

10 QUICK SEO TIPS TO ATTRACT MORE SUPPORTERS TO YOUR NONPROFIT'S WEBSITE

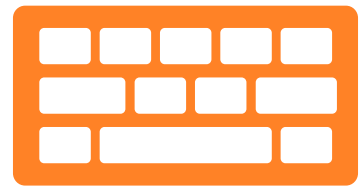


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Page Title Keywords

Put your target keyword for each website page (i.e. About Us, Ways to Give, Volunteer Opportunities etc.) into your page title, and remember to keep it short! The maximum page title length is 70 characters.



URL Keywords

You should use your keyword or phrase in the URL of the web page - either the folder/directory structure, or the HTML file/page name itself. Keep your most valuable keywords close to the backslash (i.e. www.hubspot.com/marketing, “marketing” being the target keyword).



Meta Data Keywords

While the page meta data (page description and keywords) are not nearly as important as they used to be, they still count. So take a couple minutes of your time and remember to fill this out. The meta description has a maximum length of 150 characters.





Header Text Keywords

The header text, or H1 text, is usually the title of a blog article or some larger bold text at the top of your website page. In addition to the page title, Google and other search engines use the H1 text to determine what your website page is all about, and will index the page accordingly.



Content Keywords

“Experts” advise you to use your keyword anywhere from 4-6 times, to 10-12 times. Hubspot’s advice: just write naturally.



ALT Image Text Keywords

Any images used on the page should be optimized so that search engines can “read” the image. You can do this via the image’s ALT text.



Add a Call-to-Action (CTA)

Every website page, including your blog, should have at least one call-to-action above the page’s fold. CTAs can help SEO by creating an internal link on your website to a specific landing page. Most CTAs are images; therefore, you can optimize the image file name and ALT text for the primary keyword you’re targeting on the page.





Get Inbound Links

Google determines your rank for different terms via the number and quality of inbound links to your website. This is where sharing your content on social media is very useful. The more people sharing your content on their websites or blogs, the more inbound links you'll receive. Try to get a few high-value inbound links from reputable news sites and/or blogs.



Create Remarkable & Relevant Content

Create interesting and valuable content that's relevant to your audience. Your content needs to be informative, inspiring and most likely telling a story. Again, write for your target audience. How can you inspire them to support your organization? Compelling content is also error free - always double check spelling and grammar. Aim to have at least 500 words per page. Format content to make it easier to read and digest.



Guest Blog On Similar Industry Sites

Build a list of other niche blogs in the nonprofit world that help raise awareness for different causes. Start commenting on their blogs with insightful comments, and then reach out to them and ask if you can write one guest post for them. If they accept, write new content for their blog – don't just copy and paste something already existing on your blog. Remember to include a couple links within your post linking back to your site, using anchor text with your target keywords.

