FIREFLY PARTNERS

APRIL 2021



SEO + Organic Traffic Toolkit

DON'T MISS OUT ON WEBSITE VISITORS







SEO 101

But what exactly is SEO?

HOW TO IMPLEMENT

Steps for non-technical folks

HOW TO KNOW MY SITE'S SEO IS EFFECTIVE

Measure!

Steps to Success

ORGANIC SEARCH

Measure how many users find your site through organic search

SEARCH KEYWORDS

Are you ranking on the first page for keywords related to your organization?

CONVERSIONS

Make sure you're driving the right people to your site who are interested in your content and will ultimately convert.

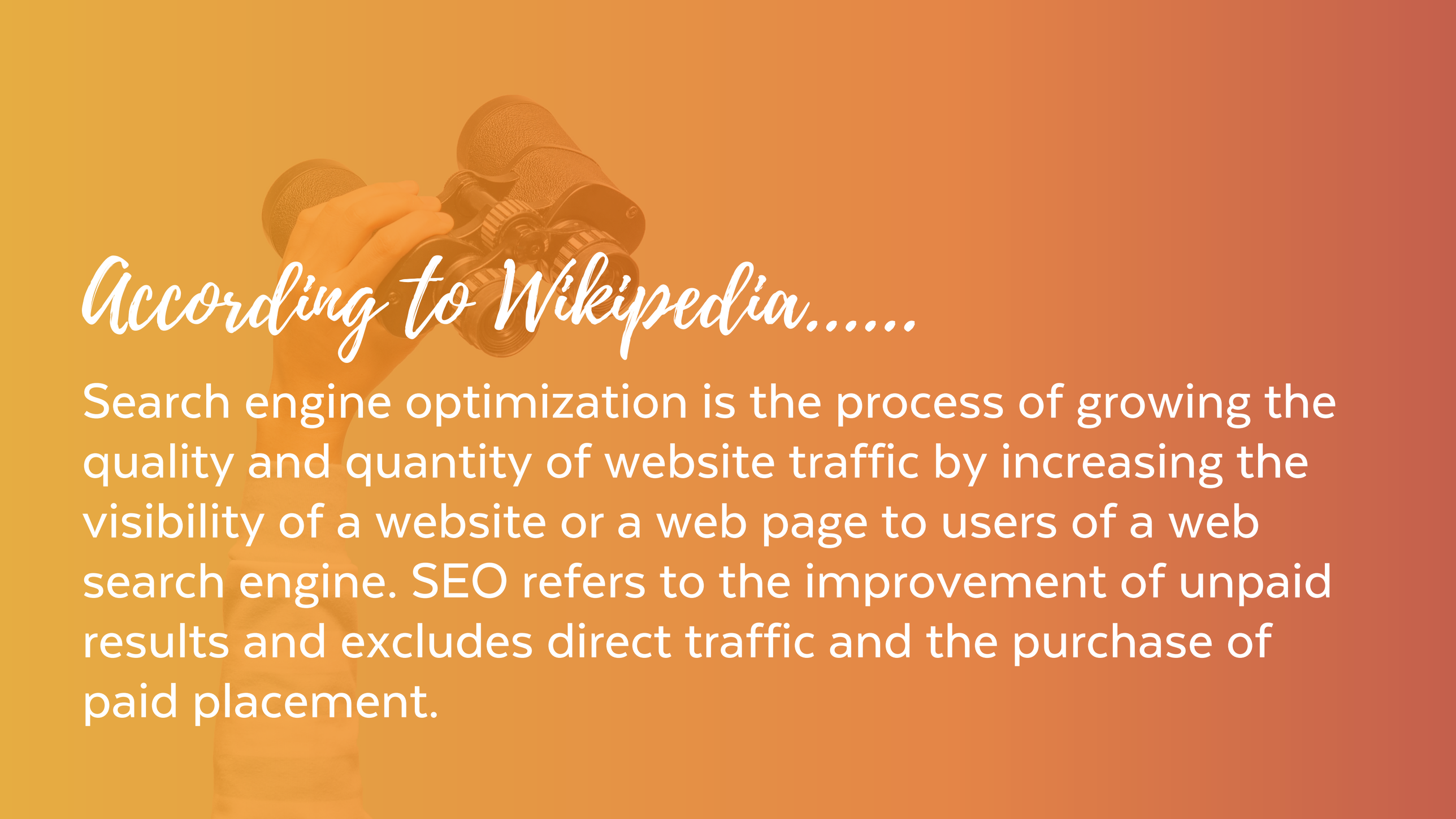
SEO *101*


inspiring
header image
reponsive design breakpoints:
1280px; 1024px; 800px
overlay
social
media


CONTENT
IS KING




Search Engine
Optimization (SEO) is
the best friend of
search engines.



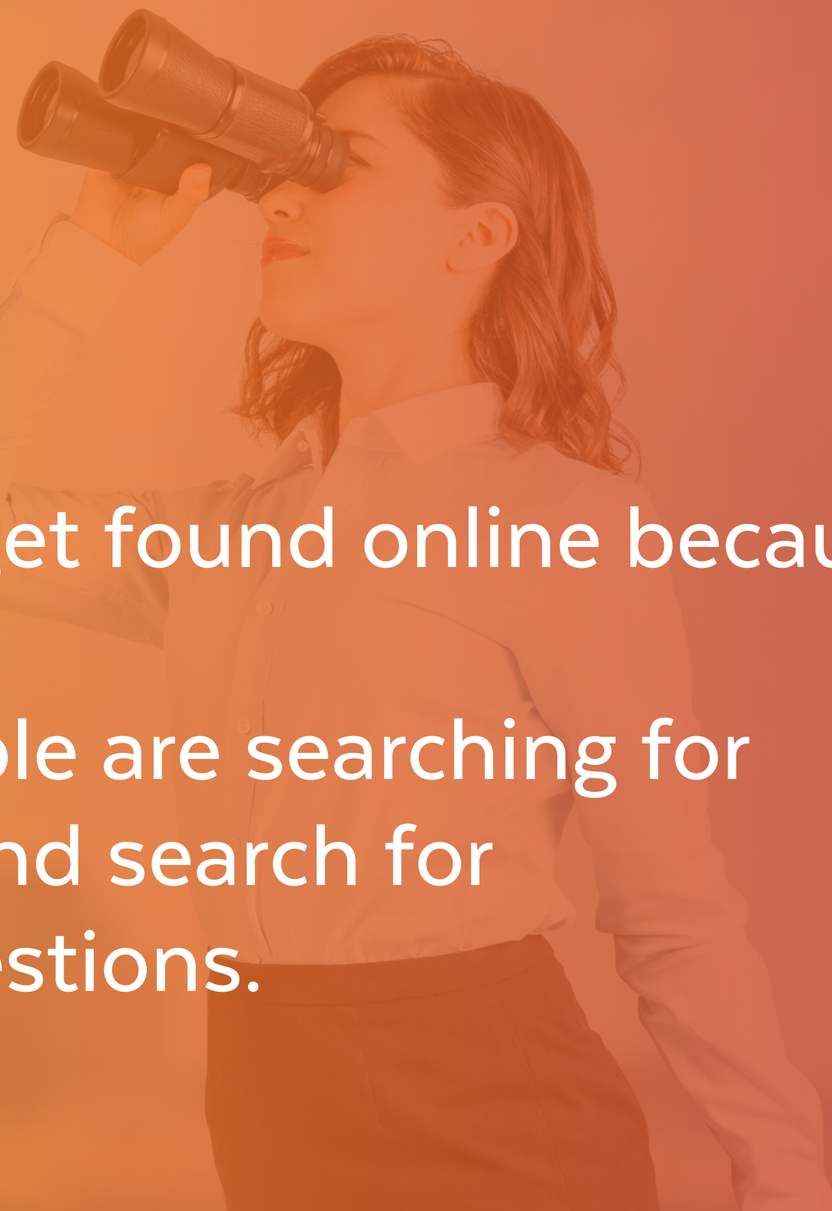
According to Wikipedia.....

Search engine optimization is the process of growing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine. SEO refers to the improvement of unpaid results and excludes direct traffic and the purchase of paid placement.

Our definition.....

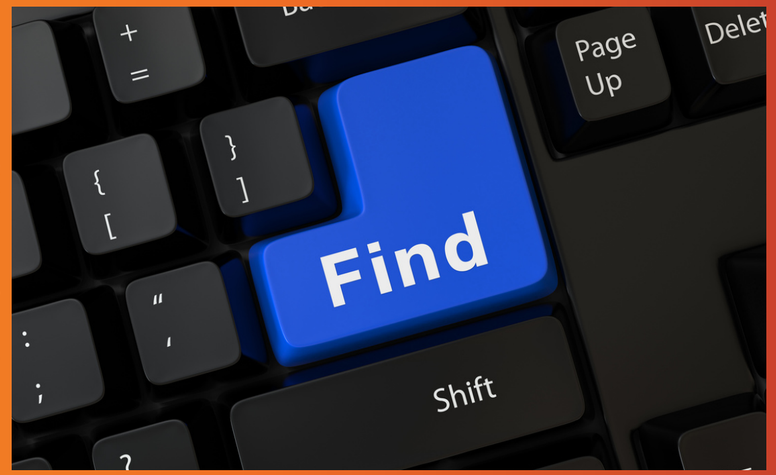
The discipline of making sure you get found online because:

Your content aligns with what people are searching for when they open up their browser and search for information or answers to their questions.









Why Does My SEO Matter?

1. Increase web traffic by organically appearing in user searches
2. Efficiently allocate your content creation to connect to more humans
3. Connect with potential supporters who have not yet heard of you and your great work. (without paying)

Key Terms

Site Health or Site Audit Score: a numerical value (0-100) indicating how search engines view the quality of your site.

Site Audit Warnings: these are minor marks against your website, some you'll be able to fix and some you won't.

Site Audit Errors: these are major marks against your website; make the effort to remedy these errors.

Search Console Queries: the text entered into the google search bar by constituents

Search Position: where in the top 100 results for a search query that your site places

Keywords: influential words within a search query "where to find a food bank near me"

How to *implement*








Find the right tool

Google Analytics

- Free!
- Code is easy to drop into your website for tracking
- Track visitor engagement with your website; learn how visitors find you, basic audience demographics, and more.

Look out for our upcoming guide on implementing the new G4 Web + App instance!



Google Search Console

- Free!
- Connecting Search Console to your site is simple for non-technical folks.
- Gain more detailed understanding of how your content ranks in Google Search results, what keywords/queries drive traffic, and discover opportunities for future content.

FYI

Look out for our upcoming guide on implementing the new G4 Web + App instance!

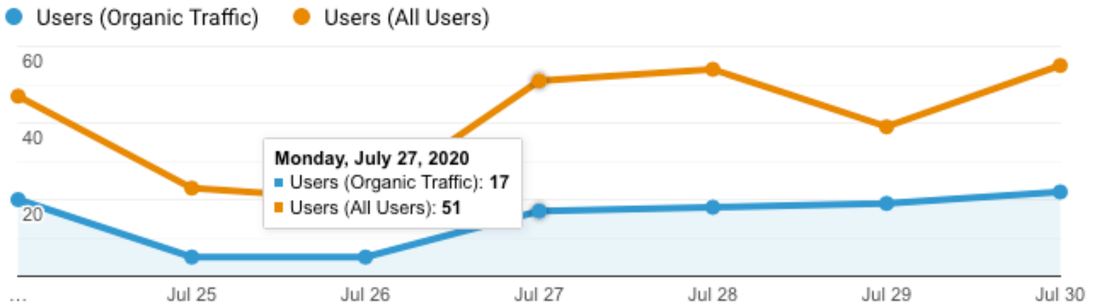


Example of a Google Analytics Dashboard

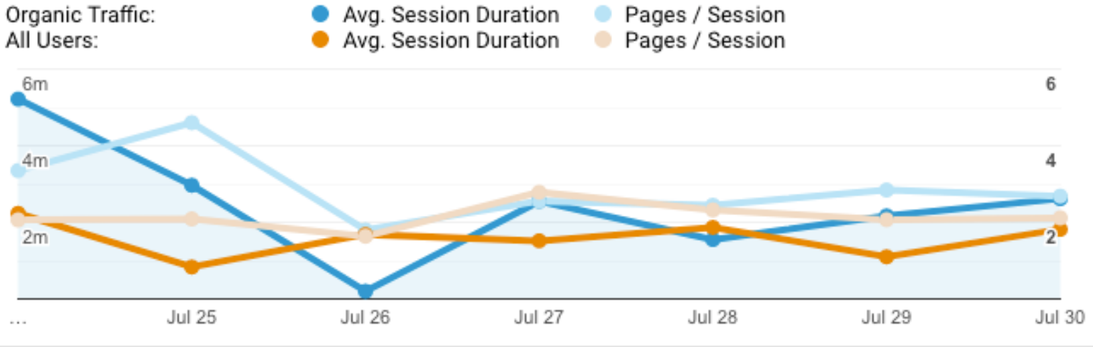
Organic Traffic
33.54% Sessions

All Users
100.00% Sessions

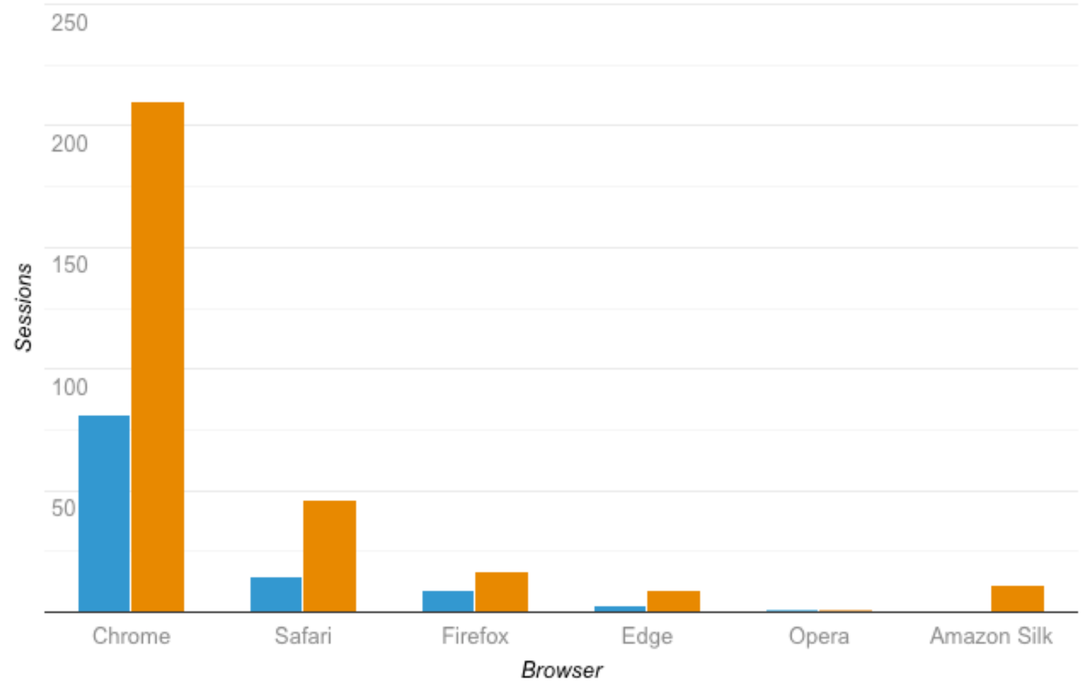
Users



Avg. Session Duration and Pages / Session



Sessions by Browser



Bounce Rate

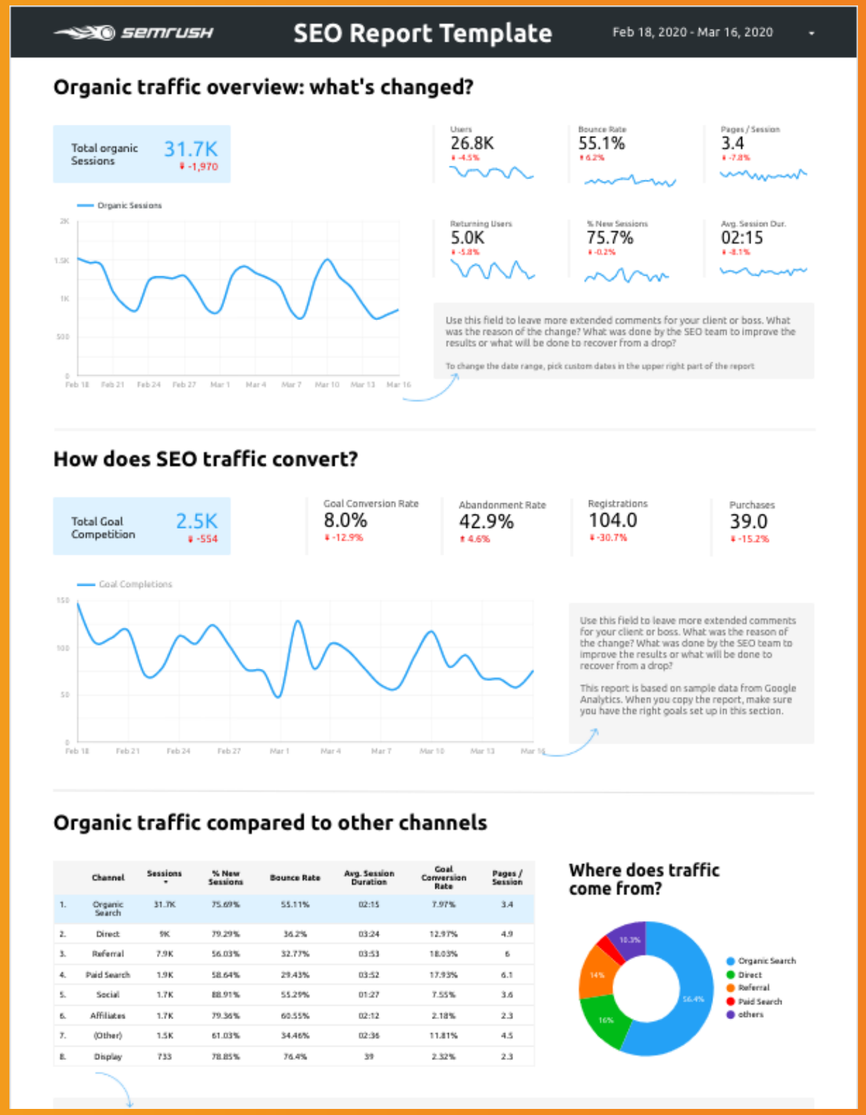
This view is of the previous iteration google analytics. Google released a new version late 2020.

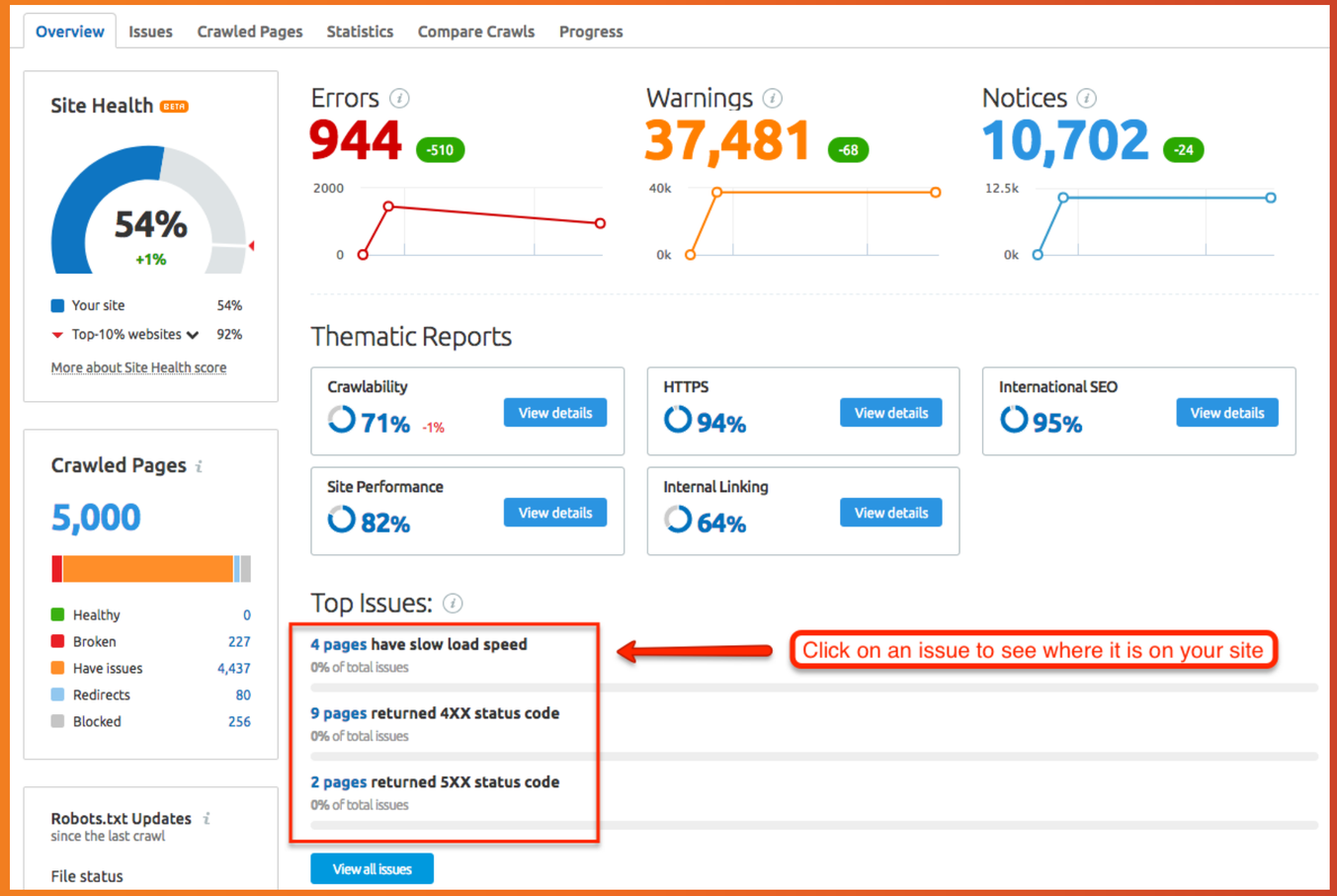


SEMRush

- Costs money
- Conducts a Site Audit and provides health analysis
- Track your position with keywords + against competitors
- Bonus: integrate your Google Analytics + Search Console

Example of a SEMRush Dashboard + SEO Audit





What do I *measure!*








You must measure
to know success

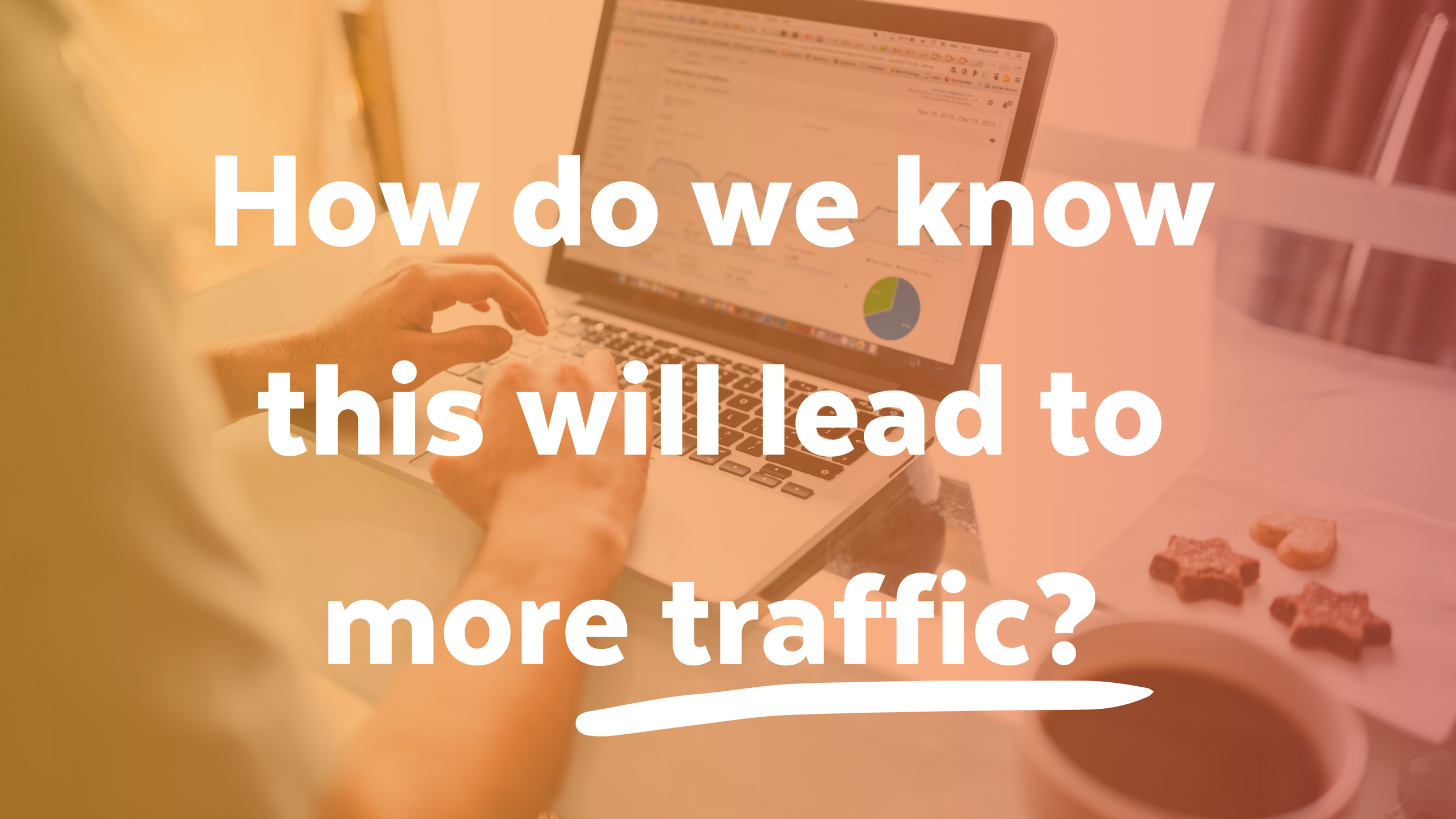
What To Measure

Site Health or Site Audit Score: aim for 75 - 90%

Keywords: identify 5-10 'buckets' of keywords that relate to your organization. For each bucket, identify 10 - 20 rephrases and/or related phrases that gets at the same thing, but said a little differently. "volunteering with kids" + "kid safe volunteering"

Search Console Queries: track to how people find you and how they engage with your site and content.

Organic Traffic: is this number growing? Set a goal to increase organic traffic within 3 months using methods above.


How do we know
this will lead to
more traffic?

Evidence: San Francisco Marin Food Bank Case Study



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



Now you are ready for your SEO to be on point.



Find Us

FIREFLY PARTNERS

Wanna talk more?

ONLINE ADDRESS

www.fireflypartners.com

EMAIL ADDRESS

hello@fireflypartners.com

PHONE NUMBER

(303) 325.5934

H2H Digital Services

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

CONCIERGE MARKETING

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- 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

