**Search Engine Optimisation (SEO)**

SEO is based on three things:

Quality

Content

Suitability

If someone can’t find a page: consider one of the three above.

Google basically asks three questions:

1. What are they searching on (mobile/ desktop)?
2. Is there a trusted, secure site?
3. What content is there?

What you are looking to have is a mobile friendly, fast website with good quality content.

SEO does NOT cover the whole site. It is page by page.

Also important to remember that SEO is not the only way of getting traffic to your site.

**Suitability**

Load speed – all affected by the hosting, design, size of images

Mobile friendliness – does it display correctly on a mobile device?

Links – do the links work? It is worth taking the time to check your site regularly.

Site map – does it make sense. Are things in the right places?

Google Search Console can help as can Google Analytics & Google Trends.

SEO is a long-term effort.

**Quality**

Inbound Links – Who links to you? Are there meaningful links to your site? Is your site well connected? How many people share links to your site? If people are linking to you, you must be a good site.

Quality History – Is it regularly visited? Are the numbers visiting your site high?

Social Media – Links & traffic coming into your site from social media. Comments carry more weight.

**Content**

Current Searches – What are they searching for? What doesn’t come up in searches? Match your searches to those coming in directly. If old stories are coming up on searches, add a link to the new story.

Traffic sources – Organic (SEO/ Searching), Direct (following a URL/link), Social (from Social Media), Referral (from an email/ inbound link or another website ie Church of England).

Behaviour – where do they arrive? How long do they stay? Where do they go? Adding a link to similar pages stories can encourage behaviour.

Landing Pages – Important

**Helping people with Search**

Keywords

Metadata

Readability

Images/ Video (must add captions & alt tags (here you describe the image for those who are visually impaired).

Get your YOAST right.

The aim of these things are to narrow the search results.

**Targeted Ads (ie Google Ads)**

Instant Search Positioning (gives you no.1 spot in the results list)

Budget control – You can set your budget. You only pay if people click on your ad.

Landing Pages – You can decide what landing pages people are directed to.

Bidding – you need to be competitive. Try Church Cornwall.

**Youtube**

Youtube is a better way of getting an accurate idea of how many people have viewed your video. It only counts those who have had the sound on, have watched for a set amount of time. Facebook will count every play even if you are only scrolling past. Drive traffic with two way linking.