



EXPERT SPEAKER WEBINAR



# ATTRACT MORE VISITORS TO YOUR CHARITY'S WEBSITE BY IMPROVING YOUR SEO



***Jason Sikora***  
Managing Director  
The Search Agency



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Sr. Director, SEO  
The Search Agency

# About CanadaHelps



## Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

## Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

**For charities,** CanadaHelps.org builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

**For Canadians,** Canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

TRUSTED  
SINCE 2000

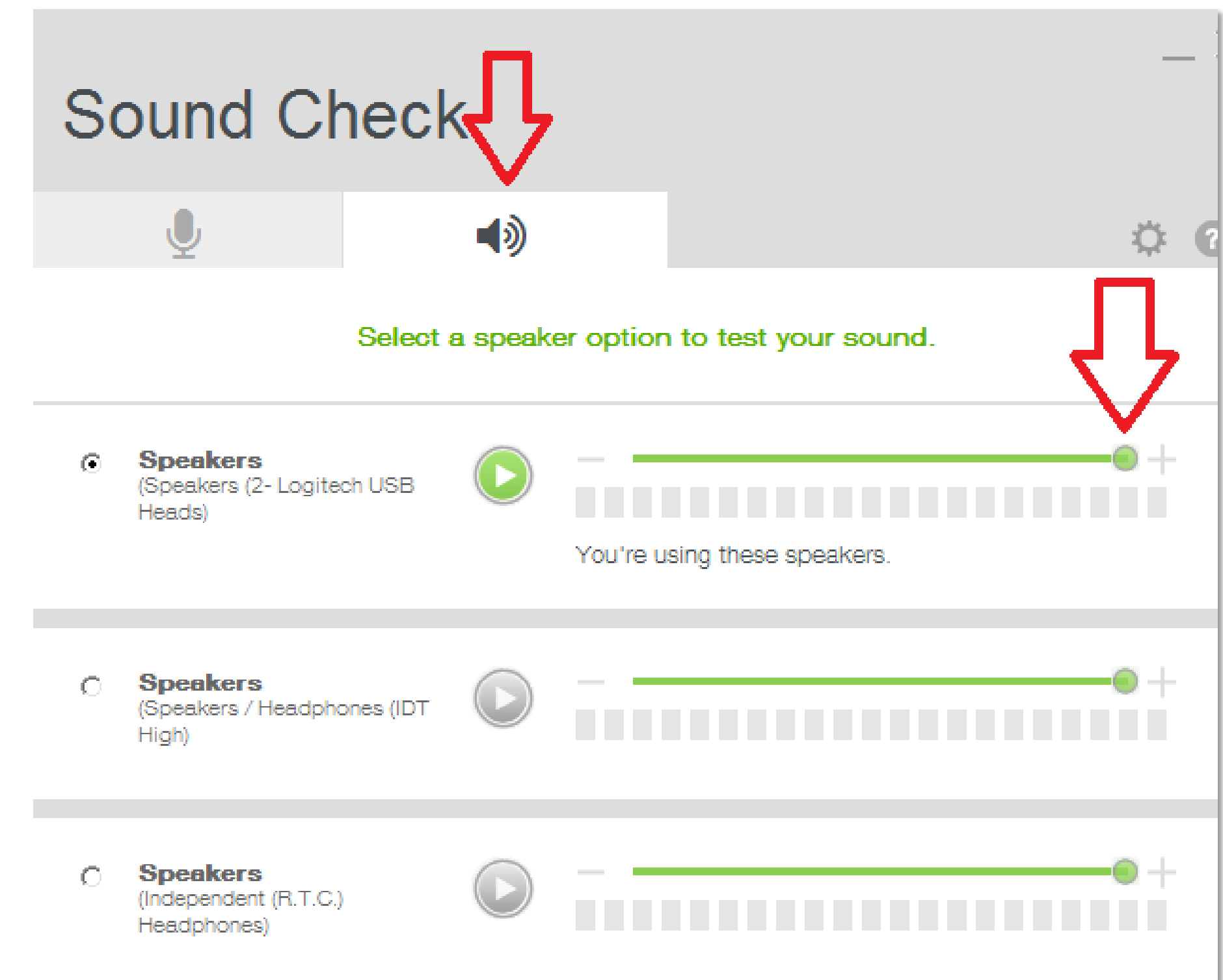
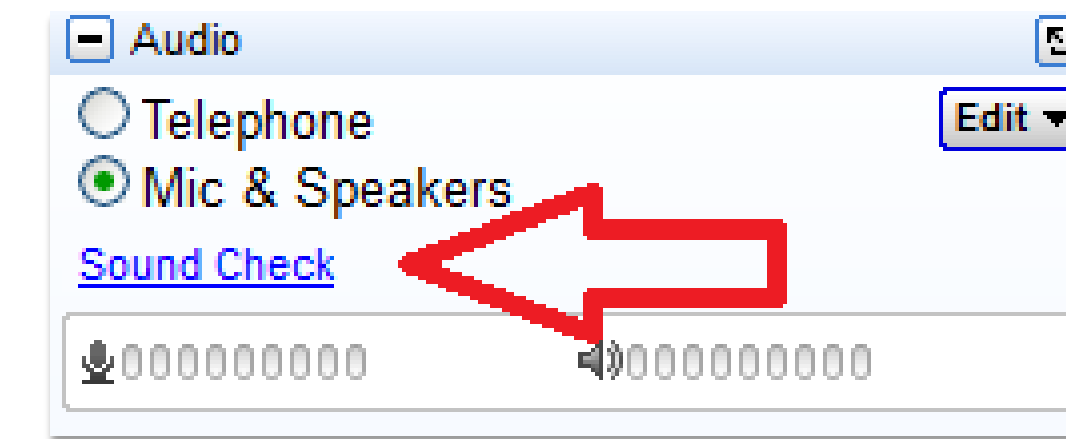
\$1 BILLION  
RAISED

2 MILLION  
DONORS

20,700  
CHARITY  
PARTNERS

## Trouble hearing us?

- Turn up your computer's volume.
- Click Sound Check under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.

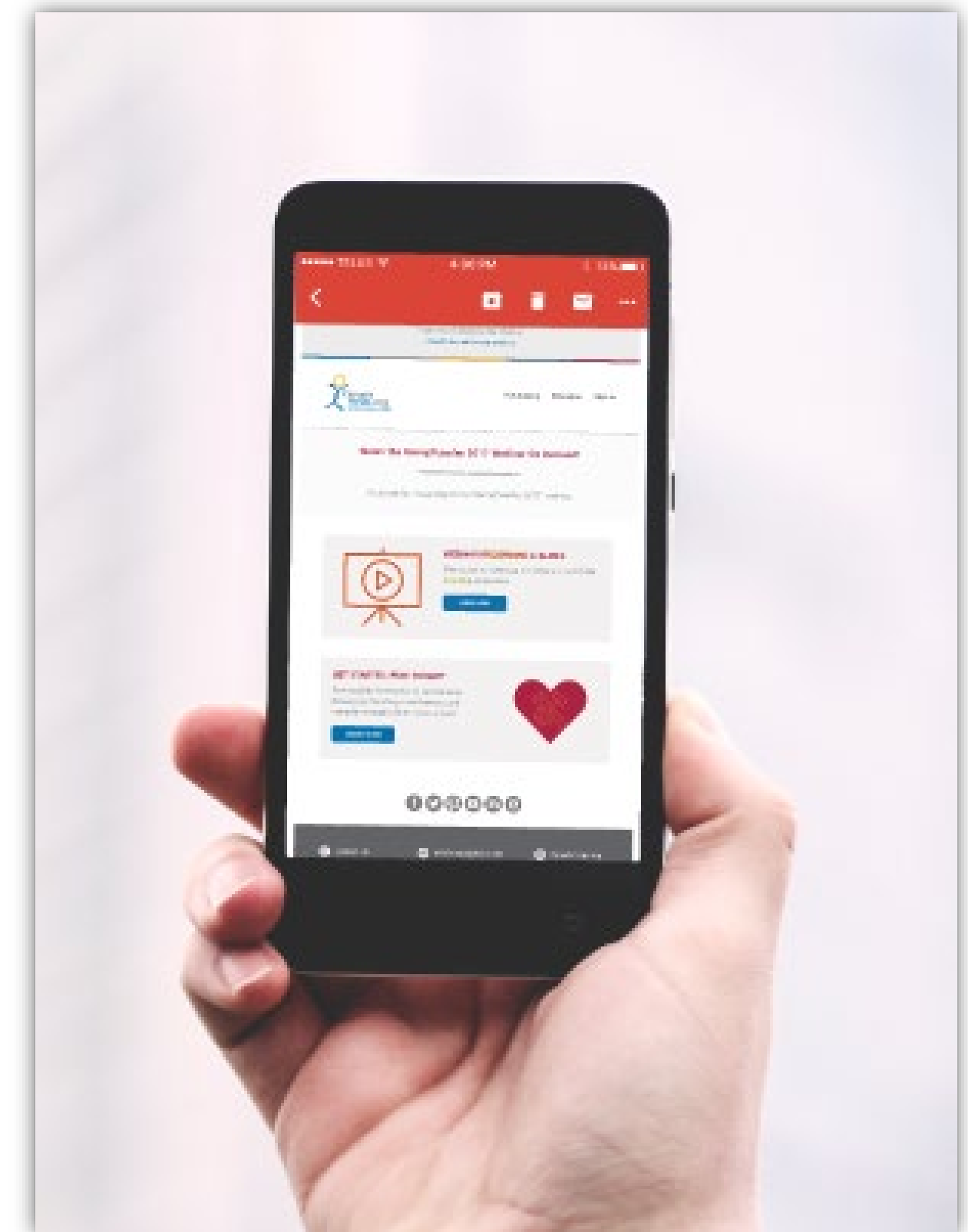


# Webinar Reminders

For the best webinar experience,  
close all other applications.

## Yes!

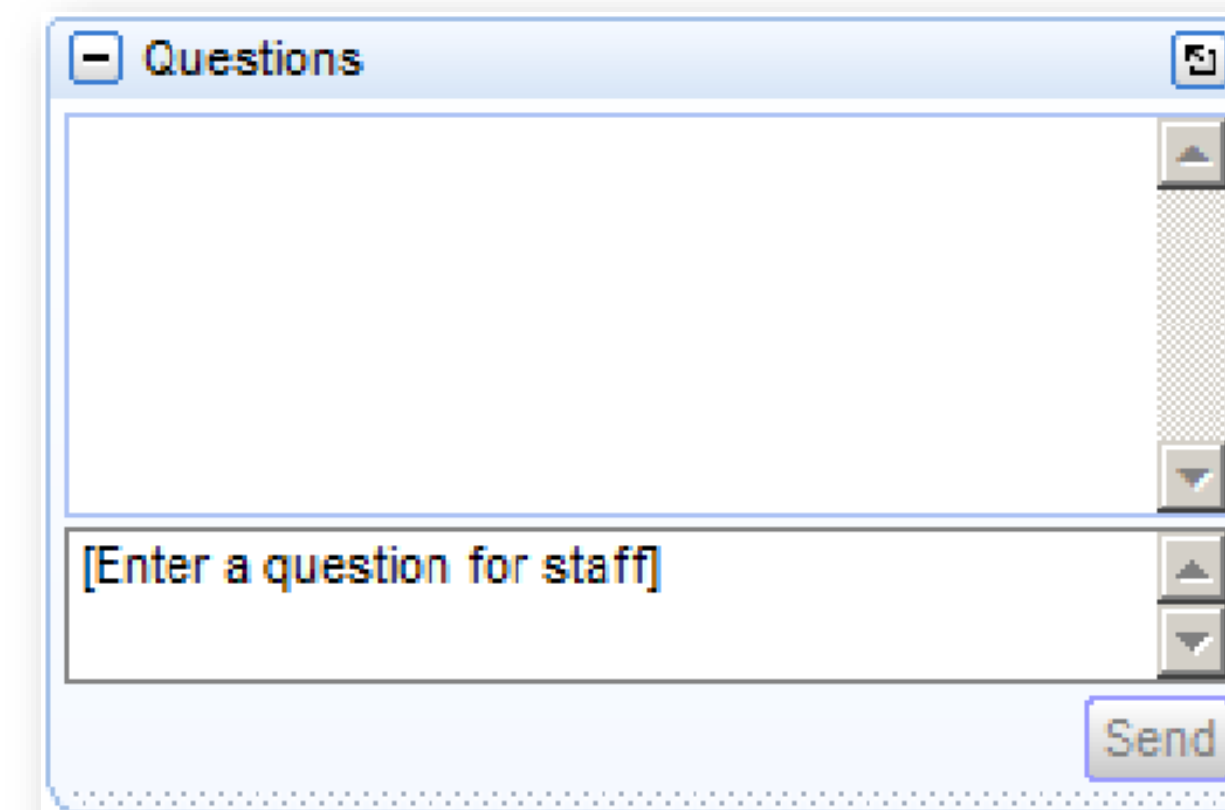
The links to the webinar slides and  
recording will be emailed to you  
within 24 hours. You'll be able to  
watch the recorded video on  
demand.



# Webinar Reminders

You can hear us, but we can't you.

Have questions?  
Type them into the  
Questions Log at anytime.



A screenshot of a web application window titled "Questions". The window has a large text area for input, a smaller text area below it containing the placeholder text "[Enter a question for staff]", and a "Send" button at the bottom right. The window also features standard window controls (minimize, maximize, close) in the top right corner.



# Guest Presenter – Jason Sikora



## Jason Sikora

### Managing Director – The Search Agency

Jason is a digital marketing pioneer, trailblazer and entrepreneur. His career is filled with many ‘firsts’ including launching the first travel Web site in Canada, the first Web advertising network, the first major ecommerce Web site, the first Web marketing Affiliate program, launching Amazon into Canada and many other successful ventures.

He has been a client-side CMO and a Digital Agency Managing Director which has given him the opportunity to work with Fortune 500 companies and start-ups alike. He is currently Managing Director of The Search Agency.

He spends his non-working hours primarily hanging out with his wife and 2 daughters, while also finding time to be a musician in a working band playing bars around the Toronto area.

# Guest Presenter – Raz Dayvandi



## Raz Dayvandi

Sr. Director, SEO – The Search Agency

Raz is a senior SEO Director for The Search Agency and has over 15 years of digital marketing experience. He has worked with many Fortune 500 companies such as WestJet, Remax, Co-Operators, Canadian Tire and All State among many others.

His core specialties include but not limited to are Technical SEO, Content, SEO Audits, Competitor Analysis, Voice Search and Link Building.

In his off days, he mostly enjoys spending time with his wife, his three dogs and watching sports.



# Organic SEO 101



# WEBINAR

## AGENDA

### Demystifying SEO: what is it and why does it matter?

- Pillars of SEO
- What Google looks for and some terminology

### Tips to improve your SEO and drive more online traffic to your charity's website

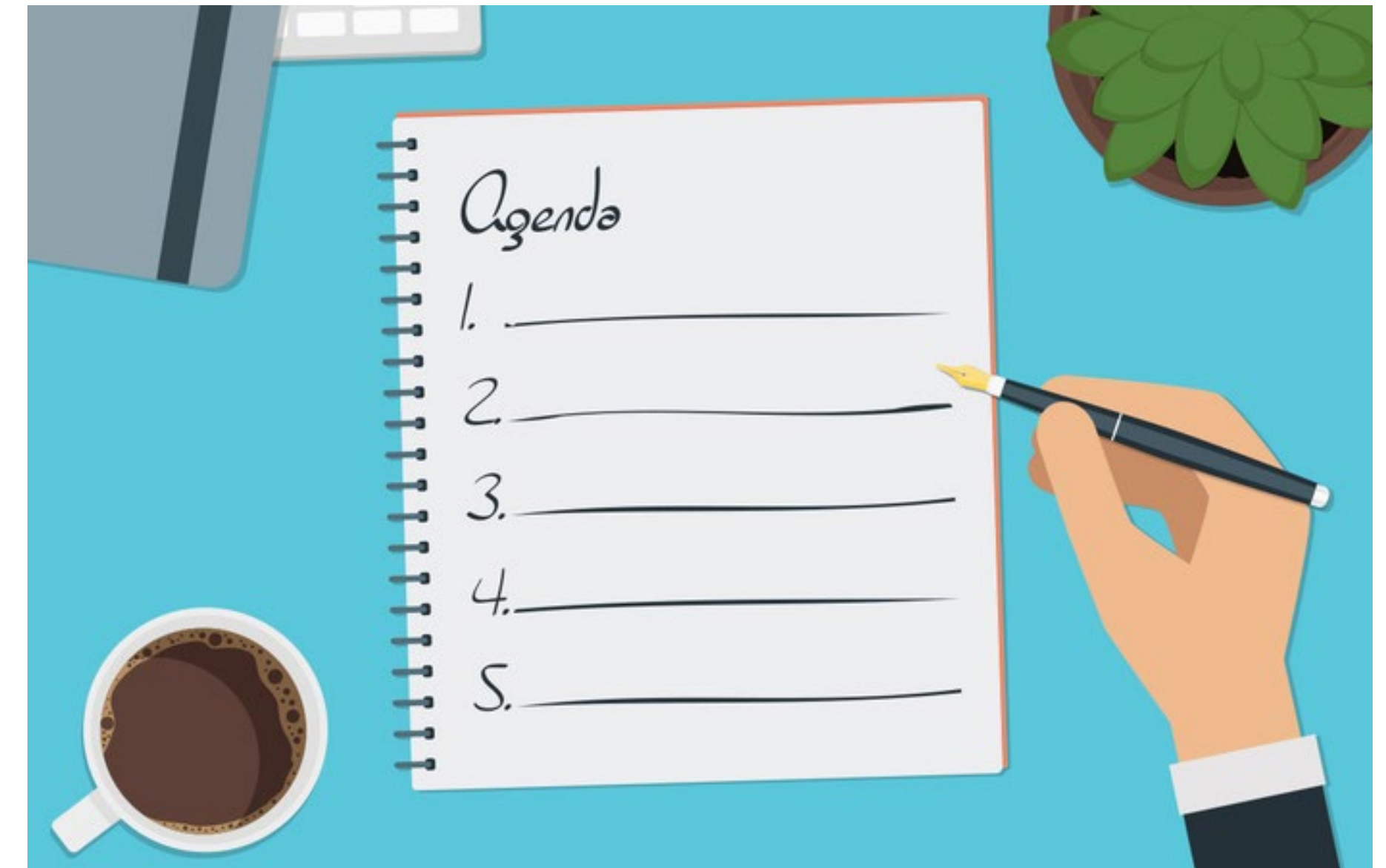
- Linking, SEO Audit and Content - How to optimize them
- What a prioritized plan would look like

### Examples from CanadaHelps' charity partners

### 5 things you can do right now

### Glossary of SEO Terms

### Q & A Period

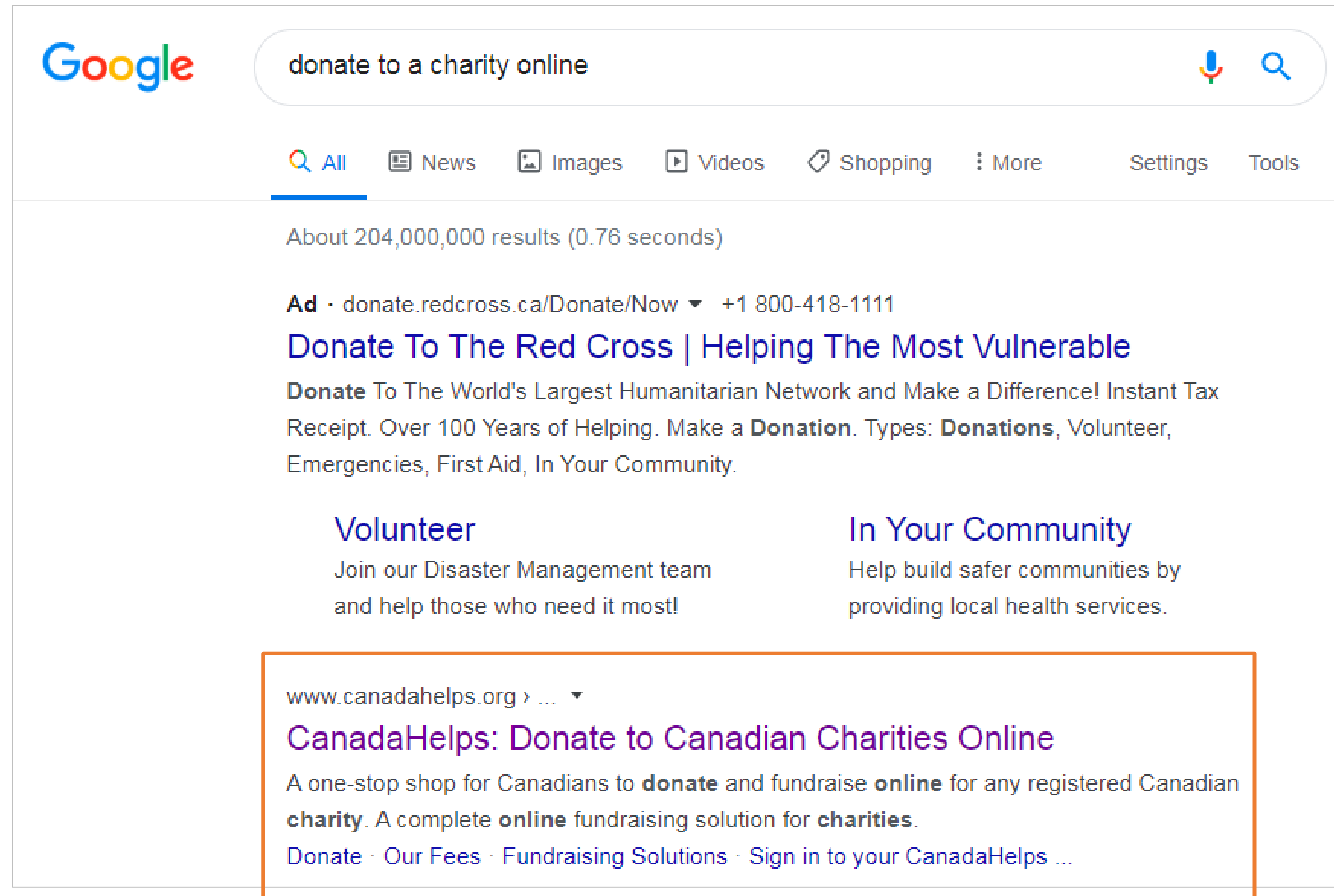


# DEMYSTIFYING SEO

## WHAT IS SEO?

**SEO** (or Search Engine Optimization) is the practice of receiving qualified traffic to a website from the search engines for free.

The organic methods used to increase SEO efforts involve increasing the content or the quality of the content of a website to gain a spot in Google's **(SERP)** search engine result pages.



# DEMYSTIFYING SEO

## WHY DOES IT MATTER?

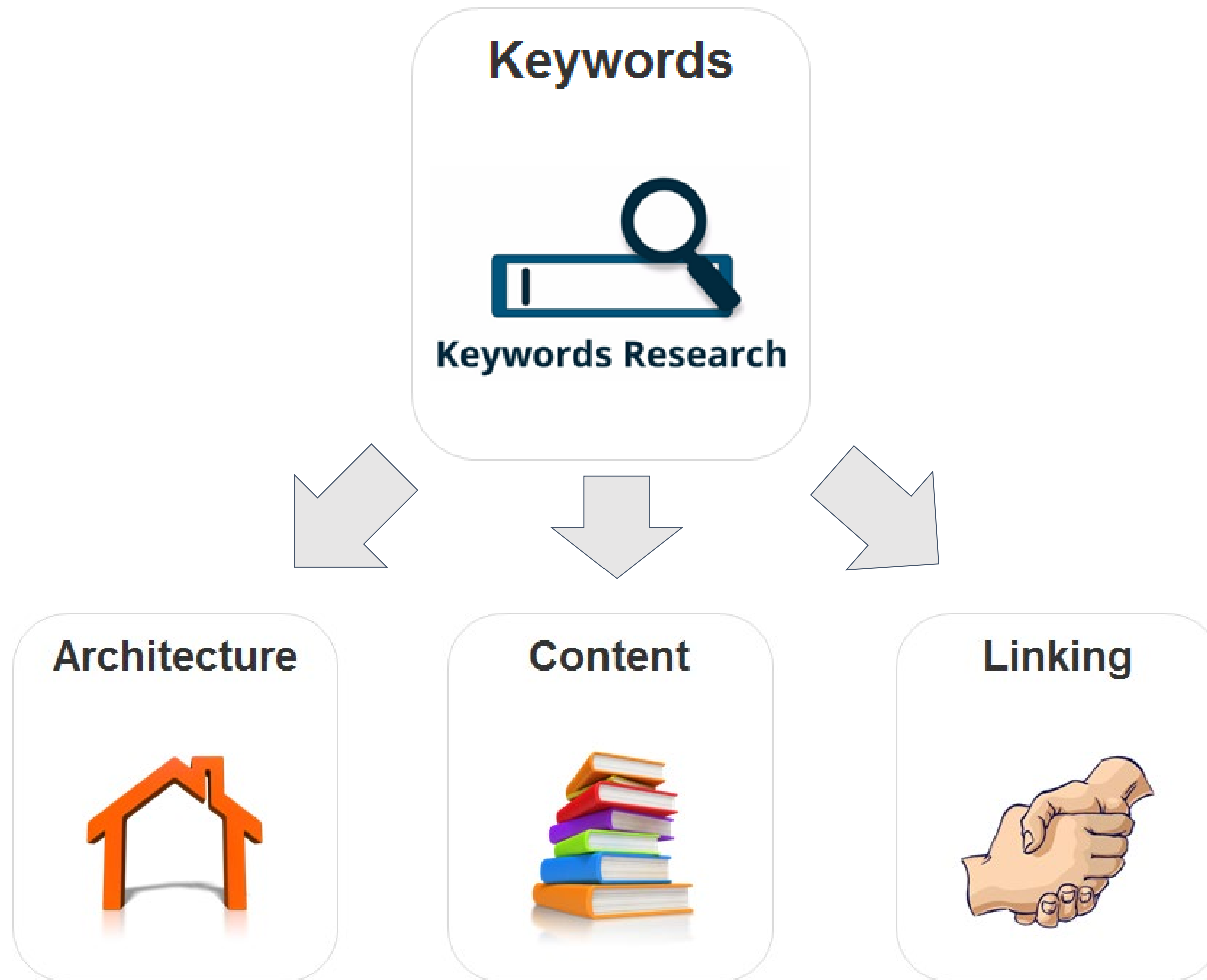
SEO matters, and the main goal is to help Google digest and understand what your website is about so that your website is shown and recommended to users online who are searching for what you may have to offer. SEO traffic, if optimized correctly, can bring the most and relevant qualified traffic to your charity's website.





# DEMYSTIFYING SEO

## MAIN PILLARS OF SEO



# DEMYSTIFYING SEO

## WHAT ARE KEYWORDS?

Keywords are the terms used in your web pages and content that make it possible for people to find your site in Google’s search engine result pages.

Keyword Ideas	Monthly Search Volume	CPC	Keyword Value
canadian charities	1846	\$ 4.05	\$ 7,476.30
registered charities canada	1067	\$ 3.39	\$ 3,617.13
charities in toronto	1000	\$ 5.60	\$ 5,600.00
toronto charities	1000	\$ 5.59	\$ 5,590.00
list of charities in canada	720	\$ 3.45	\$ 2,484.00
charitable organizations	589	\$ 4.41	\$ 2,597.49
donate to diabetes	480	\$ 0.58	\$ 278.40
donate to canadian cancer society	480	\$ 2.00	\$ 960.00
donate to canadian red cross	480	\$ 5.00	\$ 2,400.00
calgary charities	480	\$ 3.13	\$ 1,502.40
children's charities	390	\$ 8.18	\$ 3,190.20
charitable organizations in canada	390	\$ 4.28	\$ 1,669.20
edmonton charities	390	\$ 3.73	\$ 1,454.70
charitable donations	390	\$ 9.30	\$ 3,627.00
best charities to donate to	390	\$ 7.16	\$ 2,792.40

# DEMYSTIFYING SEO

## KEYWORD TIPS

**Tip 1:** Target longer -tail keywords (3 -7) words for a higher click -through rate. Longer tail keywords have a click -through rate **3%** to **5%** than generic searches. Long -tail keywords receive less search traffic but usually have a higher conversion value.

**Tip 2:** Aim to Target the 3 Main Phases of Keywords: Awareness, Consideration and Conversion (purchase -intent) terms.

- Awareness: “What Charity Should I Donate to?”
- Consideration: “Charity in Canada”
- Conversion: “Donate to Charity”

To compile keywords for your charity website, be sure to check out this free Google keyword tool:

[https://ads.google.com/intl/en\\_ca/home/tools/keyword-planner/](https://ads.google.com/intl/en_ca/home/tools/keyword-planner/)



# DEMYSTIFYING SEO

## TECHNICAL: PILLARS OF SEO

**Technical SEO** involves optimizing and addressing architectural issues to help search engines crawl and index your website without any issues. The main objective is to set the foundation and the infrastructure of a website.

Here are top 6 examples of Technical SEO Elements to Optimize:

- URLs
- Page Titles
- Meta Descriptions
- H1/H2 Tag
- Canonical Tag
- Image Alt Text

# TIPS TO IMPROVE YOUR SEO

## TECHNICAL: PILLARS OF SEO

The following two examples below represent Front and Backend SEO Optimizations.

### Frontend SEO

canadahelps.org/en/giving-life/charitable-holiday-gift-ideas/

Optimal URL Structure

Charitable Holiday Gift Ideas – Gifts That Give Back

H1 Tag

Posted on November 28, 2019 by CanadaHelps

Date Mentioned

Author or Brand Name

Relevant Content Above The Fold

With the holiday season right around the corner, many of us are thinking of gift ideas for our loved ones. This is also the time of year when we think about those who are less fortunate than ourselves.

The holiday season does not mean cozy family gatherings in warm fuzzy socks, by a pile of gifts for everyone. Many in our own communities are living in shelters, don't have warm clothes or enough to eat, let alone Christmas gifts under their trees. Others around the world lack basic necessities like clean water, food, medical supplies, and much more. Help is needed year-round, but charities rely on support the most at this time of the year.



With the right charitable holiday gift, you can give a meaningful gift to your loved one and help change the life of someone in need. Need ideas? Here are a few ways to make an impact this holiday season with a gift that gives back.

Charitable holiday gifts for every cause

H2 Tag

A charitable gift lets you give a meaningful gift to a loved one while making a tangible difference for those in need. You can help your loved ones support a cause they care about, or choose a gift for yourself and help your favourite charities. With gifts for different causes, you can find something for

### Backend

#### SEO

```
<title>Charitable Holiday Gift Ideas - Gifts That Give Back | CanadaHelps - Donate to any charity in Canada</title>

<meta name="description" content="Holiday gifts to warm hearts and make a difference. Find charitable holiday gift ideas

<link rel="canonical" href="https://www.canadahelps.org/en/giving-life/charitable-holiday-gift-ideas/" />


```

# TIPS TO IMPROVE YOUR SEO

## TECHNICAL: PILLARS OF SEO

**Mobile** – Google’s Mobile -First indexing algorithm released in July 1, 2019 aimed towards having to design your website first for Mobile before designing it for Desktop devices. Optimizing your site for mobile improves your search engine ranking.

Google’s Free Tool Helps to Check Your Web Pages for Mobile Friendliness:

<https://search.google.com/test/mobile-friendly>

**Site Speed** – If your website takes more than 3 seconds to load then you are potentially losing 50% of your site visitors. In addition, for every 1 second delay in your page load times, you can lose up to 7% of your site conversions. A tool recommended by Google to check your site’s speed performance is

<https://webpagetest.org>

Source: Akamai





# DEMYSTIFYING SEO

## CONTENT: PILLARS OF SEO

**Content** is typically constructed around a specific phrase or set of key terms receiving monthly search volume on Search Engines for a given keyword.

Google, for example, reads and ranks your content based on quality, relevancy and your optimization for the keywords you have targeted.

Typically, when we think about content for SEO, there is optimizing existing content or creating

Canada Helps.org giving made simple

Donate Discover Fundraise

### 7 Ways to Help Someone Living with Mental Illness

Posted on January 23, 2020 by Guest Blogger Date mentioned

This blog post was provided by **Tanja Thani** MSW, who is a Special Projects Manager at Distress Centres of Greater Toronto.

At Distress Centres of Greater Toronto, a question we often receive from callers is, "how can I help someone in my life struggling with mental illness?"

If you're like most people who can relate to this question, you know that often we want to be there for people we care about, but sometimes we do not know how to provide support. Supporting someone can be challenging, especially when we are afraid that we could make things worse, or when we don't think we have the tools to help someone. Plus, it can sometimes feel uncomfortable to be there for someone you love when they are in pain.

Great Use of Multimedia to Further Enhance the Page and Copy

# TIPS TO IMPROVE YOUR SEO

## CONTENT: PILLARS OF SEO

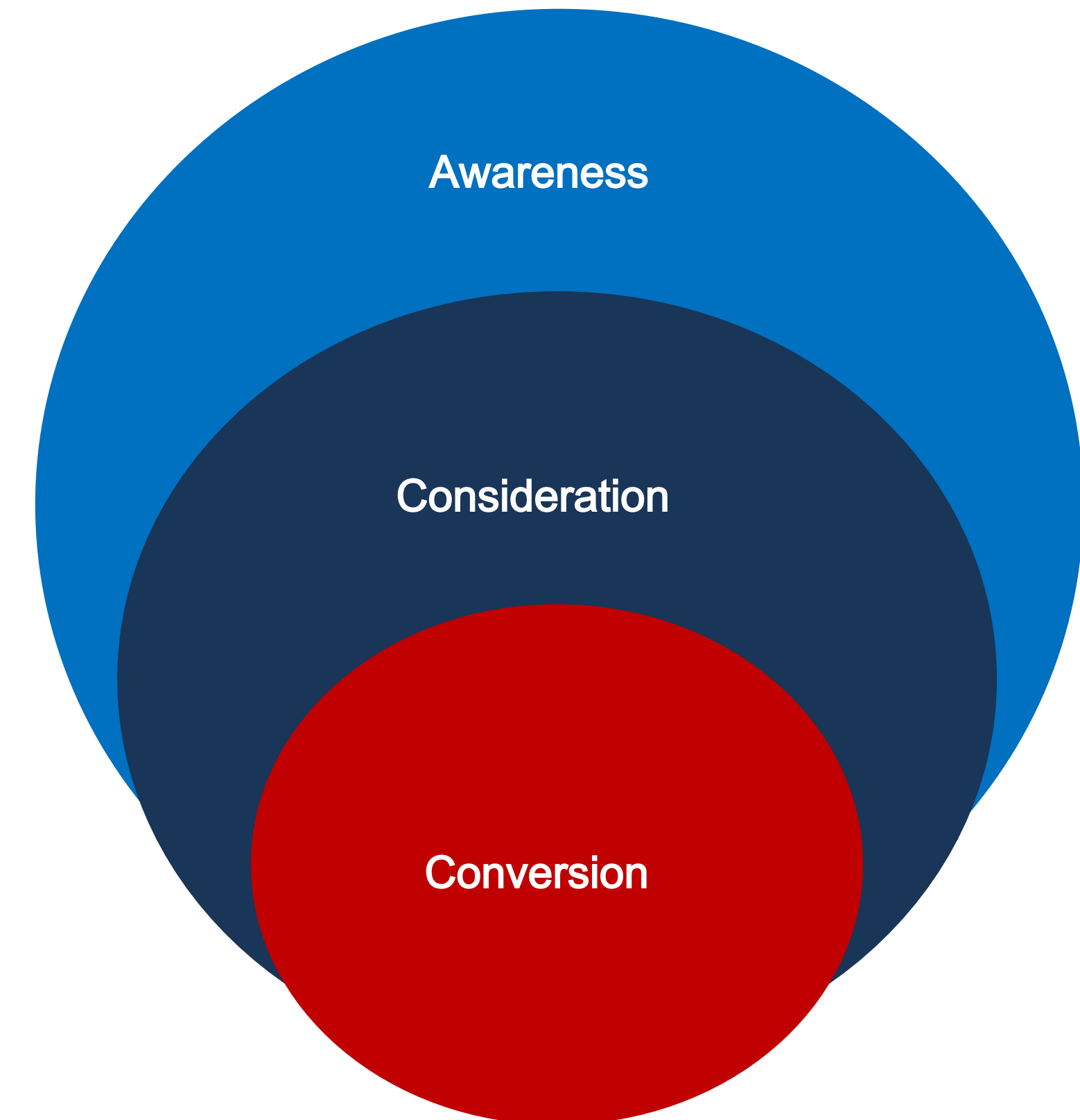
Increase content on Home and top -level pages with at least 600 words of copy above the fold

→ Forbes indicates that an average of 600-700 words per page is optimal for SEO.

→ Websites with less than 300 words per page are considered “thin” by Google's standards and, most likely, won't rank as highly in search.

### Content Tips:

- The copy should be located below the page's H1 tag
- H2 subheadings with keywords must also be added to sort the existing content on the pages
- Medium and long tail keywords must be added in the expanded copy



# DEMYSTIFYING SEO

## CONTENT: PILLARS OF SEO

### Example of an Optimized Landing Page

- Keyword: Donate
- Monthly Search Volume: 7,400
- Current Keyword Rank on Google.ca: # 1

SERP overview Just now Analyze SERP

	URL	DA	PA	CF	TF	Links	FB	LPS	EV	
1	canadahelps.org/en/donate/	63	47	56	48	523	2 k	77	2.6 k	⋮
2	canadahelps.org/en/	63	54	70	66	31 k	77 k	95	975	⋮
3	salvationarmy.ca/donations/donate-...	55	37	39	46	10	16	63	532	⋮
4	plancanada.ca/donate	55	38	40	36	8	619	59	348	⋮
5	donate.worldvision.ca/	61	36	21	20	9	2	43	247	⋮
6	we.org/en-us/get-doing/donate/	62	30	0	0	1	N/A	22	180	⋮
7	wwf.ca/donate/	63	43	34	36	73	1 k	60	137	⋮
8	amnesty.ca/donate	61	38	34	36	5	232	58	111	⋮
9	makeawish.ca/node/1079	43	28	26	25	3	681	42	92	⋮

Donate | Canadahelps - Donate t x + ➡ Keyword Usage in Page Title Tag

canadahelps.org/en/donate/ ➡ Primary Keyword in URL

Don't miss out! Download your charitable receipts before the tax return deadline. [Get Your Receipts](#)

Top Level Page and Keyword Included in Main Navigation

Canada Helps.org giving made simple

Donate Discover Fundraise Why CanadaHelps Blog For Charities

Share This Page f t p e

Donate ➡ Primary Keyword Included in H1 Tag

## We make it easy to support your favourite charities.

Whether you want to give once, give monthly, or donate a security or mutual fund for great financial benefits, with CanadaHelps you can donate online to any registered Canadian charity. You can even give in tribute or in memory. And, you'll always receive a charitable tax receipt.

- 1 Find the charity you want to donate to using our browse by category or keyword search options.
- 2 Choose how you want to give: give once, give monthly, or give a security or mutual fund.
- 3 Follow the simple steps to complete your donation in minutes.

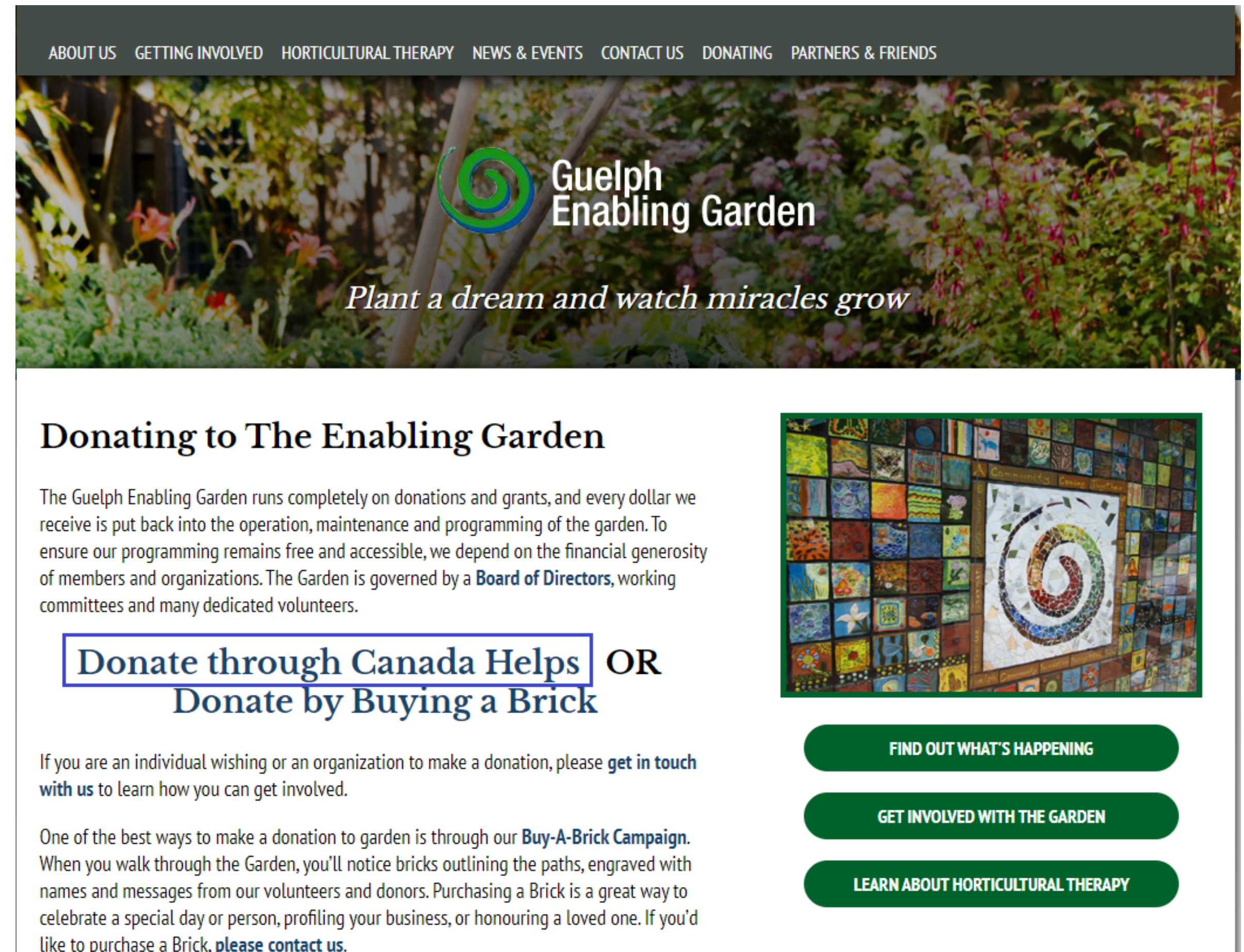
Content Above the Fold About Donation and Charity to help with Keyword Relevancy



# DEMYSTIFYING SEO

## LINK BUILDING: PILLARS OF SEO

**Link Building** is the act of promoting your content via getting external sites to link back to your content and website. The more quality and authority links pointing to your web pages, the higher your content will rank on Google for your desired keywords.



Guelph Enabling Garden website has mentioned CanadaHelps on their home page as shown above and the link points over to a relevant page: <https://www.canadahelps.org/en/charities/the-guelph-enabling-garden/>



# TIPS TO IMPROVE YOUR SEO

## LINK BUILDING: PILLARS OF SEO

1. **Topic/Relevance** - Having the article be about your service/product offering is key for Google to understand the topic in relation to its industry.
2. **Domain Authority** - Being referenced by High Quality websites sends signals to Google that the Big Players respect you
3. **URL** - Ideally the URL should be relevant to the topic and include a targeted keyword
4. **Title Tag** - Title Tag should be relevant to the topic and include a keyword
5. **Content** - Including relevant keywords within the article, including H Tags, would send a signal to Google Crawler regarding what the surrounding links are about.
6. **HyperLink** - Including a Branded + Keyword as the anchor text sends a signal to Google regarding what the page is about and should not include a "NoFollow" attribute

Since link building is such a broad topic, be sure to check out this link for additional information to build links to your website: <https://backlinko.com/high-quality-backlinks>

# DEMYSTIFYING SEO

## WHAT GOOGLE LOOKS FOR AND SOME TERMINOLOGY

Google looks for over 200 ranking factors associated with any website who is optimizing their website for SEO.

Google has developed two specific algorithms as it pertains to Content and Link Building.

These are:

- **Google Panda** - Aimed to lower the rank of “low quality sites” or “thin related content/sites”.
- **Google Penguin** - Developed to crack down on websites who were manipulating the search engine result pages with spammy links.

# TIPS TO IMPROVE YOUR SEO

## DRIVE MORE ONLINE TRAFFIC TO YOUR CHARITY'S WEBSITE

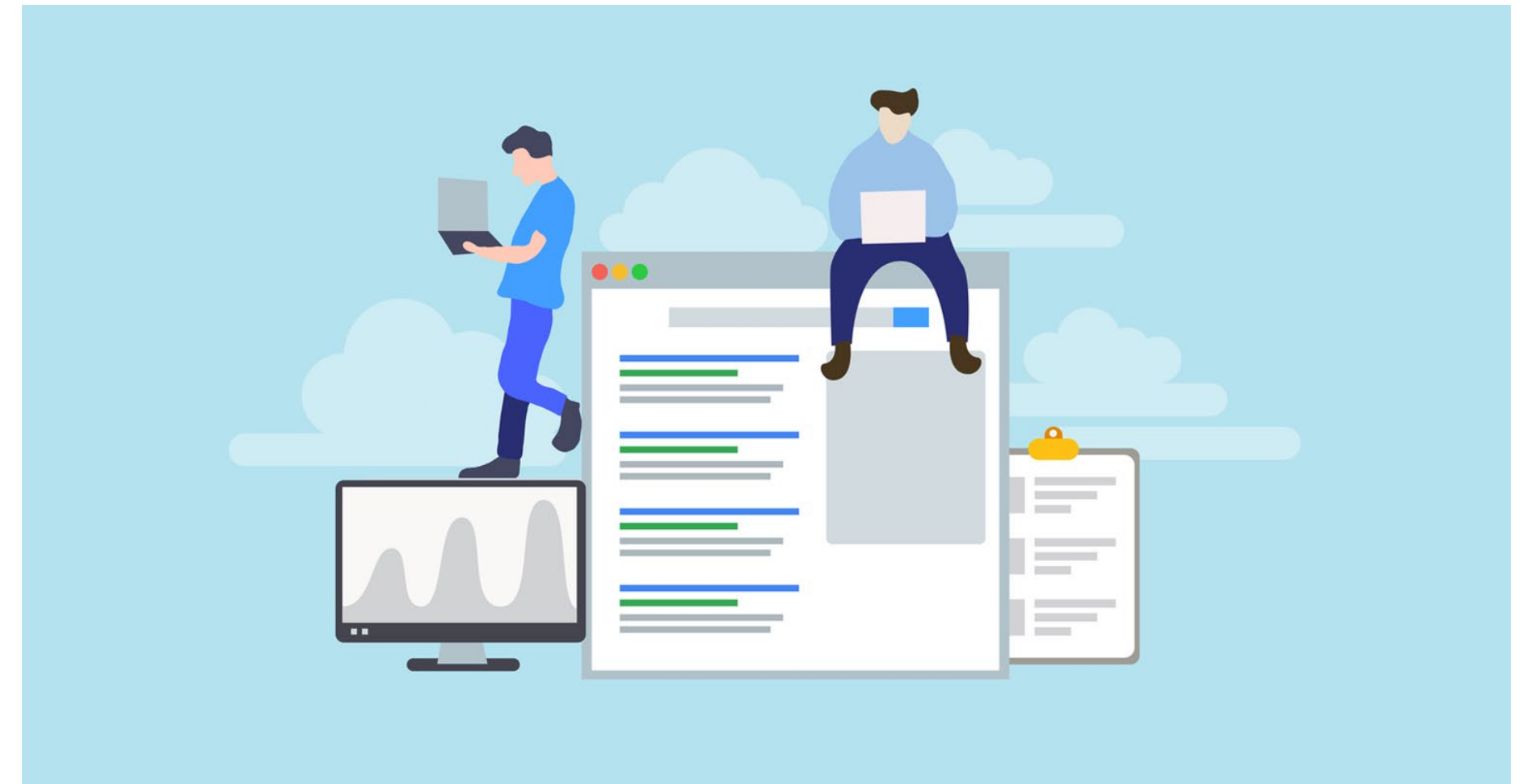
**SEO Audit** – The very first thing to start with is an SEO website audit. Be sure to review and analyze all of your web pages to detect any gaps and or technical SEO fixes that might be demoting you from ranking your website well on Google. Look to optimize your site's structure, architecture and existing content.

Here is a free way to audit your website:

[https://app.neilpatel.com/en/seo\\_analyzer/site\\_audit](https://app.neilpatel.com/en/seo_analyzer/site_audit)

**Content** – Address and remove any content resulting in high duplication, thin in text and or low quality and irrelevant to the topic written. Check out

<http://siteliner.com>





# TIPS TO IMPROVE YOUR SEO

## WHAT A PRIORITIZED PLAN WOULD LOOK LIKE

**Step 1.** Compile a Comprehensive Keywords Research of the top and leading industry terms to rank for:

- Make a list of medium and long -tail keywords based on these topics
- Be sure to check out Google's keyword tool: [https://ads.google.com/intl/en\\_ca/home/tools/keyword-planner/](https://ads.google.com/intl/en_ca/home/tools/keyword-planner/)
- Keywords research will need to be connected to content development for ideal page optimization

**Step 2.** Include Your Main Keyword in the Beginning of the Page Title Followed by Brand Name

- Example: Donate to Canadian Charities Online | CanadaHelps
- **Main Keyword in Beginning of Title:** Donate | **Brand Name:** CanadaHelps mentioned at the End of the Title

**Step 3.** Include Your Main Keyword in the Meta Description Tag

- Example: A one-stop shop for Canadians to **donate and fundraise online** for any registered Canadian charity. A complete online fundraising solution for charities.
- Tip: Be sure to include a Call to Action in the description tag such as: Learn More, Phone Number etc...

# TIPS TO IMPROVE YOUR SEO

## WHAT A PRIORITIZED PLAN WOULD LOOK LIKE

**Step 4.** Include a Longer Tail or Primary (4 -5 Words) Keyword in the Main Header <h1>Example</h1> Element

- Example: <h1>Canada's best destination for donating and fundraising online </h1>

**Step 5.** Optimize existing pages with keywords found in Step 1 for a greater organic search presence

**Step 6.** Create new pages with new engaging content targeting primary and relevant keywords found in Step 1

# CANADAHELPS CHARITY PARTNERS

## SEO - LIVE REVIEW

We have taken on two great charity websites as an example to outline how optimized their SEO is:

**OrKidstra** is a social development program that empowers kids, ages 5 -18, from underserved communities by teaching life skills – such as teamwork, commitment, respect and pride in achievement – through the universal language of music.

<https://orkidstra.ca>



**Farley Foundation** is about helping pet owners in Ontario by subsidizing the cost associated with veterinary care for sick or injured pets. The Farley Foundation was started with the belief that there must be a third option: to get help. Thanks to generous donors, pets are getting the care they need and their owners receive a gift more precious than words.

<https://www.farleyfoundation.org/>



# TAKEAWAY: QUICK SEO WINS CHECKLIST

## 5 THINGS YOU CAN DO RIGHT NOW

✓ **URLs** - Use keywords in URL, avoid underscores and uppercase characters and canonicalize all URLs. Canonicalization allows search engines to properly categorize a web page. Canonical tags help to combat duplication issues with Google and ensure the correct landing pages are being served in Google's search engine result pages. Additional Information can be found here: <https://support.google.com/webmasters/answer/139066?hl=en>

✓ **On Page SEO** - Optimize Meta Titles, Meta Descriptions, Heading tags, and add Alt text to images. Follow Google Guidelines for improved rankings.

- **Title Tag** : Recommended Character Count: 50-60 - <https://moz.com/learn/seo/title-tag>
- **Meta Description Tag** : Recommended Character Count: 50-160 - <https://moz.com/learn/seo/meta-description>
- **Header Tags (H1)** : Recommended Character Count: 60-70
- **Image Alt Text** : Recommended Character Count: 125 - <https://moz.com/learn/seo/alt-text>

✓ **Broken Links** - Direct all broken links to appropriate locations. Fix all 404 Broken link errors. Avoid user frustrations by providing a fully functioning website. Be sure to download this nifty chrome plugin to find your broken links: <https://chrome.google.com/webstore/detail/check-my-links/>

✓ **Images Over 100KB** - Use compression software (<https://compressor.io>) to decrease images above 100 kb to reduce load times and improve overall page speed.

✓ **Structured Data** - Future Proof your website by using structured data. Although not yet a ranking factor, structured markup provides extra details to search engines and influence featured snippets. Review web pages to see if they are marked up correctly using Google's structured data testing tool:

<https://search.google.com/structured-data/testing-tool>

*For additional insights on how to execute other SEO best practices, be sure to visit:*

<https://moz.com/learn/seo/on-page-factors>



# SEO TOOLS

## 5 THINGS YOU CAN DO RIGHT NOW

### SEO Learnings:

On -Page SEO Factors - <https://moz.com/learn/seo/on-page-factors>

Title Tags - <https://moz.com/learn/seo/title-tag>

Meta Description Tags - <https://moz.com/learn/seo/meta-description>

Image Alt Text - <https://moz.com/learn/seo/alt-text>

Link Building - <https://backlinko.com/high-quality-backlinks>

### SEO High -Level Analysis and Research:

Google's Keyword Research Planner - <https://ads.google.com/intl/en-ca/home/tools/keyword-planner/>

Alternative to Google's Keyword Research Tool: <https://keywordtool.io/>

SEO Analyzer - [https://app.neilpatel.com/en/seo\\_analyzer/](https://app.neilpatel.com/en/seo_analyzer/)

SEO Audit - [https://app.neilpatel.com/en/seo\\_analyzer/site\\_audit](https://app.neilpatel.com/en/seo_analyzer/site_audit)

Check for Broken Links - <https://chrome.google.com/webstore/detail/check-my-links/>

Content Duplication Checker - <http://siteliner.com/> and <https://www.copyscape.com/>

Site Speed Checker - <https://webpagetest.org/>

Google's Mobile Friendly Checker - <https://search.google.com/test/mobile-friendly>

Image Compression - <https://compressor.io/>

Google's Structured Data Testing Tool (Schema Markups) - <https://search.google.com/structured-data/testing-tool>

# SEO GLOSSARY

A **title tag** is an HTML element that specifies the title of a web page. Title tags are displayed on search engine results pages (SERPs) as the clickable headline for a given result, and are important for usability, SEO, and social sharing.

**Meta descriptions** are HTML attributes that provide concise summaries of webpages. They commonly appear underneath the blue clickable links in a search engine results page (SERP).

The **header tag**, or the <h1> tag in HTML, will usually be the title of a post, or other emphasized text on the page. It will usually be the largest text that stands out. There are other header tags in HTML too, like an h2, h3, h4, etc...

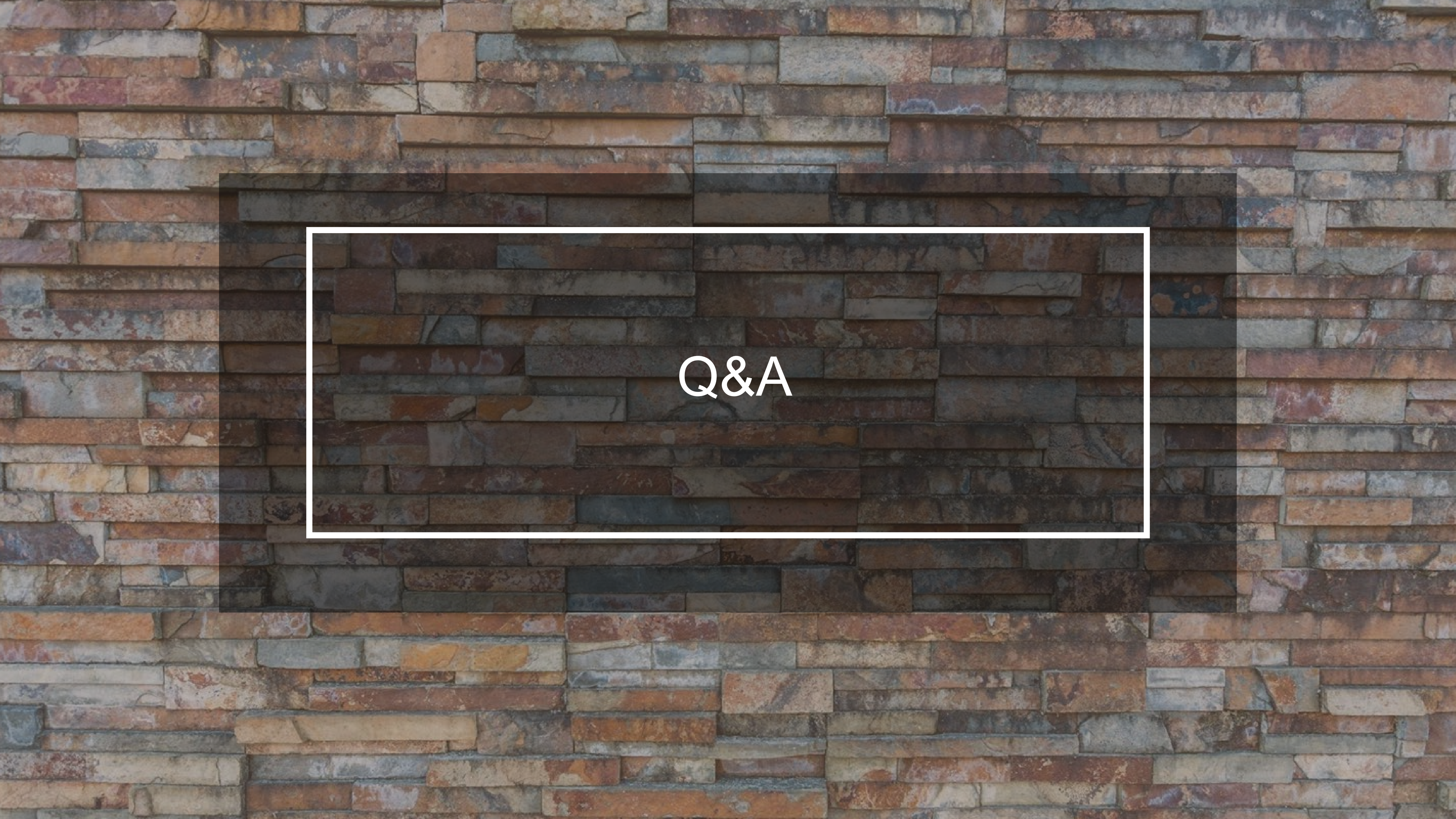
**Image Alt text** (alternative text), also known as "alt attributes", "alt descriptions," and colloquially but technically incorrectly as "alt tags," are used within an HTML code to describe the appearance and function of an image on a page.

A **canonical tag** (aka "rel canonical") is a way of telling search engines that a specific URL represents the master copy of a page. Using the canonical tag prevents problems caused by identical or "duplicate" content appearing on multiple URLs. Practically speaking, the canonical tag tells search engines which version of a URL you want to appear in search results.

**Broken links** are web pages that return 404 (File Not Found) for extended periods of time and that have valuable links should be fixed or 301 redirected to other web pages. It is important to have customized 404 pages with recommended navigational options when website visitors request pages that return a 404 response code. Source: Moz

Materials over the Internet are flagged as **"duplicate content"** if what was written or posted is found in more than one website. The duplication of content varies – it can be that content found in one website is exactly the same on another (as if the original post was "photocopied" on another site), if a substantial amount of the content looks the same in two different sites, or even if the same sentences are found in the same website.



The image features a full-page background of a rustic stone wall. The stones are rectangular and layered in a staggered pattern, with colors ranging from light tan and beige to dark brown and grey. In the center of the image, there is a white-bordered rectangle. Inside this rectangle, the text "Q&A" is written in a clean, white, sans-serif font. The text is centered both horizontally and vertically within the rectangle.

Q&A

# Conclusion

# Thank you!



# Questions or Comments? Get in touch!



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[linkedin.com/company/canadahelps](https://linkedin.com/company/canadahelps)

**CanadaHelps**

[info@canadahelps.org](mailto:info@canadahelps.org)

[Click here](#) to subscribe to our charity emails for the latest news about our fundraising tools and tips!

# Next Webinar



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