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About HTML5 Data Bindings SEO

Search engines such as Google and Bing are excellent at indexing HTML but not so much when it comes to understanding JavaScript and crawling AJAX content. **HMTL5 Data Bindings SEO** is exactly what you need to create AJAX Apps with searchable dynamic content, instantly. The extension contains a fast server side rendering engine that emulates the web browser behavior and renders all dynamic data fully on the server so it is available directly to all search engine crawlers. No need for static HTML snapshots of your site.

Features in Detail

⚙ Full Server Side Ajax dynamic data rendering

HTML5 Data Bindings SEO contains a fast server side rendering engine that emulates the web browser behavior and renders all dynamic data fully on the server so it is available directly to all search engine crawlers.
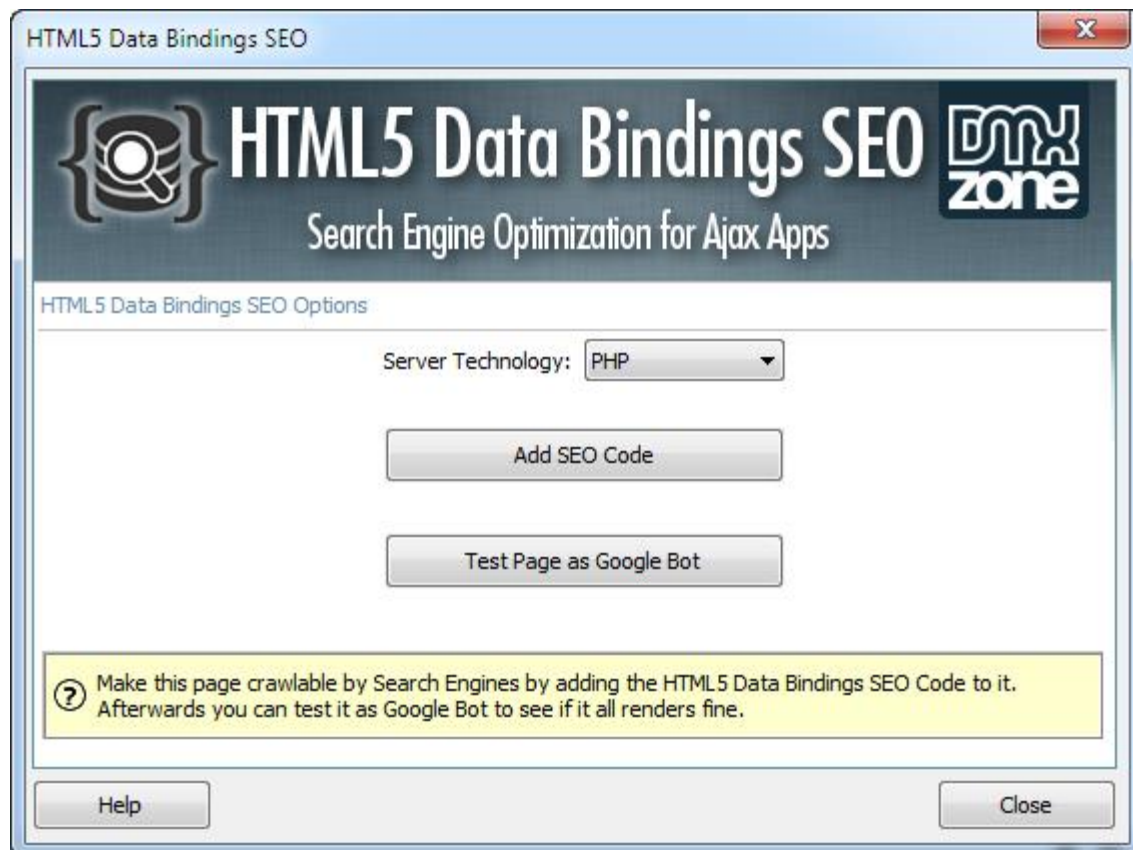
👍 Works instantly

No need for special server installs, URL rewrites or complicated server installation! You just add the HTML5 Data Bindings SEO extension, to each page that you want to be indexed, upload it to your server and you are done.

🏆 The best SEO for highest ranking out of the box

No need for special setup, content cloaking or separate pages for crawling. With the HTML5 Data Bindings SEO extension you get the advantages of the best SEO and the user interactivity of Ajax all at once!

✎ Create Single Page, Ajax driven interactive web sites and apps

Without any page refresh, without worrying about search engine indexing

⌕ Full Support for the Google Ajax crawling standard

The HTML5 Data Bindings SEO extension offers out of the box full support for the Google Ajax Crawling standard, which is already adopted by Bing and Yahoo. This standard makes it possible to index Ajax driven, dynamic sites that are normally fully rendered in the web browser only.

✿ No need for extra server components or headless browsers

Normally to achieve server side rendering of Ajax web sites, you need extra server components or headless browsers like PhantomJS installed on your server to render your pages server side. Not with the HTML5 Data Bindings SEO! We have your rendering all covered in high performance server side code that just runs directly on every server!

✈ Maximum rendering speed

All data bindings feeds are rendered asynchronous when possible, for maximum rendering speed so that the search engine does not sees the difference in rendering speed as it renders just as in a web browser and sometimes even faster. This is important as Google ranks high performance sites better in search results.

● Latest PHP server technologies for the highest performance

The extension uses the latest PHP 5.3+ DOM Manipulation engine for rendering and Asynchronous Curl for data fetching so that the highest performance is achieved.

○ Latest ASP server technologies for the highest performance
The extension uses the latest Classic ASP DOM Manipulation engine, based on the version Internet Explorer installed on the server, for rendering and Asynchronous http calls for data fetching so that the highest performance is achieved

✛ No need for static HTML snapshots of your site

Normal Ajax rendering engines save static html snapshots of your site and serve them to Google. This is an extra process and your site can easily get out of date. Not with the HTML5 Data Bindings SEO extension! It makes your dynamic web sites directly available for real time indexing by Google with your latest data! So it is always up to date!

☻ Use your user friendly URLs and/or query parameters

You can choose to your URL rewrites, to produce user friendly URLs, it will all still work with the HTML5 Data Bindings SEO no need for special setup.

⚚ Fully compatible with HTML5 Data Bindings Formatter

All the formats from HTML5 Data Bindings Formatter are done now server side so that their output can be directly served to the search engines.

♆ Fully compatible with DMXzone Database Connector

When using the Database Connector to add database data to your HTML5 Data Bindings driven Ajax pages, your data is only also server side fetched and the dynamic pages are fully populated so they can be indexed fully by the search engines.

↻ Full support for all HTML5 Data Bindings elements

With the HTML5 Data Bindings SEO extension all dynamic elements like, repeat regions, detail regions, selected items are fully rendered dynamically server side so they can be easily served for indexing by the search engines.

Before you begin

Make sure to setup your site in Dreamweaver first before creating a page. If you don't know how to do that please read this.

Installing the extension

Read the tutorial at http://www.dmxzone.com/go/4671/how-to-install-extensions-from-dmxzone/

Login, download the product, and look up your serial at http://www.dmxzone.com/user/products

Get the latest extension manager from Adobe at
http://www.adobe.com/exchange/em_download/
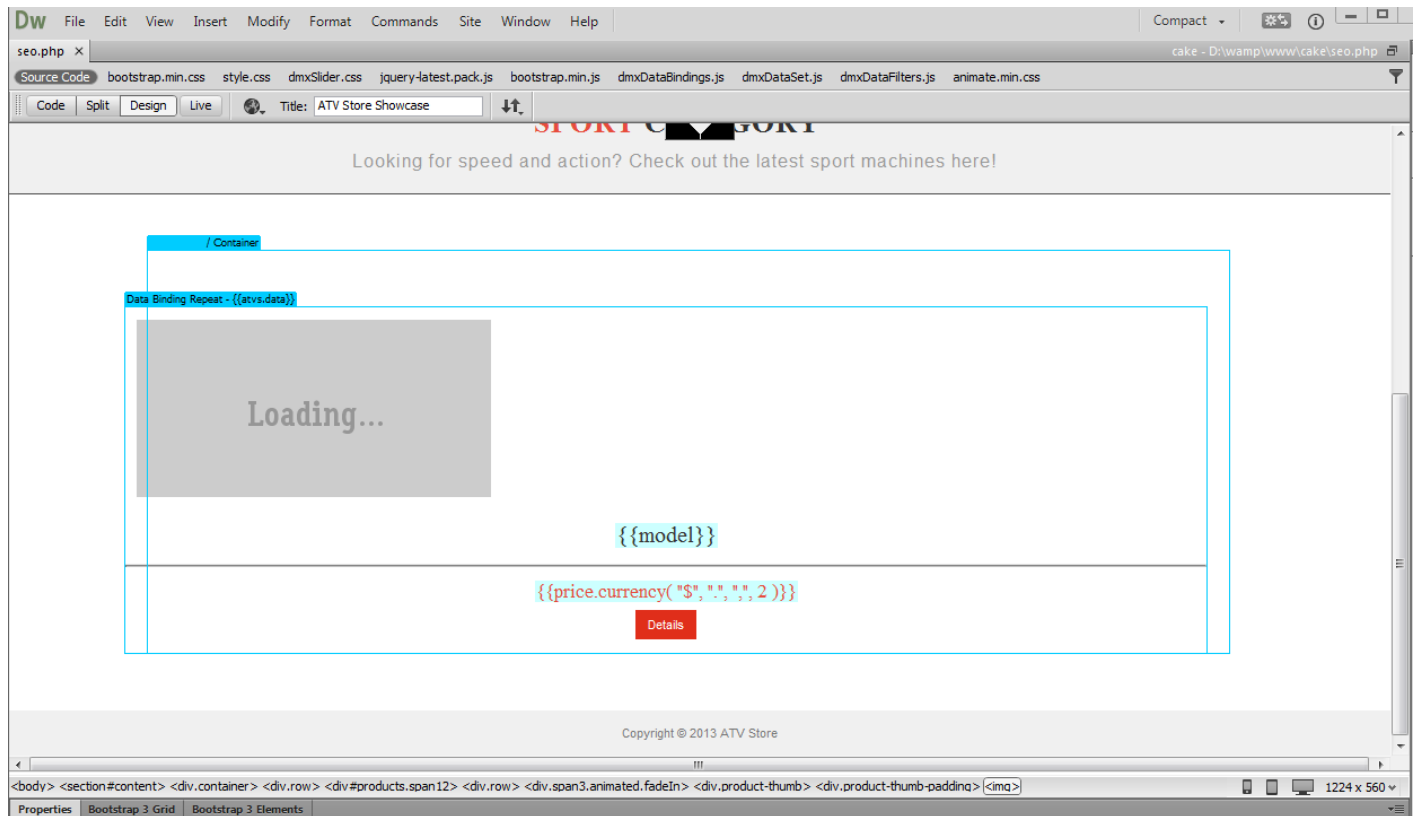
Open the .zxp file if you're using Dreamweaver CC or the .mxp file for Dreamweaver CS+ (the extension manager should start-up) and install the extension.

If you experience any problems contact our Live Support!

The Basics: Insert HTML5 Data Bindings SEO on a Page and Test it

In this tutorial we will show you how to insert **HTML5 Data Bindings SEO PHP**/**ASP** on your page and test it as Google bot.

*You can also check out the **video**.

How to do it

1. We created a page using **HTML5 Data Bindings** and **DMXzone Database Connector PHP/ASP**. It contains a repeat region with an **image (1)**, **title (2)** and **price** inside **(3)**.
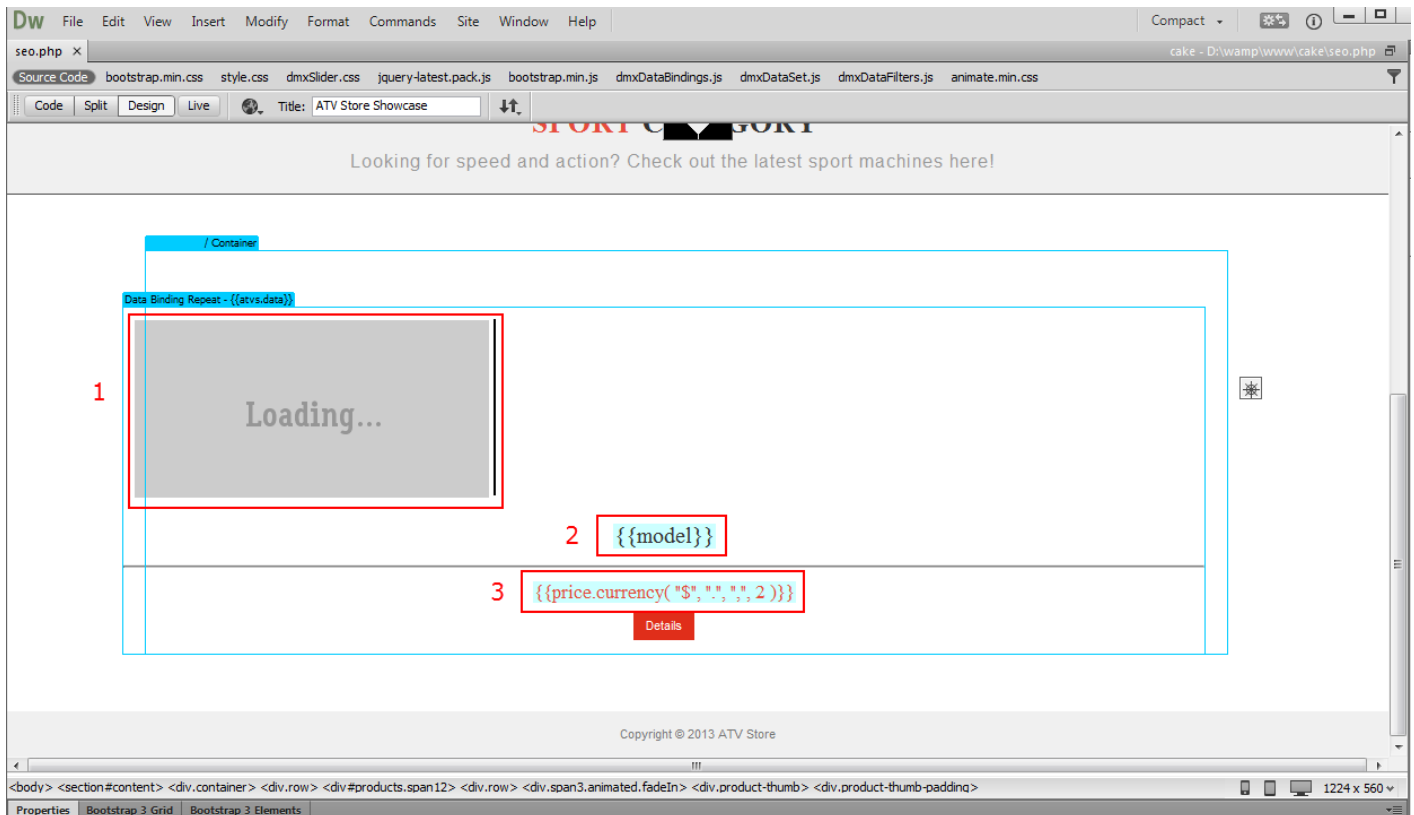
2. For better SEO we need to show the content of the data elements on our page to the Search Engines, instead of just {{data_element}}. Click the **insert button (1)**, select **HTML5 Data Bindings SEO (2)** and the **HTML5 Data Bindings SEO** window will open.
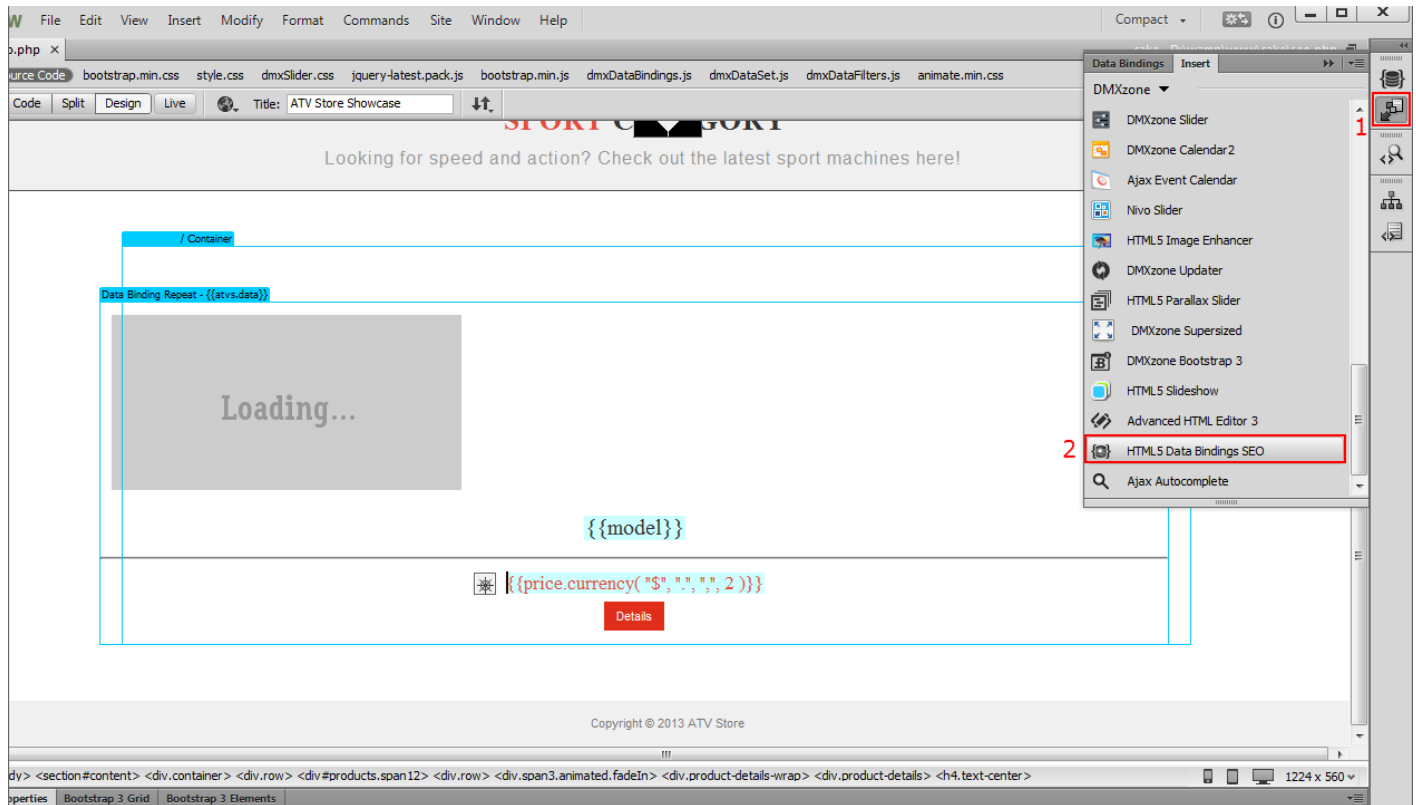
3. In the **HTML5 Data Bindings SEO** window, select your **server technology (1)**, which is PHP in our tutorial and click the **add SEO code button (2).**
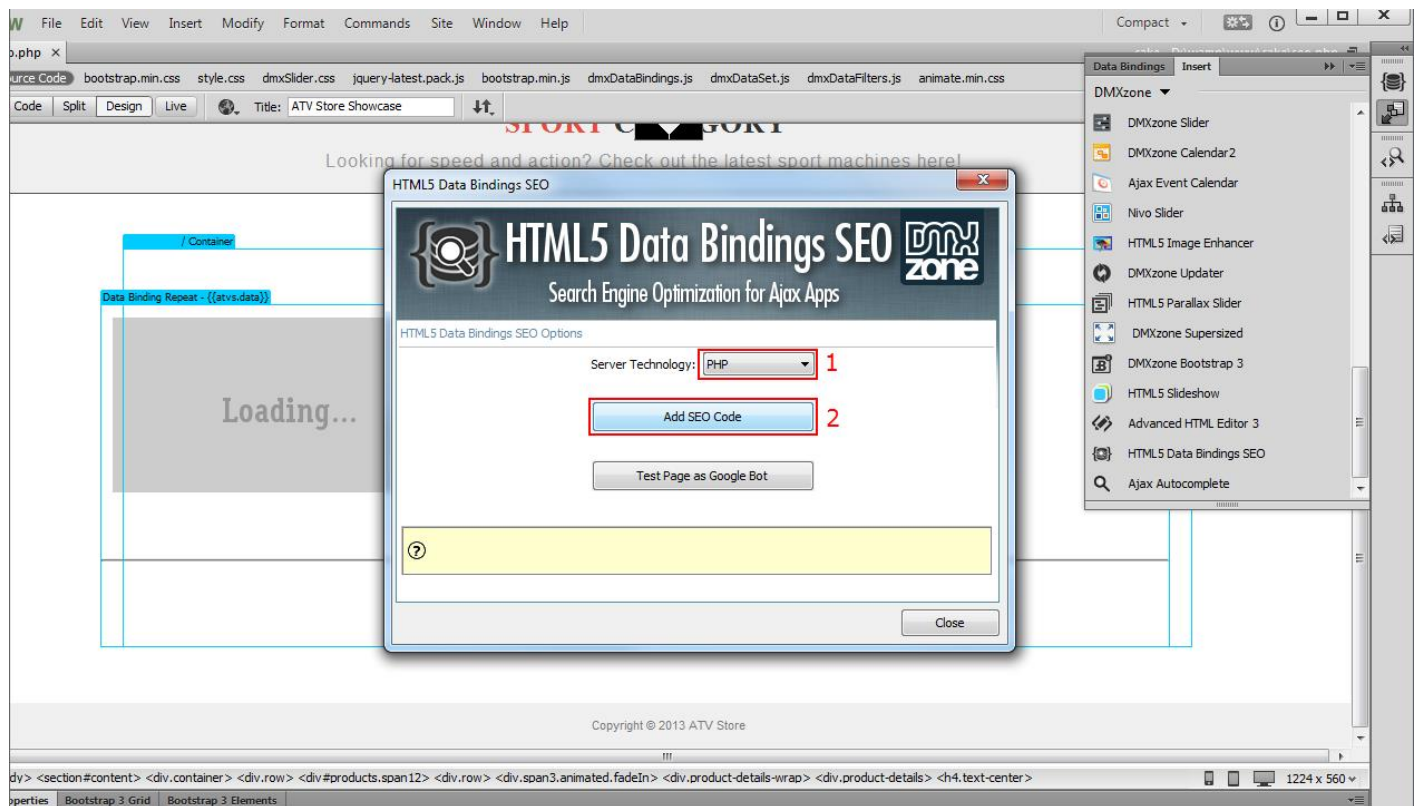
4. A window pops up with a message: **HTML5 Data Bindings SEO added successfully**! Click the OK
    button.
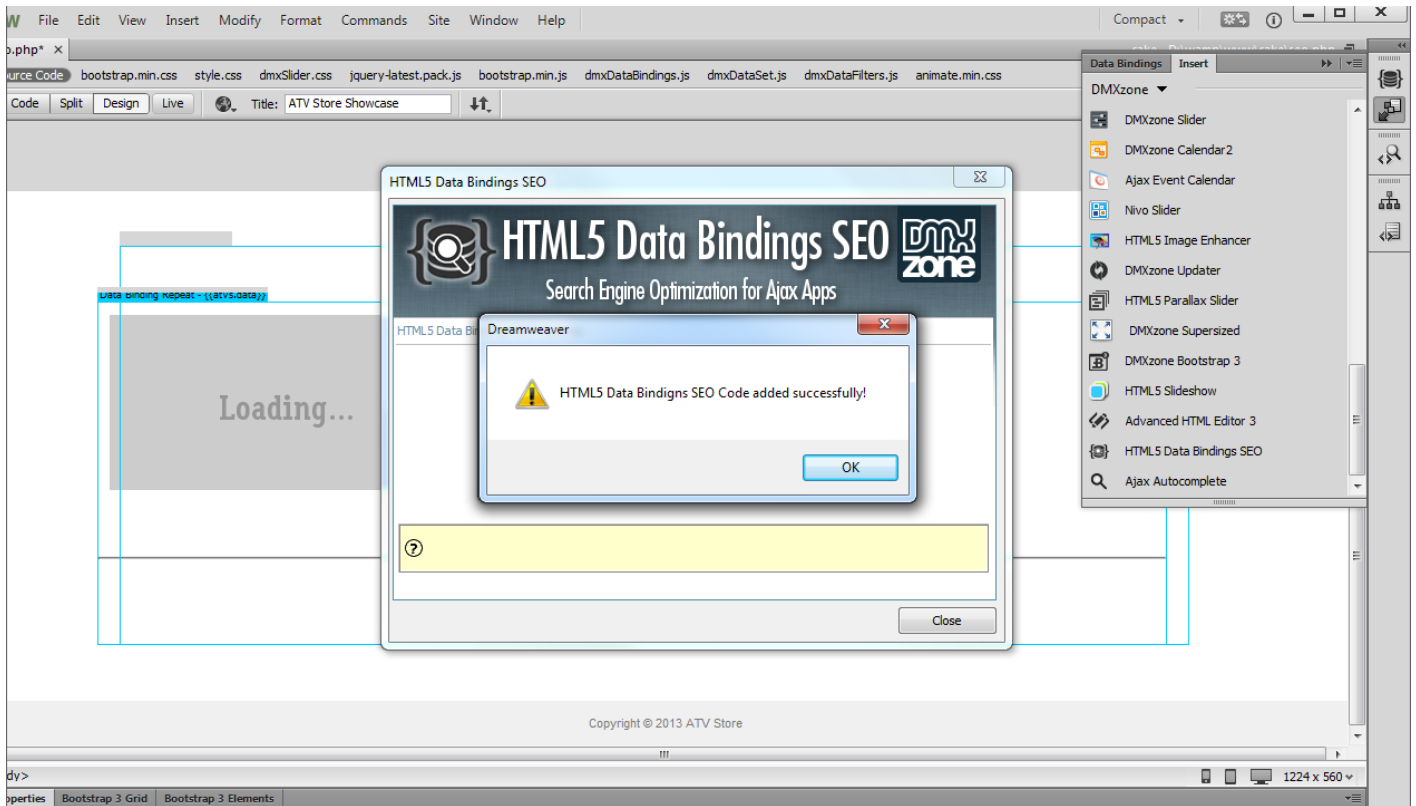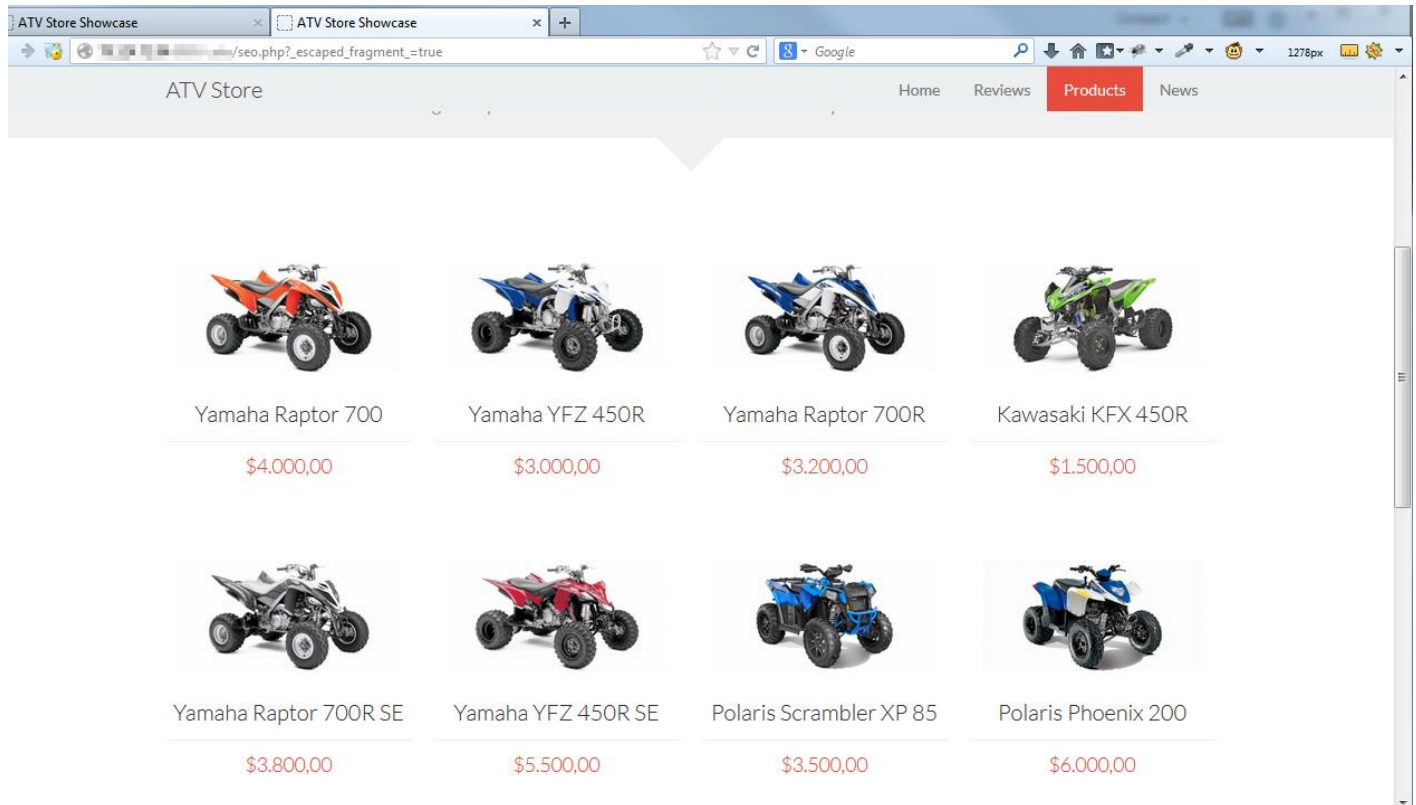
5. Now, we're going to test the page as Google Bot. Click the **insert button (1)** and select **HTML5 Data Bindings SEO (2)**.
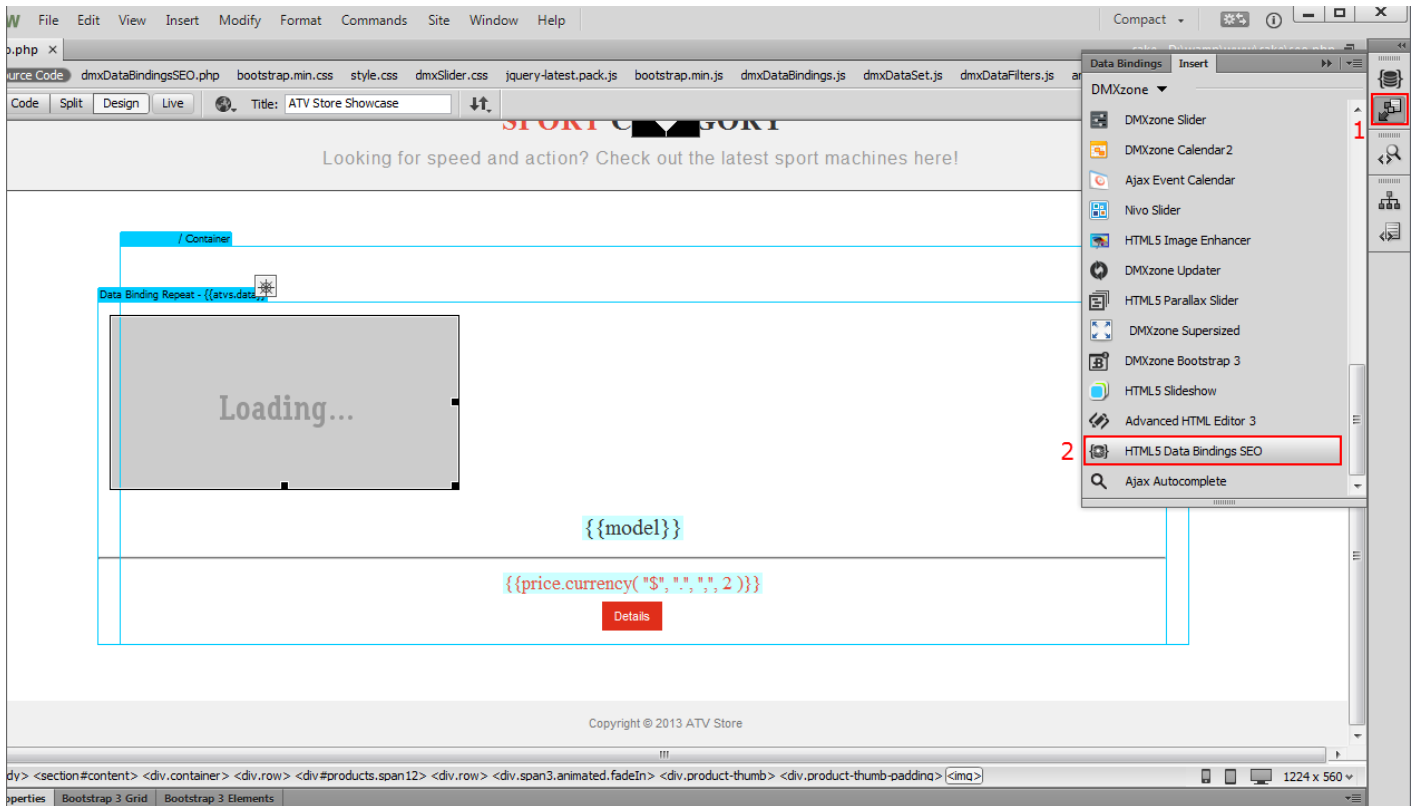
6. In the HTML5 Data Bindings SEO window, click **test page as Google bot button**.
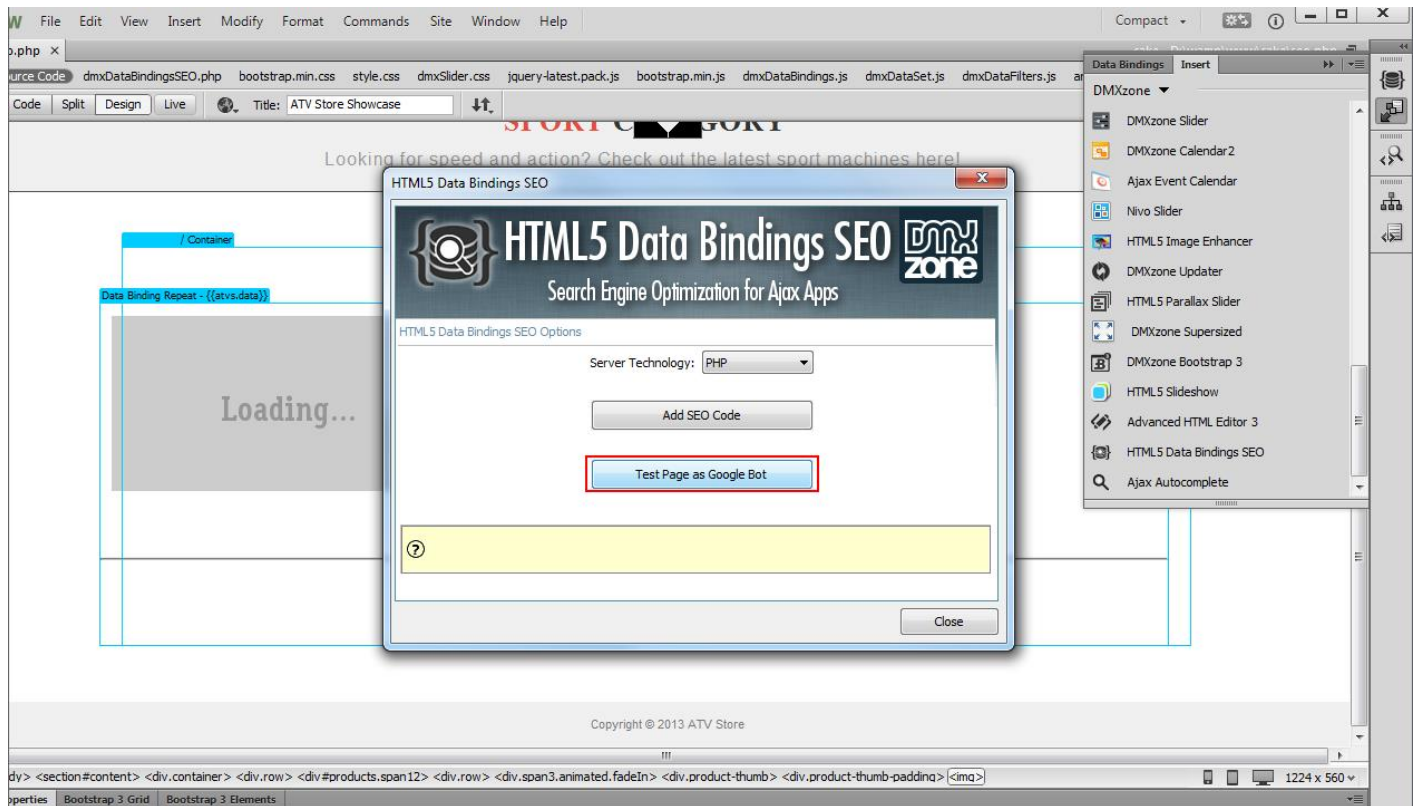
7. In your browser you can see how the search engine bot sees your page. All the data is rendered on the page properly and the search engine bot sees it. That's how easy it is to add HTML5 Data Bindings SEO to your page and test it as Google bot.

Video: Insert HTML5 Data Bindings SEO on a Page

With this **movie** we will show you how to insert **HTML5 Data Bindings SEO PHP**/**ASP** on your page.

Video: Test Your HTML5 Data Bindings SEO Optimized Page

With this **movie** we will show you how test your **HTML5 Data Bindings SEO PHP**/**ASP** optimized page as a Google Bot.