EQUINET WORKSHOP SUMMARY

-WEB COMMUNICATION AND MARKETING TIPS AND GUIDELINES –

Social media, ads: PUSH   **Website, SEO: PULL**

"*Nowadays, where do you go to ask questions?*

The answer starts with 'GO', and it's not God."

Steve Wozniak

SEO Ranking factors

1. Security (https)
2. Core Web Vitals – speed, interactivity and visual stability
3. Mobile first index
4. Title tag and H1
5. Metadescriptions
6. Backlinks
7. URL-s
8. Local SEO
9. Pictures
10. Content

(see the presentation attached for more details and examples on every element)

CONTENT

"Creating compelling and useful content will likely influence your website more than any of the other factors."
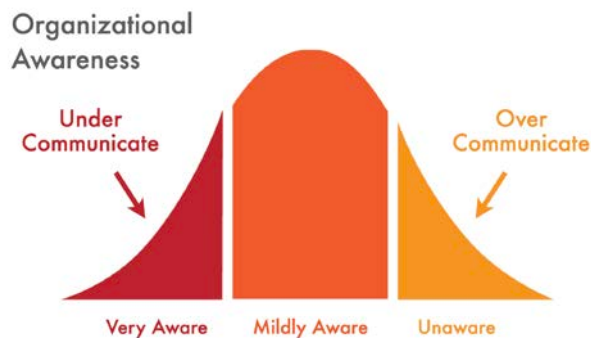
Google, 2017

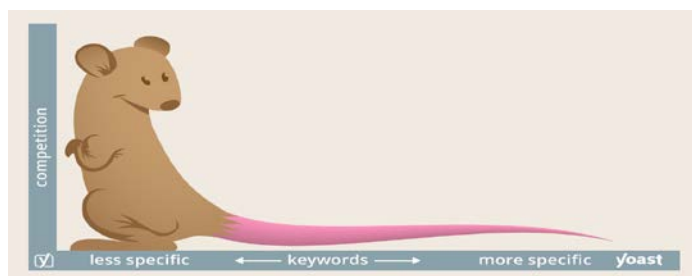**BEFORE WRITING:** SEO Keywords research with tools

SEO TOOLS:

- **Keyword planner**
- **Keywords everywhere**
- **SEMrush**
- **Ahrefs**
- Keyworstool.io
- **(other SEO tools)**

THE GOAL: Identify what you **target audiences** are looking for in **specific areas** and in **specific languages**

FOCUS YOU MESSAGES TO THE MIDLY AWARE AUDIENCE:

FOCUS: Long-tail keywords- MORE SPECIFIC= WIN

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important:

Write like people are searching

Write like you're talking to people
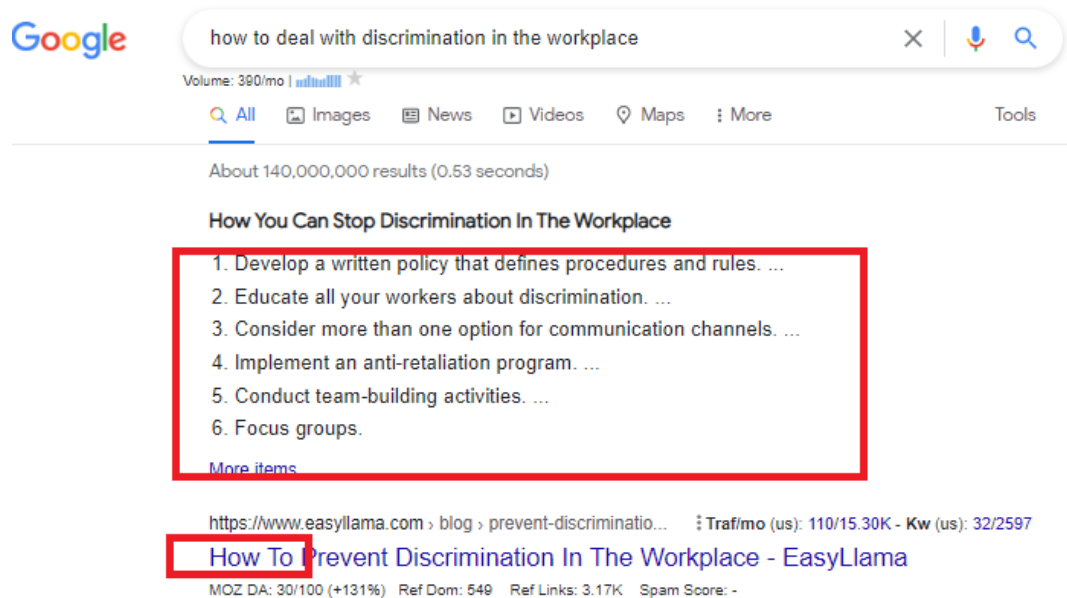
example:

only a third (38%) of respondents agreed with the statement that fathers should take the parental leave of equal duration with mothers.

you can rewrite it:

Do men and women need to stop working and care for the baby eually? 38% of people don't this so.

SEO-FRIENDLY CONTENT TYPES

1. **Blogs answering question:** *How to, why, what, how much*
2. **Listicles/numbers:** *best, worst, tips, ways, reasons, weeks…*
3. **E-A-T content**
4. **Reviews & testimonials**
5. **Examples**
6. **Glossary**
7. **FAQ**
8. **Templates**
9. **Whitepapers and PDFs**
10. **VIDEO!!!**

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TEXT OPTIMIZATION

1. **Original content** *(Google won't rank two pieces of the same content)*

2. **Title tags:**
   - 60 characters long (use them all!)
   - include **keywords at the beginning**
   - include location if necessary
   - use active voice (a verb!)
   - every single word in CAPITAL letters (for English)
   - include numbers where possible
   - mention your target audience
   - negative titles tend to perform better (*Do not do this*!)

3. **H1 titles:**
   - Use longers sentences
   - Fockus on problems
   - Drop the „we", focus on „you"
   - Finish with a clear CTA (call-to-action)

4. **Metadescription:**

- 150-155 characters
- Unique for each webpage
- Use active voice (verb) and call-2-action
- Use relevant keywords

   **IMPORTANT: Google will pull something out if you don't write it**

5. **First paragraph:**

   - Talk to your audience and mention the problem
   - use keywords in the first 100 characters

6. **Body text optimization:**

- **Longer forms** perfom better (more than 2000 words)
- Use **relevant keywords at least 3-4 times** in you copy
- use keyword variants /synonyms
- make text easy to read online by **inserting breaks**
- **shorter sentences** are better than longer (all about readers' focus)
- use **bullets** or any kind of lists
- use **subtitles** to break a blog into sections
- use **examples** to make you text easily understood
- use **photos or infographics**
- use at least 3 links (internal or/and external links)
- mark something important with **BOLD**
- **text should be visible above the fold- in the first scroll!**
- end text with a **call to action**

As we've mentioned previously, we've heard complaints from users that if they click on a result and it's difficult to find the actual content, they aren't happy with the experience. Rather than scrolling down the page past a slew of ads, *users want to see content right away*. So sites that don't have much content "above-the-fold" can be affected by this change. If you click on a website and the part of the website you see first *either doesn't have a lot of visible content above-the-fold* or dedicates a large fraction of the site's initial screen real estate to ads, that's not a very good user experience. Such sites may not rank as highly going forward.
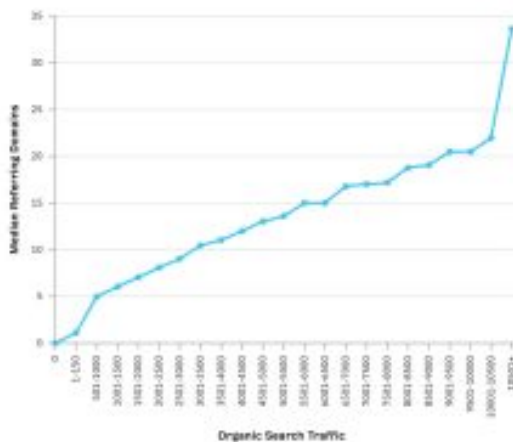

Avg. Content Length of Top 10 Results
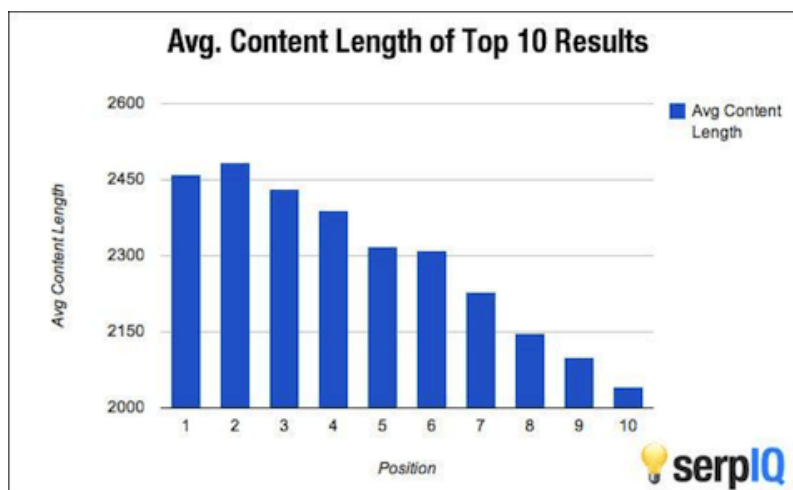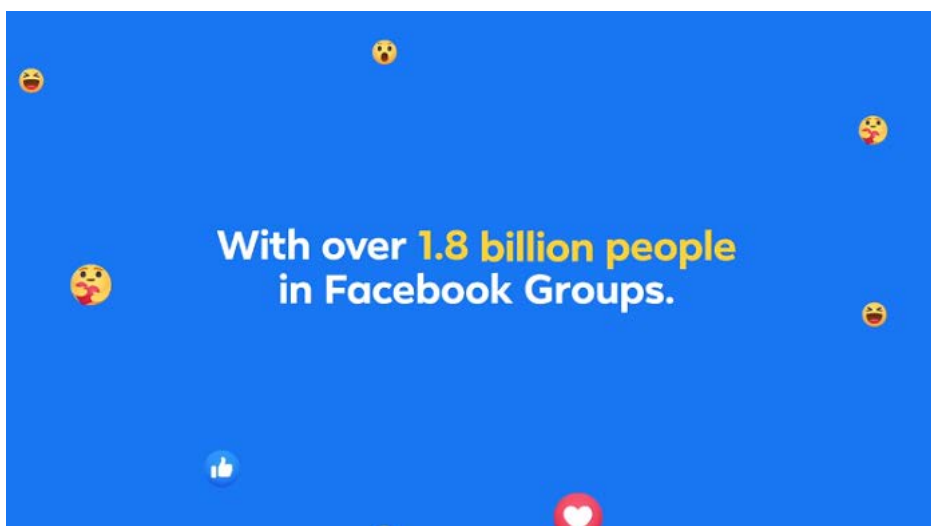
LINK BUILDING
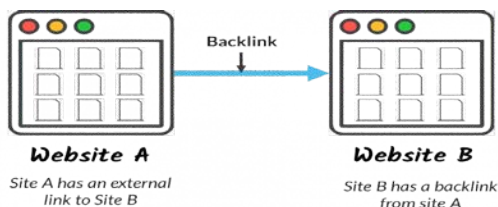
Links are non verbal recommendations

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The Correlation Between Search Traffic and Referring Domains

Based on a study of over one billion pages in Ahrefs' Content Explorer index.

- **other webpages linking to your website** (with focus on linking to various subpages, not only homepage)
- **internal links**
- **- footer links**

HOW TO GET THEM:

- through **PR text**
- through **case studies, infographics and interesting materials** that others will get from you and mention the original source
- through **guest blogging on other websites**

SOCIAL MEDIA MARKETING

facebook: Groups, not (only) pages

instagram

- Photos that contain faces are **38% more likely to receive likes** and **32% more comments**
- use **REELS** (getting more reach, both on Instagram and Facebook)
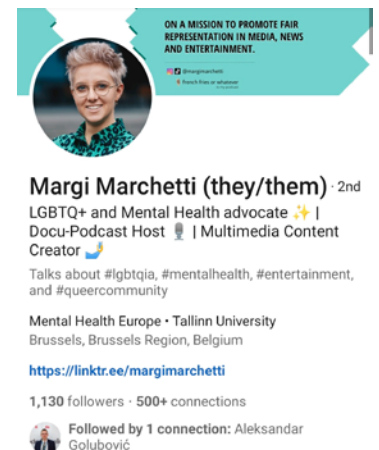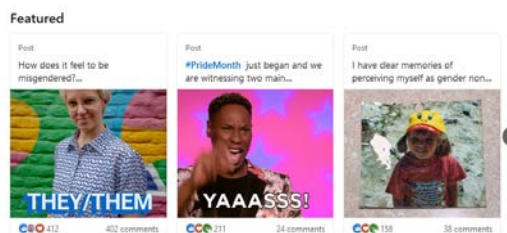- focus on your users

twitter

- **engage or delete your account** – people don't like institutions not replying to them and not showing specific interest in others
- Use language constructions people actually use
- show your work (examples, people, but no politicians)
- **CREATE VIDEOS WITH PEOPLE: video that includes people in the first few frames leads to 2X higher retention.**
- IDEA: Let your profile be controlled by a different person from your target audiencces each month (shows trust, people will react better when an actual human with a problem is there)
- just retweeting is not engaging if you don't add your thoughts

linkedin

- **communicate via profile, not a page**
- **talk about actual problems from you own perpective**
- engage in other people's post by commenting (get you more visibility and followers)
- make your titles clear about what actually you do at work or fighting for
- make posts promiment in the featued section
- make active „about you" section
- create content at least 2-3 times a week
- use 3-5 hashtags on each post

METRICS

General metrics:

- **Number of website visits (organic traffic)**

- **More time on site**

- **Number of phone calls**

- **Number of social media hashtag posts**

- **Number of youtube and tiktok views**

Google Analytics:

gives you a clear information on what pages and types of content to focus

Example: 3 pieces of content get organic traffic for 4-5 years in a row!

- **Number of website visits (organic traffic)**

- **More time on site (visible in Google Analytics)**

- **best performing articles (organic traffic)**

- **lowest performing pages (update them, add more value…)**

- **traffic sources**

IMPORTANT: Universal Analytics will no longer process new data in standard properties beginning July 1, 2023. Prepare now by setting up and switching over to a Google Analytics 4 property. **read more here.**

THINK ABOUT IMPLEMENTING OTHER ANALYTICAL TOOLS:

1. Matomo
2. Hubspots
3. FoxMetrics
4. Piwik PRO Analytics Suite
5. Gauges
6. W3counter
7. Clicky
8. Mixpanel
9. Heap
10. Chartbeat
11. **Microanalytics**
12. **Woopra**

More on Matomo

How is Matomo different to Google Analytics and other web analytics tools?

Migrate from Google Analytics and import all data in Matomo

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