



Google Search

I'm Feeling Lucky

# Optimize Your Content to Improve *Google Search Rankings*

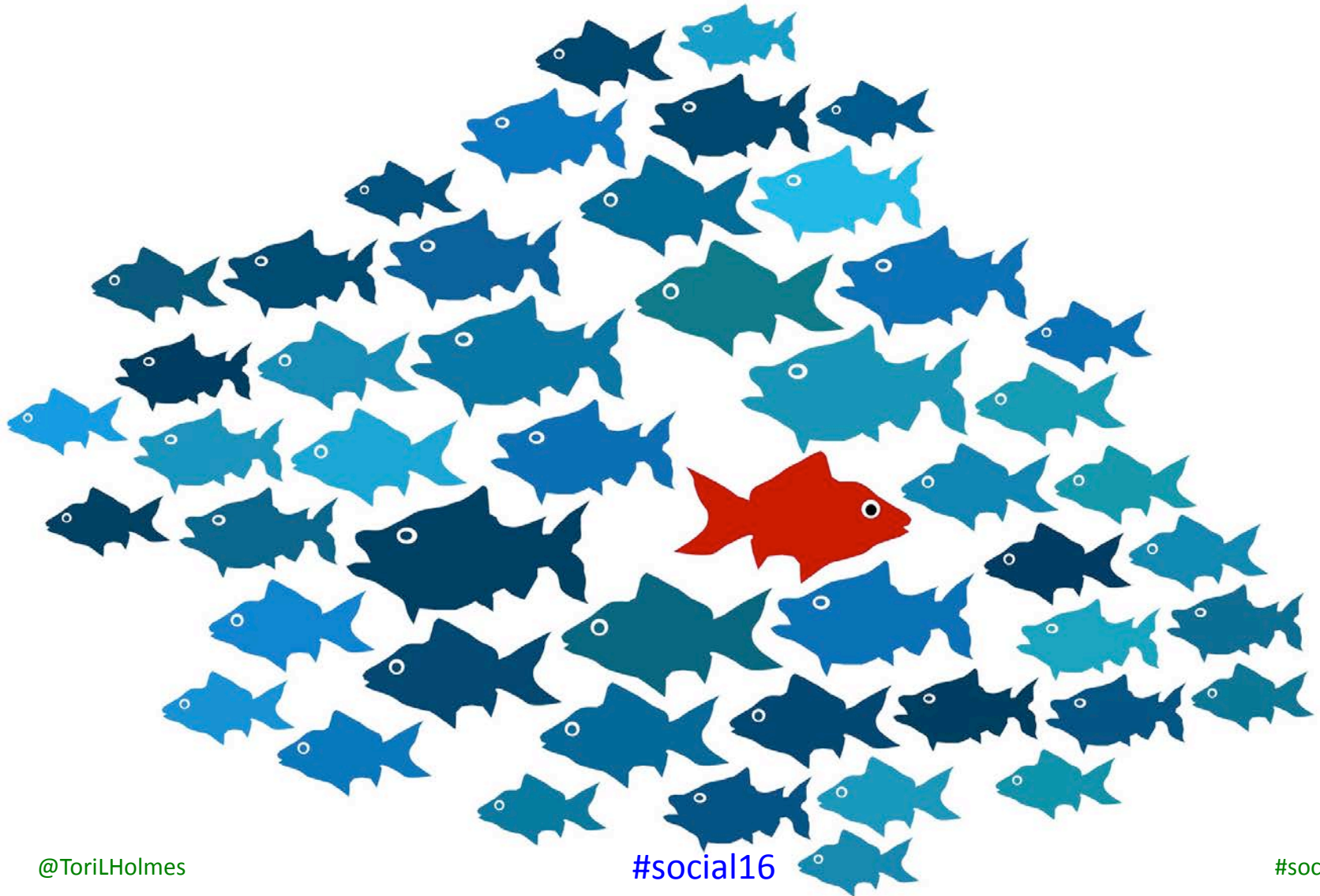
Google for Communicators Workshop | June 6 2016

Victoria L. Holmes | Digital and Event Specialist

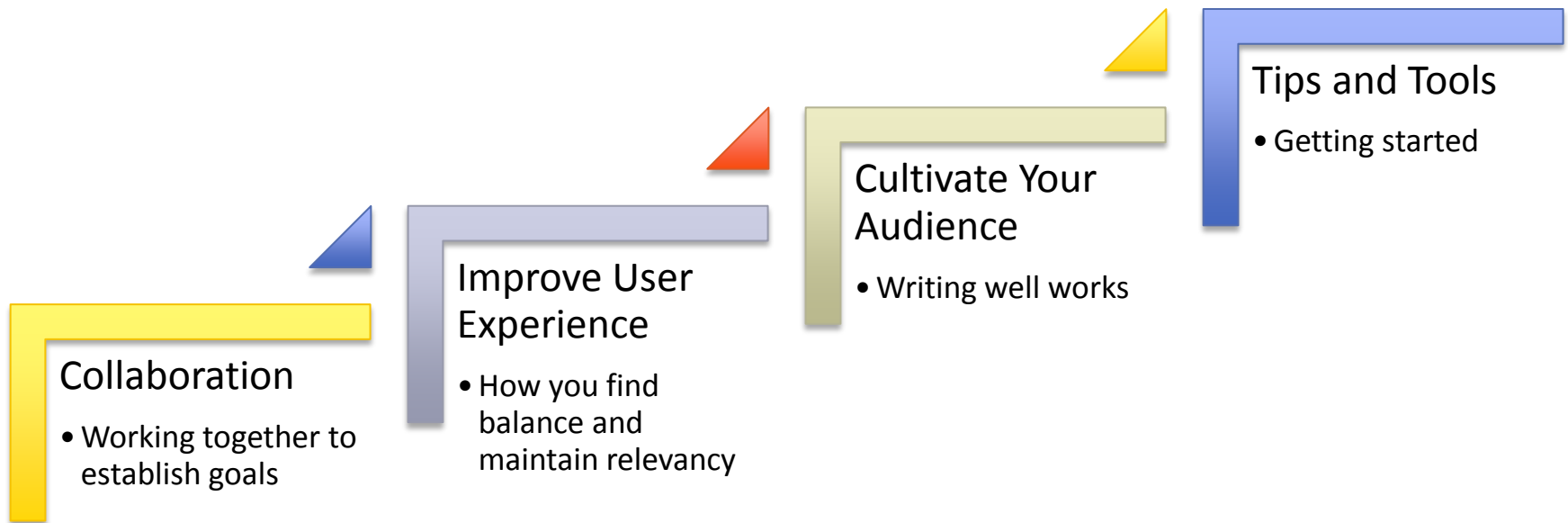
Government of the District of Columbia

@ToriLHolmes

# How do you stand out in the sea?



# *Steps to raising your search ranking on Google*



# [collaboration]

Determine what  
you **NEED** to  
accomplish and  
**WHO** can help  
you deliver

# [collaboration]

## Common website goals

- Inform the public
- Generate sales
- Recruit participants/volunteers
- Get donations
- Build awareness

**[improve user experience]**

Ask yourself if you are providing the product, service, or information that the **TARGET AUDIENCE** desires.

***Relevancy*** is essential.

# [improve user experience]

*Indexable  
Content*

*Title Tags*

*Meta  
Descriptions*

*URLs*

# <img>

## *Working with Images*

Use descriptive **FILE NAMES**  
as well as **ALT and IMAGE**  
**TAGS** that provide context  
to web visitors



# <img>

## *Alt tags*

**Not great:** ``

**Better:** ``

**Best:** ``

**What not to do:** ``

# [cultivate your audience]

Navigate your website as if you are the intended audience then create **COMPELLING** and **USEFUL** content.

***Intuition** is a valuable asset.*

# 10 Tips for Writing Well (for Google)

1. Be clear
2. Check for spelling and grammatical errors
3. Write in easy to follow, plain language
4. Use a mix of keywords
5. Create new and fresh content; don't duplicate
6. Use descriptive anchor text
7. Keep content length appropriate
8. Provide calls-to-action (CTAs) in the text

# [tips & tools]

## Getting Started with your SEO Audit

### Check for:

- Duplicate or missing title tags
- Missing meta description
- Broken links
- Duplicate or outdated content
- File size – slow loading page speed
- Wrongly attributed nofollow links
- Images without "alt" tags
- Too low word count

# QUESTIONS

# [tips & tools]

- Google Webmaster Tools
- Google Analytics
- Google Keyword Planner
- MOZ
- SEMRush
- Search Engine Land