

Maximizing Your Online Presence with SEO

DON'T MISS OUT ON POTENTIAL SUPPORTERS





Jen Frazier

CEO @ Firefly Partners

- Founded Firefly Partners in 2007
- Worked in the nonprofit sector for over 20 years
- Fierce advocate for progressive causes and social impact organizations

Ben LeFort

Senior SEO Strategist @ Firefly Partners

- SEO consultant for nonprofit & for-profit social enterprises
- Founded a marketing firm specifically focused on Search Engine Optimization
- Deep knowledge of how nonprofits can create visibility with their target audiences





Digital Services

We create connection between digital platforms and the humans who support + amplify your cause.

CONCIERGE MARKETING

- Campaign Build + Design
- Fundraising, Email and Activism
- Analytics + Digital Scorecards
- Social Media Strategy
- Paid Advertising
- SEO



ENGAGING WEBSITES

- Turnkey WordPress solutions purpose-built for nonprofits
- Development + ongoing maintenance
- Designed with engaging donor experiences in mind for fundraising outcomes



ON-DEMAND SUPPORT

- Online fundraising + marketing platform support
- Website maintenance
- WordPress updates
- Donation campaign maintenance



Think of your *Digital Tools* as a town...



Blog &
Constituent
Resources

Event
Registration
Pages

Constituent
CRM

Donation Forms,
Matching Gift
Forms, Etc

Social Media,
Digital Advertising
& PPC

SEO (Search
Engine
Optimization)

Email
Marketing

P2P Fundraising
Pages

Website

Everything **points back** to your site!

Donations
Fundraisers
Events
Email
Blog
Webinars

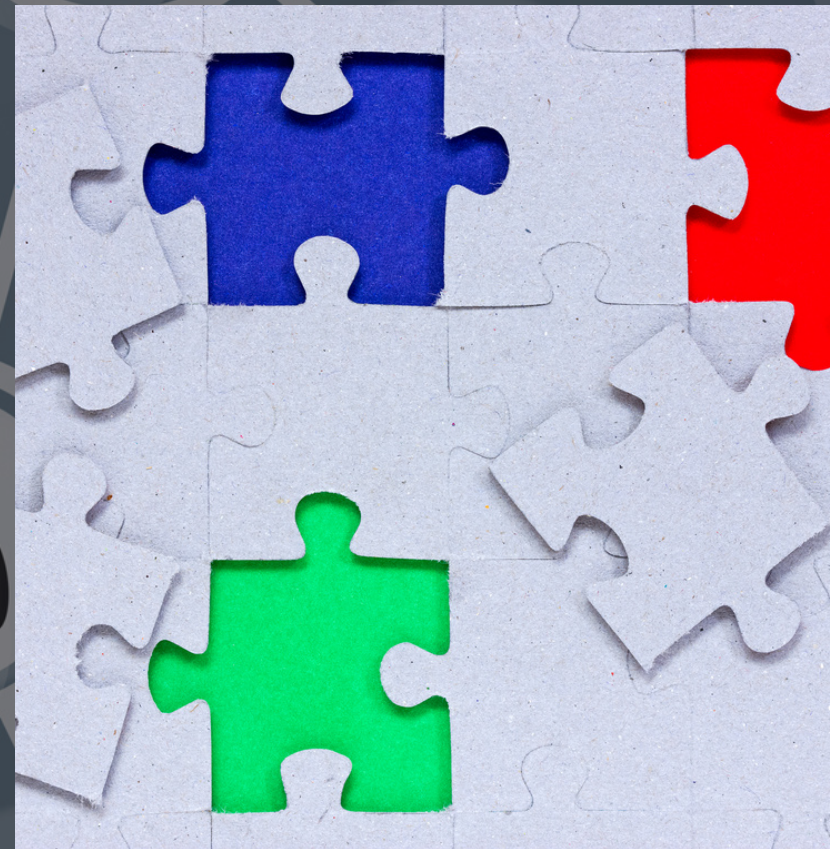


Your website is your marketing hub



SEO 101

An introduction to Search
Engine Optimization



THE BIG THREE

Most important parts of
an SEO strategy



TOP SEO TOOLS

Tools for non-technical
folks



HOW TO KNOW MY SITE'S SEO IS EFFECTIVE

Measure!!



SEO 101



SEO VS PPC

PPC (Pay per Click)

- Brand ads
- Remarketing

Organic Results

- Search Engine Optimization

The screenshot shows a Google search for "women's nonprofit organizations". The search bar is at the top with the Google logo and search icons. Below the search bar, the first result is a paid advertisement (PPC) for "Women's Empowerment Nonprofits - Working for Women". This ad is circled in red, and a red arrow points to it from the "PPC (Pay per Click)" section on the left. Below the ad, there are organic search results (SEO). A green arrow points to the first organic result, "Women Nonprofits | Women Charities | Donate, Volunteer ...", which is from "greatnonprofits.org". Another green arrow points to the second organic result, "15 Organizations Helping Women Around the World | Mental ...", which is from "mentalfloss.com". A third green arrow points to the third organic result, "10 Incredible Nonprofits and the Women Behind Them", which is from "entrepreneur.com".

Google

women's nonprofit organizations

Ad • <https://www.workingforwomen.org/>

Women's Empowerment Nonprofits - Working for Women

What charities should your company support to help **women** gain economic independence? What are the best charities for **women** in general? W4W pools resources for greater impact. Elevate **Women**. Join Our Community. Give Back Better. Invest in **Women**.
[Monthly Newsletter](#) · [Women's Nonprofits](#) · [FAQs](#) · [Become A Member](#)

<https://greatnonprofits.org> > ... > Pro Mujer, Inc. ⋮

Women Nonprofits | Women Charities | Donate, Volunteer ...

Alpharetta, GA · Donate Now · Sanlaap North America. Location: New York, NY. 5 stars 83 reviews. nandini.setia wrote: I have been following Sanlaap since it started in 2009. I wanted ...

<https://www.mentalfloss.com> > article > organizations-h... ⋮

15 Organizations Helping Women Around the World | Mental ...

Mar 8, 2018 — Check out the institutions that are helping fight for what's fair, no matter where women are in the world. WOMEN'S GLOBAL EMPOWERMENT FUND. iStock. CENTER FOR REPRODUCTIVE RIGHTS. **WOMEN FOR WOMEN INTERNATIONAL**. SCHOOL GIRLS UNITE. TIME'S UP LEGAL DEFENSE FUND. EVERY MOTHER COUNTS. EQUALITY NOW. ORCHID PROJECT.

<https://www.entrepreneur.com> > article ⋮

10 Incredible Nonprofits and the Women Behind Them

Dec 4, 2015 — Movemeant Foundation. At the Movemeant Foundation, Jenny Gaither is changing the way women perceive their own bodies. **Women for Women International**. Keep A Breast Foundation. Special Olympics. Camp Kesem. The Malala Fund. Samahope. National Organization for Women.



Search Engine Optimization (SEO)
is the best friend of
your target audiences.



➤ **Show up when people are looking for you...**

Even if they don't know you yet

➤ **Be an Authority**

➤ **Market to different stages of your funnel**

**What can
Search Engine
Optimization
actually do?**

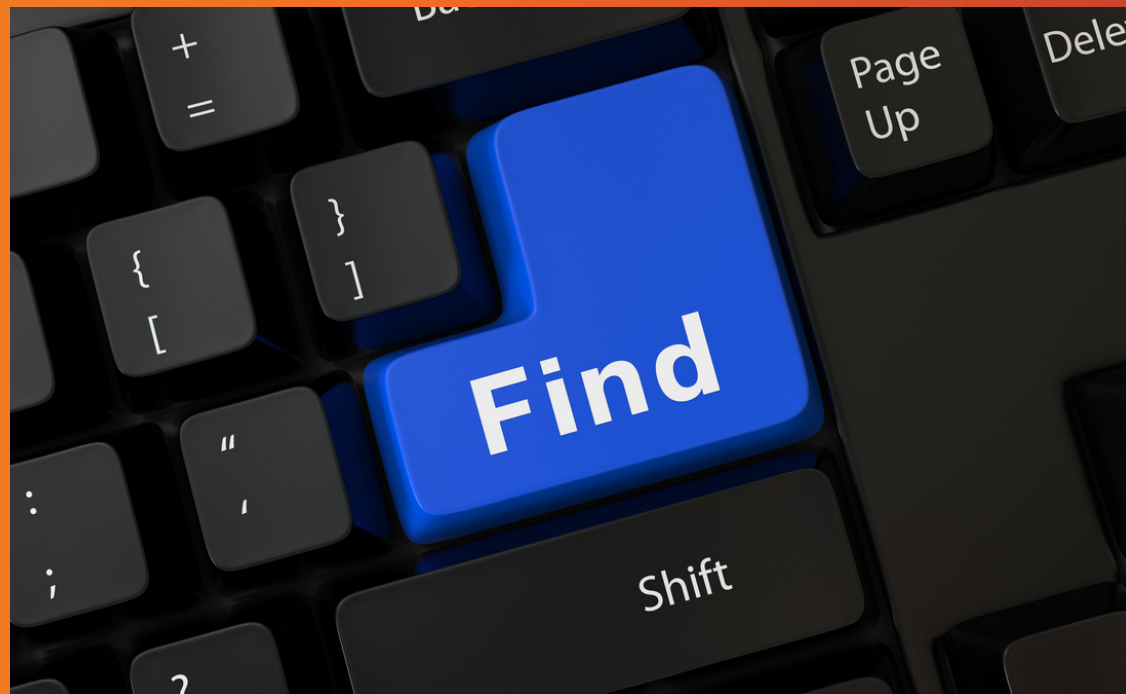
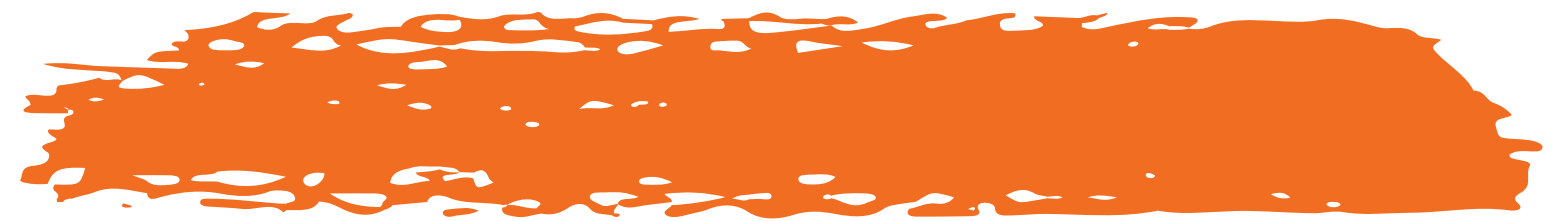


Why Spend Time on SEO?

Designers make your website pretty

Developers make your website functional

**Neither make sure your
website will be seen!**



The Big Three



TECHNICAL SEO

- Is Google able to index your content?
- Bonus Signals

KEYWORDS & CONTENT

- What keywords are people actually searching?
- Are you pushing content your audience actually wants?

LINKS

- Do you have links from other relevant websites?
- Is your org featured on blogs, media, or listings?



SEO is a long game

How to *implement*



Let's get technical...



Search engine "spiders" constantly crawl the internet to index all of the content. That's how they ensure that they're able to provide the best and most relevant information for their users.



A basic technical checklist

CHECK

Traffic Dips?.....

Full Indexation.....

Robots.txt.....

XML Sitemap.....

Mobile Friendliness.....

404 Page & Links.....

Unecessary Redirects.....

Intrusive Pop-Ups.....

TOOL

Analytics / Search Console

Site:YourDomain.org

YourDomain.org/robots.txt

YourDomain.org/sitemap.xml

Search Console

Search Console

SEMrush/Screaming Frog

Incognito Browser



It's the keywords
for us...

Keyword Research



Gather Ideas

- How do people talk about your organization?
- Review competitor websites
- Google Analytics
- Search Console
- Keywords Everywhere (Chrome Extension)
- SEMrush
- MOZ Keyword Explorer



Check for Relevance

- Search Results Pages



Check for Search Volume

- Keywords Everywhere
- SEMrush
- Moz Keyword Explorer

We've got the keywords...

Now What?

Use the highest volume, relevant keywords in...

- Metas
 - Titles
 - Descriptions
(Preview at portent.com/serp-preview-tool/)
- H1 Headings
- Body Copy
- Image File Names, Alt Text
- New URLs





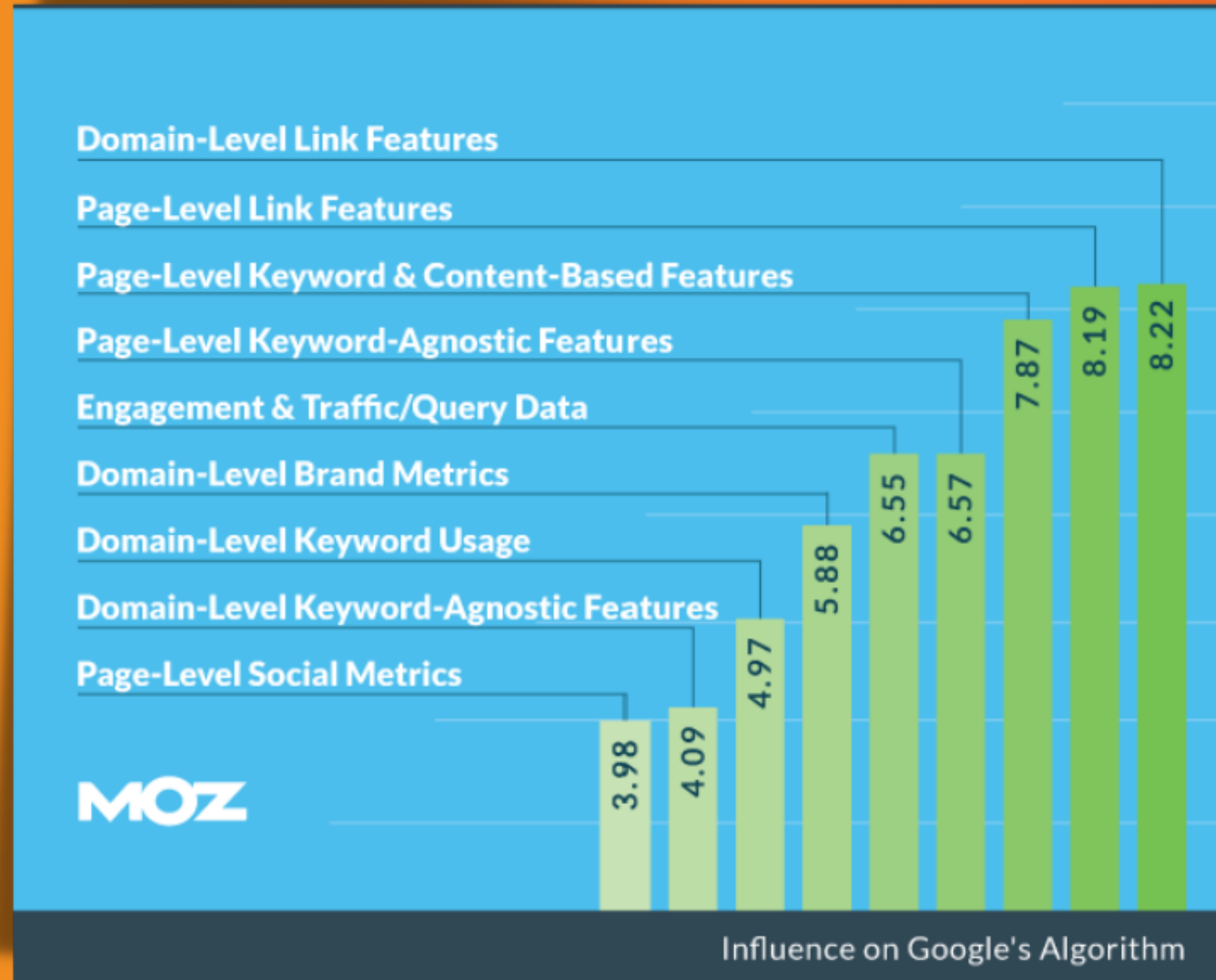
Keyword Best Practices

- ✓ Write for people, not search engines
- ✓ No keyword stuffing!
- ✓ Use Calls to Action
- ✓ Use target keywords close to the beginning
- ✓ Cover related topics & use synonyms
- ✓ Provide relevant links
- ✓ Spell check & proofread!



Let's link up...

Why links matter



All Links Are Not Created Equal

- Partners
- Vendors / Suppliers
- Foundations
- Relevant Blogs
- PR / News Sites
- .EDUs & .GOVs
- Sites Linking to Competitors
 - SEMrush
 - Moz Link Explorer
 - Majestic



Finding the right *tools!*



Google Analytics + Search Console

- Free!
- Code is easy to drop into your website for tracking (recommend Google Tag Manager)
- Track visitor engagement with your website; learn how visitors find you, what content is most important, how users convert, and more.
- Check out our GA Checklist for quick steps to make your GA work for you.





SEMRush

- Starts at \$100/month
- Conducts a Site Audit and provides technical health analysis
- Track your keyword rankings + competitors
- Identify opportunities to earn links
- Bonus: integrate your Google Analytics + Search Console data

Google Analytics overview

Sessions

1.9k

-20%

Unique Visitors

1.4k

-17.9%

Pages/Visit

2

+5.3%

Avg. Visit Duration

01:18

-3.2%

Bounce Rate

65.4

-4.5%

Keywords

United States, Google

Jul 1 – Jul 31, 2020 last 30 days

Lost New

Keyword	Position	Volume	Traffic
firefly partners	1 (1)	170	16.17%
the guide	10 (80)	14.8k	10.46%
teamraiser	11 (11)	390	2.14%

View full report

Backlinks

Jul 1 – Jul 31, 2020 last 30 days

Lost New

Source Page	Page Score	First Seen
https://www.duchenneregist...	75	08.11.21
http://support.mymsaa.org/s...	35	09.05.21
https://www.duchenneregist...	33	08.10.21

View full report

Site Audit: Firefly Partners

Overview Issues Crawled Pages Statistics Compare Crawls Progress

Site Health

85%

no changes

Your site 85%

Top-10% websites 92%

More about Site Health score

Crawled Pages

307

Healthy 5

Broken 0

Have issues 312

Errors

4

0

Warnings

1,436

+5

Crawlability

90%

-5%

View details

Site Performance

85%

-4%

View details

HTTPS

99%

View details

Internal Linking

83%

View details

What do I *measure?*



You must measure to know success

What are some things you wish you
could understand better about your
SEO?



What To Measure

Site Audit Score: aim for 75 - 90%

Organic Traffic: identify 10-20 core topics/subtopics. How well are your pages addressing those topics attracting organic search traffic?

Inbound Links: track how well your content is linked to from other websites

Organic Conversions: is traffic from organic search converting into supporters?

How do we know this will

*DIGITAL
TRANSFORMATION*
lead to digital

transformation?



Evidence: SF-Marin Food Bank



Project: Search Engine Optimization

Prior State

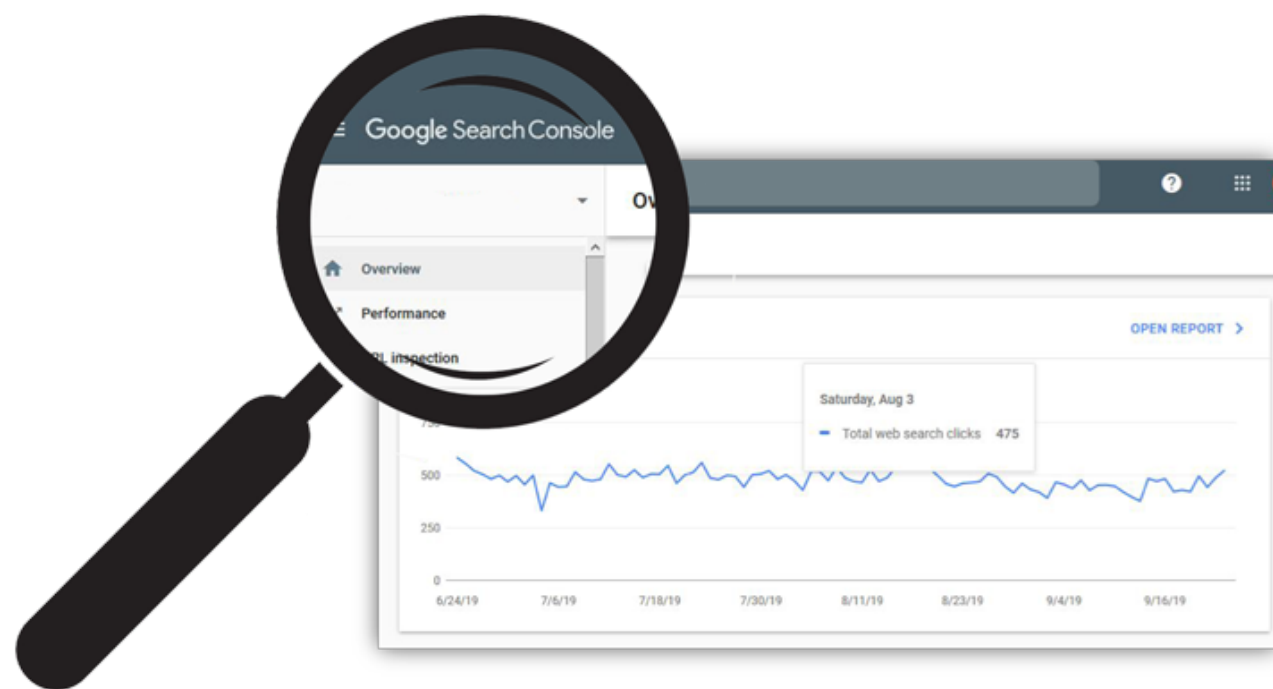
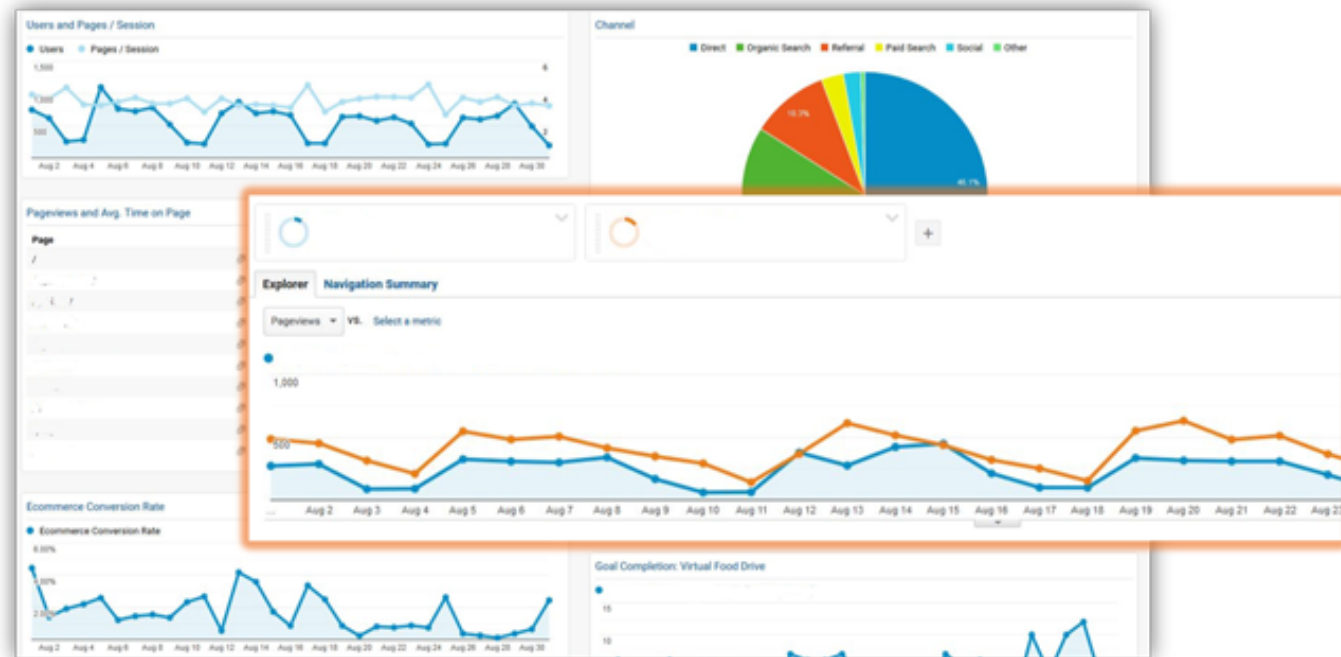
- 61% site health
- Identified 481 easily correctable errors
- Avg. Search Engine Position 55.31

Solution

- Rectify all possible errors and warnings
- Do an in-depth analysis of keyword buckets and keyword search strength
- Strengthen + diversify meta descriptions, alt tags, and site content

Outcomes

- ↑ • 19% increase Site Health - now 80%
- ↑ • 472 decrease in number of errors
- ↑ • Averages in the top 30 of search engine positions
- ↑ • 10% increase in organic traffic



Re-launch: A Perfect Time for SEO



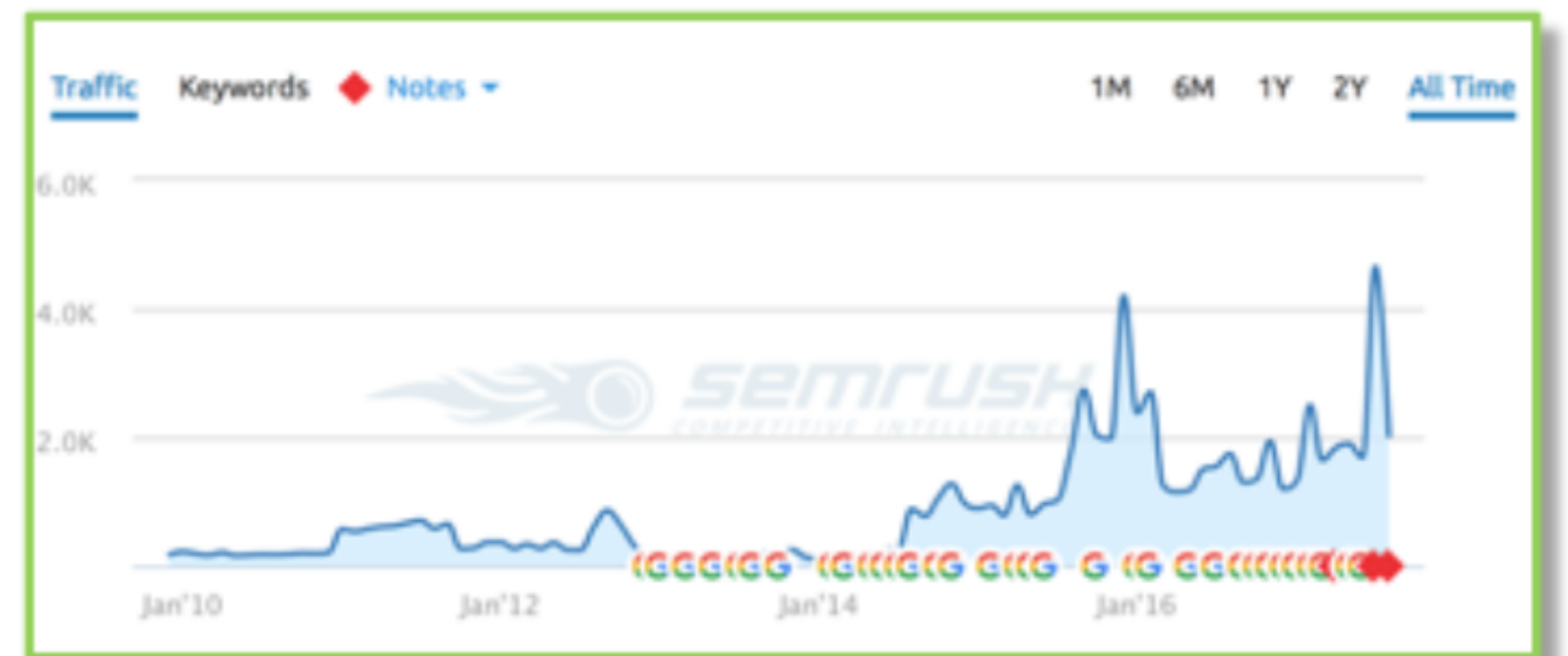
Bad



Good



Ugly





Questions?

thank you!



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