

Search Engine Optimization

A District 6 presentation
for the December 2023

South Florida General Service Area 15


Website Committee Intra-Quarterly workshop

Background

- District 6 suggested Search Engine Optimization (SEO) for committee pages as a topic for an Area 15 website committee workshop.
- A government agency's treatment referral page is the first result shown on Google when searching for most Alcoholics Anonymous service organizations.
- And an initial review detected plenty of stones to turn on the District 6 website.

Help is available


Speak with someone today


 Substance Abuse and Mental Health Services Administration (.gov)
<https://www.samhsa.gov> > [find-help](#) > [national-helpline](#)

SAMHSA's National Helpline

Jun 9, 2023 — Created for family members of people with alcohol abuse or drug abuse problems. Answers questions about substance abuse, its symptoms, different ...
[Substance Abuse Treatment](#) · [Alcohol, Tobacco, and Other...](#) · [Find Support](#)

1-800-662-4357

 Call

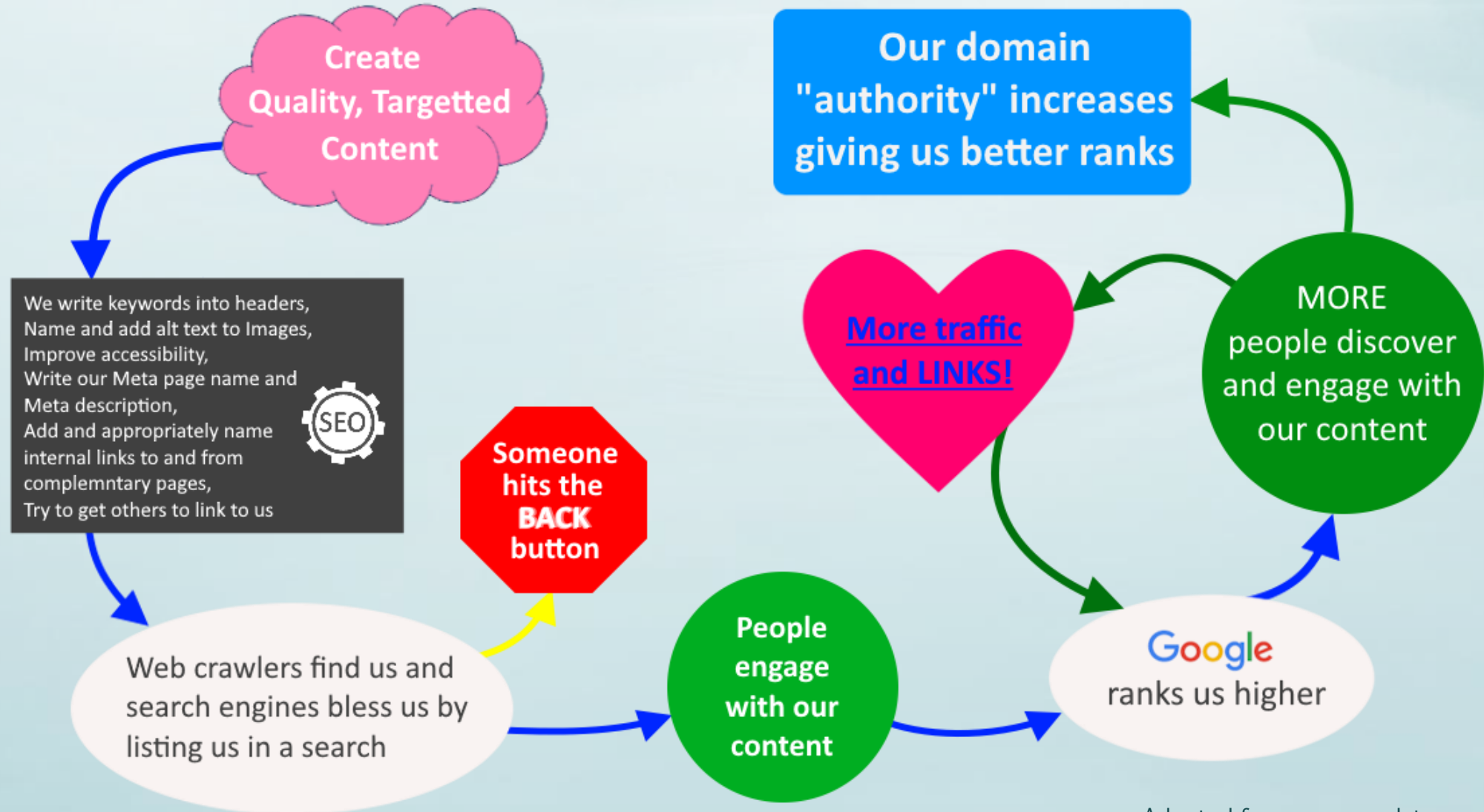
 Find treatment near you

Basics: How search engines work

“Our public relations is guided by the principle of attraction rather than promotion. There is never need to praise ourselves. We feel it better to let our friends recommend us.”

-Tradition 11

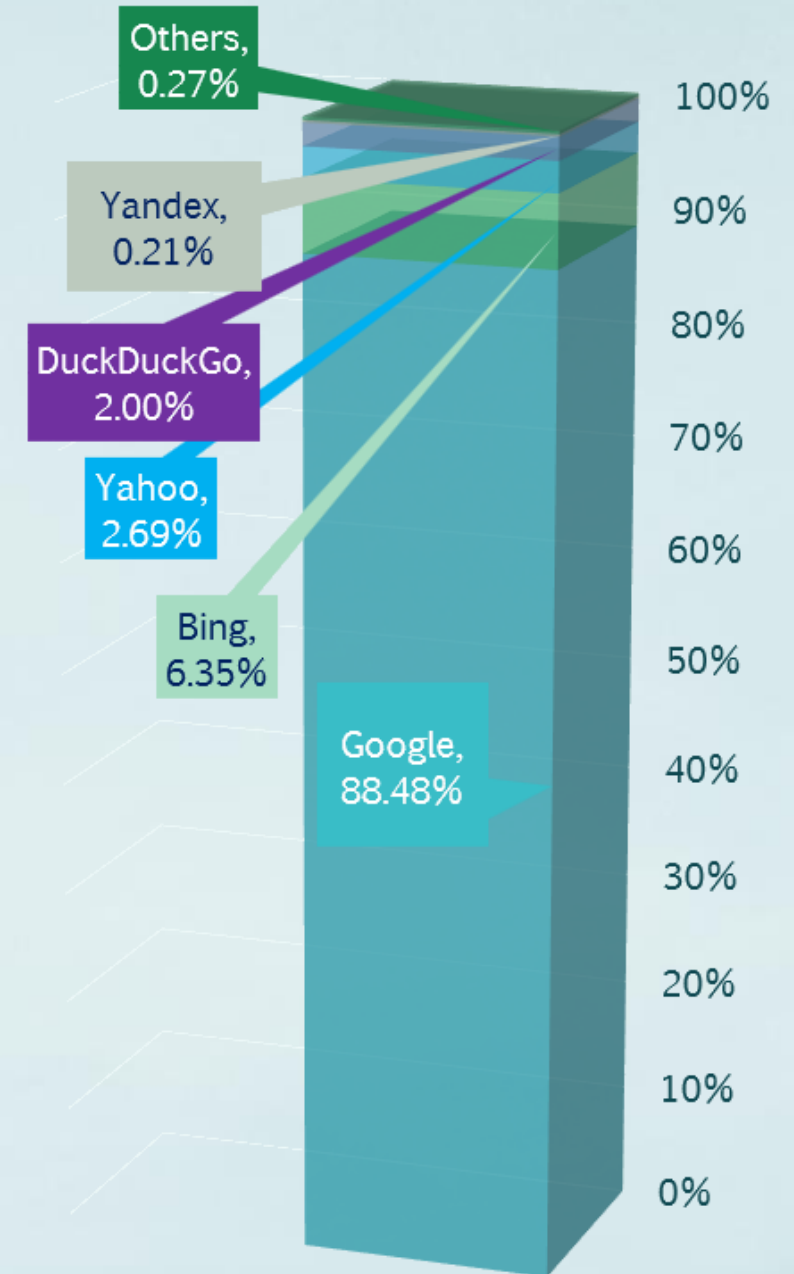
How SEO Works: SEO Process Flowchart

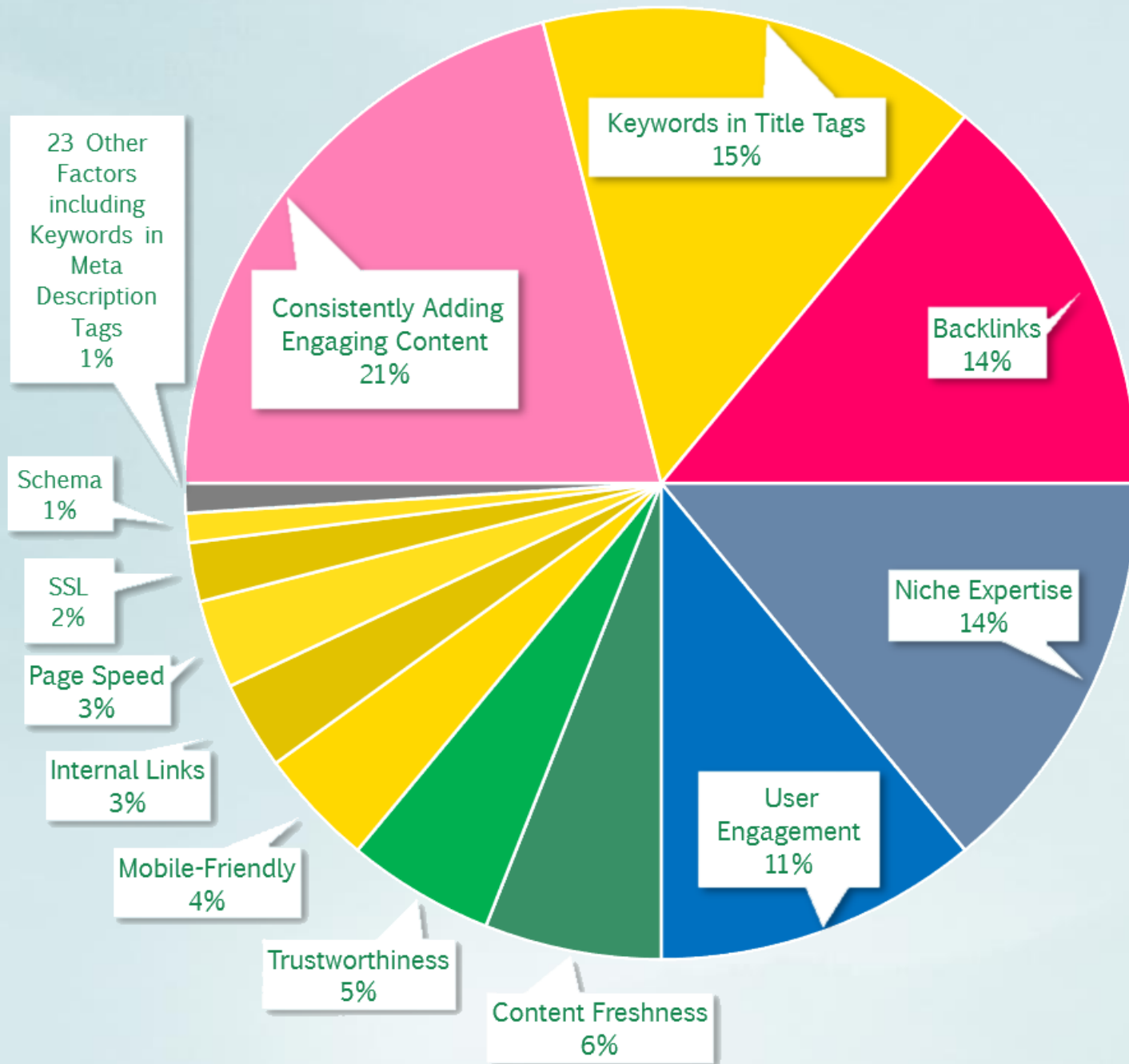


How SEO Works:

Why Focus on Google?

- As of September 2023, 88% of all internet searches in the US are on Google.
- Most information about how to improve SEO rankings is focused on the Google algorithm.
- The previously mentioned government agency is only appearing on Google.
 - However, a search for South Florida Area 15 on other search engines has included advertising first, including visitflorida.com and vrbo.com.

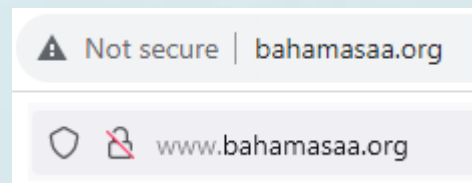




How SEO Works: Google Ranking Factors

- Golden brown spokes are can be managed by web servants.
- Committee engagement is very important to niche expertise, content freshness, and consistently adding content.
- Trustworthiness was added in 2023 when Google applied for a patent on their AI fact checker.
 - Content freshness can also be thought of as new since it increased from 1% a year ago.

• [SSL](#)



How SEO Works:

Index and Follow

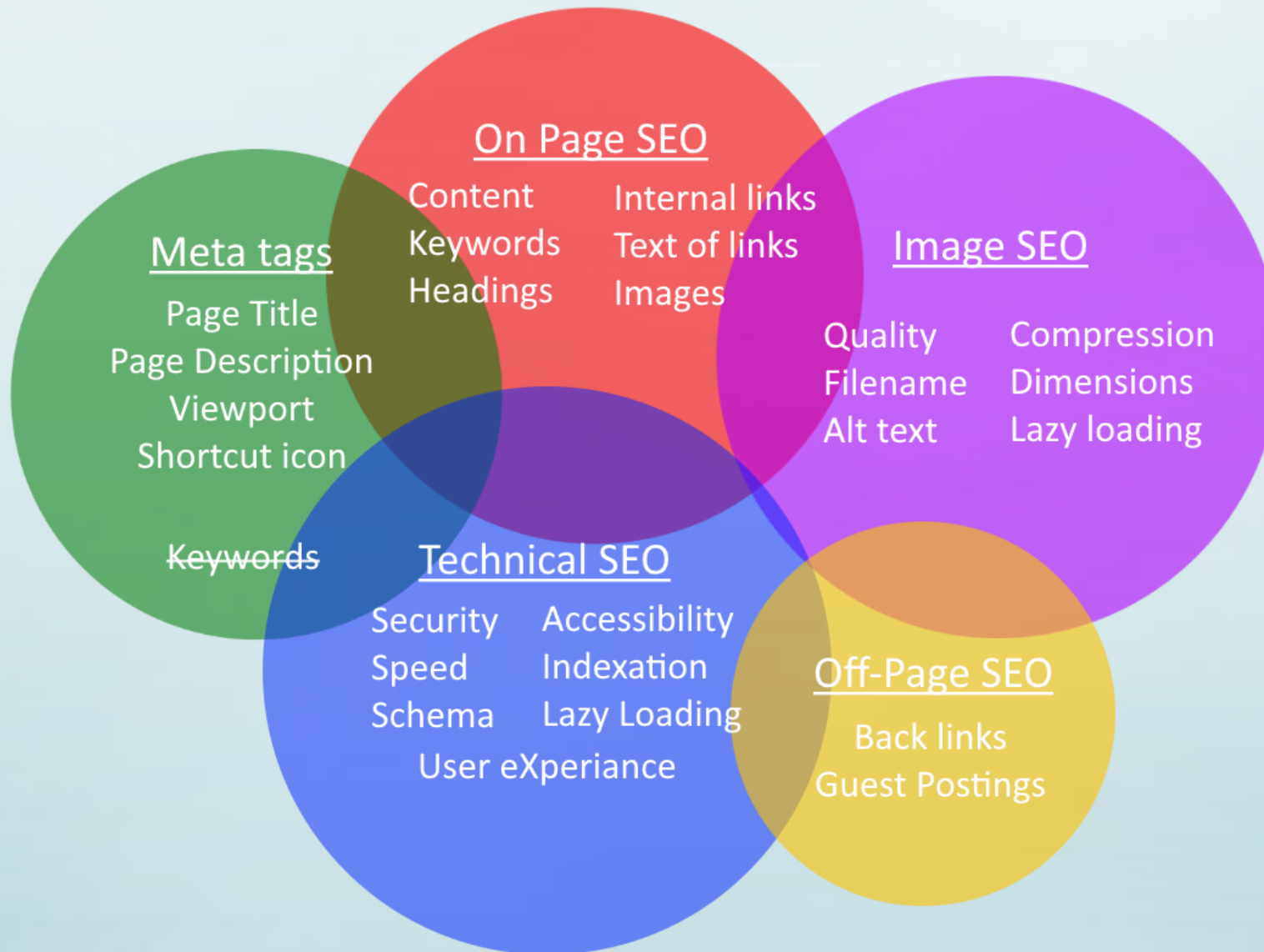
- By default, search engines index every page they find and follow all links for their value to the site. But there are some instances when You don't want a page indexed or a link followed because it can hurt your overall site authority rating.
 - The *meta Robots tag* should be set to “no index” for Drafts, placeholders or pages with little content which would reduce the site score and any page you would not want a search engine to list, such as duplicates or redirects.
 - Look up “*Canonical pages*” for more information about duplicate pages.
 - Similarly, the “*no follow*” *link attribute* should also be added to any link which requires a password, such as business documents.
 - A sitemap and Robots.txt file can also be used to manage search engine visibility.
 - There is a link to information about implementing the Robots text file on the [SEO Tools slide](#).

SEO Details: Helping search engines help us

“Nothing matters more to AA's future welfare than the manner in which we use the colossus of modern communication.”

-Bill W. AA Grapevine November 1960

Details: Circles of SEO Service



On Page SEO: **Keywords**

- Keywords are important. As they are the focus of a search query, using keywords in different places is critical.
- Do not use the meta tag for keywords. Google doesn't use them in its ranking and Bing down-rates pages as possible Spam.

Keyword Research

1. Select target keywords or phrases based on page content
What are we offering → Who wants it → How will they use it → How will they search for it
2. Use a “keyword research” [tool](#) to understand the volume and competition.
3. Google your keywords to see who and what is on the first page of SERPs.
 - Perhaps re-evaluate or refine your keywords or expectations.
4. Create content superior to what is ranking or for an underserved niche.

Meta and On Page SEO: Merging Keywords & Content

Placement


- Meta Title tag
- Page Title
- First 100 Words
- Section headings
- In text
- Image names and alt text
- Around links

Important Qualities of Content

- Content aligns with what people using this keyword are searching for
- Plain language – Write for the reader not the search engine
- In depth – 1,500 to 2,400 words
- Organized and easy to read – Use section headers and images to depict concepts, bullets and quotes to break up long paragraphs.
- Into Action – Offer solution-oriented information for the reader's use in staying sober or providing service.
 - Consider a question in the header with the answer below.

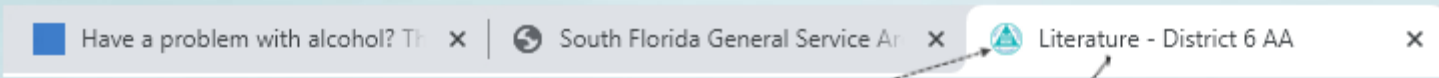
On Page SEO: District 6 Basic Page Outline

	<small>Good words to use</small> <small>Unity</small> <small>Service</small> <small>Support</small> <small>Recovery</small> <small>Responsibility</small>
	Page Description
Home	District 6 is a service organization of Alcoholics Anonymous (A.A.), serving Martin County, St. Lucie County, Indian River County, and Okeechobee County as a part of Area 15.
Officers	District 6 Officers maintain this service organization of Alcoholics Anonymous (A.A.), serving Martin County, St. Lucie County, Indian River County, and Okeechobee County as a part of Area 15.
Archives	The Archive Committee collects, <u>preserves</u> and administers official records, as well as personal items donated which document or describe the history and activities of Alcoholics Anonymous (A.A.) in District 6.
Corrections	The Corrections Committee coordinates the work of individual Alcoholics Anonymous (A.A.) members who are interested in carrying the message of recovery to alcoholics behind the walls in the jails and prisons of our District.
CPC	The Cooperation with the Professional Community Committee provides information about Alcoholics Anonymous (A.A.) to professionals who have contact with alcoholics through their profession.
Current Practices	Current Practices records, maintains and organizes the motions that govern operation and legacy of service of this District of Alcoholics Anonymous (A.A.).
Events	The Events Committee organizes self-supporting events with food, fellowship, and speakers for members of Alcoholics Anonymous (A.A.).
Finance	The Finance Committee conducts a quarterly review of all District checking accounts and finances, and provides required record-keeping documents.
Grapevine	The Grapevine Committee displays the Grapevine/La Viña (the literary voice of the alcoholic) magazine information at your Alcoholics Anonymous (A.A.) home group, special events, or committee events.
Literature	The Literature Committee provides literature displays for Alcoholics Anonymous (A.A.) group and District functions
Public Information	The Public Information Committee carries the message by informing the <u>general public</u> about the Alcoholics Anonymous (A.A.) program
Remote Communities	The Remote Communities Committee locates, <u>identifies</u> and reaches out to carry the Alcoholics Anonymous (A.A.) message beyond geographical, language or cultural barriers.
Room and Ride	The Room and Ride Committee supports any GSR's who did not get a room reservation on time, or is having difficulty getting to Alcoholics Anonymous (A.A.) business meetings
Special Needs	The Special Needs Committee works to improve and maintain accessibility for members of Alcoholics Anonymous (A.A.) with special needs
Treatment	The Treatment Committee coordinates the work of individual Alcoholics Anonymous (A.A.) members and groups who are interested in carrying our message of recovery to alcoholics in treatment facilities, and sets up means of "Bridging the Gap" from the facility to an AA group
Website	The Website Committee updates and maintains the website, emails addresses, and a calendar for the district and provides information about Alcoholics Anonymous (A.A.) Anonymity.
Calendar	Events and Meetings Calendar for District 6 of Area 15 of Alcoholics Anonymous (A.A.), including Martin, St. Lucie, Indian River, and Okeechobee Counties.

Section name	Description of sections	"SEO" headings*
Banner	 District 6 [name] Committee Serving Indian River, St. Lucie, Martin, Okeechobee and Glades Counties	SEO Header 1 SEO Header 4
"Mission" Statement	A one or two sentence statement tells the reader what the committee does (overall). <u>Don't</u> make the reader work to determine if they found the information they are looking for.	SEO Header 3
Outreach efforts	How this committee helps recovering and/or still suffering alcoholics State what this committee does (specifically) to help individuals who might land <u>at</u> the webpage.	SEO Header 2 Non-SEO normal font
Internal support efforts	How this committee supports the District as a whole or other committees State what this committee does (specifically) to help the district. <u>Some</u> committees might have only one section, this one or the previous.	SEO Header 2 Non-SEO normal font
Committee Responsibilities	Interested in Helping? Describe committee responsibilities. Consider the newbie to district service who is trying to decide what committee to join. <ul style="list-style-type: none"> • Bullet points help break up the long paragraph • Try to make the description simple and in plain language, more like you are talking to someone rather than reading them a motion • But try to include <u>most of</u> what is in the committee's Legacy of Service! • Maybe describe specific talents you can use. • Be open, inviting and fun 	Non-SEO normal font
<u>Links</u> to approved resources	Additional or external Information of interest Some committees might have resources that are important to them and/or others who visit the page. <u>Some</u> organizations are already approved (G.S.O., Area 15).	SEO Header 3 Non-SEO normal font

On Page and Technical SEO: User Experience (UX)

- User Experience encompasses multiple technical, content, and design factors which make the page and site easy to use and understand.
 - RESPONSIVE DESIGN is essential with [Mobile-first design](#) preferred.
 - [LOAD SPEED](#): Image size and multimedia. *Lazy loading* loads images when the user scrolls far enough to see them instead of immediately when the page loads.
 - Your CMS may have a lazy loading on/off switch in the page settings.
 - [ACCESSIBILITY](#): Font size and contrast between font and the background are the basics.
 - Alt text in images, anchor text in hyperlinks, and section headings to aid in navigation.
 - Also test *Tab Navigation* on each page and avoid using sliders.
 - More at the Web Accessibility Initiative: www.w3.org/WAI/fundamentals/
 - CONTENT, content, content: none of the rest helps if the answer to the search query is not on the page.
 - DESIGN: Google doesn't rate visual appeal except as it is expressed by the back button.



Optimize your page Descriptions

Literature - District 6 AA

Access recordings or attend free live workshops by experienced and enthusiastic speakers to learn about our three legacies through conference approved literature.

Call to Action

155-165 Characters

Clear Benefit

SERPs:

Anatomy of a SERP

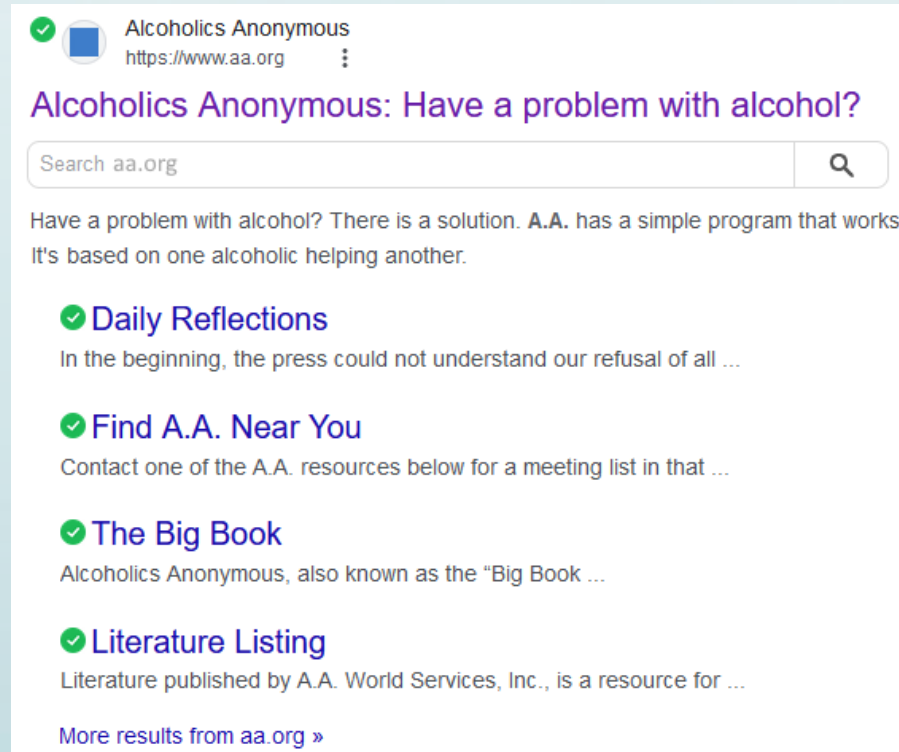
(Search Engine Results Page)

- *Shortcut icons* and dates are on the results page but not in the rankings.
 - Shortcut icons help the person searching identify us as AA.
 - Any page with competitive updates should indicate the last update on the page.
- Keywords in *Meta Title Tags* are important to Google Rankings.
 - The title tag will also appear in the browser tab (with the shortcut icon).
 - Limit title tags to 55 or 60 characters and front load the keyword as some might be cut off by Google or certainly in the tab
- An ideal *Meta Page Description* convinces the reader of the benefits from visiting your page.

Technical SEO

Consider Different Schema for SERPs

Sitelinks Search Box



Alcoholics Anonymous
https://www.aa.org

Alcoholics Anonymous: Have a problem with alcohol?

Search aa.org

Have a problem with alcohol? There is a solution. **A.A.** has a simple program that works. It's based on one alcoholic helping another.

- ✓ **Daily Reflections**
In the beginning, the press could not understand our refusal of all ...
- ✓ **Find A.A. Near You**
Contact one of the A.A. resources below for a meeting list in that ...
- ✓ **The Big Book**
Alcoholics Anonymous, also known as the "Big Book ...
- ✓ **Literature Listing**
Literature published by A.A. World Services, Inc., is a resource for ...

[More results from aa.org »](#)

Google “*Sitelinks search box structured data*”
and go to the Google for Developers page

Local Business



Alcoholics Anonymous

aa.org

Alcoholics Anonymous is a global peer-led mutual aid fellowship begun in the United States dedicated to abstinence-based recovery from alcoholism through their spiritually inclined twelve-step program.

[Wikipedia](#)

Founders: [Bill W.](#), [Bob S.](#)

Founded: 1935, [Akron, OH](#)

Headquarters: [New York](#)

Profiles

[YouTube](#) [Instagram](#) [Twitter](#)

Google “*Local business structured data*” and go to the Google for Developers page and use [this tool](#) if you don’t have a street address

Technical SEO

Consider Different Schema for SERPs

Page Content

Save the Date

-Future Event Dates-

Spaghetti Dinner
Saturday, March 16, 2024
Polish American Club
343 Prima Vista Blvd, Port St. Lucie

Founders Day
Saturday, June 22, 2024
Lankford Park
2369 NE Dixie Hwy, Jensen Beach

Okeechobee Fish Fry
Saturday, September 14, 2024
C. Scott Driver Park
10100 W Hwy 78, Okeechobee




Google's featured snippets

[Images](#) [News](#) [Shopping](#) [Videos](#) [Maps](#) [Books](#) [Flights](#) [Finance](#)

About 218,000,000 results (0.37 seconds)

District 6 Events Committee

- Spaghetti Dinner. Saturday, March 16, 2024. Polish American Club. 343 Prima Vista Blvd, Port St. Lucie.
- Founders Day. Saturday, June 22, 2024. Lankford Park. 2369 NE Dixie Hwy, Jensen Beach.
- Okeechobee Fish Fry. Saturday, September 14, 2024. C. Scott Driver Park. 10100 W Hwy 78, Okeechobee.

 District 6 AA
<https://district6aa.org> › Events

Events - District 6 AA

[? About featured snippets](#) • [Feedback](#)

Google “Google’s featured Snippets and go to the Google for Developers page

On Page and SERPs: H1 titles

Title Tag

AA Literature - Expert Workshops About Our Three Legacies

Access recordings or attend free live workshops by experienced and enthusiastic speakers to learn about our three legacies through conference approved literature.



- In the tradeoff between uniformity and descriptiveness, there is opportunity to let the *H1 page title* and the Meta Title Tag complement one another.
 - As H1 titles are not limited in length, some businesses will choose to double down on sizzle
- Some say only use one H1 “title” per page.
 - Google says there is no penalty for using more than one, but, it may lead to confusion for the user.
 - However, use a unique meta title for each page.

Save the Date

-Upcoming Online Literature Workshops-

2024 Workshops - The Twelve Concepts
- the last Sunday of every month at 6:00 pm


A.A. Comes of Age with Craig W.
- Mondays at 8pm, February 2, 2024 to May 27, 2024

The A.A. Service Manual with Billy N.
- Mondays at 8pm, June 3, 2023 to September 30, 2024



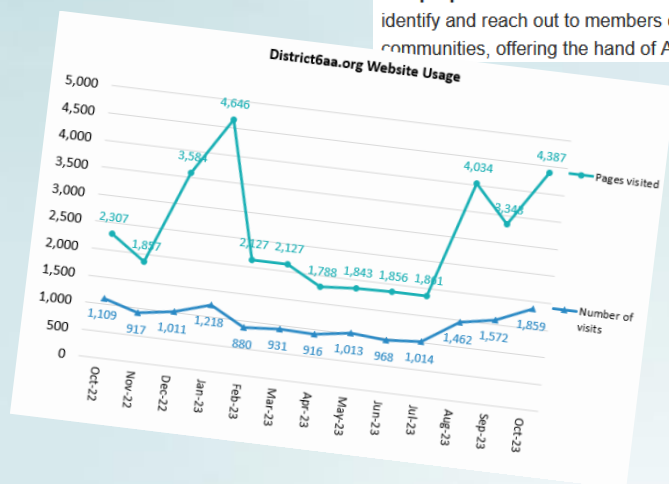
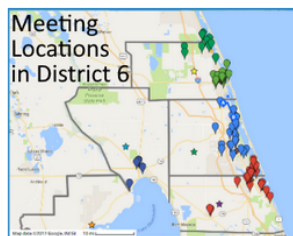
Read Watch Listen

The [Big Book of Alcoholics Anonymous](#) and [Twelve Steps and Twelve Traditions](#) are now available as videos with ASL or audio files alongside the traditional pdf format at aa.org.



Remote communities are defined as those where carrying the AA message is difficult because of geographical, language or cultural barriers. The purpose of this committee is to locate, identify and reach out to members of these communities, offering the hand of AA where needed.

The purpose of this committee is to locate, identify and reach out to members of these communities, offering the hand of AA where needed.



Interested in Helping?

In addition to the Events Committee chairperson and treasurer, a committee is formed for each event to manage the following:

- a Chairperson to manage the event and act as a liaison with the event site
- a Coordinator for food and catering
- a Setup and Cleanup crew
- an Emcee for the meeting

Other services needed:

- Selling tickets
- Finding Speakers
- Collecting literature donations for raffles




Image SEO:

Images in General

- Use images to focus attention or improve understanding of text.
 - An image may help the reader identify with the topic or evoke a desired emotion
 - Graphs can provide a lot of detailed information
 - Do not use an image if it may cause confusion
- Images help page navigation.
 - Not everyone wants to read all the content to find the topic they seek
- A little fun can improve user engagement.
- Create original images?

Image SEO:

Image size

- Compress files (reduce size).
 - Smaller files means faster load times (reminder, page speed is 3% and mobile friendly is 4%)
 - Consider using the *WebP format*
 - it has better compression, and it was developed by Google
 - Free converters and compressors are available online
- Use a “thumbnail” image or the srcset attribute if you want UHD photos or maps available.
 - srcset lets the browser select from different size images based on the screen width
 - WordPress uses srcset automatically



Example: The full-size image of this archives display is about $\frac{3}{4}$ life-size.

For High Quality:
png file is 6,021 KB
webp file is 1,055 KB

For the reduced size “thumbnail” image on the archives page:
png file is 114 KB
webp file is 26 KB

Guidelines for Non-standard Images

On Page SEO:

Images Filenames and Alt Text

- Name your images.
 - Be descriptive and replace spaces with hyphens/dashes (-)
 - Use keywords if in proper context
- Write alt text for images except those which are decorative only.
 - Accessibility - Alt text it is read for anyone using a text reader and appears on screen if the image is not available
 - Use keywords within the constraints of clearly and concisely describing the image
 - Limit text to 125 to 140 characters
- Follow certain guidelines:
 - For images with links or other actions, images with text or complex information like graphs.

Social media icon

Alt text: (prompt the action) Visit our District 6 in Area 15 YouTube Channel



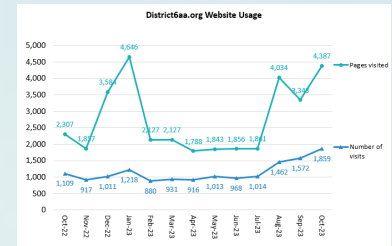
Image has a hyperlink

Alt text: (indicate the link) Anonymity in the Digital age poster which links to its purchase page at onlineliterature.aa.org



Complex image, such as a graph

Alt text: (describe the trend in the accompanying text) District 6 Website Traffic in the last 13 months



There is text in the image

Alt text: (repeat the text a visually impaired person cannot read) Personal ad, lonely website developer seeking artistic eloquent detail-oriented insomniac to share the message of recovery.

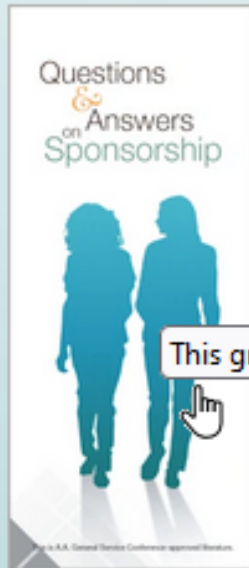


Image SEO:

More on Images

Pending Upgrades:

- Considering rebranding
- Creating training materials
- Completing an SEO presentation



- Don't indicate "image" or "picture" in the alt text.
 - Screen readers will do that for you
- Don't use alt text in "decorative" images (like my tacks).
 - Alt text is optional if the image is described in detail in the page text
- Consider captions or page titles for some images.
 - When the visually able might also benefit from additional information, such as where a photo was taken
 - Captions are usually below the image, titles appear on hover
 - On the district 6 website we often quote conference approved literature and use an image of the cover as a link to the literature. We usually put the required credit at the bottom of the page and a similar credit in the image title

The Required credit is:
The above graphic is [graphics are] used with permission of A.A. World Services, Inc.

Links: Helping each other

“Used unselfishly and well, it can produce results surpassing our present imagination.”

-Bill W. AA Grapevine November 1960

Back-link Principles

- Back-links remain the best way for algorithms to determine to the quality of a webpage.
- The Quality of links is also considered.
 - Links from pages and websites ranked as having higher “authority” count more for our page rankings.
 - Meanwhile, paid links or apparent link schemes can downgrade a page rank.
 - “Relevancy” is now as important as “authority.”
 - Relevancy is based on how the linking site’s theme relates to yours, which might be leveraged for AA websites since we can help each other.
 - Links embedded in the content and “editorial” links count for more.
 - Using the target page’s relevant words in the anchor text helps.
 - Having the target page’s keywords in the text near the link also helps but using exact keyword matches in the anchor text are indicators of possible link schemes.

Link SEO

Link Building Methods



Create and Promote high quality content

- The District 6 Literature Committee is creating quality content and promoting it by regularly emailing contacts in the US and Canada.



Links from Partners

- We are autonomous. We also work together on area committees and hosting assemblies.
- The District 6 technology committee has made a motion to allow links to other districts in Area 15 on our contacts page and whenever our page content refers to a cooperative effort involving another district.
 - Once we pass that motion, we will ask other to districts follow suit, thus helping all of us with search engine visibility.
- Put disclaimers on the page; **don't use redirect pages.**

Link SEO

Social Media SEO

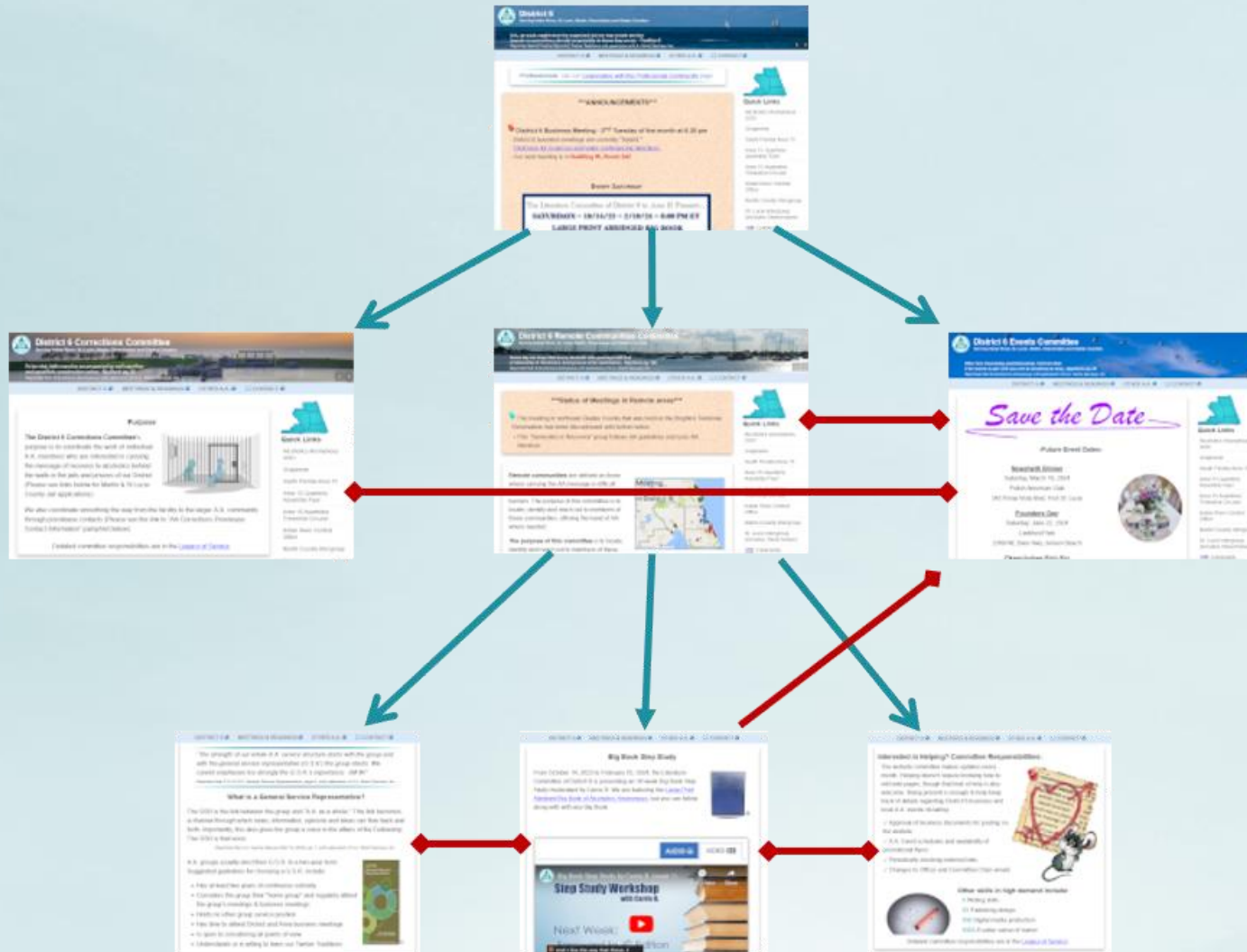


Reviews and Mentions

- If you use social media, know how it influences your SEO.
 - Comments afford us an easy opportunity to link to our own page from an external site.
 - Comments and “likes” can help develop E.E.A.T. expertise for the channel and contributors.
 - Embedded YouTube videos do not include a like button or comments field.
 - Each embedded video from our YouTube channel adds over 6 megabytes of content to the page, which is calculated at about 5 seconds of page load time on a cell phone.



- Develop a balance between best tactical SEO practices for your social media and strategic goals as an AA service organization.
- Use Social media “open graph” meta tags to control how your page will look on social media if anyone posts a link.
 - This is how aa.org presents itself on Facebook



Link SEO:

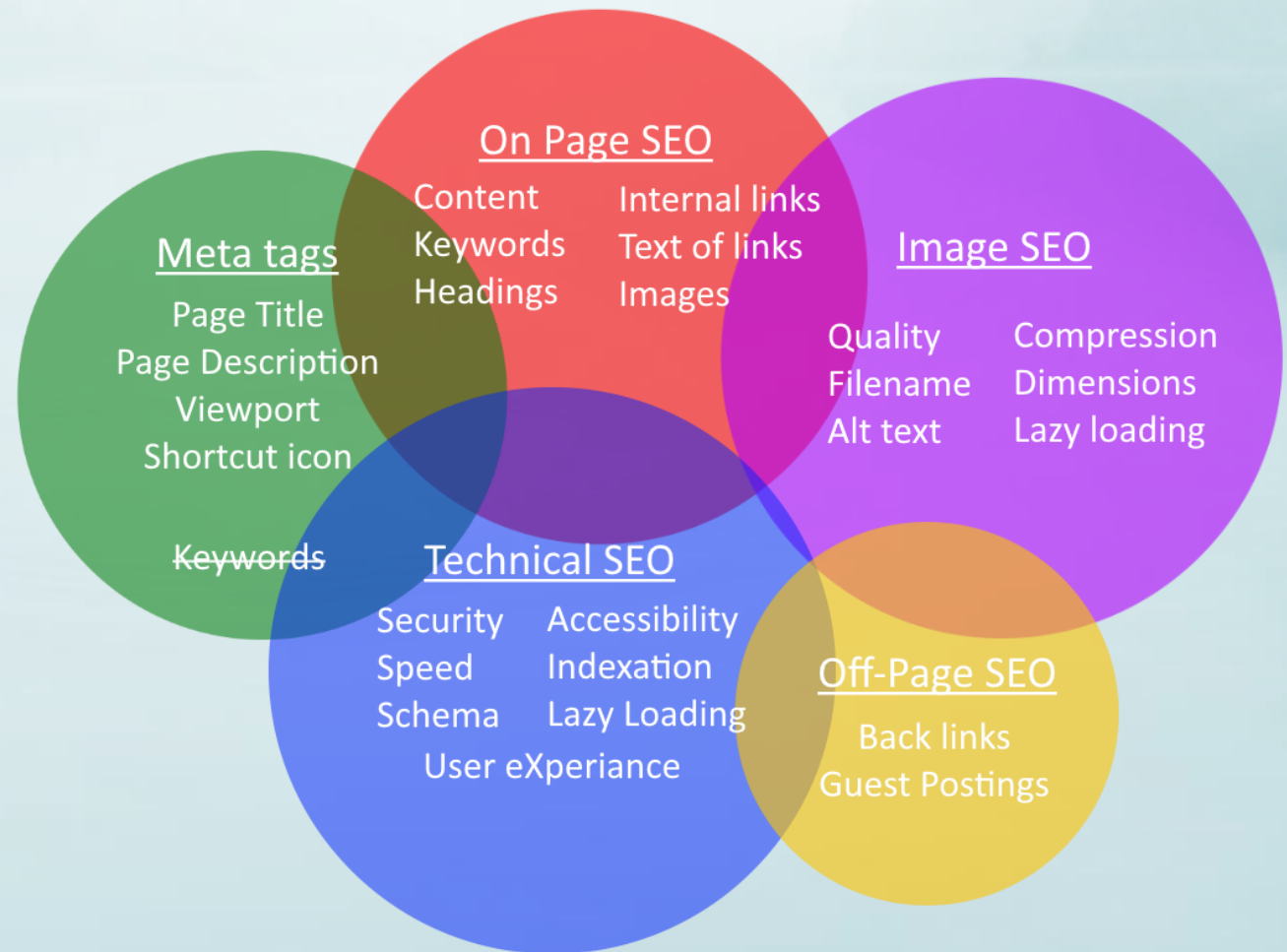
Internal Linking Structure

- Ideally, pages on the site are interconnected.
 - And linked not only through the navigation menu.
 - Green arrows represent “structural links.”
 - Red arrows represent “contextual links”
- Site architecture:
 - There is a hierarchy with a top-level Home page.
 - This is followed by main topics then by detailed pages.
 - Pages on the same or even different levels can be linked to one another.

Link SEO:

Internal Linking Example

- The concept of internal linking is easily demonstrated by using an SEO site as an example.
 - Beneath the home page, each “circle” represents a broad topic.
 - Within each broad topic are more detailed topics, each of which might have its own page or “blog.”
- Some topics offer natural opportunities for internal links:
 - Some are in multiple circles
 - Others complement each other or appear together in SERPs



Link SEO:

Internal Linking Tech

- You can use exact keyword matches in anchor text for internal links
 - But if you have multiple internal links to the same page, mix up the anchor text.
- Contextual internal links send authority to the linked page.
 - Internal links aren't as effective as external links, but we have control of adding them as soon as we have a contextual connection.
- **Best practice tactic:** Link from the best performing pages on your site to other pages.
 - The best performing pages pass more authority, but make sure the content on linked pages is relevant.
- Consider how pages are listed in the navigation menu.
 - SERPs based on internal links often show the anchor text from the first link to that page. The first link to our committee pages is often in the navigation menu.
 - Search for your pages on Google to see how their SERP appears.

Suggestions

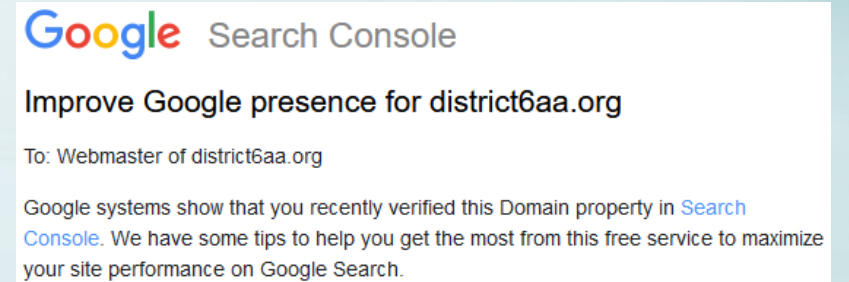
“While our literature has preserved the integrity of the A.A. message, sweeping changes in society as a whole are reflected in new customs and practices within the Fellowship.”

-Alcoholics Anonymous, Foreword to Fourth Edition pg. xxiv

Suggestions:

Get a Site Audit

- Site audits help by cataloging issues to address, including:
 - Broken links
 - Page titles and meta data
 - Sitemaps with change dates and update frequency
 - Image “maps” with filenames and alt text
- There are several free site audits available:
 - Google has one, (<https://search.google.com/search-console/about>) but it takes a day to get the report.
 - Yoast covers many SEO needs in WordPress.
 - Many high-priced tools have free options which include the basics listed above.
 - The [SEO Tools](#) slide near the end of this presentation includes some options.



Suggestions:

Optimize PDFs

- Search Engines read PDFs. PDFs should be optimized like textual content and use reduced file size like images.
 - Text optimization includes using keywords, a main header and section headers as well as a table of contents for longer documents.
 - Create unique content; don't duplicate of one of your web pages.
 - A rich description in the page text around or next to the link can help SEO and user interest
- Reduce file size when saving:
 - Consider using greyscale images.
- Search “Optimize PDFs for SEO Acrobat Tutorials” for a step-by-step guide from Adobe.

PDF content should be unique and structured as follows:

1. Use a single main heading/title beginning with a keyword.
2. Use keyword subheadings organized in a hierarchical structure.
3. Use short paragraphs containing keywords and lists.
4. Add internal and external (content on your website or other websites) hyperlinks.

[More items...](#) • Aug 3, 2023



Adobe Experience League

<https://experienceleague.adobe.com> › advanced-task\$

[Optimize PDFs for SEO \(Search Engine Optimization\)](#)

Suggestions:

Natural Linking Opportunities

- Link down the service triangle to add SEO authority
 - Links to Area assembly flyers and the delegate's corner are important to any District GSR or DCM page.
 - Any service-related workshops are worth promoting within service entities.
 - The Meeting Guide app, our Service manual, and free to read conference approved literature are commonly linked GSO pages.
 - Most committees have one or more relevant pages and pamphlets available at aa.org.
- As website committees, we can use internal links listing recent updates to pages on our sites.
 - We can also endorse the committee efforts and page content.
 - A “coming soon” section can also inspire repeat visits or interest in service opportunities.

Suggestions: SEO Driven Content

Examples of Working Together

- Are there synergies between committees which can be leveraged for internal links?
 - Can we get committees involved in identifying common ground or ways they can identify the other as the expert in a particular niche?
- Can District committees work cooperatively at the area level?
 - For example, the Area 15 website committee could add a page about business meeting procedures for new GSRs and DCMs including where to find support materials on the Area 15 website.
 - District GSR and DCM pages could link to this Area page.
 - The area page could indicate (link to) District GSR and DCM pages as where to find similar information specific to each district.
 - The Area website committee could also provide a format or example for districts which don't already have a GSR or DCM page.

Strategy: How AA Works

“Suppose, for instance, that during the last twenty-five years A.A. had never published any standard literature...no books, no pamphlets. We need little imagination to see that by now our message would be hopelessly garbled.”

-Bill W. The Language of the Heart, p. 348

Strategy:

Guiding Principles

Be **W**illing to do the work. In addition to technical SEO, this can include helping create content and getting content approved.

Be **H**onest in representing our website content to search engines and people using them. Also honestly represent our intentions to our fellow trusted servants in our districts and area.

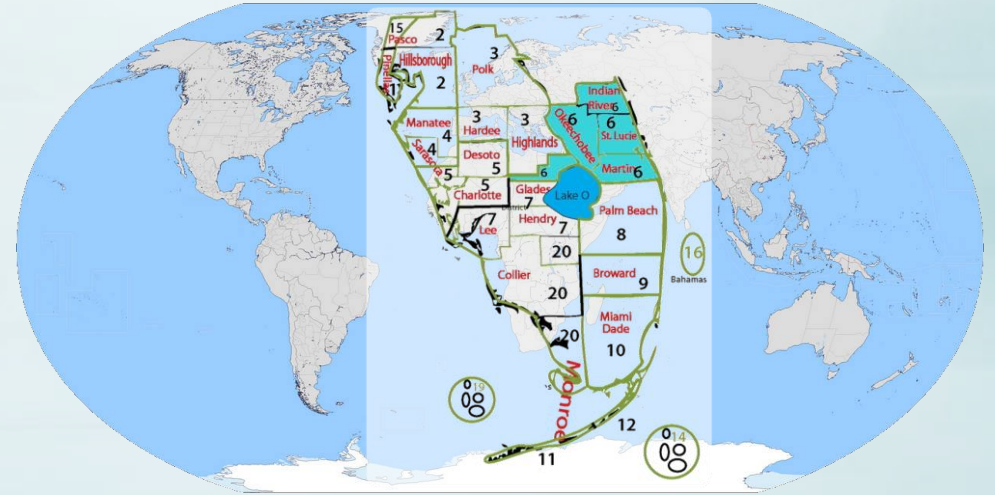
Be **O**pen-minded regarding new content, expanding connections and adopting advancements in communication technology.

Strategy:

SEO Strategy Questions

Answer these and more questions:

- Who is our target audience?
 - Geographic | Demographic | Content
 - Does this differ page to page?
- What level of uniformity do we want?
 - We use “District 6 [name] Committee” as a uniform page title for committees, but optimal SEO uses keywords related to content
- Current Practice and Autonomy
 - Are we restricted regarding content? Can we link to each other? Can we change?



Strategy:

Message Styles

- Google now seeks a complex array of indicators that signal the expertise, experience, authoritativeness, and trustworthiness (E-E-A-T)
- **Consumer** (such as GSRs) **vs. Influencer** (such as Sponsors of Future GSRs)
 - Are we reaching members who focus on twelfth step work? Should we?
- Attracting traffic regardless of relevancy
 - Brand or Word-of-mouth benefit
- Your Money or Your Life (YMYL) content, so-called for the serious implications it can have on a searcher's livelihood.

Closing

“Whenever anyone, anywhere, reaches out for help.”

- I am Responsible

Who is Responsible?

Ranking Factor	SEO %	Website Committee	Page Owners	Group Conscience
Consistently Adding Engaging Content	21	25	75	0
Keywords in Title Tags	15	55	35	10
Backlinks	14	10	20	20
Niche Expertise	14	10	45	45
User Engagement	11	80	20	0
Content Freshness	6	25	75	0
Trustworthiness	5	30	50	20
Mobile-Friendly	4	100	0	0
Internal Links	3	50	50	0
Page Speed	3	100	0	0
SSL	2	100	0	0
Schema	1	100	0	0
OVERALL:		40%	41%	12%

SEO Tools

(Area 15 and District 6 are not affiliated to these sites)

Current ranking factors: <https://firstpagesage.com/seo-blog/the-google-algorithm-ranking-factors/> (BACK)

Free (contribution-based) SSL Certificate: <https://letsencrypt.org/> (BACK)

Robots.txt: <https://moz.com/learn/seo/robotstxt> (BACK)

Keyword research: <https://www.ryrob.com/keyword-tool/> (BACK)

Mobile First Index: <https://technicalseo.com/tools/mobile-first-index/> (BACK)

Page Speed tool: <https://pagespeed.web.dev/> (BACK)

Accessibility fundamentals: <https://www.w3.org/WAI/fundamentals/> (BACK)

Local Business schema: <https://localranking.com/blog/google-my-business-no-physical-address> (BACK)

Alt text decision tree: <https://www.w3.org/WAI/tutorials/images/decision-tree/> (BACK)

Page crawlers: <https://www.guru99.com/web-crawling-tools.html> (BACK)

One Page at a Time Free Technical site audit: <https://www.seoptimer.com/> (BACK)

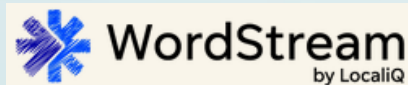
SEO Audit Checklist: <https://ahrefs.com/blog/seo-audit/> (BACK)

Research Credits

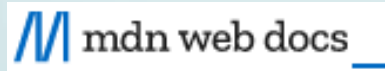
(Area 15 and District 6 are not affiliated to these resources)



[FirstPageSage.com](https://www.FirstPageSage.com)



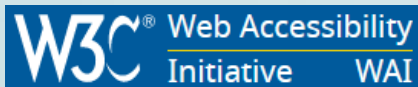
www.WordStream.com



developer.mozilla.org



accessibility.huit.harvard.edu



www.w3.org/WAI

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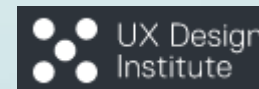
moz.com



blog.hubspot.com



developers.google.com



UXDesignInstitute.com

Questions?

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