

# 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

 [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”

## Academic Year Calendar - Bates College

 [www.bates.edu](http://www.bates.edu) › [Welcome Entering Students](#) ▾ [Bates College](#) ▾


February 6, Application deadline for off-campus study, abroad or in the United States, for the next fall, winter, or **academic** year. February 14–22, Winter recess.

## 2013/2014 calendar - Bates College

 [www.bates.edu](http://www.bates.edu) › [Registrar & Academic Systems](#) › [Calendar](#) ▾ [Bates College](#) ▾


Late registrants are subject to late fees and may be required to petition the Committee on **Academic** Standing to request late registration approval.

## 2013 – 2014 Dates and Deadlines - Bates College

 [www.bates.edu](http://www.bates.edu) › [Registrar & Academic Systems](#) ▾ [Bates College](#) ▾

... [Robert Leighton](#) · [Megan McHenry](#) · [Susan Dunn](#) · [Janet Perreault](#) · **Bates** > [Registrar & Academic Systems](#) > [Calendar](#) > 2013 – 2014 Dates and Deadlines ...

## Calendar | Registrar & Academic Systems | Bates College

 [www.bates.edu](http://www.bates.edu) › [Registrar & Academic Systems](#) ▾ [Bates College](#) ▾

**Calendar.** Office of the Registrar and **Academic** Systems 2012 – 2013 Dates and Deadlines. Key: Fall 2012 Winter 2013 Short Term 2013 AY 2013 – 2014.

# Titles, URLs, Meta Descriptions

The screenshot shows the WordPress admin interface for editing a page titled "Academics". The browser address bar shows the URL: <https://www.bates.edu/academics/wp-admin/post.php?post=16&action=edit>. The user is logged in as "Howdy, Nicholas O'Brien".

The main content area displays the page title "Academics" and the permalink <http://www.bates.edu/academics/>. Below the title, there are buttons for "Add Media", "Add Ensemble Video", and "Add Form". The editing toolbar includes options for "Visual" and "Text" views, and a menu with "File", "Edit", "Insert", "View", "Format", "Table", and "Tools".

The main text of the page reads: "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." Below the text, it shows "Word count: 311" and "Last edited by Nicholas O'Brien on May 16, 2014 at 2:47 PM".

The "Meta Description" section contains the text: "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."

The right-hand sidebar contains several sections:

- Publish**: Includes a "Preview Changes" button, status information ("Status: Published Edit"), visibility ("Visibility: Public Edit"), revisions ("Revisions: 37 Browse"), and a published date ("Published on: Jun 21, 2011 @ 19:36 Edit"). There are "Move to Trash" and "Update" buttons.
- Page Attributes**: Includes a "Parent" dropdown menu set to "(no parent)", a "Template" dropdown menu set to "First Paragraph Override", and an "Order" field set to "10".

At the bottom of the sidebar, there is a note: "Need help? Use the Help tab in the upper..."

# 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](http://abacus.bates.edu)
  - [bates.edu/prebuilt](http://bates.edu/prebuilt)
  - [bates.edu/images](http://bates.edu/images)

*For help deleting, renaming, or redirecting pages from search results, email [webteam@bates.edu](mailto: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 of 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.