Why SEO?

Organic search makes up 65% of traceable traffic to UCL web estate.
1. How do search engines work?

Search engines use spiders to crawl the web, **decipher your site’s code** and build an **index**. They use this data to determine the relevance and importance or your content.
What this means

• Make sure your site’s code is well written and straightforward
  • Use well-structured URLs
    http://www.bbc.co.uk/news/england/regions/london_and_south_east

• Use clear and descriptive title and header elements
  <title>UCL - London’s Global University</title>
  <h1>Find a degree</h1>
  <h2>Undergraduate</h2>...

• Use descriptive links: Read <link>Dr Talia Richmond’s profile on IRIS</link>

• Use ALT attributes for images: <students at desk in lab>

• Make sure these elements are all consistent with each other
• Use 301 redirects were necessary
• Avoid duplicating content, burying your content in tables or PDFs, non-specific link text and image descriptions - they are harder for spiders to decipher and less accessible for users.
Examples

http://www.ucl.ac.uk/cps

http://www.ucl.ac.uk/media/media
http://uclu.org/services/volunteering-at-uclu

https://www.gov.uk/browse/abroad/travel-abroad
http://www.bbc.co.uk/news/world/latin_america/
How do search engines judge ‘good’ websites?

Search ranking factors –
http://moz.com/search-ranking-factors
Google’s criteria for high quality sites - http://googlewebmastercentral.blogspot.co.uk/2011/05/more-guidance-on-building-high-quality.html
Tools

Tools –
Check how well your page is structured and its seo performance:
Moz Open Site Explorer
http://moz.com/tools
http://www.seo-browser.com/

Crawling errors
https://www.google.com/webmasters/tools/home?hl=en

HTML
http://www.w3schools.com/html/default.asp
2. What do your audience want and how do they search?

"Do" Transactional Queries - Action queries such as buy a plane ticket or listen to a song.

"Know" Informational Queries - When a user seeks information, such as the name of the band or the best restaurant in London.

"Go" Navigation Queries - Search queries that seek a particular online destination, such as Facebook or the homepage of the Arsenal football club.

When visitors type a query into a search box and land on your site, will they be satisfied with what they find? This is the primary question search engines try to figure out millions of times per day.
What this means

• Try to write content that answers your audiences’ main questions or achieve their goals
• Use the same language that your audience uses
• This makes for good websites but also good SEO.
Examples

http://www.upworthy.com/
http://ao.com/best/washing-machines
http://www.amazon.co.uk/
Tools

Check what people are searching for: https://adwords.google.com/KeywordPlanner

N.b. Because Google now encrypt their site keyword tools are less accurate than they were
3. What do other people think of your content?

Search engines spiders can’t work out the relevance and quality of your content by themselves. Only people can do that. So they assess the relevance of your content by how many people link to it, share and comment on it.
What this means

This is where you need to dust off your marketing and relationship building skills and think how you can engage your community and audience with your content. Ask yourself:

• Who would be interested in this content?
• How can I get it on their radar?
• Why would they want to share it/link to it?
• Am I well represented on Google Graph sources, includes Wikipedia, Google+, Google Maps, YouTube
• This area has been made harder because it has become harder to get reliable inbound link data (mobile search, https referrals and apps)
Tools

MOZ Fresh Web Explorer – http://moz.com/tools/fresh-web-explorer
Centre for Planetary Sciences

The Centre for Planetary Sciences at UCL/Birkbeck (CPS) is one of the United Kingdom's leading centres for planetary science. It houses expertise in understanding planets from their deep interiors, through their surfaces and atmospheres, to their space environment. This expertise is complemented by world leaders in astronomy, terrestrial and solar science, life and chemical sciences. Read more...
For Media

TOP STORY

GEORGE ORWELL

Discovery of 'drunk and incapable' arrest record shows Orwell's 'honesty'

Honours d_

About UCL

UCL is a modern, outward-looking institution, committed to engaging with the major issues of our times. One of the world's leading multidisciplinary universities, UCL is a true academic powerhouse - as reflected by performance in a range of international rankings and tables - with no fewer than 21 Nobel prizewinners coming from the UCL community.

Find out about UCL's history and the institution as it is today here.

View UCLTV, our You Tube channel and access the UCL news Twitter feed here.

Call us: +44 (0)20 7679 9041

The UCL Media Relations team is the university’s central press office.
Travel abroad

A to Z

- Apply for a European Health Insurance Card
- Bringing food, animals or plants into the UK
- Bringing goods into the UK
- Check if documents can be legalised
- Claiming benefits if you live, move or travel abroad
- Compensation for victims of terrorist attacks abroad
- Compensation if you're a victim of crime abroad
- Driving abroad
- Female genital mutilation (FGM)
- Forced marriage
- Foreign travel advice
- Get a document legalised
- Get help if you're a victim of crime
You Might Think You Know What This Mormon Woman Is Going To Say About Gay People, But Just Watch

A Boy In America Explains To A Girl On The Other Side Of The Globe How Racism Feels

A Doctor’s Advice For Inner Happiness Is So Easy That I Wasn’t A Believer Until I Tried It

These School Lunches From Around The World Should Embarrass The U.S.

If You Don’t Smile At The Big Reveal, You Should Go Looking For The Part Of Your Soul You Lost

By Rajiv Narayan

By Francesca Ramsey

By Phoebe Gavin
Samsung WF80F5E0W4W 8kg Washing Machine

Our experts say...

Samsung products are well known for their stylish looks and techy features, this machine totally lives up to that reputation. It uses EcoBubble technology, which enables you to wash cool, and save energy!

Product overview

This model’s perfect if you want to save serious energy. Thanks to the ecobubble™ technology inside, you’ll get the same results from a 15°C wash as you would from a 40°C wash. The bubbles penetrate deep into your clothes to get a fantastic clean every time, without having to raise the temperature.

The 8kg drum will hold 40 adult t-shirts at once and the 1400rpm spin speed is great at getting excess water out too. You’re also getting loads of functions like Stain Away, which makes your clothes for 20 minutes and gets rid of anything from chocolate to ketchup. Then there’s the quick wash, which will have a small load done in around 15 minutes!