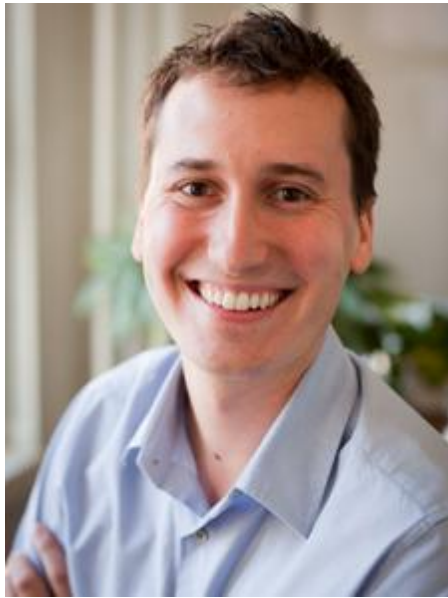


Is Your Website Rich? Cashing in on SEO

Lori Jacobwith
Members Webinar





David Hughes
Account Director



Richard Castera
Web Technology Director



On the Agenda



- What is SEO and why does it matter?
- How do search engines work?
- The SEO process
- Assessing your goals and finding keywords
- On-site & off-site optimization best practices
- How to increase website traffic and page rank
- Final considerations
- Questions

What is SEO?



Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in search engines via "natural" or un-paid search results.

source: wikipedia.org

What SEO Really Is



- *The Facts* - Each day, millions of people search for information. If your site is not well optimized, people will not find you in search engine results listings.
- “You build it – they will come”

What SEO Really Is

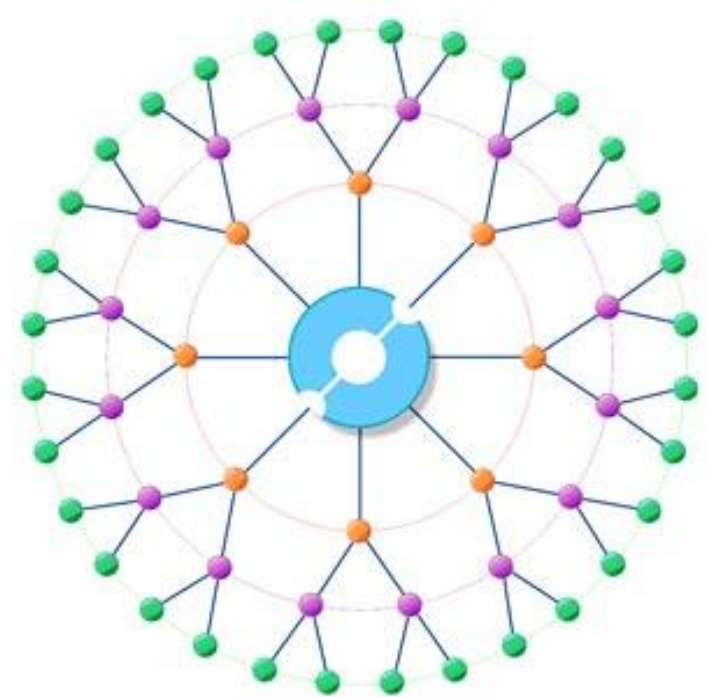


- *The Facts* - each day, millions of people search for information. If your site is not well optimized, people will not find you in search engine results listings.
- ~~"You build it – they will come"~~
- SEO...
 - Is a process for organizations to increase website traffic from search engines
 - Capitalizes on content that already exists on-site
 - Generates leads from qualified website visitors

How Search Engines Work



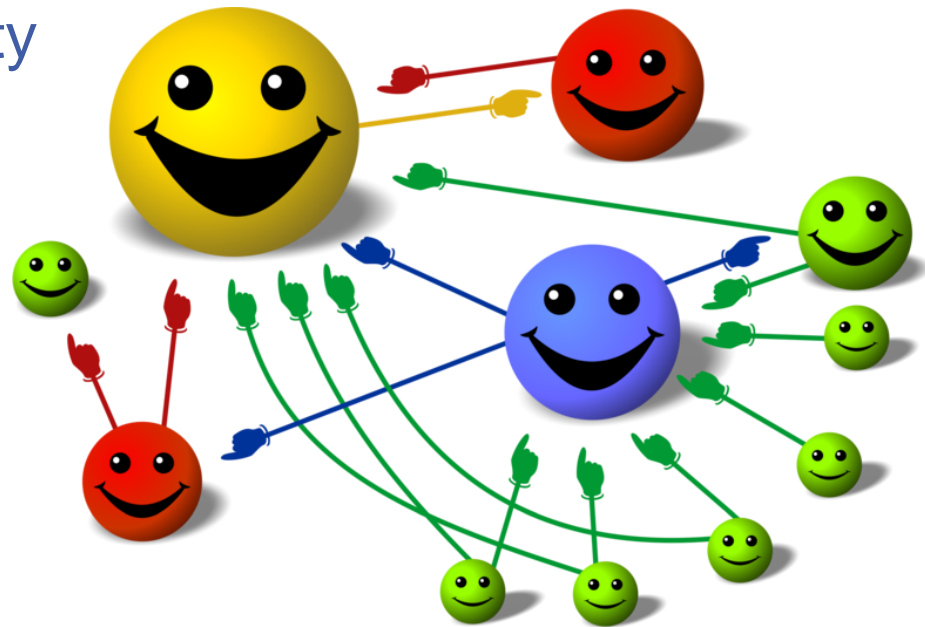
- Internet is a network of websites, pages, documents and images
- Search engines **crawl & index**:
 - Results stored in **database**
 - Recall results in real-time
- Each engine has a **ranking algorithm**



Ranking Algorithm

- **Google PageRank**

- 1 to 10 scale
- Uses relative popularity of website links
- Higher PR = higher overall listing



Search Results – Organic



Expert **Cancer** Information
www.AtlanticHealth.org/CancerCare Free Newsletters from **Cancer** Center Get Expert Evaluation & Treatment!

Cancer Research Studies
AstraZenecaOncology.com View investigational **research** on treating multiple **cancer** types.


Cancer Research
www.StaveYourTumor.com Info on a tumor-starving therapy from Genentech. Learn more.

Cancer Research ☆
Oct 27, 2010 ... General **cancer research** journal supported by the American Association for **Cancer Research**.
cancerres.aacrjournals.org/ - Similar
Information for Authors/ Submit ... About the Journal
Past Issues Editorial Board
Current Issue Clinical Cancer Research
OnlineFirst Subscriptions
More results from aacrjournals.org >

Cancer Research Institute ☆
Sep 15, 2010 ... The **Cancer Research** Institute is a global leader in cancer immunology, the most innovative and promising area of **cancer research** today.
www.cancerresearch.org/ - Cached - Similar

American Association for Cancer Research - AACR ☆
The mission of the AACR is to prevent and cure **cancer** through **research**, education, communication and collaboration. The membership includes 32000 basic, ...
www.aacr.org/ - Cached - Similar

News for cancer research



Pancreatic Cancer Grows More Slowly Than Thought ☆ - 17 hours ago
"Based on this **research** there is reason to be very optimistic about how we will approach pancreatic **cancer** in the future," Jacobuzio-Donahue tells WebMD. ...
WebMD - 111 related articles - Shared by 20+

Study Finds Green Tea Offers No Protection From Breast Cancer ☆ -
U.S. News & World Report - 85 related articles

Sloan-Kettering - Memorial Sloan-Kettering Cancer Center ☆
For more than a century, Memorial Sloan-Kettering **Cancer** Center has offered the ...
Laboratory and Clinical **Research**: ... Treatment Information by **Cancer**: ...
www.mskcc.org/ - Cached - Similar

Sloan-Kettering - Sloan-Kettering Institute ☆
The **research** activities of the Sloan-Kettering Institute are organized as 8 **research** programs:
Cancer Biology & Genetics, Cell Biology, ...
www.mskcc.org/mskcc/html/5804.cfm - Cached

Roswell Park Cancer Institute | Understand, Prevent and Cure Cancer ☆
From its inception, Roswell Park Cancer Institute identified **cancer research** as the core element of its mission. Groundbreaking research by RPCI scientists ...
www.roswellpark.org/ - Cached - Similar

Damon Runyon Cancer Research Foundation - Supporting Cancer Research ☆
100% of your donation funds **cancer research**. We are the leading cancer charity for innovative **cancer research** by the best early career scientists.
www.damonrunyon.org/ - Cached - Similar

Ludwig Institute for Cancer Research ☆
Global non-profit aimed at integrated laboratory and clinical discovery.
www.licr.org/ - Cached - Similar

Cancer research - Wikipedia, the free encyclopedia ☆
Cancer research is basic research into cancer in order to identify causes and develop strategies for prevention, diagnosis, treatments and cure. ...
en.wikipedia.org/wiki/Cancer_research - Cached - Similar

American Institute for Cancer Research (AICR): Homepage ☆
The American Institute for **Cancer Research** is the cancer charity that fosters research on diet, physical activity and cancer prevention, and educates the ...
www.aicr.org/ - Cached - Similar

Sponsored links

Advanced Cancer Treatment
Cancer Treatment Options as of October 2010. Call: 1-888-447-7357
www.lssels.com

Cancer Facts
Recently Diagnosed? Start Here. We Can Help You.
www.FocusOnCancer.org

Cancer Support Programs
Help Those Affected By **Cancer**. Get Involved Or Donate To Our Programs!
www.TheWellnessCommunity.org
New Jersey

Cancer Information
Find Information Resources on the Treatment Options Available Now!
www.GatewayForCancerResearch.org

Free Cancer Resources
Publications, workshops, podcasts, support groups, and counseling.
www.CancerCare.org

Fighting Cancer
We find **cancer's** weak spots to help patients fight back.
www.VAI.org

Cancer Survivor Info
Valuable Information For All **Cancer** Survivors
www.CTChallenge.org
New Jersey

Colorectal Cancer Info
Enroll for your colorectal **cancer** Care Team Discussion Guide.
www.ColorectalCancerConnections.com

[See your ad here >](#)

Search Results – Paid Ads



► [Expert Cancer Information](#) Sponsored links
www.AtlanticHealth.org/CancerCare Free Newsletters from **Cancer Center** Get Expert Evaluation & Treatment!

[Cancer Research Studies](#)
AstraZenecaOncology.com View investigational **research** on treating multiple **cancer** types.

[Cancer Research](#)
www.StaneYourTumor.com Info on a tumor-starving therapy from Genentech. Learn more.

[Cancer Research](#) ☆
Oct 27, 2010 ... General **cancer research** journal supported by the American Association for **Cancer Research**.
cancerres.aacrjournals.org/ - Similar


Information for Authors/ Submit ...	About the Journal
Past Issues	Editorial Board
Current Issue	Clinical Cancer Research
OnlineFirst	Subscriptions

[More results from aacrjournals.org >](#)

[Cancer Research Institute](#) ☆
Sep 15, 2010 ... The **Cancer Research Institute** is a global leader in cancer immunology, the most innovative and promising area of **cancer research** today.
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www.FocusOnCancer.org

[Cancer Support Programs](#)
Help Those Affected By **Cancer**. Get Involved Or Donate To Our Programs
www.TheWellnessCommunity.org
New Jersey

[Cancer Information](#)
Find Information Resources on the Treatment Options Available Now!
www.GatewayForCancerResearch.org

[Free Cancer Resources](#)
Publications, workshops, podcasts, support groups, and counseling.
www.CancerCare.org

[Fighting Cancer](#)
We find **cancer's** weak spots to help patients fight back.
www.VAI.org

[Cancer Survivor Info](#)
Valuable Information For All **Cancer** Survivors
www.CTChallenge.org
New Jersey

[Colorectal Cancer Info](#)
Enroll for your colorectal **cancer** Care Team Discussion Guide.
www.ColorectalCancerConnections.com

[See your ad here >](#)

The SEO Process



- **Start with...**
Needs assessment and implementation of on-site best practices
- **Then...**
Ongoing maintenance to try to stay at the top among a competitive field

Assessing Goals & Keywords



- Think about what kind of traffic do you want coming to your website → Thinking about content
- Consider mission-specific keywords (6-8)
- Evaluate website traffic:
 - Referring keywords
 - Inbound links
 - Referring websites
- Google's search-based keyword tool
- Competition → What are other orgs doing?

On-site Best Practices



- Unique titles
- Meta-information
- Keywords in copy
- Image descriptive text
- Header tags
- Anchor text
- Friendly URLs
- Robots.txt
- 301 redirects
- XML Sitemap

On-site Best Practices



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citymeals.org

About 28,700 results (0.23 seconds)

Citymeals-on-Wheels: Delivering Meals on Wheels to Seniors in Need ☆

Citymeals-on-Wheels delivers healthy meals-on-wheels to frail homebound seniors. Meals on wheels give a lifeline!

www.citymeals.org/ - Cached - Similar

[Contact Us](#)

[Support Us](#)

[Get Meals](#)

[Events & News](#)

[Volunteer](#)

[About Us](#)

[More results from citymeals.org »](#)

► **Citymeals-on-Wheels: Delivering Meals on wheels to seniors in need** ... ☆

Volunteer with Citymeals on wheels to bring meals to homebound seniors.

www.citymeals.org/volunteer - Cached - Similar

senior meals

About 429,000 results (0.42 seconds)

► **Citymeals-on-Wheels: Delivering Meals on Wheels to Seniors in Need** ☆

Along with delivering nutritionally balanced **senior meals**, Citymeals coordinates thousands of devoted volunteers to provide human companionship. ...

www.citymeals.org/ - Cached - Similar

On-site Best Practices



- Unique titles
- Meta-information
- **Keywords in copy**
- Image descriptive text
- Header tags
- Anchor text
- Friendly URLs
- Robots.txt
- 301 redirects
- XML Sitemap

About Covenant House

Homeless Kids Find Shelter at Covenant House

For millions of **homeless kids**, basic needs like a hearty meal, warm bed, and safe shelter are true luxuries. Instead of knowing the joys of childhood, every day these kids face the life-or-death dangers of living on the streets.

Incorporated in 1972, Covenant House has been leading the effort to help **homeless kids**. And today, **we are the largest privately-funded agency in the Americas that provides food, shelter, immediate crisis care, and an array of other important services to homeless, throwaway, and runaway kids.**



Every year, Covenant House rescues thousands of **homeless kids** from a hopeless life on the streets.

Covenant House doesn't stop at offering an immediate safe harbor to homeless youth, we strive to move each kid forward down the path to an independent adulthood, free from the risk of future homelessness.

Among the services Covenant House provides are:

- Street outreach
- Health/Medical care
- GED High school diploma
- Job readiness and vocational training
- Drug abuse treatment and prevention
- Legal aid
- Mother/child services
- Transitional housing
- Life-skills training

Whatever the need, we are there to help.

Covenant House Locations and Services Help Thousands of Homeless Kids

Our facilities are located in Anchorage, Atlanta, Atlantic City, Detroit, Fort Lauderdale, Houston, Los Angeles, Managua, Mexico City, Milpas Altas, Newark, New Orleans, New York, Oakland, Orlando, Philadelphia, St. Louis, Tegucigalpa, Toronto, Vancouver, and Washington, D.C.

Last year, Covenant House Street Outreach Teams and Residential and Community Service Center Programs cared for over **70,000 at-risk and homeless kids** in 21 cities in the United States, Canada, and Central America.

On-site Best Practices



- Unique titles
- Meta-information
- Keywords in copy
- **Image descriptive text**
- Header tags
- Anchor text
- Friendly URLs
- Robots.txt
- 301 redirects
- XML Sitemap



Mission

Freedom from Hunger brings innovative and sustainable self-help solutions to the fight against chronic hunger and poverty. Together with local partners, we equip families with resources they need to build futures of health, hope and dignity.



A Chronicle of Progress: The History of Freedom from Hunger

Established in 1946, Freedom from Hunger has been guided by evidence of impact, scientific rigor and our commitment to helping families achieve food security for the long term.

Freedom from Hunger combines microfinance with education to fight world hunger.

On-site Best Practices



- Unique titles
 - Meta-information
 - Keywords in copy
 - Image descriptive text
 - **Header tags**
 - Anchor text
 - Friendly URLs
 - Robots.txt
 - 301 redirects
 - XML Sitemap
- H1
 - H2
 - H3
 - H4
 - H5
 - H6

Covenant House Leadership

Guiding Our Mission to Help Homeless Kids

Covenant House makes a promise to each young person in crisis: to do all we can to help them improve their lives. And behind this promise is a dedicated board of directors, our president, and an executive staff that fuel the mission of our organization.

We are guided by this deeply caring and concerned group of men and women who provide direction, foresight, and wisdom so that our programs continue to grow... and more kids can be helped.

We invite you to meet the executive and administrative backbone of Covenant House:



Covenant House leadership inspires homeless teens in 20 cities across the Americas.

On-site Best Practices



- Unique titles
- Meta-information
- Keywords in copy
- Image-descriptive text
- Header tags
- **Anchor text**
- Friendly URLs
- Robots.txt
- 301 redirects
- XML Sitemap

Take Social Action to Help Homeless Kids

Make a difference in the life of homeless kid – join our social action campaign and help raise public awareness about the very serious problems facing young people in America.

Kids who come to Covenant House often suffer from so much more than [teen homelessness](#). Some have been victims of [human trafficking](#) while others age-out of [foster care](#) only to be thrown out on the streets. And all too often, kids without role models end up in the [juvenile justice system](#), where they can easily fall through the cracks rather than get the help they need.

But there is so much you can do to keep this from happening. First, get educated about the issues that impact young people. Second, speak out on behalf of kids living on the streets. Third, participate in our [monthly actions](#), and fourth, watch as you make a difference in the lives of troubled young people.

On-site Best Practices



- Unique titles
- Meta-information
- Keywords in copy
- Image descriptive text
- Header tags
- Anchor text
- **Friendly URLs**
- Robots.txt
- 301 redirects
- XML Sitemap

Delimited by dash
Directory Structure
Not long

<http://www.citymeals.org/getmeals/mealcenters>

NOT

<http://www.citymeals.org/node/content?=65>

On-site Best Practices



- Unique titles
- Meta-information
- Keywords in copy
- Image descriptive text
- Header tags
- Anchor text
- Friendly URLs
- **Robots.txt**
- 301 redirects
- XML Sitemap

User-agent: *

Disallow: /

On-site Best Practices



- Unique titles
- Meta-information
- Keywords in copy
- Image descriptive text
- Header tags
- Anchor text
- Friendly URLs
- Robots.txt
- **301 redirects**
- XML Sitemap

<http://www.citymeals.org/getmeals/mealcenters>

OR

<http://citymeals.org/getmeals/mealcenters>

On-site Best Practices



- Unique titles
- Meta-information
- Keywords in copy
- Image descriptive text
- Header tags
- Anchor text
- Friendly URLs
- Robots.txt
- 301 redirects
- **XML Sitemap**

```
- <url>
  <loc>http://www.sankyinc.com/</loc>
  <priority>0.50</priority>
  <changefreq>daily</changefreq>
  <lastmod>2008-06-02T12:34:00+00:00</lastmod>
</url>
- <url>
  <loc>http://www.sankyinc.com/sankydirect</loc>
  <priority>0.40</priority>
  <changefreq>daily</changefreq>
  <lastmod>2008-06-02T12:34:00+00:00</lastmod>
</url>
- <url>
  <loc>http://www.sankyinc.com/sankynet</loc>
  <priority>0.40</priority>
  <changefreq>daily</changefreq>
  <lastmod>2008-06-02T12:34:00+00:00</lastmod>
</url>
```

- Pages
- Index frequency
- Relevance

Off-site Best Practices



- Inbound linking
- Quality inbound links
 - Guest writing on popular blogs
 - Industry websites
 - Government agencies
 - Create something of value that people will pass around. It can be a report. This is a "viral" strategy.
- Social Media
 - Which one is best? Facebook? Twitter?

Final Considerations



- Buyer beware → There are a lot of shady SEO businesses out there!
- Keep in mind the following:
 - White-hat versus black-hat practices
 - Domain farms
 - Any sort of SEO “automation”
 - Anyone “guaranteeing” anything

Shameless Promotion



- SankyNet specializes in SEO for nonprofits
- We only use white-hat methods
- Understand the nonprofit space

Webinar attendees get **50% off**
Introductory SEO Evaluation

OR **\$500 off** Competitive Analysis
and On-site Recommendations

Email David Hughes
(dhughes@sankynet.com) for more
information and to get started on
SEO for your own website!



Lori Jacobwith SEO Webinar

QUESTIONS?



Lori Jacobwith SEO Webinar

THANK YOU!