SEO Workshop: Drexel Communications Day
September 7, 2017

Presented to:
Session Objectives

1. Explain the relationship between SEO & content

2. Explore the content optimization process

3. Practice optimizing content for users to improve organic search visibility
To increase a site’s visibility on search engine

Allow our prospective and current customers to find information about Drexel - brand awareness

Provide an experience that builds trust and encourages users to take a desired action on drexel.edu

SEO is the practice of improving content, user experience, and technical crawlability of websites

Visibility  Traffic  Apply
The Search Engine Landscape

- **Organic Results (SEO)**
  - Data Science BS Program - Accredited, Respected Programs
  - NJ & NYC 2017 Schedule - Data Science Certification - sollersnj.net
  - Goergen Institute for Data Science: University of Rochester
  - 5 Things You Should Know Before Getting a Degree in Data Science
  - B.S. Data Management/Data Analytics - Western Governors University

- **Paid Results**
  - Search Query: bs data science
79% of people discover products & services through organic search

Link to source
How Does Google Work? [Short Answer]

1. Google discovers and stores the content on your website
2. Google understands the content on your website
3. Google ranks your content on its search engine
How Does Google Work? [Long Answer]

1. Google and other search engines have created algorithms that evaluate over **200+ ranking factors** to understand which sites will provide the best answer for a user’s query.

2. The mission of these search engines is to provide users with the most **relevant** and **high quality** information possible.

3. The Google algorithm can change up to 600 times per year ([source](#)).
4 Primary Factors that Impact Organic Rankings

Relevancy
- Content answers questions users are searching for
- Content aligns with how users search

Quality
- Content is fresh and unique
- Content format is ideal for query

Authority
- Content is shared socially and linked to
- Brand is cited often online

Accessibility
- Search engines can crawl & index the content
- Usability meets customer needs
Why is Content Important?

“Your potential customers have questions about your company, your products, your services, your competitors. Creating and propagating smart, optimized content that succinctly answers those questions is the most direct line to sales and loyalty.”

- Jay Baer, Convince & Convert

“Make pages primarily for users, not for search engines. A useful test is to ask, "Does this help my users? Would I do this if search engines didn't exist?"

- Google Webmaster Guidelines
What Types of Content Can You Optimize?

A. Blog/News Posts
B. Videos
C. Images
D. General Site Content
Factors for Search Friendly Content

**Relevancy**
- Content includes researched keywords in the copy
- Content style reflects user behavior & audience insights

**Quality**
- Content is supplemented with bulleted lists, audio/video, and imagery if applicable
- Content is not duplicated from any other sources, and not thin

**Authority**
- Content is authored by a real person
- Content offers a valuable perspective which can be naturally shared and cited

**Accessibility**
- Video content is transcribed & images are optimized for search engines
- Content is clean, organized and easily scanned by users
1. Select **priority keyword(s)** you’d like to target for your content piece

2. Select **secondary keywords** to target as well and ensure these keywords are used at least once in the copy
   - Generally speaking, target 1-2 priority “head terms” (ex: “data science degree”) and 3-10 priority “long tail terms” (ex: “bs data science philadelphia”)

3. Review your final copy - **do the keywords flow** with the copy or feel stuffed an unnatural?
What should I consider when executing content to ensure its quality is high?

1. Ensure your **copy is unique** and not published anywhere else on the web - search engines view this as low quality.

2. Ensure your **copy engages the visitor** and offers a **call to action** in order to decrease bounce rate.

3. For topical subjects, **create fresh copy** as opposed to republishing older pieces.

4. Google the keyword that you think the piece of content you are writing is most relevant for. Review the content in position 1 on Google. **Challenge yourself to write an even better piece.**
What should I consider when executing content to ensure its **quality** is high?

“The average content length for a web page that ranks in the top 10 results for any keyword on Google has at least 2,000 words. The higher up you go on the search listings page, the more content each web page has.”

– QuickSprout
What should I consider when executing content to ensure it’s authoritative?

1. Users share content more when it’s uniquely valuable - by offering exclusive quotes, data, or valuable insights from experts, the likelihood of sharing (and increasing the content’s authority) is increased.

2. Users share content more from a reputable source. Users are more apt to share content penned from an individual as opposed to a nameless source.

3. Users share content that they know about. By promoting quality content through earned, paid, and owned media, your authority will indirectly increase.
What should I consider when executing content to ensure it’s accessible?

1. **Transcribing video content** is a major opportunity for both search engines & users.
2. Leveraging your priority keywords with **alt tags on visual content** is another opportunity win.
3. When **content is clean and organized**, users are more apt to engage, share, and take the action you desire.
4. PDFs, image files, and click to read buttons can **hinder** Google’s ability to crawl web pages.
Optimizing On-Site Content
Conducting Keyword Research

Identifies how the general public approaches a particular topic - how they refer to products and services, what they want to know about them, etc.

- **Example:** A person familiar with a college and its specifics might search “drexel computer science degree” or “bs degrees in data science”, while a person who is unfamiliar, further up the funnel, might search for “analytical degrees”

- **Example:** “data science degree” vs “analytics degree” (2,400 vs 260) shows the importance of keyword research when the difference is subtle
Bachelor of Arts in Anthropology

Drexel’s BA in Anthropology provides students with a general introduction to the four subfields of anthropology: cultural anthropology, biological anthropology, linguistic anthropology and archaeology. Students gain an exceptional background in theory, methodology and field experience to prepare them for law school, graduate school or careers in museums, educational institutions or community organization. Students broaden their understanding of the diversity of cultures and ways of life through theoretical and specialized courses, while being trained in field techniques and methodological skills.

At the heart of our curriculum is a six-month co-op that takes place during the junior year. Students also participate in an annual seminar course. Through these experiences, students learn to transform their fieldwork into ethnographic writing, films and other products.

The Seminar

The anthropology seminar provides an opportunity to be mentored by faculty and to establish peer-monitoring relationships with other students both in and outside of formal classes. Students also have the opportunity to plan fieldwork and discuss current issues as a group. The seminar requires students to present their research, and facilitates the transformation of field experiences into ethnographic writing, films and other products.

LEARN MORE ABOUT THE DEGREE IN THE COURSE CATALOG

CAREER OPPORTUNITIES

Seventy percent of anthropology graduates have continued their studies at the graduate level in related fields: cultural anthropology, Mesoamerican archaeology, marine archaeology, museum studies, public health, law, speech pathology, sociology, international relations and communications.

Anthropology graduates have also begun careers in anthropology, ethnography and social services, among other areas. Many corporations, schools and health care institutions are also using ethnographic field techniques and qualitative methods to understand their markets and clientele, as well as their own organizational structure.

DREXEL CO-OP

Another unique feature of the Bachelor of Arts in Anthropology is the cooperative education program. Through Drexel’s co-op program, students embark on a six-month period of full-time employment, exploring their career options, strengthening their resumes and building a professional network in the process. This co-op experience is the cornerstone of the anthropology major. Co-ops are independently developed and can be in metropolitan areas or in more remote international settings traditional for anthropological work.
Types of Queries

Short Tail (1-3 Words)

“ba anthropology”

- Broad Intent
- Higher Search Volume
- Early in the awareness phase
- Less knowledgeable about the topic

Long Tail Keywords (3+ words)

“best anthropology degree philadelphia”

- Lower Search Volume
- Searching with clear intent
- Further into the research and consideration phase
Tools For Keyword Research

**Related Searches:** shows queries that other people use after they search for the keyword you’ve used or that are commonly associated with your keyword you’ve entered.

Searches related to ba anthropology

- anthropology jobs
- anthropology major
- anthropology degree
- anthropology careers and salaries
- cultural anthropology jobs
- anthropology job listings
- anthropology store
- anthropology clothes
Tools For Keyword Research

Answer The Public:
Provides long tail keyword suggestions for any phrase categorized by questions or prepositions
### Tools For Keyword Research

**UberSuggest**: Provides keyword suggestions for any specific keywords based on MSV and alphabetized suggestions

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Monthly Volume (US)</th>
<th>CPC (US)</th>
<th>Competition (US)</th>
</tr>
</thead>
<tbody>
<tr>
<td>anthropology degree</td>
<td>1,000</td>
<td>$15.34</td>
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<tr>
<td>anthropology degree australia</td>
<td>10</td>
<td>$0.00</td>
<td>0.14</td>
</tr>
</tbody>
</table>
Tools For Keyword Research

**Google Keyword Planner:** provides insights on keyword ideas, competition, and search volume once you have identified which keywords you’d like to potentially go after.
Where to Use Keyword Research

Meta Data

Anthropology (BA) | CoAS | Drexel University - Philadelphia
drexel.edu/coas/academics/undergraduate-programs/anthropology/
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On-Page Copy

Bachelor of Arts in Anthropology

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Meta Data and Site Content will help search engines determine what your site is about and whether or not it is relevant to a search query (keyword).

Indicators Include:

- Descriptive (keyword-rich) page content
- Page title & headers
- Internal links
- URLs
Anatomy of Title tags

- A **title tag** tells the user (and search engines, too) what a page is about
- Can be used to entice users to click onto a page and read further
Best Practices for Title Tags

- 50-70 characters in length is a best practice, however tags should be written with what’s best for the user in-mind
  - Length of title tags are determined by pixel width, not character count, so 55 is a good number to aim for minimize truncation

- Valuable and descriptive keywords should be used closest to the start of a title tag

- Put brand at end of title separated by a dash or separator ( | )
  - Example: New Archaeological Discoveries | Drexel University
Meta Data: Descriptions

A meta description appears below a title tag on Search Engine Results Pages.

- Offers a brief, albeit more in-depth description of a news article, post, or release; can also include a call to action.

- It is not a weighted factor in Google’s ranking algorithm.
Best Practices for Meta Descriptions

• Should be written in a way that encourages the user to click on that specific search result (call to action)

• Keep it between 150-160 characters, but again the number of words displayed is based on pixels. You can use this tool to see how your title and description will appear to users.

• Include keywords, since the user’s search appears in bold type, increasing click-through rate.

EXAMPLE
Drexel's cooperative education program was one of the first of its kind, and it continues to be among the most renowned. Discover how college co-ops work today.
Heading Tags

- The h1 is the most important tag. Search engines pay attention to the words used in the h1 tag as it should contain a basic description of the page content, just as the page title does. Think of these like chapters in a book.

- The six heading elements, H1 through H6, denote section headings
Heading Tag Best Practices

- Like the Title Tag, the H1 is a good way to incorporate search terms

- Do not use more than one h1 tag on a page. Try to limit the usage of remaining H#

- Try not to repeat heading tags on different pages of the site. It is a good practice to have unique heading tags throughout the site.
Best Practices for URL Structure Optimization

- The more readable by humans, the better!
- Include keywords and match URLs to titles where it makes sense
- Try to stick to “-” only
- Keep it at 50-60 characters
- Use all lower-case
- Avoid certain characters (#,!,*,+,%,etc)
On Page Copy: Beware of Over-optimization

- Avoid keyword stuffing!
- 2-3 instances of target keywords throughout the copy should be plenty
Content Deserves Freshness

- All other factors remaining equal, search engines will reorder search results so that the newest content will rank higher for the queries that deserve so-called freshness.
- Blog posts can be updated rather than having to write new ones.
Linking to Internal Content

Why does it matter?

1. Passes authority from one page to the next, bridging gap between popular content and most profitable content

2. Provides audience with further reading options

3. Helps improve rankings for specified keywords
Where Can We Link To?

1. Images

2. Linking text within the page to additional content pages or degree pages

3. CTA Buttons to degree pages

4. Gallery Sliders for content previews

TEACHING ENGINEERS HOW TO BUILD PEACE

July 13, 2017

When it comes to answering tough questions like "How do we supply electricity to a village without exacerbating tensions with their neighbors?" "How can installing a water system in a disputed territory lead to greater cooperation?" or "Why is a pipeline being built there?" PeaceTech Lab and Drexel University think engineers could play an important role at the government agencies, companies and relief organizations responsible for these decisions. The University and PeaceTech Lab, a nonprofit organization headquartered at the U.S. Institute of Peace in Washington, D.C., have created a master's degree for engineers who want to contribute to the prevention of crises around the world.

The degree, called “Peace Engineering,” launches this fall as a two-year master of science and a one-year online certificate with the goal of preparing engineers to work with relief organizations and corporations that operate in conflict zones.

“This is a program for engineers who want to have a direct impact on people’s lives," said Joseph Hughes, PhD, a professor in Drexel’s College of Engineering and director of the Peace Engineering program. “By learning about the underlying causes of conflict and approaching these issues from an engineer’s perspective, peace engineers’ are better equipped to plot out viable solutions that can help solve these complex problems without creating more of them.”
Knowing Where To Link

1. How can we drive users down the funnel?

2. What services/content might these users be interested in?

3. What words have I already included, that naturally invite readers to move elsewhere on the site

4. site:drexel.edu “keyword”
Deciding How Often To Link

- Link to pages that are natural paths for the reader to follow
- 1 - 2 links per blog post & 3-5 links per long-form content is acceptable
- Use keywords in your anchor text that are related to the linked page
Full Optimization Process

Keyword Research

Page Copy

Title Tag

Meta Desc.

H1 Tag

Internal Linking
Working Session
Philadelphia Neighborhood Guide

1. Complete initial keyword research
   ● Ubersuggest, Answer the Public

2. Determine Your Title/Description
   ● Include Brand Amendment & CTA

3. Write out the Content Block
   ● 2 Paragraphs, 3 sentences each with associated keywords & relevant CTA
Glossary & SEO Tools
Glossary

- **SEO**: Short for search engine optimization. The process of increasing the number of visitors to a Web site by achieving high rank in the search results of a search engine.

- **SERP**: Stands for Search Engine Results Page. The list of results that appear after entering your query into a search engine.

- **Conversion (goal)**: Achievement of a quantifiable goal on a website. Add clicks, sign ups, requests for more information and sales are examples of conversions.

- **Conversion Rate**: Percentage of users who convert - see conversion.

- **Keyword**: The word or phrase that a user enters into a search engine.

- **Keyword Research**: The hard work of determining which keywords are appropriate for targeting.

- **Link Building**: The process of acquiring hyperlinks from other websites to your own.

- **Keyword Search Volume**: Refers to the number of people searching for a keyword in the search engine(s) in a given time period.

- **Average Keyword Position**: The average position of all keywords ranking on a SERP. If your total average keyword position is a low number, it means many of your keywords rank well in the SERPs and vice versa.

- **Meta Description**: A meta description tag is a snippet of HTML code in a web page header that summarizes the content that is on the web page.

- **Domain Authority**: How well a given domain is likely to rank in Google's search results.
## SEO Tools Pt. 1

<table>
<thead>
<tr>
<th>Tool</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Keywordtool.io <a href="http://keywordtool.io/">http://keywordtool.io/</a></td>
<td>Similar to Ubersuggest with additional suggest platforms outside of Google (Amazon, Youtube, etc.)</td>
</tr>
<tr>
<td>Tag Crowd <a href="http://tagcrowd.com/">http://tagcrowd.com/</a></td>
<td>Visualization tool to illustrate the most common words within suggested results. A great option to use after you get your suggest results to define your seed word buckets</td>
</tr>
<tr>
<td>Google Adwords Keyword Planner <a href="https://adwords.google.com/KeywordPlanner">https://adwords.google.com/KeywordPlanner</a></td>
<td>Google’s tool to get average monthly search volume, you can specify country</td>
</tr>
<tr>
<td>PPC Keyword Concatenator <a href="http://www.found.co.uk/ppc-keyword-tool/">http://www.found.co.uk/ppc-keyword-tool/</a></td>
<td>Very similar to Merge Words but more buckets and permutation options</td>
</tr>
<tr>
<td>Google Webmaster Tools <a href="https://www.google.com/webmasters/tools/">https://www.google.com/webmasters/tools/</a></td>
<td>Google’s toolset with many technical reports &amp; tools for webmasters. Great for looking at search query data to include as seed keywords in keyword research.</td>
</tr>
</tbody>
</table>
## SEO Tools Pt. 2

<table>
<thead>
<tr>
<th>Tool</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google Trends</td>
<td>Look at search trends for keywords over time which can help inform keyword strategy.</td>
</tr>
<tr>
<td><a href="https://www.google.com/trends/">https://www.google.com/trends/</a></td>
<td></td>
</tr>
<tr>
<td>SEMRush</td>
<td>Indexes current and historical keyword data at the domain level. A great place to get ideas for seed keywords and discover keyword gaps between other competitors.</td>
</tr>
<tr>
<td>Scrapebox</td>
<td><strong>BEWARE</strong>: Scrapebox is used by black hat SEOs for nefarious purposes so be careful when using this tool as you can get blocked by Google. Primarily, we use this for scraping Google Suggest Results at scale.</td>
</tr>
<tr>
<td>Term Explorer</td>
<td>Bulk keyword volume tool.</td>
</tr>
<tr>
<td><a href="http://termexplorer.com">http://termexplorer.com</a></td>
<td></td>
</tr>
<tr>
<td>Outwit Hub</td>
<td>Visual scraper creator that functions like a browser allowing you to scrape behind a login and uses HTML to create scraping directives.</td>
</tr>
<tr>
<td><a href="https://www.outwit.com/">https://www.outwit.com/</a></td>
<td></td>
</tr>
</tbody>
</table>