

Boost your RETAIN website visibility using SEO and web writing best practices.

A little goes a long way.

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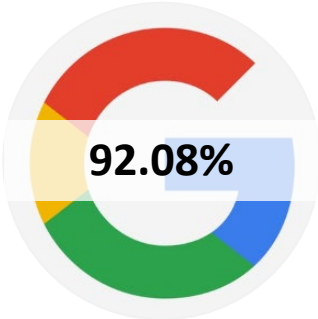
By the numbers



Websites online as of October 19, 2022



General search engines worldwide



Google's Search Engine Market Share Worldwide



Bing's Search Engine Market Share Worldwide



Yandex Search Engine Market Share Worldwide

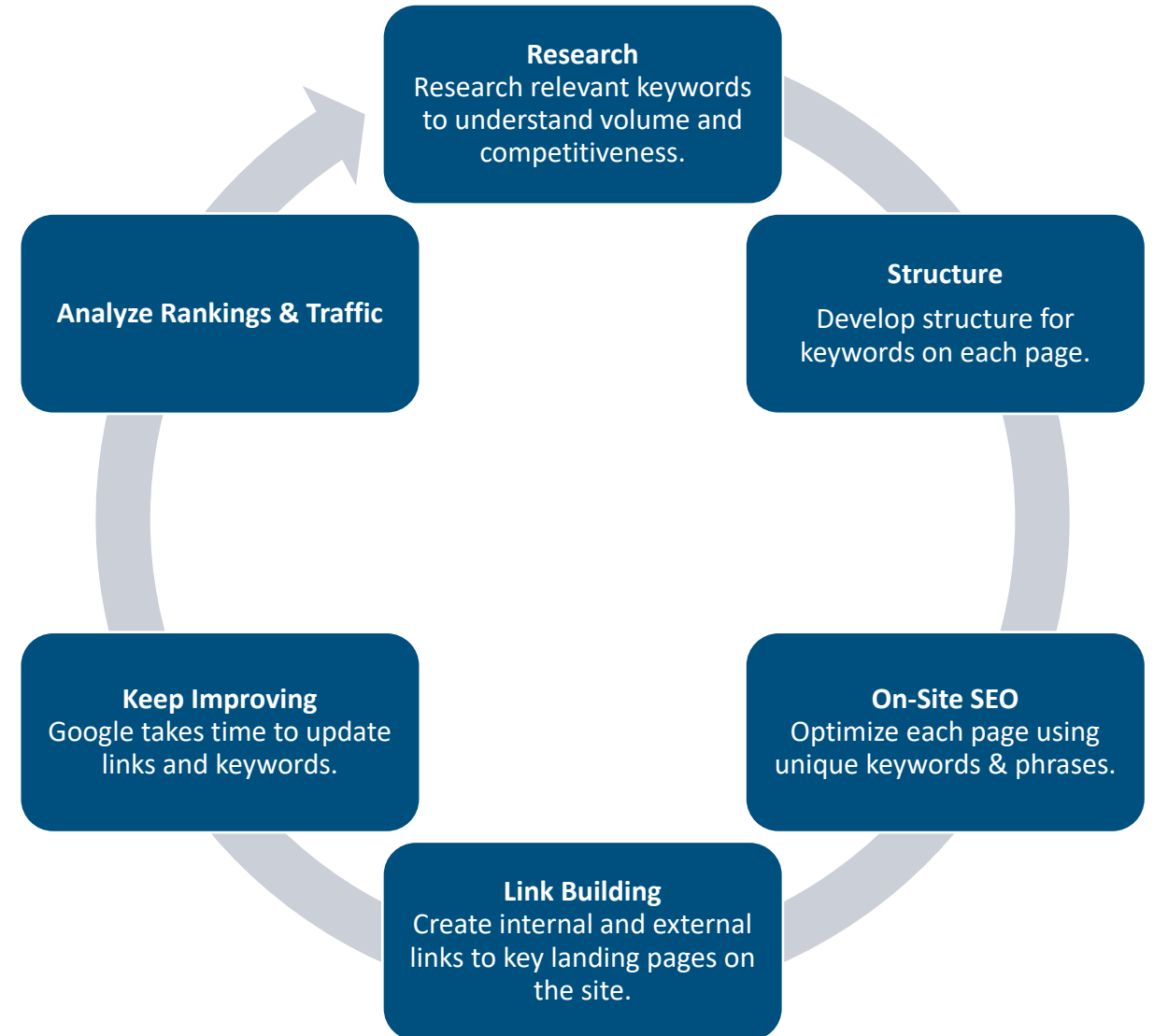


Yahoo! Search Engine Market Share Worldwide

Source:
Number of websites worldwide: <https://www.internetlivestats.com/total-number-of-websites>
Number of search engines worldwide: https://en.wikipedia.org/wiki/List_of_search_engines
Search Engine Market share worldwide for September 2022: <https://gs.statcounter.com/search-engine-market-share#monthly-202201-202209>

The SEO process

1. Research a list of semantically related keywords.
2. Organize and draft your content.
3. Create an SEO-friendly meta description.
4. Optimize your page title.
5. Adjust your H1. Use as least one of your target keywords or phrase.
6. Each page should use unique keywords & phrases in each of the elements mentioned above.



Why is search engine optimization (SEO) important?

What

A set of processes aimed at improving the website's rankings in search engines.

Why

To get more organic (FREE) search traffic to your website.

How

Fulfill users' search needs by being relevant, providing quality content, and a good user experience.

Anatomy of search results

- Understanding the anatomy of a search result page can help you create content that entices people to click your link.
- Structure, organize, and promote your content effectively to rank high in SERPs.
- Update and refresh content to keep it relevant.

The image shows a Google search result for "retain works". The search bar at the top contains the text "retain works" and the Google logo. Below the search bar are navigation tabs for "Images", "Pay", "Kansas city", "Videos", "News", "Shopping", "Maps", "Books", and "Flights". The search results show "About 1,100,000,000 results (0.30 seconds)". The first result is for "RETAINWORKS" with the URL "https://retainworks.org". The result includes a "Page Title" (RETAINWORKS), a "Meta-description" (RETAINWORKS IS a Team Effort ... Everyone wins when employers work collaboratively with employees who are injured or ill, healthcare providers, and the ...), and "Sitelinks" (About, Providers, Employees, Employers). A "People also ask" section is also visible, containing questions like "What is retain works?" and "What is the Kansas Works program?". The second result is for "Workforce Alliance of South Central Kansas" with the URL "https://workforce-ks.com > programs > retainworks".

Annotations with red arrows point to the following elements:

- Page Title** points to the "RETAINWORKS" link.
- Meta-description** points to the text "RETAINWORKS IS a Team Effort ... Everyone wins when employers work collaboratively with employees who are injured or ill, healthcare providers, and the ...".
- Sitelinks** points to the "About", "Providers", "Employees", and "Employers" links.
- People also ask** points to the "People also ask" section.

How to find keyword ideas

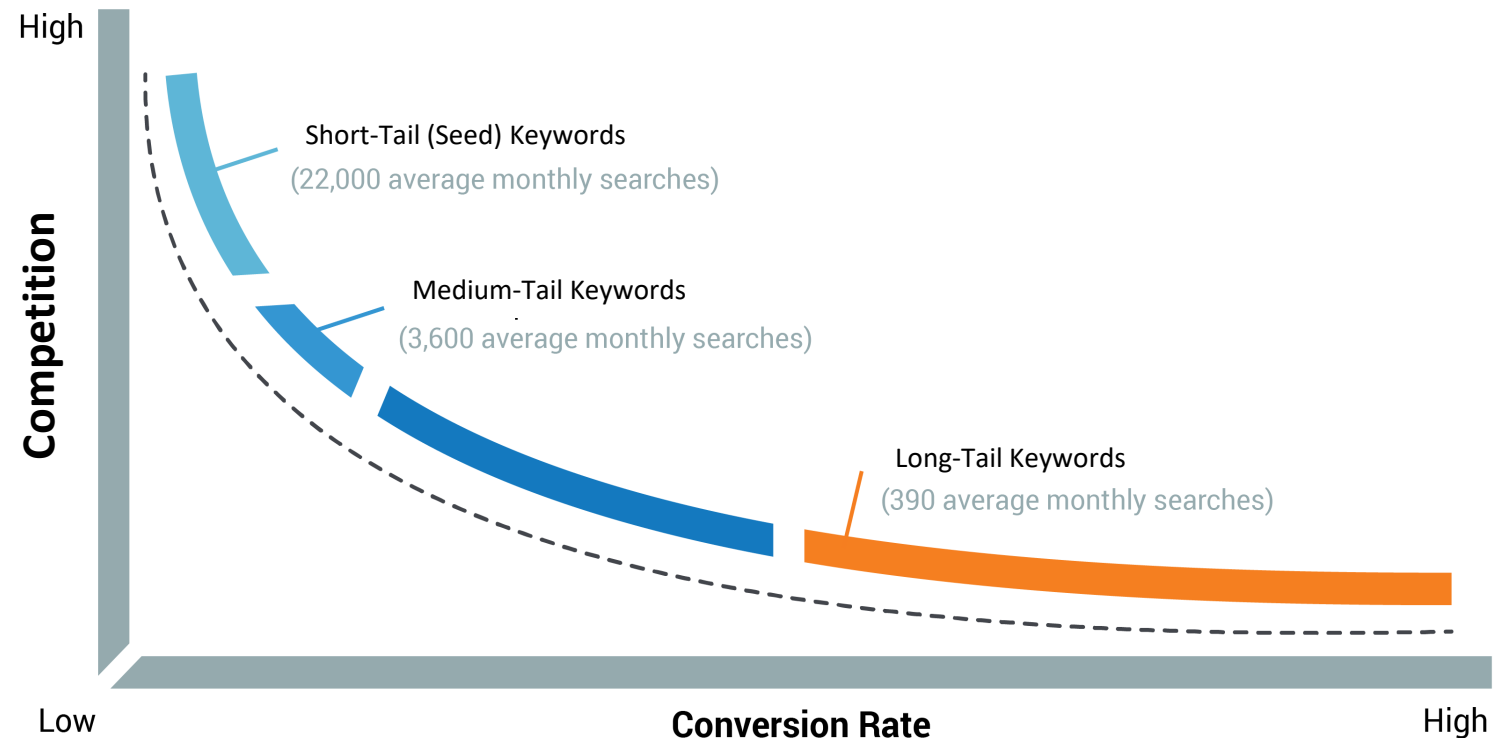
- Think about your target audience, and what they want.
- Think about questions that your target audience may ask.
- Research your current site queries using Google Search Console.
- Dig through like minded / competitor websites for keywords that they rank well for.
- Develop a list of seed Keywords to start analyzing and sort by value and opportunity.

Keyword research

- Consider if anyone is searching for that keyword by evaluating the **monthly search volume**.
- **User intent** is one of the most important factors in matching a keyword to a query and a result.
- Understanding user intent leads to **keyword relevancy** for your site.
- **Long-tail keywords** provide value to websites as they are usually highly focused terms that drive clicks, especially, when a users is looking for something specific.

Source: SEMrush

The Search Demand Curve



Know your users' needs and tasks

First inventory, then rank, what your users need to know and do on your site.

Why?

- To organize & prioritize content on your homepage or landing pages.
- To draft page titles, header and sub-headers.
- To draft calls-to-action (CTAs) for each page.
- To lay the ground for an SEO plan.

Quick wins

- Place your most important messages at the top (journalism model, inverted pyramid).
- Include a short mission statement or site descriptor at the top of your homepage.

Front-load keywords

Both search bots and users look for them in titles and headlines, and at the start of lead paragraphs.

Tell me more...

- Echo the pyramid model.
- Hook your readers early.
- Add the primary keyword to the title and H1, and 5–10 additional ones to the subheadings and body text.
- Don't overdo it. It could hurt your SEO.

Chunk up content into digestible bites

**Shorter copy blocks encourages users to read. Heavy ones turns them off.
(Avoid “walls of text.”)**

**Brief & bold headlines help users scan content.
Lists help users understand & retain messages.
Use images to help break up text.**

Tell me more...

- Break heavy copy blocks into short paragraphs with one clear, singular focus.
- Add headers. They break monotony.
- Avoid two-column insets in a one-column page body.
- Chunking up content adds white space, reducing perceived and real density, and enhancing flow.
- Brief yet descriptive headlines help blind people use screen readers.

Be brief and keep it simple

- Aim for \leq 15–20 words per sentence,
 \leq four sentences per paragraph
- Write declarative sentences (subject-verb-object)
- Be mindful of too many phrases and clauses
- Keep technical language and jargon to a minimum
- Define acronyms on first use
- Skip endnotes and citations

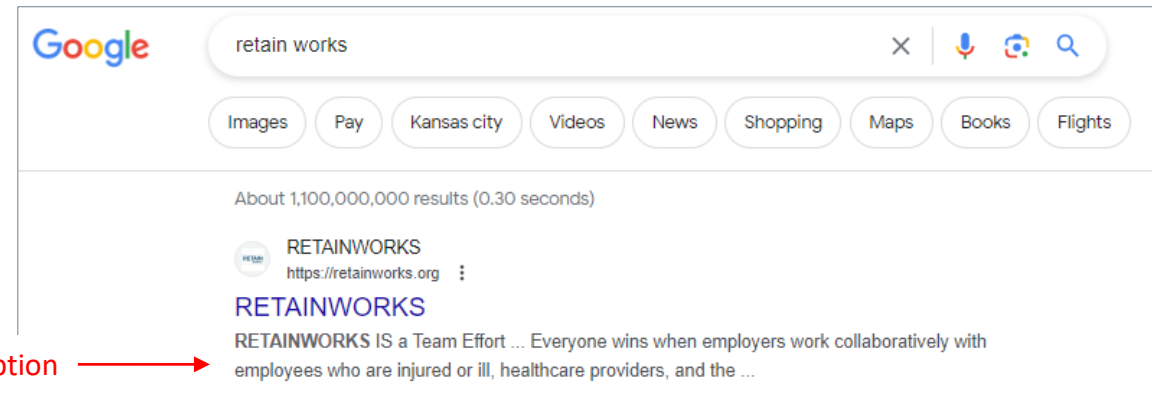
TIP: Share your text with a friend/colleague who is unfamiliar with what you've written. Ask them to read and then summarize your text.

Control your snippets in Google Search results

Google uses several different sources to automatically determine the appropriate snippet:

- Descriptive information in the meta description tag for each page.
- Google may also use information found on the page, or create rich results based on markup and content on the page.

Meta-description →



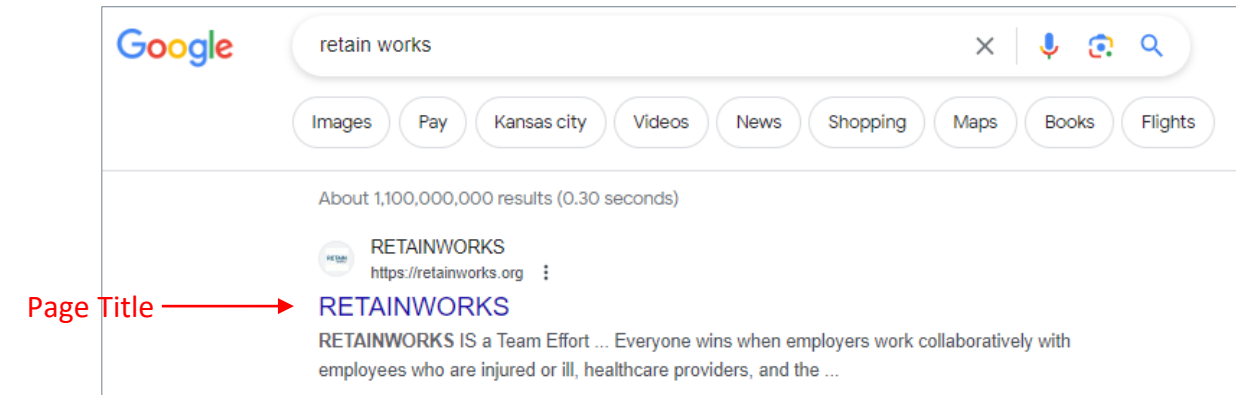
Best Practices:

- Google will usually display up to about 160 characters of a meta description tag.
- Include high volume, relevant keyword phrases you want to rank for in a way that sounds both natural and engaging.

How title links in Google Search are created.

Google Search uses the following sources to automatically determine title links:

- Heading elements, such as <h1> elements
- Other content that's large and prominent through the use of style treatments. (H2, H3 etc.)
- Other text contained in the page
- Anchor text on the page
- Text within links that point to the page
- Website structured data



Best Practices:

- Google will usually display up to the first 70 characters of a title tag.
- Product Name | Site Name
- Include high volume, relevant keyword phrases you want to rank for in a way that sounds both natural and engaging.
- Google has been known to rewrite your title using a H1 elements.

Influencing your title links in search results: <https://developers.google.com/search/docs/appearance/title-link>

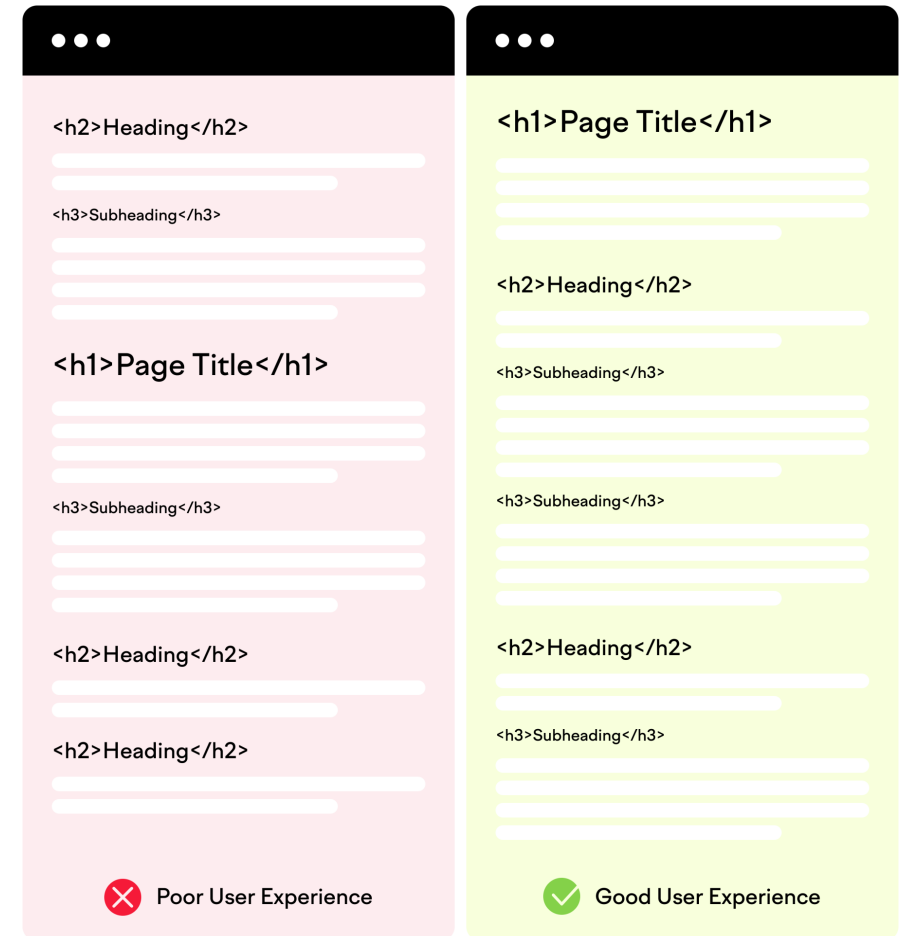
Header tags are still important for SEO.

1. Help Search Engines Understand Content
2. Improve User Experience
3. Improve Accessibility

Best Practices:

- Use one H1 per page
- Every page should have an H1 tag
- Include the target keyword for the page
- Keep H1 tags under 60 characters or Google will truncate it
- Make the H1 tag similar to the title tag by using the target keyword for the page.
- Optimize the H1 to satisfy search intent

Headings Help Readers Skim



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SEMURSH

Keep improving

Writing for better UX and SEO is never *done*.

Quarterly or bi-yearly site reviews uncover opportunities to improve visitor metrics.

Tell me more...

- Monitor metrics like average time on page or bounce rate to identify pages that need a UX review, and content updates.
- Check pages with high traffic volume but low engagement rates (downloads, event clicks, etc.). Their content may need to be more relevant or their UX be improved.
- Monitor your site for broken links or slow loading pages.
- Ensure your site's content is mobile friendly.

The 7 most important SEO elements

SEO Elements	Definition
Keywords	The words or phrases that people use when they search for something.
Meta description	An HTML tag that generally informs and interests users with a short, relevant summary of what a particular page is about. They are like a pitch that convince the user that the page is exactly what they're looking for.
Titles (also called page title)	Title are labels that show up in a browser's tab or in a Google search result.
Headers (also called H tags)	Headers or H tags are usually used as the headline title of the page.
Placement	Placement references how visible your information is to users on an internet page.
Image Alt Tags	Image Alt tags are short descriptions that can be assigned to images in a web page.
Internal links	Links that connect pages on the same domain to each other. They generally inform users with a short, relevant summary of what a particular page is about. They are like a pitch that convince the user that the page is exactly what they're looking for.
Inbound links	Inbound links is a link from another website to your website. These are also known as backlinks, incoming links or referral links.

Tools for keyword research

- [Google Keyword Planner](#) – helps you research keywords for your search campaigns. Use this free tool to discover new keywords, monthly search volume, and see how your keyword fits into different cluster / categories.
- [Google Trends](#) - Search for a term on Trends, and graphically view the term's popularity over time in (nearly) real time. Hovering your mouse over the graph reveals a number, which reflects how many searches have been done for the particular term relative to the total number of searches done on Google.
- [Google Autocomplete](#) – Is a feature within Google Search that makes it faster to complete searches that you start to type. Use this to generate predictions based on historical searches completed and possible user intent of that keyword.

Tools in measurement

- [Google Search Central](#) - formerly Google Webmasters, is a resource to help you improve the SEO of your website.
- [Google Search Console](#) - If you haven't already, sign up for a free Google Search Console (GSC) account and verify your website(s). GSC is full of actionable reports you can use to detect website errors, opportunities, and user engagement.
- [Bing Webmaster Tools](#) - Bing Webmaster Tools has similar functionality to GSC. Among other things, it shows you how your site is performing in Bing and opportunities for improvement.

Questions?

Break