

Write about 155 or less characters for Meta

UT Arlington's public relations organization, PRSSA, seeks to develop current knowledge of communication and business majors, from diverse backgrounds, that translate to areas of professionalism, networking, and communication. PRSSA UTA encourages members to form relationships with other members in order to build lifelong connections. Find out more about our club and many events at <https://www.prssauta.com>

Tips for SEO Design

Images

30 to 100 KB

72 DPI resolution

JavaScript

Too much JS will cause crawling issues in Google searches.

Social Media

Social media helps increase the ranking level of the website.

Layout

Design should be simple, non confusing and not overwhelming. Design must be user friendly.

All information should be next to or behind an image, in order to create a more visually appealing site. But too many images can slow the load time of the website. Site should cater to target audience only (Communication and Business majors at UTA). Design mobile first.

Title

The title on the current site doesn't display what page user is currently on.

Google search results Example:

Search-craft beer

Explore Our **Craft Beer**-GUINNESS official Site

Ad: www.guinness.com

Keywords that displayed when I searched public relations:

Public relations jobs

Public relations definition

Public relations specialist

Public relations careers

Public relations major

Four Main Steps for SEO:

1. Technical SEO consists of proper coding using Google's standards, XML site maps, robots.txt, speed optimizations.

2. On page SEO happens when using relevant content, User Experience methods, the use of keywords, the site's overall structure, this includes the arrangement of the content.
3. The use of social media. Google ranking is higher with the use of social media.
4. What is referred to as Off site SEO is backlinks (another website links to our website), CTA and links (#1 ranking factor in Google). Example: link professional PRSSA webpage to UTA website.