SEO Guidelines

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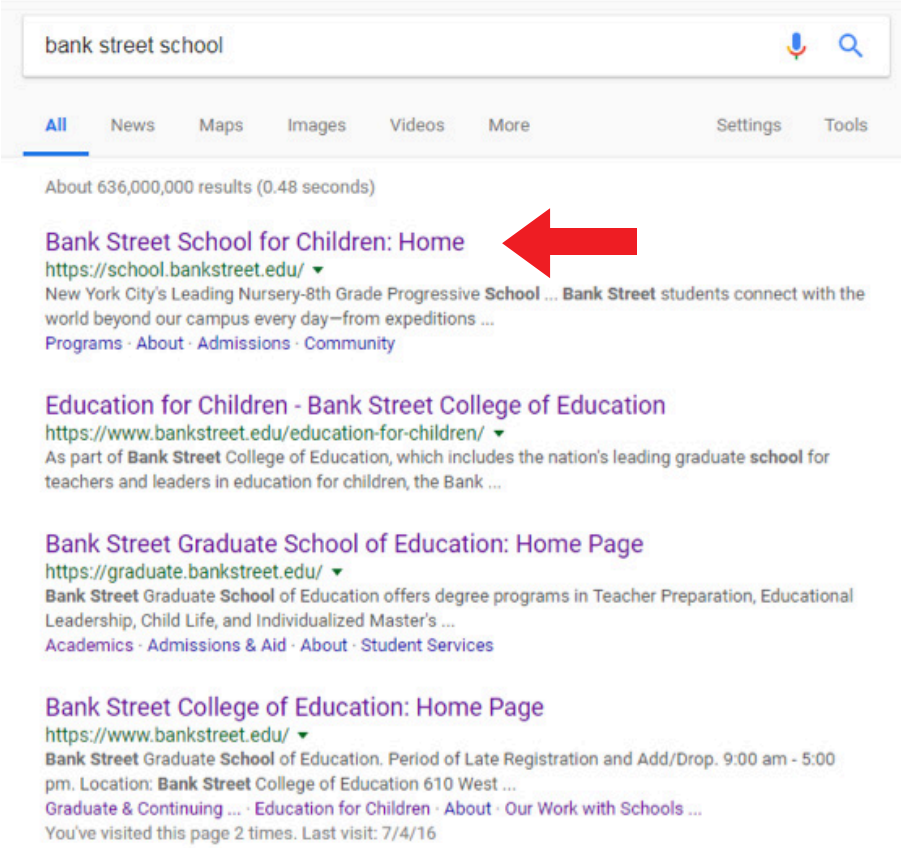
Bank Street
College of Education

Search Engine Optimization (SEO) helps search engines such as Google or Bing understand what your page is about so it can pull it up during a user search. The tips below outline a simple process on how to set your page up to best support SEO so users can quickly find your page during a web search.

Meta Descriptions

The term "meta description" is the technical term for copy that (1) helps search engines understand what the page is about and (2) shows up on the search engine results page:



Including meta descriptions on the back end of a page in WordPress can also attract click through rates (CTR), which is linked to SEO and search rankings.

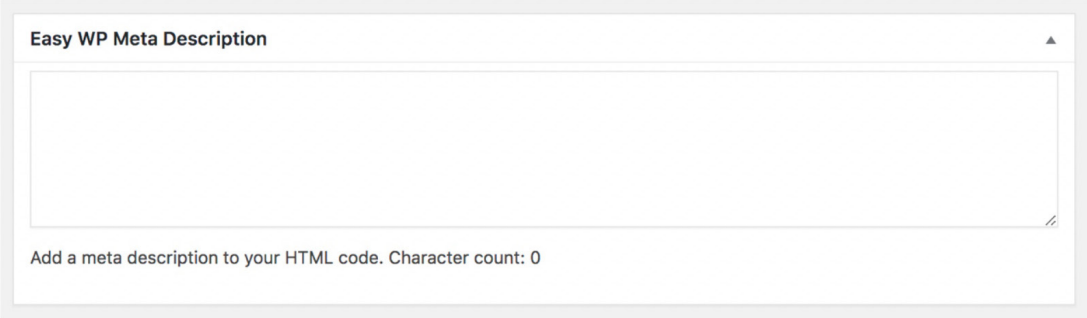
(Keep in mind that Google will sometimes replace your meta description with other content it finds on the page that it feels is more useful for users. This occurs when descriptions are too long, if they don't describe the page effectively, and if there is an unnatural use of key words.)

Best Practices for Meta Descriptions:

- Aim for 160 characters maximum
- Write for human users, not for search engines
- Accurately describe the content on the page
- Try to work in keywords organically, but avoid key word "stuffing"
- Make sure every page has a unique meta description

How to Insert a Meta Description

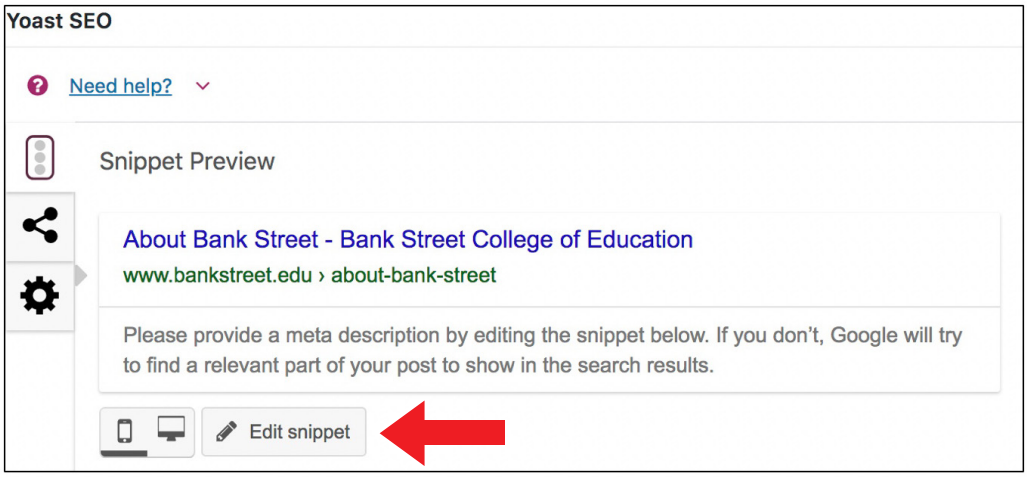
On the backend of your page in WordPress, scroll down the page to the section called “Easy WP Meta Description.”



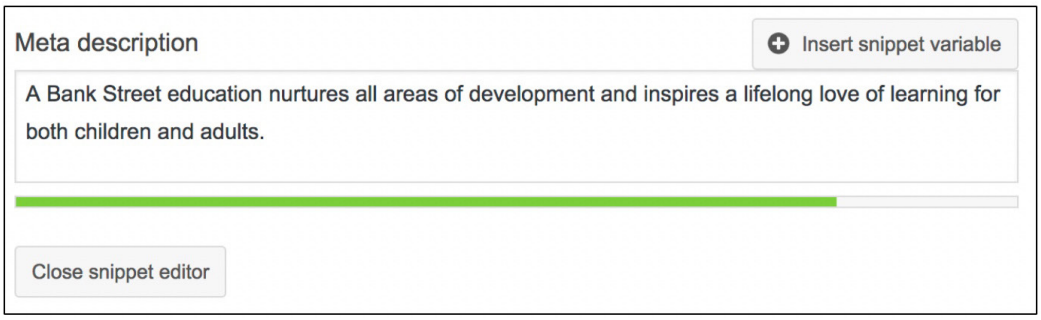
Add your meta description. Then, “Update” your page to save the changes.

Important Note:

The “Easy WP Meta Description” plugin does not test the readability of your meta description. To test the quality of your description, scroll down to the “Yoast SEO” plugin. Click “Edit Snippet.”



An orange bar will appear. The bar will change to green when Yoast feels the meta description is accurate. If the bar does not turn green, continue to rework your description until it does.



Once the meta description is complete, copy and paste it into the “Easy WP Meta Description” plugin.

Deleting Webpages

Deleting published webpages should be the responsibility of website liaisons. When deleting a webpage, Wordpress will give you two options:

- Redirect it to another URL
- Make it serve a 410 Content Deleted header

You should choose to “Redirect to another URL” if there is another published webpage that provides similar information to the content on the webpage that you are deleting. If not, choose to “Make it serve as a 410 Content Deleted header,” which will let Google know that the page was intentionally deleted and should be removed from its index.

One of these two options should always be chosen to avoid hurting Bank Street’s SEO.