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.
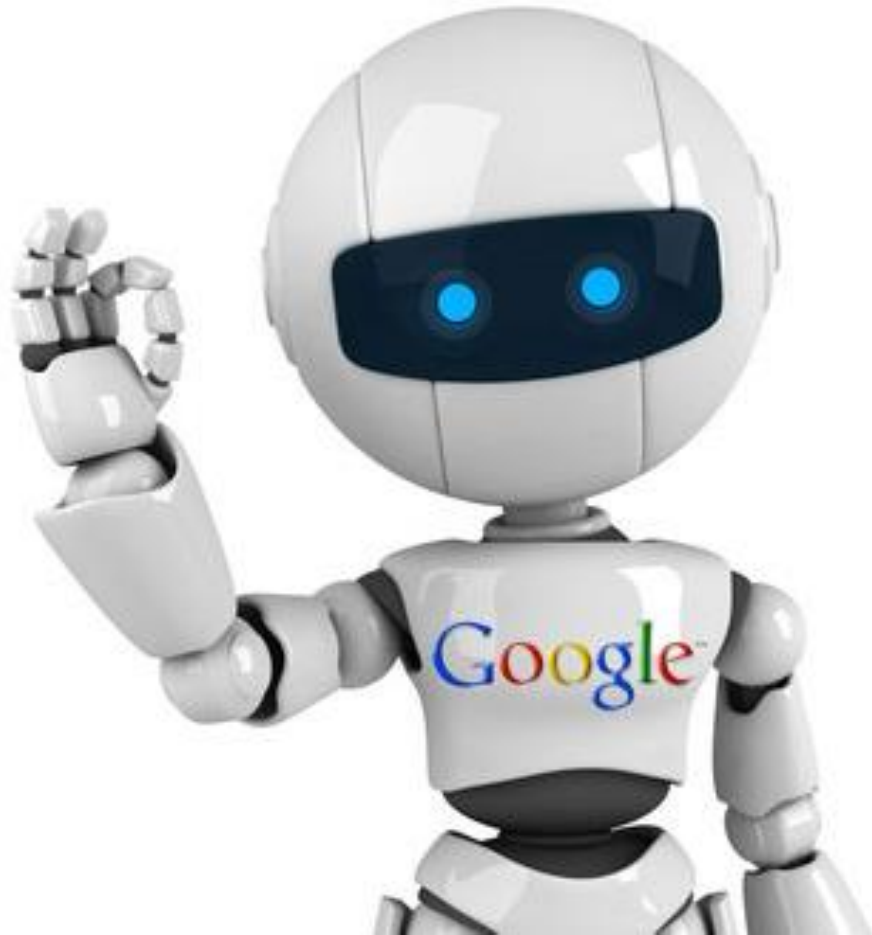
Why SEO?

- 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

- Keywords & Secondary Keywords
- Headlines & Secondary Headlines
- Tips for Implementing SEO Driven Content
- Updating Meta Information

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.
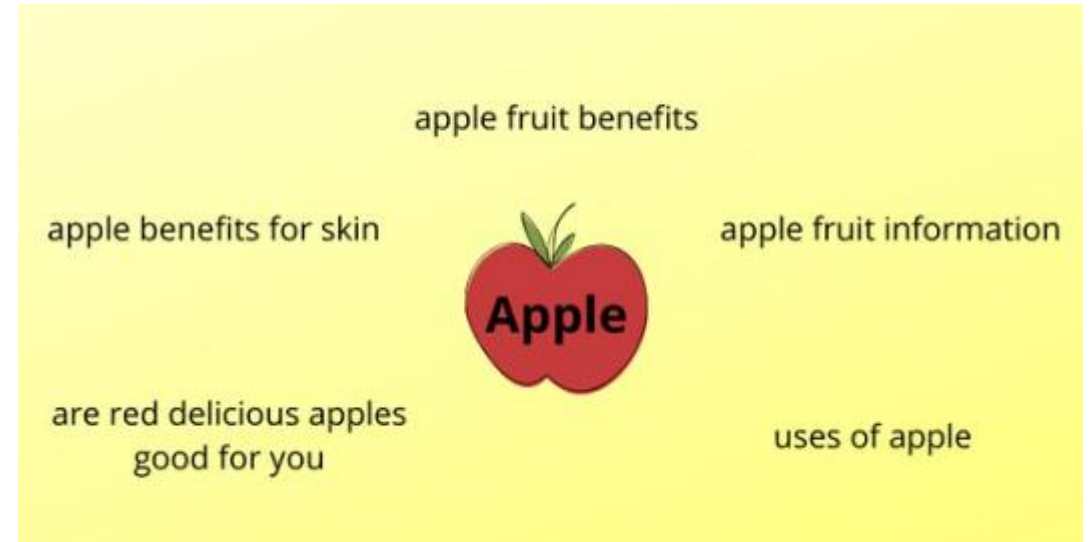
Headlines

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.

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

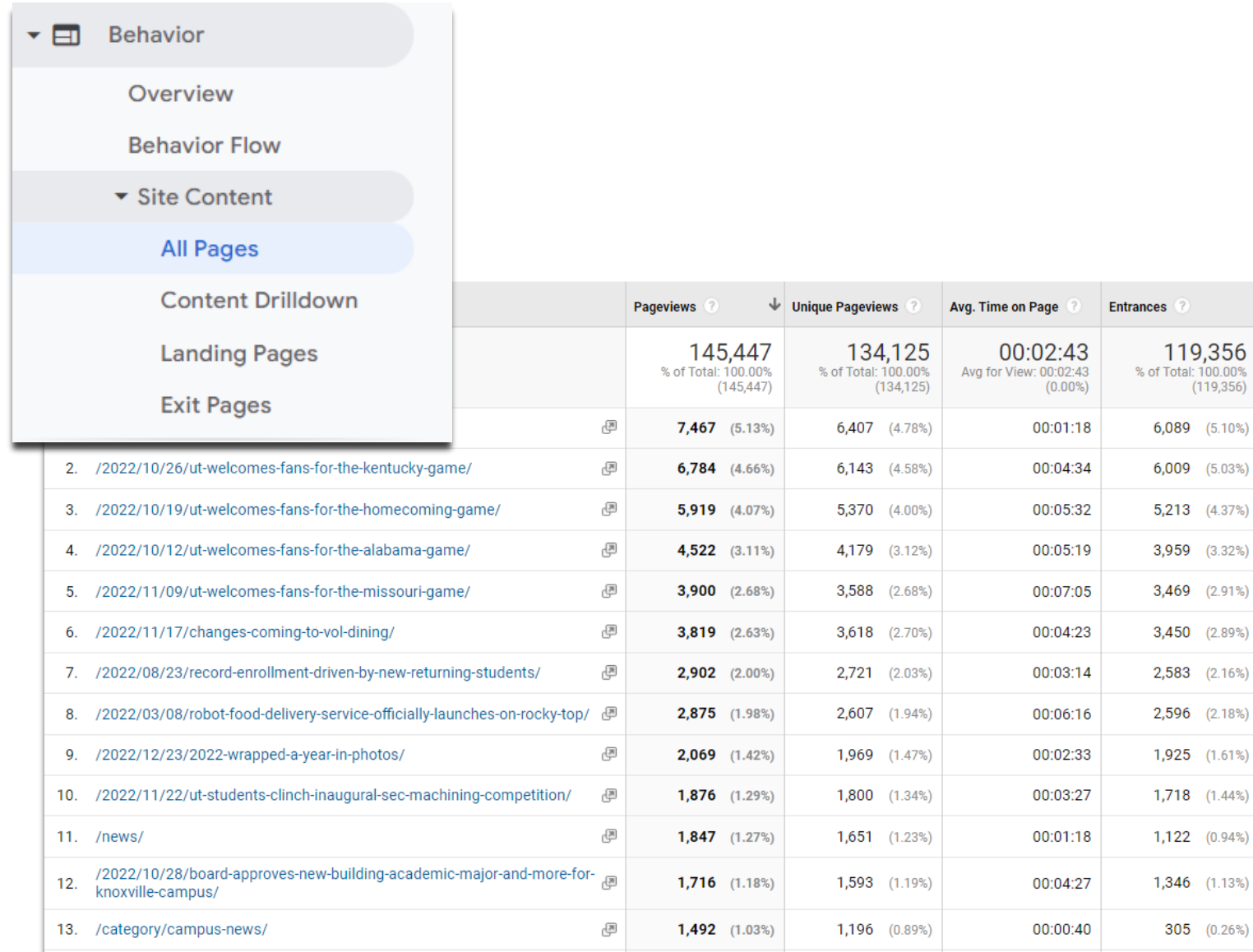Before publishing, use a plugin like Yoast to update the:

- Focus keyword.

- Meta title (the Google listing title).

- Meta description (the Google listing body copy).

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"

		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)
1.		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

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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.

Questions?