SEO Gathering Agenda

- SEO
- Carousel/sliders changes
- Open forum
Defining SEO

Search Engine Optimization, or SEO, is the process of affecting the visibility of a website or a web page in a search engine’s search results.
Why it’s important

● Our website’s largest source of traffic is search engines.
● 52% of off-campus visitors arrive through search engines.
  ○ 93% of that is from Google.
Scope

Q: What elements of our search results are the most valuable and easy to influence?

A: We can influence what pages do and don’t appear in search results.
  ○ Within those pages that appear, we can influence their titles, URLs, and meta-descriptions.
How the process works 1/2

● **Promoting the Good:** Descriptive, concise page titles, URLs, meta descriptions, and introductory sentences. Images with titles, and alt. tags. Specific years on annually recurring pages, PDFs, etc.
  ○ Ex. Google “Bates College academics”

![Academics | Bates College](image_url)

**Academics | Bates College**

[www.bates.edu/academics/](http://www.bates.edu/academics/)  Bates College

Academics at Bates College, including Majors and Minors, Academic Programs, Student Research and other resources.

Short Term - Dana Scholars - Biology - Faculty
How the process works 2/2

- **Demoting the Bad:** Deleting, renaming, or redirecting non-optimal content.
  - Ex. Google “Bates academic calendar”
A Bates education fosters intellectual inquiry and reflection, personal growth, and a commitment to the world beyond oneself. Bates offers students a rigorous academic experience in a collaborative and supportive environment.

Word count: 311

Last edited by Nicholas O'Brien on May 16, 2014 at 2:47 PM

This text will show up when this page is shared on other sites & in the search engine description. Academics at Bates College, including Majors and Minors, Academic Programs, Student Research and other resources.
Evaluation

Before we can influence our search results, we first have to evaluate the current state of our search results.

- Google your office or department, and related terms
  - Services offered, Faculty / Staff names, etc.
    - Ex. “Bates College Economics”

Common Problems

- Old, ambiguous, or redundant WordPress content
- Content on old directories (independent of WordPress)
  - abacus.bates.edu
  - bates.edu/prebuilt
  - bates.edu/images

For help deleting, renaming, or redirecting pages from search results, email webteam@bates.edu.
Focus on one site

- Google entire directories
  - “site:bates.edu/[your site]”
  - “site:abacus.bates.edu”
    - Ex. Bates College Student Government
  - “site:bates.edu/prebuilt”
    - Ex. 2009 - Bates College (tax form)
  - “site:bates.edu/images”
    - Ex. CSS/Financial Aid PROFILE® - College Board
Overview

- Good SEO means influencing search engines such that your best content rises to the top, and your worst content disappears.
- This influence starts with clear and concise titles, URLs, and meta descriptions, as well as the deletion, renaming, or redirection or non-optimal content.
- To evaluate your site’s search results, pretend you’re a visitor and Google terms related to your site.
- Search engines drive the majority of our site’s traffic, so viewing our web work through an SEO lens is a great investment.