

Creating SEO Friendly Content



THE UNIVERSITY OF
TENNESSEE
KNOXVILLE



Objective

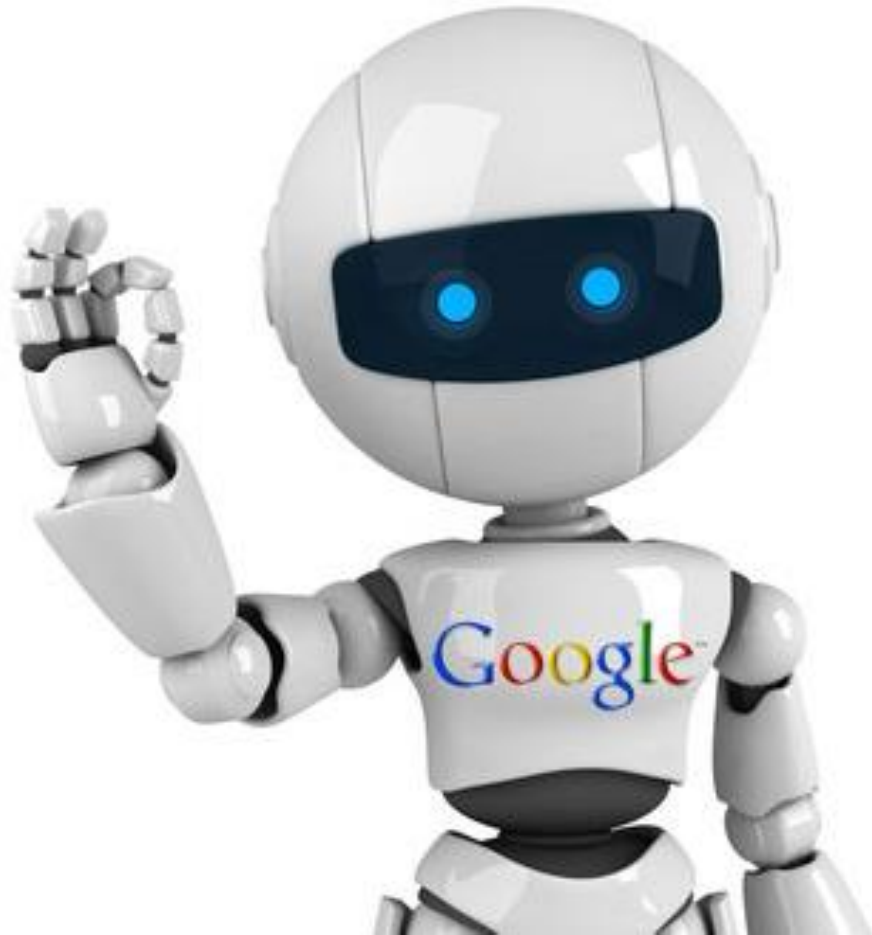
1. Understand Basics of SEO
2. Strategy & Planning
3. On-the-Page SEO Best Practices.
4. Measuring Success

What is SEO?

Relates to the **on-page and off-page** factors websites use to improve rankings and reach target audiences from the organic (free) sections of search engines results.

At its core, SEO is rooted in **good user experience (UX)** for our audiences. It's good web design. Good content strategy/planning. Good copywriting. Good web-accessibility practices.





Why SEO?

- It's not just about the numbers. **It's about reaching the right audiences.**
- Long-term content promotion and touchpoints with key audiences.

Strategy & Planning



Strategy

- Identify your goal with your content. Why is this content important?
- Know your audiences. Who is this content meant to reach and why? (hint - “everyone” is never the answer).
- Think about the results. How will you know your efforts were successful?
- *Now consider:* What terms would your audience be searching for to find your content?

Planning & Research

- Identify your keyword.
 - Put yourself in the shoes of your target audience.
 - Identify a **two to five word keyword**.
 - Brand names do not have to be included in keyword.
 - Test it by ‘Googling’ it.
- Research what your audience is “Googling”
 - A Helpful tool is [Answer the Public](#)



SEO Best Practices: On the Page

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- Keywords & Secondary Keywords
 - Headlines & Secondary Headlines
 - Tips for Implementing SEO Driven Content
 - Updating Meta Information
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Put Your
AUDIENCE FIRST

Don't make it awkward.



Keywords

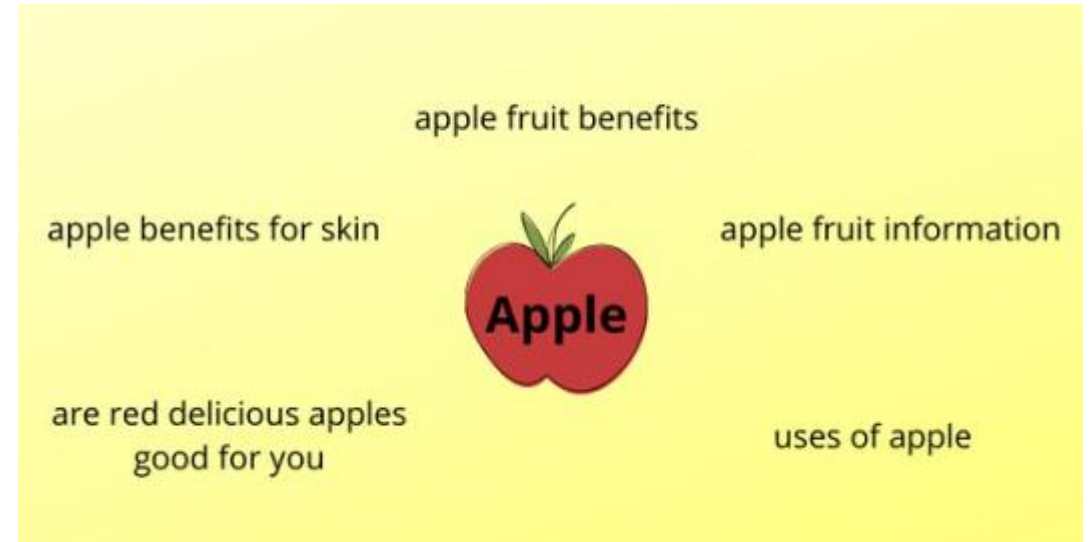
Keywords can serve as a guide to content creation and answering user queries, and should appear in:

- Header/page title/H1.
- Within the introductory paragraph.
- In the URL of the page. (utk.edu/yourkeyword).
- On a link to an internal page.
- Throughout content, targeting a 1%-2% keyword density.
- In the “Meta” title and description for the page.

Secondary Keywords

Secondary keywords help add details and support primary keywords in search. They can be:

- Acronyms.
- Alternative phrasing.
- User questions discovered in Answer the Public.
- Variations in naming conventions.





Headlines

Headlines “Tell and Sell” a story to search engines.

There are two types of primary headlines:

- The H1, or Page Title.
- The Meta title for the page, set in Yoast.

Secondary Headlines

Secondary headlines, or section titles, are the h2, h3, h4, h5, h6, etc. tags on a web page.

- Breaks up content into scan-able chunks.
- Indicators to Google on context and hierarchy.
- Can include secondary keywords, when possible.

What's a Digital Taxonomist?

By Hilary Tune | March 31, 2021



All of the information on the internet needs to be organized, and the people doing that work are called digital taxonomists. Information professionals have long been the people responsible for categorizing, labeling, cataloging, and organizing information and managing knowledge – these hierarchies of categories that are used to classify information are taxonomies.

With the advent of the digital age and internet 2.0, there's been an explosion of digital content and taxonomy functionalities have expanded greatly, building on traditional information sciences skills and theories to make digital information more searchable. Digital taxonomists are the people who make sure all that information can be found by the right audience.

What Does a Digital Taxonomist Do?

"A clear taxonomy keeps your content organized and allows your audience to easily find your content through either the navigation structure on your website (i.e. menu and content placement within the menu) or through onsite search (i.e. back end tags). Without taxonomy, your content is wasted because no one can find it," stated an [article on Medium](#) about the role of a digital taxonomist.

Digital taxonomists and metadata or cataloging librarians employ knowledge management and organization based on the same information sciences theories, but the applications and environments in which they work can vary widely.

How to Pursue Digital Taxonomy as a Career

Taxonomy is often intertwined with metadata, knowledge management, and digital asset management (DAM), so acquiring expertise in these areas is a good idea for those who desire to go into



Content Tips for SEO

A few helpful tips when creating content and web pages.

- 1-2% keyword density.
- Break up content into short, digestible chunks.
- Include synonyms, acronyms, and secondary keywords throughout content.
- Use active voice, plain language, and transition words.
- Size/compress images.
- Update image alt tags, include related keywords when possible.
- Include an internal link to promote further exploration.

Updating Meta Data

Before publishing, use a plugin like Yoast to update the:

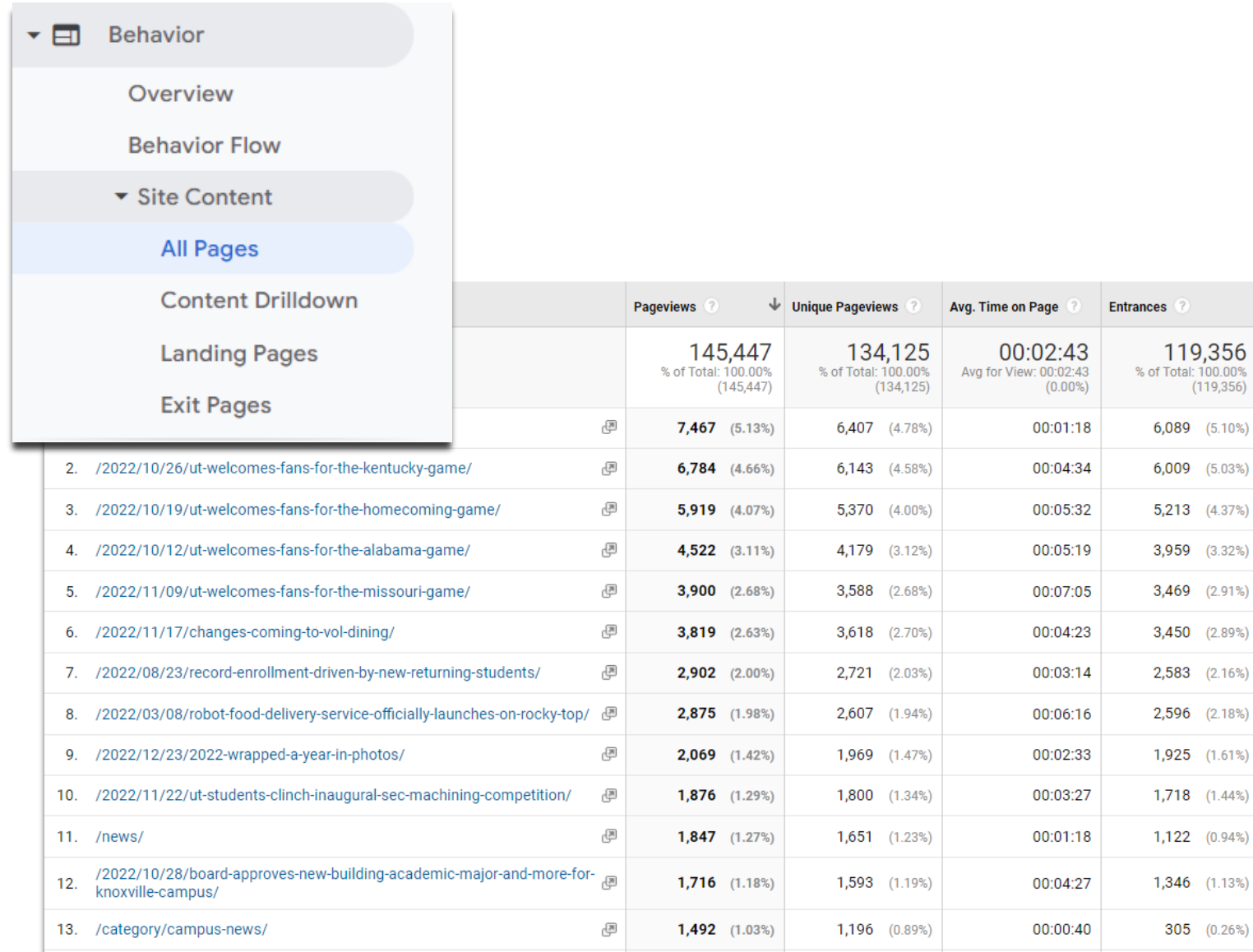
- Focus keyword.
- Meta title (the Google listing title).
- Meta description (the Google listing body copy).

The screenshot displays the Yoast SEO plugin interface. At the top, there are tabs for SEO, Readability, Schema, and Social. The 'Focus keyphrase' section shows 'University of Tennessee' in a text box with a 'Get related keyphrases' button below it. The 'Google preview' section shows a preview of the search result for 'University of Tennessee, Knoxville' on 'www.utk.edu', including the date 'Aug 31, 2021' and a snippet of text. The 'Meta data' section on the right includes fields for 'SEO title' (set to 'The University of Tennessee, Knoxville'), 'Slug' (set to 'home'), and 'Meta description' (set to 'Learn how University of Tennessee Volunteers light the way for others. Request information, visit campus, or apply for admission.'). There are 'Insert variable' buttons for the title and description fields. At the bottom, there is an 'SEO analysis' section for 'University of Tennessee'.

Measuring Success

Google Analytics

The Behavior > Site Content > All Pages section of Google Analytics is a great place to measure qualitative metrics, like “Unique Pageviews,” “Avg. Time on Page,” and “Avg. Pages per Session”



The screenshot shows the Google Analytics interface for the 'All Pages' section. A navigation menu on the left includes 'Behavior', 'Overview', 'Behavior Flow', 'Site Content', 'All Pages' (selected), 'Content Drilldown', 'Landing Pages', and 'Exit Pages'. The main table displays performance metrics for various pages, sorted by Pageviews in descending order. The table has five columns: Pageviews, Unique Pageviews, Avg. Time on Page, and Entrances. Each row includes a rank, a page URL, a print icon, and the corresponding metrics with their percentage of total.

	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?
	145,447 % of Total: 100.00% (145,447)	134,125 % of Total: 100.00% (134,125)	00:02:43 Avg for View: 00:02:43 (0.00%)	119,356 % of Total: 100.00% (119,356)
	7,467 (5.13%)	6,407 (4.78%)	00:01:18	6,089 (5.10%)
2. /2022/10/26/ut-welcomes-fans-for-the-kentucky-game/	6,784 (4.66%)	6,143 (4.58%)	00:04:34	6,009 (5.03%)
3. /2022/10/19/ut-welcomes-fans-for-the-homecoming-game/	5,919 (4.07%)	5,370 (4.00%)	00:05:32	5,213 (4.37%)
4. /2022/10/12/ut-welcomes-fans-for-the-alabama-game/	4,522 (3.11%)	4,179 (3.12%)	00:05:19	3,959 (3.32%)
5. /2022/11/09/ut-welcomes-fans-for-the-missouri-game/	3,900 (2.68%)	3,588 (2.68%)	00:07:05	3,469 (2.91%)
6. /2022/11/17/changes-coming-to-vol-dining/	3,819 (2.63%)	3,618 (2.70%)	00:04:23	3,450 (2.89%)
7. /2022/08/23/record-enrollment-driven-by-new-returning-students/	2,902 (2.00%)	2,721 (2.03%)	00:03:14	2,583 (2.16%)
8. /2022/03/08/robot-food-delivery-service-officially-launches-on-rocky-top/	2,875 (1.98%)	2,607 (1.94%)	00:06:16	2,596 (2.18%)
9. /2022/12/23/2022-wrapped-a-year-in-photos/	2,069 (1.42%)	1,969 (1.47%)	00:02:33	1,925 (1.61%)
10. /2022/11/22/ut-students-clinch-inaugural-sec-machining-competition/	1,876 (1.29%)	1,800 (1.34%)	00:03:27	1,718 (1.44%)
11. /news/	1,847 (1.27%)	1,651 (1.23%)	00:01:18	1,122 (0.94%)
12. /2022/10/28/board-approves-new-building-academic-major-and-more-for-knoxville-campus/	1,716 (1.18%)	1,593 (1.19%)	00:04:27	1,346 (1.13%)
13. /category/campus-news/	1,492 (1.03%)	1,196 (0.89%)	00:00:40	305 (0.26%)

Google Search Console

Search Console tools and reports help you measure your site's search traffic and performance by page and keyword.

Performance on Search results EXPORT

Search type: Web ✎ Date: Last 3 months ✎ + New Last updated: 13 hours ago

QUERIES PAGES COUNTRIES DEVICES SEARCH APPEARANCE DATES

Top queries ↓ Clicks Impressions

utk news	312	499
sarcasm emoji	237	10,071
union deli utk	144	255
tennessee today	124	895
university of tennessee enrollment 2022	118	599
haslam scholars 2022	96	142
famed composer rachmaninoff	90	949
famed composer and pianist rachmaninoff	86	1,817



Takeaways

1. Put user experience and your audience first.
2. Consider SEO in your content planning.
3. Implement SEO best practices in your headlines, content, images, and meta information.
4. Set up a cadence to measure success.

A wide-angle photograph of a cityscape at sunset. The sky is a mix of orange, yellow, and blue, with scattered clouds. In the foreground, a large metal truss bridge spans across a wide river. The city buildings in the background are silhouetted against the bright sky. The word "Questions?" is written in a large, white, sans-serif font in the center of the image.

Questions?