OPTIMIZE IT!

Getting Started with Search Engine Optimization

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Start at the bottom and build your SEO to great SERP!
Search Engine Voodoo

• Search engines deploy **Search Engine Spider**. A **spider** performs three main functions: index, retrieve and rank.

• **Crawling** is the term used when a **spider** reads the text and code of a web page. **Spiders** only see content code and text, they do not see design or photos.

• When you enter the words you’re looking for in Google’s text area and you hit the enter button, what you just did is called a **search query**. Google will look in its database for any content code or text related to your query, retrieve it for you and display these results on a **Search Engine Results Page (SERP)**.
To Pay or Not To Pay

**SEO**

- Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid (organic) search results. Specifically, the position and content on a Search Engine Results Page (SERP).

**SEM**

- Search engine marketing (SEM) is a form of internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through paid tactics and advertising campaigns. Specifically, Pay Per Click (PPC) and content positioning.
On & Off

- **On-Site Optimization** is the foundation of a website’s SEO and accounts for approximately 30% of a website’s SEO strategy.
  - On-site SEO techniques include adjusting the structure of a website, internal links, code on webpages, HTML, scripts, meta data, alt-tags, keywords within the content and content optimization.

- **Off-Site optimization** accounts for roughly 80% of your site’s SEO.
  - Off-site SEO techniques include the process of "link building" or getting links back to your site from other websites.
On-Site: Content Is King

• Minimum of 400 words per page.
  • Don’t waste a web visitors time with thin content. If you can’t come up with at least 400 words, the content should probably be combined with another page.

• The content of the page must match the keywords, page title, meta data and rich media of the page?

• Summarize at the top. Visitor should be able to read the first 50-75 words and understand what the entire page is about? (meta description)

• Every webpage should contain links to other pages.
  • internal and external if possible

• Embedding YouTube video helps.

• Don’t add photos just to add them. Remember, search engine spiders don’t have eyes.
On-Site: Don’t Take Shortcuts

- **Research keywords** before writing page content.
  - [http://keywordtool.io/](http://keywordtool.io/)
  - [http://googlekeywordtool.com](http://googlekeywordtool.com)
  - [http://freekeywords.wordtracker.com](http://freekeywords.wordtracker.com)
  - [http://keywordspy.com](http://keywordspy.com)

- Use the keyword...
  - In the title tag at least once
  - Keep the keyword as close to the beginning of the title tag as possible
  - **At least 2-3 times** (up to 6), including variations, in the body copy on the page
  - At least once in the alt attribute of an image on the page.
  - Once in the URL (if possible)
  - At least once in the meta description tag

- Make sure that all meta data, alt-tags, title tags and descriptions contain appropriate content for the webpage.
  - **OU Campus** makes this very simple. Fill out every field and make sure every field is unique to the page.
Keyword Does Not Mean Only 1

- It’s called a “keyword” but it may be 3, 4, 5 or 6 words.
  - Some might call it a key-phrase. 😊

**Conversion Rate by KW Phrase Length**

- six+ word phrase
- five -word phrase
- four-word phrase
- three-word phrase
- two-word phrase
- one-word phrase

Data Source:
- oneupweb
- Seomoz.org
Off-Site: Inbound Web Traffic

• Known as *inbound links* or *backlinks*

• Building links from external websites to a website is the single *most important* factor in optimizing a webpage for search.

• While it is ever-changing, Google’s algorithm gives an *unfair* weight to websites with a lot of links pointing to it.

• **Link building** is the process of getting other websites to link to your website.

• All inbound links do not have the same value.
  • The value of links depends on the domain authority of the website that gives links to the website. Is the website authoritative? Is it trusted by a lot of people? Do they have lots of visitors? Do they have high page rank?
Cross-Country Auditioning

By Daniel Lehman | Posted May 17, 2012, 10:25 a.m.

Want to increase your chances for acting employment across the country? Every year, regional combined auditions, attended by hundreds of theater companies and job generators such as theme parks and production companies, give actors, dancers, designers, and other theater professionals and students the opportunity to strut their stuff. You might have to take a road trip, but here are five of the biggest and best combined auditions for performers serious about advancing their careers.

For more information regarding audition dates, application deadlines, entry fees, eligibility requirements, and audition tips, visit each organization’s website.

MidWest Theatre Auditions
www.webster.edu/depts/linearts/theatre/mwta/

Where: Webster University, St. Louis, Mo. (home to the Repertory Theatre of St. Louis)

Who can audition: Equity and non-Equity actors are accepted on a first-come, first-served basis. Performers who wish to be considered for musicals can sing a song, but all auditioners must prepare at least one non-musical piece. Optional dance auditions are also held each day. Designers, technicians, and stage managers can schedule interviews as well.
How to Build Inbound Links

1. Be a Guest Blogger or writer
2. Write articles for websites
3. Contribute to web forums
4. Write great quality content
5. Create a blog
6. Comment on other blogs
7. Social Networking
8. Contribute to niche based websites and directories

• **Always link back to your website**, page within the post, article or content.
How Do I Guest Blog?

• Find a blog that accepts guest bloggers or contributing writers.

• Go to Google and search, replacing the word ‘keyword’ below with your niche or topic.
  • keyword “submit a guest post” (ex: “university submit a guest post”)
  • keyword “guest post”
  • keyword “guest post by”
  • keyword “accepting guest posts”
  • keyword “guest post guidelines”

http://www.buzzblogger.com/500-places-to-syndicate-your-content
http://blog.reputationx.com/the-big-list-of-guest-posting-sites
LinkedIn: Blog without a Blog

- Use LinkedIn to publish your articles without having to create, manage or own your own blog/website.

- LinkedIn has a built-in article platform. “Publish a Post”

- Publish on LinkedIn
  - Share with your connections & groups
  - Share on all your social media
  - Seek guest blogging opportunities and use the article you already wrote and published on LinkedIn

- No Cost

- Grow your personal brand on a widely used platform

- Easier to gain traction on LinkedIn than to create a blog or website from scratch.

- You might get asked to be a LinkedIn “Influencer”-https://www.linkedin.com/pulse/discover
Rather than just sharing a short update, click “Publish a post”.

Write your article (or paste it in), add an image, add right media or video, link to a Webster webpage or the website. If you can post on Facebook or write in MS Word, you can publish on LinkedIn.
• Post/Published article appears on your LinkedIn profile page

• Post/Published article is formatted and looks great on its own page.
Getting Social

• **ALWAYS LINK TO WEBSITE OR WEBPAGE IN SOCIAL MEDIA POSTS**

• Don’t write an advertisement.
  • Use the same tone as you would with your personal friends
  • **Why do they care?**
  • Write a good headline or summary and just share the link

• Personal accounts or University accounts?
  • **Personal First**
    • LinkedIn, Twitter, Instagram & Personal blog
  • University account first
    • Facebook
    • YouTube
  • Posts can be supplemented on University accounts

• Photos & videos engage more people
  • Sharing a link may display an image depending on platform
  • If no image comes from link….add one!
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**The SEO Pyramid**

**SOCIAL**
- On-Site User Engagement Features
- Social Media & Viral Marketing

**LINK BUILDING**
- Manual Requests & Link Creation
- Scalable, Content-Based Link Strategies

**KEYWORD RESEARCH & TARGETING**
- Keyword Brainstorming
- Term/Phrase Selection
- On-Page Targeting - Titles, Metas, URLs, H1s, Text, Internal Anchor Text

**ACCESSIBLE, QUALITY CONTENT**
- Unique Text Content
- Bot Accessibility
- URL Structure
- Internal Link Architecture
- Sitemaps
- Server Response Codes
Discussion & Questions

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