

Communications College: Content and SEO

Clay County

Welcome To The
**Clay County, Arkansas
Cooperative Extension Service**

Address
148 E. Main
Piggott, AR 72454

Directions to our Piggott office

716 SW 2nd St.
Corning, AR 72422

Directions to our Corning office

Contact

Piggott Office
Phone: (870) 598-2246
Fax: (870) 598-2247
Email: clay-piggott@uaex.edu

Corning Office
Phone: (870) 857-6875
Fax: (870) 857-3961
Email: clay-corning@uaex.edu


Office Hours
Monday- Friday 8:00 to 4:30

Staff Directory



We are part of the University of Arkansas Cooperative Extension Service's statewide network and the University of Arkansas System's Division of Agriculture. Our mission is to provide research-based information through non-formal education to help all Arkansans improve their economic well-being and the quality of their lives. Whether it is agriculture, 4-H, health and living, or community development, the Clay County Extension Office is at your service!


Check out our 'What We Do' Video to learn more about us!




Reshape Yourself
Beginning in February, 2016 the Clay County Cooperative Extension Service will be conducting a 100 Day Weight Loss Challenge using the Reshape Yourself curriculum. Classes will be held in Piggott and Corning.
Pre-Registration is required and space is limited. For more information on the Piggott class beginning February 16, click [here](#)

For more information of the Corning class beginning March 3, click [here](#)

Photo: Reshape Yourself participants Pat Causey, Margie McKenney and Ann Crittenden.



Clay County Field Days
Clay County Extension offers yearly field days for producers to come and view the work we are doing. Producers have a chance to view different varieties in the field and also other work such as weed control demonstrations, etc. Participants also have the opportunity to visit with Extension Agronomists and company representatives at the field day. Make plans to join us in 2016.
Photo: Jeremy Ross, Extension Soybean Agronomist, visits with producers on soybean varieties at the Eastern Clay County Field Day.



Fighting Glyphosate Resistant Pigweeds
Clay County farmers have been the leaders in fighting glyphosate resistant pigweeds. Clay County Extension Agent Andy Vangilder and local producers discuss the issue on the Iowa Public Television show Market to Market. To view the story click [IPTV feature](#)
To learn about a community-based program called Zero Tolerance click [here](#)

Photo: County Extension Agent Andy Vangilder discusses herbicide resistance on the show Market to Market.

Tips on making a good webpage and UAEX best practices:

- Page doesn't overwhelm!
- Content is *scannable* – Use bullet points to guide the reader to relevant material
- Content/data is current (no old newsletters dating more than 2 years back)
- Images are relevant & engaging (avoid using stock images or clip art if you can instead use a county specific image)
- **Adding a link** –if you make a link that will be going away from the UAEX site, **make it open in a new window!** If it stays within the UAEX site make it open in the same window. Don't help people get away from our site.

Use Snippets to add images

Ask yourself these questions when building digital content:

- What do I want this page to do for me? What call to action do I want to give?
- How can I most clearly communicate my information?
- Can someone easily tell what to do when they visit my page for the first time? i.e. "Don't make me THINK!"

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Introduction to Basic SEO

How to Choose Meta Data for Your Website

- Choose keywords/phrases* based on how your customers would **think/search** for Extension services. Do NOT use **buzzwords or acronyms** unless they are well known by your target audience (i.e. 'Ag' for 'Agriculture' etc)
- Think of **geo-specific** words that pertain to the area your county office serves (ie: Izard County, Arkansas, Arkansas Delta Region, Jonesboro, AR area Extension)

*Use those keywords/phrases through the process noted below (i.e. use the keywords in the COPY on the website, page title, description, etc)

Basic SEO: PAGE TITLES –

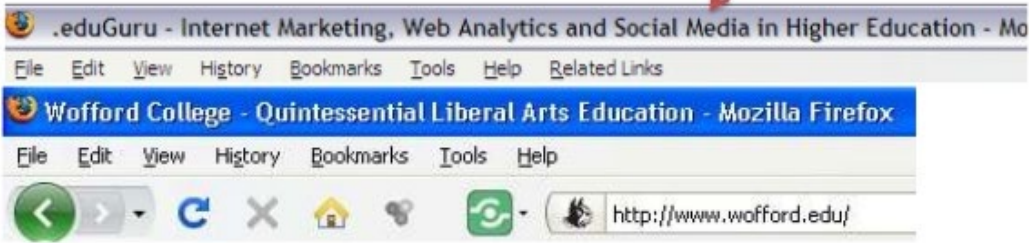
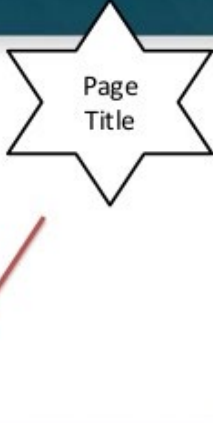
The title element of a web page is meant to be an **accurate and concise** description of a page's content. This element is critical to both user experience and search engine optimization. It is second ONLY to content as the most important way your page will be found in Google for a certain topic or keyword.

TIPS on making a good page title:

- **Be Mindful of Length** -A maximum amount of **70 characters** will display in the search results. The engines will show an ellipsis, "... " to indicate that a title tag has been cut off.
- Place Important Keywords (such as '4-H center' or 'Arkansas Commercial Agriculture experts') Close to the front of the Title Tag and include **geographic locations** if possible
- The title tag is a new visitor's **first interaction** with your brand when they find it in a search result; it should convey the most positive message possible.

Page Title

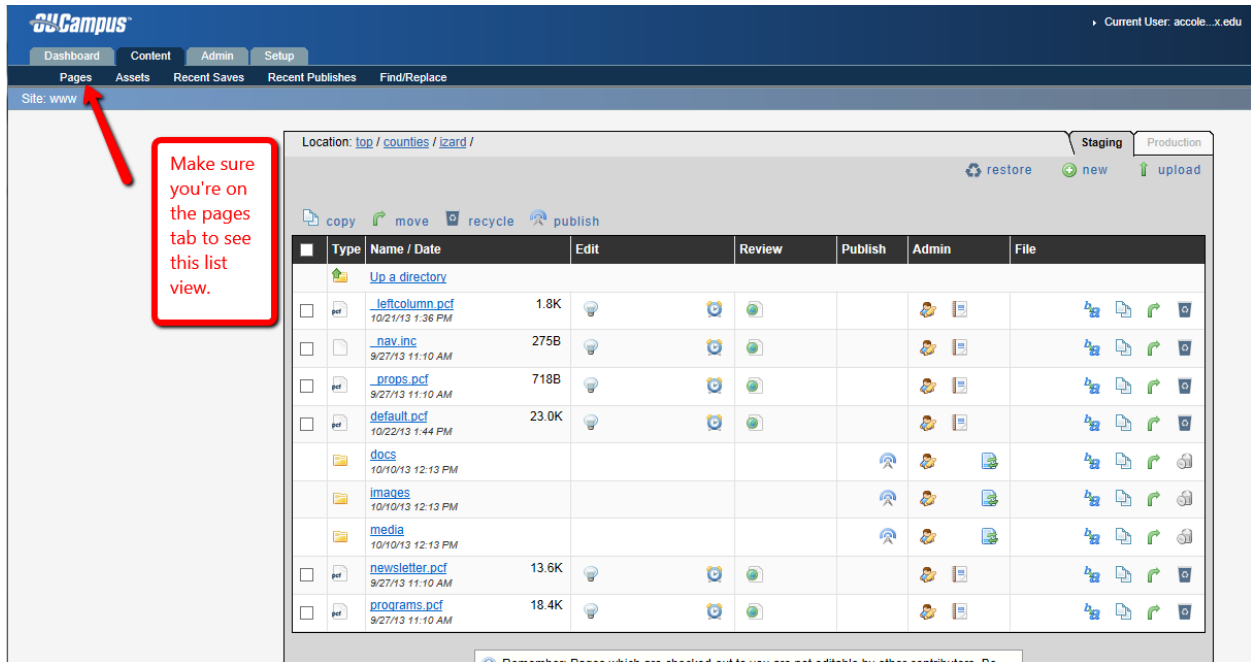
- Describes The Page
- Include Keywords
- 70 Character Limit



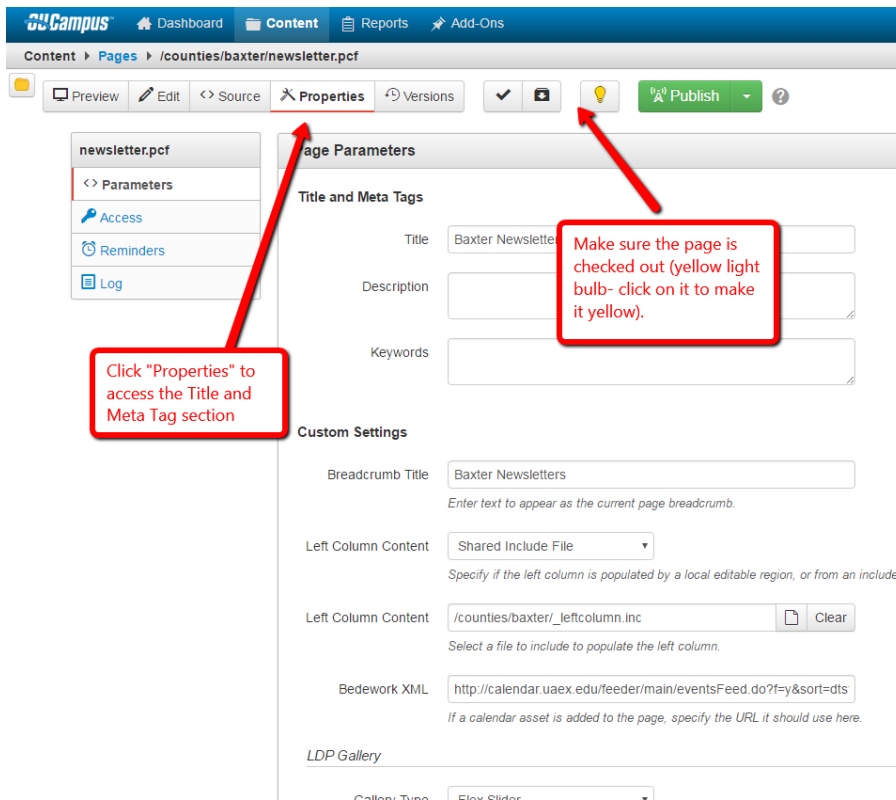
The diagram illustrates the concept of a page title. A star-shaped callout labeled "Page Title" has a red arrow pointing to the title bar of a Mozilla Firefox browser window. The browser window shows the title "Wofford College - Quintessential Liberal Arts Education - Mozilla Firefox" and the URL "http://www.wofford.edu/".

Example county page title: *Izard County Arkansas Extension Office – 4-H Services for Izard County*

This example uses two keyword rich phrases and the character count is right at 70 with spaces. You could do a variation on this like *“Izard County Extension – Izard Co. 4-H and Ag services”*



Then make sure you have the page checked out (yellow light bulb). Look for the 'Edit Properties' icon. This icon will not show up unless you have a yellow light bulb. Click the clear light bulb to get the yellow 'checked out' light bulb.



Canvas Dashboard Content Reports Add-Ons

Content > Pages > /counties/baxter/newsletter.pcf

Preview Edit Source **Properties** Versions Publish

newsletter.pcf

- <> Parameters
- Access
- Reminders
- Log

Page Parameters

Title and Meta Tags

Title:

Description:

Keywords:

Page Tags

Page Title:
Enter text to appear as the current page breadcrumb.

Content:
Specify if the left column is populated by a local editable region, or from an include file.

Left Column Content:
Select a file to include to populate the left column.

Bedework XML:
If a calendar asset is added to the page, specify the URL it should use here.

MOST important: Add a keyword rich page title. Only 1-2 keywords or phrases allowed.

EXAMPLE: Baxter county, Arkansas Extension Newsletters | Mountain Home, Arkansas agriculture and 4H news

Basic SEO: Meta Description and basic keywords–

Meta description tags, while not important to search engine rankings, are **extremely important** in gaining **user click-through from Search Engine Result pages**. These short paragraphs are a webmaster's opportunity to **advertise content to searchers** and to let them know exactly whether the given page contains the information they're looking for.

The meta description should employ the keywords intelligently, but also create a **compelling description** that a searcher will want to click. Direct relevance to the page and uniqueness between each page's meta description is key.

- Description can be up to 250 characters, but search results will **only display** up to the first **150 characters**.
- Incorporate as many of your keywords as possible in the Description that are relevant to the content of that page. A description can be a summary paragraph, or snippets of information.

Meta Description & Keywords

- Unique for Each Page
- Only Viewable in Source
- Meta Description limit 150 characters
- Meta Keyword limit 10 keywords max

Meta
Keywords

Meta
Description

```
<meta name="description" content="Blog about Internet Marketing, Web A  
<meta name="keywords" content="College Marketing, Higher Education Mar
```

Where the meta description fields are in OmniUpdate:

Meta Tags

Description:

Keywords:

Save

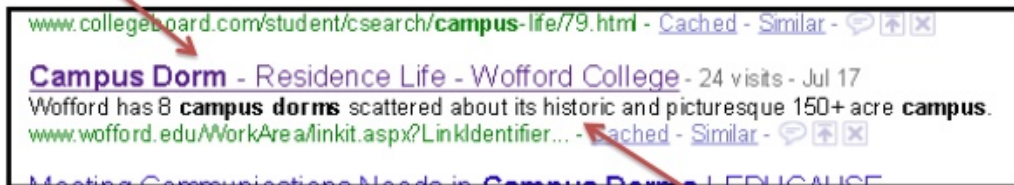
shows up in a Google search results area.

Keywords are important but not so much as the page title and description.

How meta tags and descriptions display in Google Search results is illustrated below. These items do NOT appear on your webpage itself (only if you view the source code can you see this text).

Search Call To Actions

Page Title



Meta Description

Page Title and Meta Description are all you get in search results. Make sure that they count.

Example county page description: *The Izard County Extension Office offers free agriculture, youth development, family science and community development seminars as well as the Izard County Master Gardener program.*

Example county meta keywords: *Izard County, Arkansas Extension Service, Izard Co. 4-H program, Agriculture services in Izard County, youth and leadership development in Izard County*

ACCESSIBILITY and SEO go hand-in-hand

People who are visually impaired use screen readers to tell them (reading content out loud) what is important content on a page. The 'H tag' system tells them the H1 (most important) from the H4 (much less important) content. This also tells GOOGLE what is most important on your page and thus categorizes your page into an informational heirarchy.

Basic SEO: HEADERS <H1> tags–

When using heading tags **please use them in the correct order**. In other words, your page should start with a **h1** and move down to a **h6** without skipping tags in between. This means that if you only have two headings on a page, they should be a **h1** and a **h2**, not a **h1** and a **h6** for instance. *If you choose a lower **hx** tag because you want it to appear smaller then you should be creating this effect through another text editor (font size) instead of the heading dropdown.*

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Below is an image showing how H tags appear on a webpage:

<H1>This is a Primary Heading</H1>

<H2>This is a Secondary Heading</H2>

<H3>This is a Third Level Heading</H3>

<H4>This is a Fourth Level Heading</H4>

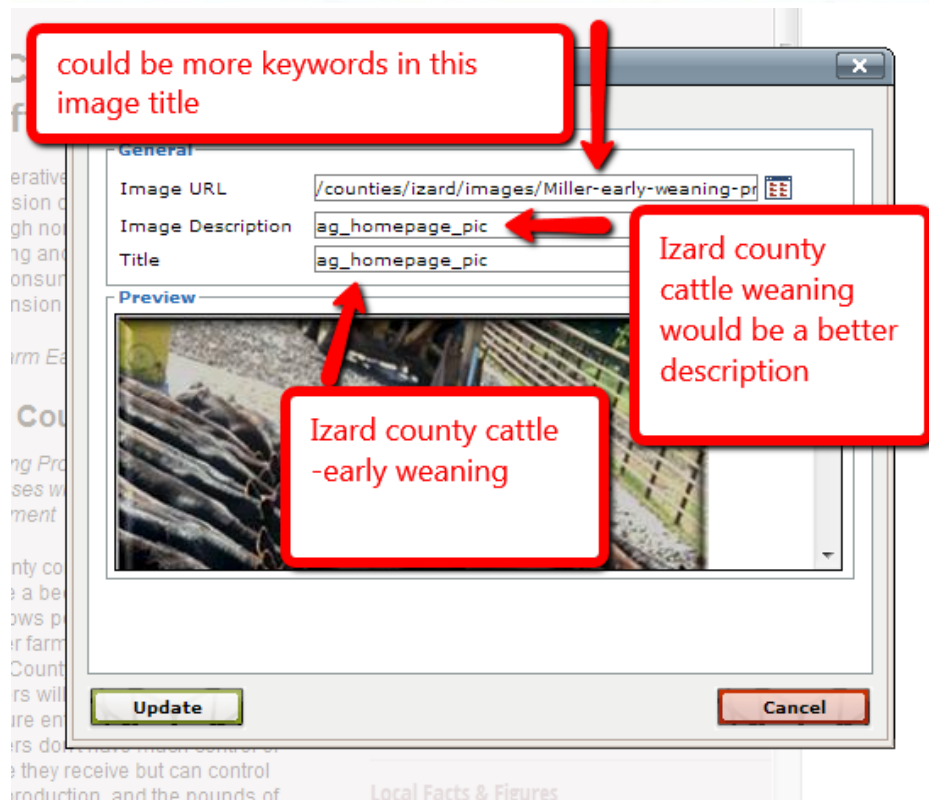
The Heading Tags play an important role in Search Engine Optimization

The screenshot shows the website for the Izard County Extension Office. On the left side, there is a navigation menu with links for "Extension Home", "Counties", and "Izard". Below this, the "Izard County" title is displayed. The main content area features a large heading: "Welcome to the Izard County, Arkansas Extension Office!". A red box with an arrow points to this heading, containing the text "<H1> tag using our WYSIWYG editor". Below the main heading, there is a paragraph of text describing the office's mission. A second red box with an arrow points to the start of this paragraph, containing the text "<H2> tag". To the right of the paragraph, there is a section titled "Izard County Agriculture" with a sub-heading "Miller Farm Early Weaning Program" and a sub-text "Improving Profitability for Agricultural Businesses while Protecting the Environment". Below this, there is a photograph of a large number of sheep in a pen. At the bottom of the page, there is a small map of Arkansas with Izard County highlighted.

Basic SEO: IMAGES—

SEO For Images

- Be sure to include an “alt” text
- Use descriptive file names
 - Use – president-bob-commencement.jpg
 - Not – DSC_0012.jpg



Have questions? Call Amy Cole 501-671-2304 or email at acc@uaex.edu

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