SEO Strategies

How to deliver highly visible & valuable Web content
Resources

https://ads.google.com

https://trends.google.com

https://analytics.google.com
• Page rank reflects visibility and value

Web Page Visibility
PageRank (PR) is an algorithm used by Google Search to rank web pages in their search engine results.

A way of measuring the importance of website pages.

Works by counting the number and quality of links to a page to determine a rough estimate of how important the website is.

The underlying assumption is that more important websites are likely to receive more links from other websites.
Why is Page Rank Important?

- Determines if your page gets practically returned in a search result or not
- Determines if users can find your content or not
Good Web Page Visibility Attributes

- High-quality content that users are looking for
- Content contains words users would type to find your page
- Title describes content
- URL describes content
- Other sites are natural-linking to the page
- Easily read by accessibility tools
  - Accurate image and link descriptions
  - Page should be reachable from at least one static text link
Top 3 Things To Do

1. Give visitors the information they're looking for
2. Make sure that other sites link to yours
3. Make your site pages easily accessible
Give visitors the information they're looking for

The bookmark test

Use Google Ads to find out what people are searching for
The bookmark test

Would you yourself bookmark the page you created?

If not, try to improve the page content
Create a Logical Content Structure

- Page section headings
- Page section sub-headings
- Bolded text
- Citations and references if applicable
- Include keywords from Keyword Planner where appropriate
Section Headings

- <h1> Most important
- <h6> Least important
- <h1> is a heading
- <h2> - <h6> are subheadings
• Search engines may treat bolded text as more important than unbolded text, in the right context
• Use the `<strong>` HTML tag
• Kiwanis.org text example
  • *Today, we stand with more than 550,000 members from K-Kids to Key Club to Kiwanis and many ages in between in 80 countries and geographic areas. Kiwanis clubs host nearly 150,000 service projects each year.*
KIDS AT HEART

Kiwanis International is a global community of clubs, members and partners dedicated to improving the lives of children one community at a time. Today, we stand with more than 550,000 members from K-Kids to Key Club to Kiwanis and many ages in between in 80 countries and geographic areas. Each community has different needs, and Kiwanis empowers members to pursue creative ways to serve the needs of children, such as fighting hunger, improving literacy and offering guidance.

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Headings in Wordpress
Visual impaired users using screen readers will be read an alt attribute to better understand an on-page image.

Alt text will be displayed in place of an image if an image file cannot be loaded.

3. Provides better image context/descriptions to search engine crawlers, helping them to index an image properly.
Alt Text Example - Sitefinity

Library
- Default Library

Alternative text
- Girl with vintage aviation goggles and helmet playing with rocket jetpack in the desert
Alt Text Example - Wordpress
Hands-on | Create ALT Text
What ALT text would you use?
ALT Text Ideas

- A berry smoothie
- A berry smoothie with blueberries
- A purple smoothie topped with blueberries and mint sprig
- A purple smoothie with a striped straw topped with blueberries and mint sprig
- A purple smoothie with a striped straw topped with blueberries and mint sprig on a wooden coaster
- A purple smoothie with a striped straw topped with blueberries and mint sprig on a wooden coaster on a light wooden table
Helps users with vision impairment understand the image

Title text appears when hovering over image

Use ALT text and Title for all images
Link Title

Offers advisory information about the element for which it is set

Primary description of the linked page

Helps users understand where the link goes
Join Kiwanis Now!

Kiwanis membership application
Title
Girl with goggles and helmet wearing toy rocket in desert

Preview

Library
Default Library  Change

Alternative text
Girl with vintage aviation goggles and helmet playing with toy rocket jetpack in the desert
Google Ads Tools

Keyword Planner

Find the right words to enrich your content
What is Keyword Planner?

Why should I use it?

Let's see it in action
Make sure that other sites link to yours

Ask quality partners to place a link to your content on their page

This increases the value of the page in Google

Each naturally-linked page = 1 vote by Google

Votes cast by pages that are themselves "important" weigh more heavily and help to make other pages "important."
The Dos of Page Linking

- Use Natural linking
- Only link from sites that are of high content quality
- Only link from sites that perform well in Google Search (first 2 pages of search results)
The Don'ts of Page Linking

- DON'T PLACE LINKS ON DOORWAY PAGES
- DON'T PLACE LINKS ON LINKS SCHEME PAGES
- DON'T PLACE LINKS IF A LOW-QUALITY RECIPROCAL LINK IS REQUESTED
- DON'T USE A CROSS-LINKING SERVICES
Doorway Pages

- Sites or pages created to rank highly for specific search queries
- Can also lead users to intermediate pages that are not as useful as the final destination.
- Having multiple domain names or pages targeted at specific regions or cities that funnel users to one page
- Pages generated to funnel visitors into the actual usable or relevant portion of your site(s)
- Substantially similar pages that are closer to search results than a clearly defined, browseable hierarchy
Link Schemes

Any links intended to manipulate page rank or a site's ranking in a search engine

Any behavior that manipulates links to your site or outgoing links from your site

Excessive link exchanges ("Link to me and I'll link to you") or partner pages exclusively for the sake of cross-linking

Creating links that weren’t editorially placed or vouched for by the site’s owner on a page, otherwise known as unnatural links
Page Optimization

- Make pages primarily for users, not for search engines.
- Use headings, sub-headings and bold text to convey importance.
- Use links in the content where they will add value.
- Create page URL that directly relates to page content.
- Create page title that accurately describes page – This is what gets bookmarked by browsers and what shows in browser tab.
- Add meaningful titles and descriptions to images and links.
- Work in Google Ads keywords where appropriate.
Bottom Line

Think about what makes your website unique, valuable, or engaging.

Make your website content stand out from others in your field.

Make pages primarily for users, not for search engines.

Always ask, "Does this content help my users?"
Content
Hands-on

- Headings <h1>
- Sub-headings: <h2>, <h3>, <h4>
- Link title attribute
- Image alt text attribute
- Bolded text
Keyword Planner Hands-on

What is Keyword Planner?

How can I use it?

Let's find keywords!
What is Google Analytics?

How do I access it?

How do I use it?
Google Analytics Hands-on

- Dashboard

- Finding what's most important

- Creating and sending reports
Any page that's been live for at least 90 days

Legacy pages contribute to the overall site ranking by Google
The Dos of Legacy Content

- Monitor page in Google Analytics
- Check for broken links and fix
- Update out-dated content
- Enrich pages with appropriate keyworded content
- Take the bookmark test
- Add missing headings, sub-headings
- Add or update missing link alt text
- Add or update missing image descriptions
The Don'ts of Legacy Content

NEVER REMOVE LEGACY PAGES

IGNORE LEGACY PAGES
Optimizing Pages
Create content for users not search engines

Use the bookmark test

Enrich content with keywords from Keyword Planner

Use headings and sub-headings to add structure to content

Use bold text to emphasize an important word or phrase

Add alt text to all images

Add description text to all links

Never put text inside an image
Q & A

GOOGLE ANALYTICS

GOOGLE ADS

ANYTHING ELSE?
Resources

- https://ads.google.com
- https://trends.google.com
- https://analytics.google.com
- https://www.progress.com/documentation/sitefinity-cms/create-a-page