

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.
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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.
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