HOUSEKEEPING

- Image approvals
  - Check for copyright and branding
  - Are you not sure if your image is copyrighted?
    - Use google.com/images

- Reminder of our Approval Queue process
  - In by 11 a.m. M-F and live on the website by EOD
  - Includes images approvals
Our focus for today…

- Why search? In higher education
- Search engines – How they work
- Search engine optimization – What is it?
- Search engine optimization – What makes a difference?
- How to optimize for search – 5 steps
- Questions
- Rockstar Winners
WHY SEARCH?
IN HIGHER EDUCATION
METHODS USED TO FIND A COLLEGE WEBSITE

Noel Levitz E-Expectations Report 2015
SEARCH ENGINES
HOW THEY WORK
TOP 2 FUNCTIONS OF SEARCH ENGINES

1. Crawling and indexing
   - Billions of pages, documents, pages, files, news, videos and media on the entire web

2. Providing answers
   - Main goal of search engine? provide answers to user searches
   - How? Lists of relevant pages, ranked for relevancy
HOW DO SEARCH ENGINES RANK PAGES?

- Influence
  - How credible is your website?

- Relevance
  - More than finding a page with the right words

- Popularity, Engagement & Traffic
  - The more popular a site, page, or document, the more valuable the information it contains must be
SEARCH ENGINE OPTIMIZATION
WHAT IS IT?
SEARCH ENGINE OPTIMIZATION = SEO

- Search engines are getting smarter

- **BUT**, they still cannot see a web page the same way a user can

- SEO helps search engines easily know what a page is about

- **Goal of SEO:**
  - Increase the amount of visitors to a website by gaining higher rankings in search engines
SEARCH ENGINE OPTIMIZATION
WHAT MAKES A DIFFERENCE?
1. Influence & Relevance

- Google is a business too

- It needs to provide relevant search results to users to stay competitive

- Not determined manually by a person but through an algorithm

- The factors for these are not public but we have industry best practices to use
2. Page popularity, engagement & traffic

- The more popular the website or web page, the more valuable your page must be.

- It is important to get people to your page.

- Sharing is important in engagement, which is why news is so valuable.
3. **Keyword research**

- How many people search for my service?
- Is it worth my time to focus on one keyword?
- Competitor research is important
4. Meta-data tags

- What are meta-data tags?
  - Used to make it easy for search engines to know the title, description & keywords of each page
  - Help quickly determine relevance for indexing

- Headline & description are most important

- Sharing on Facebook
  - Facebook Open Graph tags
5. Navigation & on-page content

- Use your keywords
- Create consistent navigation, keyword optimized
- Needs to be easy to crawl
- Avoid duplicate content
HOW TO OPTIMIZE
FOR SEARCH
IN FIVE STEPS

1. Post news regularly
2. Use news categories
3. Do keyword research
4. Optimize your page meta-data
5. Optimize your news story meta-data
STEP 1
POST NEWS REGULARLY
Static content is not relevant

- News is important because it is fresh content
- Pages decrease in influence and relevance the longer they sit static
- News allows you to continually add fresh content to pages and drive more traffic to your websites
STEP 2
USE NEWS CATEGORIES
Categories include keyword research

- Examples
  - Faculty/staff achievements – Professor Success
  - New employees – Campus Buzz
  - Events for students – Student Success

- Linked Categories
  - You can mirror your story across the website!

- Do I need to categorize events?
  - Yes! Launching soon, you can mirror your story with linked categories on events.
Web Rockstar Series: Sign up for the 'News & Events best practices' meeting

02.03.2016 | By: Texas Wesleyan University

Join the Office of Digital Marketing & Strategy from 2-3 p.m. Friday, Feb. 26, in the Library Orientation Room for free snacks and a session on News & Events best practices. The session will include tips to market your website and office using News & Events.

Sign Up For Training

In the one-hour session we'll talk about:
- Posting news and events
- Optimizing headlines and story teasers
- Categorizing news & events
- Creating authors

Please RSVP or accept your Outlook invitation by 2 p.m. Tuesday, Feb. 23, to allow finalizing of catering arrangements.

Questions? Contact Stephanie M. Scott, director of digital marketing & strategy, at smscott@texasw.edu or 817-531-5815.

Share:
STEP 3
DO KEYWORD RESEARCH
HOW?

- Google AdWords Keyword Planner Tool
  - [https://www.google.com/keywordplanner/](https://www.google.com/keywordplanner/)
- Google trends
  - [https://www.google.com/trends/](https://www.google.com/trends/)
SEARCH PARAMETERS USED BY STUDENTS

Noel Levitz E-Expectations Report 2015
STEP 4
PAGE META-DATA
How to optimize your on page meta-data:

- On your pages
- Use T4 for custom meta data
We did the hard work for you.

- **School of Natural and Social Sciences - Texas Wesleyan University**
We did the hard work for you.

<meta name="description" content="Explore School of Natural and Social Sciences at Texas Wesleyan. You will see how we make our smaller university, smarter in Ft Worth, Texas."/>
We did the hard work for you.

- `<meta name="keywords" content="Texas Wesleyan University, Texas Wesleyan, private universities, colleges in fort worth tx, School of Natural and Social Sciences, academics, natural and social sciences "/>`
STEP 5
NEWS STORY META-DATA
How to optimize your news story meta-data:

- Story teasers are **VERY** important. Why?
  - Meta data
    - Shows in Google Search results
    - Shows in Facebook when shared
    - Applies to both news & events
Do you love football? Football is coming to Texas Wesleyan.

Football is coming to Texas Wesleyan University
The 125-year-old university announces it will begin recruiting its leadership class for the 2016-17 season.

TXWES.EDU | BY TEXAS WESLEYAN UNIVERSITY

52,152 people reached

138 shares

Ken Ingram: Locking forward to hiring the coaches and staff. Put me down for a minimum of two season tickets and a member of the Ram Club. Go Rams!!!

Ken Ingram, Class of '72

Like · Reply · 12 · February 14 at 8:36pm · Edited

1 Reply

Olga Stocker: So happy to hear TWU is getting a football team.

Like · Reply · 2 · February 18 at 7:58am
QUESTIONS?
ROCKSTAR WINNERS!
AND THE WINNERS ARE...

- Jacob Sanchez, 65 website updates
- Christi Tallent, 35 website updates
- Bryan Daniel, 32 website updates
NEED T4 HELP?

- Email digitalsupport@txwes.edu

- Call us ext. 6538