CIDM-6325 Final

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What is the purpose and intent of your project?

The purpose of my project is to create a blog website that has an elevated buy me a coffee functionality. Instead of simply providing a donation mechanism, I provide them with a consult. This is twofold; one is to provide a demo mechanism for Django and its use of APIs, and secondarily, it provides an excellent code example that will hopefully pull them in for more! My desire is to provide some technical assistance with Salesforce since I am a guru in that space.

Who is the intended audience of project?

The intended audience for my project is anyone who is interested in learning more about Salesforce. I'm eventually planning on writing a book on how to navigate the mysteries of dark Salesforcy (TM pending). The project would provide an excellent launching platform should I go the self-publishing route.

What is an SEO Planning strategy that is best suited to the answers you've provided to questions 1 and 2 above?

From what (Enge, Spenser, Stricchoiola, & Fishkin, 2015) describe, it sounds as if Mindshare and Branding will be my best approach. They describe it as best used for bloggers and content producers. The point of my site will be to convey information and (hopefully) drum up some consulting business as well as (eventually) selling books.

How have you used additional tools in your Django application and installation to support your SEO strategy?

I used Bootstrap, which is mobile-friendly out of the box. According to (Enge, Spenser, Stricchoiola, & Fishkin, 2015) mobile friendliness helps push rankings up, especially from mobile devices. I have tested my site on my phone and verified that everything looks great.

According to (Gupta, 2022), mobile compatibility is even more important today than it was in 2015. He says that 68.1% of searches are done from mobile devices, so the bias towards mobile compatibility is extremely important. One additional thing that I would likely do is adapt a breadcrumb-style URL pattern for the blog posts so that additional keywords that can be keyed upon, which (Napier, n.d.) suggests as a best practice.

What is your content marketing strategy? Also, why is content "King?"

My marketing strategy would be to create more of a social media presence and share the posts I make from there. I would also see if I can get in touch with other experts and do some cross-linking where appropriate. This should be done with caution, though, because that could cause some issues with SEO ranking. Another strategy that I might use if things do start getting popular is giveaways. Every geek I've met loves swag, and creating contests for swag would be a good way to drum up some clicks. According to (Enge, Spenser, Stricchoiola, & Fishkin, 2015), content is king because it helps to optimize your search results. More importantly, it will affect how your site is received by end users. If you don't have compelling content, people won't stick around. In my case, it's extremely important to have quality information that folks will find to be useful as they go down their Salesforce journey.

How have you used tools and extensions to your Django application that facilitates Social Media integration with project? If not, why not?

I have not. For what I'm doing, it doesn't make much sense to do a lot of social media integration. If I started publishing a book, maybe; however, most of the social media exposure my content can use is by putting the content out there through my social media channels. Since I don't use them much right (outside of LinkedIn, even there, I rarely post other than the odd job

posting for work), there's not much point at the moment. I will need to build out my social media presence before starting to use tools like those.

How does your project interoperate with the Google Search Console?

There won't be much interoperation at the moment. I did register the site, but there's only a limited amount of content. As additional content is added, I would likely see additional trends with the content.

How will you track results and measure the success of your SEO strategy?

Success can be measured by site visits, and this can be measured in several ways. Since the site is hosted on Heroku, and traffic analysis can be tracked directly there. Additionally, the Google search console is another tool that can be used. I use Cloudflare for my DNS, which also provides quite a bit of traffic analysis. Google search console appears to have a great deal of information about effective keywords. They even have a content rating system, which can help evaluate your content against their algorithms.

What resources and habits will you adopt to ensure that you keep up with changes in the SEO landscape?

I took some of the advice from (Napier, n.d.), and added some additional information to the titles of pages, added image alt tags, and varied the wording. I believe some additional items can be done; for example, my articles allow for the addition of an image, and I could add an image description field and have that populated to help with the keyword optimization. Honestly, if I were to engage with this more professionally, I would likely engage with a professional SEO firm to help keep my site on track. (Thekkethil, 2022) offers some very interesting insights into how to choose a professional SEO firm. For example, one pitfall with using a firm based in India is the backlinks may backfire on you. Marketing is important, and it is not my forte (I'm a geek

with a good understanding of business). I would probably also engage Google ad words to help

increase my presence.

What is the future of SEO and how will that potentially impact YOURSITE?

I believe the future will continue to be natural language driven with an emphasis on

content and mobile experiences. (Gupta, 2022) made some interesting points on how video is

becoming important to search and how YouTube can help establish a presence. To truly stay

ahead of SEO trends, I believe it is best to engage with a firm that can help keep the site ship-

shape or make suggestions on ways that it can be optimized.

References

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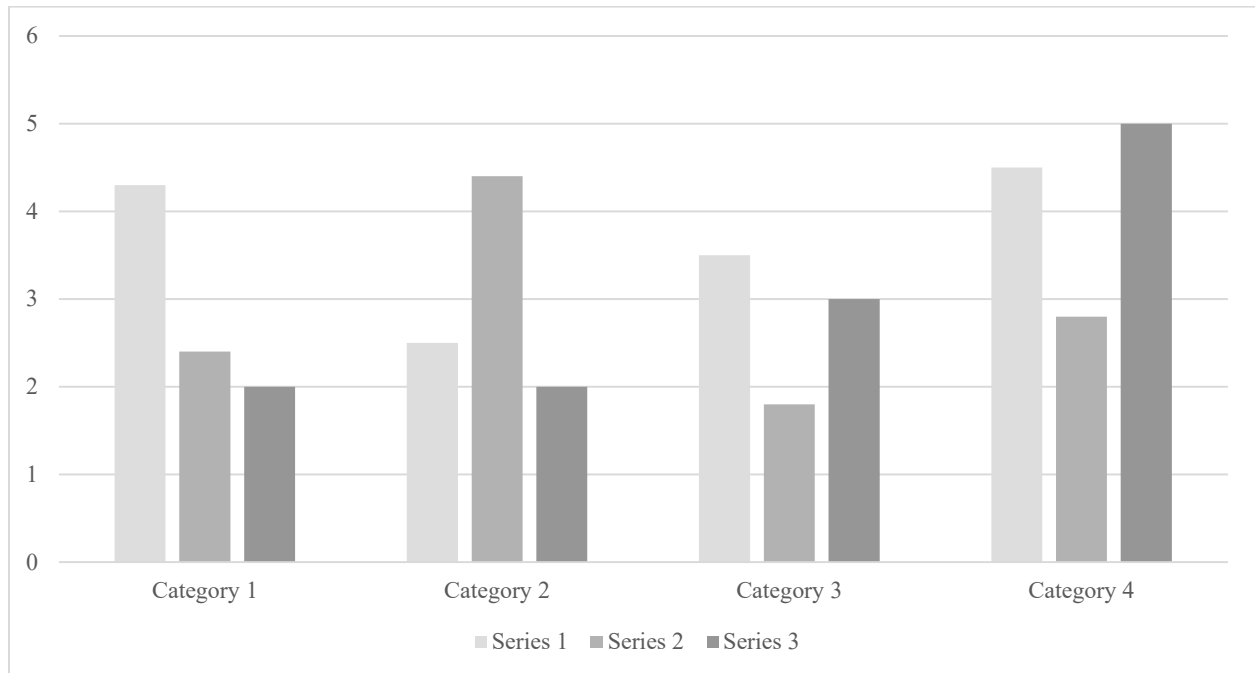
Tables

Table 1

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