



# SEO and UAEX.EDU

GETTING YOUR WEB PAGES FOUND IN GOOGLE

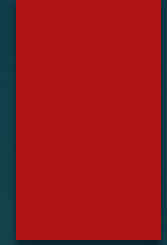


# What is Search Engine Optimization?

- ▶ SEO is a marketing discipline focused on growing visibility in organic (non-paid) search engine results.







# Why do I need SEO?

- ▶ Why can't the engines figure out my site without SEO?
  - ▶ There is a limit to their abilities. The wrong page structure and content can hide or bury your page

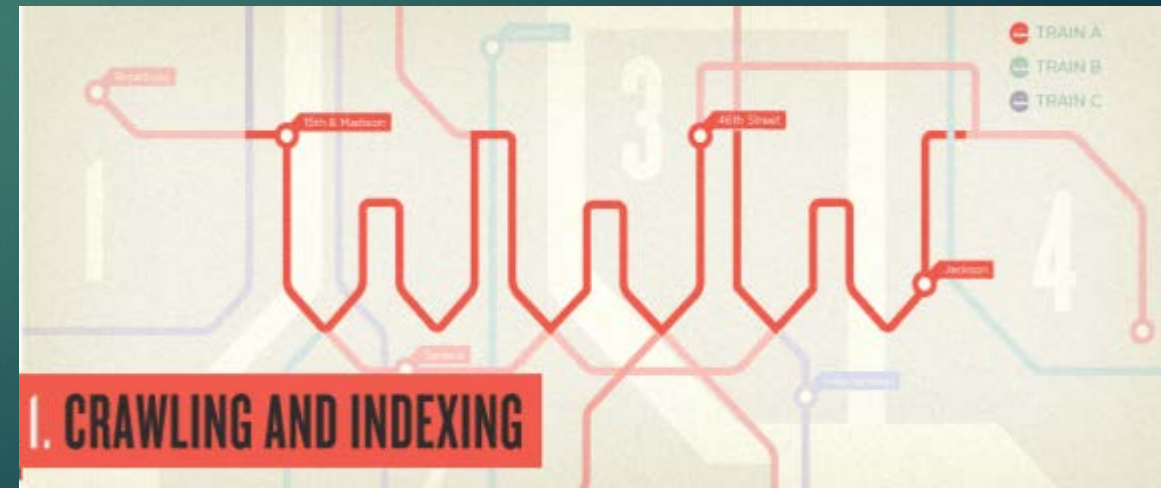




# How Search Engines Work

## First Major Function of a Search Engine: Crawling & Indexing

*Crawling and indexing the billions of documents, pages, files, news, videos, and media on the World Wide Web.*



# How Search Engines Work

## Second Major Function of a Search Engine: **Providing Answers**

*Providing answers to user queries, most frequently through lists of relevant pages that they've retrieved and ranked for relevancy.*





# Top Search Engines

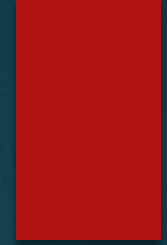
Google 65%

Yahoo 17%\*

Bing 13%

*\*Microsoft powers Yahoo Search*





# How valuable is your content?

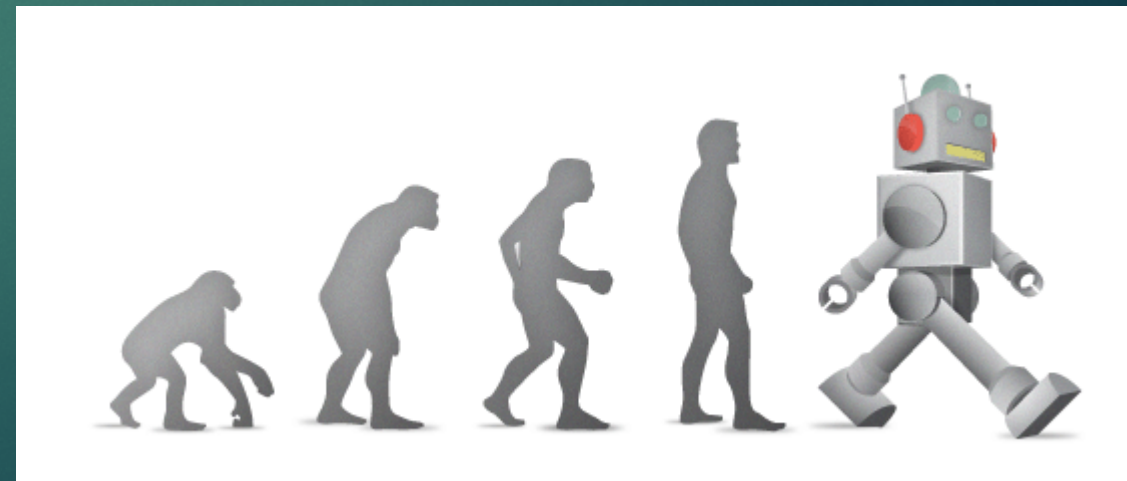
A popular page is seen by the engines as being more valuable





# How people use search engines

- ▶ 3 Types of search queries:
  - ▶ **"Do"** Transactional Queries: I want to do something, such as buy a plane ticket or listen to a song.
  - ▶ **"Know"** Informational Queries: I need information, such as the name of a band or the best restaurant in New York City.
  - ▶ **"Go"** Navigation Queries: I want to go to a particular place on the Internet, such as Facebook or the homepage of the NFL.





# Limits of Search Engine Technology

- ▶ Non-text content (files, images, video, audio). Search engines are blind!
- ▶ Poor Link Structures (pages not linked to from other pages)
- ▶ Uncommon terms – ‘food cooling units’ vs. ‘refrigerators’
- ▶ Acronyms – don’t use them or if you do, spell out the words
- ▶ Mixed contextual signals – ‘Monticello office’ (in Virginia or...?)

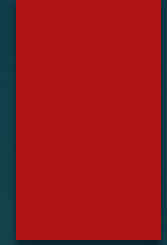


# Indexable Content

- ▶ Provide alt text for images (see demo later)
- ▶ Provide transcript for video
- ▶ Uncommon terms – ‘food cooling units’ vs. refrigerators
- ▶ Mixed contextual signals – ‘Monticello office’ (in Virginia or...?)
- ▶ Make cross links in your content (have good link structure!)
- ▶ BUT...don't have too many links



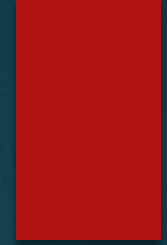




# Keyword Usage

- ▶ Keywords are fundamental to the search process. They are the building blocks of language and of search.
- ▶ The ORDER of the words (Arkansas rice vs. rice in Arkansas) matters
- ▶ Ensure keywords you want to rank for are prominently used in page titles, text and metadata (image descriptions, etc)
- ▶ More specific keywords, better chances of achieving higher ranking





# Keyword Usage

- ▶ The point of using keywords is not to rank highly for all keywords, but to rank highly for the keywords that people are searching for when they want what your site provides.



<https://moz.com/beginners-guide-to-seo>





# On Page Optimization

## When to use your keywords

- ▶ Title tag – use your keyword or phrase at least ONCE
- ▶ Once near the top of the page
- ▶ At least 2-3 times in body copy
- ▶ At least once in an image description
- ▶ URL!
- ▶ Description tag (metadata)



# On Page Optimization

www.uaex.edu/environment-nature/wildlife/default.aspx



The screenshot shows the UA Campus Content Management System interface. The breadcrumb path is Content > Pages > /environment-nature/wildlife/default.pcf. The 'Properties' tab is selected, showing the 'Page Parameters' section. The 'Title and Meta Tags' section is highlighted with a red box, containing the following fields:

- Title:** Arkansas Wildlife Resources | How to manage wildlife in Arkansas
- Description:** Extension offices offer resources for managing Arkansas wildlife and planning and native plants for wildlife along with
- Keywords:** Arkansas wildlife resources

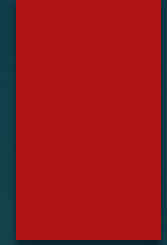
The 'Custom Settings' section shows the 'Breadcrumb Title' set to 'Wildlife'.

On the right side of the page, there are several promotional banners:

- A banner about declining native plants with the text: "are a declining... how to Bring Back... by the University of Arkansas System Extension Service. (Image by University of Arkansas.)"
- A banner titled "prises" with the text: "can learn about... m leasing or starting... siness."
- A banner titled "for Wildlife" with the text: "ed to native plants for... their habitat needs. Discover which native plants benefit wildlife and how to manage your acreage to encourage them."

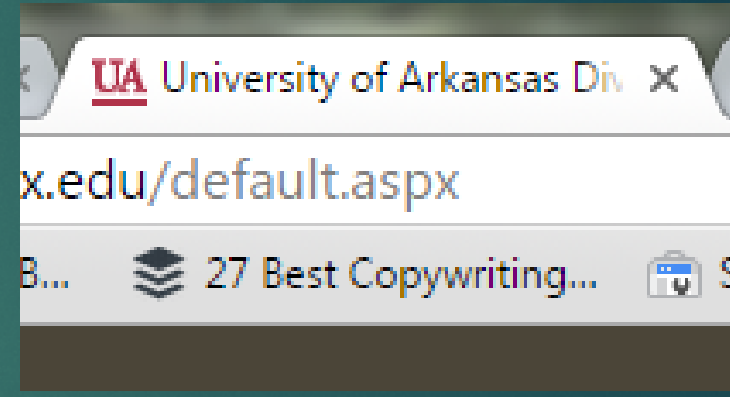






# Title Tags

- ▶ A title tag is the main text that describes an online document.
- ▶ 65-75 characters
- ▶ Place important keywords closer to the front
- ▶ Be descriptive and readable





# Meta Tags

- ▶ Spamming reduced the relevancy of meta tags
- ▶ No longer useful for getting found

**Title and Meta Tags**

Title

Description

Keywords





# Meta Description

## Improves clickthrough rates!

- ▶ The meta description tag exists as a short description of a page's content
- ▶ 160 characters or less
- ▶ With no description added, engines will create the search snippet from other copy on the page.



arkansas wildlife

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Page 2 of about 16,100,000 results (0.59 seconds)

**Designing A Future For Arkansas Wildlife**  
[www.wildlifearkansas.com/](http://www.wildlifearkansas.com/)  
Arkansas is developing its Comprehensive Wildlife Conservation Strategy to guide grant-making for the State Wildlife Grants program. Arkansans are invited to ...

**Arkansas Wildlife Action Plan - Designing A Future For ...**  
[www.wildlifearkansas.com/strategy.html](http://www.wildlifearkansas.com/strategy.html)  
The Arkansas Wildlife Action plan implements the priorities determined by a database of scientific knowledge of wildlife. A total of 369 species of greatest ...

**Arkansas Wildlife Federation - Home**  
[www.arwild.org/](http://www.arwild.org/)  
THE ARKANSAS WILDLIFE FEDERATION! Advocating For Sustainable Use Of Arkansas' Wildlife Habitats and Natural Resources For Future Generations.

**Arkansas Wildlife Resources**  
[www.uaex.edu/environment-nature/wildlife/](http://www.uaex.edu/environment-nature/wildlife/)  
Extension offices offer resources for managing Arkansas wildlife and planning and native plants for wildlife along with feral hog control resources.

**Arkansas Cooperative Fish and Wildlife Research Unit**  
[www.coopunits.org/Arkansas/](http://www.coopunits.org/Arkansas/)  
Feb 22, 2016 - The Cooperative Research Units were created to enhance graduate education in fisheries and wildlife sciences and to facilitate research ...



# Keyword Value


- ▶ Ask yourself...is it relevant to your page's content? Will users be happy with what they find if they used a keyword to get to your page?
- ▶ If the answer is yes....
  - ▶ Search for that term in engines
    - ▶ Look for advertisements
    - ▶ Look for competitors



youth programs in monticello arkansas

All Shopping Maps News Images More Search tools

About 35,100 results (0.83 seconds)



Map data ©2016 Google

- Youth Development Program**  
No reviews · Youth Organization  
809 US-278 · (870) 367-4076  
Directions
- Phoenix Youth & Family Services**  
No reviews · Youth Organization  
304 N Main St · (870) 367-0711  
Website Directions
- Centers For Youth & Families**  
No reviews · Counselor  
936 Jordan Dr · (870) 460-0066  
Website Directions

More places

**Arkansas Workforce Center Offers Youth Employment ...**  
[www.monticellolive.com/arkansas-workforce-center-offers-youth-emplo...](http://www.monticellolive.com/arkansas-workforce-center-offers-youth-emplo...)  
Feb 11, 2013 - The Arkansas Workforce Center at Monticello may have the "hook-up" for you. Our WIA Youth Program Services include: Summer Employment ...

**Centers for Youth and Families**  
[www.centersforyouthandfamilies.org/](http://www.centersforyouthandfamilies.org/)  
MONTICELLO 870.460.0066 ... CFYF TRAUMA INSTITUTE March 16-17, 2016  
Presented by Entergy Corporation and Centers for Youth and Families Trauma ...

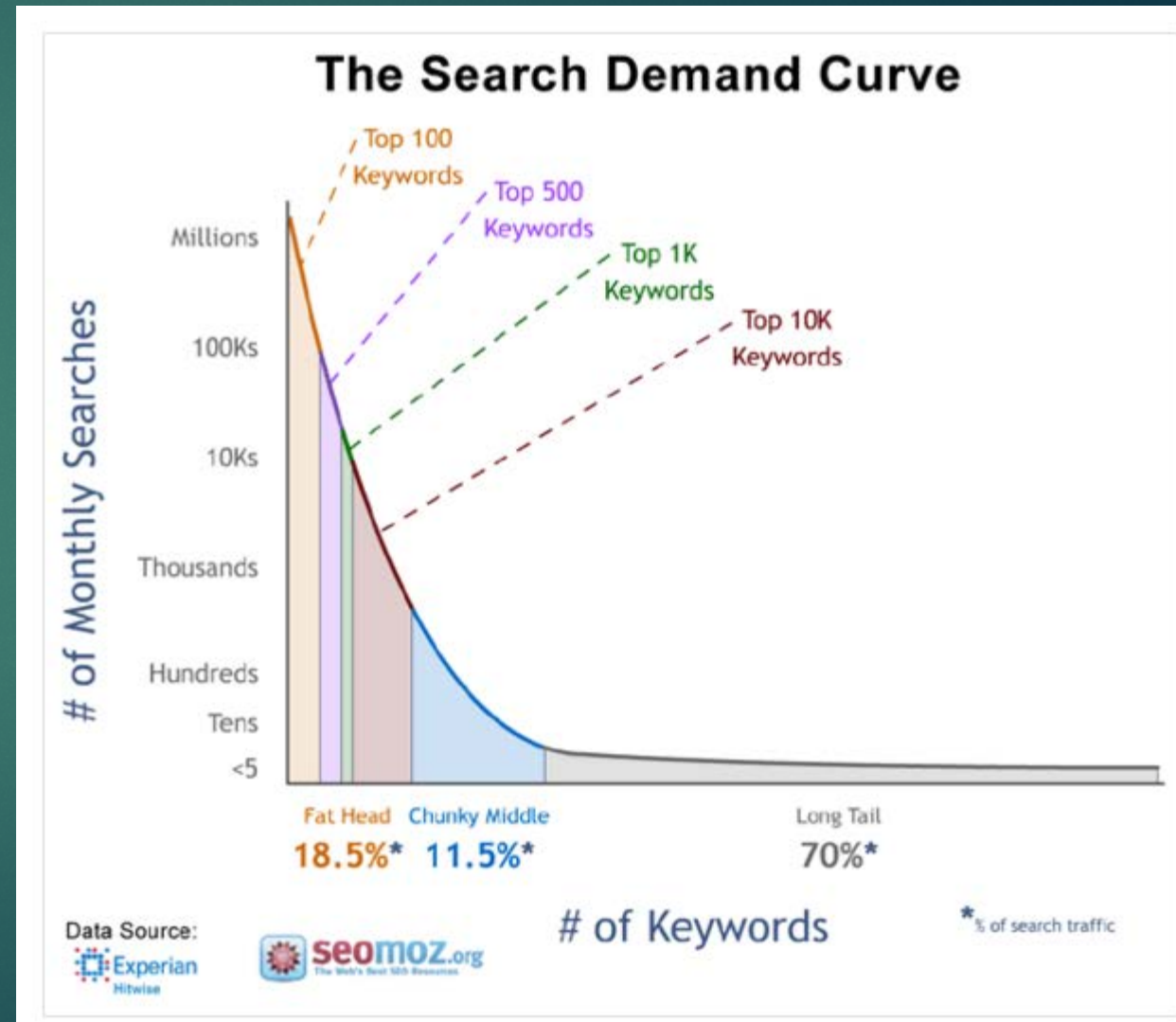
**CFYF | Employment Opportunities - Centers for Youth and ...**  
[www.centersforyouthandfamilies.org/about.../employment-opportunities/](http://www.centersforyouthandfamilies.org/about.../employment-opportunities/)  
P.O. Box 251970. Little Rock, AR 72225-1970. Physical Address: ... LITTLE ROCK: 501.666.8686; · MONTICELLO: 870.460.0066; · TOLL-FREE: 888.868.0023 ...



# Long Tail Keywords

<https://moz.com/blog/category/keyword-research>

- ▶ **Long tail keywords** are those three and four **keyword** phrases which are very specific to whatever you are trying to get found for. Whenever a visitor uses a highly specific search phrase, they tend to be looking for something specific.
- ▶ Search for 4-H
  - ▶ Search for Arkansas 4-H
  - ▶ Search for Craighead county 4-H
  - ▶ Search for Jonesboro 4-H after school program



# Crafting your page for success

<http://uaex.edu/yard-garden/vegetables/a-z.aspx>

- ▶ Make YOUR page the authority others want to link to! Quality content is key.
- ▶ Add appealing images, VIDEO!
- ▶ Encourage engagement
  - ▶ Add H1 tags and compelling calls to action (download this, contact us, etc)

## A-Z Vegetable Gardening in Arkansas

Plan Prepare Plant Maintain



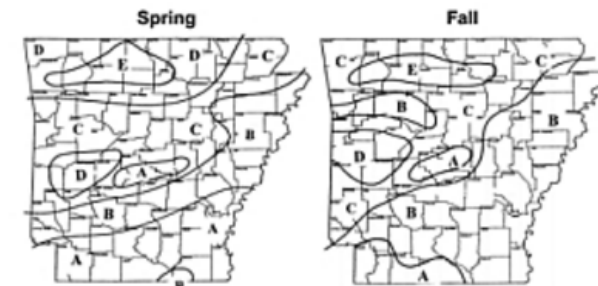
### Choosing Vegetables for the Season

Many new cultivars are resistant to diseases and are heavy producers. If you have favorite cultivar that works well for you, continue to use it but you may wish to experiment with small plantings of new cultivars. **Home Gardening Series fact sheets** on individual vegetables will list cultivar recommendations. In addition, new seed catalogs and web sites will list many cultivars. If a cultivar is designated to be an **All-American Selection (AAS)** it has been tested and found to be widely adapted.



Some vegetables require a cool growing season and must be planted early enough to mature before hot weather or late enough to mature in the cooler fall months. Others require warmer or even hot weather and longer periods to reach maturity.

Frost Zones for Arkansas		
Zone	Mean Date of Last Spring Freeze	Mean Date of First Fall Freeze
A	March 20	November 15
B	March 27	November 7
C	April 1	October 30
D	April 10	October 24
E	April 20	October 20



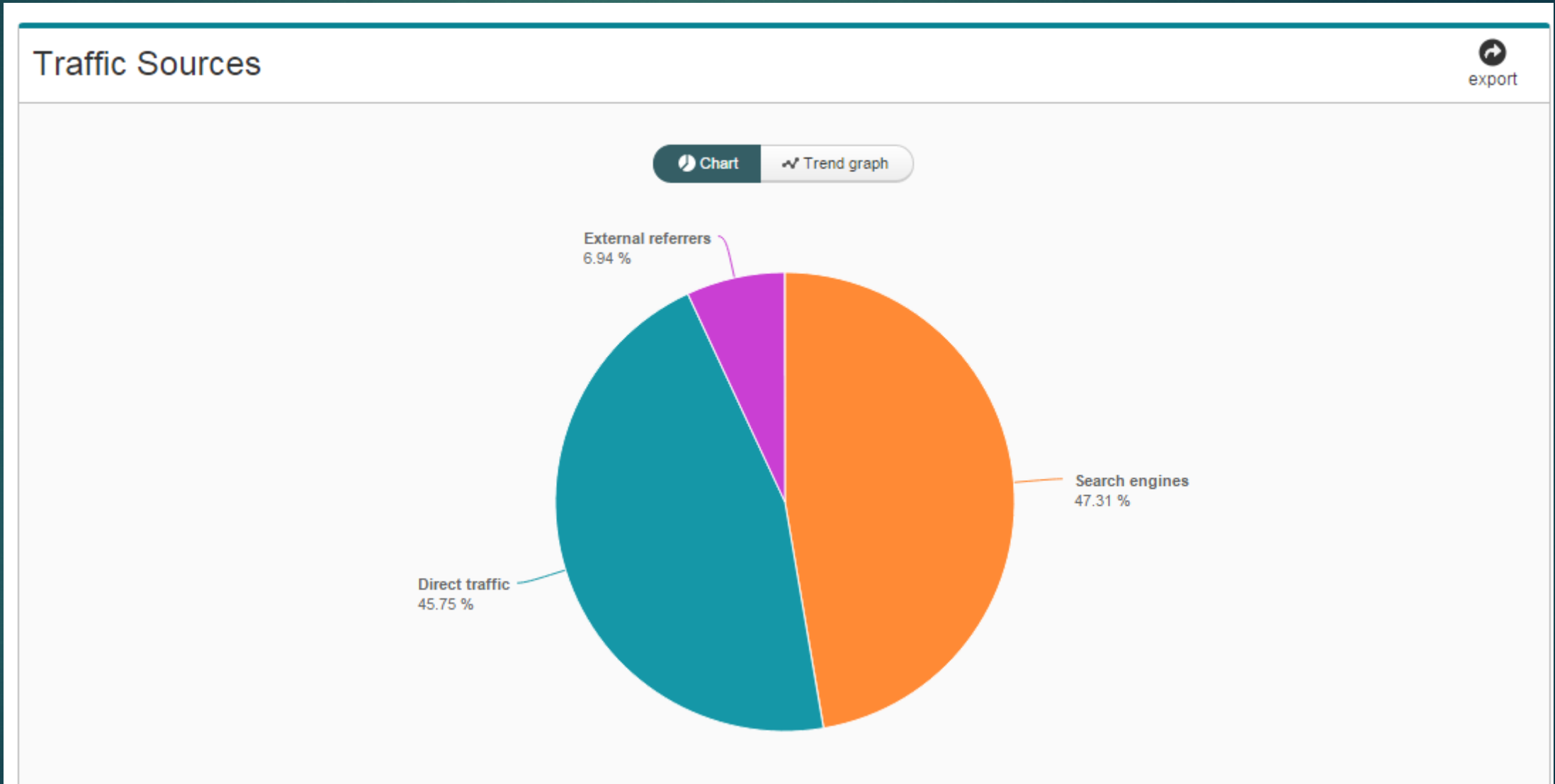


# Measure Success

- ▶ Direct navigation – bookmarked pages, email links, etc
- ▶ Search traffic – queries sent traffic to your page from any major or minor search engine
- ▶ Referring visits
  - ▶ Shows quality of your content since people are linking to YOUR page



# Measure Success







# Measure Success Use Siteimprove!

Traffic source	Visits   % of total	Bounce rate
Search engines	<b>53,315</b> 47.31 %	<b>65.01 %</b>
Direct traffic	<b>51,564</b> 45.75 %	<b>49.45 %</b>
External referrers	<b>7,821</b> 6.94 %	<b>61.00 %</b>





# Sending over to Steven!

- ▶ Add meta information
- ▶ Proper use of the H1 tags for SEO and accessibility
- ▶ New use for keyword field
- ▶ If time, live demo of Siteimprove analytics

