Website Planning & SEO

New websites or refreshing an existing one

National P.I. Working Group

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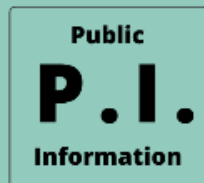
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Ensuring A.A. Is Found By Those Who Need It

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
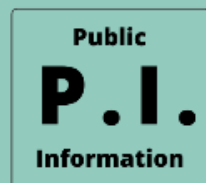
Why Should A.A. Care about SEO?

- 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?
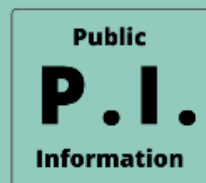
SEO: Organic vs. Paid (SEM)

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
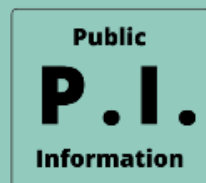
Should we optimize _every_ page on our site?

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
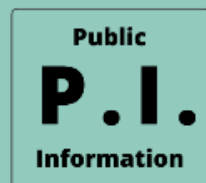
I Need to Optimize SEO – What Now?

- 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
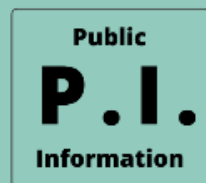
How Does Yoast SEO Help Me?
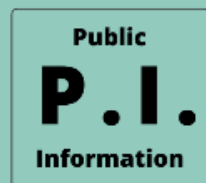
Yoast SEO is an all-in-one SEO tool for websites built on WordPress

- 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
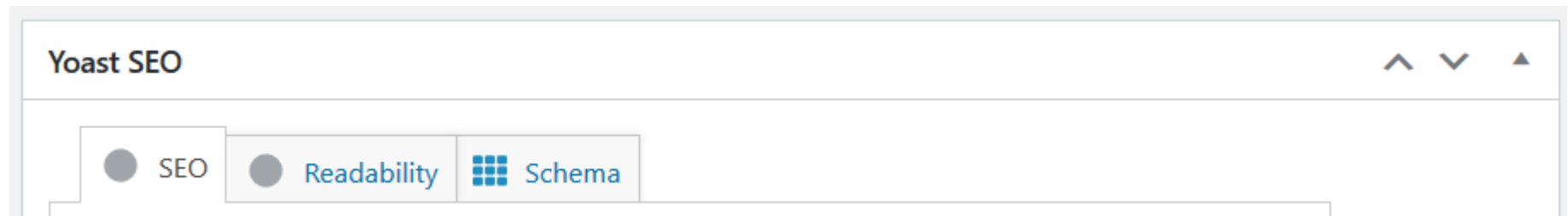- For most AA websites the free version is very sufficient

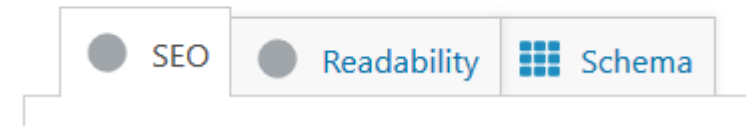# Yoast SEO Components (for each page)

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

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SEO Section

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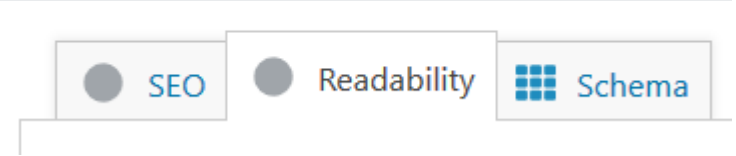
- Focus Keyphrase
- Google Preview
  - aka Snippet
  - aka Meta Description
- SEO Analysis
  - Specific info on what to fix
    - Green = Good
    - Orange = Needs Improvement
    - Red = Problem
- Cornerstone Content
- Advanced
  - Allow engines to show this page? (turn off for pages with no SEO)
 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

Readability Section

Yoast SEO

SEO · Readability · Schema

- 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

- 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
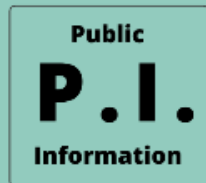
Schema Section

Yoast SEO

SEO   Readability   ⊞ Schema
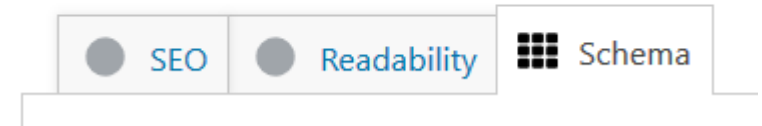
- What type of page or content is this?

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.

Page Type	Description
Web Page	A normal web page. **Our default setting for *Pages*.**
Item Page	A page specifically about a single *item* or *thing*, 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.

Potential Workshop(s)

- Website Planning
  - Looking to build a new AA Website
    - Replace an existing one
    - Start a new one
- Website Refresh
  - Looking to make some changes to an existing AA website
- Google Analytics
  - Implementation
  - Understanding the data
- SEO (organic search)
  - In-depth tutorial on using Yoast SEO
- SEM (paid search)
  - How to set up and manage paid search campaigns

  - SURVEY on workshop interest: https://forms.gle/mCrp9E8NdZddNWfw8
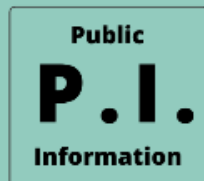
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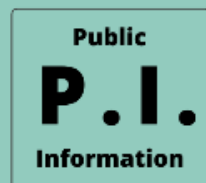
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Questions?

Email Kerri at seo4aa@keyelements.tv

Presentations and Videos at:
https://drive.google.com/drive/folders/1GTtMYviOVUP6_OL9-jyLxNXbf4qo4ZBA?usp=sharing