Definitions:

- **SERP**: Search Engine Result Page - What is displayed when you search for a specific keyword
- **CTR**: Click-Through Rate - The number of impressions a piece of content gains in the SERPs divided by the number of users who click through to our website.
- **CVR**: Conversion Rate - The number of organic sessions divided by the number of actions a user takes on our landing pages (i.e., uses a club recommender or makes a club purchase).
- **MSV**: Monthly Search Volume - The average number of times a user searches for a specific keyword.

SEO Checklist - Key Ranking Factors:
There are over 300+ ranking factors that search engines use to determine whether or not a page will rank for a query (keyword) and where in the SERP it will rank. Below are the most important pieces a page absolutely must have to rank well, and without these the page would not rank highly for a query:

1. **Content Planning: Understanding The User’s Search Intent - Ask Yourself**
   - Does the piece of content or landing page address a user’s specific question or need?
     - Is the user searching in order to apply or for an inspirational article? Do they need answers or are they looking for a service?
   - Does the content match a user’s preferred format for the targeted keyword or query?
     - Is the content a long form, how-to, or a visual guide? What does Google tend to show users?

2. **Content Creation: Supplying More Context for Users & Google**
   - **Content**: Varies greatly depending on the user intent, targeted keywords & type of page. Generally, remember to avoid duplicate content (copied word for word) & avoid thin content (lack of substance).
   - **Meta Title**: ~60-70 characters and includes the main targeted keywords & brand name. We recommend adding a “| Drexel University” in every meta title to maintain consistency across results.
     - Example: “Online Tuition & Financial Aid | Drexel University”
   - **Meta Description**: ~155-160 characters and includes the targeted & associated longer tail terms and a call-to-action if space allows.
     - Example: “Discover important research terms commonly used when reading, interpreting, and evaluating scholarly research. Drexel is a nationally ranked research institution.”
   - **Heading Tag (H1)**: Generally, we recommend using the meta title without the brand appendage
     - Example: “Online Tuition & Financial Aid”
   - **URL**: Includes the targeted keyword & clear syntax so the user can understand the page’s context
     - Example: “https://drexel.edu/online-tuition-and-financial-aid/”
   - **2nd Heading Tag (H2)**: Only used in some instances, as though it was a new “chapter” of content which requires a new description. We’d include secondary related keywords to describe the topic of the section.

3. **Additional Rules & Best Practices**
   - **Internal Linking**: Include at least 2-3 internal to other pages on the site.
   - **Clear CTA**: Include at least 1 CTA on every page to direct a user to the next action. What do you want them to do next? Make it clear so that the user is presented with fewer, but still relevant options.
   - **Social Sharing**: Include social sharing buttons prominently on content (where applicable).
   - **Schema Markup**: If applicable, don’t forget to include schema markup on pages that could benefit.