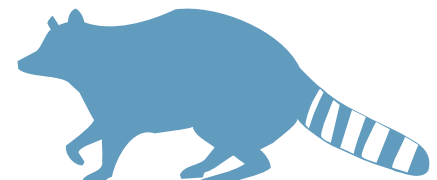




Animal Welfare.  
Worldwide.

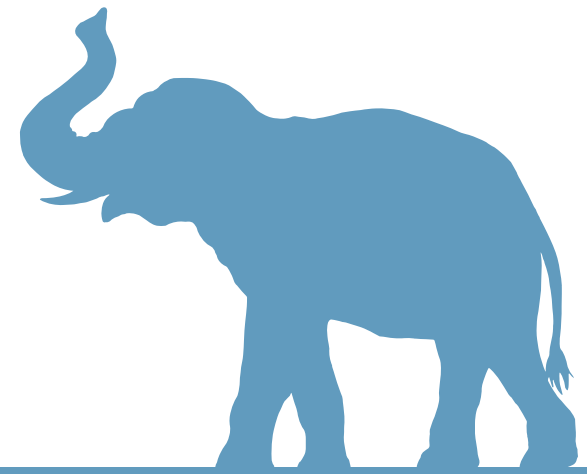
## FP Websites | Handbook

SEO Search Engine Optimisation  
+ Campaign Pages



# INDEX

<a href="#"><u>SEO Page Structure and Background</u></a>	96-98
<a href="#"><u>SEO Content and Keywords</u></a>	99-103
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<a href="#"><u>Duplicate Content</u></a>	107-108
<a href="#"><u>Campaign Pages</u></a>	109-119



# SEO: PAGE STRUCTURE

## SEO = Search Engine Optimisation

### 1.1. Basic structure

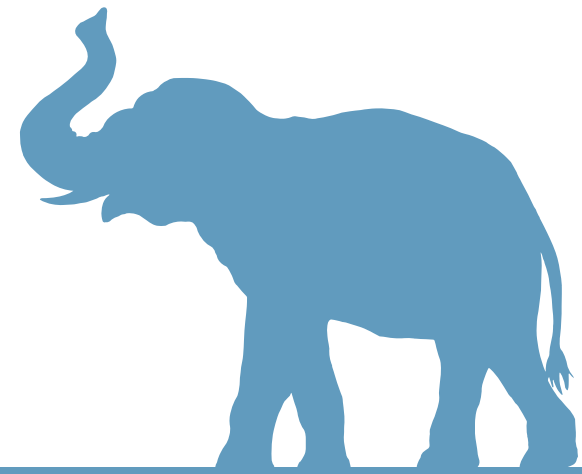
Build each page using the following elements:

- Headline (H1)
- Subline (H2)
- Body text divided into paragraphs
- Several subheadings (H2)
- CTA (petition, donations, sponsorships, newsletter), where appropriate
- Content breakers and pictures for more variety
- Related content

### 1.2. Headlines

Choose headlines carefully, keeping the following criteria in mind:

- Keep to one line, max. two.
- Use max. five to seven words.
- Use at least one to two SEO keywords, as early in the headline as possible.
- The main keyword should ideally be placed right at the beginning.
- Indicate the text's core message in the headline.
- Do not use abstract headlines or marketing headlines. (for example, catchy or creative names)



# SEO: PAGE STRUCTURE

## 1.3. Sublines

The subline should encourage the user to read further. Bear in mind that sublines on transit pages are automatically shown as the text in its teaser!

Keep to the following criteria:

- One to max. one-and-a-half lines in length.
- Use important keywords, ideally different ones to the headline.
- Think about how to address the user – the subline should underline the relevance of the topic, trigger interest or hint at added value. (Example)

→ Tips:

These elements prompt users to click:

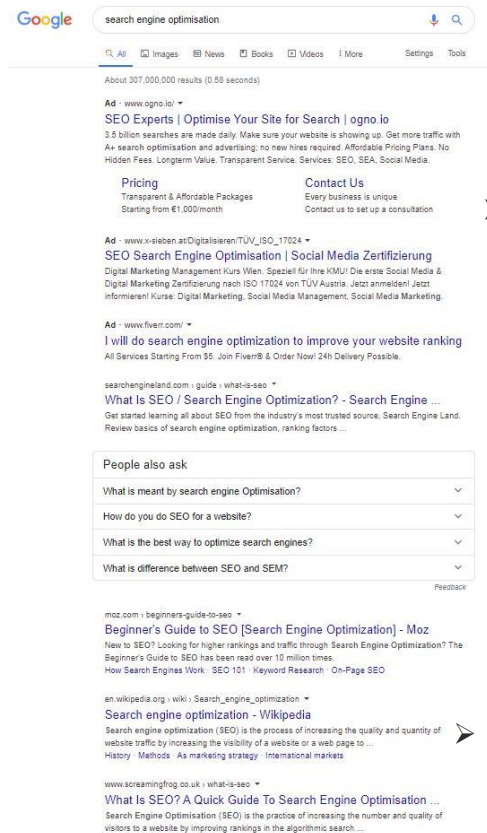
- Concrete numbers (example: '10 Incredible Facts About Chickens')
- Questions (example: 'What should you do if you find an animal?')
- Interrogative words (how & wh-words) (example: 'What FOUR PAWS is doing to uncover the shady trade in European tigers')
- Power words (examples: 'tricks', 'tips', 'now')
- Call to action (examples: 'Support us...', 'Find out about...')

## 1.4. Body text

- At least 300 words in length, preferably 800 to 1,400 words.
- Introduce the most important information in the first paragraph or first third of the text.
- The introduction should also be understandable to users without prior knowledge.
- Maintain a clear chronology.
- Insert anchor links where suitable.
- Divide your text into paragraphs. Avoid lengthy sections of text!
- Insert subheadings (in H2 style).
- Insert 2 to 3 internal text links on every page.
- Make your text more visually attractive by using images, bullet lists and other content breakers.
- Make sure your text finishes on a strong note!

# SEO: BACKGROUND

## 2.0 Background



Google search engine optimisation

About 307,000,000 results (0.58 seconds)

Ad - www.ogno.io -  
SEO Experts | Optimise Your Site for Search | ogno.io  
3.5 billion searches are made daily. Make sure your website is showing up. Get more traffic with A+ search optimisation and advertising; no new hires required. Affordable Pricing Plans. No Hidden Fees. Longterm Value. Transparent Service. Services: SEO, SEA, Social Media.

Pricing  
Transparent & Affordable Packages  
Starting from €1,000/month

Contact Us  
Every business is unique.  
Contact us to set up a consultation

Ad - www.x-sieben.at/Digitalisieren/TUV\_ISO\_17024 -  
SEO Search Engine Optimisation | Social Media Zertifizierung  
Digital Marketing Management Kurs Wien. Speziell für Ihre KMU! Die erste Social Media & Digital Marketing Zertifizierung nach ISO 17024 von TÜV Austria. Jetzt anmelden! Jetzt informieren! Kurse: Digital Marketing, Social Media Management, Social Media Marketing.

Ad - www.fiverr.com/ -  
I will do search engine optimization to improve your website ranking  
All Services Starting From \$5. Join Fiverr® & Order Now! 24h Delivery Possible.

searchengineand.com - guide - what-is-seo -  
What Is SEO / Search Engine Optimization? - Search Engine ...  
Get started learning all about SEO from the industry's most trusted source, Search Engine Land. Review basics of search engine optimization, ranking factors ...

People also ask

- What is meant by search engine Optimisation?
- How do you do SEO for a website?
- What is the best way to optimize search engines?
- What is difference between SEO and SEM?

Feedback

moz.com - beginners-guide-to-seo -  
Beginner's Guide to SEO [Search Engine Optimization] - Moz  
New to SEO? Looking for higher rankings and traffic through Search Engine Optimization? The Beginner's Guide to SEO has been read over 10 million times.  
How Search Engines Work - SEO 101 - Keyword Research - On-Page SEO

en.wikipedia.org - wiki - Search\_engine\_optimization -  
Search engine optimization - Wikipedia  
Search engine optimization (SEO) is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to ...  
History - Methods - As marketing strategy - International markets

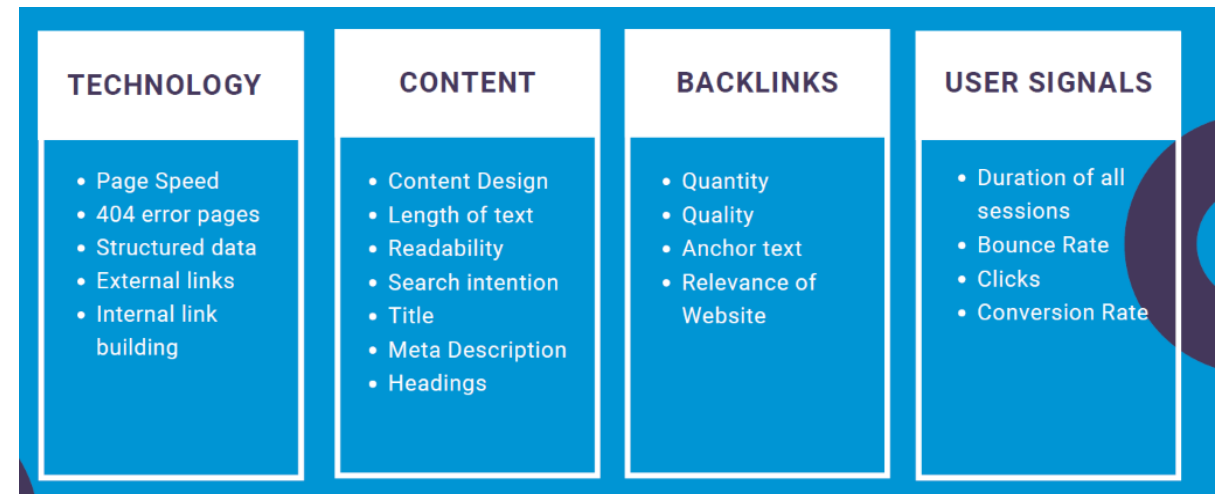
www.screamingfrog.co.uk - what-is-seo -  
What Is SEO? A Quick Guide To Search Engine Optimisation ...  
Search Engine Optimisation (SEO) is the practice of increasing the number and quality of visitors to a website by improving rankings in the algorithmic search ...

➤ SEA: paid search (Google Ads)

➤ Google my business: local search

➤ SEO: organic search

## What is SEO today?



# SEO: CONTENT AND KEYWORDS

## 2.1. Content is king

The most important SEO factor is **good content!**

### Good content is:

- substantiated
- unique (no duplicate content)
- user-friendly (images, videos)
- easily readable (simple, short sentences; few foreign words)
- has high added value (informative content, extras such as tips or downloads)
- inserted keywords seem natural
- clearly structured (divided into paragraphs, subheadings, bullet lists)

## 2.2. Researching keywords

Think of a **primary keyword** and several **secondary keywords** for each article.

This is how you can find keywords for your article:

- Brainstorm: which **search terms** could users you want to reach be using?
- Enter your topic into free **keyword tools** like
  - <https://app.kwfinder.com>
  - <https://neilpatel.com/de/ubersuggest>
  - <https://trends.google.com>

in order to generate keyword ideas and corresponding search volume.

- Search for your topic in Google and see what **autocompletions** are suggested – users often search using these word combinations.

→ **Remember:** When using keyword research tools, set the **country** and **language** in which you are searching for keywords.

# SEO: CONTENT AND KEYWORDS

## 2.3. Evaluating keywords

How to obtain **good keywords** for your article:

- Select **meaningful** keywords that really fit your topic.
- Select keywords with **high search volume**.
- In addition, try very **specific** keywords that still have **few competitors**.
- Also use **long-tail keywords**, made up of a string of words. (Example: 'How old do pigs get').

- **Note:** Sometimes, the devil is in the **detail!** Keep the following in mind:
- Do users tend to search for the keyword in the **singular or plural**?
  - Is the keyword written **together or apart**?
  - Are different words used in different countries? (Examples: biscuit/cookie, holiday/vacation, lorry/truck).
  - Do users more often search for the **specialist term** or the **everyday term**? Are there colloquial terms for specialist terminology?
  - Do users search with or without **stop words**? (Example: doctor in London / doctor London).
  - In what **order** are keywords searched? (Example: doctor London / London doctor).

→ **Tip:** Also use **relevant** and **proof terms**, i.e. words that are semantically closely related to your primary keyword and are often mentioned in connection with it.

### Examples:

Bear → brown, fur, hibernation

Vegan recipes → plant-based, without milk, without eggs

Jam → sugar, strawberries, preserve

# SEO: CONTENT AND KEYWORDS

## 2.4. Integrating keywords

Keywords should primarily be integrated here:

- H1 headline
- Title tag
- Title override
- Subline
- In the first paragraph of body text
- H2 subheadings
- Image title
- Image alt text
- Meta description

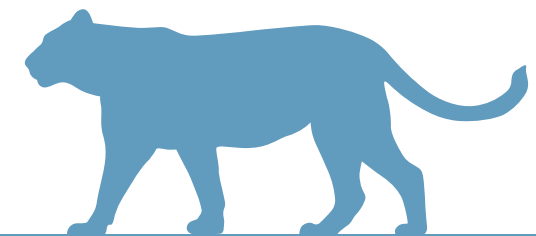
→ **Note:** 'how' is crucial, too!

- Integrate keywords naturally, meaning **semantically and grammatically correct**.
- **Avoid keyword stuffing:** don't string too many similar keywords together.
- The density of your main keyword in relation to the whole text should be **1-2 percent**.
- Keep **related keywords** in mind. (Example: use not only 'farm animals', but also 'cows', 'chickens', 'pigs').

## 2.5. Title override

Use the page title as **title tag**. Fill out the **title override** to make an attractive title show up in the Google search results.

- 50-60 characters including spaces.
- Use a primary keyword (as far up front as possible) and secondary keywords.
- Use individual and unique page titles.
- Calls to action or prompts to click motivate the user. (Examples: 'Find out more...', 'Download now...').

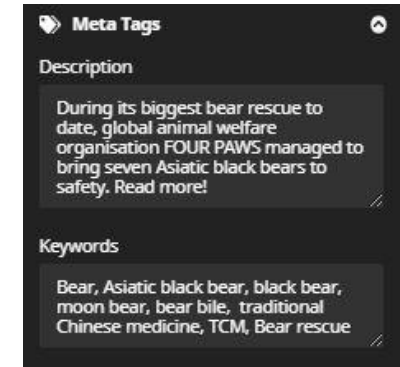
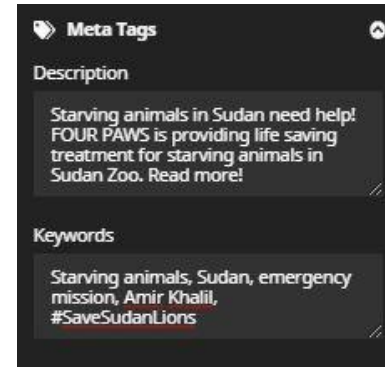




# SEO: CONTENT AND KEYWORDS

## 2.6 Meta description

- Between 120 and 150 characters including spaces.
- Insert the main keyword as far up front as possible.
- Use secondary keywords.
- Communicate the core topic.
- Add to/deepen the topic in comparison to the title override.
- Prompt the user to click.
- Bear the AIDA principle in mind (see below).



## The AIDA Principle

Write **your** meta description according to the **AIDA Principle**:

**Attention:** Draw the user's **attention**.

Interest: Arouse **interest** in engaging with your article.

**Desire:** Signal **added value** to the user.

Action: Urge for direct **action**. (Example: 'Read now!')

→ **Tip:** The YOAST SEO Plugin shows a **snippet preview** of how the title and meta description will appear in Google results. Use it for orientation.

# SEO: CONTENT AND KEYWORDS

	Thumbs-UP	Thumbs-DOWN
Article name	Vegan & vegetarian BBQs	It's time to grill again!
Primary keyword	Vegetarian BBQs (secondary keywords: vegan, grilled food)	No good keyword...
Meta description according to the AIDA Principle	"Vegan and vegetarian BBQs are tasty and offer a good deal of variety! FOUR PAWS has 10 ideas for grilled food you are going to love. Take a look here!"	"It's sizzling, it's hot, and it's delicious. As soon as the sun comes out and temperatures rise, the summer feeling gets us out into the garden to grill..."
Remarks	<ul style="list-style-type: none"> <li>The most important keyword is included and is right at the start of the description.</li> <li>Secondary keywords are included.</li> <li>Attention, Interest, Desire, Action: the main keyword at the beginning draws attention, the prospective added value (taste and variety) arouses interest, the promise of benefit ("you are going to love") triggers desire, the call to action ("Take a look!") invites action.</li> <li>In addition, the article's content is concise and names the sender → the user knows what he/she is getting.</li> </ul>	<ul style="list-style-type: none"> <li>Important keywords are completely missing.</li> <li>The opening might attract attention, but it soon fades.</li> <li>The user has no idea what the article is about.</li> <li>The user doesn't know what to do.</li> <li>The user doesn't know why he/she should click on the article.</li> </ul>

# SEO: YOAST SEO PLUGIN FOR NEOS

## 3.1. What is YOAST?

**YOAST is an SEO signal system** that suggests how you can optimise your article for Google. The YOAST grading system comprises:

1. **Focus key phrases** (general SEO)
2. **Readability analysis**

YOAST gives the following **scores**:

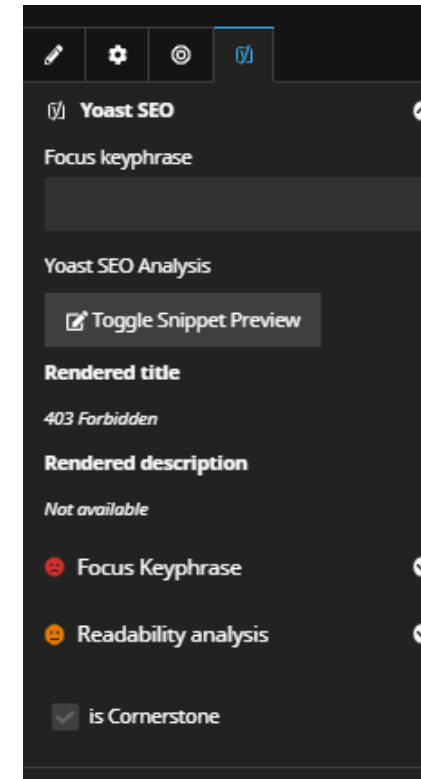
**red** = poor, please optimise

**orange** = mediocre

**green** = very good

**grey** = suggestion for improvement without evaluation

→ **Note:** YOAST is a **strongly standardised** optimisation aid. You don't have to slavishly stick to it. In some cases, it may even make sense to ignore certain YOAST suggestions.



# SEO:

## YOAST SEO PLUGIN FOR NEOS

### 3.2. YOAST check list

How to optimise the YOAST bullets: <https://yoast.com/wordpress/plugins/seo/>

#### Focus keyphrase

- **Keyphrase length:** enter a focus keyphrase (= main keyword). This can be a **single keyword** (example: 'clicker') or a **long-tail keyword** (example: 'clicker training for pets').
- **Keyphrase in introduction:** make sure that the focus keyphrase appears in a semantically correct form in the **first paragraph**. Correct word order is important.
- **Keyphrase density:** make sure that your focus keyphrase appears in the right **density**. If YOAST finds fault with the density, you should insert the focus keyphrase more often, or reduce it.
- **Single title:** ignore this point, it has technical causes.
- **Meta description length:** make sure that the meta description comprises between 120 and 150 characters including spaces.
- **SEO title width:** make sure that the title is not too long. Between 50 and 60 characters including spaces is ideal.
- **Image alt attributes:** make sure that the **image alt text** is entered in the Property inspector and includes the focus key phrase.
- **Text length:** keep to a suitable **text length** of at least 300 words.
- **Keyphrase in title:** enter the focus keyphrase in the **title tag**, as far up front as possible.
- **Keyphrase in meta description:** enter your focus keyphrase in the meta description, as far up front as possible.
- **Keyphrase in subheading:** enter your focus keyphrase in at least two subheadings as far up on the page as possible. If YOAST continues to give a poor score, ignore it – at present YOAST is unable to properly read the page layout.
- **Outbound links:** YOAST favours trusted links on external pages, however this contradicts the FOUR PAWS guideline. Ignore these bullets.
- **Internal links:** remember to place **internal links** in the text. Use **informative link texts** and link using the linking button's search function.

# SEO: DUPLICATE CONTENT

**Duplicate content** = same texts **published multiple times** on the Internet.

**Unique content** = unique texts published on the Internet **only once**.

→ **Remember:** Google loves unique content and doesn't like duplicate content!

## 4.1. Avoiding duplicate content

**This is how you can avoid duplicate content:**

- **Do not copy texts 1:1** that have already been published on other pages.
- This applies not only to long text sections, but also to **single paragraphs, sentences, clauses and phrases**.
- If you would like to use a full text or part of a text published on another page, **reword it**.
- Sometimes, duplicate content can't be avoided, for example in frequently used figures of speech. That's alright, as long as copying doesn't become rampant.

## 4.2. Duplicate content check

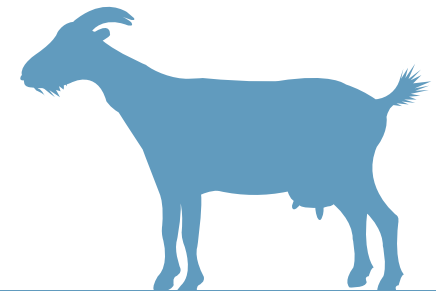
**This is how you can check whether your content is unique or has already been used on other pages:**

- Go to the page [www.copyscape.com](http://www.copyscape.com).
- Copy **your page's URL** into the search box.
- Click on the **magnifying glass icon** to start the search.
- Copyscape shows you **duplicates**, if there are any.

**Check** the displayed pages with duplicate content.

→ Are these **country variations**? No problem for Google!

→ Are these texts that have been used **numerous times on a country page** or on other external pages? Then reword the texts as thoroughly as possible.



# SEO: YOAST SEO PLUGIN FOR NEOS

- **Transition words:** make sure that there are sufficient **conjunctions** ('because', 'if', 'during') in the text. For more examples, follow the link on YOAST.
- **Passive voice:** make sure to use **active** wording in your sentences. YOAST gives low scores when over 10 percent of sentences are written in the passive voice.
- **Flesch reading ease:** your text should be easily readable. This is indicated by the **Flesch index**. A text with a lot of specialist terminology may get a bad rating according to the Flesch index – this can be ignored.
- **Subheading distribution:** make sure to use enough **subheadings** in your text.
- **Paragraph length:** keep your **paragraphs** to the point. If in doubt, shorten them.
- **Sentence length:** your **sentences** should be concise, too. Shorten your sentences by turning subordinate clauses into main clauses and avoiding convoluted sentences.
- **Consecutive sentences:** begin sentences differently. Don't begin consecutive sentences with the same word.

→ **Note:** If you are not sure what a YOAST suggestion means, click on the **corresponding link**. It will lead you to a YOAST page that will give you a brief and concise introduction to the topic.

# SEO: DUPLICATE CONTENT

## 4.3. Rewording texts

Reword a text so that the word order and terms resemble each other as little as possible, while retaining the **content**.

This is how you can reword a text:

- Alter the **syntax** (arrangement of words and phrases).
- Form **short sentences** by turning subordinate clauses into independent main clauses.
- Use **synonyms**. To find suitable synonyms use, for example, [www.thesaurus.com](http://www.thesaurus.com).
- Delete** individual, unnecessary words.
- Reword a text "to avoid repetition while still retaining the meaning of the content**. Turn **verbs** into nouns.
- Turn **nouns** into verbs.

### → Tips:

- It is usually easier to reword a text **paragraph by paragraph**, rather than sentence by sentence. This way it is easier to reproduce the paragraph's core message in your own words.
- For inspiration, you can use **paraphrasing tools** like:
  - <https://paraphrasing-tool.com>
  - <https://smallseotools.com/article-rewriter>

But don't rely fully on them, you must 'fine polish' the text yourself!

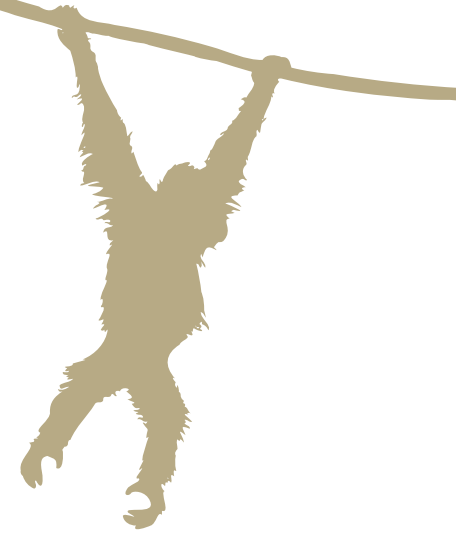
### Example

**Original:** "In the illegal puppy trade, animals are produced cheaply under cruel conditions to make business as profitable as possible."

**Reworded:** "Puppies purchased from illegal producers suffer under terrible conditions: in order to maximise profit, their production must be kept cheap."



Animal Welfare.  
Worldwide.



## FP Websites | Handbook

Campaign Pages



# CAMPAIGN PAGES (MICROSITES): NEW POSSIBILITIES



We are happy to announce, that we're able to cover all our **new campaign pages within our new online platform called NEOS.**

The organisational priority is one FOUR PAWS – so we need an **active and engaging presence** in new media and online space. To achieve that, **integrated and innovative approaches are required** – integrated work by Comms, FR and Campaigns and innovated in terms of prompt prototyping, testing and implementation.

## **That means:**

It is essential that the Website Team is involved in the development of a new campaign page at an early stage. We are your consultants for technical questions and developing campaign microsites in our existing NEOS system.

## **What is the benefit from this:**

You are getting technical support from the Website Team:

- We have the internal expertise and are not dependent on external agencies
- We can also create new elements and a look and feel fitting to your campaign needs and wishes
- The traffic on campaign pages is supporting our main domains, and therefore, we are using subdomains. This is crucial for our Google ranking + we can use Google Grants

We save money:

- External campaign pages are very costly
- We can update the pages without external help/costs
- We can use development elements from other FP campaigns/pages (recycling website elements)

We look forward to working together towards our animal welfare goals 😊

# PROMOTION PAGES (SUBPAGE): OTHER POSSIBILITIES



Campaign pages are for big long term projects.

For smaller campaigns we can create a specific page to promote a topic (and simply use a Promotion page). Head to page [115](#) to learn more about the process for creating promotion pages.

## **That means:**

You can create this page type on your own and other countries could adopt them. The Website Team can help you with the concept and technical questions in our existing NEOS system.

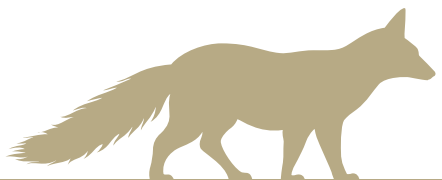
## **What is the benefit from this:**

You are getting technical support from the Website Team:

- We have the internal possibilities and are not dependent on external agencies
- We can setup this pages quickly and be flexible
- The traffic on promotion pages is supporting our main domains, this is crucial for our Google ranking + we can use Google Grants

We save money:

- We can update the pages without external help/costs
- We can use development elements from other FP campaigns/pages (recycling website elements)



# CAMPAIGN PAGE VS. PROMOTION PAGE

## Campaign page

- A different 'small' website (microsite) for a large campaign
- Subdomain of our main domain (like <https://saddestbears.four-paws.org/> )
- Costs are different, depends on what we need. It is definitely much cheaper than our microsities in the past (like [40lives](#))
- Examples next slide 😊

## Promotion page

- a specific page to promote a topic (more like a small campaign)
- Subpage on our main domain (like <https://www.four-paws.org/campaigns-topics/topics/companion-animals/tracing-the-trade>)
- Costs only your time as comms person
- Examples next slide 😊

## Campaign page examples:

<https://wearitkind.four-paws.org/> + DE, AT, CH, US, CH-FR, AU, GB, BG, ZA, (08/2021)

<https://saddestbears.four-paws.org/> + DE, AT, CH, US, CH-FR (Rework 2019)

<https://tigertrade.four-paws.org/> + AT, DE, UK

<https://whatthelunch.vier-pfoten.de/> + AT, CH → all three closed (04, 05 2022)

<https://woolwithabutt.four-paws.org/> + DE, AT, CH, UK (08/2019)

<https://www.dogcatmeat.four-paws.org/> (10/2019) + US, NL, UK, AU, ZA, KH, VN

[www.hundekatzenfleisch.vier-pfoten.de](http://www.hundekatzenfleisch.vier-pfoten.de) + AT, CH (10/2019)

## Promotion page examples:

[Cute.Quick.Sick](#)

[Nike, #StopCruelWool](#)

[Christmas wish](#)

[Gaza](#)

[Clean Meat & Food Innovation](#)

[Tracing the Trade](#)

## Campaign page:

1. You will get a handover of the campaign page as a national comms person. If there is a INT version, you will get a copy of it
2. Rework the prepared page, make changes so it fits to your national audience

➤ Please find details on slides 116

## Promotion page:

1. Collect all information from programmes and FR (text, pics, goal of the page...)
2. Get in contact with us (Website team) if you need help
3. Create the page
4. Let the Website Team know about your page – maybe we can use it in other countries

➤ Please find details on slides 115

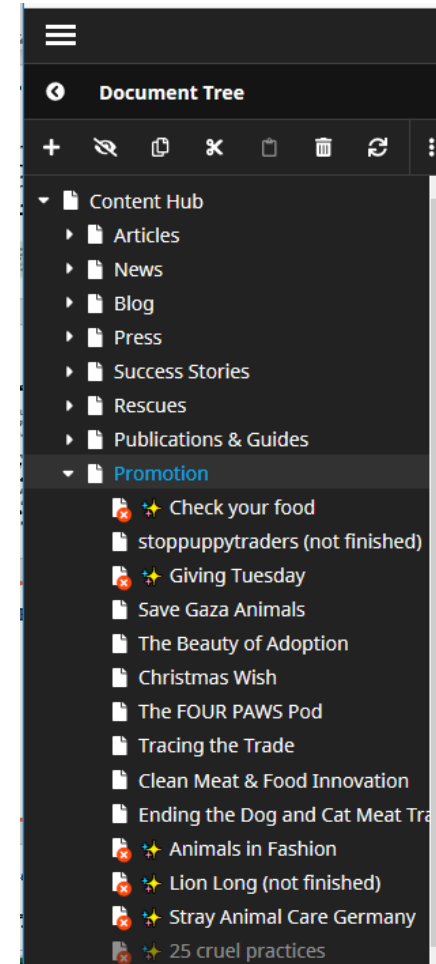
# CAMPAIGN PAGES (MICROSITES): PROCESS FOR PROMOTION PAGES

1. Enter our HUB
2. Navigate to the section 'promotion'
3. Have a look: maybe there is already a page – then adopt it
4. If not: create a new page
5. Open the content tree and add the elements you need

Best practices: [DCMT](#)

- Hero or Hero Video (Eye catcher)
- Header: for a little intro
- Teaser als link to additional pages (Element Story or Impulse)
- Infographic
- Timeline to show the progress / chronic of our work
- ...

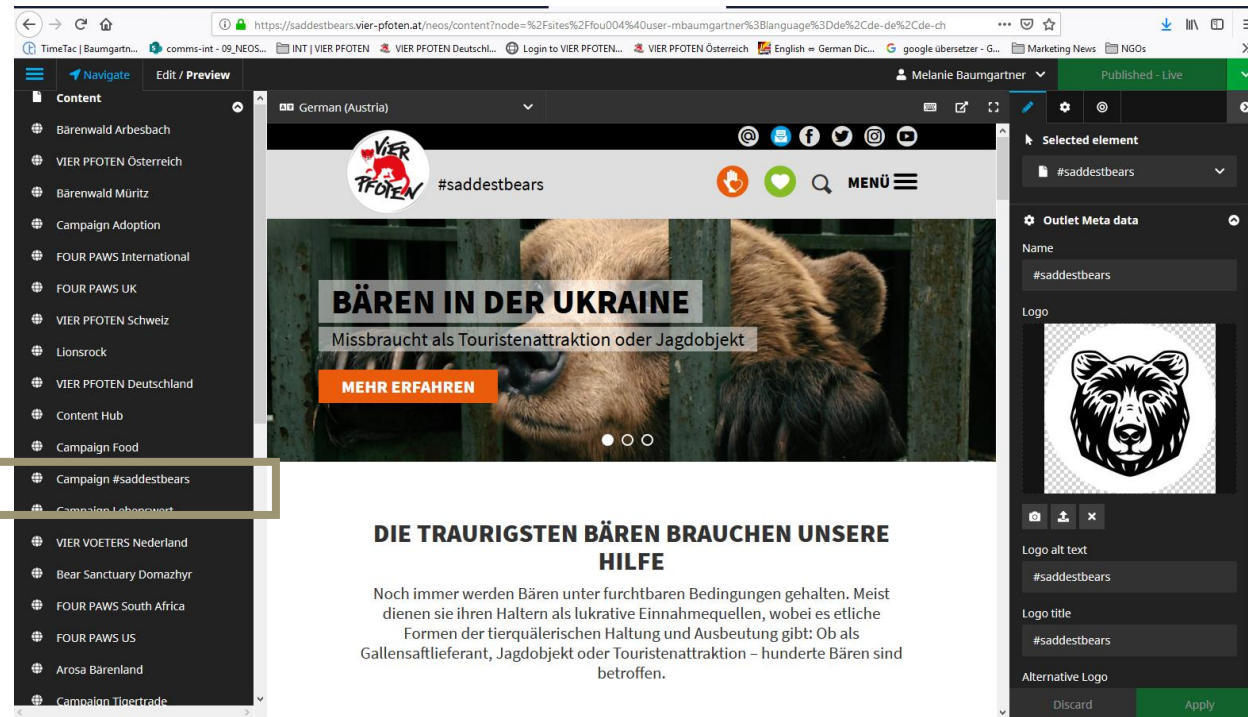
If you need help – please contact us



# CAMPAIGN PAGE: REWORK

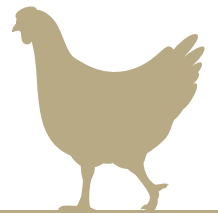
## Example: #saddestbears

1. The Website Team is responsible for your editor rights on a campaign page
2. Login Campaign Page > Click on Menu > Choose the campaign and enter the page
3. Choose your language
4. Please note: when you log into a campaign, you will end up on the original campaign version. I.e., for WiK you will land on Australia. You will then need to switch to your language using the Node variants.



# CAMPAIGN PAGE: REWORK

1. The Website Team has created a copy of the EN version, this means you already have the structure of the page, including content.
2. Start rework: Click through every page, and check every link, reference of each page to our Hub and so on
3. Checklist for changes if necessary:
  - Logo
  - Name of page
  - Social Media Links
  - Footer Information
  - Donation & Petition Links: Please be sure to check the links and change them according to your specific country link
  - Reference Links to pages in our Hub
  - Links on one page to other pages
  - Change videos
  - Spelling changes
4. Check the preview
5. Promote your campaign page 😊





# FEATURE: COUNTRY VARIANTS

For Campaign pages we now have the option to add flags which are 'clickable' to go to that country variant of the page

e.g. <https://dogcatmeat.four-paws.org/>

## #PROTECTMILLIONS

is a FOUR PAWS campaign to stop the dog and cat meat trade.  
See our other country versions:



# BE AWARE:

As we are working in **one system**. We share the **same structure**. Therefore, we need to be aware, that every change goes through all pages in the same languages. Please be sure to notify other editors if you make a change for DE-ALL or EN-ALL. (As the changes will show on other country versions, they need to be hidden.)

- DE-ALL affects DE – AT – CH
- FR-ALL affects FR-CH, FR-FR and Belitsa FR version
- EN (INT) affects EN (US), EN (AU) etc.
- Bulgarian, Albanian, Vietnamese, Cambodian, Ukrainian, and Dutch are all separate and independent

Please promote the campaign. For example....

- FB Posts
- PR (if it is related to the topic)
- Teasers on your website
- Maybe Facebook Ads (get FR involved)
- Newsletters (if it is related to the topic)
- And so on 😊. Other Ideas are most welcome!
- And please involve the bear sanctuary in your country to support the campaign!

If you have any questions, please let us know!