SEO Project Overview

Hampton University

Brenda Brooks   Erin O'Neill
SEO Strategist   AVP, Client Success

September 23, 2022

Agenda

1. Project Overview and Status

2. SEO Technical Audit Preview

3. Page Priorities in Review

4. Next Steps

Project Overview and Status

SEO Strategy and Content Development

From the Statement of Work

- Content writing support for up to **thirty (30)** academic program and priority enrollment webpages;

- Identification of specific webpages for optimization;

- Creation of keyword blueprints for each selected webpage;

- Delivery of initial webpage drafts and facilitation of up to two (2) rounds of revisions per webpage;

- Bi-annual website technical auditing for up to five thousand (5,000) pages per audit;

- 12 months of consultation support for SEO strategy, writing, and other tactics including monthly remote sessions;

- 12-months BrightEdge account and ongoing management of SEO performance for one-hundred-eighty (180) keywords and six (6) competitors with Google Analytics integration.

SEO Project Phase: Research

Research	Content	Implementation	Performance Management

- Technical audit completed in July but not delivered to campus. Schedule a call to present findings.

- Page priorities are still in review. We will need to finalize the list of 30 pages to begin the research and content develop process.

- Discovery process will include campus completing discovery questionnaires for each priority page.
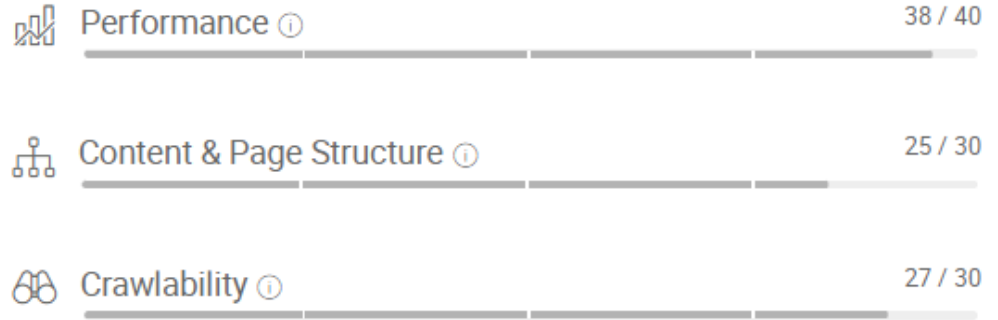
2

SEO Technical Audit Preview

SEO Technical Site Audit Preview

ContentIQ Crawl Score

ⓥ

88/100

Score by Various Categories

📊 Performance ⓘ   38 / 40

⬡ Content & Page Structure ⓘ   25 / 30

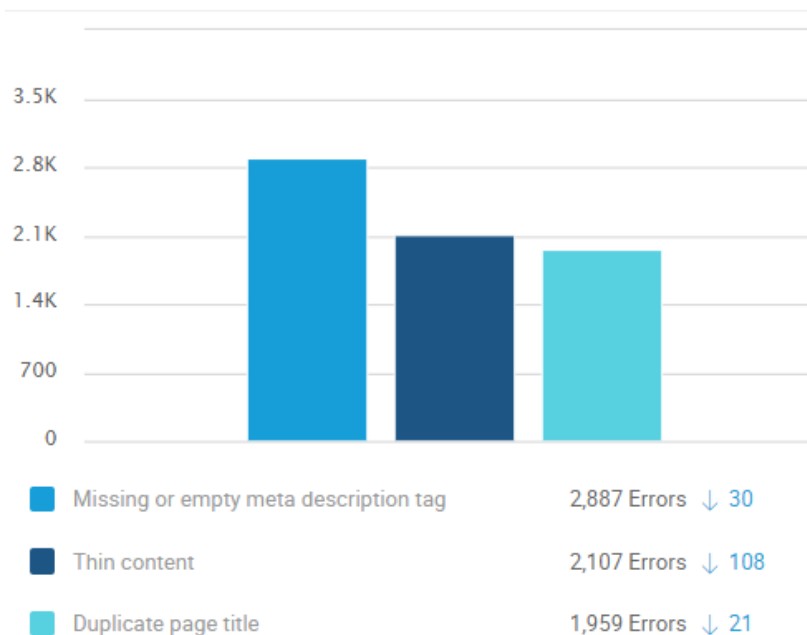🔭 Crawlability ⓘ   27 / 30

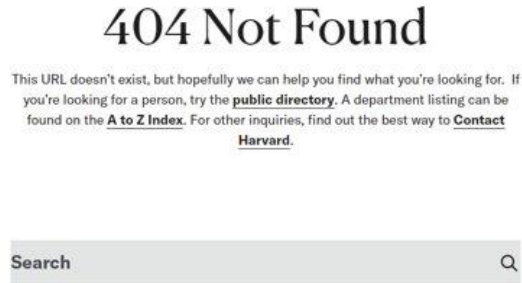# SEO Technical Site Audit Preview

Most Common Errors across Site

This report shows the most common SEO errors occurring to visualize any patterns or pinpoint areas of particular concern.

Most Common Errors

Missing or empty meta description tag	2,887 Errors	↓ 30
Thin content	2,107 Errors	↓ 108
Duplicate page title	1,959 Errors	↓ 21

SEO Technical Site Audit Preview
4xx Error

404 Not Found

This URL doesn't exist, but hopefully we can help you find what you're looking for. If you're looking for a person, try the **public directory**. A department listing can be found on the **A to Z Index**. For other inquiries, find out the best way to **Contact Harvard**.

Search

- **Currently:** 90 URLs Flagged

- **Recommendation**: Use a 301 redirect on each 4xx status URL to point to the most relevant, working 200-status URL.

- **Why it matters**: 4xx status codes indicate a visible URL that will not load *any* content successfully. This is a negative user experience, and too many visible 4xx status code URLs are a negative ranking factor.

Resource: *Tab 4 of Technical Audit Workbook*

SEO Technical Site Audit Preview
Prioritize Recommendations

Priority Level	Item	Severity
1	Hissing H1 Tags	Severe
2	Duplicate Page Titles	Severe
3	4XX Errors	Severe
4	Missing Page Titles	Moderate
5	Broken Links	Moderate

3

Page Priorities in Review

Page Priorities in Review

RNL Recommendations

- Nearly half of college search engine queries reference a specific major or program type which is why we generally focus on degree, department, or school level pages. More than 80% of these types of queries do not reference a specific institution, in other words, they use non-branded keyword phrases.

- For highest ROI, we recommend focusing primarily on academic pages and early-stage enrollment pages.

- RNL Page Recommendations based on Institutional Self-Assessment and analytics data.
  - **Schools (7)**
  - **Priority degrees based on ISA (19)**
  - **University "about" page (1)**
  - Program/department based on ISA (3)
  - Additional degree pages (TBD)

- Campus partner to confirm one page URL to be optimized for each priority page.

Page Priorities in Review
RNL Recommendations 6 school pages

School	Landing Page
Business*	http://biz.hamptonu.edu
Journalism & Communications*	http://shsjc.hamptonu.edu/
Pharmacy*	https://home.hamptonu.edu/pharmacy/
Nursing*	https://home.hamptonu.edu/nursing/
Engineering & Technology*	http://set.hamptonu.edu/
Liberal Arts & Education*	http://libarts.hamptonu.edu/
Science*	https://science.hamptonu.edu/
Graduate College	http://gradcoll.hamptonu.edu/
University College	http://universitycollege.hamptonu.edu/

*School pages confirmed by campus partner included on Content Tracker.
Select one for pilot page based on desired layout.

Page Priorities in Review
RNL Recommendations 19 degree pages based on ISA

Degree	Landing Page
BS in Biological Sciences	https://science.hamptonu.edu/bio/curriculum/index.cfm
MS in Biological Sciences	New
Nursing BSN	https://home.hamptonu.edu/nursing/traditional-bachelor-of-science/
Nursing MSN	https://home.hamptonu.edu/nursing/master-of-science/
Nursing PhD	https://home.hamptonu.edu/nursing/doctor-of-philosophy/
Psychology (BA)	New
Psychology (MS)	New
Cybersecurity Online MS	https://home.hamptonu.edu/online/cyber-security/
Criminal Justice (BS)	https://home.hamptonu.edu/online/criminal-justice/

Page Priorities in Review
RNL Recommendations 19 degree pages based on ISA

Program	URL
Architecture	http://architecture.set.hamptonu.edu/
Aviation Management (BS)	http://aviation.set.hamptonu.edu/
Aviation Management - Admin (BS)	http://aviation.set.hamptonu.edu/page/Bachelor-of-Science-in-Aviation-Management--Airport-Administration-Concentration
Aviation Management - Air Traffic Control (BS)	http://aviation.set.hamptonu.edu/page/Bachelor-of-Science-in-Aviation-Management--Air-Traffic-Control-Concentration
Chemical Engineering (BS)	http://chemical.set.hamptonu.edu/page/Chemical-Engineering
Computer Engineering (BS)	http://ece.set.hamptonu.edu/page/Computer-Engineering
Electrical Engineering (BS)	http://ece.set.hamptonu.edu/page/Electrical-Engineering
Flight Education (BS)	http://aviation.set.hamptonu.edu/page/Bachelor-of-Science-in-Flight-Education-Professional-Pilot
Journalism (BA)	http://shsjc.hamptonu.edu/academic_programs/journalism.cfm
Strategic Communication (BA)	http://shsjc.hamptonu.edu/academic_programs/strategic_comm.cfm

Page Priorities in Review
RNL Recommendations 3 department pages based on ISA

Program/Department	Landing Page
Biology (Biological Sciences)	https://science.hamptonu.edu/bio/
Psychology	http://libarts.hamptonu.edu/page/Psychology-Home
Engineering & Technology	http://set.hamptonu.edu/

Page Priorities in Review
Sample Keywords and Monthly Search Volumes

Program Page	Keywords	Volume (U.S.)	Competition
School: Science	Master of science	12,100	Low
	Bachelor degree in science	6,600	Low
	science majors	2,900	Low
Department/Program: Biological Sciences	Biological science degrees	590	Low
	Department of biological sciences	210	Low
	jobs for biology degrees	9,900	Low
Degree: Biology, BS	Biology major	8,100	Low
	Bachelors degree in biology	1,300	Medium
	jobs for biology majors	5,400	Low
Degree: MS in Biological Sciences	Master in/of biology	49,500	Low
	biology masters	1,300	Medium
	Masters program in biology	720	Medium
About Hampton	Hampton University	74,000	Low
	HBCU in Virginia	3,600	Low
	Universities in Virginia	110,000	Low
Enrollment: Admissions	Undergraduate admissions	1,600	Low
	Graduate admissions	1,300	Low
	Apply for colleges	18,100	Low

Page Priorities in Review

Finalizing Page List

- Review <u>Content Tracker</u> with current list of pages selected compared to RNL recommendations.
  - 8 Schools
  - 17 Admissions and Financial Aid pages
  - 3 General Overview: About HU, home page, athletics
- Confirm URL to be optimized.
- Identify pilot pages based on page type.

Next Steps

SEO Project

- Campus
  - Finalize page list with one current URL to be optimized.
  - Identify 1-2 sample pages for copy deck development.
  - Select 2-3 pilot pages for content development.
  - Complete discovery questionnaires for each page.

- RNL
  - Schedule technical site audit review call.
  - Complete blueprints once page list is confirmed.
  - Develop copy decks to guide content structure.