Make your webpage Google friendly!

Per Google, a high-quality site is one that's trustworthy, has original and factually correct content, isn't biased or one-sided, doesn't receive a high volume of user complaints, and has content that is comprehensive and thorough.

Tips on making a good webpage and UAEX best practices:

- 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.

The Arkansas Cooperative Extension Service offers its programs to all eligible persons regardless of race, color, sex, gender identity, sexual orientation, national origin, religion, age, disability, marital or veteran status, genetic information, or any other legally protected status, and is an Affirmative Action/Equal Opportunity Employer
Ask yourself these questions when building content:

- WHO is my audience? (We will cover this later at the end of the session)
  Are they old, young, educated..?

- What questions can I answer on my webpage?
  - What questions do I get on the phone or in person that I can answer on the site which will reduce my time person-to-person?

- Can someone easily tell what to do when they visit my page for the first time? i.e. “Don’t make me THINK!”

- What action do I want my visitors to take? (Call us, find out more, download a file, etc)

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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 (i.e: 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.

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”
How to add a page title in OU10

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.
Click the ‘properties’ button at the top of your checked out page.

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ZOOM Session: Make your webpage Google friendly!

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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.
ZOOM Session: Make your webpage Google friendly!

Meta Description & Keywords

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

```html
<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:

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).

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
Basic SEO: HEADERS <H1> tags—

Write clean, information-dense headlines

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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ZOOM Session: Make your webpage Google friendly!

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
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

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Introduction to Conversational SEO

Google is beginning to be more conversational as devices move to mobile.

Google has algorithms that it updates periodically to continue to improve on how it returns results when a visitor types in a keyword or phrase. They typically name the algorithm after animals. Their most recent update is called Hummingbird (named this because of the algorithm’s speed and accuracy).

The beauty of the new improvements with Hummingbird’s algorithm is that you can ask a conversational question to Google via a voice tool (on desktops and in their Google search app for mobile).

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The big change with Hummingbird is that it now allows Google to recognize full-question searches instead of just parsing specific keywords.

- Think USEFUL instead of UNIQUE content.
- Hummingbird is all about synonyms, queries formed as questions, and long tail keywords (also known as keywords with 3-5 words in them). Google is trying to anticipate what results the searcher is expecting.
- DEVICE is KEY: Desktop queries are usually shorter, and are formatted as phrases. Queries coming from mobile phones are usually longer, in the form of a question, because people are saying those queries directly into their phones. Therefore CONSIDER your audience! Are they on mobile devices or desktops?

**BOTTOM LINE:** optimize for a satisfied customer from stage one of the inquiry cycle to the end.

Helpful link to learn more about Google and how SEO works:

http://searchengineland.com/google-hummingbird-172816

Google’s new Hummingbird algorithm info FAQ
WHO is your audience?

One month stats from August-September, UAEX.EDU

<table>
<thead>
<tr>
<th>Device Category</th>
<th>Acquisition</th>
<th>Behavior</th>
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<tbody>
<tr>
<td></td>
<td>Sessions</td>
<td>% New Sessions</td>
</tr>
<tr>
<td>1. desktop</td>
<td>83,651 (100.00%)</td>
<td>46.00% (45.97%)</td>
</tr>
<tr>
<td>2. mobile</td>
<td>66,579 (79.59%)</td>
<td>40.68% (70.39%)</td>
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<tr>
<td>3. tablet</td>
<td>10,837 (12.96%)</td>
<td>67.92% (19.13%)</td>
</tr>
<tr>
<td></td>
<td>6,235 (7.45%)</td>
<td>64.70% (10.48%)</td>
</tr>
</tbody>
</table>

We have an advantage at Extension being in a unique position to be unbiased and already known to the public as a trusted source of information. The audience we need to target are those not knowledgeable of our resources and offerings to Arkansans. Focus your efforts on getting NEW site visitors by answering questions in your content that are posed daily to your staff.
Questions?

Need help one on one with your SEO?

Call or email me!

Amy Cole

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