

# TAG SEEDING FOR KNOWLEDGE BASE

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## **Disclaimer:**

*The recommendations provided in this analysis represent our best understanding of search engines at the time this report was provided. It is possible some recommendations may become obsolete, incorrect, or lose their impact over time. We strongly encourage you to implement the recommendations as quickly as possible and to receive ongoing SEO Consultation and support to monitor the impacts of the changes and ensure the website is maintained with SEO best practices.*

## IMPLEMENTATION FOR TAG SEEDING

The Tag Seeding process allows ScottMadden to produce a knowledge base on their site based on concepts that are well searched, commercial keywords or phrases.

Implementation takes the following steps:

1. **Install the Plugin:** Install the GREPWords tag-finder by unzipping it into the wp-plugins folder, visiting the Plugins page of the Wordpress Admin and click "Activate" under the GREPWords Tag Finder entry.
2. **Using the Plugin:** Visit any post in Wordpress and click "Find Tags" in the GREPWords widget to the right. A list of words and phrases will return. Click the left checkbox to "tag" the page and the right checkbox to convert the first occurrence of that phrase in the document into a link to the tag page (we refer to these as tag-links). Unclick the either box to undo its action.

The plugin only facilitates the automatic tagging process. It does not complete the Knowledgebase Tag Seeding feature. The following steps need to be followed.

1. **Change the Tag slug:** Visit the Permalinks section of Settings in the Wordpress Admin and change the Tag slug to "kb".
2. **Update the Tag Page Template:**
  - a. Add code to display the tag description as updated in the tags section of the WP Admin in the body of the page
  - b. Add code to display a "noindex" tag if there is no description.
3. Import existing tags and tag-links from the Mellonaid CMS