

_Search_engine_optimization_Content_v1

For information about FaceBook, see [How to clear the Facebook Share cache](#) in this guide.

How do I get my site to appear in search engines?

While this is a constantly changing topic, a good overview is that this is a combination of having the search engines crawl and index your site, as well as optimizing the content on your site. It is a good idea to read through the help items from the major search engines.

Here is more information from:

Google:

<https://www.google.com/support/webmasters/?hl=en>

- Download: [Google's Search Engine Optimization Starter Guide \(pdf\)](#)

Bing:

<http://www.bing.com/toolbox/webmaster>

Sign Up for Google's Webmaster Tools

On the [Google Webmaster Tools](#) site, you can find courses and guides, support documentation, and a tool to help you analyze your site, *Search Console*.

Welcome to Search Console

Get the data, tools, and diagnostics needed to create and maintain Google-friendly websites and mobile apps.
To get started, just add your site or app now.

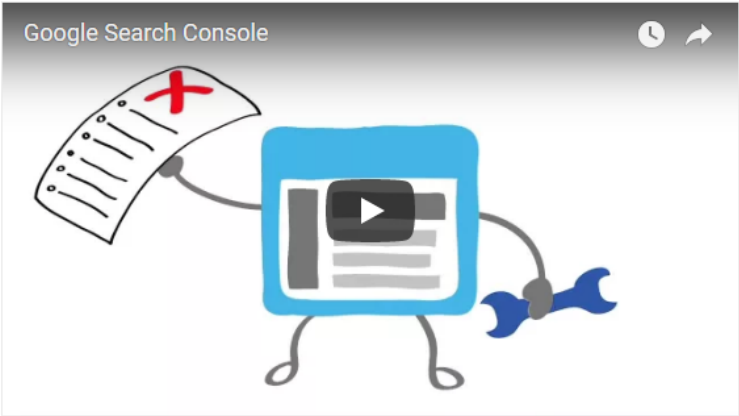
Website ▾

?

ADD A PROPERTY

Here are some of the things you can do once you add your property:

- Analyze clicks from Google Search. [Learn more.](#)
- Get alerts for critical errors or issues. [Learn more.](#)
- Test whether Google can successfully understand your content. [Learn more.](#)



Verify Your Site in Google's Webmaster Tools

Verifying your site to Google means that you prove ownership of the site. Once verified, you can gain access to private Google search information about your site.

You can verify your site by adding an **HTML meta tag** to **Website > HTML Head**.

To do this, please [follow Google's instructions for getting your HTML meta tag](#).

Be sure to use the **Alternate Methods** and select **HTML Tag**.

Recommended method

Alternate methods

Click on the Alternate Methods to verify your site.

Recommended: HTML file upload

Upload an HTML file to your site.

Recommended method

Alternate methods

HTML tag

Add a meta tag to your site's home page.

1. **Copy** the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="google-site-verification" content="LhF91XpjWmiJYAAbfVthQKuR9usQNyUBMe6"
```

► [Show me an example](#)

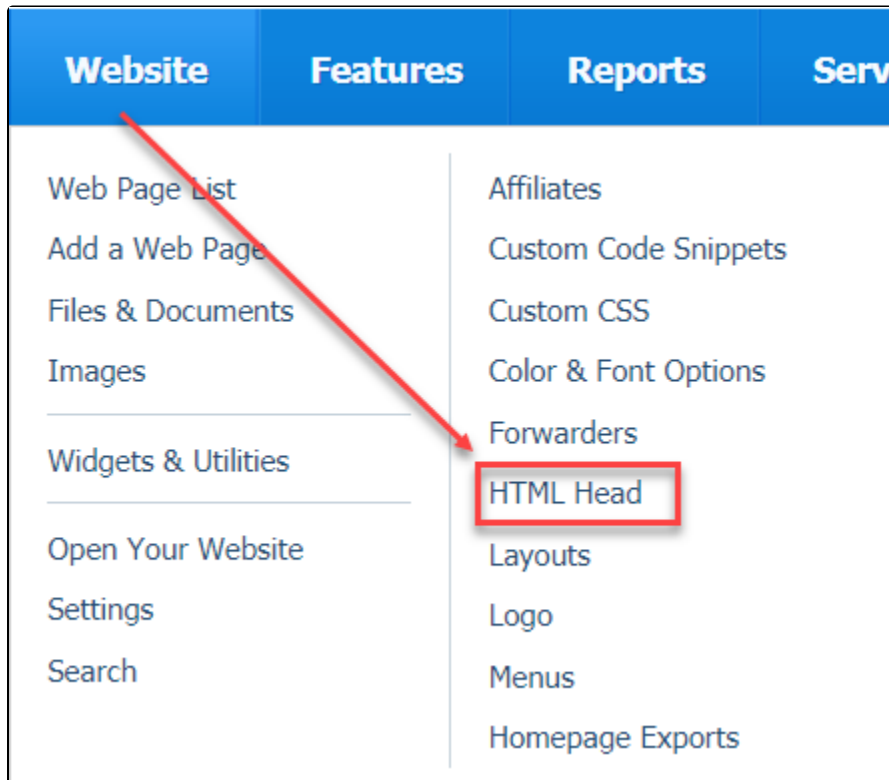
2. Click **Verify** below.

To stay verified, don't remove the meta tag, even after verification succeeds.

Copy all of this.

Add this meta tag to your RescueGroups.org website:

1. Log in to your account at RescueGroups.org and click the **Login** button.
2. Click on **Website** > [HTML Head](#).



3. Click **Edit**.
4. Paste the meta tag in your **Page Header HTML**.
5. Click **Save Website Header and Footer**.

Website Head and Footer Areas

« [Account Administration](#)

Page Header HTML

<meta name="google-site-verification"
content="LhF91XpjWmIJYAAbfVthQKuR9usQNyUBMe6mjiM4PAQ" />

Page Footer HTML

Cancel
Save Website Header and Footer

Paste the HTML Meta Tag.

Click Save Website Header and Footer

Return to Google Web Master Tools. Click **Verify**.

VERIFY

Not now

Add Google Analytics to your Website

i These instructions have been updated to work with the recently released Google Analytics 4. Currently, the RescueGroups.org Affiliates feature cannot be used with the latest version of Google Analytics.

With Google Analytics, you can see which pages people view the most, where they came from (search engine, other websites), which pages they viewed, how long they stayed on each page and how they navigate through your website.

In Google:

- Sign up for a Google Analytics Account. <http://www.google.com/analytics/>
- Get your unique Google Analytics code

In your RescueGroups.org account:

- Log in to your account at RescueGroups.org
- Create a custom code snippet named "GA Universal"
- Paste your Google Analytics code into the new snippet. It will resemble the code below, but with your specific Google Analytic ID included:

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=XXXXXXXXXX"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'XXXXXXXXXX');
</script>
```

- **Save** the code snippet
- Go to **Website > HTML Head** and click **Edit**.
- Add the snippet to the **Page Header HTML** field before any other content. This article will help you to [add a snippet](#).
- Click **Save**

Return to your Google Analytics account and you should be able to confirm that it is collecting data.

More Search Engine Optimization Tips

Optimize your Web Page Content

Keywords

Search engines no longer place a high value on keywords in the meta area, instead, they place more relevance on having those keywords or keyword phrases appearing organically on your page. There is a rule of thumb to how those should be used - it needs to be natural. You don't want to overuse your keywords/keyword phrases or you could get penalized.

Formatting text on a page.

- Use **Heading** tags to emphasize important text.
 - **Heading 1** (most important) Heading 2, Heading 3, etc, with Heading 6 the least important.
 - Use headings sparingly across the page. Use heading tags where it makes sense. Too many heading tags on a page can make it hard for users to scan the content and determine where one topic ends and another begins. Headings act like an organization tool for readers. For example:
 - Learn How You Can Help
 - Volunteer
 - Foster
 - You can customize the look/feel of heading tags using CSS (style sheets).
- Use **bold**, *italicize*,
- bullet point text.

Write better anchor text

Anchor text is what tells users and Google something about the page you're linking to.

- **Avoid using "click here"**, instead write better anchor text like **"Click here to learn more about 13th Street Cat Rescue"**

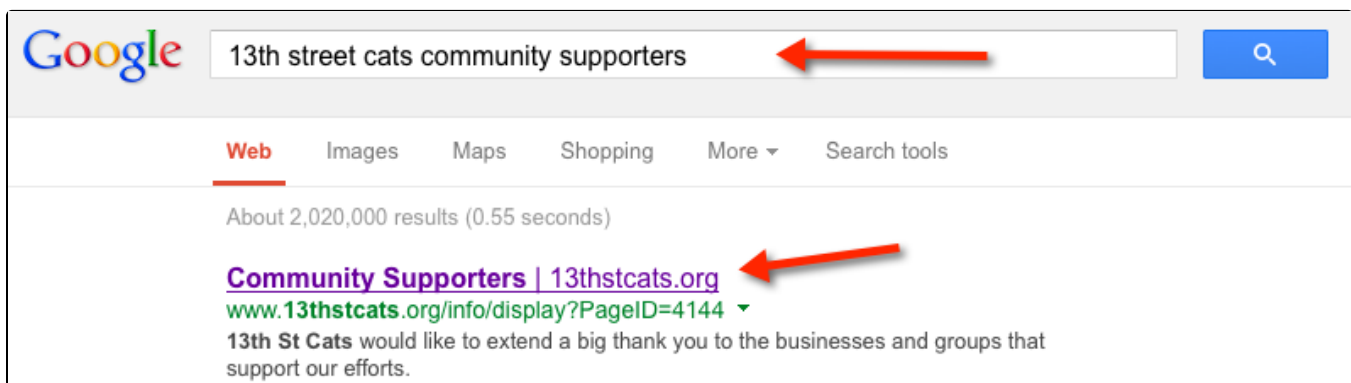
Images

- Use Alt and title tags for Images on your pages. Alt information tells people who are using a reader and can't view the images what the image pictures, so make the description clear, such as "Picture of a tabby kitten with a bow around neck." Alt information is used by search engines to find and display images in response to a search.

Optimize your Web Page Titles

When you type into Google (or other search engines), the title of your page plays an important role in what viewers see.

The title of the page is the first part of what a viewer sees in the search results. You want to make it clear what the page is about so a viewer will quickly know if that is the page they are looking for. Google also uses this information when indexing your page and ranking your page.

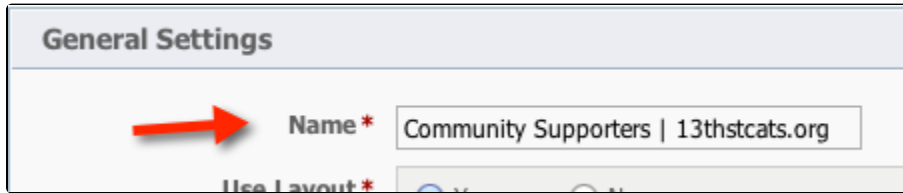


- To edit this, go to your Web Pages List, click on the **Settings Icon**. It looks like a little cog on the left.

	Cat Behavior Tip Sheets 13thstcats.org	Active
	Community Supporters 13thstcats.org	Active

- Edit the **Name*** of your page.
- Page title contents are displayed in the search results. Use brief, but descriptive titles. Titles can be both short and informative. If the title is too long, Google will show only a portion of it in the search result. If you keep your titles under 55 characters, you can expect at least 95% of your titles to display properly.
- In my example, I have a page title with the **name of the page then the pipe symbol and then the rescue's name**.

- The pipe symbol is three keys to the right of the P on your keyboard.

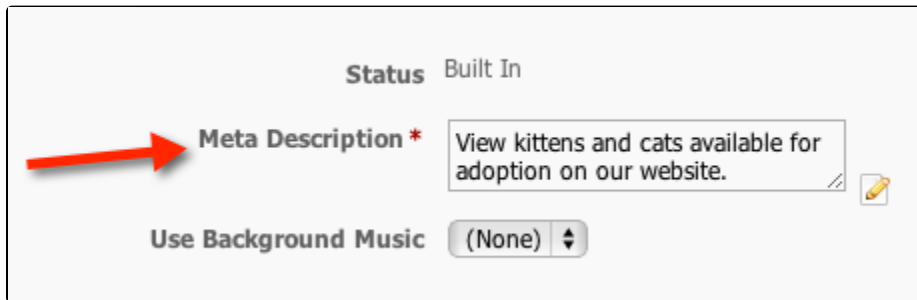


General Settings

Name * Community Supporters | 13thstcats.org

Use Layout *

Add Meta Description's for Each Web Page



Status Built In

Meta Description * View kittens and cats available for adoption on our website.

Use Background Music (None)

The excerpt below is from the Google SEO Starter Guide PDF:

- Use unique descriptions for each page.
- Optimally, the description should be between 150-160 characters.
- Use the description to provide both search engines and users with a summary of what your page is about.
- **Avoid** using a single description meta tag across all of your site's pages or a large group of pages

Custom URL's, Google-friendly URLs



While the RescueGroups.org website service does not support customizing the URLs, you can have great SEO results by following the rest of the tips and suggestions.

You can use Page Forwarders for marketing materials and easy to type in URLs. For more information, read the chapter, [Using website forwarders](#).

Sign up for Google's Adwords Grant

<http://www.google.com/grants/>

What is Google Ad Grants?

Google Ad Grants is the nonprofit edition of AdWords, Google's online advertising tool. Google Ad Grants empower nonprofit organizations, through \$10,000 per month in in-kind AdWords™ advertising, to promote their missions and initiatives on Google.com

Open Graph

<http://ogp.me/>

The Open Graph Protocol enables you to integrate your Web pages into the social graph. The structured data you provide via the Open Graph Protocol defines how your page will be represented on Facebook. Open Graph tags are added to your Website via Meta Tags. The type of tags used should represent the content of the page. For example, Your homepage tags would contain content about the site as a whole, while tags on an event page or blog post would focus on the nature of the story.