Cal Performances SEO Audit & Strategy

Website
CalPerformances.org

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Overview

The SEO Strategy for Cal Performances is a comprehensive audit of all website elements that impact SEO, as well a full set of strategic recommendations that will allow the website to maximize its visibility in organic search. This holistic approach focuses on promoting search engine accessibility, semantic relevancy, site performance, the growth of social signals, and the internal distribution of SEO authority.

SEO Strategy Overview

The sections in this audit and strategy are broken out into five categories.

Technical recommendations deal with site structure, server set-up, site performance, and coding practices.

Indexing recommendations are designed to make sure search engines index and analyze the website thoroughly and regularly.

Content recommendations focus on ensuring content (and supporting elements) facilitate an improvement in keyword ranking, and by extension, traffic generation.

Semantic recommendations are cutting edge, future-facing initiatives that will set up the site to be where search engines are heading.

Authority recommendations focus on harnessing and building search authority for long-lasting SEO power.

SEO Strategy Overview

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The recommendations provided in this SEO Audit & Strategy will each have varying impacts. We have done our best to assign a rating to each recommendation that represents its potential SEO impact as well as its estimated resource cost.
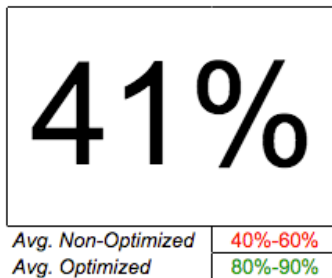
Impact: ★★★★☆   *Resource Cost:* ★☆☆☆☆

Each recommendation is preceded by a rating scale that looks like the above. A recommendation with four stars on Impact and one star on Cost should be implemented as soon as possible; SEO gains can be made with very little effort.
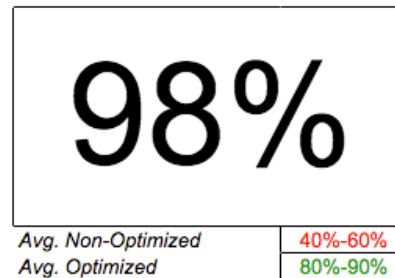
SEO Audit Results

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The results of the audit portion of this document can be summarized by looking at the site's current On-site Optimization Score. On-site optimization (which has the ability either to dilute or to amplify a site's SEO power) is measured through our proprietary On-site Optimization Score. Our process assigns a site a percentage score based on how well each major SEO element is optimized. The majority of highly optimized websites score between 80% and 90%, while a typical non-optimized site scores between 40% and 60%.

Pre-Engagement
On-Site Optimization Score

41%

| Avg. Non-Optimized | 40%-60% |
| Avg. Optimized | 80%-90% |

Goal
On-Site Optimization Score

98%

| Avg. Non-Optimized | 40%-60% |
| Avg. Optimized | 80%-90% |

The Cal Performances website received an On-site Optimization Score of 41%. This falls just within the range for a non-optimized website and represents a serious deficiency in on-site optimization. By implementing the strategic recommendations that follow, the site has the potential to increase its score to 98%, thereby significantly increasing its success in search.

Website URLs

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Impact: ★★★★☆   *Resource Cost:* ★★★☆☆

Overview
The Uniform Resource Locator (URL) is crucial for SEO because, if formatted incorrectly, pages can be difficult or impossible for search engines and users to visit. An ideal URL is descriptive and easy to read. It should not contain unnecessary parameters, character encoding, or superfluous directories. Any words that follow the domain in the URL should be separated by a hyphen. In addition to eliminating errors, search engines will also see the hyphen as a space between keywords.

Analysis & Recommendations
URLs on the Cal Performances site follow most of the recommended best practices, using directories to organize content and to convey page topics to search engines. Most pages also use hyphens to separate words. There are, however, elements within the site's URLs that need to be cleaned up:

- Some URLs use underscores instead of hyphens
  - http://calperformances.org/performances/events_by_other_presenters/
- There are different extensions across site URLs, such as the trailing slash or ".php"
  - http://calperformances.org/learn/news_features/
  - http://calperformances.org/visit/venues/greek.php

Action Items
- Make URL extensions consistent site-wide.
- Replace the current URLs that have underscores with hyphens and 301 redirect the old URLs to the new

Moving forward, this URL structure will be very effective in supporting keyword relevancy on individual pages and, by extension, increasing the site's organic ranking.

Technical

Indexing

Content

Semantic

Authority

Navigation Optimization

Impact: ★★★★☆   *Resource Cost:* ★☆☆☆☆

Overview
The links in the navigation of a website are some of the most valuable for SEO, as navigational links are assumed to indicate the site's most important pages. Therefore, optimizing the navigation, both in terms of structure and anchor text, can be very impactful.

Analysis & Recommendations
The site's primary navigation is fairly well-constructed and provides a solid foundation that additional SEO advancements can be built upon. While the text itself is adequately descriptive, there are issues with the development of the navigation items, which are currently image-based, instead of crawlable HTML.

Another SEO-specific issue is that the dropdown navigation that appears when hovering does not function without JavaScript. Since most search engines do not execute JavaScript (even the ones that do, do not do it well), these links are not factored into the site's SEO. Updating the navigation so that it functions both with and without JavaScript should be a priority.

Action Items
- Ensure nav is usable with and without JavaScript.
- Change the navigation elements from images to crawlable HTML.
- Consider using descriptive phrases for navigation links rather than generic text such as "By Date."

Technical

Indexing

Content

Semantic

Authority

Footer Optimization

Impact: ★★☆☆☆   *Resource Cost:* ★☆☆☆☆

Overview
The footer of a website can be a useful place to link to and highlight key pages using descriptive anchor text. Typically, the footer allows greater room for creativity compared to the site's navigation. While search engines have been taking steps to prevent spammers from abusing footer links, they can still be used effectively when used strategically and responsibly. In order to not interfere with the success of the primary content on each page, the footer should not contain top-level heading tags or any significant text content.

Analysis & Recommendations
While it does provide some essential information, such as contact emails and social media links, the footer on the Cal Performances website is not structured clearly for end users. The current footer does have opportunity for the addition of strategic links that utilize keyword-focused anchor text. In addition, links that point to external websites should open in a new browser tab, including the social media links, in order to allow users to easily navigate back to the Cal Performances website. Finally, links in the footer that point to non-essential pages (from an SEO standpoint) should have the "nofollow" attribute applied to them. The one existing link that would qualify for a "nofollow" would be "Privacy Policy".

For UCB Students
For Educators
For Press

General Questions: tickets@calperformances.org
Ticket Office: 510.642.9988
Website Comments: www@calperformances.org

View Our Brochure
Site Map
Privacy Policy

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University of California, Berkeley

Technical

Indexing

Content

Semantic

Authority

(Continued on next slide)

Footer Optimization

Impact: ★★☆☆☆　　　　*Resource Cost:* ★☆☆☆☆

Action Items
- Incorporate links to high-value pages:
    - Performances
    - Tickets
    - Donate
- Add the Cal Performances main office location
- Apply the "nofollow" attribute to "Privacy Policy" and any other new links, such as "Terms of Use".
    - E.g., Privacy Policy
- Update external links to open in a new tab.
    - E.g., <img src="/images/footerBox/facebook.png" target="_blank" alt="Facebook" width="29" height="29" border="0" style="padding-right:17px; padding-left:14px;">

Technical

Indexing

Content

Semantic

Authority

Site Speed

Impact: ★★★★☆   *Resource Cost:* ★★★☆☆

Overview
As search engines continue to compete for market share, user experience and satisfaction are becoming increasingly important. For this reason, search engines have begun to use user-facing website speed as a ranking factor in search. All other things being equal, search engines will give preference (i.e. ranking) to sites that load faster. While all around site speed should always be as quick as it can, studies have shown that Time to First Byte (how quickly the server returns the first byte of information) is the most critical for SEO.

Analysis & Recommendations
Site speed of the Cal Performances website is currently below average. Pages take about 3 seconds to load (on average) and require about 121 HTTP requests. Through implementing the recommendations below, the speed of the site will improve dramatically.

Action Items
- Optimize Images: Optimizing images with lossless compression speeds up download times.
- Defer JavaScript Parsing: Reduce page load time by deferring the parsing of JS that is not needed for page rendering. This can be implemented by calling secondary scripts after page load.
- CSS Sprites: Combine small images and icons into singular "sprites" to reduce total downloads.
- Specify Image Dimensions: Specify on-page image dimensions to all for quicker page rendering.

Technical

Indexing

Content

Semantic

Authority

Responsive Web Design

Impact: ★★★★★   Resource Cost: ★★★★★

Overview

Mobile experience is now a critical factor in ranking in mobile search, with Google even deploying mobile-dedicated web crawlers to test which sites make the best results specifically for mobile users. In order to allow the site to maximize its ranking potential in mobile search, we recommend Responsive Web Design. Contrary to older models wherein an independent, mobile-friendly site would live at a location such as m.calperformances.org or calperformances.org/m/, responsive web design would allow mobile devices to view the site's content at the same web address as the main desktop site, by using dynamic CSS to alter the style and/or layout of the site to automatically optimize for the detected screen size. This approach eliminates the potential for a wide variety of moderate to critical SEO problems including—but not limited to—duplicate content penalties, decreased performance in mobile search, and link dilution.

Furthermore, both Google and Bing have now officially recommended responsive web design as their preferred method of delivering content to mobile users. There are even early signs of Google promoting responsive sites in mobile search results. In fact, senior engineers at Google and Bing have made public statements that, in the coming years, neither search engine will have much interest in returning non-responsive sites in mobile search results.

Analysis & Recommendations

The Cal Performances website currently does not use a responsive design, but does offer a dedicated mobile experience at m.CalPerformances.org. While this serves mobile users well, it opens the site up to duplicate content issues when search engines pick up both versions of the site. Upgrading to a responsive theme would give Cal Performances a ranking advantage in mobile search and avoid any potential mobile optimization pitfalls.

Action Items

- Consider implementing a responsive design so that a single URL can serve desktop, mobile, and tablet users equally well.

Technical

Indexing

Content

Semantic

Authority

Duplicate Content Prevention

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Impact: ★★★★★   *Resource Cost:* ★★☆☆☆

Overview
A common problem that plagues many sites and that can frequently hamstring SEO efforts is unintentional duplicate content. In most cases, this is caused by the website's server delivering the same page on two or more URL variations.

Take, for example, http://mysite.com and http://www.mysite.com. If each is allowed to resolve independently (i.e., one does not redirect to the other), search engines will interpret each as a valid page and register that neither page has unique content. This issue can progress further if users link to or share (on social) different versions; this dilutes the page's search authority.

Analysis & Recommendations
The current Cal Performances site does have some duplicate content issues.

Positive
- Non-WWW URLs automatically 301 redirect to their WWW equivalents.
- URLs automatically add trailing slashes.

Negative
- Index extensions (/index.php) return duplicate pages.
- Uppercase and mixed-case URLs do not resolve to their lowercase equivalents and create 404s.

Action Items
- Configure the site to enforce the lowercase version of URLs when mixed-case is used.
- Configure the site to remove index extensions (e.g. index.php).

Technical

Indexing

Content

Semantic

Authority

404 Error Page

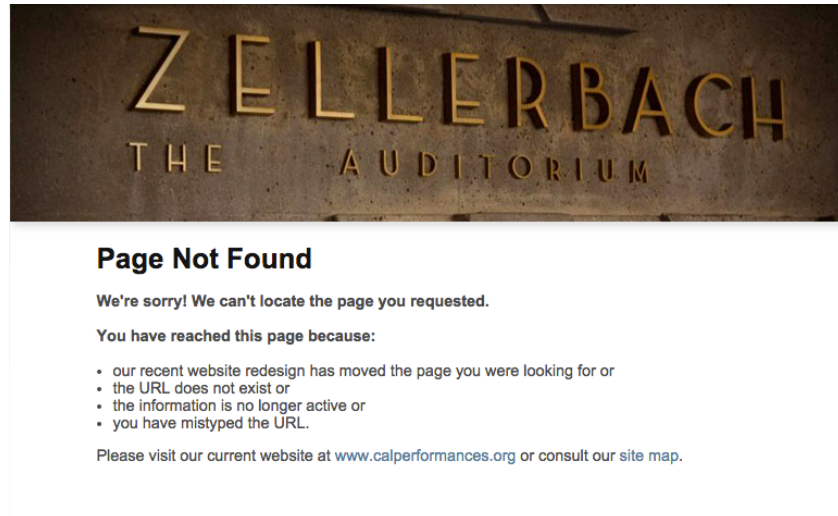*Impact:* ★☆☆☆☆ *Resource Cost:* ★☆☆☆☆

Overview
A custom, friendly 404 page helps both SEO and usability. A 404 page is displayed whenever a user clicks a broken link or mistypes a URL. Creating and implementing a friendly 404 page decreases user abandonment and prevents search engines from running into "dead-ends."

Analysis & Recommendations
The current Cal Performances website uses a well-configured 404 page. While the page could be improved by providing links to important pages, these changes are not necessarily a high priority.

Action Items
- Update the 404 error page with links to following pages:
    - Performances
    - Buy Tickets
    - Contact

Page Not Found

We're sorry! We can't locate the page you requested.

You have reached this page because:

- our recent website redesign has moved the page you were looking for or
- the URL does not exist or
- the information is no longer active or
- you have mistyped the URL.

Please visit our current website at www.calperformances.org or consult our site map.

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Technical

Indexing

Content

Semantic

Authority

User-Facing HTML Sitemap

Impact: ★☆☆☆☆   *Resource Cost:* ★☆☆☆☆

Overview
A user-facing HTML sitemap can be very useful for SEO. This usability feature not only provides users with a simple way to navigate the site, but it provides additional opportunity to define the site's structure to search engines and influence keyword ranking by referencing pages with descriptive anchor text.

Analysis & Recommendations
The Cal Performances website uses a well-formatted user-facing sitemap. This allows us to highlight important pages on the site using descriptive anchor text.

Action Items
• No changes are required for SEO.

Sitemap used on CalPerformances.org

Site Map

PERFORMANCES

What's on Next
By Date
By Genre
  Special Events
  Vienna Philharmonic Orchestra
  Opera
  Ojai North!
  Dance
  Chamber Music
  Koret Recital Series
  Early Music
  Theater
  New Music
  Jazz
  World Stage
  Strictly Speaking
  Family Fare
Subscribe
Education & Community Events
Events by Other Presenters

LEARN

K-12 Programs
UCB Campus Community
Education &
Community Events
Program Notes
Watch & Listen
For the Press
Connect to CP
Past Performances

COMMUNITY

Events
UC Berkeley Community
Fall Free for All!
AileyCamp
Rent our Facilities

BUY

Tickets
Subscriptions
Discounts & Group Sales
Gift Certificates
Sold Out Events
Seating
Policies
Contact the Ticket Office
Events by Other Presenters

VISIT

Getting Here
Parking
Our Venues
Dining
Patron Information
Accessibility
Ticket Office Info

SUPPORT

Individual Giving
Corporate Giving
Donor Services
Support Education
Matching Gifts
Volunteer
Make a Gift

ABOUT

Mission
History
Trustees
Staff
Student Musical Activites
Volunteer Opportunities
Jobs
Rent our Facilities
Contact

Technical
Indexing
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XML Sitemaps

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Impact: ★★☆☆☆   *Resource Cost:* ★☆☆☆☆

Overview
An XML sitemap provides search engines with a list of pages that are available for crawling and indexation. By submitting an XML sitemap to Google and Bing webmaster tools, the SwellPath team can also monitor the site for crawling and indexing errors. The XML sitemap can also be used to suggest page priorities and communicate the lastmod (i.e., last modification) date of each page.

Analysis & Recommendations
The Cal Performances site does not have an XML sitemap currently. Based on information in Google Webmaster Tools, it appears as though there was an XML sitemap at one point in time; however, it does not appear to be accessible at this time.

Sitemap: /sitemap.xml
Type: ?

Error details: 1 Errors, 0 Warnings.

#	Type	Issue	Description	Issues count	Example	Line	Detected
1	⚠ Errors	Empty Sitemap	Your Sitemap does not contain any URLs. Please validate and resubmit your Sitemap.	1		-	Oct 22, 2014

Show: All / Errors / Warnings   Show 25 rows   1-1 of 1

Analysis & Recommendations
• Create an XML Sitemap and submit to major search engines.

Technical

Indexing

Content

Semantic

Authority

Robots.txt

Impact: ★★☆☆☆   *Resource Cost:* ★☆☆☆☆

Overview
A robots.txt file provides search engine crawlers with instructions regarding how a site should be crawled. Directives can be provided that will prevent search engines from crawling specific files or entire directories (however, if users link to those URLs from other sites, they may still be found by engines who follow those links). We can also include a directive that specifies the location of the site's XML sitemap for easy access.

Analysis & Recommendations
The website currently has a blank robots.txt file. The below two lines should be added in order to allow complete access to the site's priority pages. In addition, a line should be added that will enable sitemap discovery.

The content of the robots.txt file should be as follows:

```
User-agent: *
Sitemap: http://calperformances.org/sitemap.xml
```

Action Items
• Replace the contents of the robots.txt file with the above after the XML sitemap has been added successfully.

Technical

Indexing

Content

Semantic

Authority

Page Content

Impact: ★★★★★ **Resource Cost:** ★★★☆☆

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Overview
Even with the continued evolution of search engine algorithms to focus on site authority, trust, social engagement, and topical expertise in ranking, the keyword remains at the core of SEO success. Using keywords in website content is absolutely essential because, ultimately, all other SEO factors will be weighed against page content before ranking is awarded.

Beyond simple keyword incorporation, the volume and quality of content is also vital to a successful SEO campaign. Search engines use content uniqueness, grammar/syntax evaluation, and length to algorithmically determine quality. They will also evaluate the ratio of content-rich pages to thin pages to judge overall site quality. Algorithmic considerations aside, having ample content on the site also makes keyword incorporation easier since there is more room to work and repeat keywords while maintaining a natural flow.

Analysis & Recommendations
The volume of content on the Cal Performances website is about average at this point, with 215 words per page on average. However, most of this content is split among various headlines and navigations. It is imperative to have a cohesive paragraph that can adequately address targeted keywords. Once the new Keyword Strategy is approved, our team can start working to provide explicit recommendations for keyword incorporation.

If possible, certain high value pages should also have the volume of content increased. This will allow for more thorough and effective keyword targeting.

Technical

Indexing

Content

Semantic

Authority

Page Content

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Impact: ★★★★★

Resource Cost: ★★★☆☆

Analysis & Recommendations
The recommendation for 300 words or more on high priority pages is based on years of testing for SEO results on ecommerce and brand sites. Three hundred words has proven to be the approximate threshold that should be hit or exceeded in order to achieve the best possible SEO results. If the recommended content volume is unrealistic or undesirable for Cal Performances, results may be comparatively limited.

Action Items
- Create informative, value-focused text content for important pages on the site.
- SwellPath will evaluate content following the approval of the Keyword Strategy to improve keyword targeting in page copy.

Technical

Indexing

Content

Semantic

Authority

Page Headings

Impact: ★★★★☆   *Resource Cost:* ★★☆☆☆

Overview
Heading tags like H1, H2, and H3 headings are HTML tags designed to help summarize the content of a webpage. Content headings that are wrapped in heading tags carry more weight in search engine algorithms and should be used strategically to highlight targeted keywords.

In general, heading tags on all pages should use the following guidelines:

1. H1 Heading: This heading should acutely describe the page's topic and include non-branded keyword(s). Only one H1 heading should be used per page.
2. H2 Headings: An H2 heading should follow the H1 heading and describe the page's content in greater detail. In many cases, successful H2 headings contain more brand messaging than the H1. Other H2 headings may be used for significant sub-sections.
3. H3 Headings: H3 headings should be used to highlight the beginning of a sub-section.
4. H4 & H5 Headings: These optional headings can be used to highlight very granular sub-sections or to highlight certain elements in the site template, if needed.

Analysis & Recommendations
Heading optimization on the Cal Performances site has not yet been applied and is inconsistent across pages. The are currently a handful of H1s and only a couple H2s on the site, and these are not used properly to highlight important titles.

Action Items
• Apply heading best practices outlined above and incorporate keywords recommended by SwellPath in the Keyword Strategy deliverable.

Technical

Indexing

Content

Semantic

Authority

Titles & Metadata

Impact: ★★★★★   **Resource Cost:** ★★★☆☆

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Overview
Optimized page titles and metadata are critical for success in SEO since they determine how a website's pages will be displayed in search engine results pages (SERPs). These elements also help to support keyword relevancy and earn ranking. Each page on the site should have a unique and descriptive page title with a descriptive portion preceding branding. The title should be 70 characters (including spaces) or less. A meta description should also be used to provide a unique and keyword-focused description for each page. This element should be under 155 characters (including spaces). Keep in mind that keywords used in the title and description will be bolder in SERPs if those keywords match the searcher's query, which leads to a higher click-through rate. Meta keywords, widely used in the past for SEO, are no longer required and do not need to be used on the site.

Analysis & Recommendations
While pages on the Cal Performances site have unique page titles, they do not use the proper format outlined above. With meta descriptions, our audit found that all core pages use the same meta description: "Cal Performances is the UC Berkeley-based presenting, commissioning and producing organization for world-class music, dance and theater events." Following the approval of the Keyword Strategy, the SwellPath team will draft new page titles and meta descriptions for the site and will provide a framework for optimizing new events.

Action Items
• SwellPath to provide updated titles and metadata based on the Keyword Strategy.

Technical

Indexing

Content

Semantic

Authority

Semantic SEO

Impact: ★★★★☆   **Resource Cost:** ★★★☆☆

Overview

Semantic SEO is the next frontier of search. By using tools like semantic markup to create structured and meaningful data, we can provide search engines with a much deeper level of understanding of the content on a website. The specific data that we can identify and provide ranges from corporate contact information and the brand's logo, to article details and authorship.

The idea behind semantic SEO is that by providing open, structured data to search engines, we can increase search engine visibility through helping search engines connect searchers with the information they want and need. The following sections outline specific types of semantic markup that can be applied to the Cal Performances website.

Technical

Indexing

Content

Semantic

Authority

Breadcrumb Navigation

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Impact: ★★★☆☆

Resource Cost: ★★☆☆☆

Overview
Breadcrumb navigation allows users and engines to easily navigate the site. Breadcrumbs can also clarify a website's structure to search engines and, when coupled with semantic markup, help the site earn special rich snippets in the organic search results.

Breadcrumb markup manifested in search:

How to Conduct a **Social Media Competitive Analysis** | SwellPath
www.swellpath.com › SwellPath Blog ▾ SwellPath ▾
Jan 31, 2013 - One of the best ways to develop a social strategy is to access what your **competitors** are doing- Here's how to conduct a **social media ...**

Analysis & Recommendations
The current site does not use breadcrumbs. However, these should be incorporated into the site so that they can be leveraged for SEO. The markup provided on the following page should be applied to the breadcrumb code.

Action Items
- Add breadcrumbs to the site.
- Apply semantic markup to the breadcrumb template as shown on the following page.

Technical

Indexing

Content

Semantic

Authority

Breadcrumb Navigation

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Impact: ★★★☆☆   *Resource Cost:* ★★☆☆☆

Implementation
To set up breadcrumbs for SEO, simply add the following code to the HTML code.

Sample Code

```
<span xmlns:v="http://rdf.data-vocabulary.org/#">
     <span typeof="v:Breadcrumb">
          <a href="/" rel="v:url" property="v:title" itemprop="breadcrumb">
               Home
          </a>
     </span> »
     <span typeof="v:Breadcrumb">
          <a href="/performances/" rel="v:url" property="v:title" itemprop="breadcrumb">
               Performances
          </a>
     </span> »
     <span typeof="v:Breadcrumb">
          <a href="/performances/2014-15/" rel="v:url" property="v:title"
itemprop="breadcrumb">
               2014-15
          </a>
     </span>
     <span type of="v:Breadcrumb">
          <a href="/performances/2014-15/dance" rel="v:url" property="v:title"
itemprop="breadcrumb">
               Dance
          </a>
     </span>
</span>
```

Technical

Indexing

Content

Semantic

Authority

Organization Markup

Impact: ★★★☆☆   *Resource Cost:* ★☆☆☆☆

Overview
Trends over the past few years have shown Google's growing preference for returning and promoting established brands in search. This is especially clear in new features like the Knowledge Graph. By using organization semantic markup, we can feed Google (and other engines) detailed information about the company.

Analysis & Recommendations
One of the most valuable places to implement organization semantic markup is in the header of the site. Here we can define the official logo for Cal Performances so that Google can use that file in its Knowledge Graph entries. This also portrays Cal Performances as an established brand entity, which Google associates with an above average user experience.

```html
<span itemscope itemtype="http://schema.org/organization">
  <a itemprop="url" href="http://calperformances.org">
      <img itemprop="logo"  src="/images/logo/rtlogo.jpg" alt="Cal Performances Logo" />
  </a>
</span>
```

Action Items
• Apply the markup in green to the logo in the website's header.

Technical

Indexing

Content

Semantic

Authority

Google Brand Verification

Impact: ★★★☆☆   *Resource Cost:* ★☆☆☆☆

Overview
Linking an official Google+ brand page to the website validates a connection with Google and can help establish the site as a representation of a reputable brand in search. Google can then also use the page as a trusted data source when displaying company information in search applications like the Knowledge Graph. Additionally, Google is beginning to favor established brands in search as these provide a better result for searchers in many cases.

Analysis & Recommendations
In addition to its other social media profiles, a Google+ brand page should be created so that the page can help Cal Performances increase its organic visibility.

Once an official page is established, the rel="publisher" tag should be used in the <head> of the site. This allows us to specify an official relationship to Google.

```
<link rel="publisher" href="https://plus.google.com/114405821850637059073/" />
```

Action Items
• Create a Google+ brand page for Cal Performances.
• Add the publisher tag to the <head> of the site in order to establish the brand connection.

Technical

Indexing

Content

Semantic

Authority

Sitelinks Search Box Markup

Impact: ★★★☆☆   *Resource Cost:* ★★☆☆☆

Overview
Google recently announced support for an advanced site search feature known as a "Sitelinks Search Box." Marking up your site in the required way enables Google to return a site-specific search box under your site for branded searches. This box sends visitors to the search page on your site rather than another set of Google results.
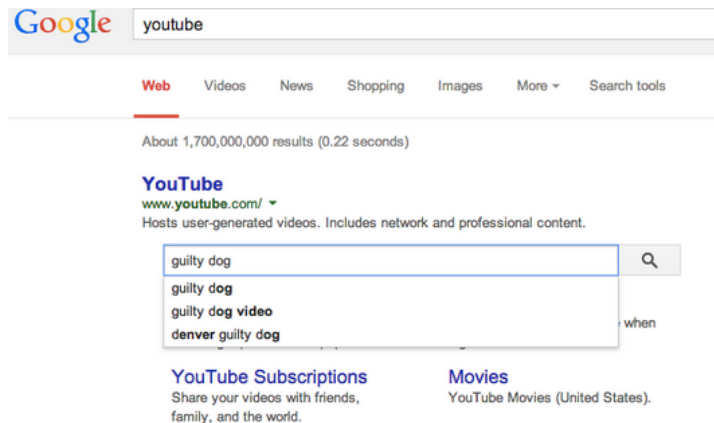
Analysis & Recommendations
The search box on the Cal Performances site only works when on the specific search page. This functionality needs to be fixed first. Once complete, adding the markup to the site's homepage (on the following slide) will allow Cal Performances to become eligible for this new feature.

Action Items
• Fix the internal search function.
• Add the markup on the following slide to the site's homepages.

Technical

Indexing

Content

Semantic

Authority

Sitelinks Search Box Markup

Impact: ★★★☆☆   *Resource Cost:* ★★☆☆☆

Example Markup

The following tag can be added to the site manually or the SwellPath team can add it via Google Tag Manager.

```
<script type="application/ld+json">
{
    "@context": "http://schema.org",
    "@type": "WebSite",
    "url": "http://calperformances.org/",
    "potentialAction": {
      "@type": "SearchAction",
      "target": "http://calperformances.org/search/?q={search_term_string}",
      "query-input": "required name=search_term_string"
    }
}
</script>
```

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Event Markup

Impact: ★★★★★ *Resource Cost:* ★★☆☆☆

Overview
Now, more than ever, there is a big opportunity to attract additional attention in the organic search results through earning event rich snippets. In an effort to present more comprehensive information in search results, Google scours the web for data that will allow them to generate event rich snippets, surfacing the date and location of events. When searchers are looking for events, seminars, training, etc., this can lead to increased click-through rates and increased inbound traffic.

MozCon July 14-16, 2014, an Inbound Marketing Conference in ...
moz.com/**mozcon** ▾ Moz ▾
Jul 14 - Jul 16 - Seattle, WA
Expand your knowledge with three days of forward-thinking sessions and networking with the brightest minds in the industry.

Analysis & Recommendations
Cal Performances currently lists events (webinars) on the site, though these do not use semantic event markup. By adding semantic markup into the template for upcoming events, Cal Performances will become eligible to display event rich snippets in search results.

Action Items
• Add the markup in green on the following page to the site's event pages.

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Event Markup

Impact: ★★★★★   **Resource Cost:** ★★☆☆☆

Example Markup
Add the markup in green to the site's event pages.

```html
<div itemscope itemtype="http://schema.org/Event">
     <h1 itemprop="name" >Jorge Federico</h1>
     <h2 itemprop="superEvent" >Koret Recital Series</h2>
     <span>November 2, 2014<meta itemprop="startDate" content="2014-11-02T15:00" /></span>
     <h3>Overview</h3>
     <p itemprop="description" >"The sweep and freshness of his readings made his
performance impossible to resist," proclaimed the New York Times of Osorio's Lincoln
Center recital. He blends this refined interpretive skill with his sterling technique for
Mussorgsky's beloved and opulent suite Pictures at an Exhibition. For Schubert's gripping
final piano sonata, Osorio applies a poet's sensibility, revealing new qualities in the
familiar work.</p>
     <div>
          Venue: <span itemprop="location" itemscope itemtype="http://schema.org/
Place"><span itemprop="name" >Hertz Hall</span></span>
          Price: <span itemprop="offers" itemscope itemtype="http://schema.org/
AggregateOffer">Tickets start at <span itemprop="lowPrice" >$35</span></span>
     </div>

</div>
```

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FASS Buttons

Impact: ★★★★☆   *Resource Cost:* ★★☆☆☆

Overview
As social signals become increasingly more important in search engine algorithms, having people share a website via the major networks can provide as much, or more, value than traditional backlinks. Social sharing buttons for Facebook, Twitter, and Google+ should be present on all pages with rich, shareable content.

Analysis & Recommendations
The current website uses ideal fast action social sharing functionality; however, once the Google+ brand page is created, this should be added into the social sharing options. In addition, Fast Action Social Sharing (FASS) buttons should be integrated into the website so that each individual page can be recommended on Facebook, Twitter, Google+, and LinkedIn. Two viable plugin options for adding FASS buttons are AddThis and ShareThis.

Current implementation

Required Implementation

Action Items
• Add FASS buttons site-wide and incorporate Google+ as well as LinkedIn. Two viable plugin options for adding FASS buttons are AddThis and ShareThis.

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Social Metadata

Impact: ★★★★☆

Resource Cost: ★★★☆☆

Overview
Adding social metadata to the site allows for optimized and enhanced display when users share website pages on social networks. OpenGraph metadata allows for streamlined shares on Facebook and Google+. Twitter Card markup allows the site to generate an enhanced snippet in the Twitter stream. Finally, Pinterest can utilize OpenGraph metadata to generate Rich Pins.

Analysis & Recommendations
While the site has a successful Twitter account, it does not yet have the required social metadata to be eligible for Twitter Cards.

Action Items
• Add social metadata to the site using the below markup as a template.

```
<meta property="og:title" content="Richard Goode, The Last Three Piano Sonatas" />
<meta property="og:description" content="Goode brings a singular nobility and grace to Schubert's final three sonatas." />
<meta property="og:type" content="article" />
<meta property="og:url" content="http://calperformances.org/performances/2014-15/recital/richard-goode.php" />
<meta property="og:image" content="http://calperformances.org/images/richard-goode.png" />
<meta property="og:site_name" content="Cal Performances" />
<meta name="twitter:card" content="summary" />
<meta name="twitter:site" content="@calperformances" />
<meta name="twitter:creator" content="@calperformances" />
```

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301 Redirection

Impact: ★★★★★   **Resource Cost:** ★★☆☆☆

Overview
A 301 redirect tells a browser or search engine that the referenced page has permanently moved to a new location. In addition to making sure users don't see a broken page when they click an old link or bookmark, search engines will also pass SEO rank that the old page accumulated to the new page. If the page code and content have not changed, the page will likely keep the same ranking as the old page. If the page has changed, the search engine will take past relevancy/ranking into account when re-ranking the page.

Analysis & Recommendations
Whenever pages change or are removed from the Cal Performances site, care must be taken not to lose SEO authority and valuable inbound links. We can avoid this by implementing select 301 redirects from all key pages to appropriate replacements on the site.

Action Items
- For all future site changes, removed pages *must* be 301 redirected appropriately and in a timely manner in order to preserve the site's SEO authority and ability to rank.
- Any event/performance page that is removed following the close of the season should be 301 redirected to the main page for the new, upcoming season.
  - Ideally, Cal Performances will retain all old event pages on the site to preserve SEO equity. Each passed performance page should utilize a high-profile call to action to funnel visitors to the current season of performances.

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Prioritized Action Items

SwellPath has compiled a complete list of recommended action items for Cal Performances, in order of priority.

1. Navigation Optimization (Slide 6)
2. Robots.txt (Slide 15)
3. Duplicate Content Prevention (Slide 11)
4. Titles & Metadata (Slide 19)
5. Page Headings (Slide 18)
6. Page Content (Slide 16)
7. Website URLs (Slide 5)
8. XML Sitemap (Slide 14)
9. Organization Markup (Slide 23)
10. Google Brand Verification (Slide 24)
11. Event Markup (Slide 27)
12. Sitelinks Search Box (Slide 25)
13. Footer Optimization (Slide 7)
14. FASS Buttons (Slide 29)
15. Breadcrumb Navigation (Slide 21)
16. Social Metadata (Slide 30)
17. 404 Error Page (Slide 12)
18. 301 Redirection (Slide 31)
19. Responsive Web Design (Slide 10)