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 visiblity and value

Web Page Visibility

What is Page Rank?

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

Give visitors the information they're looking for

Make sure that other sites link to yours

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

```
<h2>Heading 2</h2>
<h3>Heading 3</h3>
<h4>Heading 4</h4>
<h5>Heading 5</h5>
<h6>Heading 6</h6>
```

Section Headings

- <h1> Most important
- <h6> Least important
- <h1> is a heading
- <h2> - <h6> are sub-headings

Bolded Text

- 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*.

How can we improve this page?

What can we emphasize?

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.

Kiwanis clubs host nearly 150,000 service projects each year.

One Idea

KIDS AT HEART

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Kiwanis clubs host nearly 150,000 service projects each year.

Headings in Wordpress

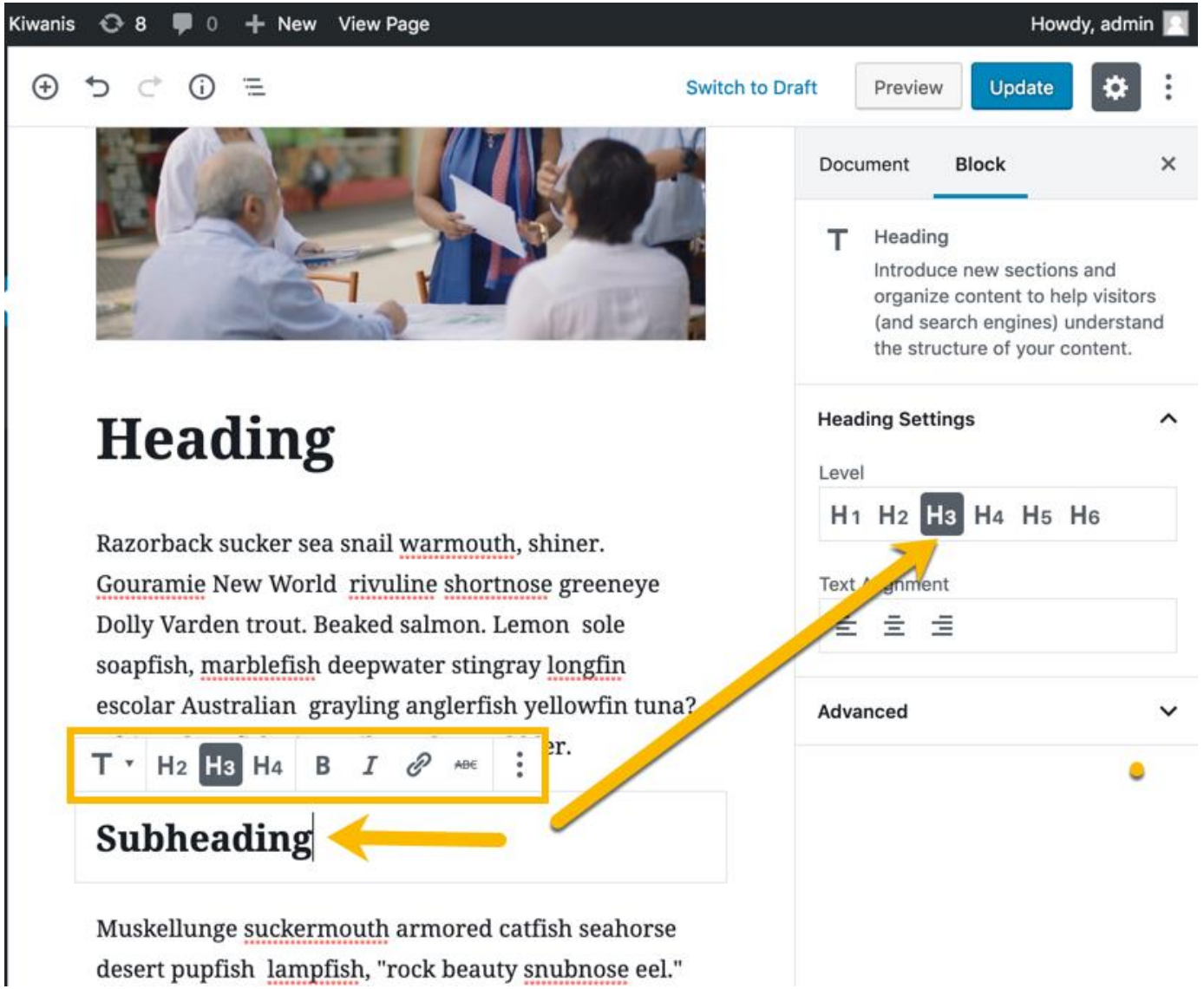


Image Alt Text

Visually 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

Preview

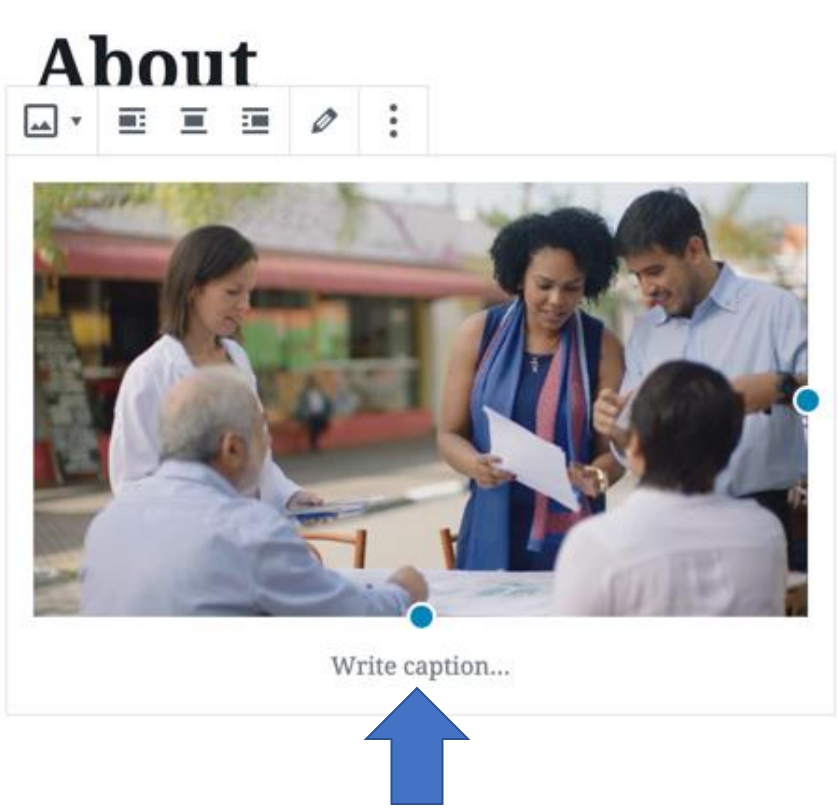
Library

Default Library Change

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 wih 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

Image Title

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

Link Title Example

Join Kiwanis Now!

Kiwanis membership application

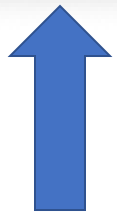


Image Title and ALT Text

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

Google Ads Keyword Planner Demo

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!

Google Analytics

What is Google Analytics?

How do I access it?

How do I use it?

Google Analytics Hands-on

Dashboard

Finding what's most important

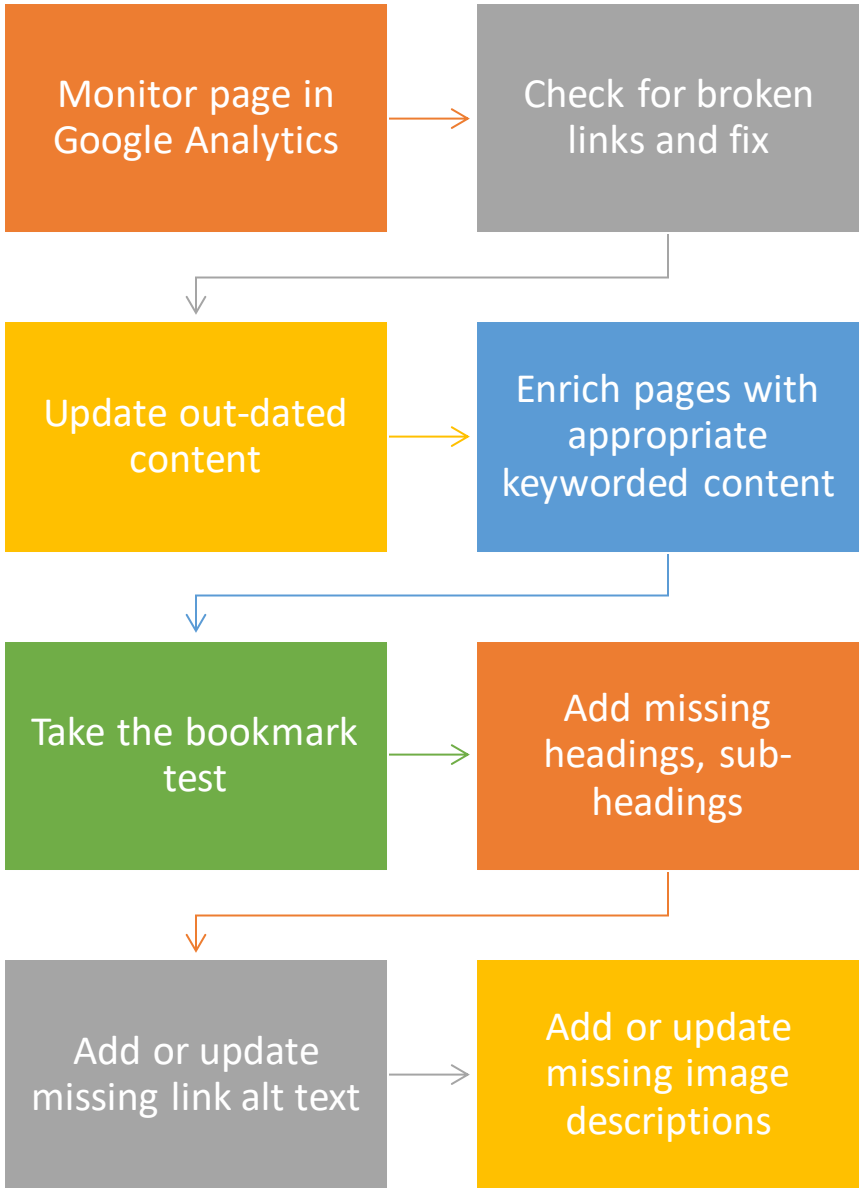
Creating and sending reports

Legacy Content

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



The Don'ts of Legacy Content

NEVER REMOVE LEGACY PAGES

IGNORE LEGACY PAGES

Optimizing Pages

Page Name

Page URL

Page Title

Page Description

Page Keywords

Takeaways

- Create conent 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