# HOW TO GET FOUND ONLINE

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Texas Wesleyan UNIVERSITY

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# 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

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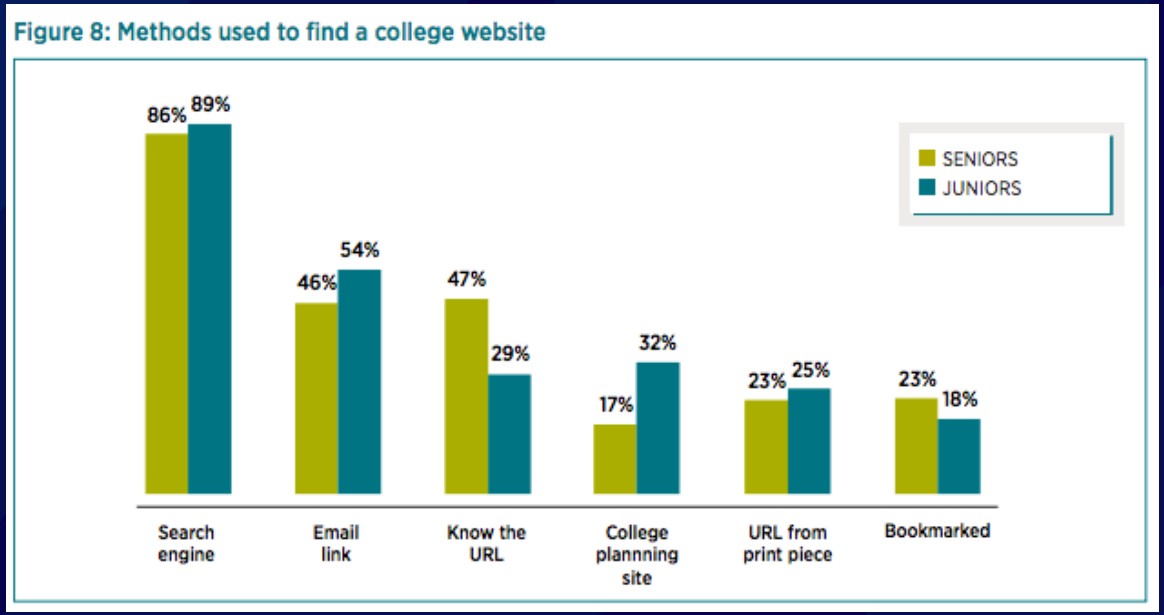


# METHODS USED TO FIND A COLLEGE WEBSITE

Noel Levitz E-Expectations Report 2015

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# SEARCH ENGINES

## HOW THEY WORK

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# 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?

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# SEARCH ENGINE OPTIMIZATION = SEO

- Search engines are getting smarter
- BUT, they still cannot see a web page the same was 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?

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# 1. Influence & Relevance

- Google is a business too
- It needs to provide relevant search results to users to stay competitive
- Not determined manually be 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

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# 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

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# 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

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# 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
- Community Outreach

4
- 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

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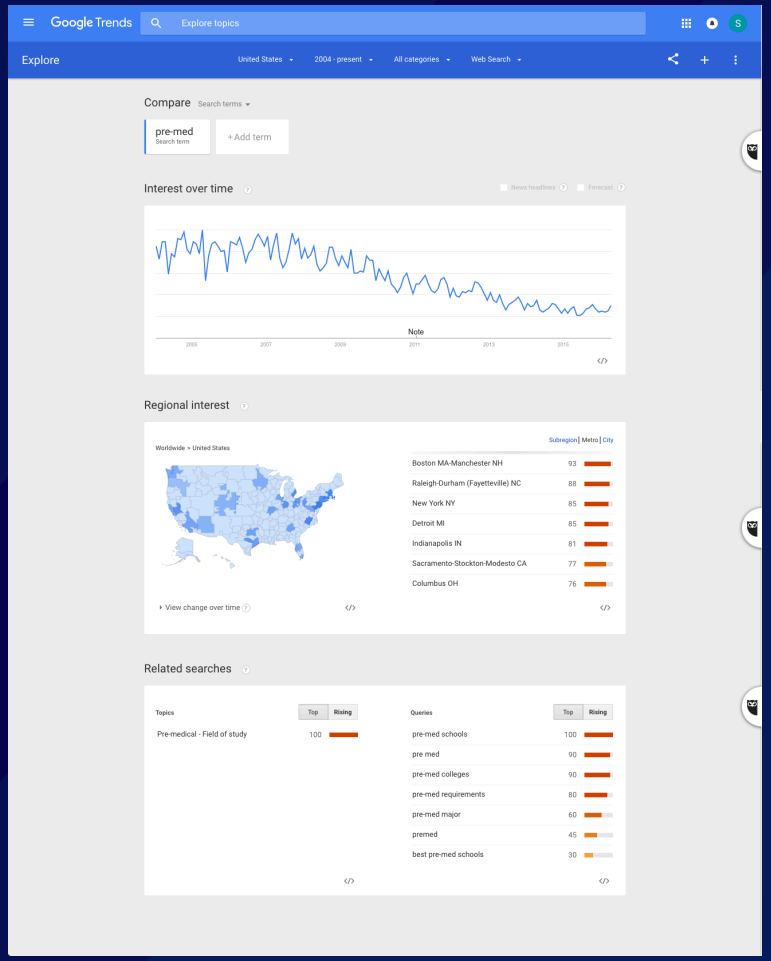
# HOW?

- Google AdWords Keyword Planner Tool
  - https://www.google.com/keywordplanner/
- Google trends
  - https://www.google.com/trends/

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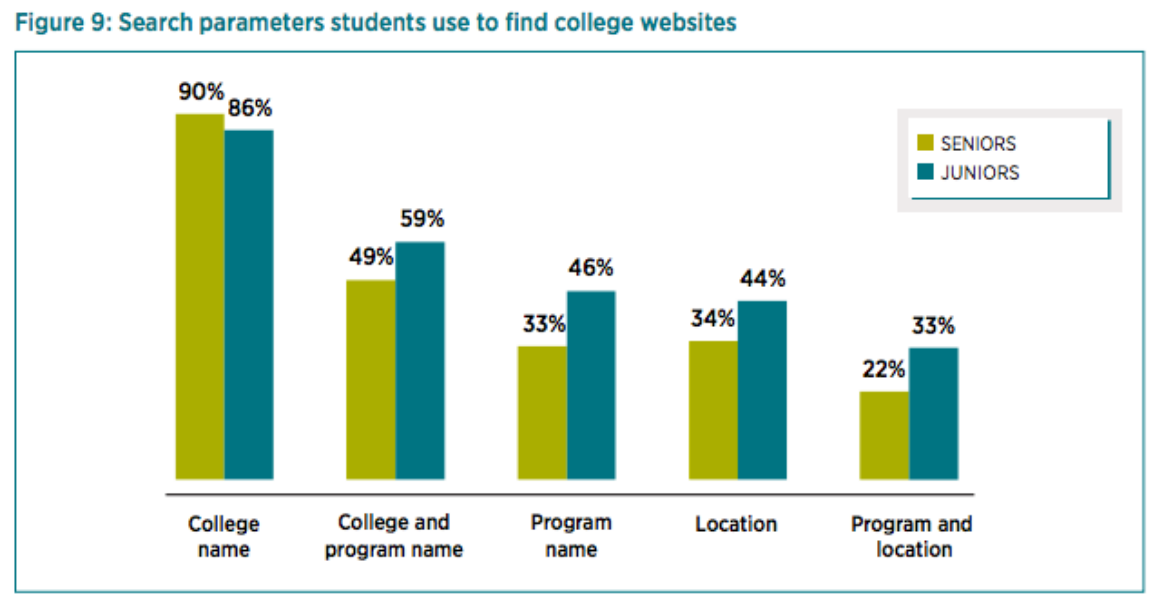


# SEARCH PARAMATERS USED BY STUDENTS

Noel Levitz E-Expectations Report 2015

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# STEP 4

## PAGE META-DATA

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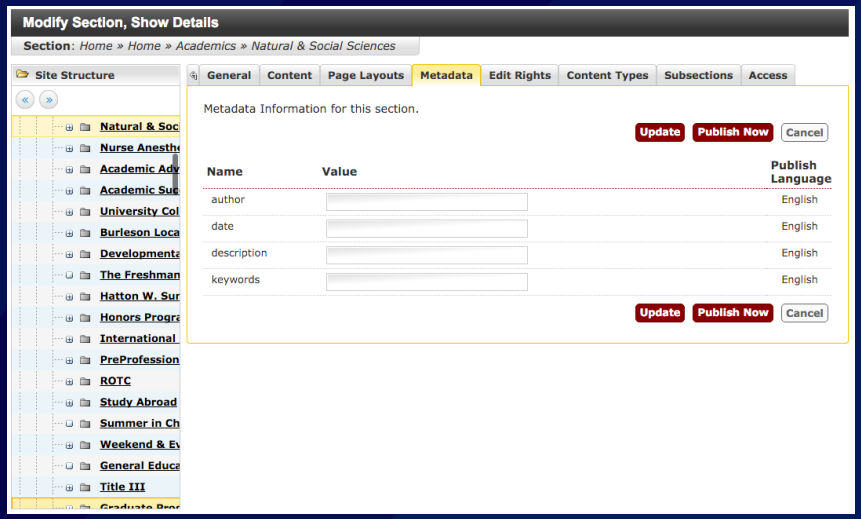
# How to optimize your on page meta-data:

- On your pages
- Use T4 for custom meta data

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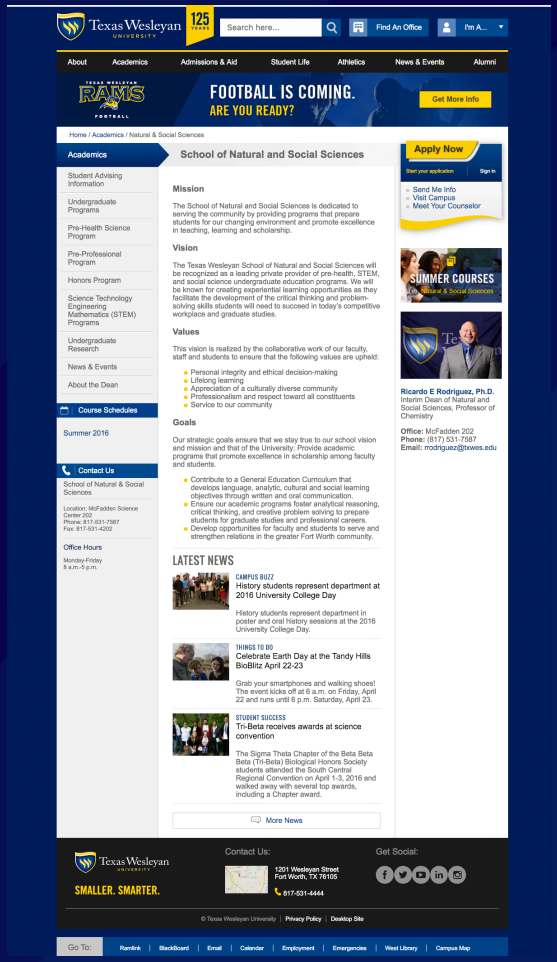
# We did the hard work for you.

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

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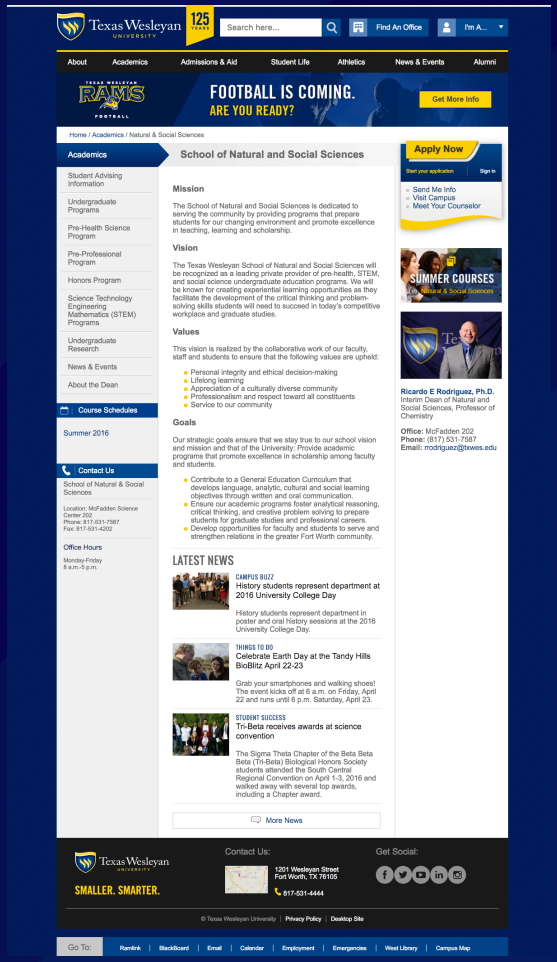
# We did the hard work for you.

- <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."/>

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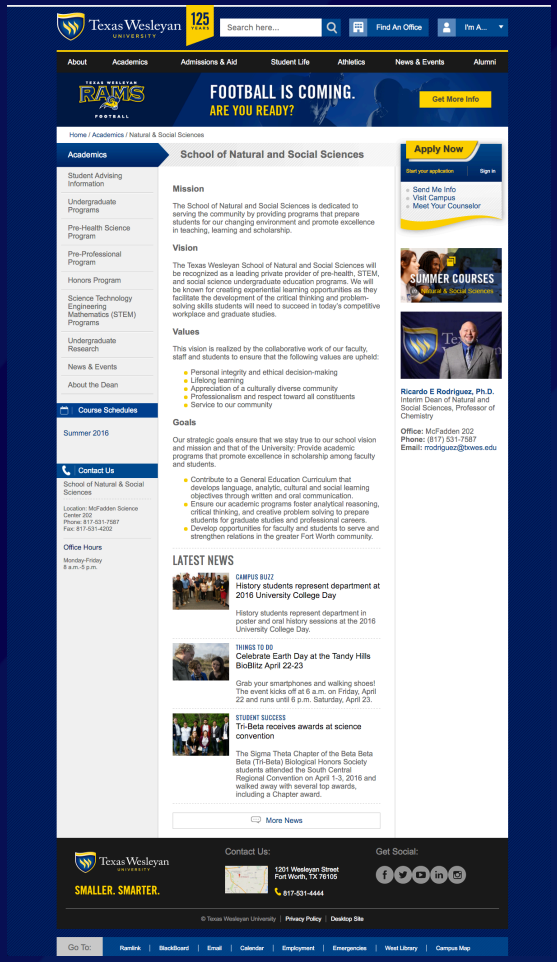
# We did the hard work for you.

- <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 "/>

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# STEP 5

## NEWS STORY META-DATA

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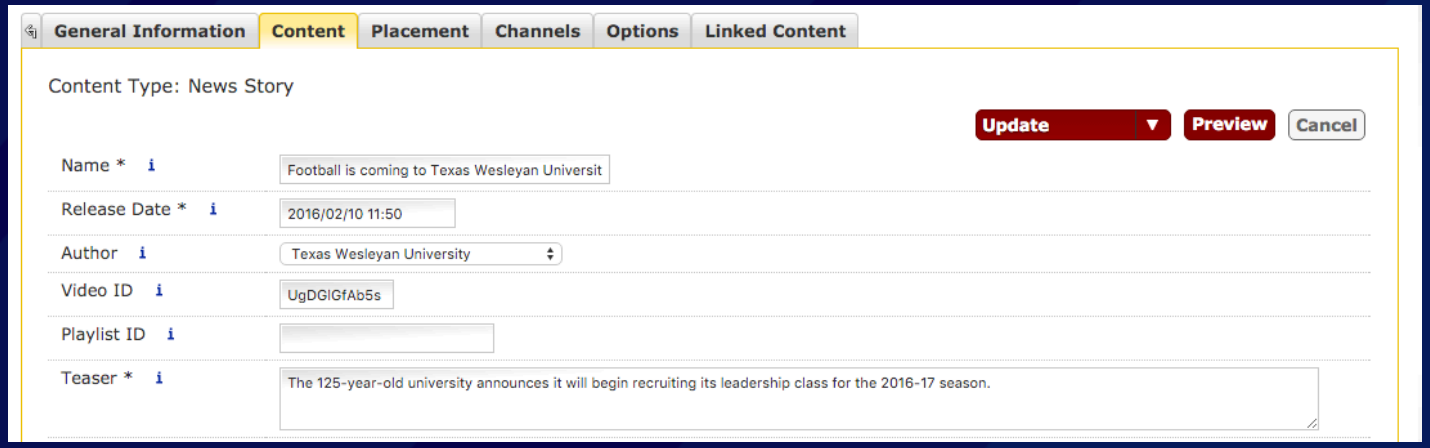
# How to optimize your news story meta-data:

- Story teasers are VERY important. Why?
  - Meta data
    - Shows in Google Search results
    - Shows in Facebook when shared
    - Applies to both news & events



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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

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**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

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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?

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# ROCKSTAR WINNERS!

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# 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

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# THANKS!

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