SEARCH ENGINE OPTIMIZATION (SEO)
GUIDE FOR IKEBANA TEACHERS & CHAPTER WEBSITES

IKEBANA INTERNATIONAL - DIGITAL PRESENCE COMMITTEE
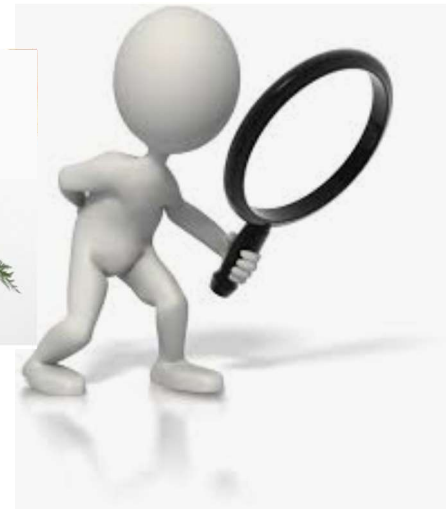
INTRODUCTION

How many times have you searched on Google and:
- Bothered to go past the top 5
- Went to the 2nd page

If your Ikebana site is NOT on the first page of Google, people are not going to find it.

How do get your site to the first page of Google when someone searches for you?

On a Google search, the first few sites are promoted. These sites bought key words to ensure their sites come up first.

The alternate way to get your site to the top of the search is by using something called "Search Engine Optimization" or SEO

In this presentation we will take you through SEO, how it works and how to apply it to your site

SEO is the practice of:
- Setting up a website or web page content and link strategy
- Making your Website more likely to appear among top search results on search engines.

SEARCH ENGINES

What a search engine does:
- Discover available web pages.
- Builds a set of web pages that show up as search results.

SEO AGENDA

- Fundamentals & Important Terms

- How SEO Works

- Keyword Strategies

- Web builder Take-Aways

GUIDE TO IKEBANA SEO SUCCESS – WEBSITE FUNDAMENTALS

Two key factors that influence your search ranking:

- **Relevance:** Provide high quality content about Ikebana and your Chapter
- **Authority:** Being seen as a trusted website for what Ikebana offers

These are both things that Ikebana Chapters, as experts in your field, are very good at.
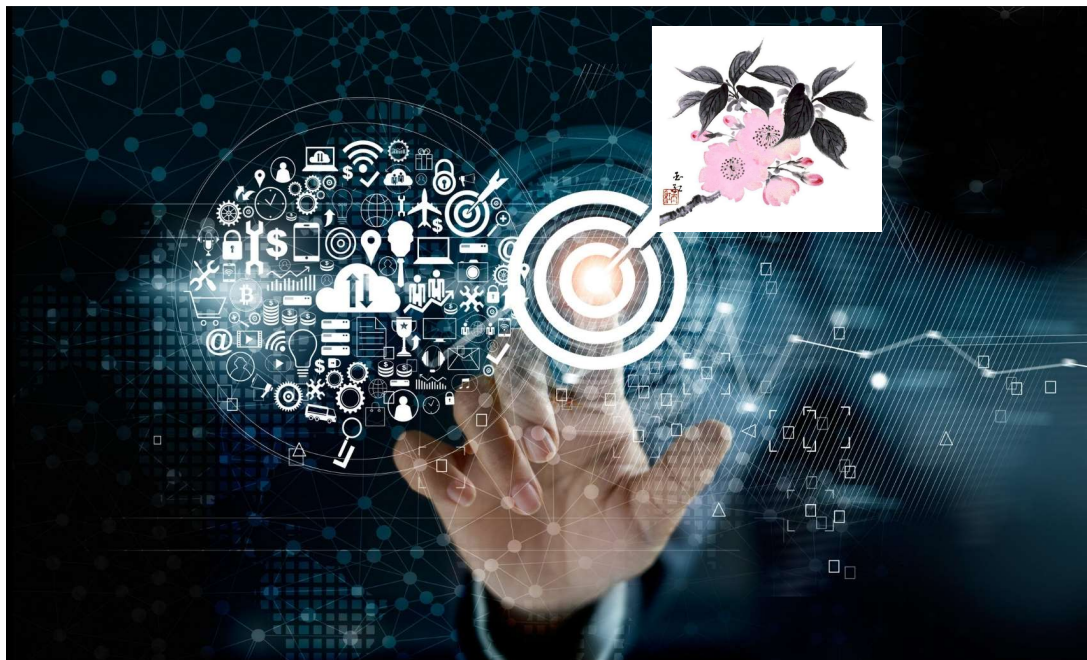
Want to know more about fundamentals?

Visit the September 2021
Support Group presentation:

"How to Update a Website"

You can find this at the NCAR Website

WEBSITE SEARCH EXAMPLES

Mobile (Smartphone)

Examples of search engine results

Search Term (In Google):

- Ikebana International
- Seattle Chapter found near top of list

What you see depends on:

- Search terms
- Device used

https://www.iiseattlechapter19.org

Ikebana International – Seattle Chapter #19

Ikebana International is a worldwide organization founded in Tokyo, Japan in 1956. Seattle Chapter 19 was chartered on March 16, 1959. After 60 years of ...

Gallery | About Us | Events | Membership | Members

Laptop (PC)

https://www.iiseattlechapter19.org

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About Us · Events · Membership · Gallery

How an **SEO** Works to put your Ikebana Website in the Index

Good SEO:
- Makes it easier for the Search Engine to understand the page
- Makes a better chance for your website to get stored in the Index and Rank.

- **[A]** Google sends out software robots (bots) to visit websites on a specific schedule

- **[B]** Bots selectively capture information important for the search engine to evaluate the page.
  - Bots cannot understand web page content in the same way that a human can.
  - If the bot doesn't understand something, it won't capture it.

- **[C]** Pages selected are stored in the Index

- **[D]** User queries will find the website

1 billion websites / 4.6 billion web pages.
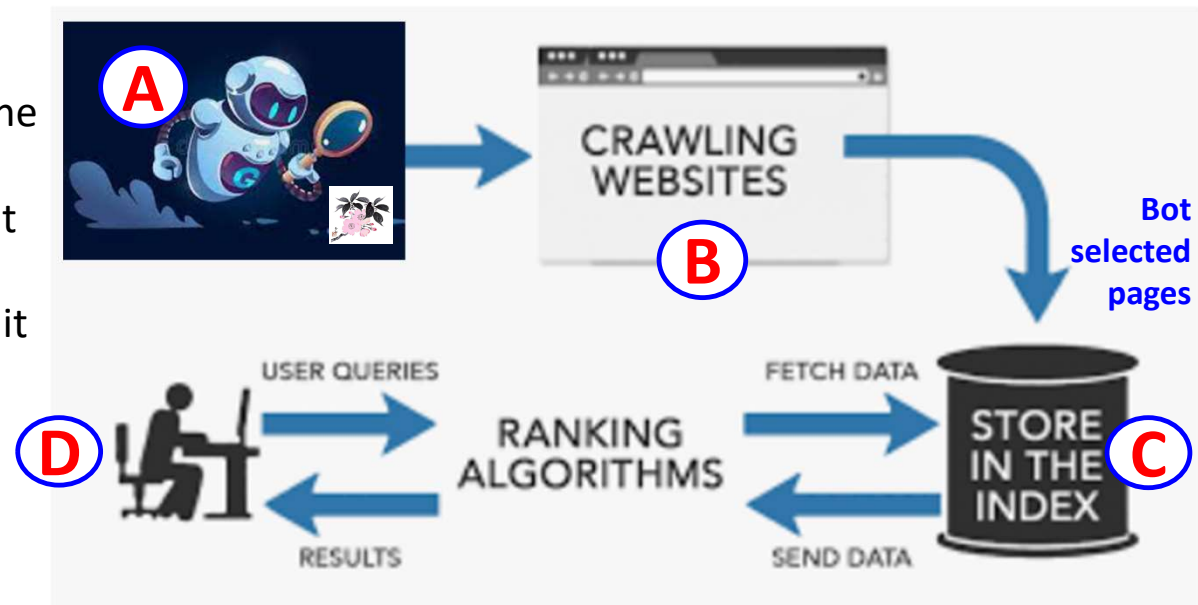
SEO – Search Engine Optimization

The goal of SEO:
Optimize your web pages for a greater chance of being ranked for specific search terms.

SEO - What's in it for my Ikebana Chapter?

- Drives traffic to your local Ikebana chapter web site

- Increases your find-ability locally and nationally.

- Creates awareness around local chapter workshops & events.

- Helps others to find & link to your Ikebana resources.

IKEBANA SEO Website Content - Overview (Search Term: IKEBANA INTERNATIONAL)

[A] Web Site Content

- Search engines use it to rank your web page.
- Links on web page help search engines rank your content.
- Write content with topic focuses, (Ikebana Programs, Membership or What is Ikebana).

[B] Meta Data

- Information entered in site editor. May or may not be visible.
- Search engines show this as title and description on the results page.
- Search engines use this to help rank your page content.
- Write meta descriptions to entice your targeted audience to click.

[C] Images & Links

- Search engines use link text to help rank page content.
- Descriptive text links entice users to click.
- Write descriptive text for links on your page.

B →

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C →

A →

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What is Ikebana
ikebanaannarbor.org

✔ **THIS**

Archives & Manuscripts @ Pi...
pittarchives.tumblr.com

🚫 **NOT-THIS**

SEO STRUCTURE - HELP YOUR AUDIENCE FIND YOUR IKEBANA WEBSITE

Three kinds of SEO:

**[1]** **On-Page SEO** – Anything on your Web Pages
- Write your content with topic focus, e.g. Ikebana Programs, Membership or What is Ikebana
- Create page descriptions that reflect your topic of focus and engage your audience.

[2] **Off-Page SEO** – Anything which happens away from your Website that helps your SEO strategy
- Add links throughout your pages to direct your audience to related content.
- Post content on your social media accounts that links back to your web site.

[3] **Technical SEO** – Anything technical undertaken to improve Search Rankings – Preserve Site Indexing
- Ensure there are no broken links or operating errors
- Don't violate SEO Guidelines (Word packing, excessive file size – loading time)
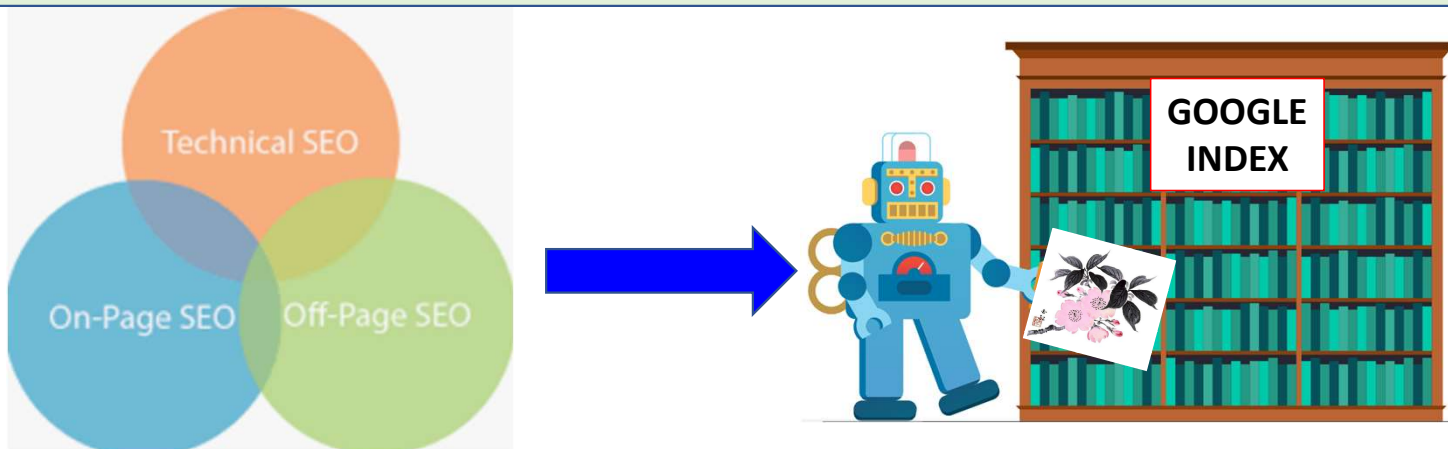
IKEBANA SEO KEYWORDS – IDENTIFYING KEY WORDS

Keywords search:

- Understand your page content and target audience
- Brainstorm a list of several phrases that exemplify what your site or web page is about
- Look at the results of your terms in Google to discover which terms are most likely to rank.
- Include high ranking terms in your website phrases that summarize the on-page/off-page website content

To make the process easier,
consider an online keyword analyzer
http://www.keywordtool.io

Keyword Tool Results: IKEBANA
arrangement, art, artist, vase, **flower**, classes, design, **kenzan**, examples, history, **how-to, international**, I Love Ikebana, What is Ikebana, **Japanese** art, Kenzan flower frog, **lessons**, **master**, **materials, Ohara, styles, tools**, teacher, **workshops**

Embed SEO Keywords Into Descriptive text
The Anytown USA **Ikebana International** Chapter **teaches** creative and meditative **Japanese art** of **flower arrangement**. Our **master** led **workshops** at the Anytown Botanical Gardens provide **lessons** in **how-to** create "living flowers" or "making flowers come alive" with the **materials, tools** and **Kenzan**. Ikebana evokes the whole of nature itself, and people's relationship with nature.
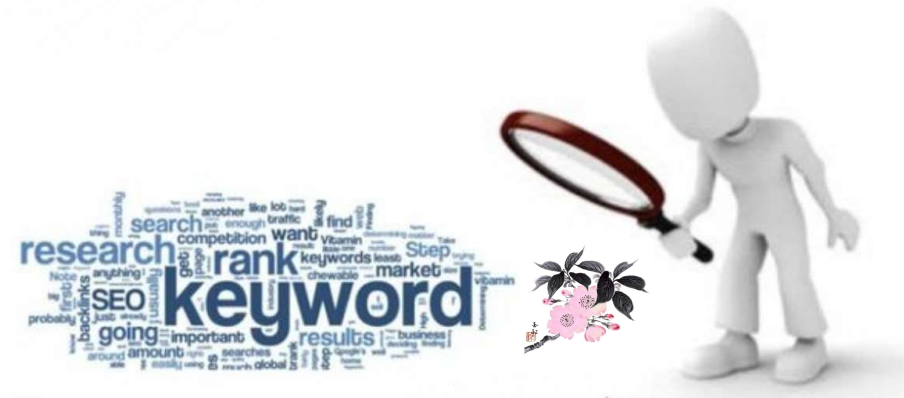
IKEBANA SEO – ATTACHING KEY WORDS TO META AND IMAGES

Title and Meta Example

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About Us · Events · Membership · Gallery

A **Website Title**

B **Meta Description**

Title and Meta Description – Website Settings

≡ Store ⚙

Change the Site Title

1. Go to your Strikingly site editor, click "SETTINGS > "Basic Info".

2. Put your description text in the "Site Title" box.

≡ HTML

Custom Title Tag

Optional

Meta Description

A custom description for SEO and sharing. Keep it short!

SAVE

strikingly

Strikingly Example

IKEBANA SEO – ATTACHING KEY WORDS TO META AND IMAGES

Image Link Example

IKEBANA INTERNATIONAL

B Alt Text

A Added Link

https://ikebanahq.org
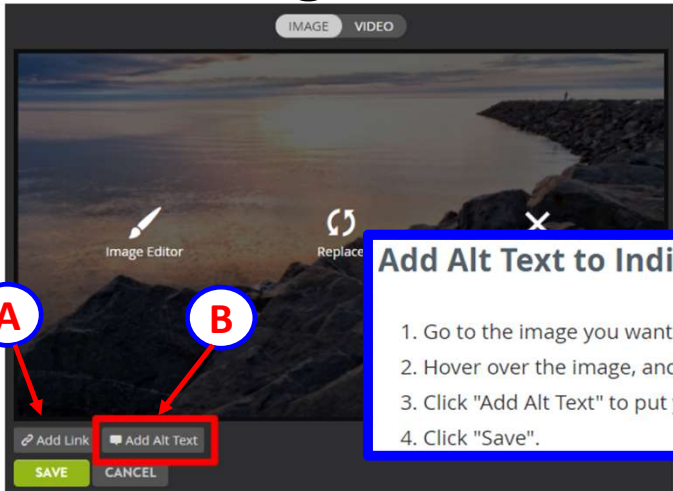
Image Text

Can be a button
Or clicking the image
To go to the site or topic
Of interest.

Add Alt Text to Individual Images

1. Go to the image you want to edit in your site editor.
2. Hover over the image, and click "Edit".
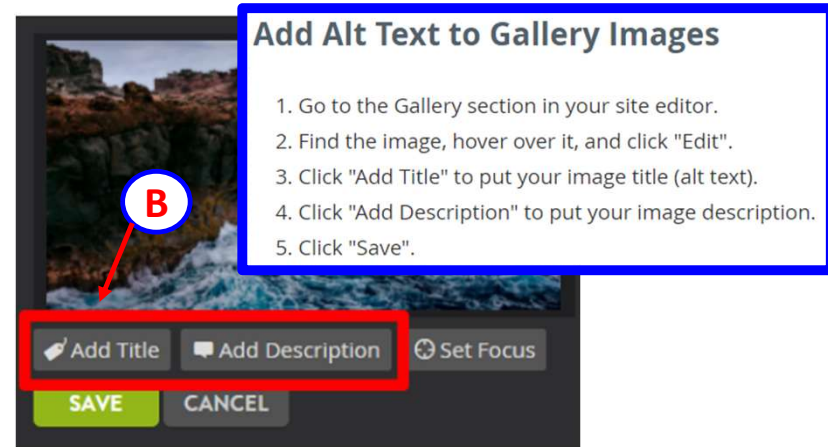3. Click "Add Alt Text" to put your alt text.
4. Click "Save".
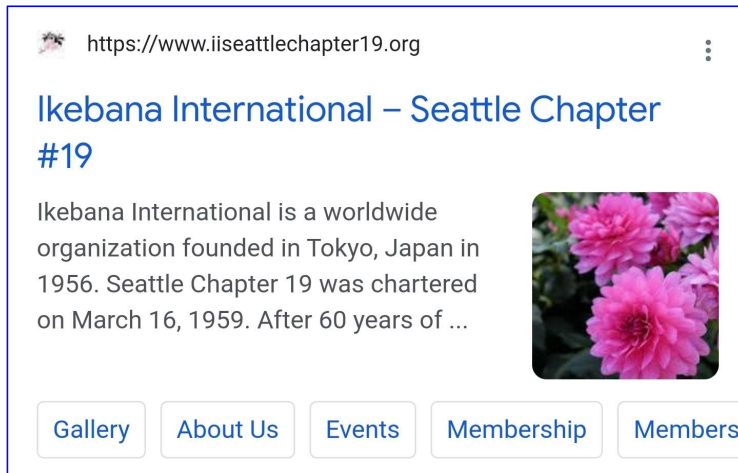
Gallery Text

Add Alt Text to Gallery Images

1. Go to the Gallery section in your site editor.
2. Find the image, hover over it, and click "Edit".
3. Click "Add Title" to put your image title (alt text).
4. Click "Add Description" to put your image description.
5. Click "Save".

IKEBANA SEO KEYWORDS – User Considerations

Mobile (Smartphone)

Laptop (PC)

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Considerations in selecting keywords:

- Consider what a potential customer might use as a search term to find your site.

- Find a set of keywords that are specific enough for you to rank, but not so specific that nobody would actually search on those keywords.

- Consider how it may show up on either a PC or Mobile
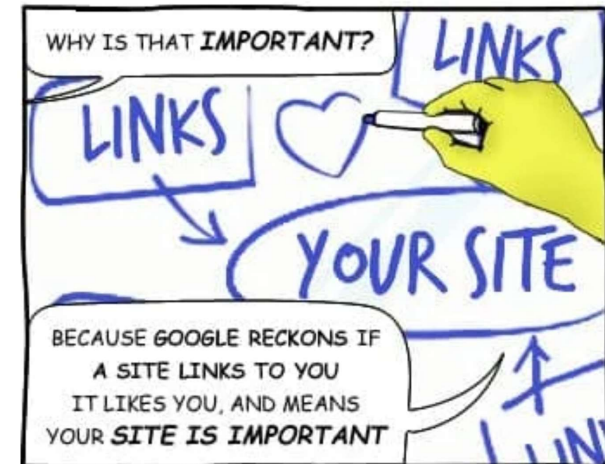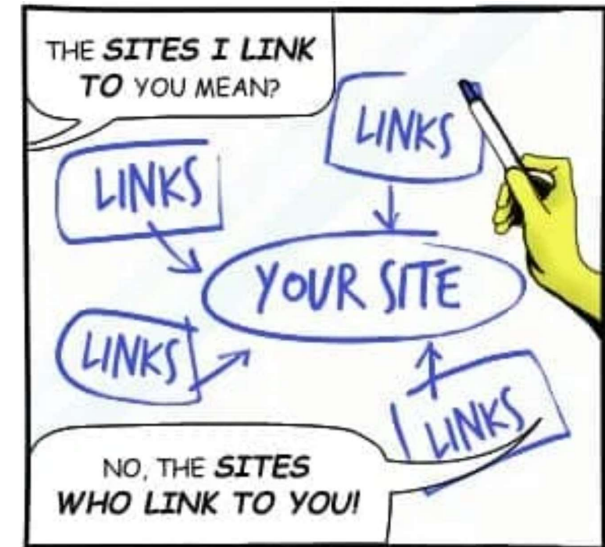
IKEBANA SEO - Website Links

External Links:

- **Incoming Link:** Links from other websites to yours
  - Provides the greatest SEO benefit
  - Must come from a high quality website
  - Indicates authority, credibility, trustworthiness

- **Outgoing Link:** Links from your website to someone else's
  - Adds context – helps bots understand your site better

Internal Links:

- Links that exist between two pages on the same website
  - Builds topical authority
  - Improves ranking and visibility

IKEBANA SEO - WEBMASTER TAKE-AWAYS

1. Build high quality content and understand your audience.

2. Understand what words people use when searching to find you.

3. Put the key words in important places in your website pages and images.

4. Get links – External links show the search engine that other sites like your Ikebana Chapter and you are important.

Final Thought

"The success of an optimized page should be measured by one criteria:

Did the visitor find your content relevant?"