

HOW TO GET FOUND ONLINE

Stephanie M. Scott

Director of Digital Marketing & Strategy



Texas Wesleyan
UNIVERSITY

Smaller. Smarter.

HOUSEKEEPING

- ▶ Image approvals
 - ▶ Check for copyright and branding
 - ▶ Are you not sure if your image is copyrighted?
 - ▶ Use [google.com/images](https://www.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

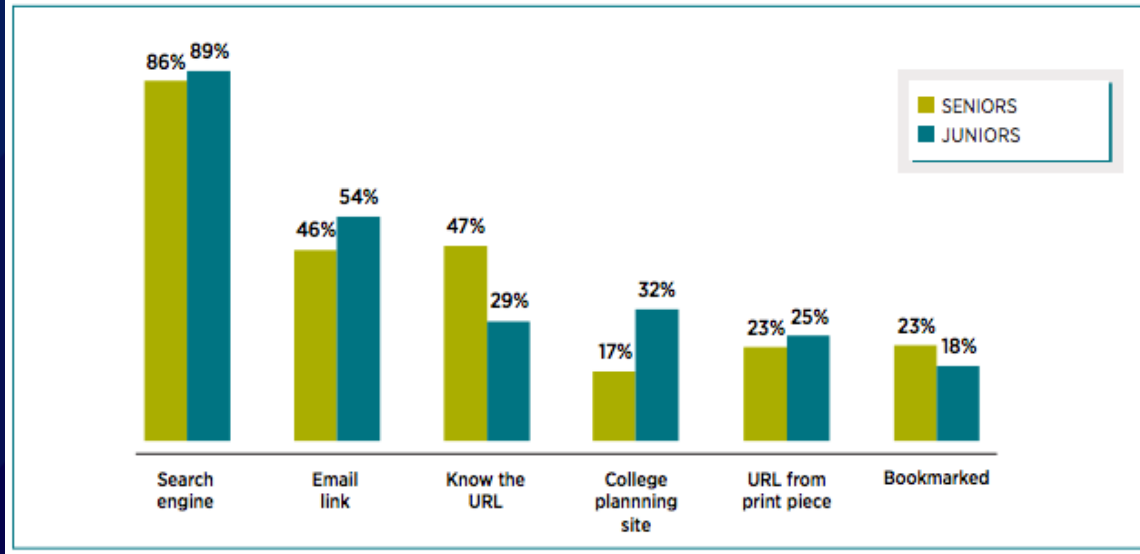


WHY SEARCH? IN HIGHER EDUCATION



Smaller. Smarter.

Figure 8: Methods used to find a college website



METHODS USED TO FIND A COLLEGE WEBSITE

Noel Levitz E-Expectations Report 2015



Smaller. Smarter.

SEARCH ENGINES

HOW THEY WORK



Smaller. Smarter.

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?



Smaller. Smarter.

SEARCH ENGINE OPTIMIZATION = SEO

- ▶ Search engines are getting smarter
- ▶ **BUT**, they still cannot see a web page the same way as a user
- ▶ 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?



Smaller. Smarter.

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



Smaller. Smarter.

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



Smaller. Smarter.

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



Smaller. Smarter.

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.



News


TRAINING OPPORTUNITIES

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 stmscott@txwes.edu or 817-531-5815.

Share:      



Title Category Training Opportunities

Linked Categories

- 1 2020 Vision
- 125 Anniversary
- Academic Distinction
- Campus Enhancement
- Financial Vitality
- Marketing & Branding
- Student Experience
- 2 Academics
- Academic Success Center
- 3 Student Spotlight
- Study Tips
- Top Five List
- Tutoring & Workshops
- 4 Community Outreach
- Music and Theatre
- Upcoming Performances
- Professor Success
- Student Opportunities
- Student Success
- Top Five List
- 5 Alumni
- Alumni Events
- Class Notes
- Stewardship
- The Wesleyan Fund
- Your Gifts at Work
- 6 Athletics
- Business Office
- 7 Pay Dates
- Reimbursement Schedule
- 8 CETL
- Classroom Improvement Tips
- Faculty Development
- Learning Resources
- Campus Buzz
- 9 Cashier
- Payment Plans
- Payment Tips
- Tuition Due Dates
- 10 Human Resources
- Employee Benefits
- HR Events
- Work for Us
- Workplace Tips
- 11 Information Technology
- Service Desk Corner
- Service Outages
- Service Updates
- Marketing & Communications
- 12 News & Events
- 2020 Vision
- Alumni
- In the News
- Live Smaller
- Think Smarter
- Top Five List
- 13 Student Life
- Career Services
- 14 Career Fairs and Recruiting
- Job Opportunities
- Networking
- Resume and Interview Tips
- Student Success Stories
- From the Dean
- Student Clubs
- Things to Do
- Top Five List

Selected values

Marketing & Communications

Marketing & Communications » Training Opportunities

News & Events

Campus Buzz

News & Events » Think Smarter

STEP 3

DO KEYWORD RESEARCH



Smaller. Smarter.

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/)

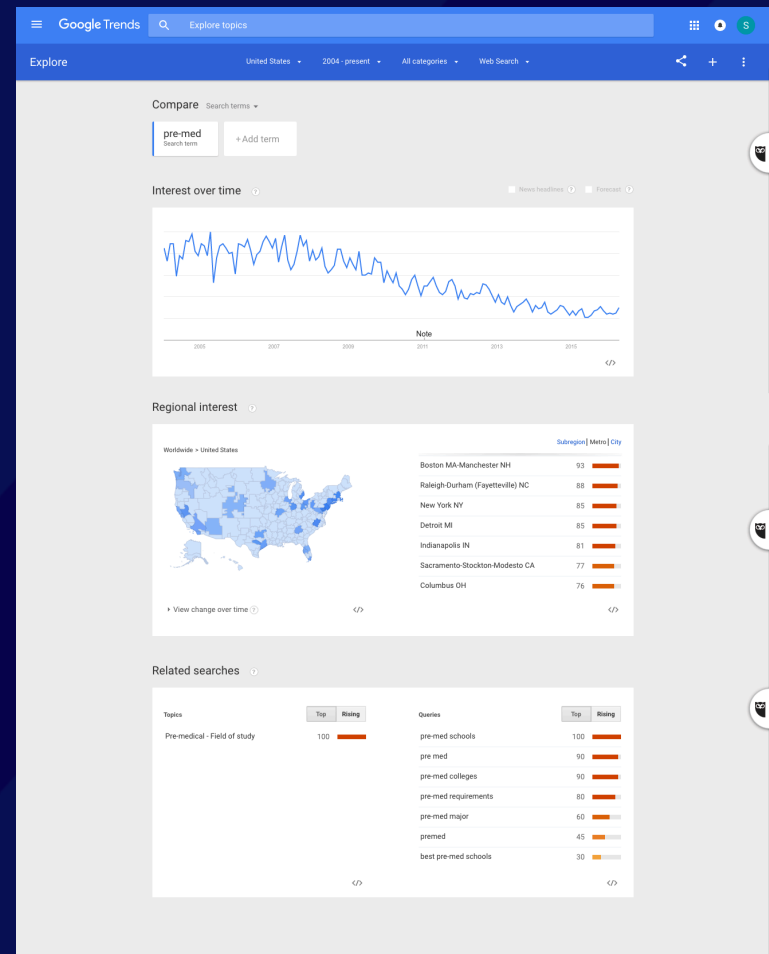
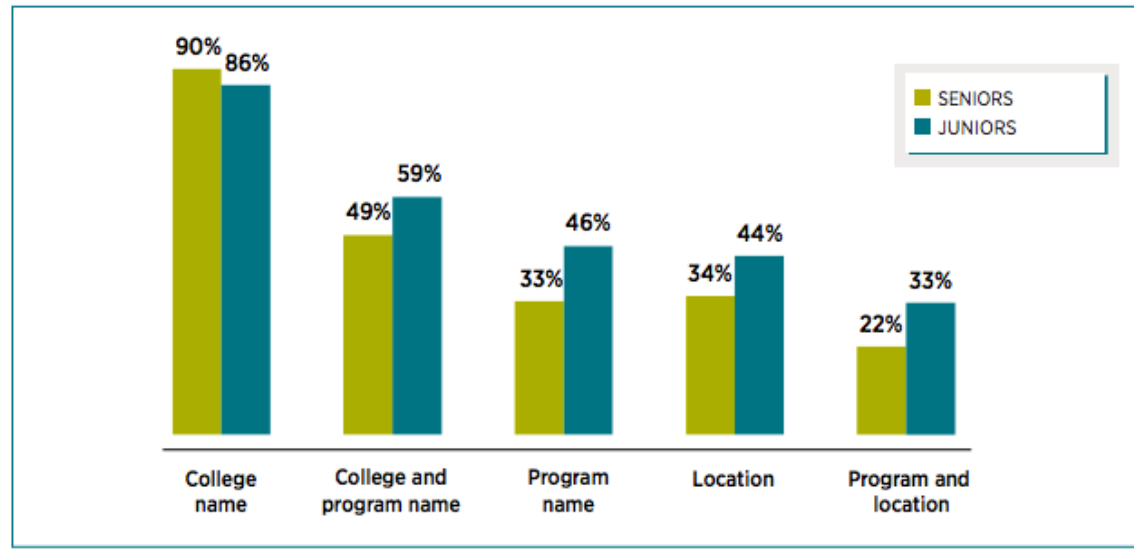


Figure 9: Search parameters students use to find college websites



SEARCH PARAMATERS USED BY STUDENTS

Noel Levitz E-Expectations Report 2015



Smaller. Smarter.

STEP 4

PAGE META-DATA



Smaller. Smarter.

How to optimize your on page meta-data:

- ▶ On your pages
- ▶ Use T4 for custom meta data

Modify Section, Show Details
Section: Home » Home » Academics » Natural & Social Sciences

Site Structure

- Natural & Soc
- Nurse Anesth
- Academic Adv
- Academic Sub
- University Col
- Burleson Loca
- Development
- The Freshman
- Hatton W. Sur
- Honors Progr
- International
- PreProfession
- ROTC
- Study Abroad
- Summer in Ch
- Weekend & Ev
- General Educa
- Title III
- Graduate Res

Metadata Information for this section.

Update Publish Now Cancel

Name	Value	Publish Language
author	<input type="text"/>	English
date	<input type="text"/>	English
description	<input type="text"/>	English
keywords	<input type="text"/>	English

Update Publish Now Cancel



We did the hard work for you.

▶ <title>School of Natural and Social Sciences - Texas Wesleyan University</title>

The screenshot displays the website for the School of Natural and Social Sciences at Texas Wesleyan University. The page features a navigation menu at the top with links for About, Academics, Admissions & Aid, Student Life, Athletics, News & Events, and Alumni. A search bar and utility links for 'Find An Office' and 'I'm A...' are also present. A prominent banner for the Rams Football team reads 'FOOTBALL IS COMING. ARE YOU READY?' with a 'Get More Info' button. The main content area is titled 'School of Natural and Social Sciences' and includes sections for 'Academics', 'Mission', 'Vision', 'Values', and 'Goals'. The 'Academics' section lists various programs such as Undergraduate Programs, Pre-Health Science Program, and Pre-Professional Program. The 'Mission' section states the school's dedication to serving the community and promoting excellence. The 'Values' section lists principles like personal integrity and ethical decision-making. The 'Goals' section outlines the school's strategic goals. A 'LATEST NEWS' section features three articles: 'CAMPUS BUZZ: History students represent department at 2016 University College Day', 'EVENTS: Celebrate Earth Day at the Tandy Hills BioBlitz April 22-23', and 'STUDENT SUCCESS: Tri-Beta receives awards at science convention'. A sidebar on the right contains an 'Apply Now' button, a 'Send Me Info' form, and a 'SUMMER COURSES' section. The footer includes contact information for the school, social media links, and a 'SMALLER. SMARTER.' slogan.



Smaller. Smarter.

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."/>`



A screenshot of the Texas Wesleyan University website, specifically the page for the School of Natural and Social Sciences. The page features a navigation bar with links for About, Academics, Admissions & Aid, Student Life, Athletics, News & Events, and Alumni. A prominent banner at the top reads "FOOTBALL IS COMING. ARE YOU READY?" with a "Get More Info" button. The main content area is divided into sections: "Mission", "Vision", "Values", and "Goals". The "Mission" section states that the school is dedicated to serving the community by providing programs that prepare students for a changing environment. The "Vision" section describes the school as a leading provider of pre-health, STEM, and social science undergraduate education. The "Values" section lists four key values: Personal integrity and ethical decision-making, Lifelong learning, Appreciation of a culturally diverse community, and Professionalism and respect toward all constituents. The "Goals" section outlines the school's strategic goals, including contributing to a general education curriculum, ensuring academic programs foster analytical reasoning, and providing opportunities for faculty and students. A "LATEST NEWS" section features three articles: "CAMPUS BUZZ: History students represent department at 2016 University College Day", "EVENTS: Celebrate Earth Day at the Tandy Hills BioBlitz April 22-23", and "STUDENT SUCCESS: Tri-Beta receives awards at science convention". The page also includes a sidebar with "Apply Now" and "Summer Courses" buttons, and a footer with contact information and social media links.

Smaller. Smarter.

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
"/>`



A screenshot of the Texas Wesleyan University website, specifically the page for the School of Natural and Social Sciences. The page features a navigation bar with links for About, Academics, Admissions & Aid, Student Life, Athletics, News & Events, and Alumni. A prominent banner at the top reads "FOOTBALL IS COMING. ARE YOU READY?" with a "Get More Info" button. The main content area is divided into several sections: "Mission" (dedicated to serving the community), "Vision" (fostering critical thinking and problem-solving), "Values" (personal integrity, lifelong learning, etc.), and "Goals" (promote excellence in scholarship). There is also a "LATEST NEWS" section with three articles: "CAMPUS BUZZ: History students represent department at 2016 University College Day", "EVENTS TO GO: Celebrate Earth Day at the Tandy Hills BioBlitz April 22-23", and "STUDENT SUCCESS: Tri-Beta receives awards at science convention". The page includes contact information for the School of Natural & Social Sciences, including the location (McFadden Science Center 202), phone number (817-531-7227), and office hours (Monday-Friday 8 a.m. - 6 p.m.). Social media icons for Facebook, Twitter, LinkedIn, and YouTube are also present. The footer contains the university's name, "SMALLER. SMARTER.", and a "Go To" menu with links for Rankin, Blackboard, Email, Calendar, Employment, Emergencies, West Library, and Campus Map.

Smaller. Smarter.

STEP 5

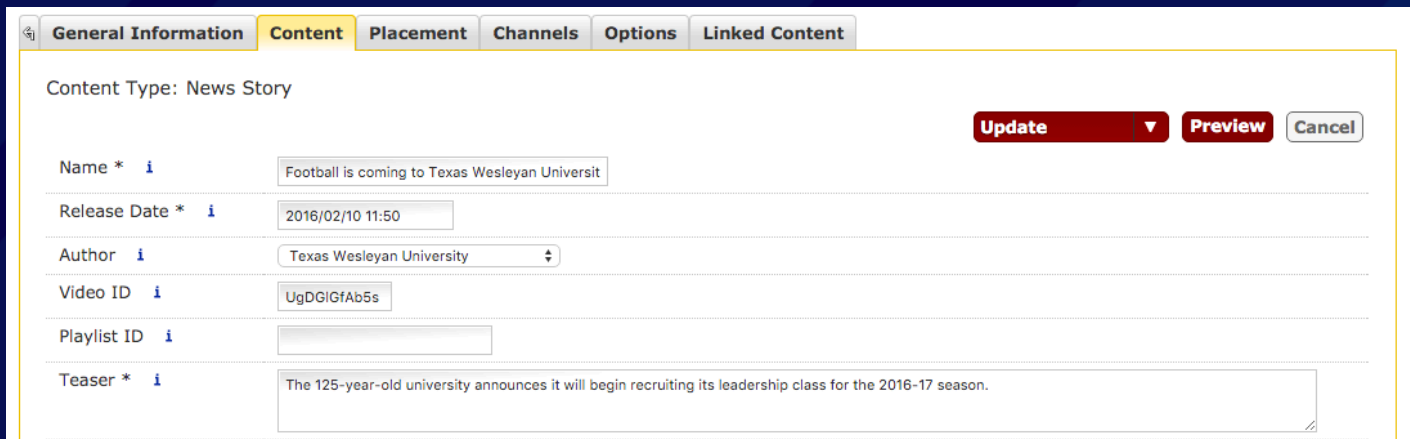
NEWS STORY META-DATA



Smaller. Smarter.

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



The screenshot shows a web interface for editing a news story. At the top, there are tabs for 'General Information', 'Content', 'Placement', 'Channels', 'Options', and 'Linked Content'. The 'Content' tab is active. Below the tabs, it says 'Content Type: News Story'. On the right side, there are three buttons: 'Update' (with a dropdown arrow), 'Preview', and 'Cancel'. The main form has several fields:

- Name *** i: Football is coming to Texas Wesleyan Universit
- Release Date *** i: 2016/02/10 11:50
- Author** i: Texas Wesleyan University
- Video ID** i: UgDGIGfAb5s
- Playlist ID** i: (empty field)
- Teaser *** i: The 125-year-old university announces it will begin recruiting its leadership class for the 2016-17 season.




Post to Facebook

https://www.facebook.com/v2.0/dialog/share?redirect_uri=http%3A%2F%2Fs7.addthis.com%2Fs...

Share on Facebook

Share on your own Timeline

Say something about this...



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

Friends Cancel Post to Facebook

Texas Wesleyan University
Published by Stephanie Scott [?] · February 14 at 9:48am ·

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

52,152 people reached [View Results](#)

Like Comment Share

1K Top Comments

138 shares

Write a comment...

Ken Ingram Looking 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 Stecker So happy to hear TWU is getting a football team.
Like · Reply · 2 · February 18 at 7:58am

View more comments 2 of 66



QUESTIONS?



Smaller. Smarter.

ROCKSTAR WINNERS!



Smaller. Smarter.

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



THANKS!



Smaller. Smarter.