Search Engine Optimization (SEO)

- What is SEO?
- Why is SEO Important?
- How do Search Engines Work?
  - 75% of users don’t scroll past the first page
  - 18% of users click 1\textsuperscript{st} page
  - 10% of users click 2\textsuperscript{nd} page
  - 7% of users click 3\textsuperscript{rd} page
Web Spider → Website

Builds index based on its own system of weighting

Builds a list of words and notes where they are stored

Encodes the data to save space
Techniques/Strategies

1) Keywords and Phrases
2) Content
3) Links
4) Social Media
Keywords

- Domain Name (website name)
  - Ex. me.colorado.edu
- Titles
  - H₁, H₂, H₃
  - Ex. Home Page
- Title Tags
  - Title of page
Welcome to CU Mechanical Engineering!

Solve Problems.
Engineer Your Future.
Change the World.

Our Philosophy
Research Focus Areas
Industry Relations
Support the Department

State of the art facilities

News & Events
Upcoming Events

Videos
Enjoy Student Videos Of

FAQ
All your graduate student

Content

- Relevant & current
- Should have at least 100 words
- Includes keywords
- Pictures are not recognized by web crawlers
Don’t Do This!

No obvious keywords

Web crawlers won't pick up pictures

Less than 100 words
Links

- How to use links effectively
- Do’s and Don’ts
DO—Include Useful Links in Text

Undergraduate Studies

Our undergraduate program provides a lasting educational foundation and renders our graduates technically and socially adept and prepared for a diverse and fast-moving workforce. The undergraduate experience includes a long capstone design project. Design Center Colorado connects students to capstone design. Students gain valuable experience with mechanical engineers on important projects, access to industry sponsors, and hands-on product design.

Undergraduate students wishing to transfer to the College of Engineering and Applied Science from another college or school on the Boulder campus must do so through the Intra-University Transfer (IUT) process.

The undergraduate program is accredited by the Engineering Accreditation Commission (ABET)

Undergraduate Program Educational Objectives

Mechanical engineering is a broad engineering discipline that incorporates skills and expertise in the areas of design, manufacturing, mechanics and thermal sciences that are essential to most sectors of industry.

The educational objective of the undergraduate program in Mechanical Engineering is to prepare graduates so that, within three years of graduation, they will have successfully established themselves in professional careers and/or obtained a graduate degree, and will have begun to generate new knowledge or exercise leadership in their positions to the benefit of society.
DO–Have Good In/Out Bound Links
DON’T – Link Spam

Cooking How-To Pages
How To Cook Trout
How To Cook Salmon
How To Cook Roast Beef
How To Cook A Ham
How To Cook Asparagus
How To Cook A Pork Roast
How To Cook Lamb Chops
How To Cook Steak
How To Cook Brussel Sprouts
How To Cook Crab Legs
How To Make Chocolate Chip Cookies
How To Cook Sweet Potatoes
How To Cook Artichokes
How To Cook Lobster Tails
How To Cook Baby Back Ribs
How To Cook Lamb Shanks

All linking back to Mahalo.com
## Links Do’s and Don’ts

<table>
<thead>
<tr>
<th>Do’s</th>
<th>Don’ts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include Keywords</td>
<td>Link Spam</td>
</tr>
<tr>
<td>Have Creative Content</td>
<td>Useless Links</td>
</tr>
<tr>
<td>Have Good In/Outbound Links</td>
<td></td>
</tr>
<tr>
<td>Have Useful in Text Links</td>
<td></td>
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</tbody>
</table>
Social Media

- How/Why to Use?
  - Facebook & Twitter can:
    1) Increase links to website
    2) Increase website views
Thank You For Your Attention

Questions?