

A hand with red nail polish is pointing at a laptop screen. The screen shows a website performance dashboard with a green gauge chart displaying a score of 79 out of 100. Below the gauge, there is a button that says 'Improve Your Score'. The background is a blurred laptop keyboard and other devices.

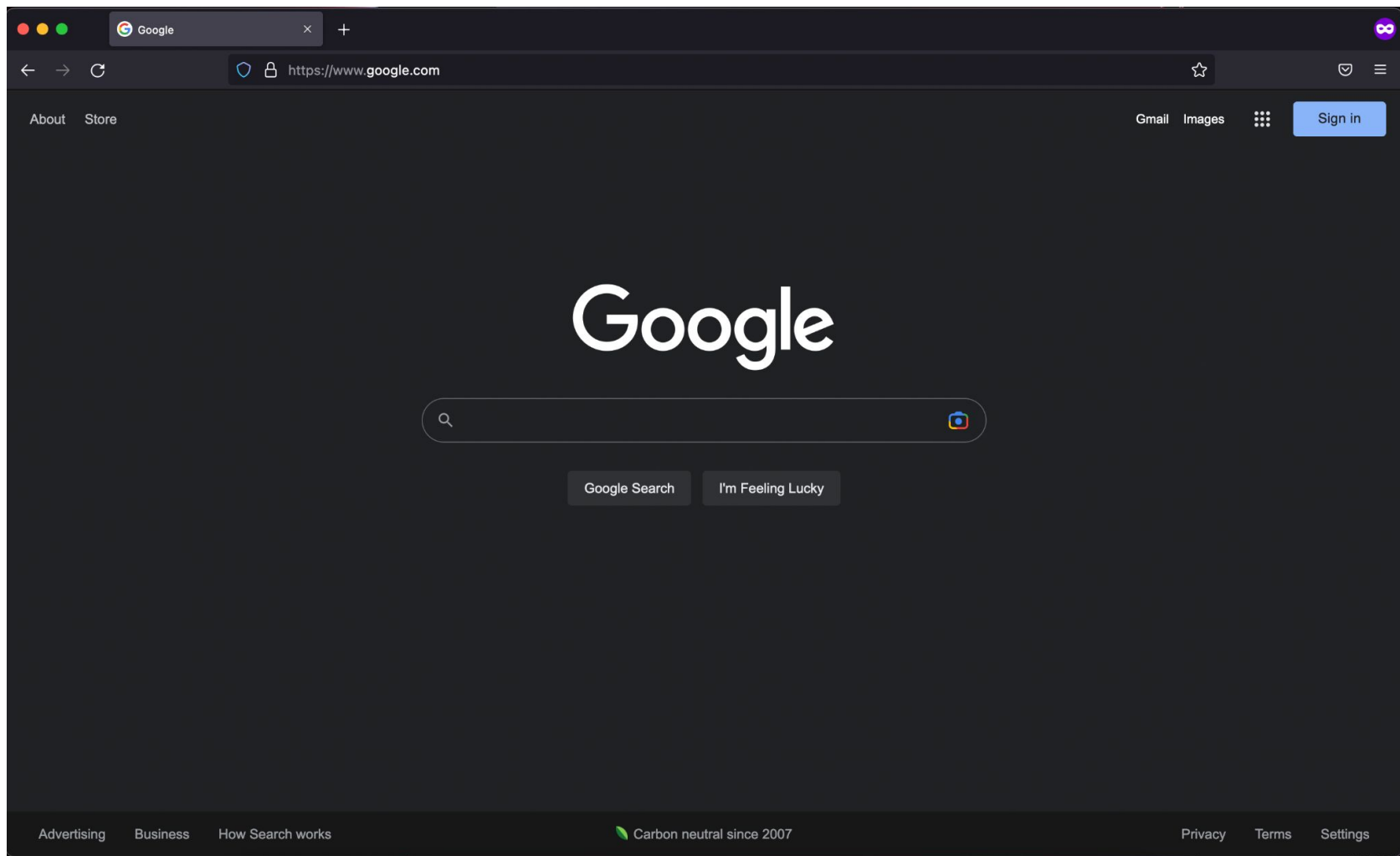
20-MINUTE WEBINAR

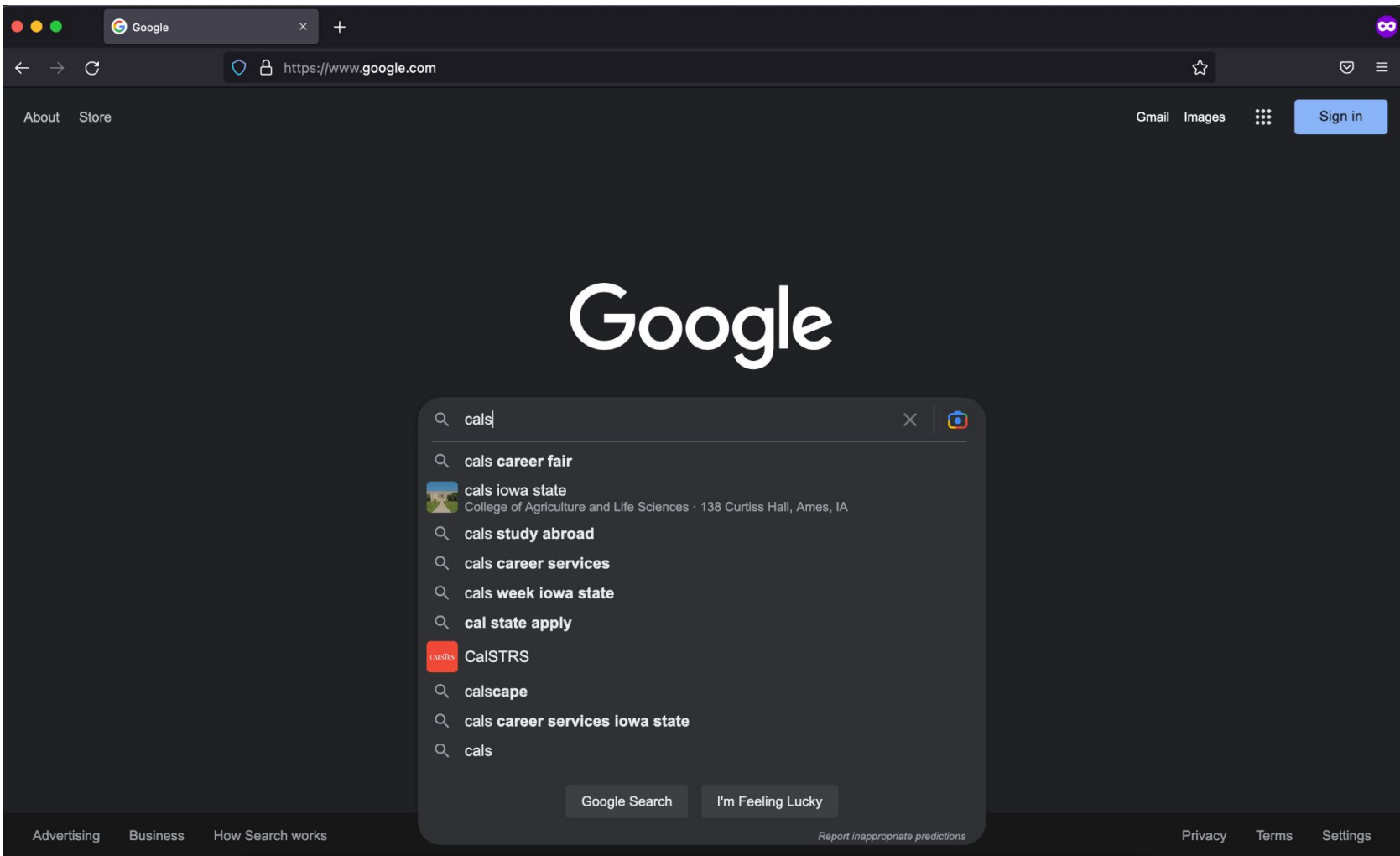
SEO and Why It's Important

IOWA STATE UNIVERSITY

Search Engine Optimization (SEO)

From a searcher's perspective...





Google

🔍 cals

🔍 cals career fair



cals iowa state

College of Agriculture and Life Sciences · 138 Curtiss Hall, Ames, IA

🔍 cals study abroad

🔍 cals career services

🔍 cals week iowa state

🔍 cal state apply



CalSTRS

🔍 calscape

🔍 cals career services iowa state

🔍 cals

Google Search

I'm Feeling Lucky

[Report inappropriate predictions](#)

[Advertising](#)

[Business](#)

[How Search works](#)

[Privacy](#)

[Terms](#)

[Settings](#)

Keywords Tool!

Google

Search results for "cals":

- ☐ cals career fair
- ☒ cals iowa state
College of Agriculture and Life Sciences · 138 Curtiss Hall, Ames, IA
- ☐ cals study abroad
- ☐ cals career services
- ☐ cals week iowa state
- ☐ cal state apply
- ☒ CalSTRS
- ☐ calscape
- ☐ cals career services iowa state
- ☐ cals

Google Search I'm Feeling Lucky

Report inappropriate predictions

cals - Google Search

×

+

←

→

↻

🔒

https://www.google.com/search?q=cals&source=hp&ei=P7pNY5iLbAP49APKz5E4&iflsig=AJiK0e8AAAAAY03ITxs897eHcXz7UNeUdLTRgC0BN

☆

🛡️

☰

Google

cals

×

🔍

⚙️

☰

Sign in

🔍 All

🖼️ Images

📰 News

📍 Maps

📖 Books

⋮ More

Tools

About 4,030,000,000 results (0.65 seconds)

https://cals.org

⋮

Central Arkansas Library System: Home

CALS is proud to now offer Kanopy, a video-streaming platform dedicated to thoughtful and thought-provoking films. Founded in 2008, Kanopy was established to ...

Main Library · My Account · CALS Online Services · CALS Branches Map

https://www.cals.iastate.edu

⋮

College of Agriculture and Life Sciences

The **College of Agriculture and Life Sciences** is one of the world's leading institutions of agriculture. Building on over 150 years of excellence the college ...

Academic Departments · Faculty and Staff News · CALS Scholarships · About

https://www.cals.iastate.edu › content › multiple-counti...

⋮

Multiple-Counting Courses in CALS

Multiple-Counting Courses in **CALS** · Communications Proficiency · Humanities · Social Sciences · Ethics · Life Sciences · Math, Statistics, and Physical Sciences.

People also ask

⋮

What is a CALS certification?

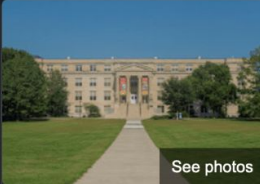
⌵

What does Cornell CALS stand for?


⌵

Is Cornell CALS Ivy League?

⌵



See photos



Parks Library · Troxel Hall · Iowa State University

College of Agriculture and Life Sciences

Website

Directions

Save

College in Ames, Iowa

Located in: Iowa State University

Address: 138 Curtiss Hall, Ames, IA 50011

Phone: (515) 294-2518

Suggest an edit · Own this business?

Add missing information

Add business hours

Reviews ⓘ

Write a review

Add a photo

2 Google reviews

Profiles

SERP – Search Engine Results Page

Google

cals

×

Q

⚙

⌵

Sign in

All

Images

News

Maps

Books

More

Tools

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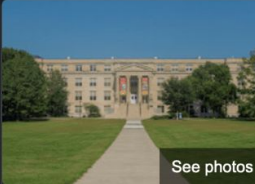
communications Proficiency · Humanities · Social ...
n, Statistics, and Physical Sciences.


People also ask

What is a CALS certification?

What does Cornell CALS stand for?

Is Cornell CALS Ivy League?

See photos



College of Agriculture and Life Sciences

WebsiteDirectionsSave

College in Ames, Iowa

Located in: Iowa State University

Address: 138 Curtiss Hall, Ames, IA 50011

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Suggest an edit · Own this business?

Add missing information

Add business hours

Reviews ⓘ

2 Google reviews

Profiles

Write a review

Add a photo

Keyword Tool!

Individual Result

<https://www.cals.iastate.edu>

:

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[Academic Departments](#) · [Faculty and Staff News](#) · [CALS Scholarships](#) · [About](#)

Page URL

Page Title

Meta
Description

Internal Links

▼ Summary

Summary

Ω x² x₀ | B I |

One of the first steps to building a website is to determine what the goals for that site will be. Every website's content and structure should be built with the intent of getting the visitor to the desired action, or goal! Follow along for a step-by-step guide to getting started with goals.

Words: 52, Characters: 241/600

Write your own summary of this content to appear in previews and search results. If left empty, an excerpt of the body text will be used with images, lists, and tables omitted. Recommended summary length is 100 words or fewer.



Meta
Description



HANDS-ON WITH POLLINATORS

Three undergraduate students took part in the Bee & Wasp Squad this past summer, assisting graduate student mentors with research projects and learning how to study pollinators.

[Learn more](#)

What is SEO?

**Improving the quality and
quantity of your website traffic
from search engines**

What is it really?

**Getting the right people to your
website at the right time.**

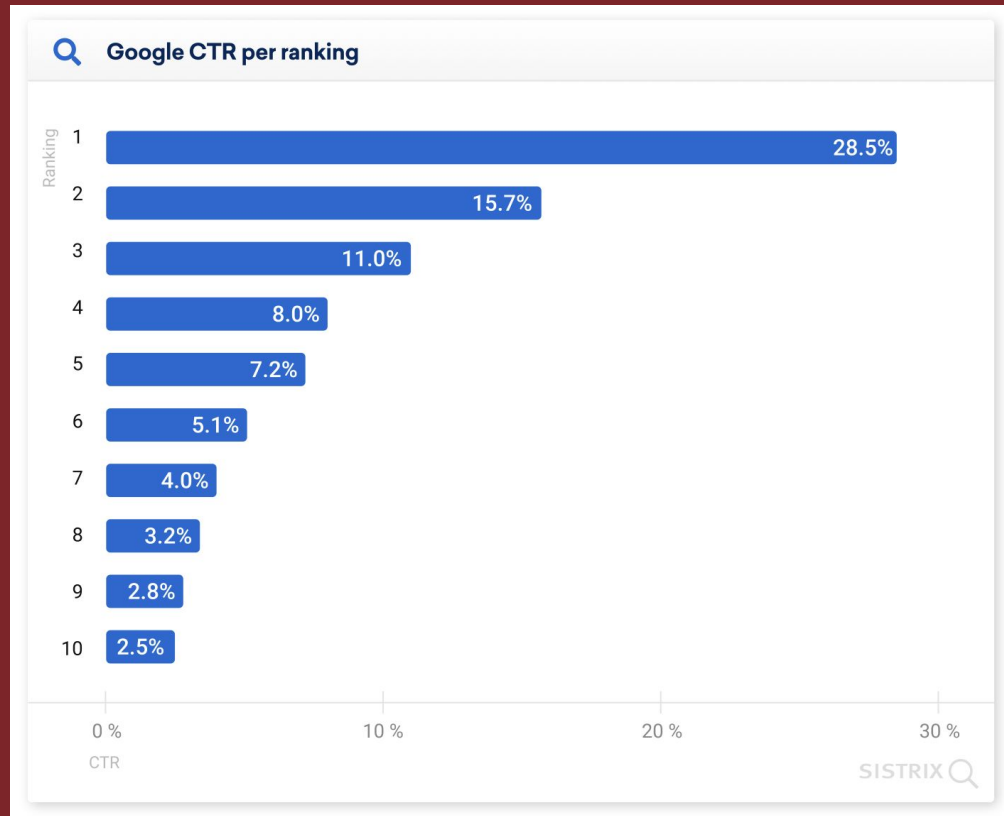
Okay, but technically?

**Getting your website on page 1 of
search engine results pages
(SERPs).**

Why is this important?

The first organic result in Google Search has an average click-through rate of 28.5%, according to a newly published study.

[Search Engine Journal](#)





Keyword Research

SEO practice of identifying search terms relevant to your audience, selecting keywords your site has the best chance of ranking for.

On-Page SEO

Improvements that can take place directly in the website to improve your page's position in the search ranking

Technical SEO

Website and server optimizations that make your website easier for search engines to crawl

Off-Page SEO

Actions taken outside of your website to improve your site's position in the search ranking

SEO Checklist

Page Title: _____

URL Path: _____

✓ Keyword Research:

- ☐ Reach out to the Web team for a keyword map of your page:
 - Competitors
 - Potential keywords list
 - Audit current pages ranking for keywords in order to compete

(Free Versions: Ahrefs, Moz, SEMRush)

✓ On-Page:

- ☐ Get familiar with the page's analytics
- ☐ Content audit and clean-up:
 - Remove old or incorrect content
 - Implement keyword research
 - Improve readability
 - Use header tags to cluster content (H2, H3, H4, etc.)
 - Optimize images (no larger than 1mb)

✓ Technical:

- ☐ How does your content look on mobile devices?
- ☐ Check your site load time - are images optimized?
- ☐ Check page depth - is this page orphaned?
- ☐ Fix broken links

✓ Off-Page:

- ☐ Turn unlinked mentions into links
- ☐ Setup Google Business

Keyword Bank:

Keyword Research

SEO practice of identifying search terms relevant to your audience, selecting keywords your site has the best chance of ranking for.

1. Brainstorm list
2. Select tool
3. Build list
4. Save list and document ranking

✓ Keyword Research:



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- **Competitors**
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Keyword Research

Tool: [MOZ](#)

Other Tools: [SEMRush](#), [ahrefs](#), [Web Team](#)

Search Moz Pro Moz Local Free SEO Tools Resources  

[Home](#) [Moz Pro](#) [Keyword Research](#) [Explore by Site](#) [Site Overview](#) [What's New?](#) [Help](#)

Overview

Research by site to identify top ranking keywords and gain competitive insights.

Explore by root domain, subdomain, or page:

[Analyze](#)

9 of 10 queries available until 10/31













Enter additional sites to compare with cals.iastate.edu to see what keywords you could be ranking for.









[Compare sites](#)


Keyword Data Updated Every Two Weeks

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
cals.iastate.edu	6	0 keywords in #1-3 2 keywords in #4-10	43	88

Top Ranking Keywords

72K  1130  n/a  n/a  source  Rank 11.9K More data    71  10  n/a  

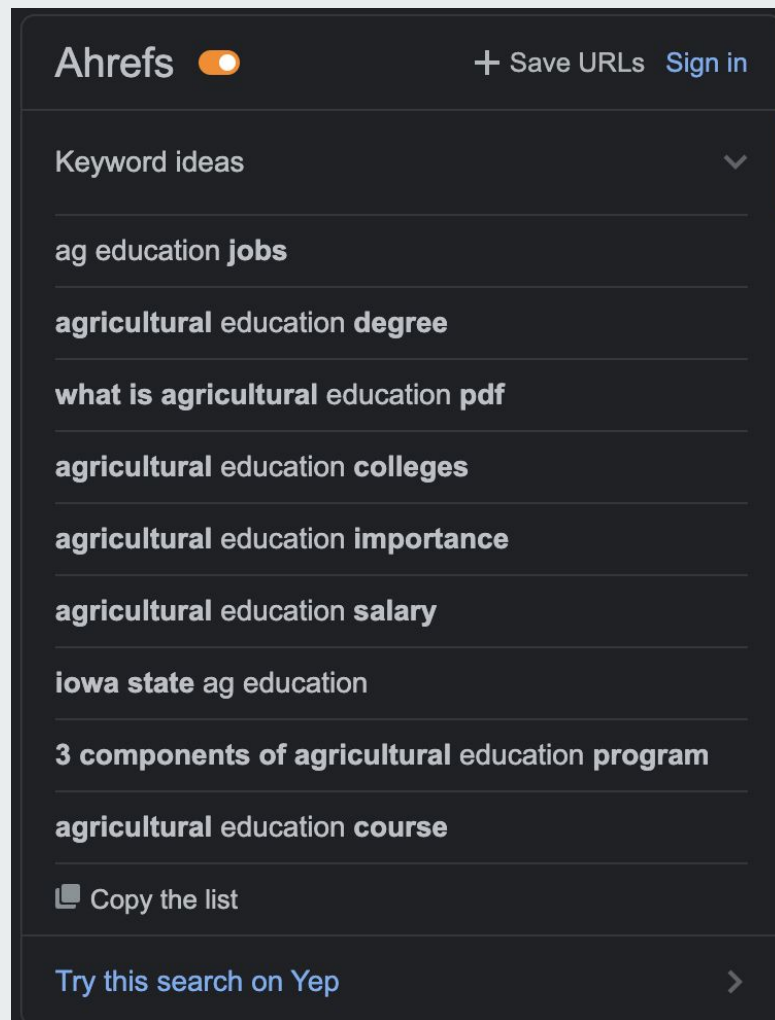
iowa state university cals logo	#6 / 	48	Data not available 
monthly analytics	#8 /post/underst... 	31	Data not available 
website goals worksheet	#12 /post/how-sta... 	44	5
webteam collaboration	#24 /request-a-we... 	46	Data not available 
monthly analytics report	#30 /post/underst... 	39	27

[See all ranking keywords](#) 

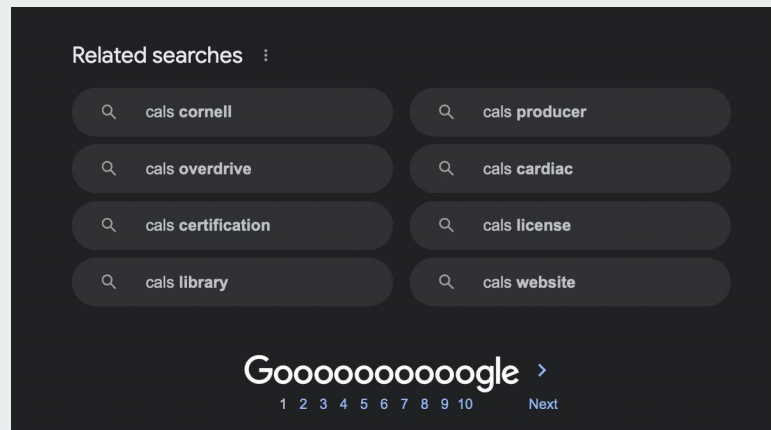
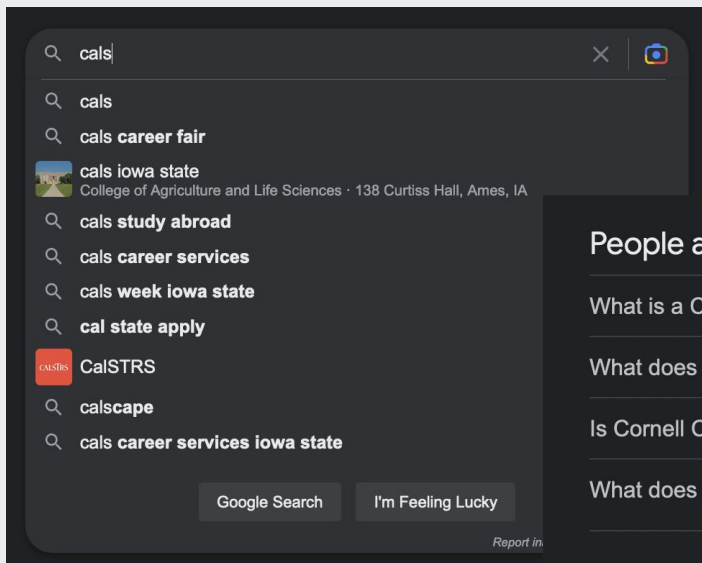
Keyword Research

Plugin Tool [ahrefs](#)

Other Tools: [SEMRush](#), [MOZ](#), [Web Team](#)



Keyword Research



People also ask

What is a CALS certification?



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Is Cornell CALS Ivy League?



What does Cornell CALS look for?



Feedback

On-Page SEO

Improvements that can take place directly in the website to improve your page's position in the search ranking

Tools: Matomo Report, SiteImprove, [Image Compressor](#)

✓ On-Page:



Get familiar with the page's analytics



Content audit and clean-up:

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Technical SEO

Website and server optimizations that make your website easier for search engines to crawl

Tools: SiteImprove, [Image Compressor](#)

✓ Technical:

- ☐ **How does your content look on mobile devices?**
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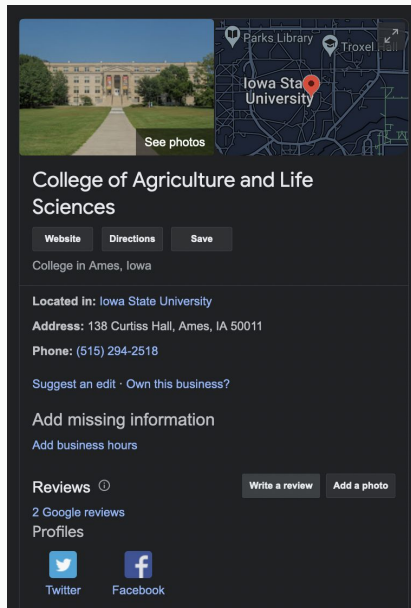
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Setup Google Business



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Keyword Bank: _____

CALS/LAS WEB TEAM

The CALS/LAS Team



John VanDyk

Strategic Lead



Ann Staniger

Project Manager



Hannah Schultes

Content Strategist

Contact us at websupport@iastate.edu



20-MINUTE WEBINAR

What Makes a Great Homepage?

+ Office Hours

IOWA STATE UNIVERSITY