



SEO: MEASURING AUDIENCES

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WHAT IS SEO?

- Search Engine Optimization
 - A method to make a website more accessible to consumers and search engines
 - Allows users to find relevant content based on search engine rankings

ALGORITHMS

- Search engines use formulas to parse through web pages to find relevant information
- Example: Google uses Penguin (2016)
 - Updates happen 500-600 times per year; most are minor
 - Significant algorithm change just rolled out March 9
- How do search engines know how to find my website?

INDEXING

- Search engine indexing
 - The process of gathering, classifying, and storing information in a search engine index
- Search engine “spiders” (crawlers) index websites

WHY IS SEO IMPORTANT?

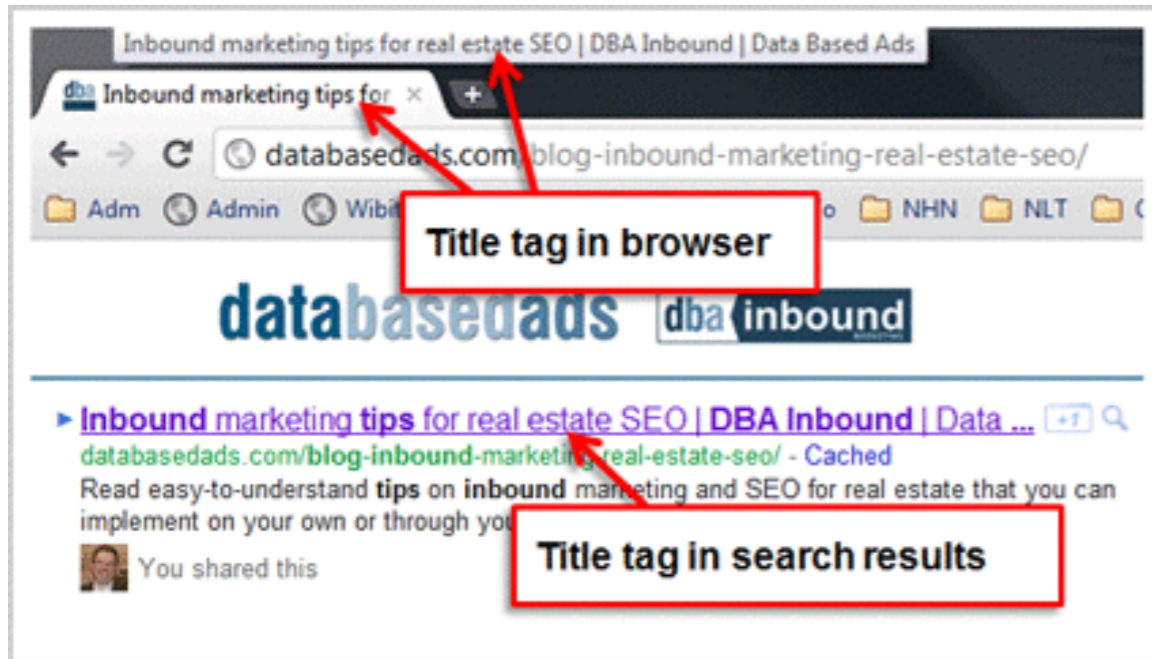
- Increases activity on your site
- Increases awareness of your messages
- Helps with branding
- Helps with competition
- Drives sales
 - Products and advertising revenue
- Indicator of strong content

SEO BASICS

TITLE TAG

- Description of a page's topic
- Should be an accurate reflection of the content on the page
- Should be unique
- Shown in search results

TITLE TAG



META TAG

- More detailed description of a page's topic
- Does not appear on the visible page
 - Is visible in the page code (“view source”)
- Does appear when shared on social media (specifically Facebook)

URLS AND FILE NAMES

- Create simple URLs and file names
 - Descriptive
 - Concise
 - Words instead of numbers
 - Avoid subdirectories (on small websites)

NAVIGATION

- Clear, easy navigation
- Archives are clean
- Menus easy to find and understand
- Information and materials easy to find
- Logic to documents and content on page
- Pages follow a chain of command

**Audiences are interested in
good, strong content!**

STRONG CONTENT IS ...

- Is easy to understand
- Is distinct
 - Tone
 - Fresh point of view
 - Each page is different
 - Different from competitors
- Is edited
- Is relevant to audiences
- Is persuasive

STRONG CONTENT ...

- Is updated regularly
- Is organized
- Uses keywords consistently
- Avoids jargon
- Uses relevant headings (headings tags)
- Has clear and descriptive anchor text
 - Anchor text: text in a hyperlink, can be internal or external

STRONG CONTENT ...

- Includes captioned images
- Has clear, concise names for images
 - Including basic file extensions (.jpg, .gif, .bmp)

THE BOTTOM LINE!

- Having strong content makes it easier:
 - For keywords and phrases to be searched
 - For Google's algorithms to rank relevant results

TWO MORE THINGS . . .

FOSTER COMMUNITY: SOCIAL MEDIA & SEO

- Use social media to maximize your message and attract audiences to your site
 - Information can be shared
 - Linked back
- Use external links to create mutual promotion
 - Blogrolls
 - Sourcing / crediting
 - Partner sites
- Fostering online community is a cost-efficient way to promote your messages

ANALYTICS

- Goes beyond traffic
- Demographic information
 - Very detailed
- Who is using your site and when
 - New visitors, returning visitors
 - Average time spent on site
 - Bounce rates
- Should inform the way you manage content on your site

ANALYTICS

- Website tools:
 - Google Analytics (google.com/analytics)
 - Crazy Egg (crazyegg.com)
- Facebook Insights
- Twitter Analytics