# 5 Ways to Enhance Your SEO

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# Agenda

- SEO Basics
  - How does SEO work?
- Keywords
- Descriptions
  - Meta & Search Descriptions
- Images
- Links
- Content
  - High Quality Content

# SEO Basics: How does SEO work?

- Search engine spiders search internet
  - Create index of words
  - Users search results based on indexed words
- Search Engines must locate and index page before users can find it
- Give users most relevant sites based on their search
  - 10-Minute SEO for Association Websites



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# 1. Keywords

- Cornerstone of SEO
  - Ranking for the "right" keywords can make or break your website's SEO
- Create list
  - Explore competition
  - Review traffic and analytics
  - Select keywords to target
- What's an SEO Keyword?

# Keywords in MIC

# Keywords in ChamberMaster

- Member Information Center (MIC)
  - Update Company Information
  - Appropriate Rep Permission Level required
- Back Office
  - Add via member's Web tab
- Website
  - GZCMS
    - Yoast keywords
- SEO is relative, not absolute
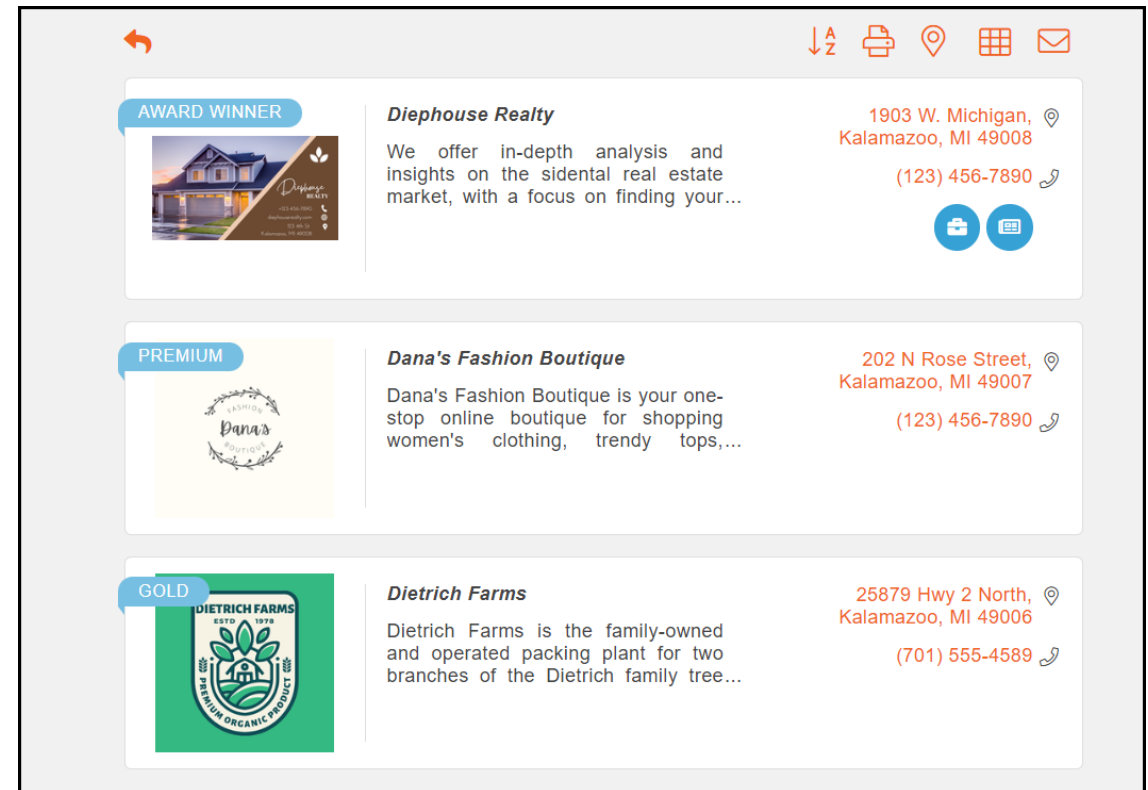  - Keywords should be updated regularly

# 2. Descriptions

- Used as description of website in search results
- Include primary keywords in description
  - "As the largest business support organization in Michigan, the Kalamazoo Area Chamber is focused on helping Michigan businesses succeed and create jobs."
  - "With more than 2,000 member businesses, the Kalamazoo Chamber is the organization of choice for business networking, professional development, and community growth."

# Descriptions in MIC

- Appropriate [Rep Permission Level](#) required to change directory description

- By default, description includes business name and [categories](#)
  - Members can customize via the MIC

# Event Meta & Search Descriptions

- <u>Meta Search Description</u>
  - Search engine results, social media posts, etc.
  - Useful to improve click-through-rate
  - Huge SEO boost
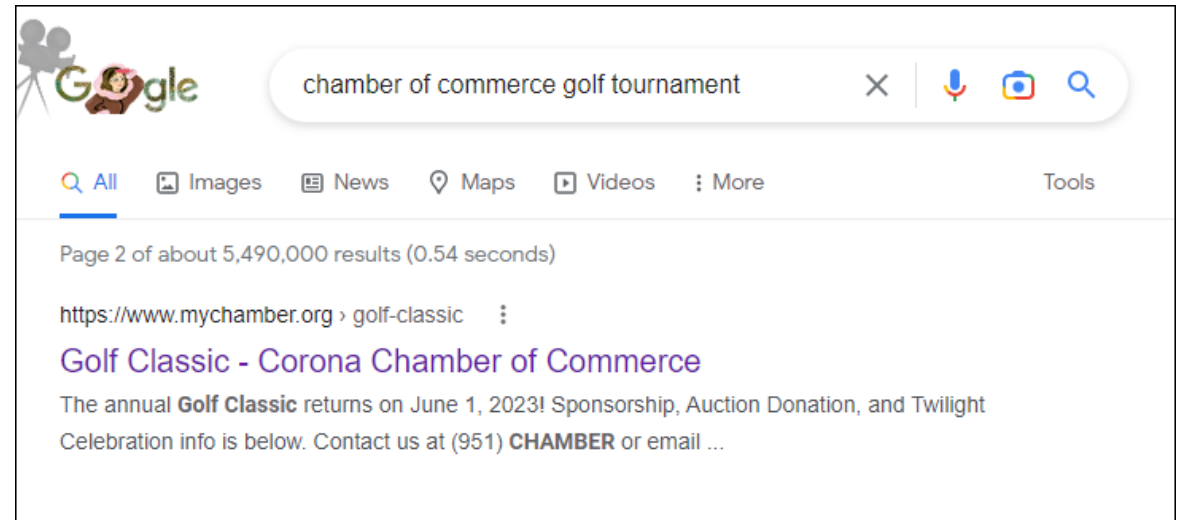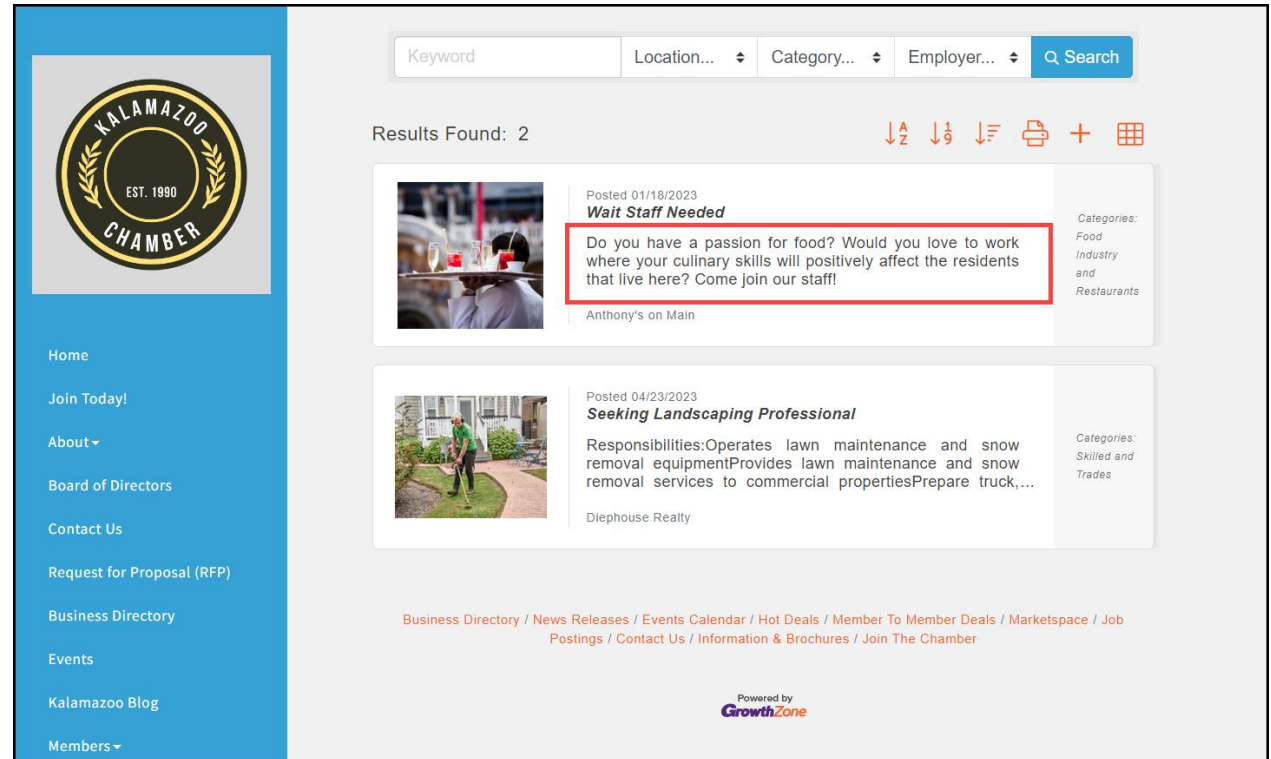


- <u>Search Description</u>
  - Teaser text on event search results on your website

# Web Content Descriptions

- Help attract users to member's job posting or current promotion
  - Hot Deals
  - Member-to-Member Deals
  - Job Postings
  - News Releases

- Include Meta Description when submitting via the MIC

# 3. Images

- Optimize images properly to improve SEO ranking
  - File format
  - File size
  - [Image size recommendations](#)
- Name image using keywords
  - "image123.png" won't help search engines understand image

Ice Fishing on Gull Lake MN

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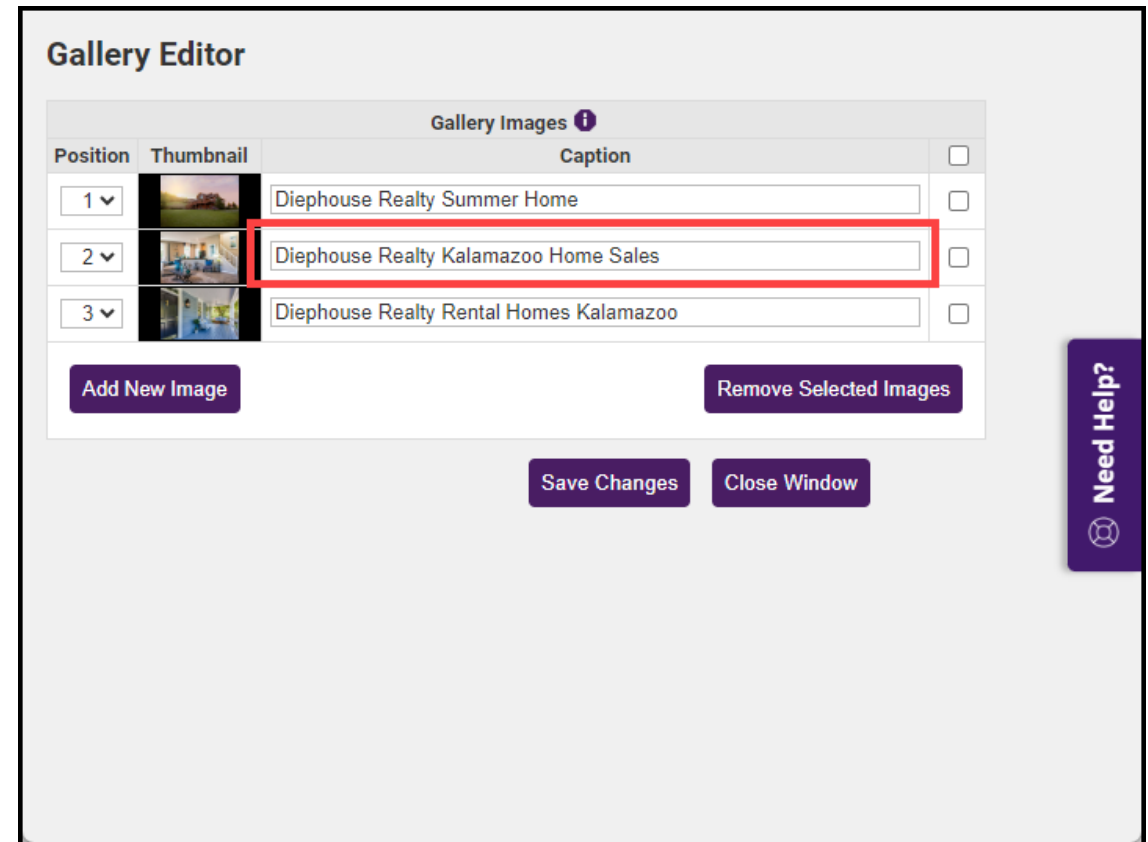
# Alternative Text

- Include Alternative Text when uploading images
  - Allow search engines to locate your page

- Text displayed when mouse hovers over image

- Used for screen readers
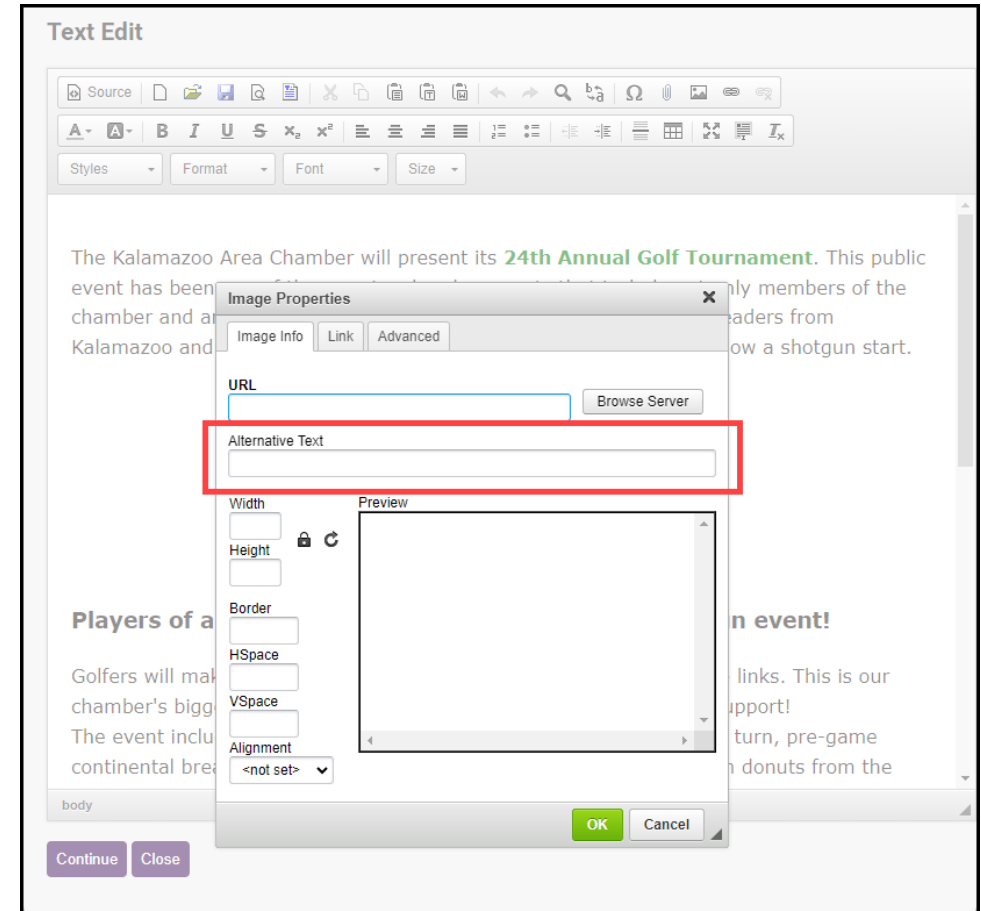
# Captions

- If Alternative Text field not available, include image caption
- Text displayed when mouse hovers over image
- Used for screen readers

# Images in MIC

- [Directory](#) Listing images
  - Logos
  - Image gallery
- [Event](#) images
  - Include caption when submitting events
- Web content
  - Alternative Text
- [5 Fool-Proof Ways to Attract More Member-Generated Content](#)

# 4. Links

- Use clear and effective anchor text
  - Tell users and Google something about where the link goes
  - Avoid "Click Here"
  - Keywords as Anchor Text
    - FAQ Pages
- Fix Broken Links
  - Don't ignore broken links
- Link Checker
  - Checks website for issues
  - Easily spot 404 errors and fix them

The 2023 Kalamazoo Klassic 10k Run and 5k Run/Walk, presented in partnership by MRC Industries, Inc. and the Kalamazoo Area Runners, is scheduled for Saturday, June 17th. We are excited about celebrating our 45th year of this Community Tradition. The 10k 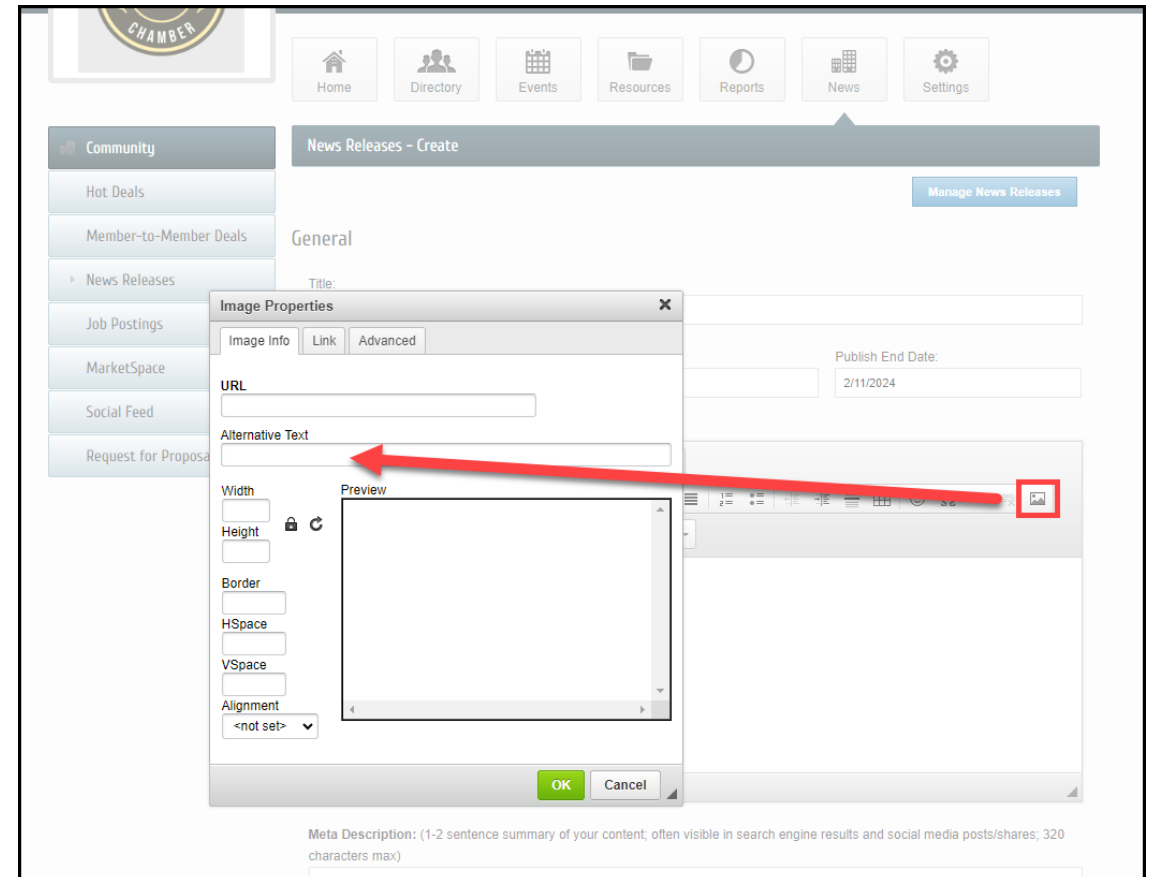Run starts at 7:30am and the 5k Run/Walk starts at 9:00am at the top of Maple Street Hill in Kalamazoo. All race details can be found at the registration link below.

**REGISTER NOW**

The majority of proceeds from the Kalamazoo Klassic benefit MRC Industries, Inc. in its mission to encourage and support individuals living with a disability to achieve their fullest potential through employment, skill-building and active community involvement. The remaining proceeds benefit Kalamazoo Area Runners in its mission to promote a healthy lifestyle through the sport of running while enhancing the quality of life in the community.

Questions regarding the Kalamazoo Klassic 5k Run/Walk and 10k Run should be directed to Susan Terranella at sterranella@mrcindustries.org.

# Links in MIC

- Directory Listing
  - [Enhanced Web Participation Package](#) includes bulleted list of links

- Event Pages

- Web Content
  - Hot Deal with link to online store
  - Job Posting with link to application
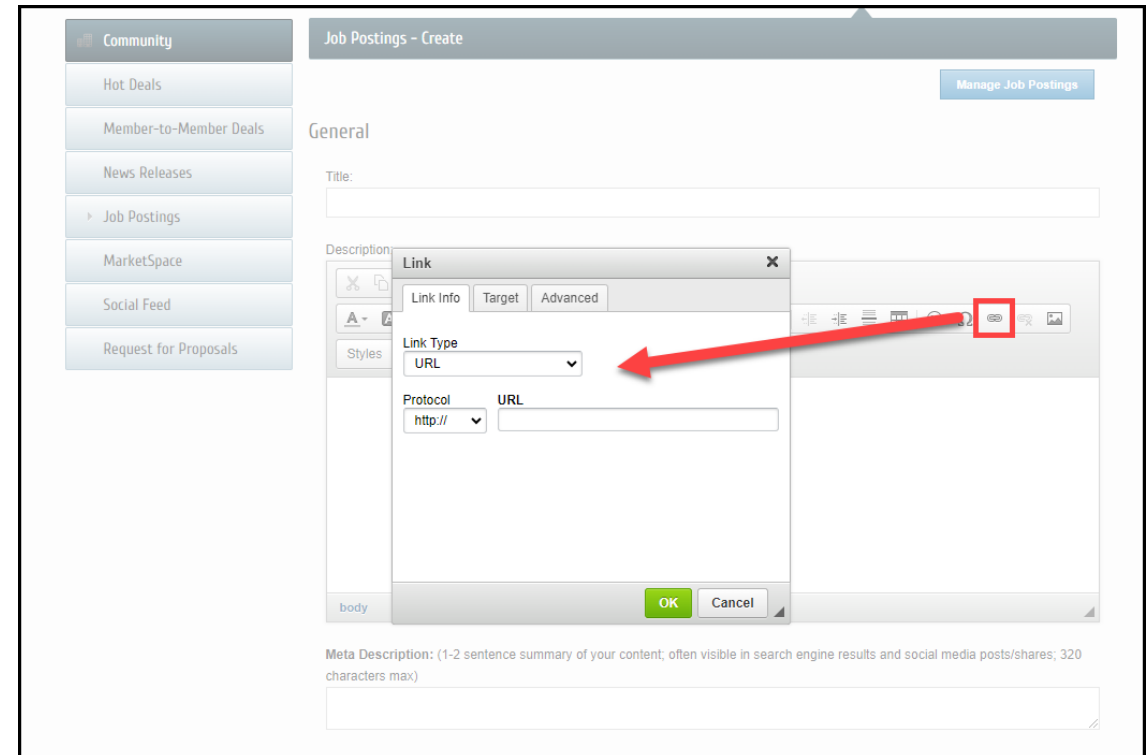
# Event Links

- Event Page
  - Event [Description](#)
    - [Link PDF](#) of event agenda
  - Date/Time section
  - Location section
  - Fees/Admission section
- Include links back to your website
  - Great SEO juice

# 5. Content

- Relevant content updated on a regular basis
  - Give search engines something to find
  - Give users reason to come back to your website
- Quality content means lower bounce rate
  - Pages that increase time on page
  - Provide helpful content for user
- Align content with searcher intent
  - What do users Google about your chamber?

# High Quality (Web) Content

- Fresh content
  - Hot Deals
  - Member-to-Member Deals
  - Job Postings
  - News Releases
  - Blog

- Use email template to send reminder email to members
  - Take advantage of your chamber's website audience



**KALAMAZOO AREA BLOG POST**

A blog is an informational website consisting of discrete, often informal diary-style text entries (posts). Posts are typically displayed in reverse chronological order so that the most recent post appears first, at the top of the web page.

Keyword | Category... | 🔍 Search

Results Found: 3

Monday, January 1, 2024
*Latest Kalamazoo Area Chamber Blog Post*
**Elizabeth Diephouse**
(0) Comments

Tuesday, December 12, 2023
*Tips for Choosing a Credit Card Processor for Your Association*
**Ann Teak**
(0) Comments

Tuesday, December 12, 2023
*What is a blog anyway?*
**Amanda Lorean**
(1) Comments

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# Automatic Publishing to Social Media

- [Automatically](#) publish to social media
  - [Facebook](#)
  - [Twitter](#)
- Configure post messages and publishing times
  - When is most of your audience checking social media?
- Publish newsletter on website

# Training Resources



- Online Knowledge Base
- Live and On-Demand Training Webinars
- Product Updates
- No-Cost Training Offerings
- Knowledge Library
- Chamber Industry Resources
- How-To Video Library

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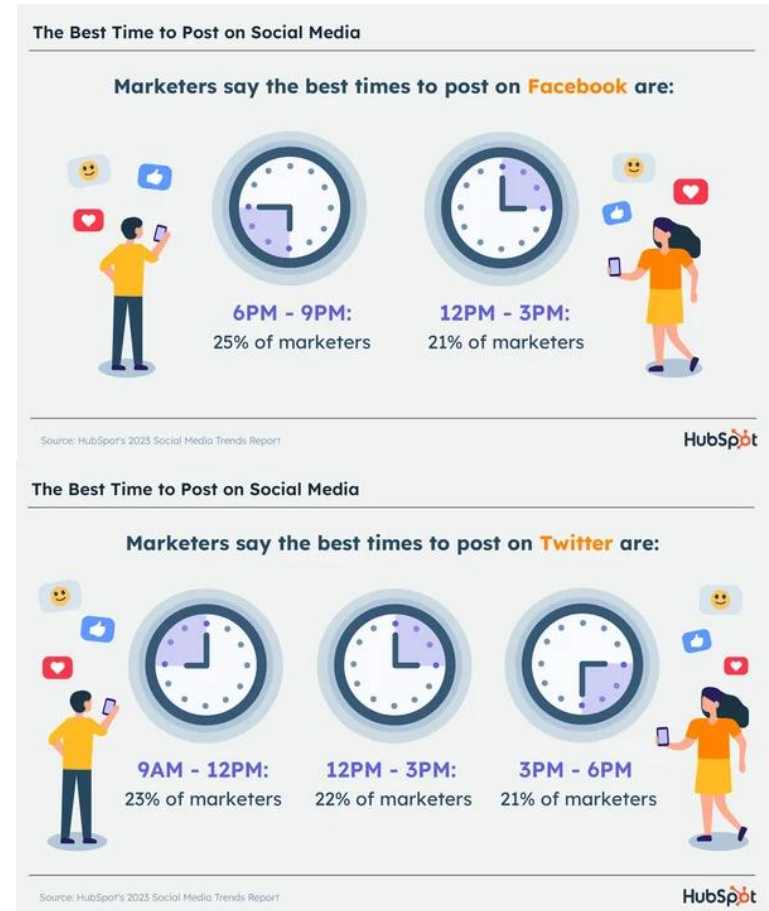
# Expanded Training Offerings

Regional Classroom Training

Customized Onsite Training

Personal One-on-One Engagement Sessions

Customized Online Training

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# Questions?

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