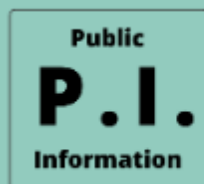


# Session Two

# Search Engine Optimization (SEO)

For A.A. Websites



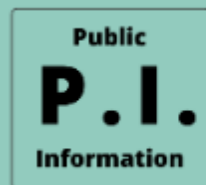
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# About Kerri K.

- A.A. Member just like you
- From NM Area 46
- Currently serving as Technology Chair for Area 46
- I have A.A. (and professional) experience to share in:
  - Building websites
  - Managing websites built by others
  - Managing website development projects
  - Managing Organic SEO projects\*\*
  - Managing paid search campaigns (SEM)\*



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# About Kerri K.

## Stuff I know About

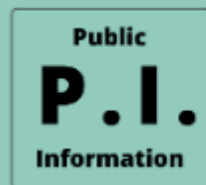
- Being of service
- Building websites
- Managing websites built by others
- Managing website development projects
- Managing Organic SEO projects
- Managing paid search campaigns (SEM)

## What I am **NOT**

- A “guru”
- The definitive source on anything
- The only A.A. member who understands this “stuff”

## Why I am doing this workshop

- To share my experience, strength & hope on building/managing websites in A.A.



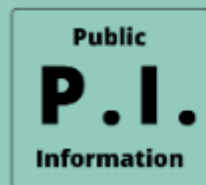
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# About P.I. Working Group

- Purpose:
  - To ensure A.A. is found by those who need it
- Started by Tim C. – East Bay CA & joined by Kerri
  - ~March 2020
- Meets on Second Saturday at 9 AM PT / 12 PM ET
  - We discuss
    - Google Business Listings
    - SEO
    - Other tech-related issues related to P.I./C.P.C. work
- Tim does multiple presentations monthly to various A.A. service entities or groups of people



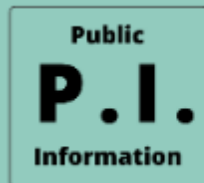
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# So what is SEO anyway?

And why should A.A. care?

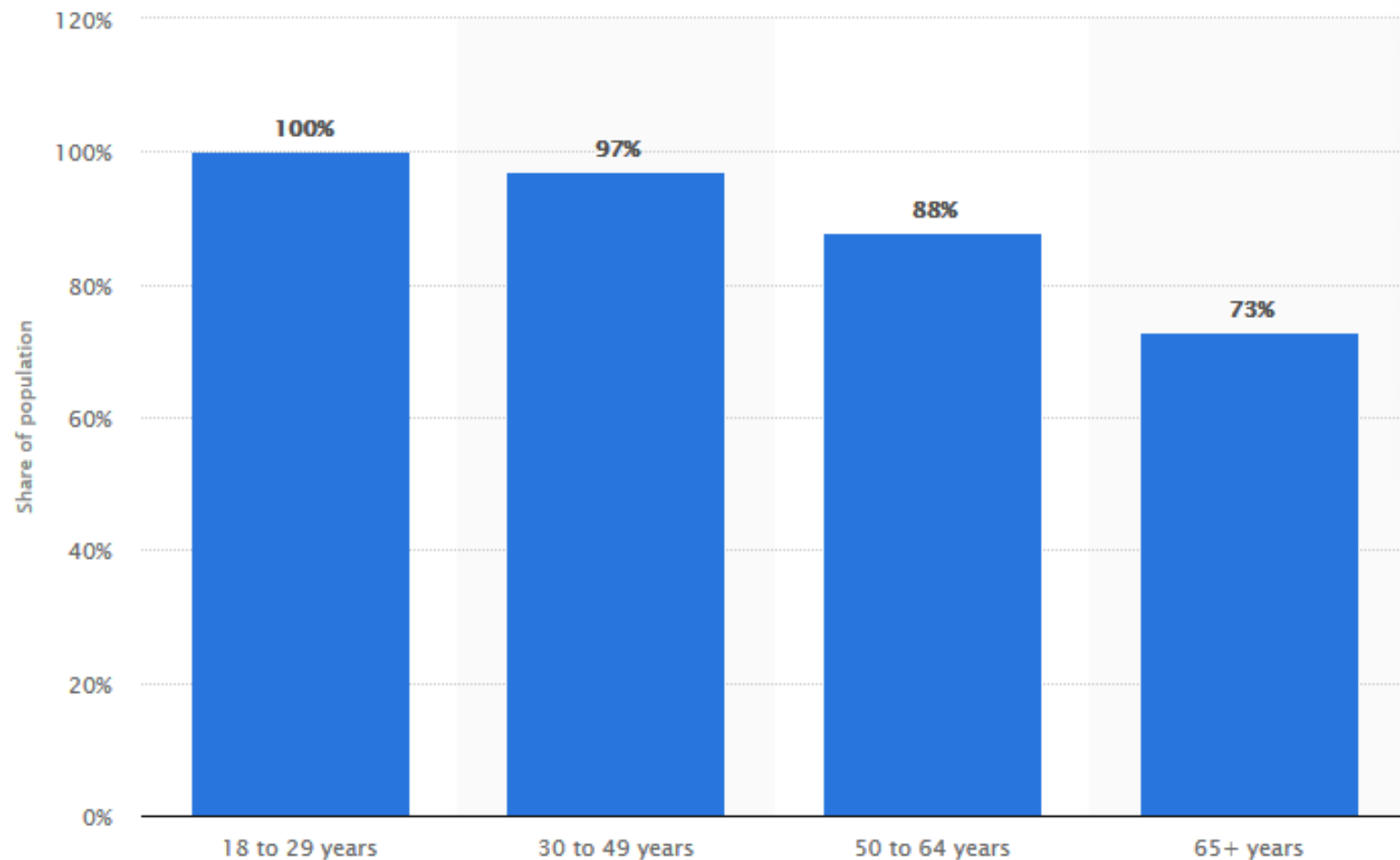


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# Share of adults in the United States who use the internet in 2019

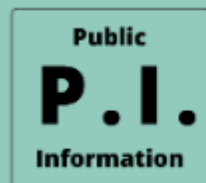
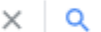
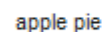


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# A Search Engine's Primary Purpose

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.

- 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



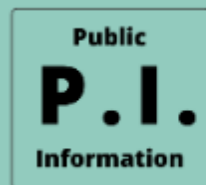
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# Search Engine Optimization (SEO) Explained

- 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)



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Source: Yoast SEO



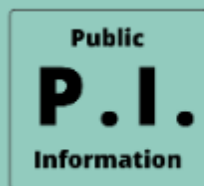
# SEO: Organic vs. Paid (SEM)

## 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



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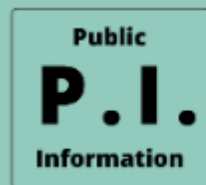
# Food for Thought...

- 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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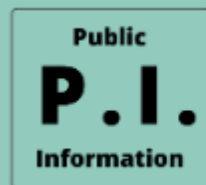
# Why Should A.A. Care about SEO?

- 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?



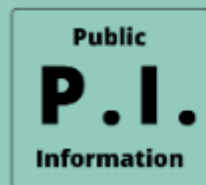
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# What are search engines looking for?

At least as of this moment...



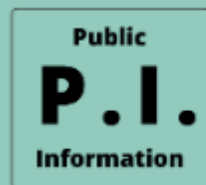
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# Website Quality Matters

- A good quality website is critical for SEO
- Be clear on the purpose of your website
- Clearly understand your audience(s)
- 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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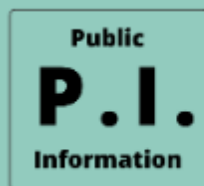
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# SEO Ranking Factors (Google's algorithm)

## 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

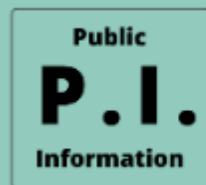
- Links from other websites to your website
  - Quality
  - Relevance
- Website Competition
- Social Media Attention\*
- Other Marketing Activities\*

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

# Should we optimize every page on our site?

For AA-related websites – NO

- Think, Think, Think...
  - Is it important for those who do NOT know about AA to read this page?
    - About AA or how to stop drinking? YES – Optimize!!!
    - About Third Legacy Elections or Circle of Love Contributions? NO – Do not optimize
  - Is it important for those who know about AA to specifically read this page?
    - Can they find the information out another way?
      - Answer = yes: no need to optimize
- Many AA websites present information for current AA members
  - Some pages – YES
  - Most pages - NO



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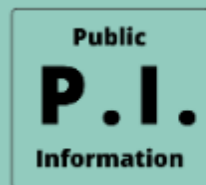
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# I Need to Optimize SEO – What Now?

- Install Google Analytics (if you don't have it)
- Install Yoast SEO Plugin (if you don't have it)
- Identify the pages you want to optimize
- Write the content
  - PI Working group has some examples
  - Gather examples from other AA websites or from conference approved pamphlets found on AA.org
- Optimize the content for the pages identified using Yoast SEO tool
  - This will include modifying the content you just created



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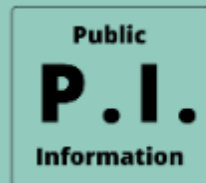
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# Keyword Selection & Planning

Do NOT skip it...

Do NOT wing it..



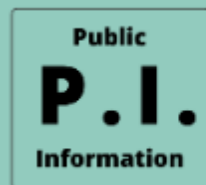
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# Keyword Research

- Your gut can tell you some things
  - And you should listen BUT...
- Do not assume you know which keywords you should use
- Use different methods to gather information
  - Talk to other AA members who have optimized
  - Talk to newer AA member and ask them how they found AA
  - MUST use a keyword selection tool



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# Keyword Selection Tools

## Tools Suggested by SEMRush

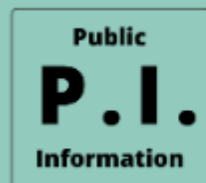
- Google Trends
- Semrush Free Option — Keyword Magic Tool
- QuestionDB
- AnswerThePublic
- Keyword Tool Dominator
- Google’s “People Also Ask”
- Also Asked
- Soovle
- YouTube Autocomplete
- Side-by-Side SEO Comparison Tool
- Amazon Autocomplete
- Google Ads

## Tools Suggested by Yoast

- Google Adwords Keyword Planner
- Yoast Suggest
- Answer the public
- Google Trends
- Moz
- Google Search Console
- Your internal search engine

Source: <https://www.semrush.com/blog/12-free-keyword-research-tools/>

Source: <https://yoast.com/keyword-research-tools/>



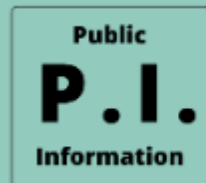
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# How do I optimize for SEO?

Yoast SEO Plugin



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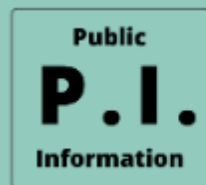
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# How Does Yoast SEO Help Me?

Yoast SEO is an all-in-one SEO tool for websites built on WordPress

- Yoast describes your webpages to Google just by installing it
  - Yoast SEO automatically describes your pages using schema.org
    - This helps search engines to understand your website and your content
- View the [Step-by-step guide to optimizing content on individual pages for SEO](#)
  - This is where the keyword magic happens
- Yoast has a free version and a premium version
- For most AA websites the free version is sufficient



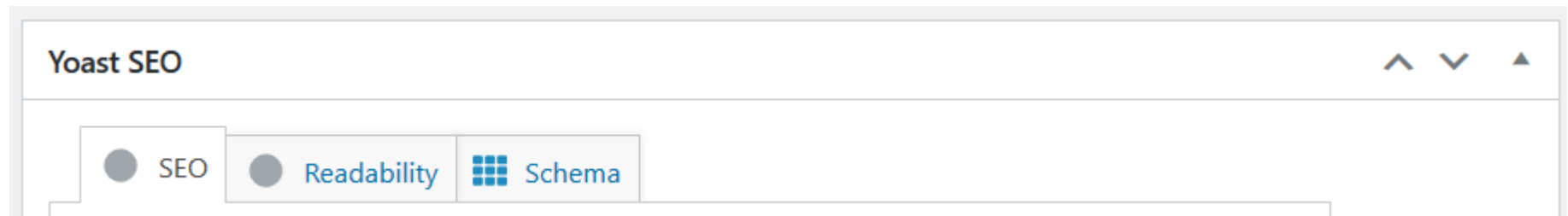
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# Yoast SEO Components (for each page)

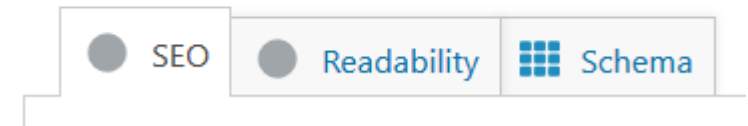
- Three Sections to complete for each page
  - SEO
  - Readability
  - Schema



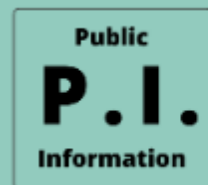
# SEO Section

- Focus Keyphrase\*
- Google Preview
  - aka Snippet
  - aka Meta Description
- SEO Analysis
  - Specific info on what to fix
    - Green = Good
    - Orange = Needs Improvement
    - Red = Problem
- Cornerstone Content
- Advanced
  - Allow engines to show this page? (turn off for pages with no SEO)
  - Should search engines follow links?
  - Other features

Yoast SEO



\*Make sure you have done your research!



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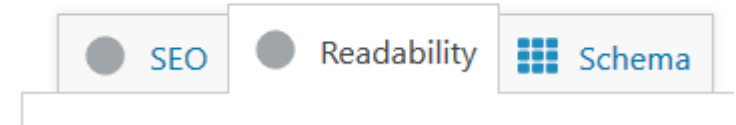
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# Readability Section

- Transition Words
  - because | therefore | besides that
- Sentence Beginnings
  - Do not start consecutive sentences start with the same word
- Flesch Reading Ease
  - Scale 1-100
  - 60-70 is normal for web copy
- Paragraph Length
  - Break up text into short paragraphs

Yoast SEO



- Subheading Distribution
  - Break up text using subheadings
- Sentence Length
  - Sentences should be under 20 words
- Passive Voice
  - Active voice is better
  - Passive voice can be unclear
  - Passive voice is wordier

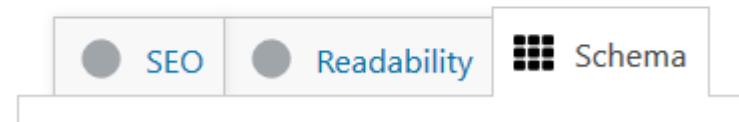
# Schema Section

- What type of page or content is this?

Yoast SEO automatically describes your pages using schema.org

This helps search engines understand your website and your content. You can change some of these settings on a page by page basis.

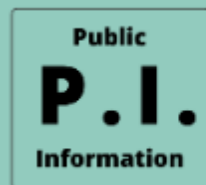
## Yoast SEO



| Page Type           | Description                                                                                    |
|---------------------|------------------------------------------------------------------------------------------------|
| Web Page            | A normal web page.<br><b>Our default setting for Pages.</b>                                    |
| Item Page           | A page specifically about a single <i>item</i> or <i>thing</i> , such as a product or a hotel. |
| About Page          | Your website's "About" page.                                                                   |
| FAQ Page*           | A page containing a list of questions and answers.                                             |
| QA Page             | A page containing a single question with multiple possible answers.                            |
| Profile Page        | A page representing a person or user.                                                          |
| Contact Page        | A page with a contact form.                                                                    |
| Medical Web Page    | A page containing medical information, diagnostic advice, or similar.                          |
| Collection Page     | A page which contains a list of other pages; such as a post archive or blog overview.          |
| Checkout Page       | A page which is part of an e-commerce checkout process.                                        |
| Real Estate Listing | A page which features information about a property for sale/rental or similar.                 |
| Search Results Page | A page which lists search results.                                                             |

# Questions about the P.I. Working Group?

- Email
  - Kerri K. at [seo4aa@keyelements.tv](mailto:seo4aa@keyelements.tv)
  - Tim C. at [picpceastbay@gmail.com](mailto:picpceastbay@gmail.com)
- Join the Mailing List
- Presentations and Videos at:
- <https://tinyurl.com/PICPC-Drive>
- [https://drive.google.com/drive/folders/1GTtMYviOVUP6\\_OL9-jyLxNXbf4qo4ZBA?usp=sharing](https://drive.google.com/drive/folders/1GTtMYviOVUP6_OL9-jyLxNXbf4qo4ZBA?usp=sharing)



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