



# Web Content 201



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# Welcome to our Web Content Dinner Party!

Sometimes thinking about the website can feel like this.



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Today we are going to give you the tools that will make thinking about your website feel like this.



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# Today's Menu

AKA AGENDA

## STARTER

A "taste" of what's important in content.

## MAIN COURSE

The "meat" of content.

## DESSERT

Finishing touches.



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# Starter

## SEO in 2020: What matters? Who is responsible?

### Collaborators

- Keyword Targeted
- Targeted Keyword in first paragraph
- Last Updated Timestamp
- Use of Images and Video
- Use of Semantically-Related Keywords (keyword stuffing is dead!)
- Internal Links
- Unique, Educational Content

### Digital Strategists

- Optimized Title Tag
- Optimized Meta Description
- Optimized Heading Tags (H1, H2, H3...)
- Outbound Links
- Social Share Buttons

### Sitefinity

- Search Engine Friendly URL
- Mobile-First Design Layout
- Page Speed

\*Search Engine Journal



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# Main Course

The “meat” of content creation.

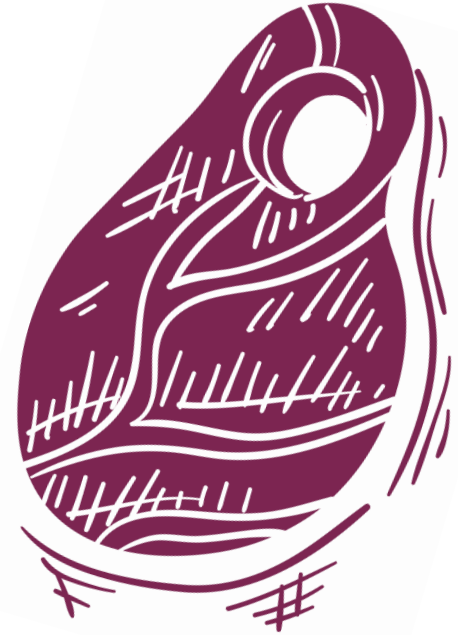
- Targeted Keywords
- Organizing your Content
- Crafting your Content



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# Targeted Keywords

1. Keyword Research
2. Choosing Keywords
3. Using Keywords Naturally



# Keyword Research

## First, think about:

1. Who is searching for it?
2. What are my users searching for?

## Second, do the keyword research.

But how? Google of course!



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# Keyword Research

## Example: History Major

### 1. Who is searching for it?

- Prospective/Current College Students
- Parents of Prospective/Current College Students

 Use your student demographics as the clue for who would likely be searching for your content.

 Is there a demographic that is slowly picking up in your program or department? Think of building content to support and convert!



# Keyword Research

## Example: History Major

### 2. What are my users searching for?

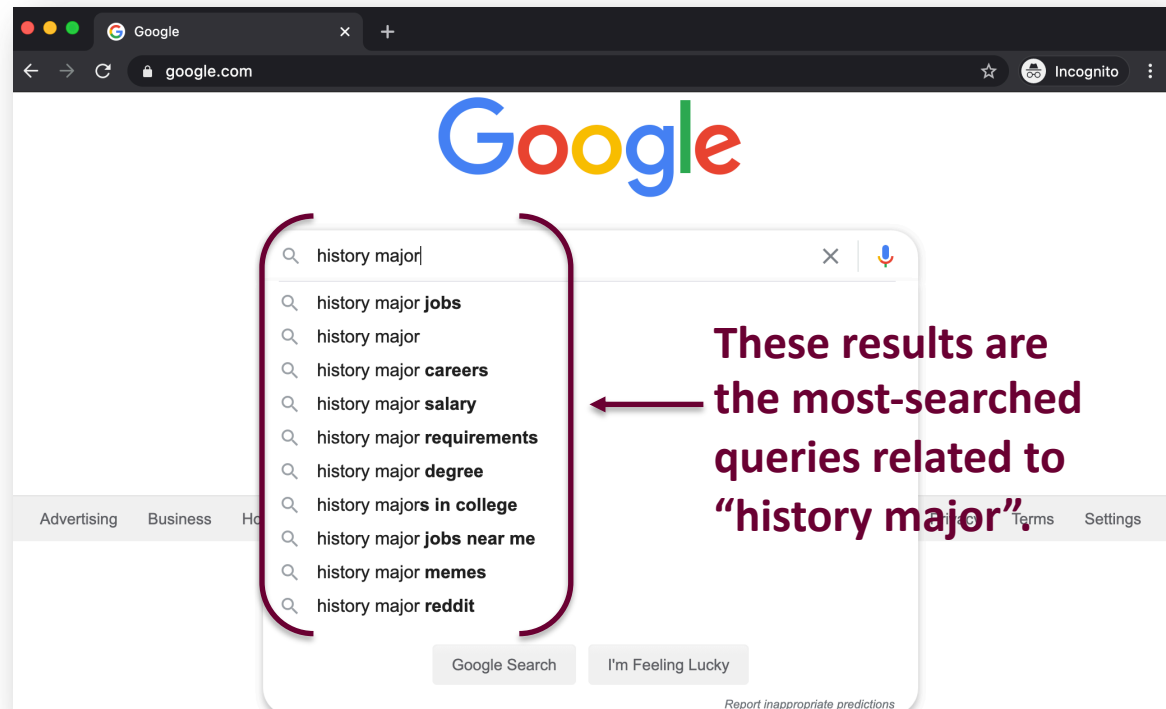
Using the Search Engine algorithm to predict keywords!

#### *Tips:*

- Always use an incognito browser.
- Don't forget to search long-tail keywords as well.

#### *Preparing for content:*

- Think of the keywords shown in results as the topics you should cover in your content.



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# Keyword Research

## Example: History Major

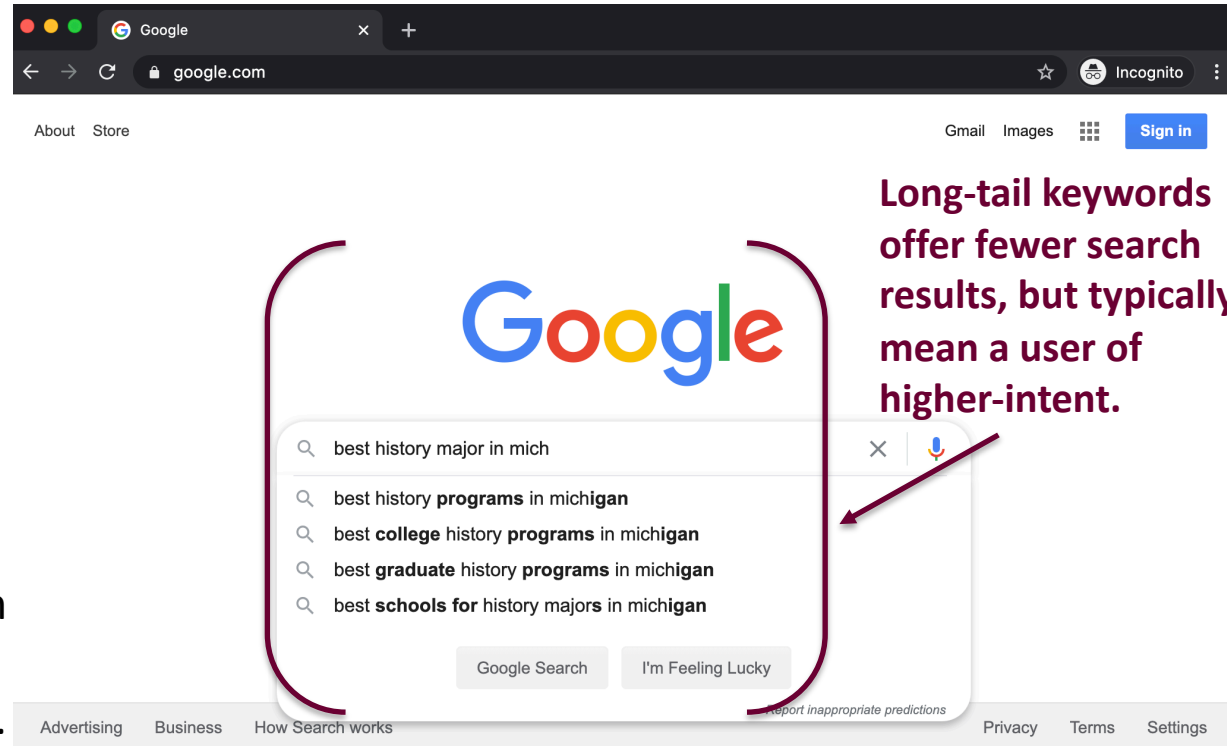
Don't be afraid to "Go Long!"  
*Long-tail, that is!*

### **Pros of Long-Tail:**

- Long-tail keywords convert!
  - Searchers are often more specific and intentional.
- 70% of all search volume is long-tail search.

### **Preparing for content:**

- Think of the keywords shown in results as the topics you should cover in your content.



**Long-tail keywords offer fewer search results, but typically mean a user of higher-intent.**



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# Choosing Keywords

Group content ideas and keywords by topic.  
Don't forget to brainstorm unique "selling points".

## Example: History

<i>Subject/ Major Topics</i>	<b>Careers/Salary</b>	<b>Requirements</b>	<b>Location-Specific</b>	<b>CMU Selling Points</b>
	career list	History major required courses	History programs in Michigan	MA/PHD 2 degrees in 4 years
<i>Topics/ Keywords</i>	History major salary	History major reading list	History programs in Michigan for troubled youth	
	Bachelor of arts history major careers	History major requirements		
	European history careers	History major resume		



# Using Keywords Naturally

Because keyword stuffing is so 2005.

## *Let's Compare:*

*“Get a yellow rubber duckie for your children. A yellow rubber duckie is a charming toy, so buy a yellow rubber duckie today. With a yellow rubber duckie, you can have tons of yellow rubber duckie fun. It’s easy to make bath time great with a yellow rubber duckie, and a yellow rubber duckie from our company guarantees yellow rubber duckie enjoyment.”*

*“Babies (especially newborns) have extremely sensitive skin, and it can be difficult to get their bath temperature just right, because what feels comfortable to us may not always be comfortable for them. You can prevent unnecessary bathtime discomfort with Munchkin's White Hot® Ducky, a new take on the classic rubber duck. This hard-working bath toy has innovative White Hot® technology that warns you when bath water is not suitable for baby's delicate skin.”*



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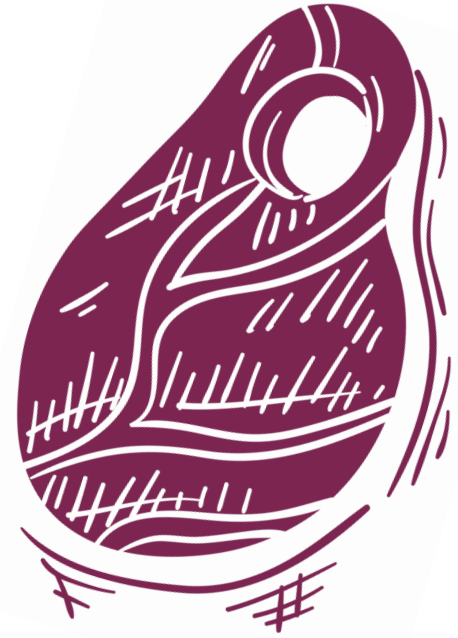
# Using Keywords Naturally

- Read the content aloud.
  - Does it sound forced?
- Call a friend.
  - Did they fall asleep or say it sounded like an infomercial?
- Use a tool.
  - Try [Copywritely](#)
  - Paste your content in the tool, and it will report Keyword Density.



# Crafting your Content

1. Assign a pillar to your content.
2. Break up your content into major points.
3. Support the major points.



# Crafting your Content

## 1. Assign a pillar to your content.

### » PILLAR 1

We exemplify a  
Fired-Up Attitude

### » PILLAR 2

We lift each other up

### » PILLAR 3

We set the leadership  
standard

### » PILLAR 4

We focus on  
Real-world results



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# Crafting your Content

## 1. Assign a Pillar to your Content

### Example: “Why CMU” Landing Page

#### **We do leadership redefined**

We immerse students in more leadership opportunities than any other university in the country.

That's because we believe the extraordinary things you do every day is what drives success in your career, your community and in life. You'll realize your strengths and dive into opportunities to further develop your qualities as soon as you arrive to campus. Our Leadership Institute will help develop and empower your ability to contribute to a more socially responsible world. It all

begins with our leadership orientation program the first week you arrive to campus. You can even earn up to \$8,000 over four years with the Leader Advancement Scholarship, awarded to students who have established themselves as pacesetters during high school.

[Schedule my visit](#)

#### What pillar do you see?

1. We exemplify a Fired-Up Attitude
2. We lift each other up
3. We set the leadership standard
4. We focus on Real-World results

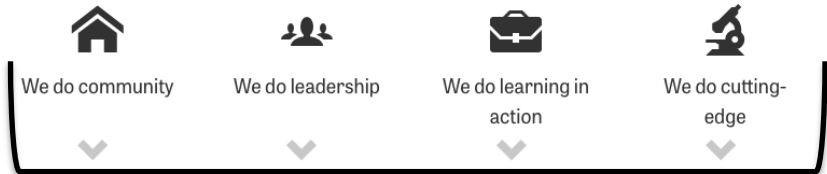


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# Crafting your Content

## 2. Break your content into major points.

Example: "Why CMU" Landing Page



Major Points Listed at the Top

### We do community

When you live on campus, you're always within a 15-minute walk to class. You're just a walk down the hall from counseling services, math and writing help to name a few. Your success is our goal. We're here to support you every step of the way. Our 21 residence halls have three different layouts to choose from: a one-bedroom suite, a two-bedroom suite and a four-bedroom suite. Our 22 dining and food locations across campus mean that you can always find a spot to eat quickly and well.

Major Points Listed in the Page

### We do leadership redefined

We immerse students in more leadership opportunities than any other university in the country. That's because we believe the extraordinary things you do every day is what drives success in your career, your community and in life. You'll realize your strengths and dive into opportunities to further develop your qualities as soon as you arrive to campus. Our Leadership Institute will help develop and empower your ability to contribute to a more socially responsible world. It all begins with our leadership orientation program the first week you arrive to campus. You can even earn up to \$8,000 over four years with the Leader Advancement Scholarship, awarded to students who have established themselves as pacesetters during high school.



# Crafting your Content

## 3. Support your major points.

### Example: “Why CMU” Landing Page

#### **We do leadership redefined**

We immerse students in more leadership opportunities than any other university in the country.

That's because we believe the extraordinary things you do every day is what drives success in your career, your community and in life. You'll realize your strengths and dive into opportunities to further develop your qualities as soon as you arrive to campus. Our Leadership Institute will help develop and empower your ability to contribute to a more socially responsible world. It all

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#### Supporting Points:

1. # of Leadership Opportunities
2. Leadership Institute
3. Leadership Scholarships



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# Dessert

## The cherry on top.

- Optimizing your Content
- Maintaining your Content




# Optimizing your Content

- Format Check
- Page Title & Headings
- Meta Information
- Images/Video



# Format Check

## In what format does my user want my content?

 The average time a user spends on a webpage is *15 seconds!*

The format of your content should:

- Hook the user
- Provide the information they need
- Inspire action



# Format Check

## Example: History Major

Let's Compare:

**History Department**

### Why Major in History?

At the nation's leading universities and liberal arts colleges, History departments are often among the largest on campus, and the history major has remained popular despite increasing vocational pressures for students to concentrate on job training. Why? Here are four reasons.

**First**, as one of the core disciplines of the liberal arts, history provides a classic mode of learning. By studying the past, including primary evidence in seminars and honors research, undergraduate majors learn to think with rigor, to write with clarity and precision, to organize and assess evidence, to analyze problems and interpret complex events. Other liberal arts and science disciplines can legitimately make a similar claim: by studying them students also learn how to learn, although each accomplishes this in a different way. History's special appeal, however, comes from its distinctive subject matter, the human past.

**Second**, then, history is popular: it is interesting. It deals with real people and events, not abstractions. It offers a boundless variety for selecting favorite topics and pursuing personal interests. Everything has a history – nations, wars, ethnic groups, sexuality, jazz, gambling, postage stamps. History is visible everywhere in American society – theme parks, best-seller lists, cable programming, film epics, public controversy (Hiroshima exhibits, national school curriculum, Kennedy assassination). One of the best reasons to major in a subject is because you enjoy it and can continue to enjoy it after you graduate from Vanderbilt.

**Third**, historical knowledge is important. And historical ignorance is dangerous. In individuals, amnesia is devastating; if we don't know where we've come from, we can't know who we are or where we should be headed. In societies, ignorance or willful distortion of the past is closely linked to wars and catastrophic miscalculations. As George Santayana observed, "Those who cannot remember the past are condemned to repeat it." Ironically, studying history frees us from its grip. For this reason, modern social movements demanding change—racial and ethnic minorities, women, environmentalists—have searched history anew to find a viable past.

**Finally**, will a history major get you a good job? Possibly, but not by itself. The same is true for most liberal arts majors. Their goal is to teach you how to think and write and learn. Leaders in American business and professional life, leaders in government and foundations and nonprofit institutions, are intensifying their plea for the campuses to teach their graduates to read efficiently, write clearly, reason logically, and analyze problems against a background of broad social information. They in turn will then train you in particular skills or methods—law, accounting, sales, military, foreign service, production, journalism, music marketing. In our contemporary global economy, individuals may need to learn a half-dozen different jobs in their lifetime, we are told. The world economy increasingly will reward generalist skills of literacy and numeracy over training in particular job categories.

The history major is thus designed for generalists. Majors who want to earn history PhDs, always a small minority, will get their special training in postgraduate programs.

What Can I do with a History Major? Go to our web page "Alumni Speak" to read more. Also see our web page "History Majors in the Job Market."

Also click here to be directed to the American Historical Association "Careers for History Majors" page.

American Historical Association "Why Study History" site.

Article from the March 2014 issue of Perspectives discussing Career Paths for history majors.

Entering the Job Market with a BA in History.

In an effort to revitalize Applied History both in universities and in policymaking, I am happy to announce that the Belfer Center is launching an Applied History Project. Nail Ferguson and I will serve as Co-Directors. What is Applied History? In one line, it is the explicit attempt to illuminate current challenges and choices by analyzing historical precedents and analogies.

updated April 10, 2019

← This

Or

→ That

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Go CMU > Academics > Undergraduate > Undergraduate A-Z List > History

## History

### Program Description

We can know where we're going only if we know where we've been. Understanding the political, cultural, social and economic life of past civilizations enhances your understanding of the present. By pursuing a major or minor in history, you'll develop critical thinking, problem solving, research, writing and analytical skills useful in a range of careers. You can spend time in study abroad opportunities in countries such as Great Britain, Germany and The Netherlands. You'll also be prepared, if you choose, for graduate study in history, law and business administration.

Request Information Schedule a Visit Apply Now

### Put Your Degree to Work

What could my career look like with this degree?

Nationwide (US) Select another location

Career	Industry
Select career area	Select career
There have been <b>302,461</b> job postings in the last year	There are over <b>25</b> different career options
Students could earn an average salary of <b>\$56K</b>	

Career Demand	Career Salaries
20% General Research	20% Writing and Language
20% K-12 Teaching	11% Journalism and Broadcasting
	18% College Professors
	10% Other

High Contrast OFF Explore other options



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# Format Check

## In what format does my user want my content?

- **Short, to the point.**
  - You should be able to scan the page and get the information.
- **Organized**
  - Think accordions, content blocks, anchors.
- **Consumable**
  - Mix in video, infographics, photos.





# Page Title & Headings

## Example:

### Page Title (H1 Tag)

Only one per page.

### Main Supports (H2 Tags)

Multiple per page.

### Supports for Main Points (H3 Tags)

Multiple per page.

- H1: Ballet shoes are awesome
  - H2: Why we think ballet shoes are awesome

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    - H3: They don't just come in pink!
    - H3: You can use them for more than just dancing
    - H3: They might be less expensive than you think
  - H2: Where should you buy your ballet shoes?

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    - H3: The 10 best ballet equipment websites
    - H3: Our favorite local dancing shops



# Meta Information

## Hook your audience.

### Meta Description

www.cmich.edu ▾

Central Michigan University ← Page Title

The CMU experience. The knowledge and foundation for a meaningful career. Connections and friendships for a lifetime. A personalized path to your future.

### Crafting the perfect Meta Description:

1. Think about what your content is about.
2. Sum it up to be as brief as possible (160-ish characters).
3. Be active. Sell your content. Inspire the user to click.



Use a tool!

SEO Mofa shows how your title and meta description render online.



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# Optimizing your Content

## Images & Alt Text

- Alt Text describes the **appearance & function** of an image.
- Alt Text is important for:
  - **Accessibility:** Used by screen readers for visually impaired.
  - **Loading Issues:** Displayed if the image cannot be loaded.
  - **Crawlers:** Search Engines can't "see" images. Alt Text tells them what the image is.



# Optimizing your Content

## Images & Alt Text

### Example:



- Never:
- Good-ish: Rooster
- Better: Rooster crowing
- Best: Red-crested rooster crowing.



# Optimizing your Content

## Video & Transcription

- **Accessibility:** Used by screen readers for hearing impaired.
- **Higher Search Rankings:** Search Engines crawl video transcriptions.
- **Increased Traffic and Watch Times:** 83% of users watch video without sound.



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# Maintaining your Content

## Last Updated Timestamp

- **Crawlers like new. (Don't we all?)**
  - The easiest way to spur crawling, is by changing your content!
  - The more Search Engine crawlers crawl, the more they index your site which can lead to higher search rankings.
- **Best Practices:**
  - Plan to “touch” your pages every 60-90 days.
  - Keep track of the pages you've updated and when.
  - Use analytics to prioritize your pages.
    - Keep your power pages fresh.
    - Refresh to boost your low performers.



# Questions?



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