

5 Ways to Enhance Your SEO

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](#)



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

The screenshot shows the ChamberMaster MIC dashboard. At the top left is the Kalamazoo Chamber logo (EST. 1999). A search bar is located at the top center. On the top right, the user is logged in as Mary West, Diephouse Realty, with an Account Settings dropdown. Below the search bar is a navigation bar with icons for Home, Directory, Events, Resources, Reports, News, and Settings. On the left side, there are two main sections: 'Shortcuts' and 'Links'. The 'Shortcuts' section includes: Personal Information, Company Information, Hot Deals, Member-to-Member Deals, News Releases, Job Postings, MarketSpace, and Request for Proposals. The 'Links' section includes: MIC How To's and How to Set Up AutoPay for Your. The main content area is titled 'Home' and features a 'Welcome Message' with a 'Read Later' button. The message text reads: 'ChamberMaster is your direct connection to the Kalamazoo Area Chamber. As a member of the Kalamazoo Area Chamber, you have the opportunity to market your business to consumers visiting your website by enhancing your informational home page with pictures and text. You can also post hot deals, job openings, and events, and add keywords to help consumers find you when they run searches and reports to see hit statistics for your home page and other advertised items.' Below the text is a colorful illustration of a storefront with a pink 'SHOP' sign and a green 'LOCAL' sign. To the right of the welcome message, there is an 'Account Balance' section showing \$1774.99 and a 'Pay' button. Below that is an 'Upcoming Events' section for December 13, 2023, featuring 'Weekly Trivia Night' at Bell's Brewery with a 'REGISTER NOW' button. At the bottom right of the main content area is a 'Member Profile' section showing 'Your Company Profile is 94%' with a progress bar and an 'UPDATE' button.

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

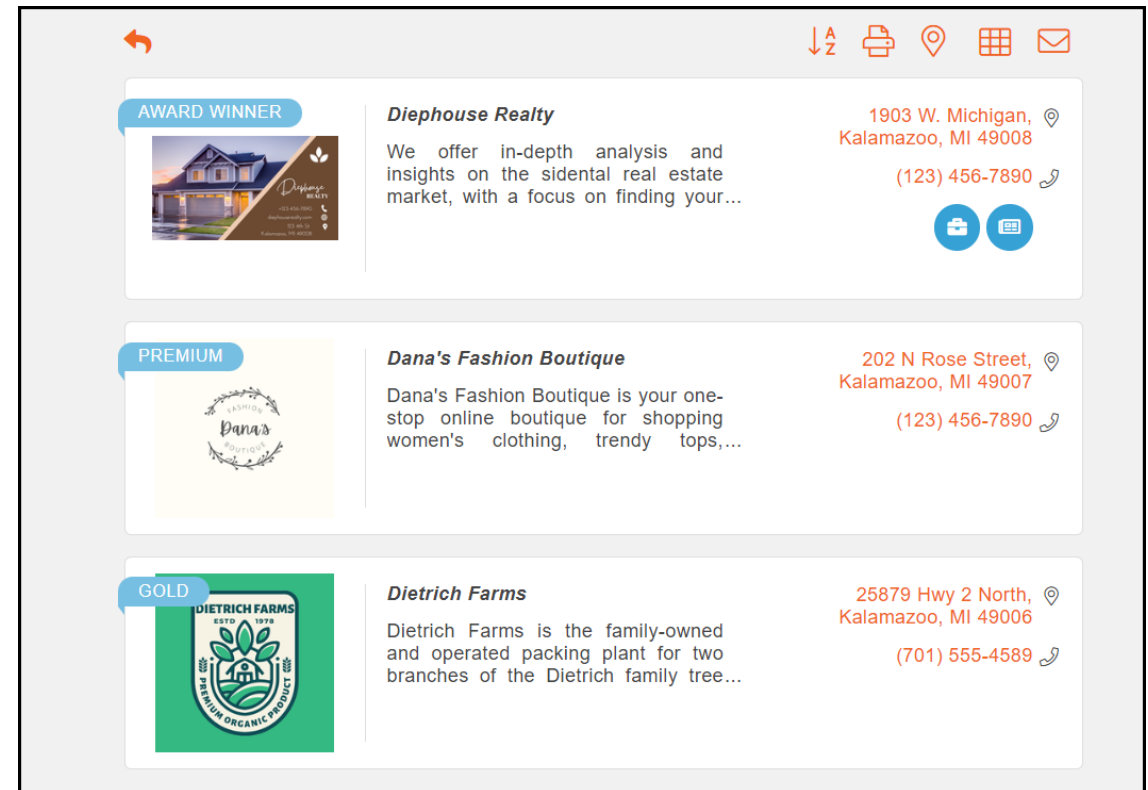
The screenshot displays the 'Member Management' interface for 'Diephouse Realty'. The 'Web' tab is active, showing several sections for editing website content:

- Web Contact Information**
- Web Participation Options**
- Web Description / Text Content** (expanded):
 - Description:** 1376 chars available. Text: "The real estate professionals at Diephouse Realty are committed to helping you achieve your real estate dreams. Diephouse Realty's property experts are trusted advisors in the art of connecting buyers with their dream homes."
 - Meta Description:** Diephouse Realty | Architectural Design & Building | Apartments | Property Leasing & Management | Real Estate Services
 - Search Results Description:** 82 chars available. Text: "We offer in-depth analysis and insights on the sidental real estate market, with a focus on finding your forever home!"
 - Hours of Operation:** 100 chars available. (Empty field)
 - Driving Directions:** 141 chars available. Text: "Take I-94 West until you reach exit 66 and then turn right."
 - Additional Bulleted Description:** (120 character max length)

Bullet text	Bullet URL
Best customer service in the ar	http://growthzone.com
We guarantee we'll help you fin	http://growthzone.com
Southwest Michigan's most ext	http://growthzone.com
Lake homes, water view homes	http://growthzone.com
Rent to own options available	http://growthzone.com
- Keywords:** unlimited keywords; enter a space between words. Text: "Kalamazoo, property, rent, lease, vacation, Lake Michigan, realtor, find a realtor, sell home fast, selling a home, first time home buyers, home selling tips, vacation homes, vacation rentals, marketing your home, short selling, for sale by owner."

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.”



The screenshot displays a mobile application interface with three business listings. At the top right, there are navigation icons for search, print, location, grid, and email. Each listing includes a category badge, a profile picture, the business name, a brief description, the address, and a phone number.

Category	Business Name	Description	Address	Phone Number
AWARD WINNER	Diephouse Realty	We offer in-depth analysis and insights on the sidental real estate market, with a focus on finding your...	1903 W. Michigan, Kalamazoo, MI 49008	(123) 456-7890
PREMIUM	Dana's Fashion Boutique	Dana's Fashion Boutique is your one-stop online boutique for shopping women's clothing, trendy tops,...	202 N Rose Street, Kalamazoo, MI 49007	(123) 456-7890
GOLD	Dietrich Farms	Dietrich Farms is the family-owned and operated packing plant for two branches of the Dietrich family tree...	25879 Hwy 2 North, Kalamazoo, MI 49006	(701) 555-4589

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

Manage Permission Sets

Permission Sets	Reps	Del
Primary	80	
Billing	16	
Standard	46	
Prospect	12	
Blocked	0	x

[New Permission Set](#)

Permission Set Name:

- Allow Login To MIC
- Allow Event Registrations
- Find Members
 - Enabled
- Member Info
 - View/Pay Own Bills
 - View/Pay All Bills
 - Business Info
 - Bus. Categories
 - Employees/Reps
 - Individual Profile
 - Login/Password
- Webpage Info
 - Webpage Info**
 - Web Map Pin Info
 - Photos & Logos
 - Keywords
 - Links
- Advertising
 - Hot Deals
 - Job Postings
 - Events
 - MarketSpace
 - News Releases
- Reports
 - Enabled
 - Enabled
 - Enabled
 - Enabled
 - Enabled
 - Enabled
 - Enabled
 - Enabled
- User Manuals

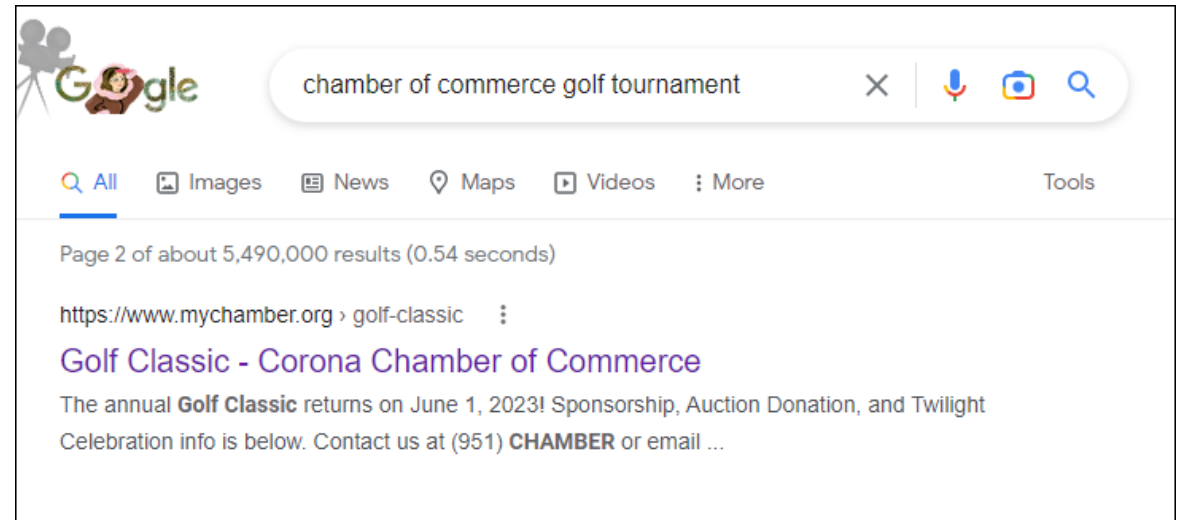
[Save Permissions](#)

[Close](#)

Event Meta & Search Descriptions

- Meta Search Description

- Search engine results, social media posts, etc.
- Useful to improve click-through-rate
- Huge SEO boost



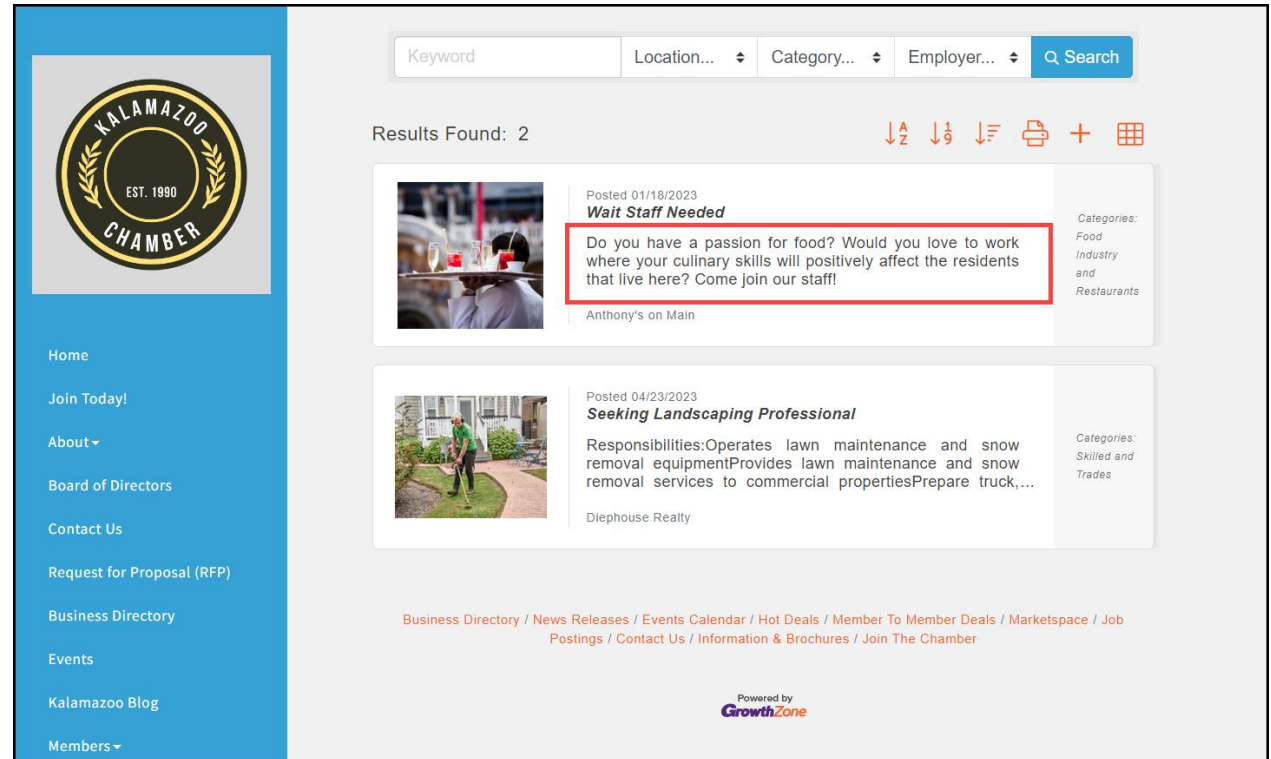
- Search Description

- Teaser text on event search results on your website

An event search result card. On the left is a promotional image for a golf tournament featuring a golfer in a blue shirt swinging a club. The text "JOIN US!" is at the top, and "GOLF TOURNAMENT" is in large white letters. Below the image, it says "Brought to you by the Kalamazoo Area Chamber". To the right of the image, the text reads "2023 Golf Tournament". Below that, it says "Join us for the Kalamazoo Area Chamber's 24th Annual Golf Tournament! This is historically one of our most popular events and always a lot of fun...". At the bottom, it says "Friday Apr 14, 2023" with a calendar icon. A blue "Register" button is on the right side.

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



The screenshot displays the Kalamazoo Chamber website interface. On the left is a blue sidebar with the Kalamazoo Chamber logo (a circular emblem with 'KALAMAZOO CHAMBER' and 'EST. 1990') and a navigation menu including Home, Join Today!, About, Board of Directors, Contact Us, Request for Proposal (RFP), Business Directory, Events, Kalamazoo Blog, and Members. The main content area features a search bar with fields for Keyword, Location, Category, and Employer, and a Search button. Below the search bar, it indicates 'Results Found: 2' and provides sorting and filtering icons. Two job postings are visible:

- Wait Staff Needed**: Posted 01/18/2023. Description: "Do you have a passion for food? Would you love to work where your culinary skills will positively affect the residents that live here? Come join our staff!". Categories: Food Industry and Restaurants. Posted by Anthony's on Main.
- Seeking Landscaping Professional**: Posted 04/23/2023. Description: "Responsibilities: Operates lawn maintenance and snow removal equipment Provides lawn maintenance and snow removal services to commercial properties Prepare truck,..." Categories: Skilled and Trades. Posted by Diephouse Realty.

At the bottom of the page, there is a footer with navigation links: Business Directory / News Releases / Events Calendar / Hot Deals / Member To Member Deals / Marketspace / Job Postings / Contact Us / Information & Brochures / Join The Chamber, and a logo for GrowthZone.

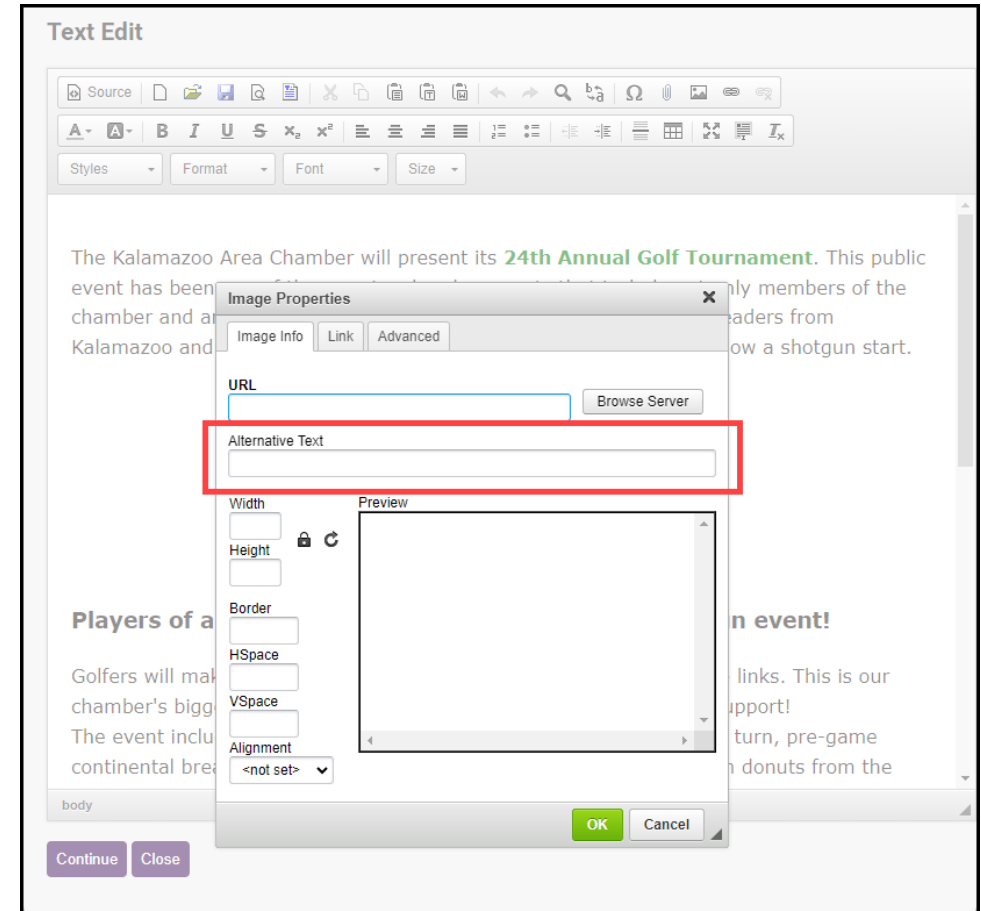
3. Images

- 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



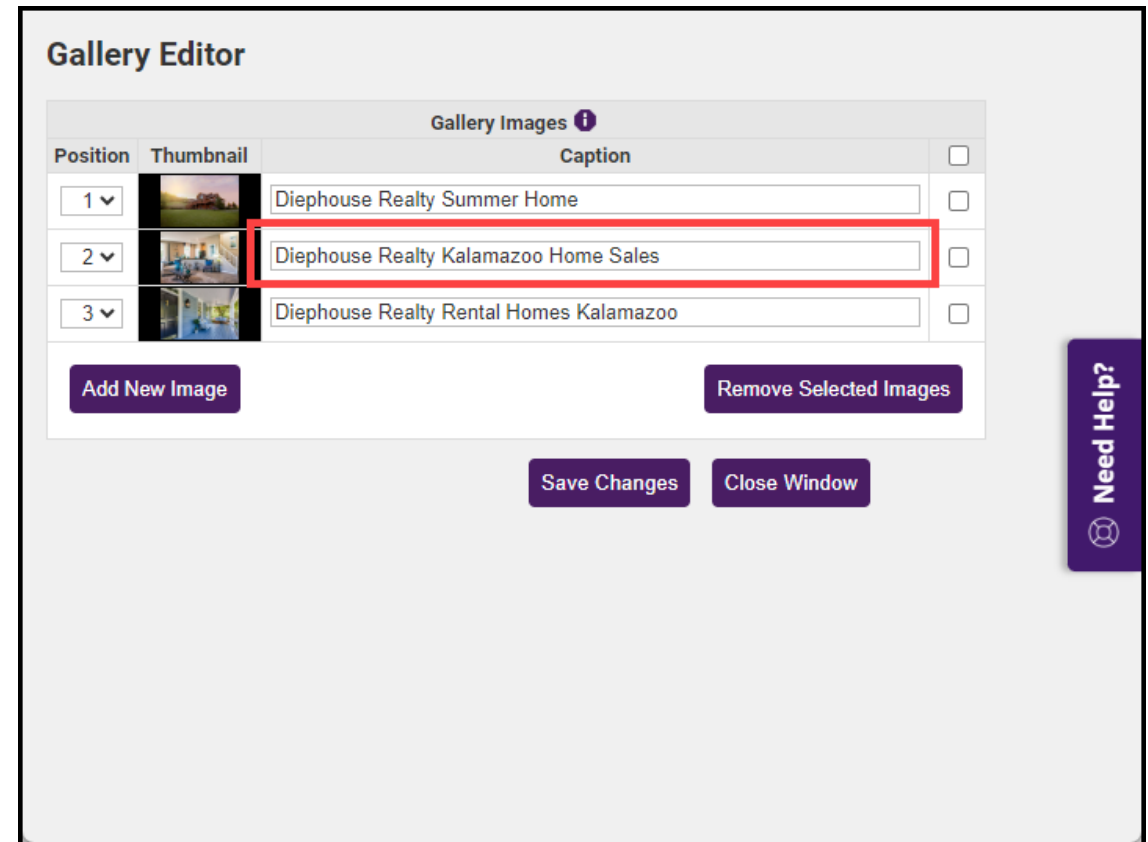
Alternative Text

- 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

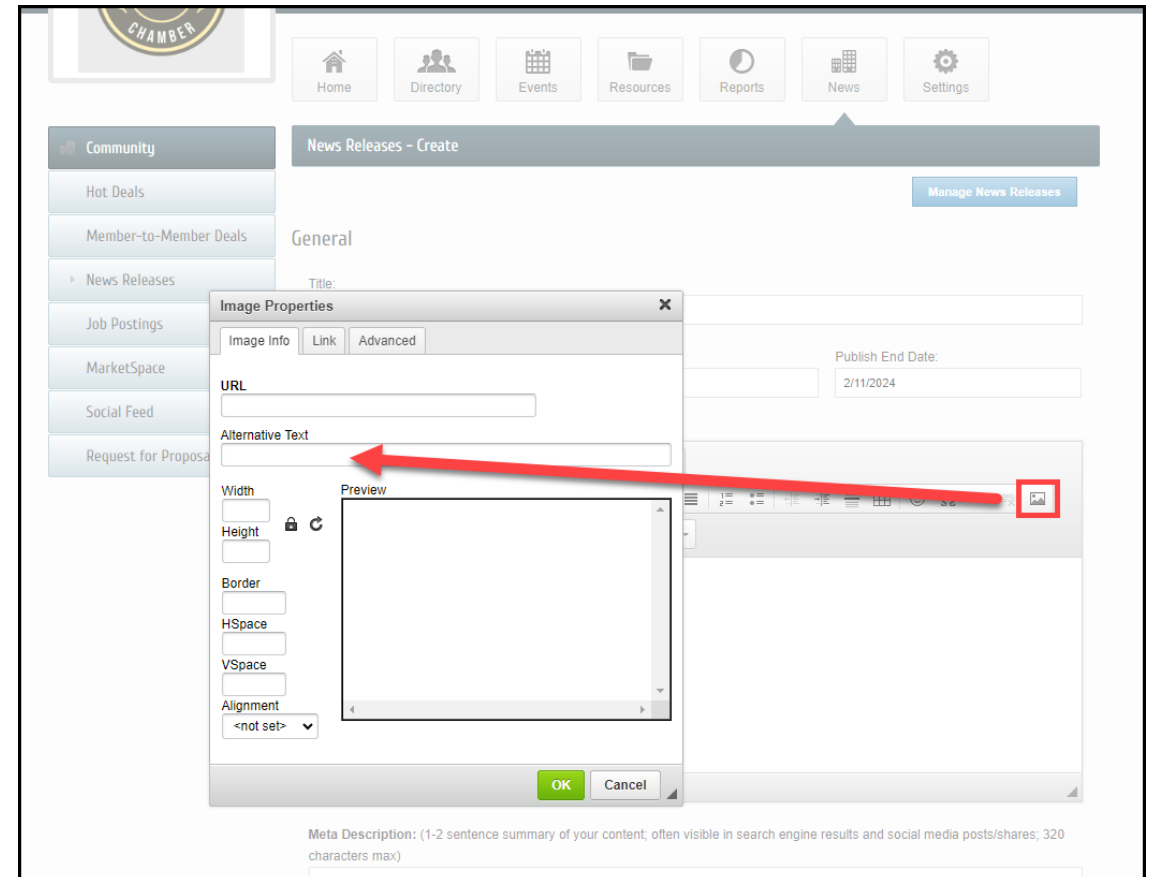


The screenshot shows a 'Gallery Editor' interface. At the top, there is a title 'Gallery Editor' and a sub-header 'Gallery Images' with an information icon. Below this is a table with three columns: 'Position', 'Thumbnail', and 'Caption'. The table contains three rows of data. The second row is highlighted with a red box. Below the table are four buttons: 'Add New Image', 'Remove Selected Images', 'Save Changes', and 'Close Window'. On the right side of the interface, there is a vertical purple button labeled 'Need Help?' with a question mark icon.

Position	Thumbnail	Caption	
1		Diephouse Realty Summer Home	<input type="checkbox"/>
2		Diephouse Realty Kalamazoo Home Sales	<input type="checkbox"/>
3		Diephouse Realty Rental Homes Kalamazoo	<input type="checkbox"/>

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 Classic 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.

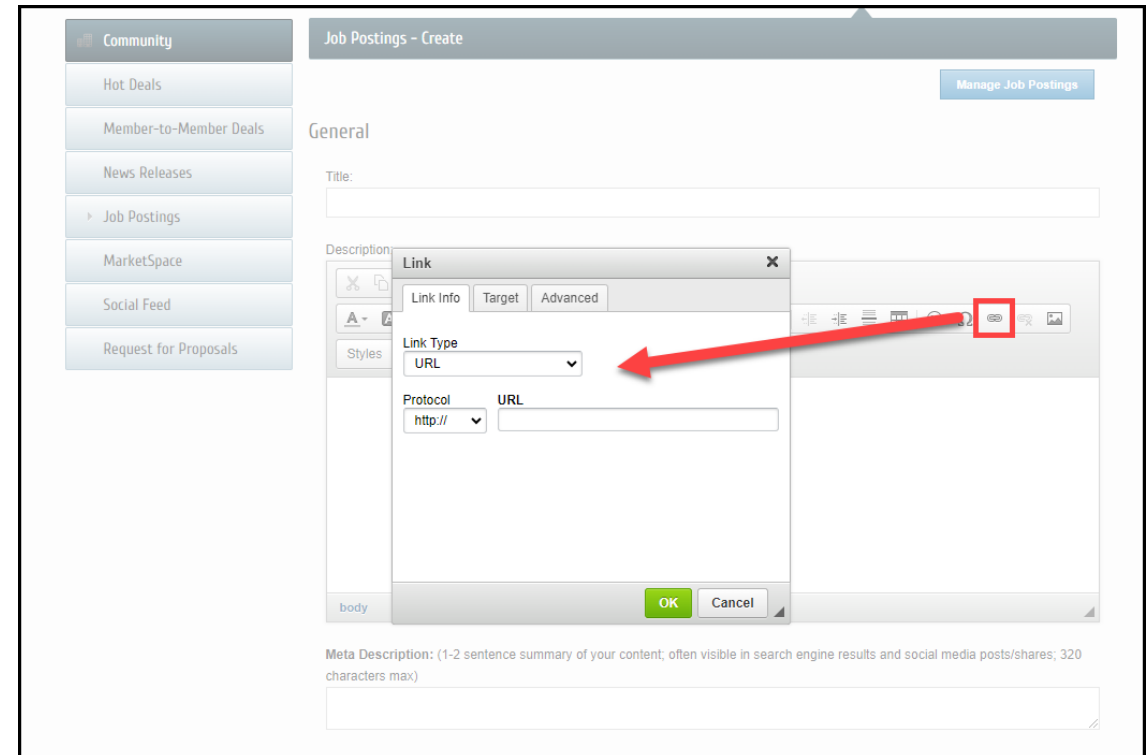


The majority of proceeds from the Kalamazoo Classic benefit [MRC Industries, Inc.](#) in its mission to encourage and support individuals living with a disability to achieve their fullest potential through employment, skill-building and active community involvement. The remaining proceeds benefit [Kalamazoo 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 Classic 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

2024 Golf Tournament

The Kalamazoo Area Chamber will present its **24th Annual Golf Tournament**. This public event has been one of the premier chamber events that include not only members of the chamber and area residents but also dignitaries and key community leaders from Kalamazoo and the surrounding communities. The tournament will follow a shotgun start.

Players of all skill levels are welcome to attend this fun event! Golfers will make new business connections during this fun day on the links. This is our chamber's biggest fundraising event of the year so come show your support! The event includes a post-game steak dinner, hot dog luncheon at the turn, pre-game continental breakfast with shrimp cocktails and Bloody Mary bar, warm donuts from the donut truck, and chances to WIN many fabulous prizes!

Not a golfer? No problem! There are plenty of ways to get involved-no golf skills are required!

Sponsorship Opportunities
Gain exposure for your business with one of many sponsorship opportunities priced to fit every budget, starting at \$150. Opportunities are limited and will fill up quickly.

Marketing Opportunities
Showcase your company's services to local business leaders and gain new customers by donating a raffle prize. Donors will be promoted through event signage and recognized from the podium.

Volunteer Opportunities
Get involved and make new connections by volunteering. Assignments will range from golfer registration to monitoring special contests.

Registration opens on **January 30, 2023**.
To become a sponsor, please contact info@kalamazoochamber.com or call (123) 456-7890.

Presented by the Kalamazoo Downtown Partnership

Date and Time
Saturday Jun 8, 2024
10:30 AM - 4:00 PM EDT

Registration | 8 - 10:30 a.m.
Shotgun start | 10:30 a.m.
Reception | 3:30 - 5 p.m.

Check out our countdown clock!

Location
4200 Lovers Ln, Kalamazoo, MI 49006

Fees/Admission

- \$125 per member
- \$200 per non-member
- \$400 per team (no more than 4 players per team, one player must be a member)

Click [here](#) for information on all the extra available for purchase during our tournament!

Interested in **Sponsorship packages** or **Marketing packages**?

Website
GrowItZone

Contact Information
Ann Teak - Events Coordinator
Send Email

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.

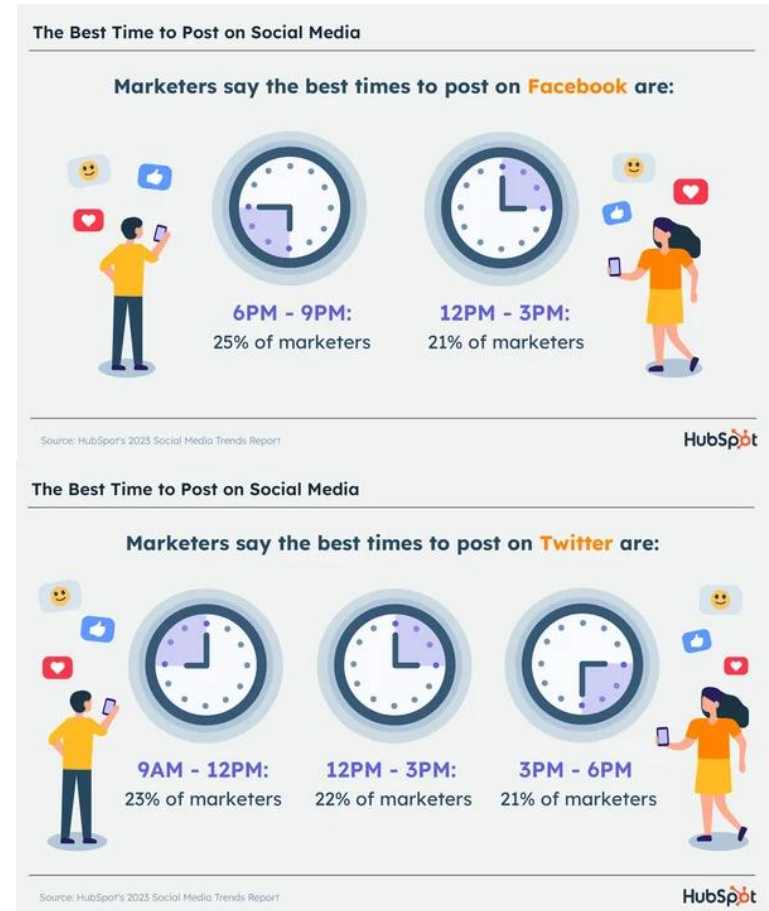
Keyword Category...

Results Found: 3  

 <p>Monday, January 1, 2024 Latest Kalamazoo Area Chamber Blog Post Elizabeth Diephouse (0) Comments</p>	 <p>Tuesday, December 12, 2023 Tips for Choosing a Credit Card Processor for Your Association Ann Teak (0) Comments</p>	 <p>Tuesday, December 12, 2023 What is a blog anyway? Amanda Lorean (1) Comments</p>
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Automatic Publishing to Social Media

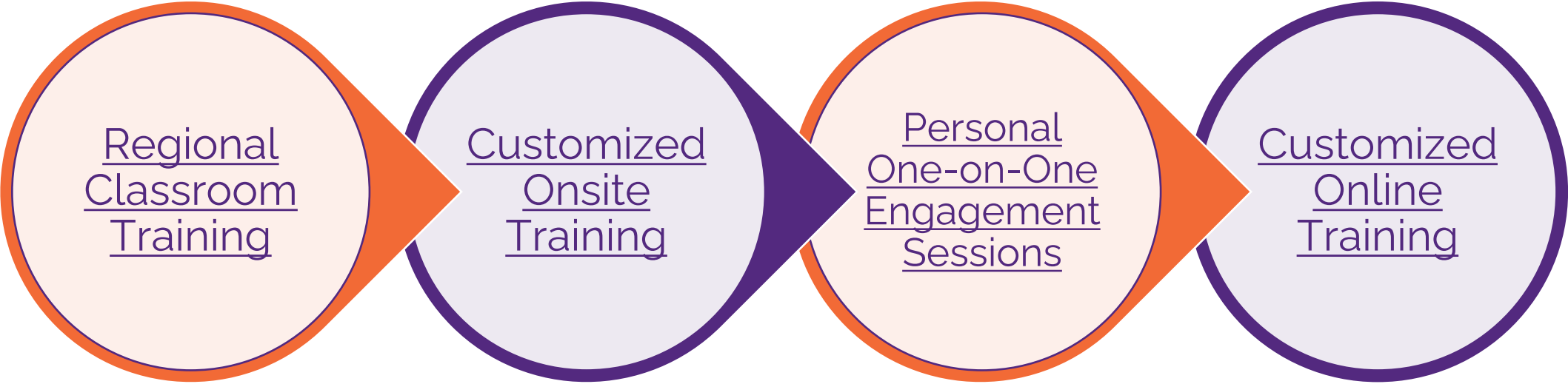
- Automatically publish to social media
 - Facebook
 - Twitter
- Configure post messages and publishing times
 - When is most of your audience checking social media?
- Publish newsletter on website



Training Resources



Expanded Training Offerings



Questions?