Getting Started: Plan Before You Post

Yes, it sounds simple enough, but for a webpage to be effective it must:

- Demonstrate **web-oriented readability**
- Contain relevant **keywords**
- Contain **unique content**

Using keywords optimizes how the Google search engines find and display its search results. The goal is to have your page appear as high up on the results lists as possible so it’s noticed. Using keywords is part of what is called **search engine optimization** (SEO).

To ensure effective SEO, follow these guidelines:

1. First ask yourself what are the top dozen or so **keywords** someone might use to search for your specific page.
2. Make a list of keywords and try to use each of them **within the first couple of paragraphs**. (Note: Repetition of keywords is fine, as long as it reads logically.)
3. Aim for **shorter paragraphs** written using **concise sentences**. I recommend getting your program or division **mission statement** stated as quickly as possible. Remember, if it falls “below the fold,” it likely won’t be read. (Fact: Readers quickly abandon text-heavy pages.)
4. Apply **headers** (using keywords in the header itself) to separate sections. This is an effective technique that not only makes a page easier to read but also adds more opportunity to implement your keywords—and search engines give higher relevance to **keywords** used in a **header** or as part of **linked** text.
5. **Bulleted** or **numbered** lists also are effective in breaking up a text-heavy page, though overuse can push essential information below the fold. Balance is key.
6. Apply the **upside-down-triangle** approach: start sharp and focused, then branch outward to further expand on your vision, purpose, role within the larger college community, general overviews, etc.
7. Use program-representative **images**. Content managers can also manage images for a page, either as a single, static image that appears between the first and second paragraphs, or by making it a **pop-up image** that will enlarge when selected. (With the pop-up image option, you can add images, which automatically become a **slideshow**.)
8. Apply **hyperlinks** at the first mention of a relevant faculty member, web feature, department, and so forth. (Recall a linked keyword increases its SEO relevance.)
9. If you find your paragraph has more blue underlining than not, rethink some of the links: Can the linkable text be shortened? Is each link necessary? Can I link later in my page?

**Tip:** Contact CCA’s **web editor** for help setting up your news. In fact, consider having the web editor review your post before it goes live.

**Additional Resources**

1. About Metadata
2. News Tagging: Policy & Procedure
content? Can I add a **Resources** section to the page to consolidate the links?