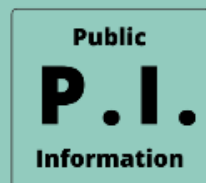


# So what is SEO Anyway?

And why should A.A. care?



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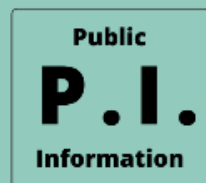
# Food for Thought...

- Early alcoholics posted meeting information in newspapers to attract people who needed a solution
  - There were not many other ways to get the word out (except word of mouth)
- 20 years ago many groups were still posting meeting information in newspapers to attract people who needed a solution
- Today, people find information online through websites, apps, etc.

Alcoholics Anonymous is just that - ANONYMOUS  
personal anonymity is at the public level

**Alcoholics Anonymous is not SECRET**

If we are secret then how will drunks find us?



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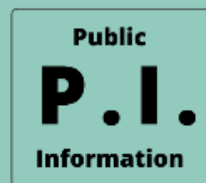
# A Search Engine's Primary Purpose

- Just like AA, search engines have a primary purpose
- If your site does not tell Google who you are and what you do then Google will not present you in search results
- A search engine's mission is to index all the world's online information and make it universally accessible and useful

The primary purpose of a search engine is to present their user (customer) with search results that closely match what the customer is searching for.



apple pie



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# Search Engine Optimization (SEO) Explained

- SEO is the practice of optimizing your web pages to make them reach a high position in the search results of Google or other search engines
- SEO focuses on improving the rankings in the organic search results
- Search engines have an algorithm they use to rank search results
- The higher your website ranking the higher in search you will appear
  
- A few search statistics
  - 71% of search traffic comes from page 1 results (2017 Forbes Article)
  - 1st Organic search result sees 32.5% of overall search traffic (digital synopsis.com)
  - 2<sup>nd</sup> Organic search result sees 17.6% of overall search traffic (digital synopsis.com)

# SEO/SEM: Organic vs. Paid

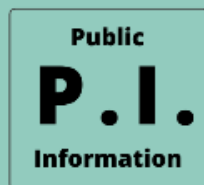
## Organic SEO – Long-Term/Holistic

- Websites that appear in search results after the paid listings
- Organic SEO is about optimizing pages on your site
- Keywords that appear in your website copy organically (naturally)
- Optimize a single page for a single, primary keyword or key phrase
  - Secondary keywords but focus on the primary keyword
- Do not use the same primary keyword on more than one page
  - Don't compete against yourself

## SEM – Short-Term/Paid

- Websites that appear in search results above *and* below organic search results
- Keyword costs range from a few cents per click to hundreds of dollars per click
- When you stop paying for the keyword, you no longer appear at the top of the page

SEM = Search Engine Marketing



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# SEO Ranking Factors (Google's algorithm)

## On-Page SEO Factors

What you can influence from *within* your website

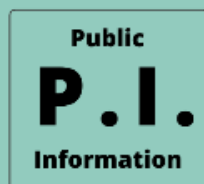
- Technical Aspects
  - Quality of website code
  - Site speed
- Content-Related Aspects
  - Website Structure
  - Quality of the Copy

## Off-Page SEO Factors

Contributing factors from *outside* your website

- Links from other websites to your website
  - Quality
  - Relevance
- Website Competition
- Social Media Attention\*
- Other Marketing Activities\*

*\*AA sites may benefit less from these than other websites due to our traditions*



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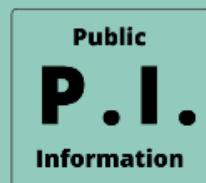
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Source: Yoast SEO

# Website Quality Matters

- A good quality website is critical for SEO
- Be clear on the purpose of your website
- Provide a good user experience (UX)
  - Simple, clean, navigation
  - Clear, well-written copy
    - Different landing pages for different audiences
  - Up-to-date information
  - Pleasant website design



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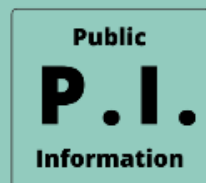
# Page Examples for Professionals, Public info and Newcomers

- Area Websites

- Area 46 NM - <https://nm-aa.org/for-professionals/>
- Area 46 NM - <https://nm-aa.org/cant-stop-drinking/>
- Area 72 W Washington - <https://area72pi.org/>
- Area 80 Manitoba, Canada - <https://aamanitoba.org/information-for-professionals>

- Intergroup Websites

- TriValley - <https://trivalleyaa.org/intergroup/picpc/>
- East Bay Intergroup - <https://eastbayaa.org/public-information/#what-is-aa>



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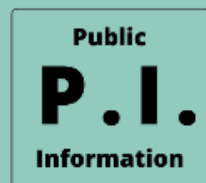
# Why Should A.A. Care?

- We must be visible online
- People who desperately need A.A. but have never heard of it must be able to find A.A.
- Without an SEO strategy A.A. related websites are irrelevant in search
- Most people in the world do research for most things online
- We cannot attract newcomers if we (Alcoholics Anonymous) are not visible

Alcoholics Anonymous is just that - ANONYMOUS  
*personal* anonymity is at the public level

**Alcoholics Anonymous is not SECRET**

If we are secret then how will drunks find us?

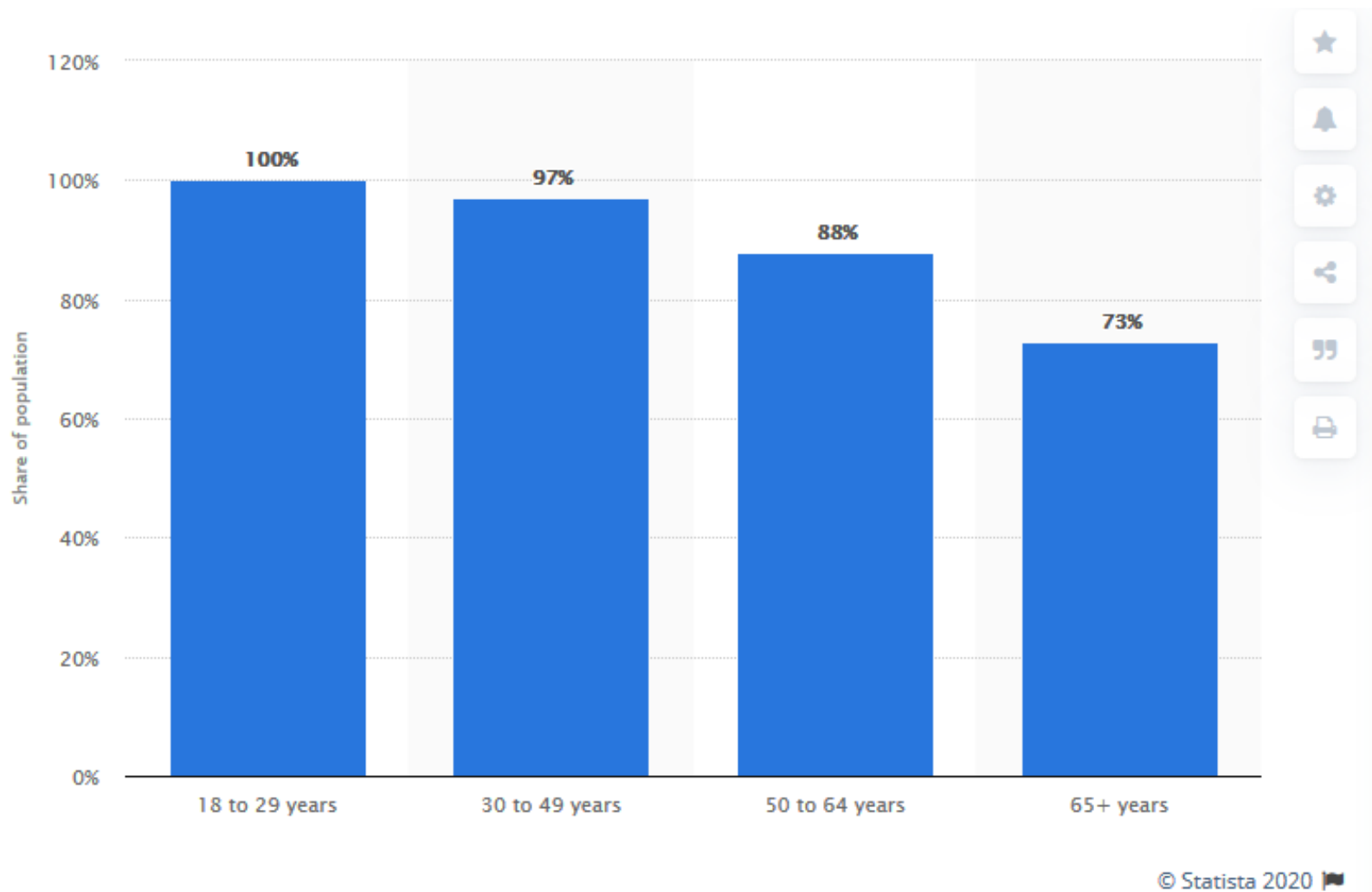


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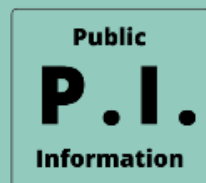
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# Share of adults in the United States who use the internet in 2019



# List of Videos & Presentations

- SEO Overview
  - What is SEO Anyway?
- Want to dig a little deeper?
  - Yoast SEO Plug-in – Overview
- Need to get started?
  - Install the Yoast SEO Plug-in
  - Install other recommended plug-ins
  - Getting the most of Google Analytics
  - Optimized Content: Why, What & How
- Ready to Optimize?
  - Yoast – Into Action video
    - Watch this video for a hands on view of optimizing a page
- Need a WordPress site?
  - WordPress Basics
- Need a Meeting List on your site?
  - Twelve Step Meeting List Plug-in
    - TSML feeds into Meeting Guide App



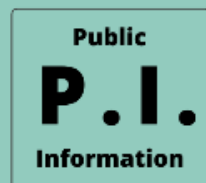
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# Questions?

- Please contact Kerri K. at [seo4aa@keyelements.tv](mailto:seo4aa@keyelements.tv) or
- Tim C. at [picpceastbay@gmail.com](mailto:picpceastbay@gmail.com)



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