

# Website Access Guide to Implement SEO Work

**Here are the different types of access to implement SEO Changes:**

## **CMS/ADMIN PANEL ACCESS**

A content management system, often abbreviated as CMS, is an online software that helps us create, manage, and modify content on your website without the need for specialized technical knowledge.

In other words, a content management system or admin panel is a tool that helps us modify your website with required SEO changes without needing to write all the code from scratch. A much safer option that prevents a website from accidental code changes.

### **When we ask for CMS/Admin Panel details, what exactly do we need?**

We will need from you the following information:

- CMS Login URL
- CMS Username
- CMS Password

These details are provided to you by your hosting company or your web developer.

The most common/widely used CMS'es in the market today include WordPress, Wix, Joomla, Shopify, Squarespace, Magento, etc.

## **FTP ACCESS**

When we start an SEO campaign, we may ask you to provide us with FTP Access.

FTP (File Transfer Protocol) is the protocol used to transfer files (data) from a computer to a website or visa versa. With the SEO service that we provide, we often need to add extra information behind the scenes (which might not be possible via CMS or Admin Panel) to implement SEO changes and make it as Google-friendly as possible.

### **When we ask for FTP Login details, what exactly do we need?**

We will need from you the following information:

- FTP Host
- FTP Username
- FTP Password

These details are provided to you by your hosting company or your web developer.

## **WHAT IF WEBSITE ACCESS IS NOT PROVIDED?**

If we do not receive full website access, we also have the option to send you the changes to be implemented in a Word document or a spreadsheet with instructions, however this will result in a lot of work on your end and a delay in achieving results.

If you have any questions, please contact us. We are here to help.