



**ARVAL**  
**BNP PARIBAS GROUP**

# SEO Guidelines for Countries

Arval.country project

**BITBANG**

# Agenda

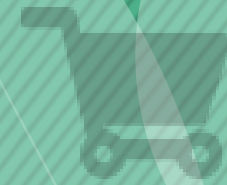
1 SEMANTIC  
SEO

2 COPYWRITING  
RULES

3 LINK  
OPTIMIZATION

4 TECHNICAL  
SEO

# Semantic SEO



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# Introduction

Every country and every language do require a proper SEO analysis in order to optimize your content (URLs, Title, Description, Texts, etc.) with relevant **local keywords**.

Please, consider spending some of your time in semantic research about what terms your users are actually searching for.

# Semantic URLs

Optimized URLs will provide semantic information to search engines.

## EXAMPLES

.../sme/

.../mid/

.../mid/full-service-leasing/

.../about-arval/news/

...

# Semantic URLs

- Should be written in the same language of the content of the page.
- Should be shorter than 150 characters.
- You should optimize URLs before their go-live.
- Replace blank spaces with the dash character “-” .
- Avoid any special character like spaces, apostrophes, etc. Avoid also upper-case characters.
- Should include SEO-relevant keyword in the language of competence.

# Semantic URLs

Here follows **the standard segment URLs** you will be provided with the new website.

- I need a car → [.../sme/](#)
- I need to manage my fleet → [.../mid/](#)
- I need an international partner → [.../international/](#)
- I need an expert in public solution → [.../public/](#)
- About Arval → [.../about-arval/](#)

# Semantic URLs

We encourage you to **customize all your segment URLs** accordingly to the results of your semantic research.

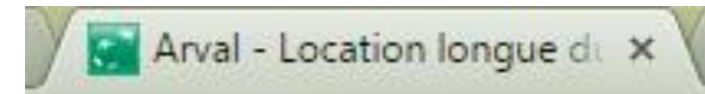
If you decide to customize your segment URLs, please **remember to inform Arval Corporate** in order to set the proper Redirect rules *(see page 41)*.



# Title Tag

Title tag is a short portion of text that univocally identifies a website page. It represents the first information about the content of the page.

- Should not be shorter than 40 characters.
- Should not exceed 50-60 characters, spaces included.
- Should not be wider than 482px in order to be completely visible within Google Search Results.



**Arval - Location longue durée, LLD de voiture et leasing auto**

[www.arval.fr/](http://www.arval.fr/) Traduci questa pagina

32 marques, 6425 modèles dans toute la France ! ... Arval, leader de la location longue durée, filiale de BNP Paribas propose une gamme de services liés à la ...

[Véhicules d'occasion](#) - [Choisir ma voiture](#) - [Bonnes affaires](#) - [PME/PMI](#)

# Title Tag

- Must include potentially SEO-relevant keywords.
- The same keyword should not be repeated more than twice within the same Title Tag.
- You should place relevant keywords at the beginning of the Title Tag.
- Must be unique across the whole website. Please check and remove all the duplicated Title Tags, if present.

# Title Tag

A basic optimized automation rule for your Title Tags could be:

Specific service or product presented on your page

→ " Service/Product" + " | Arval CountryCode"

A practical example

*Service offered:* Full Service Leasing

→ *Title Tag:* "Full Service Leasing | Arval UK"

# Title Tag - Homepage

Homepage(s) is your strongest page in terms of **potential ranking**. This is the page that usually gathers more external links than any other page of the website.

Please, remember to **optimize your homepage** (and also "section homepages" ) with the most relevant keywords about the main services you provide.

# Meta Description Tag

Meta Description is an informative text that univocally describes the content of the page.

- Should not be shorter than 100 characters.
- Should not exceed 155 characters, spaces included.
- Should not be wider than 928px in order to be completely visible within Google Search Results.

Arval - Location longue durée, LLD de voiture et leasing auto

[www.arval.fr/](http://www.arval.fr/) ▼ Traduci questa pagina

32 marques, 6425 modèles dans toute la France ! ... Arval, leader de la location longue durée, filiale de BNP Paribas propose une gamme de services liés à la ...

Véhicules d'occasion - Choisir ma voiture - Bonnes affaires - PME/PMI

# Meta Description Tag

- Must include potentially SEO-relevant keywords.
- The content of Meta Description tag does not influence ranking results directly but it provides the user with a first glimpse of the page content. Creating a readable, compelling description using relevant keywords can improve the click-through rate for a given webpage.
- Must be unique across the whole website. Please check and remove all the duplicated Meta Description Tags, if present.

# Facebook OpenGraph Tags

OpenGraph Tags will turn a website page into an equivalent Facebook object. The act of sharing will produce an optimized graphical snippet.



# Facebook OpenGraph Tags

- You should compile as many OpenGraph meta tags as possible to ensure a better filing of the page for an internal search on Facebook.
- We suggest verifying the accuracy of the OpenGraph Tags through <https://developers.facebook.com/tools/debug>
- More detailed info at <https://developers.facebook.com/docs/sharing/webmasters>



# Facebook OpenGraph Tags

Required Properties for every page are

- **og:title** - The title of the object as it should appear within the graph (when shared on Facebook).
- **og:description** - A brief description of the content, usually between 2 and 4 sentences.
- **og:image** - An image URL which should represent the object within the graph (min 200x200px).
- **og:url** - The URL of the object (usually the same URL of the parent page).

# Facebook OpenGraph Tags

We also recommend implementing the following optional meta tags:

- **og:locale** - The locale these tags are marked up in. Content is in the format: language\_TERRITORY. Default is en\_US.
- **og:site\_name** - The website name that should be displayed. e.g., "Arval FR" .
- **og:video** - If the page contains a video, you should explicit the video URL within this tag.
- **og:type** - The type of object, e.g., "website". Depending on the specified type, other properties may also be required.

# Heading Tags - <H1>

<H1> tag represent the text title inside the body content of a single page.

## **REASONS TO CHOOSE ARVAL**

- There should be always a <H1> tag within each page.
- There should be a maximum of one <H1> tag within each page.
- Must be unique across the whole website.
- Should include SEO-relevant keywords, avoiding keyword stuffing in the meanwhile.

# Heading Tags - <H1>

- Must be topically relevant against the Title Tag of the same page, but not identical.
- Should contain the main keyword your product/service is actually about.
- Should be short (max 50 characters).
- Place the most important terms at the beginning of the phrase.

# Heading Tags - <H2>

<H2> tag represent the text subtitle inside the body content of a single page.

- There should be a maximum of one <H2> tag within each page.
- Must be unique across the whole website.
- Should include SEO-relevant long tail keywords, avoiding keyword stuffing in the meanwhile.

# Heading Tags - <H2>

- You should fill the subtitle with keywords that are synonyms, long tail versions or close variations of the main keyword for which the heading <H1> (and the page) is being optimized for.
- Should be short (max 100 characters).
- Place the most important terms at the beginning of the phrase.

# Anchor Tags - <A>

The <A> tag defines a hyperlink, which is used to link from one page to another.

- Text inside <A> tags must be relevant against the content of the linked page.
- Should contain SEO keywords and/or relevant semantic information. Please avoid using texts like "Click here" , "Read more" , etc.
- You should use <A> tags also for defining links on images, avoiding the use of scripting languages to simulate the link.
- We suggest filling also the *title* attribute of <A> tags with a short description of the linked page (~100 characters).

# Image Tags - <IMG>

The <img> tag defines an image in an HTML page. The <img> tag has two required attributes: src and alt.

- You should not use images with text inside, in order to let search engines analyse your content properly.
- Compile the *alt* attribute with a short description about the image content.
- If the image act as a hyper textual link, *alt* attribute will be used as an anchor text.
- Use semantic for the filenames of images (not generic ones like Image1.jpg or codes without a semantic meaning).



# Copywriting Rules



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# Copywriting Rules

## Write First

Usually it is easier to write content first and add specific keywords later, than trying to incorporate specific keywords directly into the first draft text.

## Keep it Relevant

You should try to stay focused on a specific subject. In this way, you will keep all your primary & secondary keywords relevant against the main topic, incrementing the SEO value of your content for all the major search engines.

# Copywriting Rules

## 300 Words

You should try to produce content for at least 300 words within a single page. Search engines keep more in consideration pages with a solid content baseline.

## Keywords up Top

You should try to incorporate your primary keywords high up within the copy; in the first sentences, where possible. Please, always remember to keep your content readable for a human user.

# Copywriting Rules

Headings H1

Headings H2

Headings H3

...

- Bullet Points

Emphasis with **Bold**

Emphasis with *Italics*

## Make it Skimmable

We recommend using the correct HTML tags for each specific part of your content. You should include headings, subheads, bullet points, and placing emphasis on key points by using bold and italics.

# Copywriting Rules

## One Keyword per Page

You should explore one topic per page. Any keywords you are intended to use should be closely related variations, long tail phrases, and synonyms of the main keyword on which the single page is focused on.

## Long Tail the Subheadings

You should use your main keyword 2-5 times (depending on length) throughout body copy, trying not to “over-optimize” your content.

# Copywriting Rules

## Create Keyword-Rich Headings

You should always put your main keyword in the heading (H1 tag). This will give a strong hint about the main topic to search engines. You should always try to write appealing headlines for both search engines and human users.

## Keep it Relevant

Subheadings (H2 tags) are another opportunity to tell search engines what your content writing is about. Using keyword variations (long tail phrases or synonyms) in subheadings is a good practice.

# Copywriting Rules

## Remember Copywriting Commandments

While you are trying to create relevant content for search engines, you should always not to forget that your content has to be read by human people, the final users. You should keep the production of your content balanced between search engines and your hypothetical final users.

# Link Optimization



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# Link Optimization

External Links are hyperlinks that point towards (target) any domain other than the domain the link exists on (source). If another website links to you, this is considered an external link to your site. Similarly, if you link out to another website, this is also considered an external link.

Although many years have passed since the launch of the first search engines, External links are still considered one of the most important source of ranking power. External links pass "link juice" (ranking power) differently than internal links because the search engines consider them as third-party votes.

# Link Optimization

Now the major search engines use many metrics to determine the value of external links. Some of these metrics include:

- The trustworthiness of the linking domain.
- The popularity of the linking page.
- The relevancy of the content between the source page and the target page.
- The anchor text used in the link.
- The amount of links to the same page on the source page.
- The amount of domains that link to the target page.
- The amount of variations that are used as anchor text to links to the target page.
- The ownership relationship between the source and target domains.

# <A> Tag Optimization

## Anchor Text

The anchor text of the link (text between the tags `<A></A>`) must be semantic and also maintain a complete sense while pulling it out of context (ie, do not use content such as "Click here" or "More information").

This text should contain at least one strategic keyword and/or brand.

You should keep this text short (max. 2-3 words).

## Outbound Links

The URL address to which the link points should correspond to the homepage of the site on which you are performing the task of link building, or at least one of its strategic pages.

The URL of the linked page must be inserted into the *href* attribute of the `<A>` tag.

# <A> Tag Optimization

## Title Attribute

You should compile the *title* attribute of the <A> tag, which is a short text description of the linked page.

The *title* attribute should be a semantic text containing one or two strategic keywords.

This text must not exceed 100 characters.

## Linked Page

Linking out to relevant, authoritative sites is a good inbound marketing strategy and can provide value for readers. It can also improve SEO. However, please do not link to website with a poor domain reputation.

# <IMG> Tag Optimization

## Naming

The naming of the image (name of the saved file) in the *src* attribute of the <IMG> tag must be semantic and it should contain strategic keywords.

We recommend replacing the spaces in the filename with hyphens (-) and not exceed 100-150 characters in length.

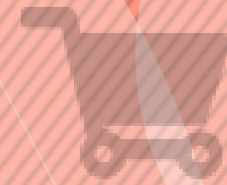
## Alt Text

You should fill the *alt* attribute with a semantic description of the linked page. If the image is not loaded for any reason, the content of the *alt* attribute will become visible instead.

This text should contain at least one strategic keyword and/or brand.

You should keep this text short and not exceed 100 characters.

# Technical SEO



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# URL Migration & Redirect

When you have to modify the URL of a page or it is necessary to redirect users to a different page permanently, you need to set up a 301 server-side redirect. It is the safest and easiest way to communicate to search engines the correct page to index.

The 301 HTTP status code indicates that a page has been permanently moved to a new location, but there are other possible use-cases:

- The traffic has to be moved from a URL to another.
- One page has been shutdown and you have to preserve the ranking power of the inbound links coming to the old URL.

You should use 302 redirects only when you need to set up temporary redirects. Temporary redirects are useful when you know that the former address will be reactivated eventually.

# URL Migration & Redirect

## Checklist for URL rewrite

- Be sure that the new URL is better than the old one in terms of SEO-friendliness (i.e. from dynamic to static structure, semantic power, etc.).
- Be sure that redirects actually respond with a 301 HTTP status code.
- Keep always up to date your XML Sitemaps, internal links and RSS Feeds.



# URL Migration & Redirect

Regarding the **Launch of the New Website**, you should follow these rules in order to correctly manage the initial migration.

- You will be provided with a list of the 100 most important pages of your **“old website”** in terms of traffic (data will be extracted by both Google Analytics and Google Search Console).
- You will receive a two-column file where:
  - Column 1) will contain the top 100 **“old URLs”** as reported before.
  - Column 2) will contain the **“new URLs”** to which **“old URLs”** must redirect to.

In particular **you will have to compile the Column 2) independently.**

- **You will have to send this compiled file to Arval Corporate**, who will then proceed in implementing the proper Redirects rules along with the IT team.

# XML Sitemap

A XML Sitemap is a list of web pages belonging to one single domain, which is intended to give additional information to search engines about the entire website.

A XML Sitemap can give to search engines the chance to easily reach pages that otherwise would be hard to find due to technical limitations or bad linking..

You should always keep your XML Sitemap updated, in order to include every relevant page of your website. Please, remember to remove any occurrences of pages that respond with 301 or 404 HTTP codes.

# Robots.txt

Robots.txt file serve as a master ruler for search engines crawlers, since they cannot access your website if the robots.txt file requires the opposite.

Through an appropriate filling of the robots.txt file, it is possible to prevent the access of one or more crawlers to single pages or whole sections of a website.

User-agent: \*

Disallow: /directory1/

# Robots.txt

The simplest robots.txt consists of two directives:

- User-agent: the robot to which the following rule has to be applied.
- Disallow: the URL or website section that has to be blocked.

We recommend including every XML Sitemap into the robots.txt as follows:

**Sitemap: /sitemap.xml**

Make sure that robots.txt is not blocking relevant website content like pages, CSS files and JavaScript.

Thank you!

**BITBANG**