Search Engine Optimization Guide

Google`s main goal is to improve the quality of their search results. They want their users be happy with the results of their searches. That`s why Google wants your website to have relevant content, great user experience, be search engine optimized (SEO) and serve as a source of authority. If users come to your website, get what they're looking for and have a good time doing it, Google will take notice, you'll rise in rank, and if more users have the same experience, the whole process will continue.

1. **Content**

Provide high-quality content on your pages, especially your homepage. This is the single most important thing to do. If your pages contain useful and interesting information, their content will attract many visitors and entice other website owners/webmasters to link to your site. In creating a helpful, information-rich site, write pages that clearly and accurately describe your topic.

Think about the keywords users would type to find your pages and include those words on your site.

What to focus on:

- Verify that you have written a minimum of 400 words for every page on your website
- Split the content into short paragraphs, consisting of 2 - 4 sentences, or bulleted lists
- Add a headline to the opening of each paragraph to describe the upcoming information
- Within the body content create anchor text links to a similar page on the website
- Add a page title that speaks to your targeted visitor and the topic of the page
- Use a font size that is easy to read
- Use BOLD and *Italics* to draw users attention
- Make the page easily shareable on social networks

2. **Keywords**

Think of the specific keywords/key phrases that you want your web pages to be associated with. Every page should have different keywords depending on the content presented there. Once you have defined the keywords that best represent the content of the webpage, make sure to use those keywords when writing the content for the page.

3. **Home page**

Think of the 2 - 4 most important keywords that describe your whole website. Write 1 paragraph for each one of those keywords. Use the specific keyword at least a couple of times in that paragraph. Use images.

Optional:
- Include a brief "welcoming" video on the home page
- Include an image-slider highlighting the main purpose of the website (i.e. related to the keywords)

4. **Page description**

Write a different/unique description (i.e. "meta-description") for every single page on your website. When writing the page description, use those keywords that you want that specific page to be associated with.

Google might use them as snippets for your pages. Note that we say "might" because Google may choose to use a relevant section of your page's visible text if it does a good job of matching up with a user's query. Words in the snippet are bolded when they appear in the user's query. Keep the size between 150-160 characters.

While 155 characters is target length, keep in mind that words aligning with the search query will be bolded, causing your description to be longer. So it would be advisable to keep the character length between 115-145 characters. It's also important to include some form of a CTA or value proposition. Words like 'decide,' 'learn' or 'find out' can be considered calls to action in this situation.

Navigation	Footer Settings	Global Settings	Micro Site Settings	SEO	Top Slider Area

BrowserTitle

MetaDataDescription

5. **Page title**

Create a different/unique title for each page on your site that includes the keyword/keywords for that specific webpage. If possible, use those keywords in the beginning of the title.

Navigation	Footer Settings	Global Settings	Micro Site Settings	SEO	Top Slider Area

BrowserTitle

MetaDataDescription

6. **Page headline**

Every webpage should have a headline that describes the content of the page. Include all the important keywords with that headline. If there are more than 2 keywords you can create two headlines with the different text appearing below them.

On-Page Editing → Content → Main Content → Paragraph → **Heading 1**

MainBody
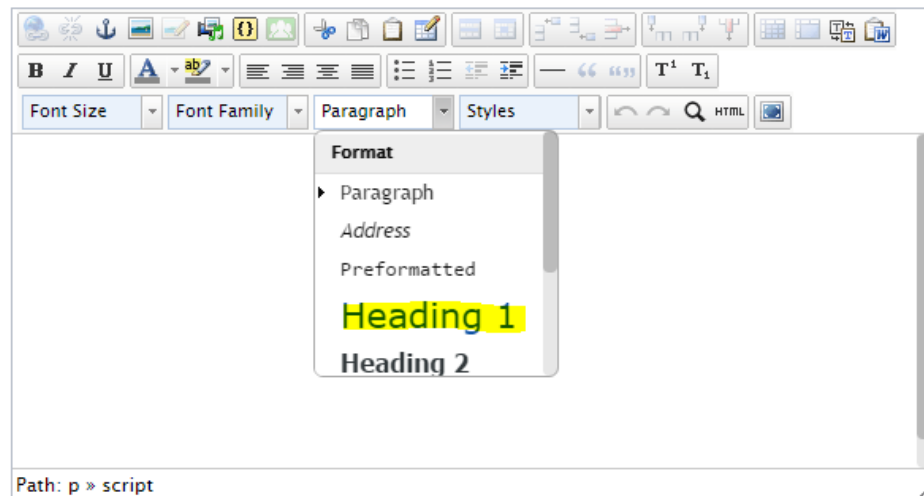
7. **Image optimization**

Include visuals/images on your webpages. For better user experience, have at least one visual/image on the page and write a short "***alt-description***" for that visual/image including the keywords for the specific page/topic. Also, use brief, but descriptive filenames for the visuals/images that have been used on the page.

What to focus on:

- Use keywords in image filenames (separated with dashes). Avoid using filenames like image1.jpg or person1.jpg. Instead, use meaningful names with dashes. For example vitiligo-treatment-results.jpg
- Keep all image files in a dedicated folder in your site i.e. www.umassmed.edu/images/
- Optimize the image size. The smaller the size of the image (in KB) the faster is your web site. You can use a free tool from Yahoo to make your image size smaller without losing the quality.

Remember: Strive for a balance between text & visuals/images on the page.
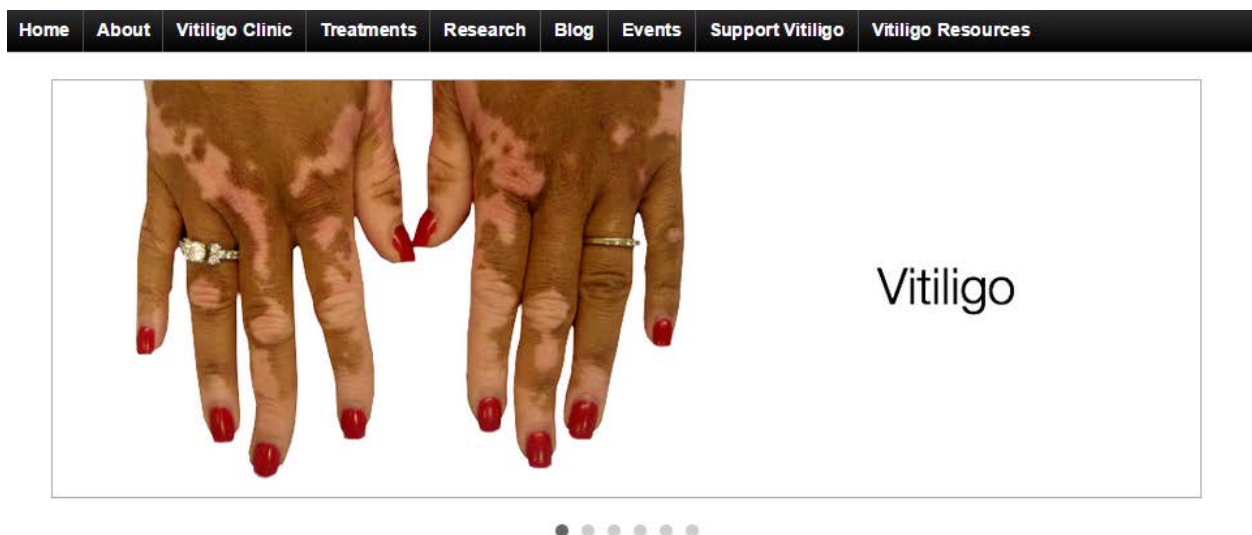
8. **Page URLs**

Think of relevant URL names for the different pages on your website. Make sure that the most important keyword for the specific page is included in the URL. Use only small letters in the website URLs.

What to focus on:

- Use hyphens ' – ' to separate the words that make up a URL
- Avoid lengthy URLs with unnecessary information
- Use words that describe what the page is about but avoid keyword stuffing

Example (bad): http://www.umassmed.edu/vitiligo/Documents/page1/
Example (bad): http://www.umassmed.edu/id=7&sort=A&action=70
Example (bad): http://www.umassmed.edu/123213/5005.html

Example (good): http://www.umassmed.edu/vitiligo/research/adaptive-immunity/
Example (good): http://www.umassmed.edu/vitiligo/2015/12/social-media-news

9. **Website navigation**

All of the important web pages have to be easily accessible through the site navigation – i.e. different tabs on the top or on the left side of the page.

10. Internal links

Internal links are links in a page that point to other pages within our website - i.e. not external links. When creating internal links, focus on the following:

- Link related articles together either by using keyword anchor text or by using the full article title
- Make sure that the links are useful both for the user and easy to understand by search engines
- Do not use terms like 'click here' or '[..]' for internal linking
- Don't overdo it. 4-5 internal links per page are enough (create more if really necessary)

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September 10 – December 3, 2015

InsightLA, Santa Monica, CA

Instructor – Christiane Wolf, MD, PhD

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Testimonials

11. Network references

Develop a strong network of links, both to and from authoritative sites within the same area of interests as your site. This sends a strong signal to Google that your website serves as a relevant resource for users in search of your area of expertise.

| Domains	Links ▲	Linked pages
umassmed.edu	39,233	34
disqus.com	40	14
baras.ir	40	3
sharescene.com	26	2
wordpress.com	21	4
vrfoundation.org	12	5
veooz.com	12	2
vitiligoluyum.com	11	1
bmj.com	8	1
25june.org	7	3
vitiligobond.org	6	1
youtube.com	6	1

12. **Social Media**

Google looks at the traffic source of your website when it ranks it. The diversity of traffic impacts the organic search results. Being popular on social media also plays a role in how you rank in organic search results.

- Consider following and asking to be followed by other field-related Twitter and Facebook accounts
- Include your link in the post so as you can drive traffic from those posts
- When sharing content, use # for certain keywords that you want people to be able to find you under. Example: #vitiligo, #vitiligo research, #vitiligo treatment, #vitiligo news (applicable to both Facebook & Twitter)
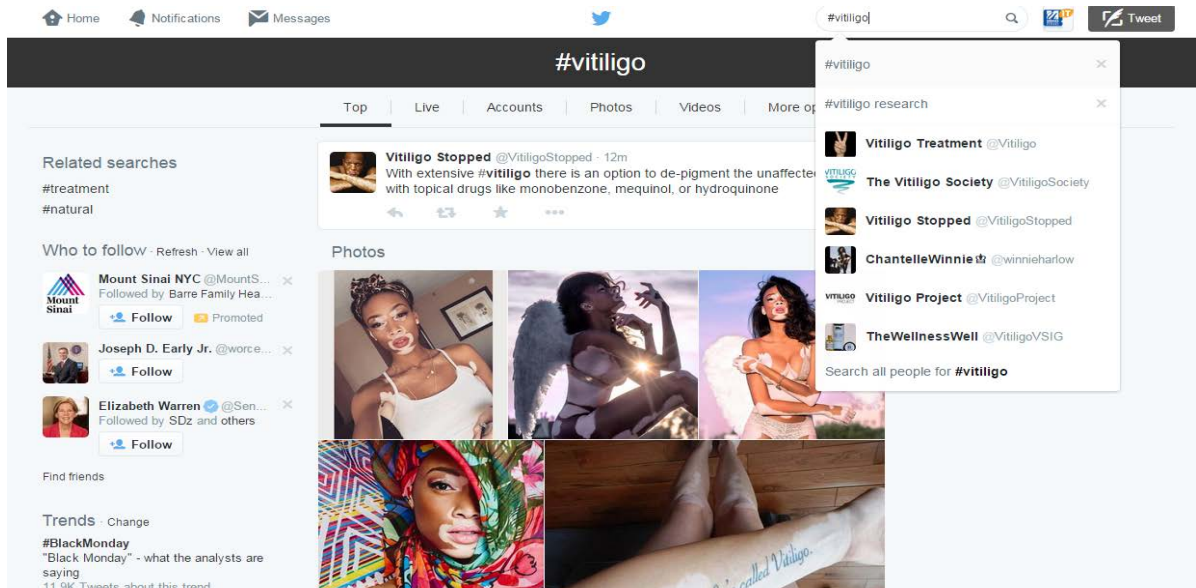
- Consider promoting blog posts on LinkedIn Groups
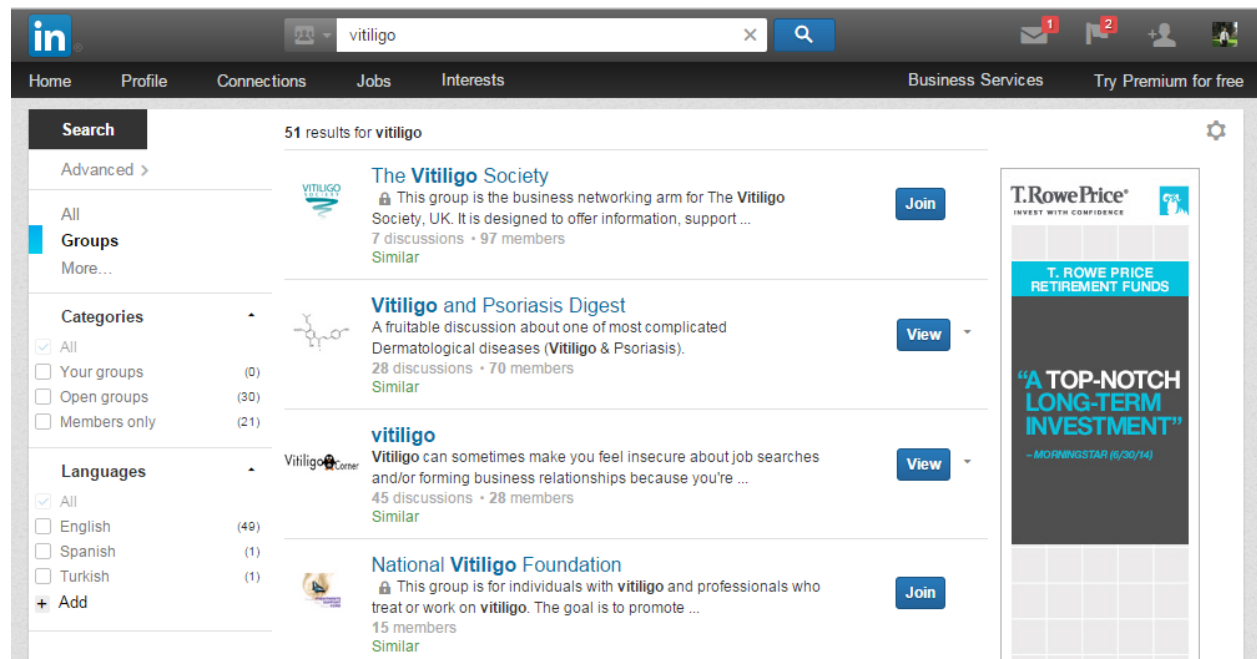
- Consider embedding a social-sharing widget on your website so as your content can be easily shareable with other people on social networks.

93	991	15	86	0	0
f Share	y Tweet	g +1	in		P

13. **Web-based tools to track website performance**

   a. **Google Analytics**
www.google.com/analytics/ - training can be scheduled upon request

   b. **Google Search Console**
https://www.google.com/webmasters/tools/ - training can be scheduled upon request

   c. **KW Finder**
https://kwfinder.com/ – training can be scheduled upon request

14. **SEO resources:**
   a. Official Google SEO guidelines - http://bit.ly/1NPsFz6
   b. The beginners guide to SEO - https://moz.com/beginners-guide-to-seo

Research main keywords using various tools, analysis and competitor analysis

Research

Structure
Develop structure for keywords on each page

SEO**

On–Site SEO
Optimize each page for main Keywords

Link Building
Build links to homepage & main pages

Analyze Rankings and Traffic
As search engines update and traffic increases, lock into rankings and traffic to annalyze results.

Keep Improving
Search engines take time to update links and keywords

Search Engine Optimization Checklist

- [ ] **Content**

- [ ] **Keywords**

- [ ] **Home page**

- [ ] **Page description**

- [ ] **Page title**

- [ ] **Page headline**

- [ ] **Image optimization**

- [ ] **Page URLs**

- [ ] **Website navigation**

- [ ] **Internal links**

- [ ] **Network references**

- [ ] **Social Media**

- [ ] **Web-based tools to track website performance**

- [ ] **SEO resources**