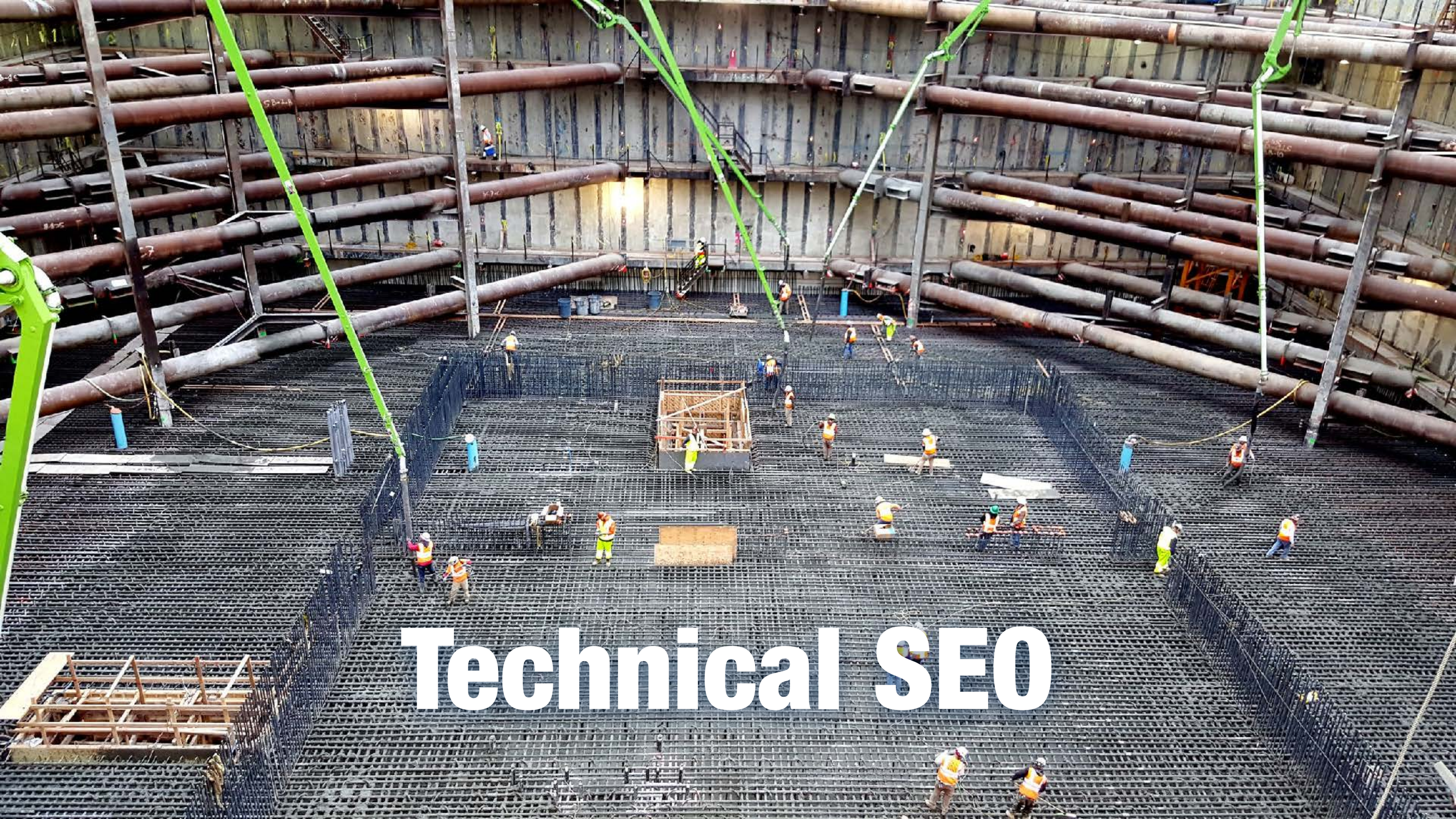
UCDAVIS

FOUNDATIONAL SEO

Search **E**ngine **O**ptimization

Adam Napolitan
anapolitan@ucdavis.edu


Technical SEO

Content SEO

Amplification SEO

Don’t forget…
UGC

SEM

Search **E**ngine **M**arketing

How does it work

What is the primary function of search…

PageRank

Google shcs

Web Images Maps Shopping More Search tools

About 685,000 results (0.14 seconds)

UC Davis Student Health and Counseling Services (SHCS)
shcs.ucdavis.edu/
UC Davis **Student Health and Counseling Services** (**SHCS**) mission is to enhance the physical and mental health of students. **SHCS** provides quality ...
You've visited this page many times. Last visit: 4/6/13

- **Health-e-Messaging**
  Health-e-Messaging is a free service that offers a variety of ...
- **Medical Services**
  All Medical Services are located at the Student Health and ...
- **Contact Us**
  ... care at the Student Health and Wellness Center. About SHCS ...
- **Locations**
  Locations & Parking. Student Health and Wellness Center ...
- **SHCS Maps**
  UC Davis Student Health and Counseling Services (SHCS ...
- **How to Get Help When SHCS ...**
  How to Get Help When SHCS is Closed. If this is an emergency ...

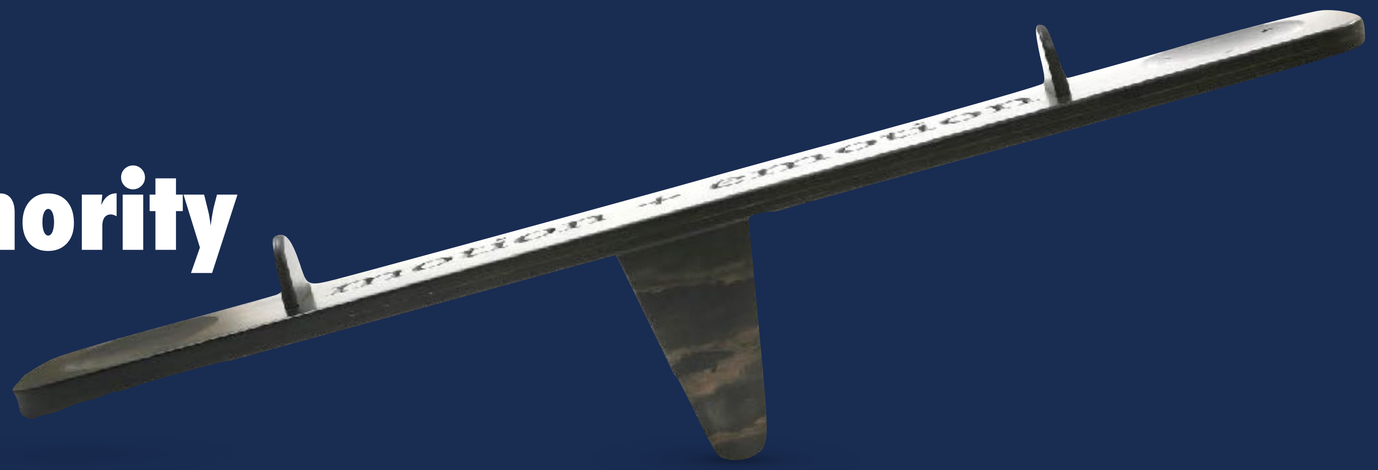
More results from ucdavis.edu »

UC Davis SHCS (UCDSHCS) on Twitter
https://twitter.com/UCD**SHCS**
The latest from UC Davis **SHCS** (@UCDSHCS). Enhancing and maintaining wellness is vital for the successful pursuit of your goals at UC Davis and for the rest ...

Home-SHCS-Patterson
www.**shcs**-patterson.org/
Sacred Heart Fast Direct: Here is a direct link to the Fast Direct log-on page for **Sacred Heart Catholic School** - www.fastdir.com/**shcs**-patterson/. Scrip Form: ...
Principal's Note - Admissions - History

Quality Control

Integrity



Authority

PAYDAY
LOANS

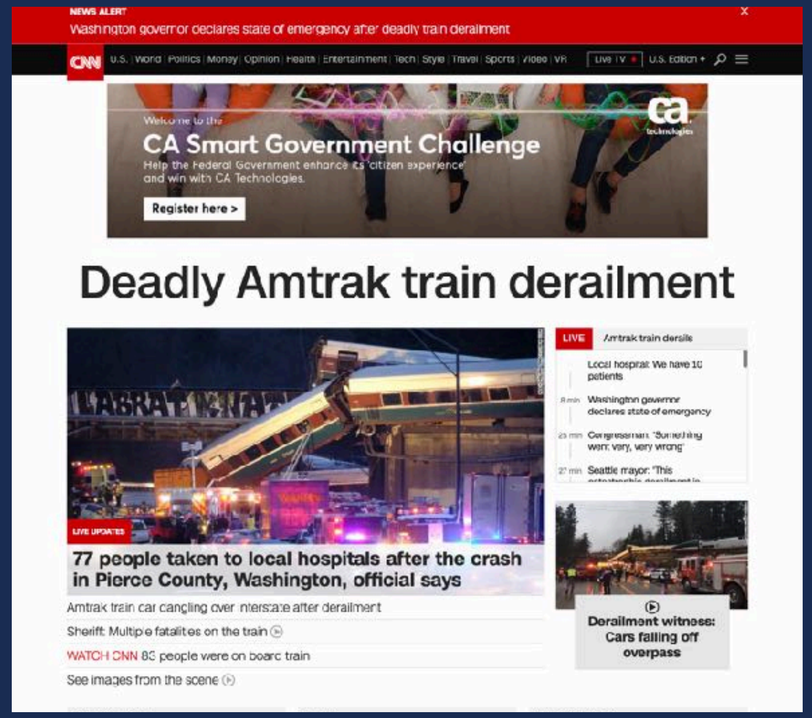
4 Stages of Search

How Google Works

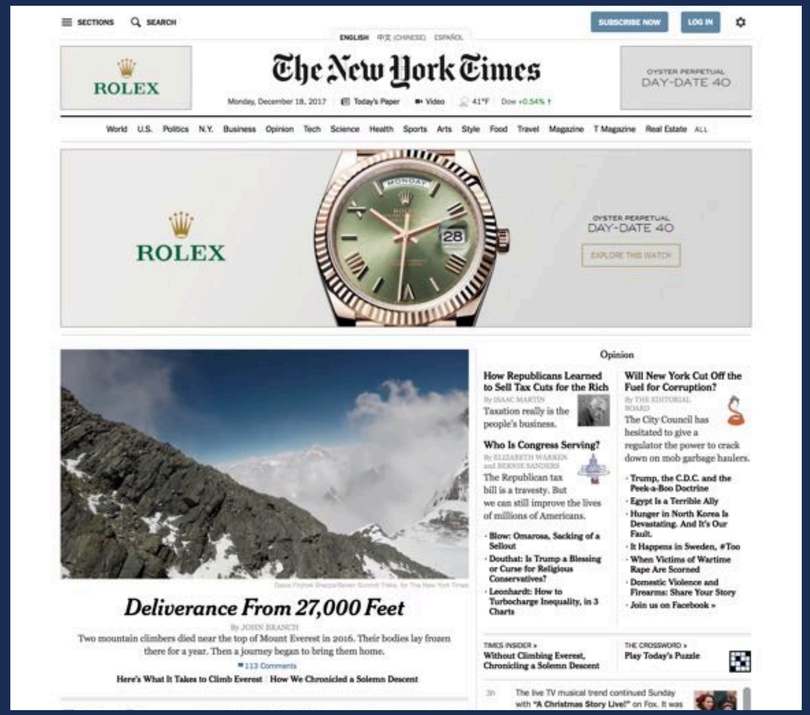
Crawl

Crawling

Page #0012



Page #0137



How Google Works

Indexing

Page #2054

Words Found

1 Student

2 Health

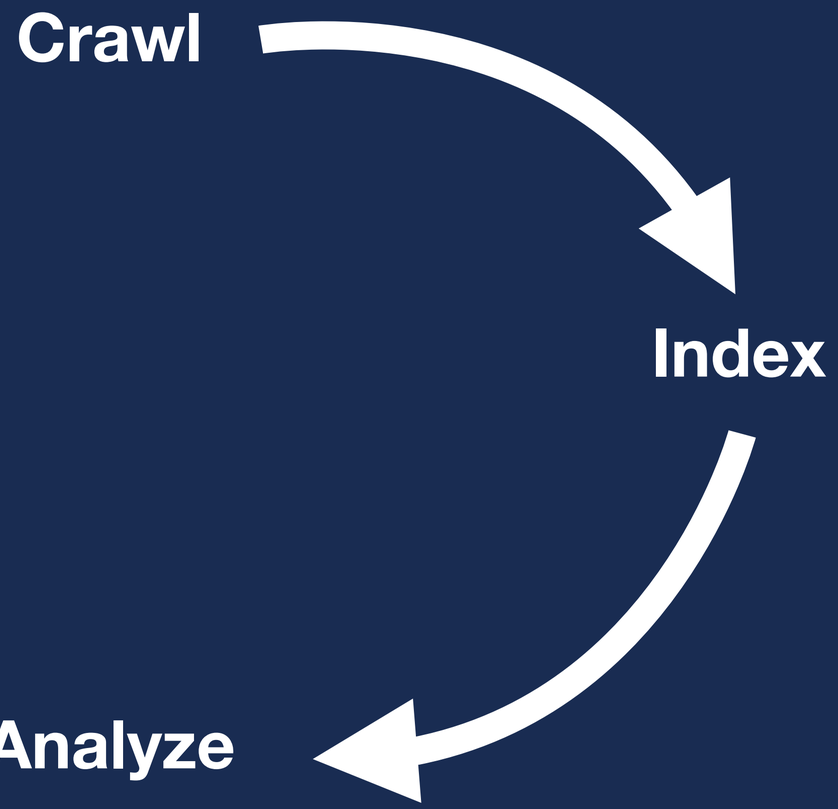
3 and

4 Counseling

5 Services

...

How Google Works



Freshness Diversity Content Length Domain Age

Page Quality Site Quality Page Authority Site Authority

Keyword Location **Keyword Proximity** Keyword Density

Backlinks **Social Signals** **Syndication** Spelling

Author Reputation Reading Level Content Quality Strong Text

1000’s of Signals

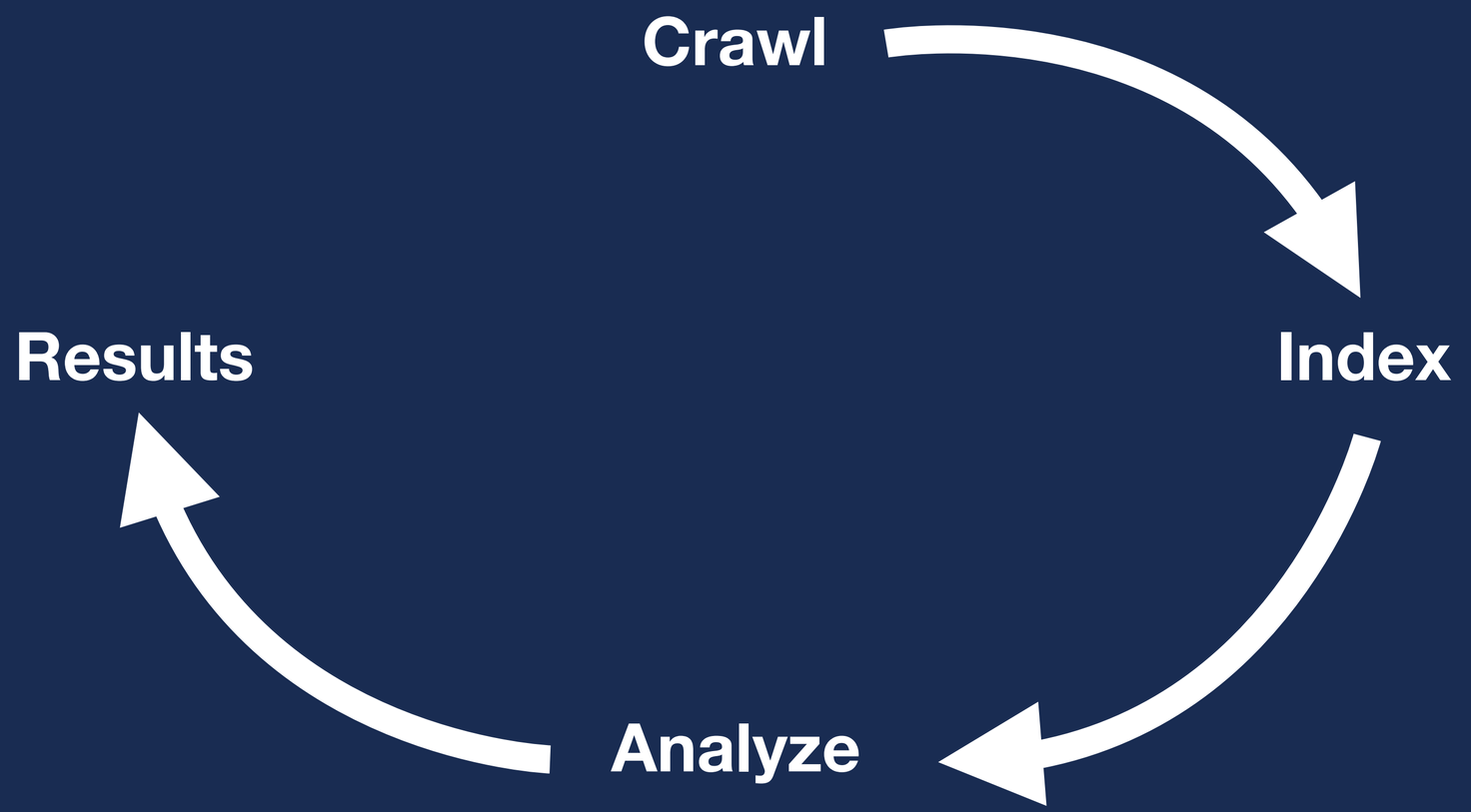
Document Structure

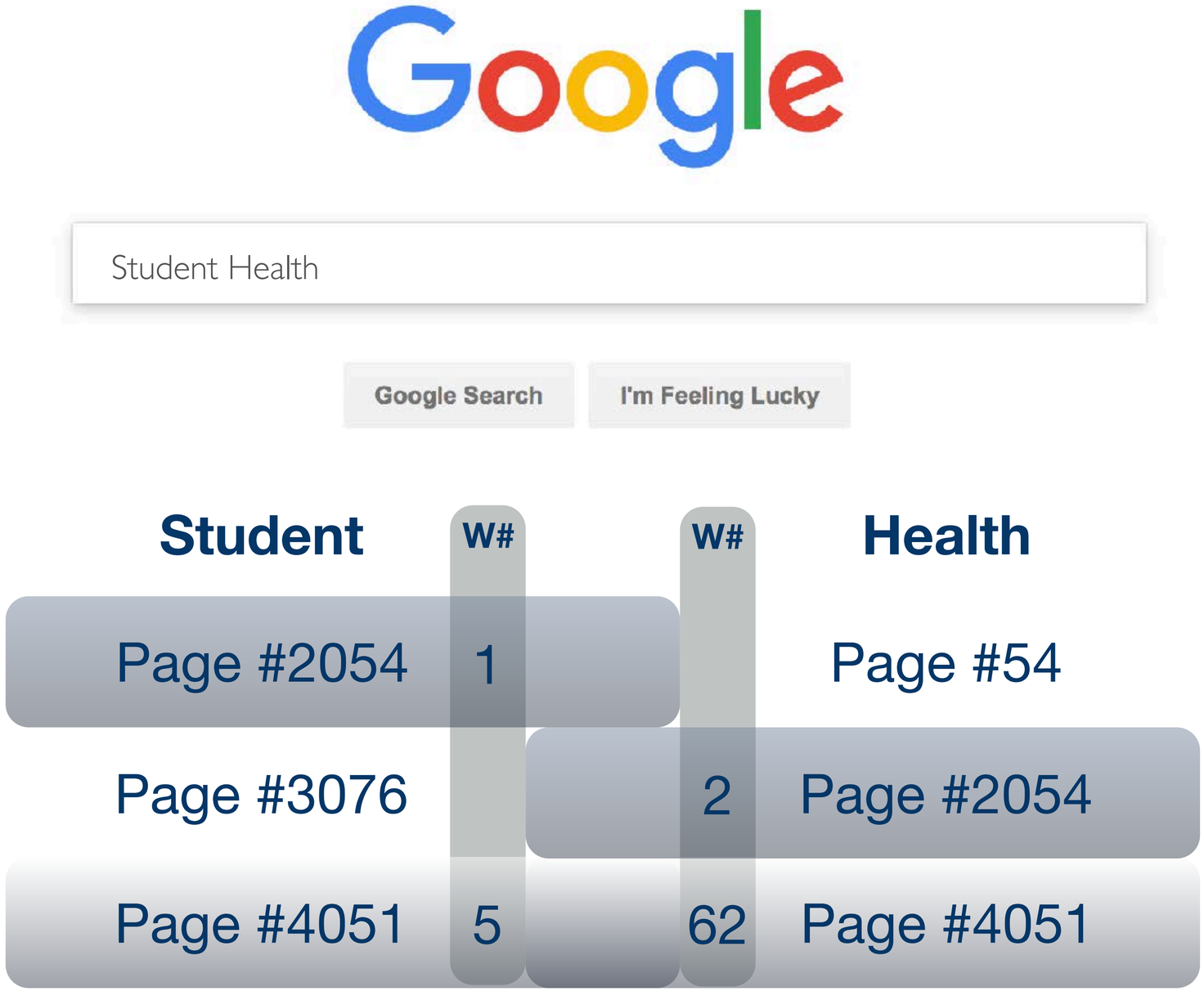
Responsive Design

Bookmarks

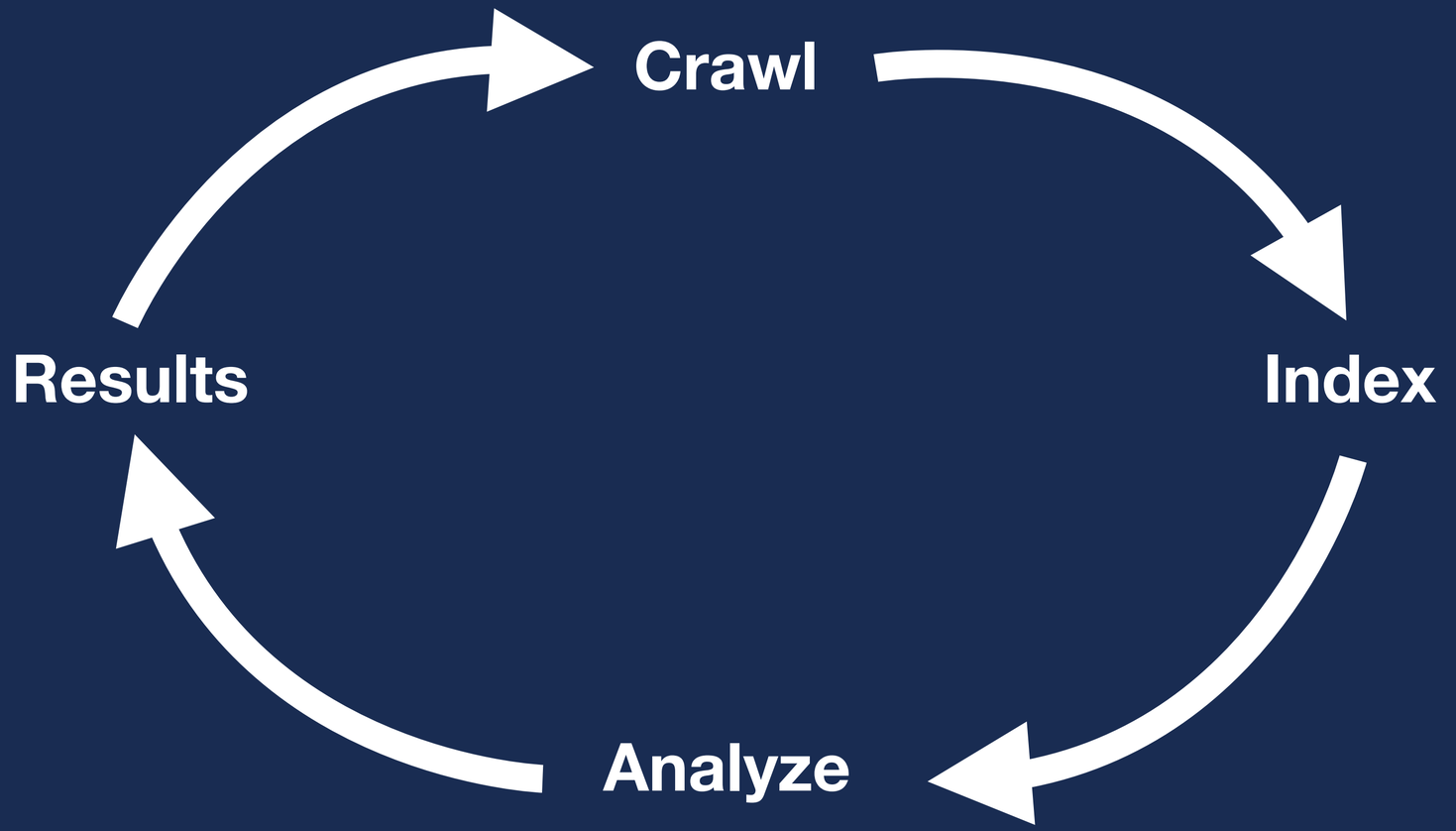
Government/Education

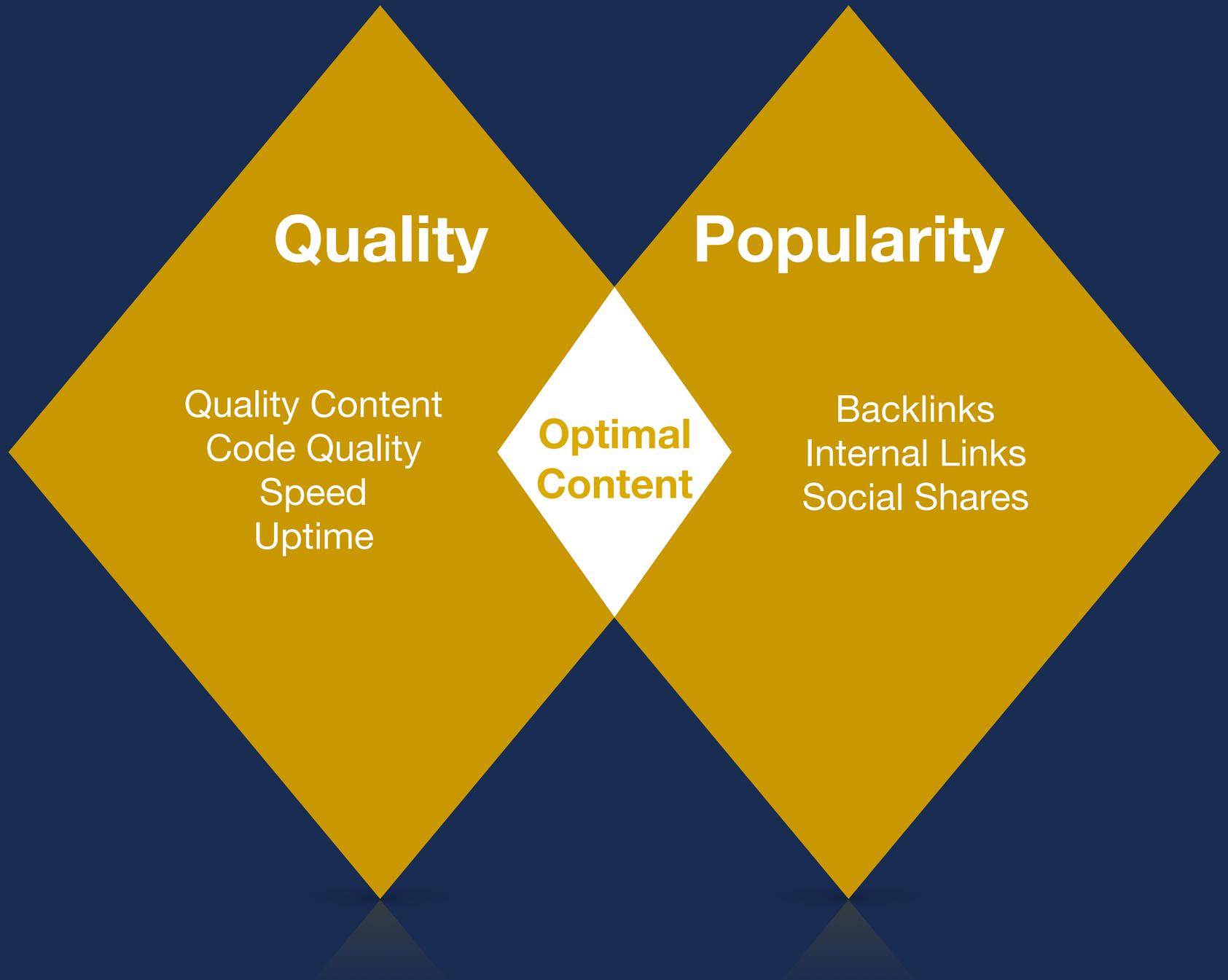
How Google Works




Google
Student Health
Google Search
I'm Feeling Lucky
Student
W#
W#
Health
Page #2054
1
Page #54
Page #3076
2
Page #2054
Page #4051
5
62
Page #4051

How Google Works




Quality
Quality Content
Code Quality
Speed
Uptime
Optimal Content
Popularity
Backlinks
Internal Links
Social Shares

Negative Impact to Rankings

Duplicate Content

Broken Links

HTML Errors

URL Length

Spam Links

Downtime

Keyword Stuffing

Slow Pageloads

What do you think is the
most common SEO mistake?

Uh-Oh!
404

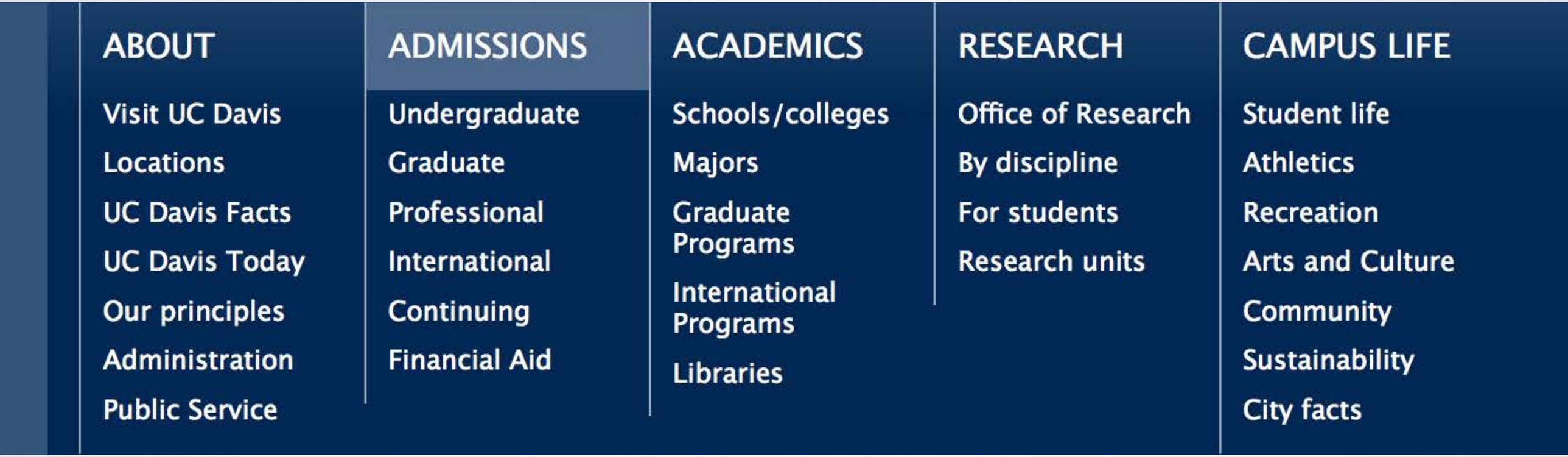
Referring Pages

I was hired

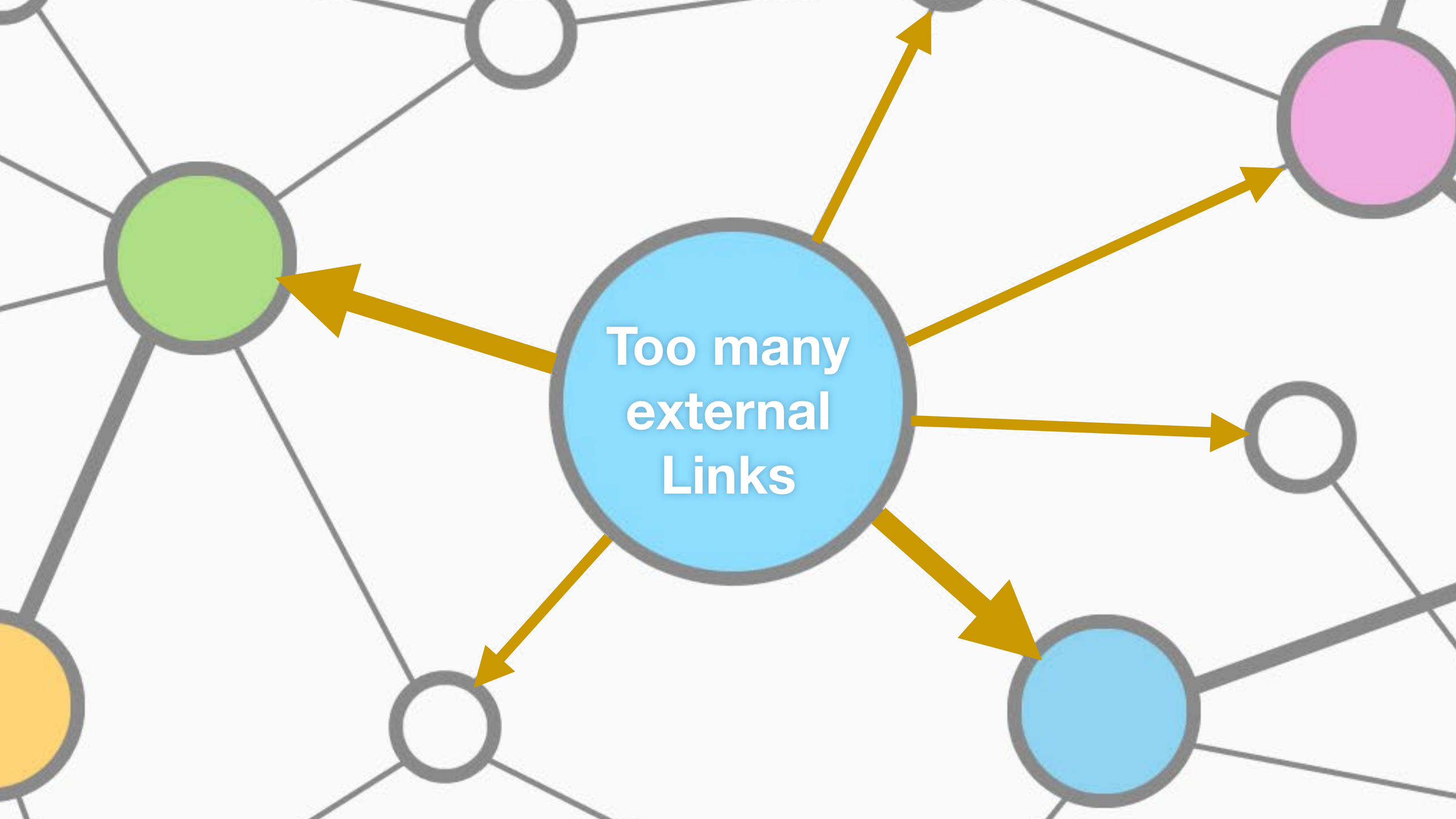
Be Careful
with Hidden Content

Intro to Web Spam Flags

External links in your <nav>



Large site
too few links


Too many
external
Links

Other Flags

Thin content

Site link diversity low

Heavy anchor text

No contact info

Domain name length

Domain name with numerals OR -

TOP 10

On Page SEO Tips

1 Keywords

A word that
is important

**Importance &
Front Loading**

SAMSUNG
2:08
digitalinverter
ecobubble
9.0kg/6.0kg

Front Load

Top Three Paragraphs

watch for first <p>

Use Frequently & Use Early

TF-IDF

Term **F**requency

Inverse **D**ocument **F**requency

2

Headlines

URL

Title <title>

Headings <H1>, <H2>

Breadcrumbs

Keywords in URL

https://shcs.edu

https://shcs.ucdavis.edu

https://ucdavis.edu/shcs/

https://ucdavis.edu/shcs.html

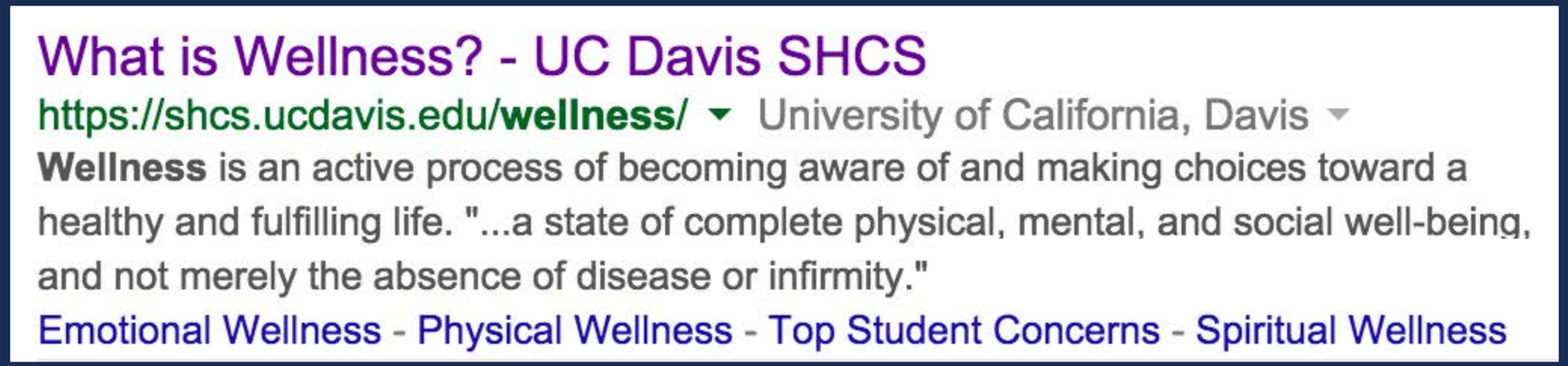
3 **Description** Tags

Include keywords

Be strategic

150 characters

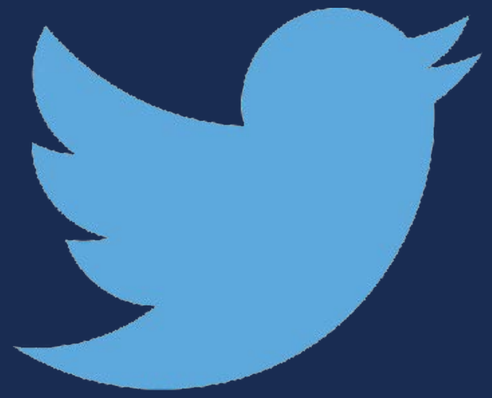
Description Tags



<meta name="description" content="**Wellness** is an active process of becoming aware of and making choices toward a healthy and fulfilling life. ...a state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.">

Social Platform Meta Tags

Open Graph (OG)



Twitter Card

4

Subheads

Use Keywords

1 - 3 - 5 Paragraphs

5

Length

600 - 975 word count

2000+ expert content

< 300 be careful

6

Links

Use keywords

No “click here” (same<p>)

Avoid universals

Example

Top 10 Majors

*Aaron Heredia, a **psychology major** at UC Davis, gained skills as a personal trainer at the **Activities and Recreation Center** at UC Davis with a plan of pursuing a career in physical fitness. **Psychology is UC Davis' most popular major.** (Karin Higgins/UC Davis)*

What Can I Do with My Major?

› Subscribe

Search Blog...

Latest Blog Posts

Researchers Don't Know How Toxic Wildfire Smoke Is

What Our Biochemistry and Molecular Biology Majors Do

The Icing on the Cake: Manetti Shrem Museum Uncrates its First Thiebaud

*Aaron Heredia, a **psychology major** at UC Davis, gained skills as a personal trainer at the **Activities and Recreation Center** at UC Davis with a plan of pursuing a career in physical fitness. **Psychology is UC Davis' most popular major.** (Karin Higgins/UC Davis)*

The Top 10 Majors at UC Davis

In the 2016-17 academic year, 7,855 UC Davis undergraduates donned caps and gowns to gather their diplomas. Wonder what the top 10 most popular majors were for our industrious Aggies? Here are the statistics, including the percentage of students who declared each major.

Top 10 majors at UC Davis in 2016-17 and percent of total

1. **Psychology** — 8 percent
2. **Managerial economics** — 7 percent
   - Read about **what you can do with managerial economics**.
3. **Economics** — 7 percent
   - Read about **what you can do with an economics**
4. **Neurobiology, physiology and behavior** — 5 percent
   - Read about **what you can do with neurobiology, physiology and behavior**.
5. **Biological sciences** — 4 percent
   - Read about **what you can do with biological sciences**.
6. **Human development** — 4 percent
   - Read about **what you can do with human development**.
7. **Communication** — 4 percent
8. **Computer Science** — 4 percent
9. **Animal science** — 3 percent
   - Read about **what you can do with animal science**.
10. **Biochemistry and molecular biology** — 3 percent

10 recommended majors in the U.S.

Check out these college majors, based on job prospects, alumni salaries and popularity, as **recommended by The**

Biology Majors Do

The Icing on the Cake: Manetti Shrem Museum Uncrates its First Thiebaud for Upcoming Exhibition

Find Your Major

Students have more than 100 majors to choose from at UC Davis, including **sustainable environmental design** and **marine and coastal science**.

Find your major >

Subscribe to the Majors Blog

* indicates required

Email Address *

Subscribe

Follow UC Davis

10 recommended majors in the U.S.

Check out these college majors, based on job prospects, alumni salaries and popularity, as **recommended by The Princeton Review**. UC Davis has most of them. Our **managerial economics** degree is quite similar to a business degree. And, while we don't offer a nursing undergraduate degree, our **Betty Irene Moore School of Nursing** offers four master's degrees and a doctoral degree. As for biology, at this public university known for its biological sciences, you can choose from **nearly two dozen majors in that category** that span from **animal science** to **microbiology**.

1. Computer science
2. Communications
3. Government/political science
4. Business
5. Economics
6. English (language and literature)
7. Psychology
8. Nursing
9. Chemical engineering
10. Biology

Top 5 majors by colleges

Curious which majors are the most popular at UC Davis by **college**? Within this university,**our 102 majors** and academic programs are **organized by undergraduate college**. When you apply to UC Davis, you choose a major, which automatically places you into one of these colleges.

Here's a summary of the statistics based on the number of students enrolled in 2016-17. The percentages show the proportion of students pursuing the major in that college.

College of Agricultural and Environmental Sciences

The No. 1 ranked university in the U.S. for agriculture has **28 majors** in environmental, human and animal sciences.

Follow UC Davis

7

Bullets

Helps the reader

Include keywords

Ordered list is best

8

Bold & Italic

Use Keywords in

Example of using **bullets and bold**

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Resembles children with autism

Quick Summary

- **UC Davis researchers have discovered a surprising clue to maladjusted foal syndrome.**
- **The behavioral abnormalities in these foals seem to resemble some of the symptoms in children with autism.**
- **The hope is that their efforts will help prevent and treat the disorder in foals and advance the search for the causes of autism.**

9

Media

Use Video (with captions)

5+ Images

Alt Text < 125 chars

Use keywords

(File Name & alt)

10

Synonyms

Add diversity below halfway point

If longer, at a third

Head Term

Wellness

vs.

Long Tail

Ways I can improve my emotional wellness?

Long Tail

Ways I can improve my **emotional wellness**?

Head Term

contextual search modifier/limiter head term

best schools in northern **california**

contextual search modifier/limiter head term

best beaches in north shore **kauai**

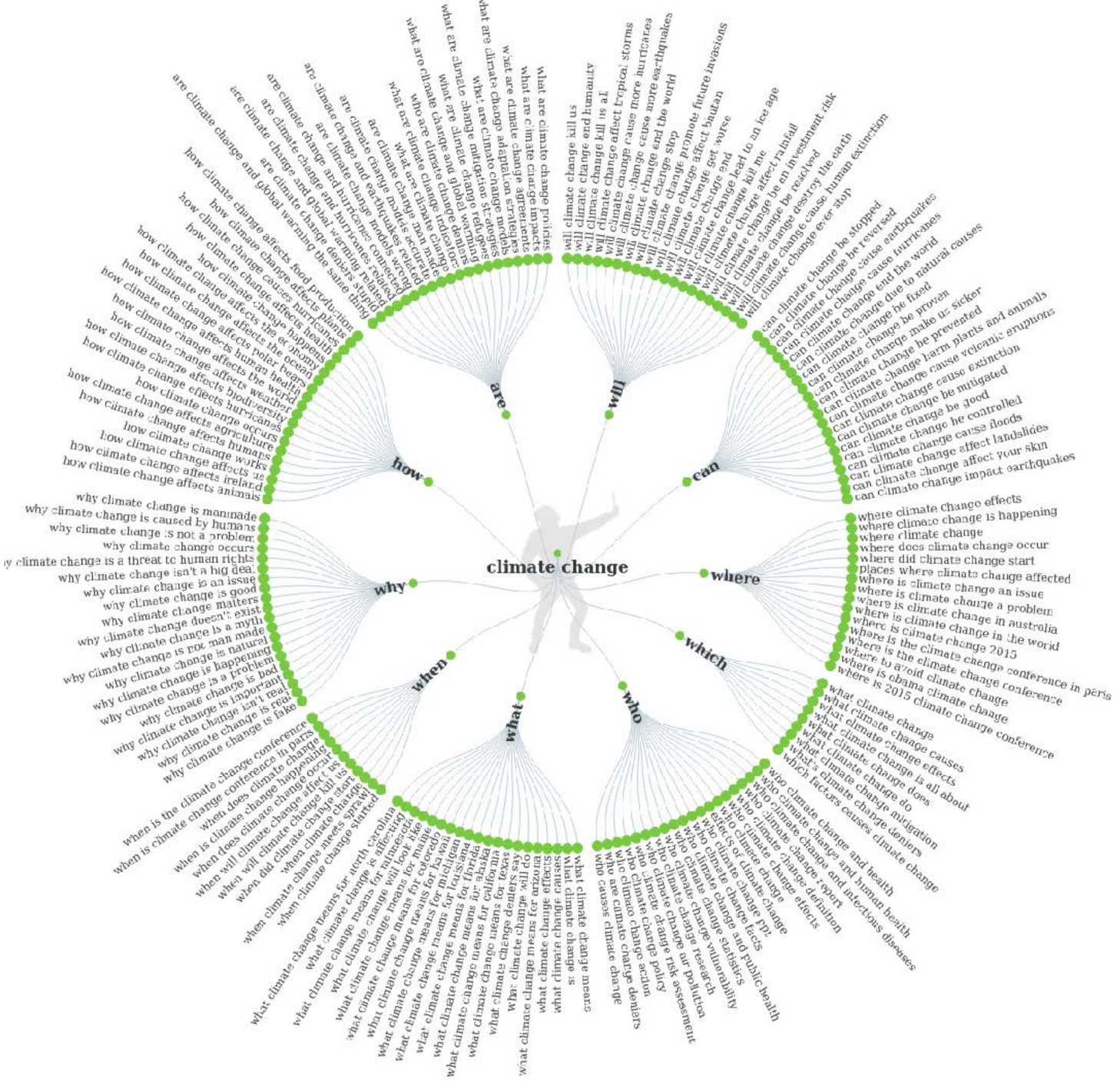
contextual search head term contextual search modifier/limiter

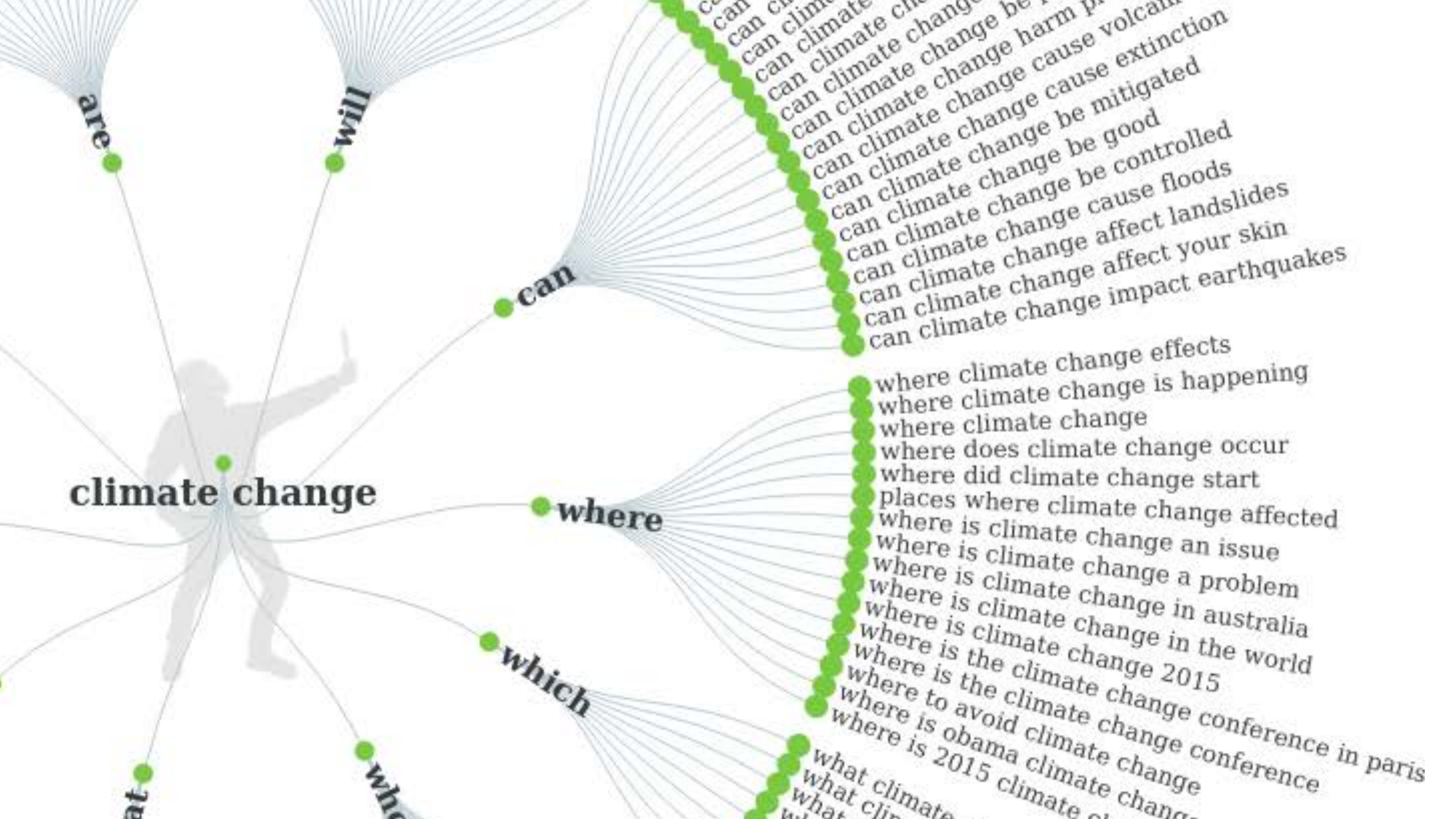
how much **sugar** should you eat in a day

Tools

ANSWER THE PUBLIC

answerthepublic.com


climate change
are
will
can
where
which
who
what
when
why
how
what are climate change policies
what are climate change impacts
what are climate change agreements
what are climate change adaptation strategies
what are climate change models
what are climate change mitigation strategies
what are climate change refugees
what are climate change and global warming
what are climate change deniers
who are climate change indicators
what are climate change man made
what are climate change models accurate
what are climate change models wrong
are climate change and earthquakes related
are climate change models connected
are climate change and hurricanes related
are climate change and global warming the same thing
are climate change and hurricanes related
are climate change and global warming deniers stupid
are climate change affects food production
are climate change affects plants
how climate change causes hurricanes
how climate change affects health
how climate change affects the economy
how climate change affects the ocean
how climate change affects polar bears
how climate change affects human health
how climate change affects the world
how climate change affects weather
how climate change affects biodiversity
how climate change affects hurricanes
how climate change occurs
how climate change affects agriculture
how climate change affects humans
how climate change works
how climate change affects us
how climate change affects ireland
how climate change affects animals
will climate change kill us
will climate change end humanity
will climate change kill us all
will climate change affect tropical storms
will climate change cause more hurricanes
will climate change cause more earthquakes
will climate change end the world
will climate change stop
will climate change promote future invasions
will climate change affect bhutan
will climate change get worse
will climate change end
will climate change lead to an ice age
will climate change affect rainfall
will climate change be an investment risk
will climate change be resolved
will climate change destroy the earth
will climate change cause human extinction
will climate change ever stop
can climate change be stopped
can climate change be reversed
can climate change cause earthquakes
can climate change cause hurricanes
can climate change end the world
can climate change due to natural causes
can climate change be fixed
can climate change be proven
can climate change make us sicker
can climate change be prevented
can climate change harm plants and animals
can climate change cause volcanic eruptions
can climate change cause extinction
can climate change be mitigated
can climate change be good
can climate change be controlled
can climate change cause floods
can climate change affect landslides
can climate change affect your skin
can climate change impact earthquakes
where climate change effects
where climate change is happening
where climate change
where does climate change occur
where did climate change start
places where climate change affected
where is climate change an issue
where is climate change a problem
where is climate change in australia
where is climate change in the world
where is the climate change 2015
where is the climate change conference in paris
where to avoid climate change
where is obama climate change
where is 2015 climate change conference
what climate change
what climate change causes
what climate change effects
what climate change is all about
what climate change does
what climate change do
what climate change mitigation
what climate change deniers
what climate change and health
what climate change and human health
what climate change and infectious diseases
what climate change report
what climate change definition
what climate change effects
what climate change pt
what climate change facts
what climate change and public health
what climate change statistics
what climate change vulnerability
what climate change research
what climate change air pollution
what climate change risk assessment
what climate change policy
what climate change action
what climate change deniers
who are climate change
who causes climate change
which factors causes climate change
what climate change means
what climate change is
what climate change affects
what climate change causes
what climate change means for arizona
what climate change will do
what climate change means for texas
what climate change deniers say
what climate change means for alaska
what climate change means for colorado
what climate change means for hawaii
what climate change means for louisiana
what climate change means for florida
what climate change means for michigan
what climate change means for maine
what climate change means for minnesota
what climate change means for north carolina
what climate change is affecting
what climate change will look like
what climate change means for
what climate change means for
what climate change means for
what climate change means for
what climate change means for
what climate change means for
what climate change means for
what climate change meets sprawl
when climate change started
when did climate change start
when will climate change affect us
when will climate change kill us
when does climate change happen
when is climate change happening
when does climate change occur
when is climate change occur
when is climate change conference in paris
when is the climate change conference
why climate change is fake
why climate change is real
why climate change isn't real
why climate change is important
why climate change is bad
why climate change is a problem
why climate change is happening
why climate change is natural
why climate change is not man made
why climate change is a myth
why climate change doesn't exist
why climate change matters
why climate change is good
why climate change is an issue
why climate change isn't a big deal
why climate change is a threat to human rights
why climate change occurs
why climate change is not a problem
why climate change is caused by humans
why climate change is manmade


climate change
are
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can climate change affect your skin
can climate change be controlled
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can climate change be mitigated
can climate change cause extinction
can climate change cause floods
can climate change cause volcanoes
can climate change harm people
can climate change impact earthquakes
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where is climate change in australia
where is climate change in the world
where is climate change 2015
where is the climate change conference
where is the climate change conference in paris
where to avoid climate change
where is obama climate change
where is 2015 climate change
which
what climate
what
what

Reddit

Quora

Free Tools

SEO Centro
Meta Tag Analyzer

MozBar
Chrome plugin

SEO PowerSuite

Other Tools

ahrefs

SEMrush

- The keyword density is 2.8%, which is over the advised 2.5% maximum; the focus keyword was found 17 times.
- A meta description has been specified, but it does not contain the focus keyword.
- The copy scores 43.9 in the Flesch Reading Ease test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.
- No outbound links appear in this page, consider adding some as appropriate.
- The specified meta description is over 156 characters. Reducing it will ensure the entire description is visible
- The page title contains 36 characters, which is less than the recommended minimum of 40 characters. Use the space to add keyword variations or create compelling call-to-action copy.
- The text contains 599 words, this is more than the 300 word recommended minimum.
- The focus keyword appears in 8 (out of 13) subheadings in the copy. While not a major ranking factor, this is beneficial.
- The images on this page contain alt tags with the focus keyword.
- The focus keyword appears in the URL for this page.
- The page title contains the focus keyword, at the beginning which is considered to improve rankings.
- The focus keyword appears in the first paragraph of the copy.
- You've never used this focus keyword before, very good.

Wordpress Plugins

Yoast (drupal)

Redirection

Secondary Title

YARPP

climatechange.ucdavis.edu

Anomalies 0

StoryBuilder

Keyword Reporting

Page Reporting

Data Cube

Recommendations

Site Report

Campaigns

Less

Share of Voice

Search Volume

Opportunity Forecasting

ContentIQ

Backlinks Report

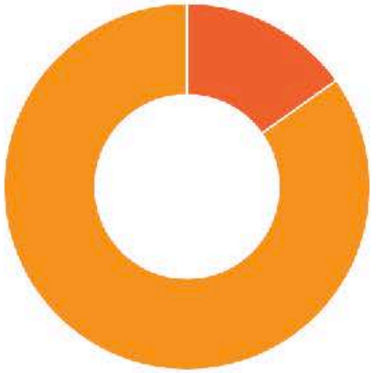
Facebook Fan Page

Top Errors Across Site Structure

climatechange.ucdavis.edu	178 errors
/news	150 errors
/science	14 errors
/solutions	5 errors
/impacts	4 errors

View Complete Site Structure

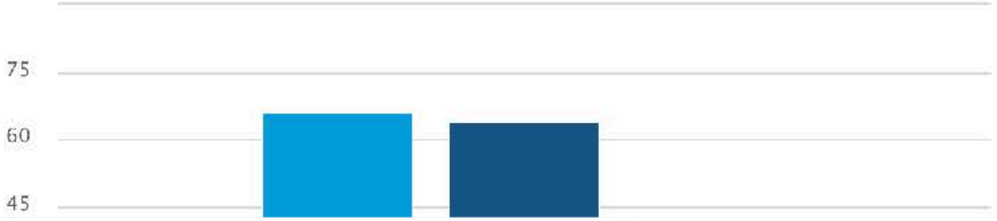
Total Errors



Severe	27 Errors	15.2%
Moderate	151 Errors	84.8%
Minor	0 Errors	0%

View All Pages

Most Common Errors



Severe Errors

27

Getting Started

Pick 3-5

Keywords

Plan for

Subheads, lists, bold…

Prepare

Images & Video(s)

Coordinate

with Partners

Don’t waste

First <p>
headings: <h*>

Avoid

404’s, web spam flags
hidden content

Develop

good infrastructure

Be intentional

about creating new sites

Let’s Talk...

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