Workgroup Coordination

November 29, 2018

Item #5c

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Update Overview

- Last meeting on Friday November 9th
- Subcommittee Meeting's Focus
 - Improving Portal Searchability
 - Improvement's to the MyWaterQuality Homepage
 - Preparation for Agenda Item 6 (today)

Search Engine Optimization

- Developed SEO guidance document
- CCHAB Portal as a test-case, will track portal use with Google Analytics
- Next Steps
 - Develop mockups for portal updates
 - CCHAB review and approval (Feb 2019)
 - Implement improvements and track with Google Analytics (Spring 2019)
 - Share findings with Monitoring Council (May 2019)



At the Monitoring Council meeting on August 18, 2017 (see Hem5), a presentation was provided indicating that web-traffic has recently declined for the entire My Water Quality website. One possible reason for the lack of web-traffic could be the portal's ranking in web searches. The following recommendations were modified from online resources, providing guidance on ways to improve search engine optimization (SEO):

Create descriptive page titles

It is important that all portal pages have unique and descriptive page titles. Make sure that titles are not duplicated across multiple pages, as this can lower the SEO score. Make sure to use descriptions that accurately represent the content, but be sure to keep it should be accurately represent the content, but be sure to keep it should be accurately represent the content, but be sure to keep it should be accurately represent the content, but be sure to keep it should be accurately represent the content, but be sure to keep it should be accurately represent the content.

Keep your web pages short

It's more important for you to have multiple pages on your website that contain smaller chunks of information. This way, each page can be tailored to specific keywords and topics, which can help improve portal searchability. Search engine crawlers will rank all pages separately, not the portal as a whole.

Change your content regularly

Search engines visit websites on a regular basis to rank them. However, if the content on a website doesn't change when a search engine revisits the site, they're not going to come back as often. By changing your content regularly, you're ensuring that the search engines continue to come back to your site on a regular basis, which will help improve your overall searchability.

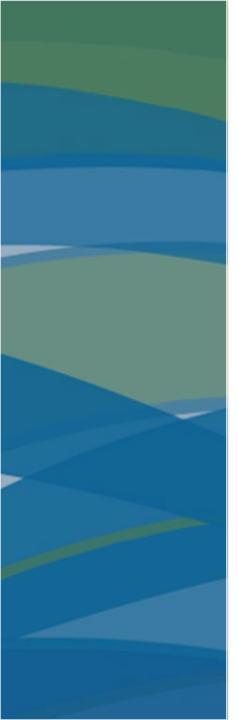
Create detailed links

Search engines crawl links, but they don't just look at where the link leads, they also look at the content inside the link. Too many websites make the mistake in using vague links, such as "click here" or "read more", and while these tell your audience what they should do, it doesn't add value to your searchability. Instead, be more descriptive with your links, such as "Click here for more information about SEO" or whatever description is necessary for your link. This will not only help your audience learn exactly what they'll receive by clicking the link, but will also boost your searchability.

Add and receive links

Links are important to your searchability. For example, adding links to websites that provide relevant information to your audience can help boost your searchability, and earning links to your site from other relevant pages is also extremely beneficial. This is yefty it's important to add links to your website from other online sources, such as your blog, individual employee pages, or anything else that can help boost your traffic.

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MyWaterQuality Home

 Goal: discussed challenges encountered with current structure, and options to address those challenges.

Next Steps

- Small group will meet to brainstorm options and develop mockups to share with subcommittee (January/February 2019)
- Subcommittee will refine mockups to share with Council (March 7)
- Subcommittee will work with SWRCB DIT to implement changes (Summer 2019)