



# Spoons Across America

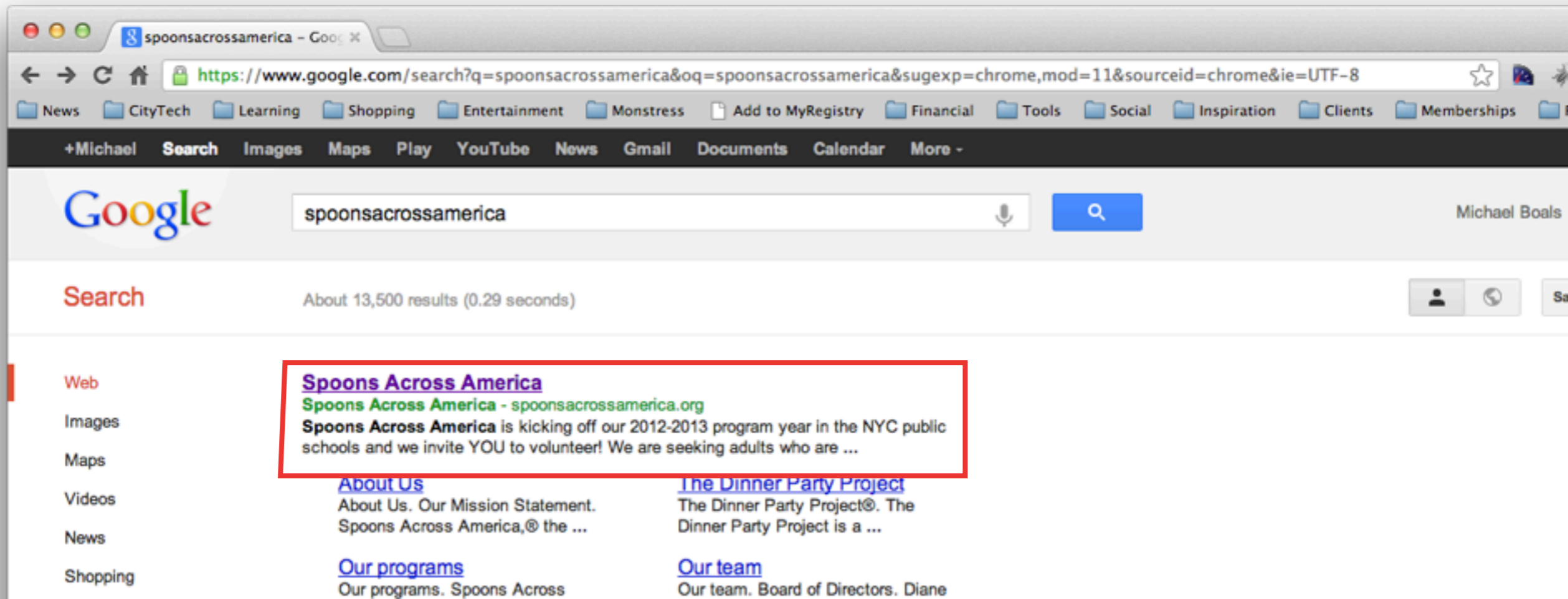
Search Engine Optimization Report  
by Libby Clarke

# Overall

- The site is basically a good one, although it could be more dynamic
- There are a lot of small things you can change in the backend (for free!)
- There are some more invasive measures you could take (not so free, but worth discussing)

# Meta Tags: Description

- You need a definitive meta description tag so that it appears as the blurb below your site link in the search results



The screenshot shows a Google search result for "spoonsacrossamerica". The search bar contains the text "spoonsacrossamerica" and the search button is visible. The search results show "About 13,500 results (0.29 seconds)". The first result is "Spoons Across America" with a green URL "spoonsacrossamerica.org". The meta description for this result is highlighted in a red box: "Spoons Across America is kicking off our 2012-2013 program year in the NYC public schools and we invite YOU to volunteer! We are seeking adults who are ...". Below the main result are several links: "About Us", "Our programs", "The Dinner Party Project", and "Our team".

spoonsacrossamerica - Google X

https://www.google.com/search?q=spoonsacrossamerica&oq=spoonsacrossamerica&sugexp=chrome,mod=11&sourceid=chrome&ie=UTF-8

News CityTech Learning Shopping Entertainment Monstress Add to MyRegistry Financial Tools Social Inspiration Clients Memberships

+Michael Search Images Maps Play YouTube News Gmail Documents Calendar More -

Google spoonsacrossamerica Michael Boals

Search About 13,500 results (0.29 seconds)

Web

Images

Maps

Videos

News

Shopping

**Spoons Across America**  
Spoons Across America - spoonsacrossamerica.org  
Spoons Across America is kicking off our 2012-2013 program year in the NYC public schools and we invite YOU to volunteer! We are seeking adults who are ...

[About Us](#)  
About Us. Our Mission Statement. Spoons Across America,® the ...

[Our programs](#)  
Our programs. Spoons Across

[The Dinner Party Project](#)  
The Dinner Party Project®. The Dinner Party Project is a ...

[Our team](#)  
Our team. Board of Directors. Diane

# Meta Tags: Keywords

- This is not as important for SEO as it used to be, but it is a very important exercise for the editors of the site
- Come up with 10 to 20 really strong keywords for each page. These need not be the same from page to page as the subject matter necessarily changes

# Some Suggested Keywords

# Install Google Analytics and Webmaster Tools

- They are free, comprehensive, and will give you a much clearer picture of your audience and its habits

# Some Useful Wordpress Plugins

# Create and Submit an XML Sitemap

- This will help the search engine robots go through and find all pages of your site
- It also shows the last date on which the pages were updated, once again helping the robots prioritize what they go over.



# Keywords at Work

- Name all images and other media files with relevant, keyword-laden names
- Use keywords in titles, headers, and alt tags
- Write all hyperlinks so they contain keywords and keyword phrases
- Title all hyperlinks with keywords as well

# Use plenty of internal linking

- Make your site a tool for the user to find your content: link internally as much as is useful.

# Create an HTML Sitemap and Link All Major Pages to It

- This is mainly for the user, but it does help with SEO somewhat

# The Audience

- It is unclear to whom you are speaking
- Who are your target audiences?
- The site could be structured to drive certain people to certain pages much better

# Search Engine Marketing

- Link Building
- PPC Campaign (AdWords)
- Email Marketing

# Ad Campaign

- Text ads (AdWords)
- Image Ads
- Rich Media
- Landing pages

# The Design

- The theme is pretty and organized well, but rather staid
- The text on the carousel is too small to be effective

# The Image Slider

- It slows down the loading of your site considerably, at least when I tested it
- There are other models out there to choose from, depending on your comfort level with coding



# Inspiring Sites

# Some Possible Design Changes

# Conclusion