20-MINUTE WEBINAR

SEO and Why It’s Important
Search Engine Optimization (SEO)

From a searcher’s perspective...
Keywords Tool!
College of Agriculture and Life Sciences

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Page URL: https://www.cals.iastate.edu
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.
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

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**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:

- 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)
Keyword Research

Tool: Moz

Other Tools: SEMRush, ahrefs, Web Team
Keyword Research

Plugin Tool: ahrefs

Other Tools: SEMRush, MOZ, Web Team
On-Page SEO

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

✅ 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)

Tools: Matomo Report, SiteImprove, Image Compressor
Website and server optimizations that make your website easier for search engines to crawl.

**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

**Tools:** SiteImprove, Image Compressor
Off-Page SEO

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

✔️ Off-Page:

- Turn unlinked mentions into links
- Setup Google Business
The CALS/LAS Team

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What Makes a Great Homepage?