [PRIMARY]

CREATE TABLE [dbo].[SEOChecker_ConfigurationIssues] (
    [IssueId] [int] IDENTITY(1,1) NOT NULL,
    [ErrorCode] [nvarchar] (50) NOT NULL,
    [ValidatorAlias] [nvarchar] (50) NOT NULL,
    [ErrorDescription] [nvarchar] (1000) NULL,
    [Error] [nvarchar] (250) NULL,
    [ErrorType] [nvarchar] (20) NOT NULL,
    [Category] [nvarchar] (50) NOT NULL,
    [CrawlDate] [SmallDateTime] NOT NULL,
    [ResolvedDate] [SmallDateTime] NULL,
    [Ignore] [bit] NOT NULL,
    CONSTRAINT [PK_[SEOChecker_ConfigurationIssues] PRIMARY KEY CLUSTERED
    (
        [IssueId] ASC
    )WITH (PAD_INDEX = OFF, STATISTICS_NORECOMPUTE = OFF, IGNORE_DUP_KEY = OFF,
    ALLOW_ROW_LOCKS = ON, ALLOW_PAGE_LOCKS = ON) ON [PRIMARY]
) ON [PRIMARY]

CREATE TABLE [dbo].[SEOChecker_Queue] (
    [DocumentID] [int] NOT NULL,
    [QueuedDateTime] [smalldatetime] NOT NULL,
    CONSTRAINT [PK_SEOChecker_Queue] PRIMARY KEY CLUSTERED
    (
        [DocumentId] ASC
    )WITH (PAD_INDEX = OFF, STATISTICS_NORECOMPUTE = OFF, IGNORE_DUP_KEY = OFF,
    ALLOW_ROW_LOCKS = ON, ALLOW_PAGE_LOCKS = ON) ON [PRIMARY]
) ON [PRIMARY]
```

```
CREATE TABLE [dbo].[SEOChecker_PageNotFound] (
    [NotFoundId] [int] IDENTITY(1,1) NOT NULL,
    [Url] [nvarchar](500) NOT NULL,
    [DocumentID] [int],
    [Ignore] [bit] NOT NULL,
    CONSTRAINT [PK_SEOChecker_PageNotFound] PRIMARY KEY CLUSTERED
(
    [NotFoundId] ASC
)WITH (PAD_INDEX = OFF, STATISTICS_NORECOMPUTE = OFF, IGNORE_DUP_KEY = OFF,
ALLOW_ROW_LOCKS = ON, ALLOW_PAGE_LOCKS = ON) ON [PRIMARY]
) ON [PRIMARY]

CREATE TABLE [dbo].[SEOChecker_Robots](
    [NodeId] [int] NOT NULL,
    [UserAgent] [nvarchar](100) NOT NULL,
    [RequestDateTime] [smalldatetime] NOT NULL
) ON [PRIMARY]

CREATE TABLE [dbo].[SEOChecker_URLHistory](
    [UrlHistoryId] [int] IDENTITY(1,1) NOT NULL,
    [NodeId] [int] NOT NULL,
    [ParentId] [int] NOT NULL,
    [UrlPart] [nvarchar](100) NOT NULL,
    CONSTRAINT [PK_SEOChecker_URLHistory] PRIMARY KEY CLUSTERED
(
    [UrlHistoryId] ASC
)WITH (PAD_INDEX = OFF, STATISTICS_NORECOMPUTE = OFF, IGNORE_DUP_KEY = OFF,
ALLOW_ROW_LOCKS = ON, ALLOW_PAGE_LOCKS = ON) ON [PRIMARY]
) ON [PRIMARY]

CREATE TABLE [dbo].[SEOChecker_ScheduledValidation(
    [Id] [int] IDENTITY(1,1) NOT NULL,
    [TaskName] [nvarchar](250) NOT NULL,
    [NotificationEmailAddress] [nvarchar](250) NOT NULL,
    [ExecuteEvery] [nvarchar](50) NOT NULL,
    [ExecuteDays] [nvarchar](50) NULL,
    [ExecuteHour] [int] NOT NULL,
    [ExecuteMinute] [int] NOT NULL,
    [ValidationRoot] [int] NOT NULL,
    [IncludeChildren] [bit] NOT NULL,
    [NextRun] [smalldatetime] NOT NULL,
    [LastTimeExecuted] [smalldatetime] NULL,
    CONSTRAINT [PK_SEOChecker_ScheduledValidation] PRIMARY KEY CLUSTERED
(
    [Id] ASC
)WITH (PAD_INDEX = OFF, STATISTICS_NORECOMPUTE = OFF, IGNORE_DUP_KEY = OFF,
ALLOW_ROW_LOCKS = ON, ALLOW_PAGE_LOCKS = ON) ON [PRIMARY]
) ON [PRIMARY]

ALTER TABLE [dbo].[SEOChecker_Queue]
ADD [Priority] int NOT NULL

CREATE TABLE [dbo].[SEOChecker_Notifications](
    [Id] [int] IDENTITY(1,1) NOT NULL,
    [NotificationUser] [nvarchar](250) NOT NULL,
    [ExecuteEvery] [nvarchar](50) NOT NULL,
    [ExecuteDays] [nvarchar](50) NULL,
    [ExecuteHour] [int] NOT NULL,
    [ExecuteMinute] [int] NOT NULL,
    [NextRun] [smalldatetime] NOT NULL,
    CONSTRAINT [PK_SEOChecker_Notifications] PRIMARY KEY CLUSTERED
(
    [Id] ASC
)WITH (PAD_INDEX = OFF, STATISTICS_NORECOMPUTE = OFF, IGNORE_DUP_KEY = OFF,
ALLOW_ROW_LOCKS = ON, ALLOW_PAGE_LOCKS = ON) ON [PRIMARY]
) ON [PRIMARY]
```

```

ALTER TABLE [dbo].[SEOChecker_PageNotFound]
    ADD
        [TimesAccessed] [int] NULL,
        [LastTimeAccessed] [smalldatetime] NULL,
        [RedirectUrl] nvarchar (500) NULL,
        [Referer] [nvarchar](500) NULL,
        [ContentType] [nvarchar](50) NULL,
        [Domain] [nvarchar](250) NULL,
        [QueryString] [nvarchar](250) NULL

Update SEOChecker_PageNotFound set Domain = '' where Domain is null
Update SEOChecker_PageNotFound set TimesAccessed = 0 where TimesAccessed is null
Update SEOChecker_PageNotFound set QueryString = '' where QueryString is null
Update SEOChecker_PageNotFound set ContentType = 'content' where ContentType is
null
Update SEOChecker_PageNotFound set RedirectUrl = '' where RedirectUrl is null

CREATE TABLE [dbo].[SEOChecker_Configuration] (
    [ConfigId] [int] IDENTITY(1,1) NOT NULL,
    [Name] [nvarchar](255) NOT NULL,
    [Configuration] [ntext] NOT NULL,
    [LastSave] [datetime] NOT NULL,
    CONSTRAINT [PK_SEOChecker_Configuration] PRIMARY KEY CLUSTERED
(
    [ConfigId] ASC
)WITH (PAD_INDEX = OFF, STATISTICS_NORECOMPUTE = OFF, IGNORE_DUP_KEY = OFF,
ALLOW_ROW_LOCKS = ON, ALLOW_PAGE_LOCKS = ON) ON [PRIMARY]
) ON [PRIMARY] TEXTIMAGE_ON [PRIMARY]
GO

```

### 10.1.2 SQL CE

Install the tables for SQL CE executing the following scripts. You need to execute them one by one.

```

CREATE TABLE seochecker_configurationissues (
    IssueId int NOT NULL IDENTITY(1,1),
    ErrorCode nvarchar(50) NOT NULL,
    ValidatorAlias nvarchar(50) NOT NULL,
    ErrorDescription nvarchar(1000) DEFAULT NULL,
    Error nvarchar(50) DEFAULT NULL,
    ErrorType nvarchar(20) NOT NULL,
    Category nvarchar(50) NOT NULL,
    CrawlDate datetime NOT NULL,
    ResolvedDate datetime DEFAULT NULL,
    Ignore bit NOT NULL,
    PRIMARY KEY (IssueId)
)

```

```

CREATE TABLE seochecker_pagenotfound (
    NotFoundId int NOT NULL IDENTITY(1,1),
    URL nvarchar(500) NOT NULL,
    DocumentID int DEFAULT NULL,
    Ignore bit NOT NULL,
    PRIMARY KEY (NotFoundId)
)

```

```

CREATE TABLE seochecker_queue (
    DocumentID int NOT NULL,
    QueuedDateTime datetime NOT NULL,
    PRIMARY KEY (DocumentID)
)

```

```
CREATE TABLE seochecker_queue (  
DocumentID int NOT NULL,  
QueuedDateTime datetime NOT NULL,  
PRIMARY KEY (DocumentID)  
)
```

```
CREATE TABLE seochecker_robots (  
NodeId int NOT NULL IDENTITY(1,1),  
UserAgent nvarchar(100) NOT NULL,  
RequestDateTime datetime NOT NULL,  
PRIMARY KEY (NodeId)  
)
```

```
CREATE TABLE seochecker_urlhistory (  
UrlHistoryId int NOT NULL IDENTITY(1,1),  
NodeId int NOT NULL,  
ParentId int NOT NULL,  
UrlPart nvarchar(100) NOT NULL,  
PRIMARY KEY (UrlHistoryId)  
)
```

```
CREATE TABLE seochecker_validationissues (  
IssueId int NOT NULL IDENTITY(1,1),  
DocumentID int DEFAULT NULL,  
ErrorCode nvarchar(50) NOT NULL,  
ValidatorAlias nvarchar(50) NOT NULL,  
ErrorDescription nvarchar(1000) DEFAULT NULL,  
Error nvarchar(250) DEFAULT NULL,  
Template nvarchar(50) DEFAULT NULL,  
Category nvarchar(50) NOT NULL,  
ValidationType nvarchar(50) NOT NULL,  
ErrorType nvarchar(20) NOT NULL,  
PropertyAlias nvarchar(150) DEFAULT NULL,  
DataTypeId uniqueidentifier DEFAULT NULL,  
CrawlDate datetime NOT NULL,  
ResolvedDate datetime DEFAULT NULL,  
Ignore bit NOT NULL,  
PRIMARY KEY (IssueId)  
)
```

```
CREATE TABLE SEOCHECKER_SCHEDULEDVALIDATION(  
Id int(11) NOT NULL AUTO_INCREMENT,  
TaskName nvarchar(250) NOT NULL,  
NotificationEmailAddress nvarchar(250) NOT NULL,  
ExecuteEvery nvarchar(50) NOT NULL,  
ExecuteDays nvarchar(50) DEFAULT NULL,  
ExecuteHour int(11) NOT NULL,  
ExecuteMinute int(11) NOT NULL,  
ValidationRoot int(11) NOT NULL,  
IncludeChildren tinyint(1) NOT NULL,  
NextRun datetime NOT NULL,  
LastTimeExecuted datetime DEFAULT NULL,  
PRIMARY KEY (Id)  
)
```

```
ALTER TABLE SEOChecker_QUEUE  
ADD Priority int(11) NOT NULL
```

```
CREATE TABLE SEOCHECKER_NOTIFICATIONS(  
Id int(11) NOT NULL AUTO_INCREMENT,  
NotificationUser nvarchar(250) NOT NULL,  
ExecuteEvery nvarchar(50) NOT NULL,  
ExecuteDays nvarchar(50) DEFAULT NULL,  
ExecuteHour int(11) NOT NULL,
```

```
ExecuteMinute int(11) NOT NULL,  
NextRun datetime NOT NULL,  
PRIMARY KEY (Id))  
ALTER TABLE SEOChecker_PageNotFound  
ADD  
    TimesAccessed int NULL,  
    LastTimeAccessed datetime NULL,  
    Referer nvarchar (500) NULL,  
    RedirectUrl nvarchar (500) NULL,  
    ContentType nvarchar (50) NULL,  
    Domain nvarchar (250) NULL,  
    QueryString nvarchar (250) NULL  
  
Update SEOChecker_PageNotFound set Domain = '' where Domain is null  
Update SEOChecker_PageNotFound set TimesAccessed = 0 where TimesAccessed is null  
Update SEOChecker_PageNotFound set QueryString = '' where QueryString is null  
Update SEOChecker_PageNotFound set ContentType = 'content' where ContentType is  
null  
Update SEOChecker_PageNotFound set RedirectUrl = '' where RedirectUrl is null
```

## 10.2 Add the license file

If you've purchased a license for SEO Checker you can download the license from your profile and add it to the **/Umbraco/Licenses** folder of your Umbraco installation



## 11 Validation rules

### 11.1 Page validation rules

Validation error	Content	Template
Document contains broken links	x	X
Document contains broken media	x	X
Missing link title Attribute on a link	X	
Missing alt attribute on an Image tag	X	
SEO Description is empty	X	X
SEO Title is empty	X	X
SEO Title length longer than 65 characters	X	
SEO Description is less than 50 characters	X	
SEO Description is longer than 160 characters	X	
SEO Title is missing		X
SEO Description missing		X
Document contains multiple SEO Titles		X
SEO Description contains <umbraco:item		X
SEO Keywords contains <umbraco:item		X
H1 tag missing		X
Multiple H1 tags found		X
H1 tag is empty	X	X
Google Analytics code is missing on the page		X
Content of rendered page is empty		X
Document contains Lorem Ipsum test content	x	X
Document contains a lot of inline CSS code		X
Document contains a lot of inline Javascript code		X
Document contains a lot of HTML comments		X
Document contains a large initial viewstate		X
Broken CSS Stylesheet references		X
Broken Javascript references		X

## 11.2 Configuration validation rules

Validation error	Type
Homepage can be accessed by /default.aspx	Canonical issue
Homepage can be accessed by /rootnode url	Canonical issue
Page can be accessed using uppercase and lowercase characters	Canonical issue
Page with aspx extension is not redirecting to the page without file extension when the site is using directory url's	Canonical issue
Page without extension is not redirecting to aspx page when not using directory url's	Canonical issue
Page can be accessed with and without trailing slash when using directory url's	Canonical issue
Website can be access using www and non www url's	Canonical issue
Website is not setup for www, or non www hostname	IIS configuration issue
aspx	
Robots.txt file is missing	Search engine robot issue
Robots.txt is blocking crawling of the site	Search engine robot issue
Robot meta tag on homepage is blocking crawling of the site	Search engine robot issue
Friendly 404 error page is missing	General issue
Latest update is more than 1 month old	General issue
SEO Checker Data type is missing from the document type	General issue
No SEO checker configuration found for any document type	General issue

## 12 Troubleshooting

### 12.1 I don't see the SEO checker section

Make sure the package is installed correctly and you have access to the SEO Checker section in Umbraco.

### 12.2 I don't see the SEO checker dashboard

Make sure the package is installed correctly. Check manual installation of the package

### 12.3 Validation is reporting errors on the document.

Make sure the page doesn't contain errors in macro's and template .

### 12.4 Some pages don't get validated

Make sure the document has a template assigned.

### 12.5 I don't receive email notifications

Make sure the mail server is correctly setup in web.config and make sure the email address of the user that should receive the notification is correct.

### 12.6 I found a bug in the software

If you found a bug in the software, please take a look at our download location

<http://soetemansoftware.nl/seo-checker/downloads> to see if there is a new version available. If not please send us an email [support@soetemansoftware.nl](mailto:support@soetemansoftware.nl) so we can fix the bug and create a hotfix for you.

### 12.7 I have another question

If you have a question please email us at [support@soetemansoftware.nl](mailto:support@soetemansoftware.nl) we love to help you.