

5 Ways to Enhance SEO for Chambers & Associations

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
 - Think like a visitor
- What’s an SEO Keyword?



Keywords in MIC

The screenshot displays the Kalamazoo Area Chamber of Commerce Member Information Center (MIC) dashboard. At the top left is the Kalamazoo Chamber logo. A search bar is located at the top center. On the top right, a user profile for Mary West, logged in as Mary West Diephouse Realty, is shown with an account settings dropdown. Below the search bar is a navigation bar with icons for Home, Directory, Events, Resources, Reports, News, and Settings. The main content area is divided into three columns. The left column contains a 'Shortcuts' section with links to Personal Information, Company Information, Hot Deals, Member-to-Member Deals, News Releases, Job Postings, MarketSpace, and Request for Proposals, followed by a 'Links' section with a link to MIC How To's. The middle column features a 'Home' header, a 'Welcome Message' with a 'Read Later' button, and a colorful illustration of a shop and local building. The right column includes an 'Account Balance' section showing \$1774.99 with a 'Pay' button, an 'Upcoming Events' section for December 13, 2023, featuring 'Weekly Trivia Night' at Bell's Brewery with a 'REGISTER NOW' button, and a 'Member Profile' section showing a 94% completion rate with an 'UPDATE' button.

Kalamazoo Chamber

Search

Logged in as Mary West
Diephouse Realty
Account Settings

Home Directory Events Resources Reports News Settings

Shortcuts

- Personal Information
- Company Information
- Hot Deals
- Member-to-Member Deals
- News Releases
- Job Postings
- MarketSpace
- Request for Proposals

Links

- MIC How To's
- How to Set Up AutoPay for Your

Home

Welcome Message [Read Later](#)

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.

Account Balance
\$1774.99 [Pay](#)

Upcoming Events

13 DECEMBER 2023

Weekly Trivia Night
Trivia Night at Bell's Brewery!

[REGISTER NOW](#)

Member Profile

Your Company Profile is 94%

[UPDATE](#)

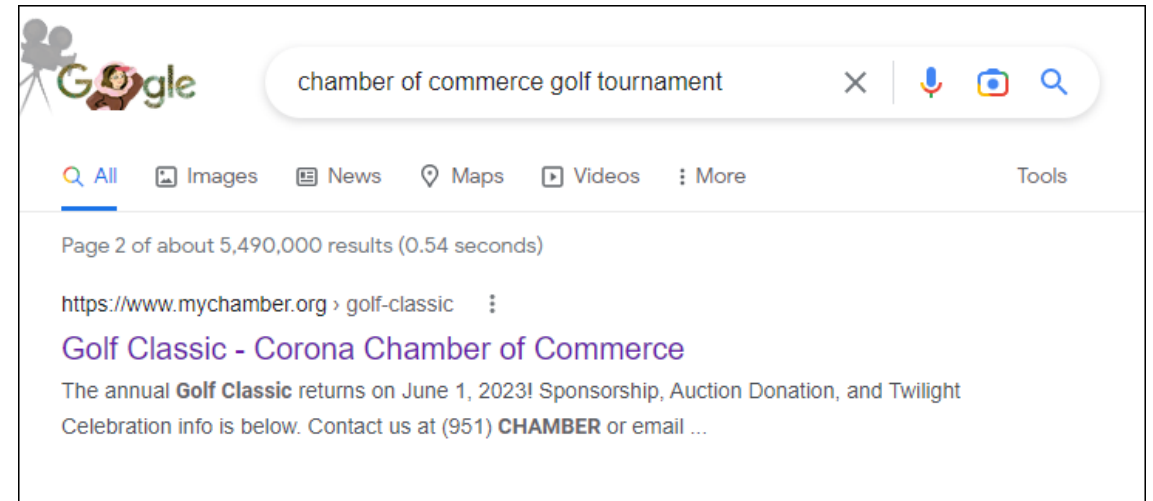
Keywords in ChamberMaster

- 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 selected, showing fields for 'Web Contact Information', 'Web Participation Options', and 'Web Description / Text Content'. The 'Web Description / Text Content' section includes fields for 'Description' (1376 chars available), 'Meta Description' (1376 chars available), 'Search Results Description' (82 chars available), 'Hours of Operation' (100 chars available), 'Driving Directions' (141 chars available), and 'Additional Bulleted Description' (120 character max length). A red box highlights the 'Keywords' field, which contains the 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.' A 'Need Help?' button is visible on the right side of the interface.

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

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

☒ Member Info

☒ Webpage Info

View/Pay Own Bills

View/Pay All Bills

Business Info

Bus. Categories

Employees/Reps

Individual Profile

Login/Password

Web Map Pin Info

Photos & Logos

Keywords

Links

Find Members

Business Info

Bus. Categories

Employees/Reps

Individual Profile

Login/Password

Webpage Info

Web Map Pin Info

Photos & Logos

Keywords

Links

☒ Advertising

Hot Deals

Job Postings

Events

MarketSpace

News Releases

☒ Reports

Banner Ad Impressions

Member Page Views

Hot Deal Views

Job Views

MarketSpace Views

Profile

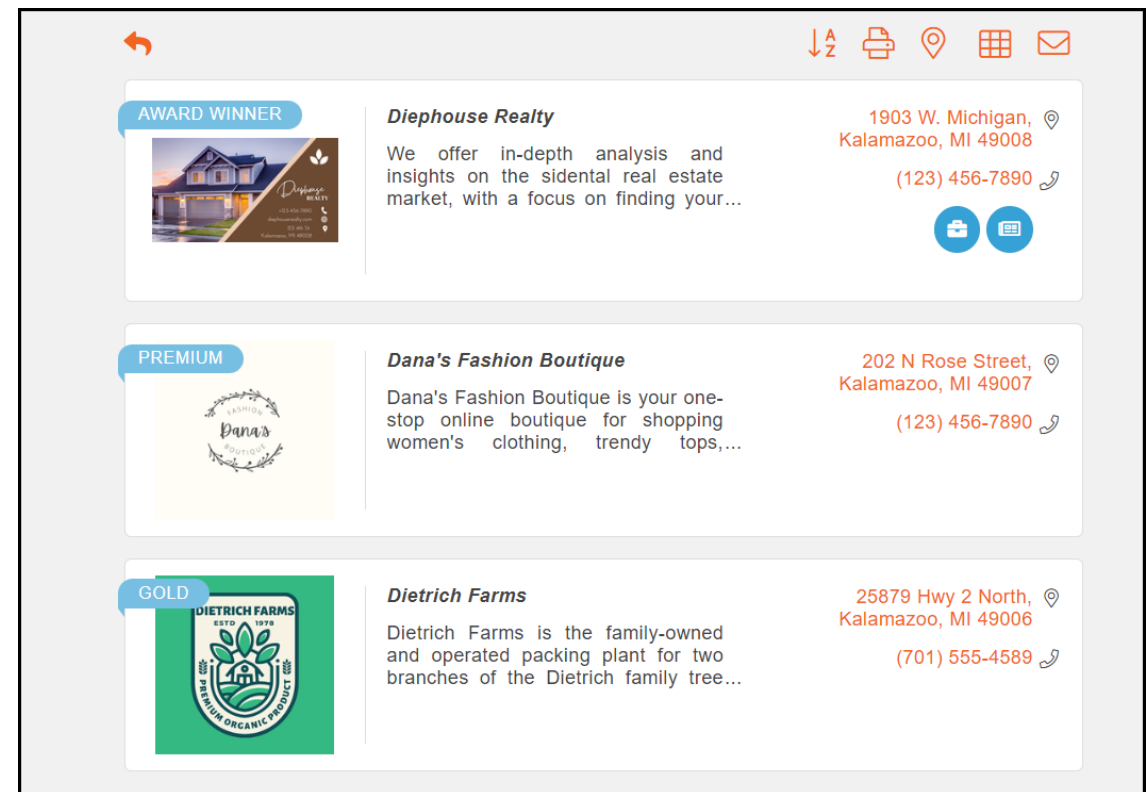
Lead Lists

Referral Report

☒ User Manuals

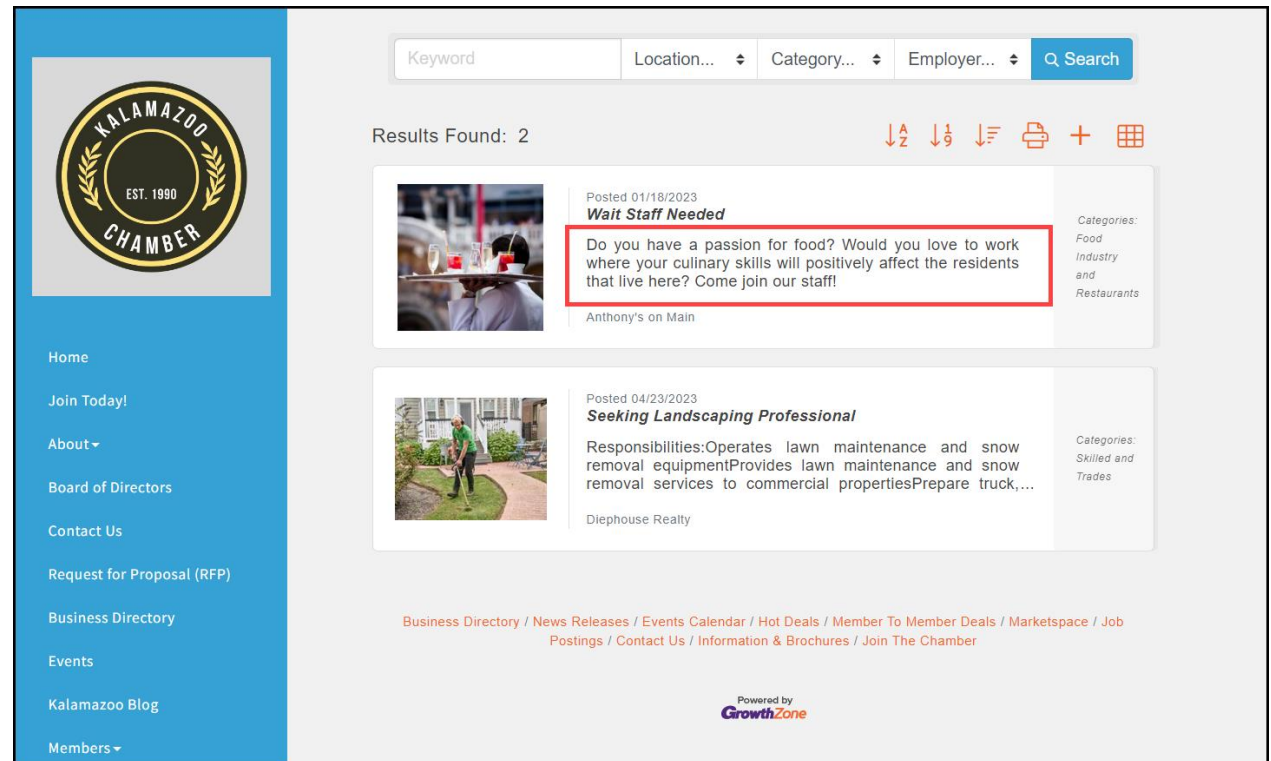
Event Meta & Search Descriptions

- 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



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's job posting section. On the left is a blue sidebar with the Kalamazoo Chamber logo (a circular seal with 'KALAMAZOO CHAMBER' and 'EST. 1980') and a list of navigation links: 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, followed by a 'Search' button. Below the search bar, it indicates 'Results Found: 2'. Two job postings are listed. The first posting, titled 'Wait Staff Needed', includes a photo of a waiter, a description asking for food passion, and is categorized under 'Food Industry and Restaurants'. The second posting, titled 'Seeking Landscaping Professional', includes a photo of a landscaper, a description of responsibilities, and is categorized under 'Skilled and Trades'. At the bottom, there is a footer with a list of links: Business Directory / News Releases / Events Calendar / Hot Deals / Member To Member Deals / Markspace / Job Postings / Contact Us / Information & Brochures / Join The Chamber, and a 'Powered by GrowthZone' logo.

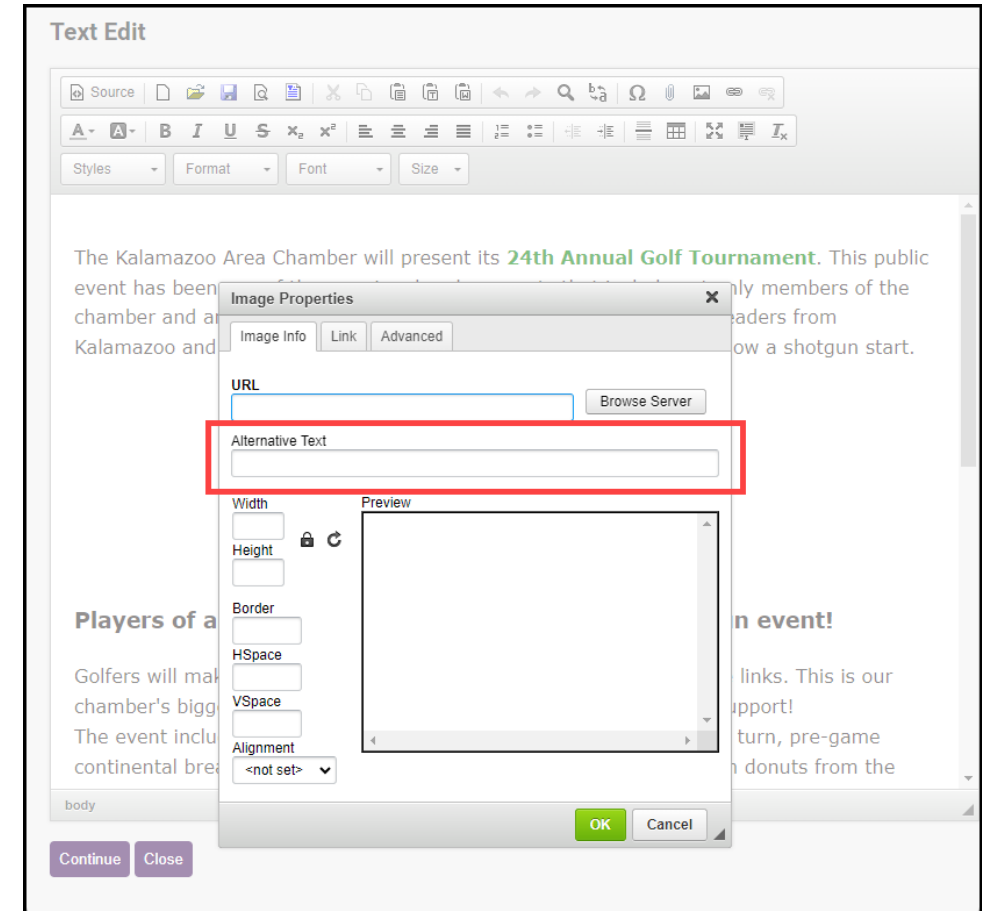
3. Images

- 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



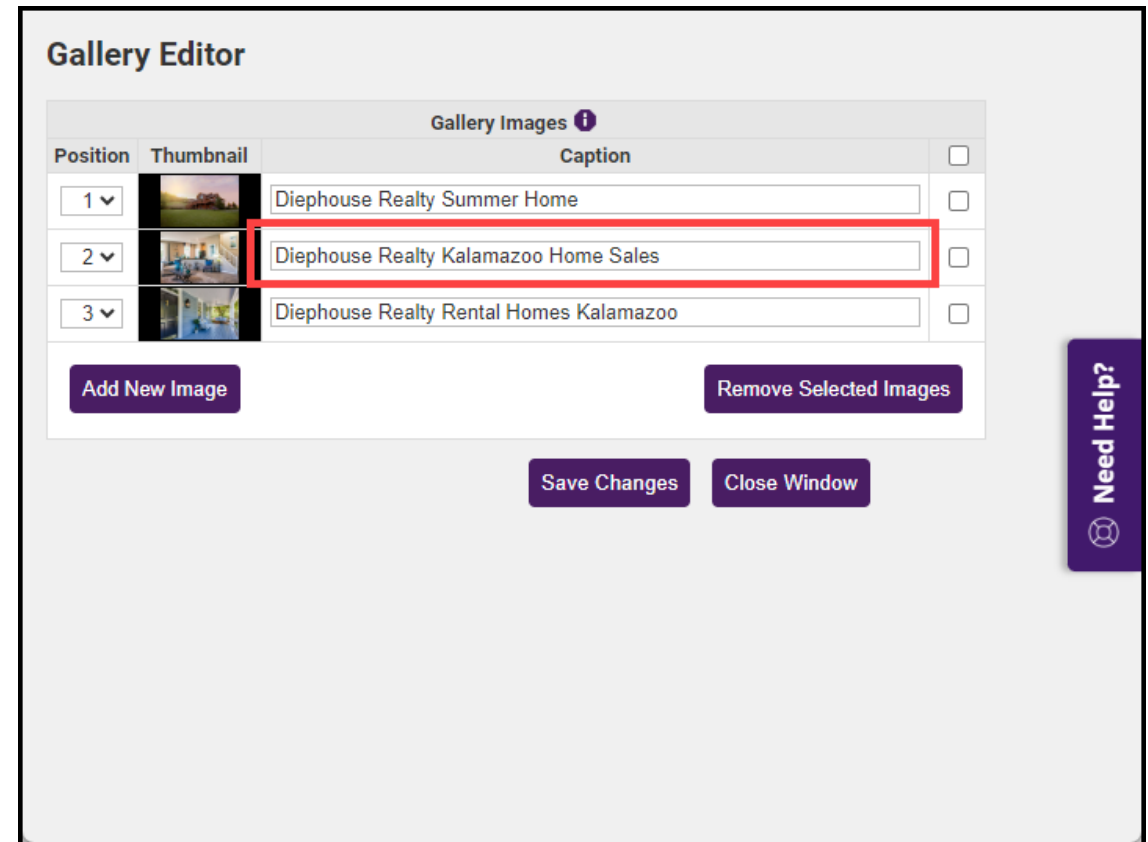
Alternative Text

- Include Alternative Text when uploading images
 - Allow search engines to locate your page
- Text displayed when mouse hovers over image
 - Tells search engine what is in the image
- Used for screen readers






Captions

- If Alternative Text field not available, include image caption
 - Photo galleries on Directory Listing page
- Text displayed when mouse hovers over image
- Used for screen readers



The screenshot shows a 'Gallery Editor' window. At the top, there's 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, which contains the caption 'Diephouse Realty Kalamazoo Home Sales', is highlighted with a red rectangular box. Below the table, there are two buttons: 'Add New Image' and 'Remove Selected Images'. At the bottom of the window, there are two more buttons: 'Save Changes' and 'Close Window'. On the right side of the window, there is a vertical purple bar with the text 'Need Help?' and a help icon.

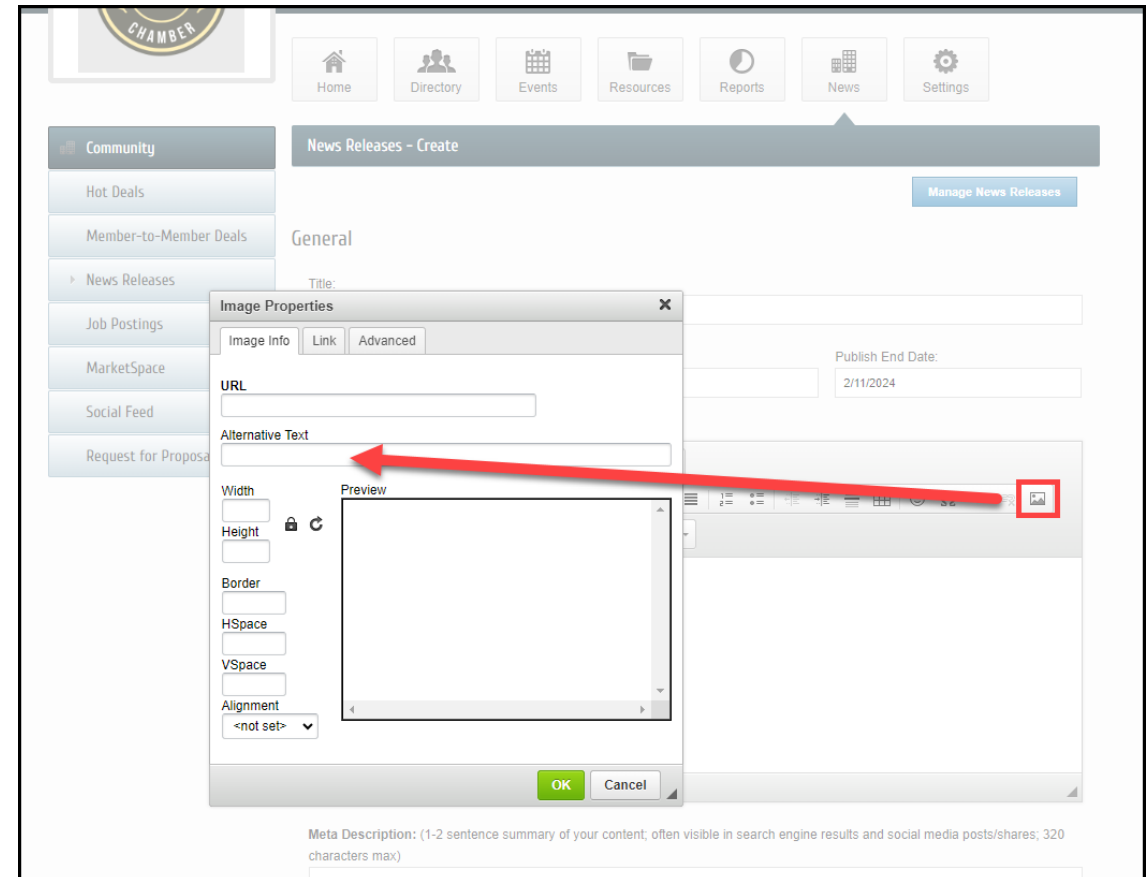
Position	Thumbnail	Caption	
1 ▼		Diephouse Realty Summer Home	<input type="checkbox"/>
2 ▼		Diephouse Realty Kalamazoo Home Sales	<input type="checkbox"/>
3 ▼		Diephouse Realty Rental Homes Kalamazoo	<input type="checkbox"/>

Buttons: Add New Image, Remove Selected Images, Save Changes, Close Window

Need Help?

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.

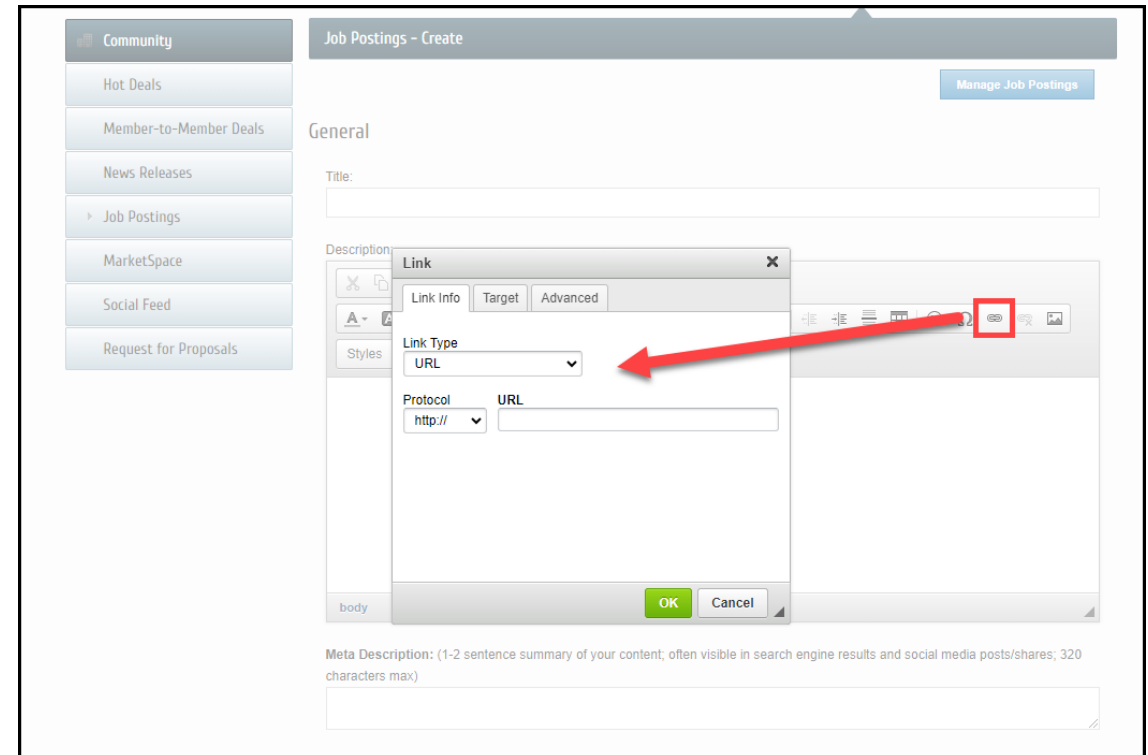


The majority of proceeds from the Kalamazoo Klassic benefit [MRC Industries, Inc.](#) in its mission to encourage and support individuals living with a disability to achieve their fullest potential through employment, skill-building and active community involvement. The remaining proceeds benefit [Kalamazoo 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
 - News Release with link to relevant member's directory listing



The screenshot shows the 'Job Postings - Create' interface. On the left is a 'Community' sidebar with links: Hot Deals, Member-to-Member Deals, News Releases, Job Postings (selected), MarketSpace, Social Feed, and Request for Proposals. The main area is titled 'Job Postings - Create' and has a 'Manage Job Postings' button. The 'General' section contains a 'Title' field and a 'Description' field. A 'Link' dialog box is open over the 'Description' field, showing 'Link Type' as 'URL' and 'Protocol' as 'http://'. A red arrow points from a red box in the 'Description' field to the 'Link' dialog box. The 'Link' dialog box has tabs for 'Link Info', 'Target', and 'Advanced'. The 'Link Info' tab is active, showing 'Link Type' as 'URL' and 'Protocol' as 'http://'. The 'URL' field is empty. The 'Link' dialog box also has 'OK' and 'Cancel' buttons. Below the 'Link' dialog box, there is a 'Meta Description' field with a placeholder text: 'Meta Description: (1-2 sentence summary of your content; often visible in search engine results and social media posts/shares; 320 characters max)'. The 'body' field is also visible at the bottom.

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 and directory
 - Great SEO juice

The screenshot displays the '2024 Golf Tournament' event page. The header includes the event title and a back arrow. The main content area features a description of the tournament, a 'JOIN US!' button, and a 'GOLF TOURNAMENT' graphic. Below this, there are sections for 'Players of all skill levels are welcome to attend this fun event!', 'Not a golfer? No problem!', 'Sponsorship Opportunities', 'Marketing Opportunities', 'Volunteer Opportunities', and 'Registration opens on January 30, 2023'. A 'Presented by the Kalamazoo Downtown Partnership' banner is also visible. The right sidebar contains a 'GOLF TOURNAMENT' graphic, a 'Register' button, a 'Set a Reminder' button, and a 'Date and Time' section. The bottom section includes a 'Video' player, an 'Images' gallery, and a 'Fees/Admission' section. The footer contains the website name 'chambermaster memberzone' and contact information for Ann Teak.

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.

JOIN US!

GOLF TOURNAMENT

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 (231) 456-7800.

Presented by the Kalamazoo Downtown Partnership

GOLF TOURNAMENT
MIDPOINT TO JOIN BY THE KALAMAZOO AREA CHAMBER
SPRING 2023

2024 Golf Tournament
[Register](#)
[Set a Reminder](#)

Date and Time
Saturday Jun 8, 2024
10:00 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's available for purchase during our tournament!

Interested in Sponsorship packages or Marketing packages?

Website
GrowthZone

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.


Results Found: 3



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



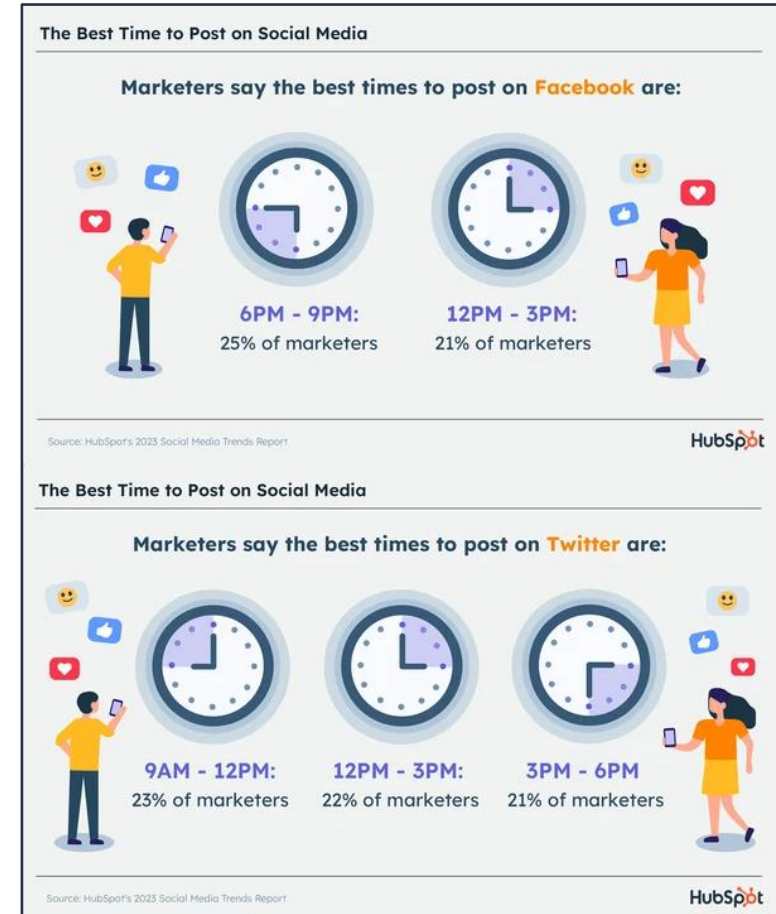
Tuesday, December 12, 2023
Tips for Choosing a Credit Card Processor for Your Association
Ann Teak
(0) Comments



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

Automatic Publishing to Social Media

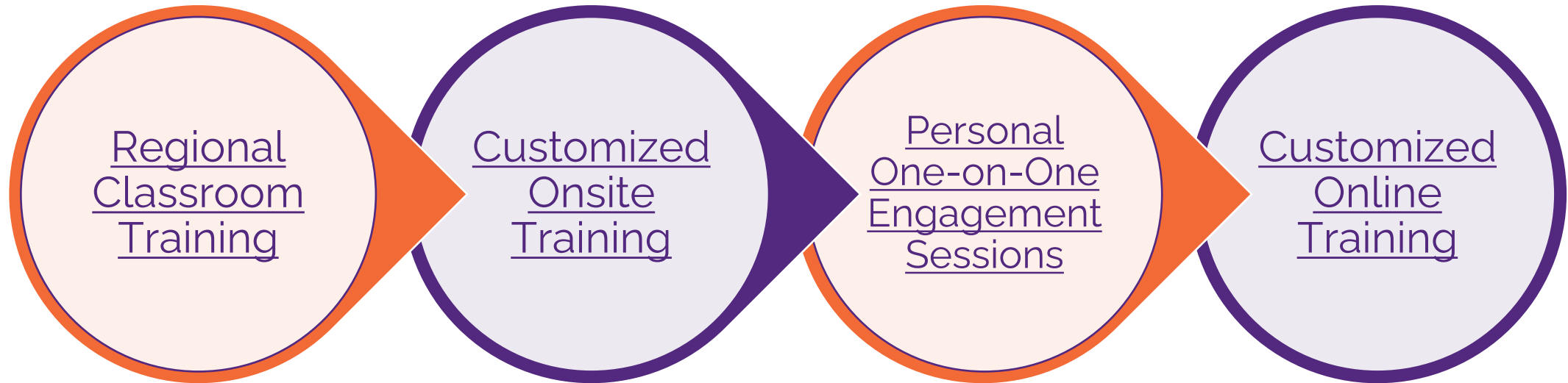
- Automatically publish to social media
 - Facebook
 - Twitter
- Configure post messages and publishing times
 - When is most of your audience checking social media?
- Publish newsletter on website



Training Resources



Expanded Training Offerings



Questions?

support@growthzone.com

websupport@growthzone.com