

DMaC SEO Content Guidelines

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Search engine optimization (SEO) refers to the way that web pages can be optimized to show up in web searches. SEO is influenced by many factors, including keywords, backlinks, webpage structure, loading speed, and more. This document won't comprehensively cover all SEO principles relevant to the BYU College of Humanities web presence—rather, it will overview specific SEO considerations for content writers.

The document has two sections:

1. Principles for writing SEO content
2. Implementing SEO features on Brightspot's platform

SEO Content Writing Good Practices

Keywords

Keywords are the most important feature of optimizing written content for search engines. Keywords are words and short phrases which define what articles are about. They tend to correspond with common search queries, which is why keywords are important for SEO.

Your article should have one **primary keyword**—which you target above all else—and 3–5 related **semantic keywords** that you also use throughout the article. For example, if your primary keyword is “Spanish language program,” your semantic keywords could be “Spanish degree,” “university Spanish program,” “BYU Spanish program,” and “language degree.”

When you write an article, the best way to implement keywords is by identifying them beforehand and integrating them naturally throughout the article.

To identify keywords, look first at the subject matter of the article to identify prevalent themes, ideas, figures, and organizations, and then use sites like [Google Keyword Planner](#), [Semrush](#), and [Ubersuggest](#) to find relevant keywords that people are searching for. (We do not tend to target high-volume keywords, so don't worry if your keyword doesn't get lots of traffic. Aim for keywords that are searched 10–1000 times a month.)

Some examples of keywords we might use:

- [Humanities Student Jobs](#) (in an article promoting the advisement and careers center)
- [Languages taught at BYU](#) (in an article about the Center for Language Studies)
- [Jay Hopler's poetry](#) (in an article about a reading at the English Reading Series)

Where to Use Keywords

Use keywords where it is possible and reasonable. It may not be possible in every case, but aim to include keywords in all of these places.

- SEO title
- Article title (may not be possible)

- Leads/teasers
- Headings
- Body text (aim for 1 usage of the keyword per 100 words)
- Image alt text
- URL slugs
- Meta tags

SEO Titles

SEO titles are different from titles that you draft for your article. The **SEO title** is the title that shows up on the search engine result page, whereas the article title just shows up when you open the article webpage.

Your article title should be eye-catching and intriguing (see our [article writing guide](#) for more on that), but your SEO title can be more straightforward, longer, and **should** contain the primary keyword.

Here are some examples of article titles and their corresponding SEO titles:

Example 1

- Article title: Kiribati 330 Students Meet the President
- SEO title: BYU Kiribati Language Class the First in a US University

Example 2

- Article title: Empathy and Foreign Language Learning
- SEO title: Empathy and Foreign Language Learning—Necessary for GE Curriculum

Example 3

- Article Title: A Swell of Voices: Contemporary Black Feminism
- SEO Title: Contemporary Black Feminism at BYU's Global Women Studies Colloquium

Writing Style and Readability

Using keywords frequently in your document is important, but search engines can tell when you are using them too much or using them unnaturally (also referred to as “keyword stuffing”). Incorporate them in natural-sounding language wherever possible—remember that you are writing for humans, not computers.

In fact, making your article easily readable and navigable will also make it more SEO friendly. Here are some more tips:

- Incorporate headings and subheadings in your article, especially if it is long.
- Break up long paragraphs wherever possible; aim for paragraphs no longer than 5 lines.
- Use images, numbered and bulleted lists, and bold text to make your article easily navigable.
- Link to other relevant articles, campus organizations' sites, and personal pages of people involved in your article.

Images

Include [alt text](#) for all the images you use in your article. Use the keyword in the alt text if possible, but prioritize making the alt text functional. See the [article writing guide](#) for information on sourcing images and more information on writing good alt text.

Using Brightspot's SEO Tools

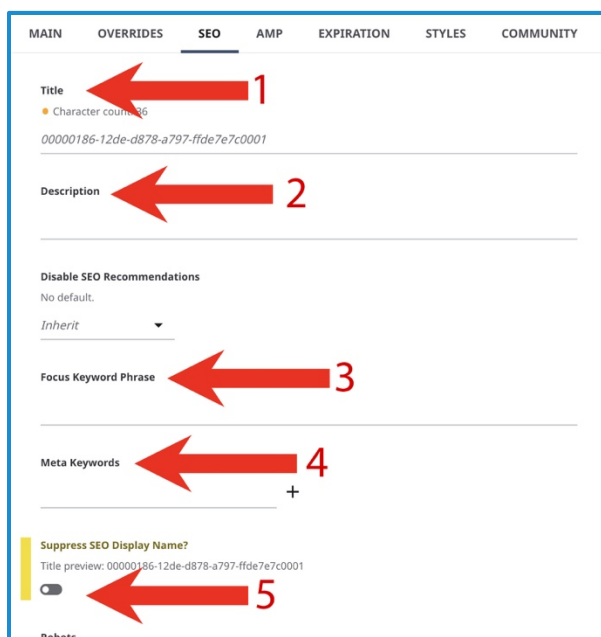
Create a Draft

Once you have an article written, create a draft of your article on Brightspot, our content management system. Refer to [this video training](#) for an overview on how to upload an article, **but please note that the video does NOT include SEO features in brightspot.** The following steps for using Brightspot SEO features are meant to supplement the existing video training.

Insert Your SEO Title, Description, Primary Keywords, and Meta Keywords

Once you have created a draft, Click "SEO" in the navigation bar of the workspace. Then do the following:

1. Input your SEO title in the "Title" field.
2. Input your article teaser in the "Description" field.
3. Input your primary keyword in the "Focus Keyword Phrase" field.
4. Add your related semantic keywords in the "Meta Keywords" fields.
5. Make sure that "Suppress SEO Display Name?" is toggled to "off."



The screenshot shows the 'SEO' tab in the Brightspot workspace. It contains several input fields and a toggle switch, each indicated by a red arrow and a number:

- 1** points to the **Title** field, which includes a character count of 46 and a preview of the title.
- 2** points to the **Description** field.
- 3** points to the **Focus Keyword Phrase** field.
- 4** points to the **Meta Keywords** field, which has a plus sign to add more keywords.
- 5** points to the **Suppress SEO Display Name?** toggle switch, which is currently turned off.

Add Alt Text to Your Images

You have to open the image editor to add alt text.

1. Above the main text workspace, click the image icon .



2. Click the image search field to open the “**Select Image**” window.
3. Click “**New Image**” in the bottom left corner to open the image editor.
4. Upload an image from your computer using the “**Choose**” button.
5. In the image editor page that opens, add [alt text](#) in the appropriate field. If you add a descriptive caption, you do not need to add alt text.

Alter the URL Slug

The slug appears as the last part of the URL and identifies the article. Here’s how to change it:

1. Go to the “**Main**” tab for the article draft you are working on.
2. Delete the auto-generated slug in the “**Slug**” field and add your own. **It must include your primary keyword**; it may simply be your primary keyword.
3. Make the slug all lowercase, and separate the words with hyphens (NOT underscores).

Examples of slugs:

- difference-between-faith-and-belief
- kimberly-johnson-english-reading-series
- pre-socratic-philosophy-daniel-graham

Conclusion

SEO is important, but you should always keep in mind that we write for our readers, not for search engines. Prioritize writing thoughtful and informative articles over articles that will drive traffic to our site. If you have additional questions about SEO, refer to the [BYU Brightspot Training](#) or the [Brightspot SEO documentation](#).