




SEARCH 101

for OCAF

Madelyn Frascella & Dan Titmuss

-  [@Capacity_Interactive](https://www.instagram.com/Capacity_Interactive)
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HELLO



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Agenda

Search

SEM

How Does Search Engine Marketing Work?

Anatomy of SEM Campaigns

Google Ad Grants

SEM Best Practices & Optimization Recommendations

SEO

Figuring Out What to Optimize

Optimizing Your Pages

Other Important Technical Things

Takeaways



A lot has changed in the last year!

SEARCH

Provide Accurate, Relevant,
and Timely Information

Google handles trillions of searches per year and over 40,000 search queries every second on average.

Photo Credit: Bevisible.com



80%

of ALL online activities start on search engines.

41%

of web users find brands through search rather than just by typing a URL into their browser.

Harris Interactive Poll and Doubleclick Study

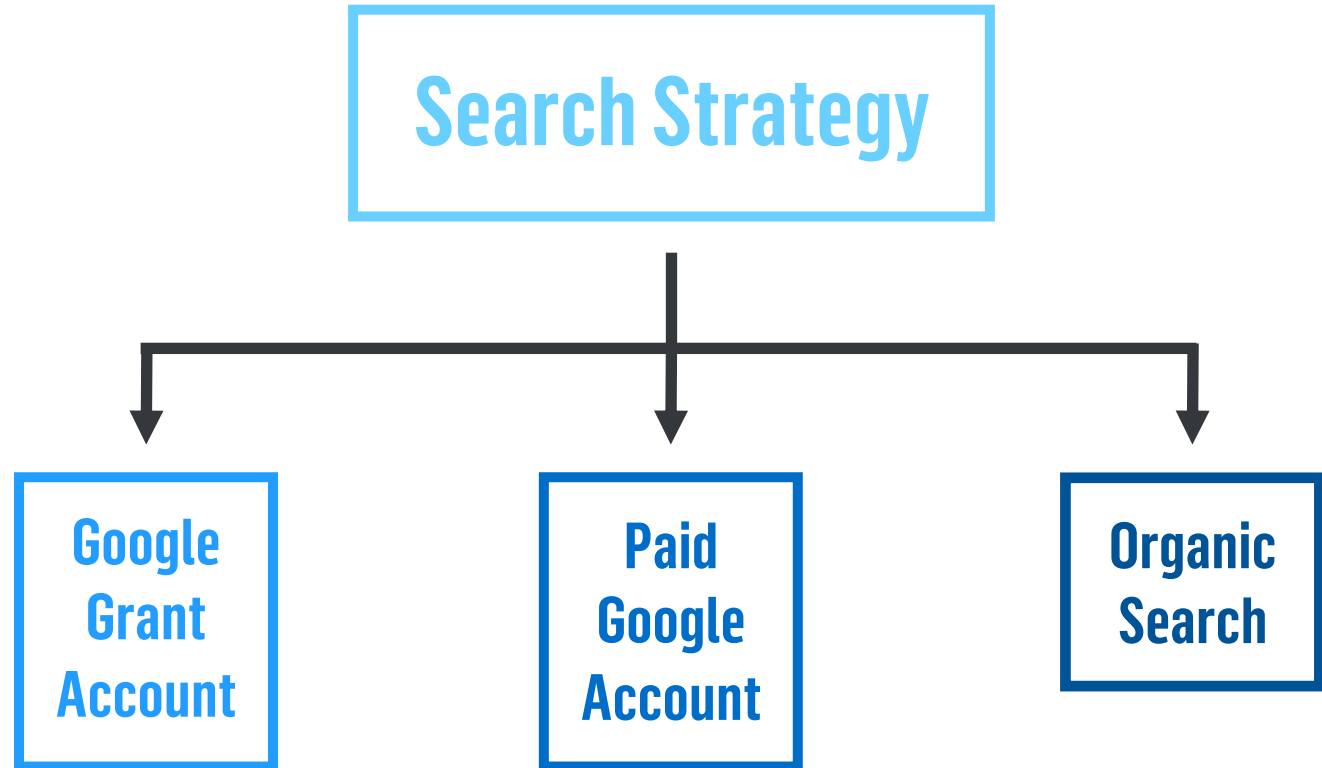
Search engines are your
homepages.

Google

Google Search

I'm Feeling Lucky

**Search strategy
has three prongs.**



Paid vs. Organic Traffic

The screenshot shows a Google search for "broadway tickets". The search bar is at the top with the Google logo on the left and a search icon on the right. Below the search bar are navigation tabs for "All", "News", "Shopping", "Images", "Maps", "More", "Settings", and "Tools". The search results are displayed on a light blue background. At the top, it says "About 142,000,000 results (0.70 seconds)". The first result is from Broadway.com, titled "Broadway.com - See What's On | Broadway's Online Box Office." Below this are four featured cards: "View All Shows", "View All Musicals", "The Lion King", and "Chicago". The second result is from Broadway.showtickets.com, titled "NYC Broadway Ticket Deals | Save Over 65% Off On Tickets". The third result is from Broadway.nyc.com, titled "broadway tickets - NYC.com". Below these is a link to Broadway.com. The "Events" section lists three shows: "The Lion King" on Wednesday, "Burn This" on Tuesday, and "To Kill a Mockingbird" on Thursday. At the bottom, there is a link to "Find Broadway Show Tickets by Date | Broadway.com".

Paid
Results/
SEM

Organic
Results/
SEO

Search in Action

Type in search terms



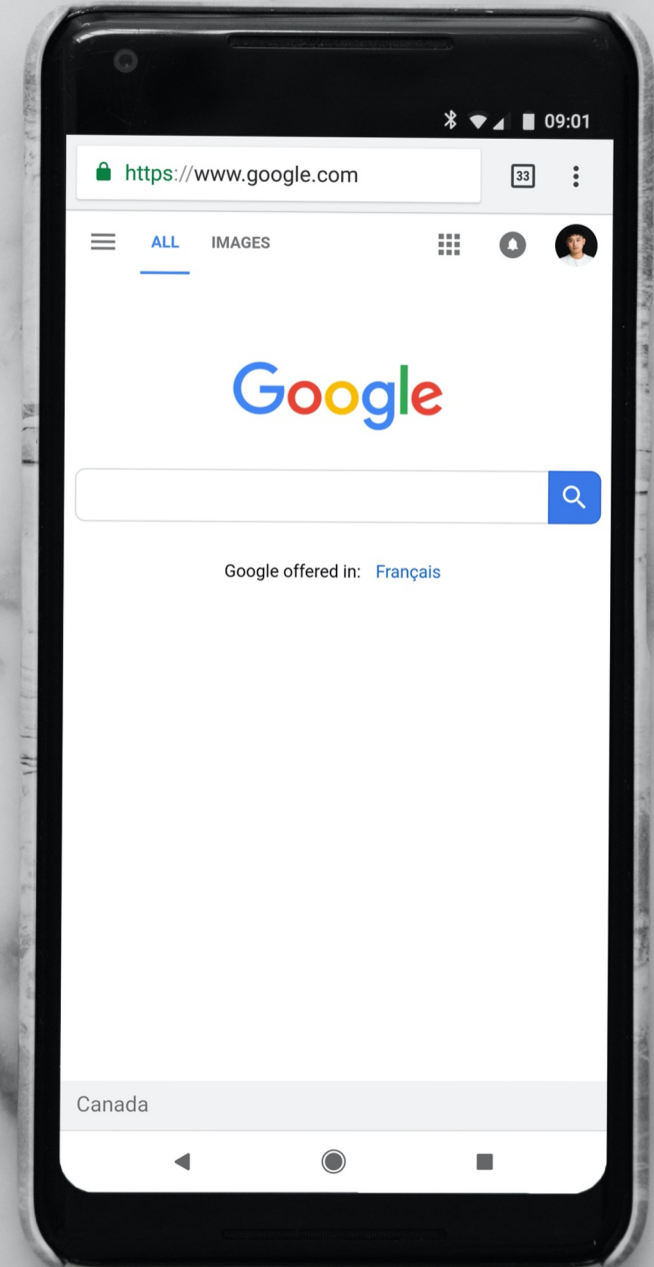
Listings are ranked



Conversion

Search Example

Type in “Broadway Tickets”



Search Example

Type in “Broadway Tickets”

Listings are ranked on Search Engine Results Page

The screenshot shows a Google search for "broadway tickets". The search bar at the top contains the text "broadway tickets" and the Google logo. Below the search bar, there are navigation tabs for "All", "Images", "News", "Shopping", "Maps", "More", "Settings", and "Tools". The search results indicate "About 197,000,000 results (0.68 seconds)".

The first result is an advertisement for www.broadway.com/ titled "Broadway Tickets". The description reads: "Broadway Musicals, Plays & More. Get tickets now on Broadway.com. Premium Seating. Online ticketing. Great Selection. Live Customer Service. Best Seats." Below this are two links: "View All Shows" (Find Out What's Playing on Broadway Now. Buy Tickets.) and "View All Musicals" (Browse All Musicals on Broadway.com Get Tickets Today.).

The second result is an advertisement for [broadway.tickets - NYC.com](http://broadway.tickets-nyc.com/). The description says: "Buy Your Broadway Tickets Now and Save More at the Authentic NYC Site. Best Selection. New York's Box Office. Instant Confirmation. Real Time Seat Locations. Shows: All Broadway Shows, Hamilton, Lion King, Cats, Wicked, Aladdin, Phantom." It includes links for "All Broadway Shows", "Lion King Tickets", "Hamilton Tickets", and "Book of Mor...".

The third result is an advertisement for www.newyorktheatreguide.com/ with the phone number (866) 276-4885. The title is "Tickets for Broadway, New York | The Home of Broadway Theater". The description states: "The Home of Broadway Theater. Read Reviews, Find Showtimes & Buy Official Tickets. Broadway's Biggest & Most Loved Shows. Real-time Ticket Availability. Book Now."

The fourth result is from www.broadway.com titled "Broadway Tickets | Broadway Shows | Theater Tickets ...". The description is: "The most comprehensive source for Broadway Shows, Broadway Tickets, Off-Broadway, London theater information, Tickets, Gift Certificates, Videos, News; ...". It includes links for "Shows", "Tickets Calendar", "Broadway Apps", and "Moulin Rouge! The Musical".

Below the search results is an "Events" section with filters for "Today", "Tomorrow", "Next Week", "Next Weekend", and "This Month". Two events are listed:

- 10 MAR** HAMILTON (NY) - Broadway Direct Lottery
Tue, 7 PM
Richard Rodgers Theatre, 226 W 46th St
New York, NY
- 13 MAR** Plaza Suite
Friday
Hudson Theatre, 141 W 44th St
New York, NY

Search Example

Type in “Broadway Tickets”

Listings are ranked on Search Engine Results Page

Visit web pages and/or make a Purchase





**Search is user-centric
& user-driven.**

Google's Belief on Search

Deliver the most relevant and reliable information available

Maximize access to information

Present information in the most useful way

Protect your privacy

Sell ads, nothing more

Help creators succeed online

Source: "Our Approach to Search" - Google

Google's Belief on Search

Deliver **the most relevant and reliable information** available

Maximize access to information

Present **information in the most useful way**

Protect your privacy

Sell ads, nothing more

Help creators succeed online

Source: "Our Approach to Search" - Google



**Relevance,
relevance,
relevance.**



**The goal of search is
to answer searchers'
in-the-moment questions.**

Key Performance Indicators

Clickthrough Rate

Purchases

Revenue

ROI

HOW DOES SEARCH ENGINE MARKETING (SEM) WORK? The Auction & Ranking System

Search Engine Marketing

SEM is a process that uses an auction and ranking system to determine which ads appear in which order.

Type in search terms



Auction starts*



Ads are ranked



Search Engine Results Page



Conversion!

“Winning” the auction isn’t just about \$.

Ad Rank

Bid

Ad Quality

- Expected clickthrough rate
- Ad landing page experience
- Ad relevance

Ad Rank Threshold (Reserve Price)

- Ad Quality
- Ad Position
- User signals
- Query context
- Related auctions
- Ad landing page experience
- Ad relevance

Context of Query

Ad Extension Impact/ Ad Format

“Winning” the auction isn’t just about \$.

Ad Rank

Bid

Ad Quality

Expected clickthrough rate

Ad landing page experience

Ad relevance

Ad Rank Threshold (Reserve Price)

Ad Quality

Ad Position

User signals

Query context

Related auctions

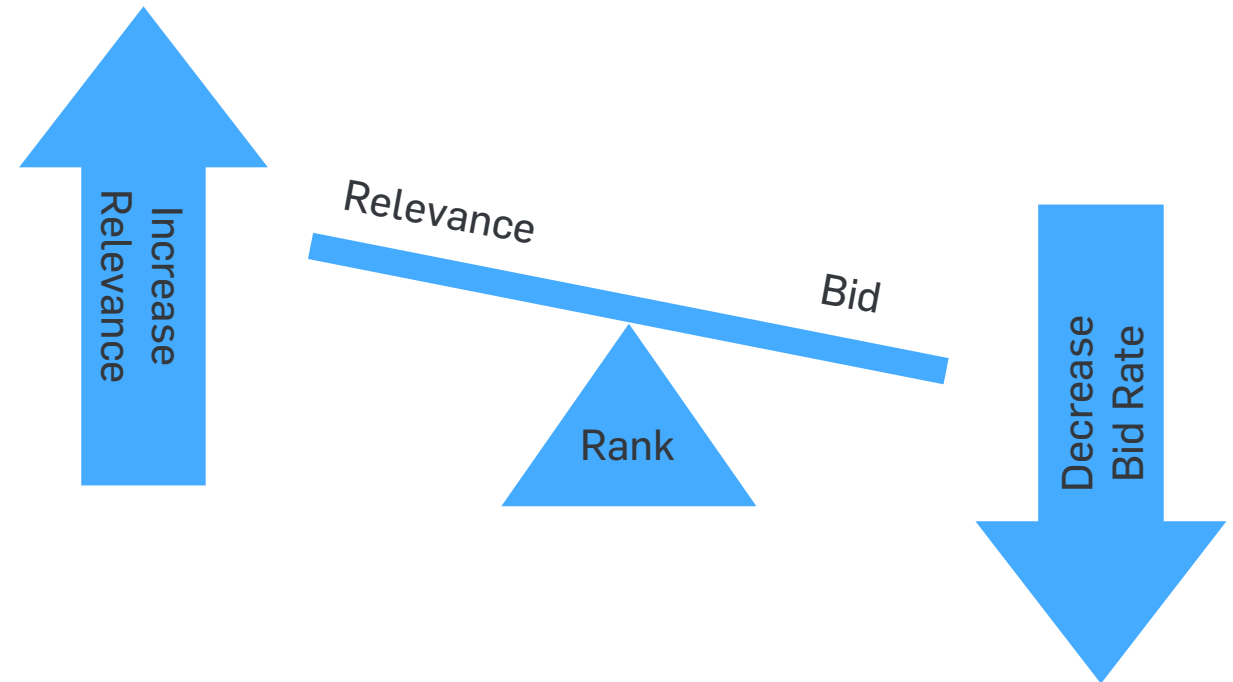
Ad landing page experience

Ad relevance

Context of Query

Ad Extension Impact/ Ad Format

“Winning” the Auction





**Relevance,
relevance,
relevance.**

On Desktop Computers

Up to 4 ads show at the top of the SERP for competitive auctions. Using ad extensions increases the amount of ad real estate.

Google

cheap broadway tickets

All Shopping News Maps Videos More Settings Tools

About 393,000,000 results (0.61 seconds)

Ad · www.todaytix.com/ ▾
Cheap Broadway Tickets | TodayTix Theater Deals
Get exclusive last minute **deals**, front row lotteries & low price Rush **tickets!** 90+ Days in Advance. Same Day **Tickets**. Exclusive **Deals**. **Broadway** & More. Buy Online 24-7. Last-Minute **Tickets**. Same-Day **Tickets**. Checkout in 30 Seconds. See Theater Differently.

The Lion King The Lion King On Broadway Get tickets with TodayTix!	Wicked Wicked On Broadway Get tickets with TodayTix!
---	---

Ad · www.broadway-show-tickets.com/ ▾
Best Priced Broadway Tickets | Save upto 50% On Show Tickets
Great **Deals** On **Broadway Shows** & Musicals. **Cheapest** Price Online. Book Now! Secure...

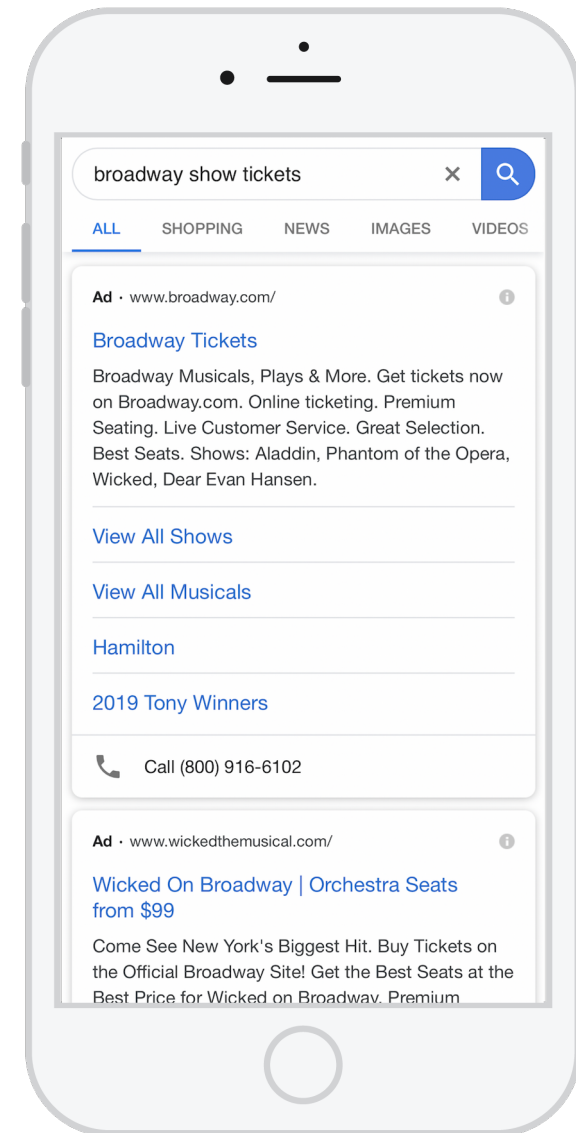
Ad · www.seatgeek.com/ ▾
Broadway Tickets 2020 | SeatGeek - SeatGeek.com
100% Guaranteed **Tickets** At the Lowest Possible Price. Buy **Tickets** The Smart Way

Ad · www.broadwaybox.com/ ▾
Cheap Broadway Tickets | Buy Now at BroadwayBox.com.
Save Up to 50% Off NYC Show Prices! Browse **Cheap Broadway Tickets** Now. Musicals.

www.broadwaybox.com ▾
Discount Broadway Tickets - Save up to 50% off Broadway ...
Your home for the best **Discount Broadway Tickets**. Save up to 50% off Broadway shows. Find free discount codes for NYC Broadway shows, theater info, and ...
[Discount Broadway Tickets](#) · [Shows](#) · [How to Buy Cheap Broadway ...](#) · [How It Works](#)

On Mobile Devices

On mobile, 4 ads can show above the organic results, but often only 2 ads show before scrolling.



ANATOMY OF SEM CAMPAIGNS



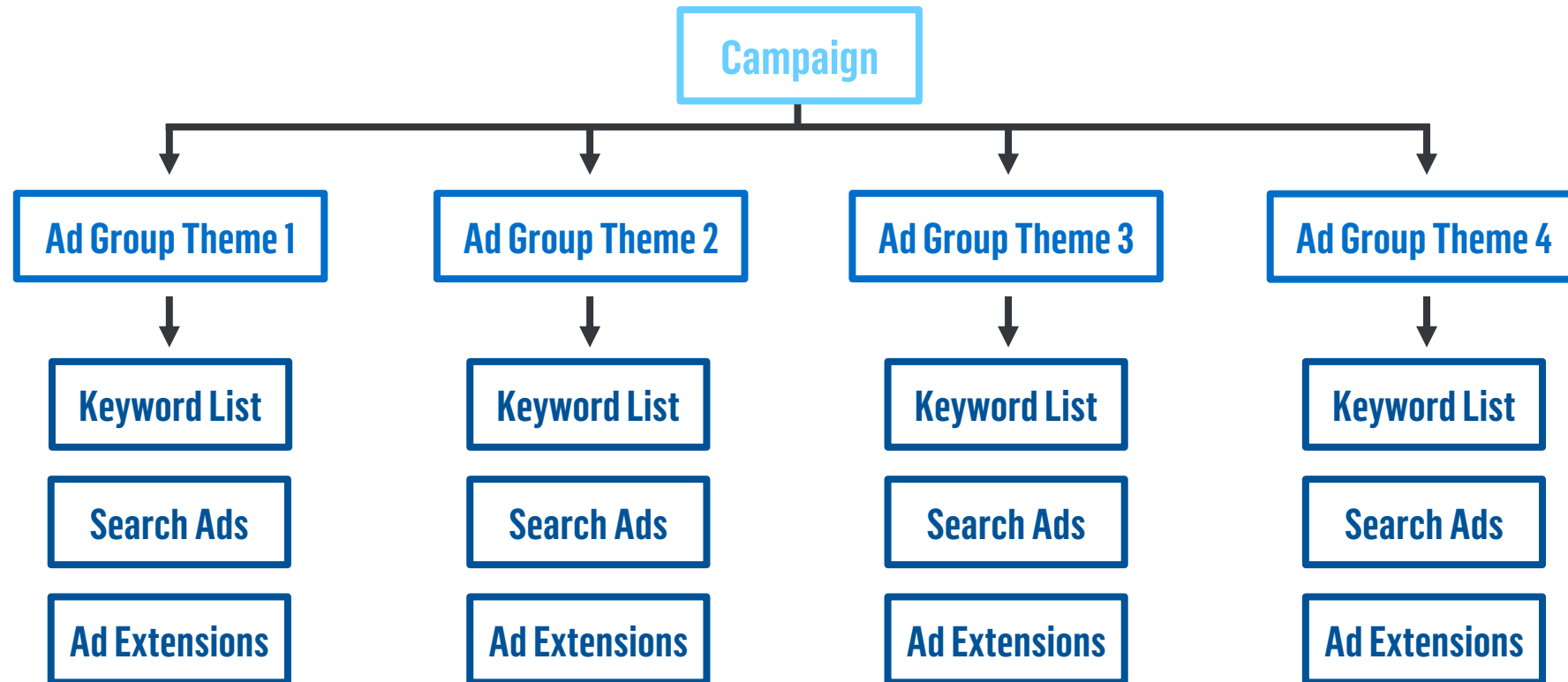
Components of SEM Campaigns

Keywords

Ads

Ad Extensions

Anatomy of SEM Campaigns



Anatomy of SEM Campaigns

Keywords

Words or a phrase describing your product or service that you choose to help determine when and where your ad can appear.

We want to bid on the keywords that our patrons are likely going to search for that cover across the funnel.

Anatomy of SEM Campaigns

Keyword Match Types

Match types indicate to search engines how closely or loosely we want the algorithm to match the keywords we're bidding on to the search terms people are searching for.

Match types examples:

Broad

Phrase

Exact

Anatomy of SEM Campaigns

Ad Groups

An ad group contains one or more ads that share similar targets (keywords, audiences, landing page etc.)

Ad groups help to organize ads and keywords by a common theme or relevance.

Anatomy of SEM Campaigns

Campaign

A set of ad groups (ads, keywords, and bids) that share a budget, targeting and other settings.

Often used to organize categories of products or services that you offer.

Campaigns can hold multiple ad groups, but budget can only be adjusted on campaign level.

Anatomy of SEM Campaigns

Ads

Search ads (text ads) have three parts.

- Headline text (up to 3)

- Display URL

- Description text (up to 2)

There are multiple types of search text ads.

- Expanded text ads

- Responsive search ads

- Dynamic search ads

Anatomy of SEM Campaigns

Ads

Ad · www.philorch.org/digital-stage/tickets (215) 893-1999

The Philadelphia Orchestra - Digital Stage - Get Tickets

Your **Philadelphia Orchestra** Present a New Standard in Classical **Digital Performances**. **Digital Stage Performances** Will Feature Timeless Works & Pieces From Today's Composers. Our World Now. **Digital Stage**.

Haydn's La Passione

Yannick Conducts Elgar, Haydn & Shaw on the Digital Stage April 1-8

Digital Stage 2021

The Music Continues in 2021.
Tickets & Packages On Sale Now.

Our City, Your Orchestra

A Series of Small Ensemble Online Concerts Recorded Around the Region

Michelle Cann Plays Price

Pianist Cann Plays Florence Price's Piano Concerto in One Movement.

Anatomy of SEM Campaigns

Ad Extensions

A feature that shows extra information with your ad, like an address, phone number, or more webpage links.

There are multiple types of ad extensions. Ad extensions increase visibility and potentially improve clickthrough rate.

They will show up on a by-auction basis.

Anatomy of SEM Campaigns

Ad Extensions

Ad · www.philorch.org/digital-stage/tickets ▾ (215) 893-1999

The Philadelphia Orchestra - Digital Stage - Get Tickets

Your **Philadelphia Orchestra** Present a New Standard in Classical **Digital** Performances. **Digital Stage** Performances Will Feature Timeless Works & Pieces From Today's Composers. [Our World](#)

Now. **Digital Stage.**

Haydn's La Passione

Yannick Conducts Elgar, Haydn & Shaw on the Digital Stage April 1-8

Our City, Your Orchestra

A Series of Small Ensemble Online Concerts Recorded Around the Region

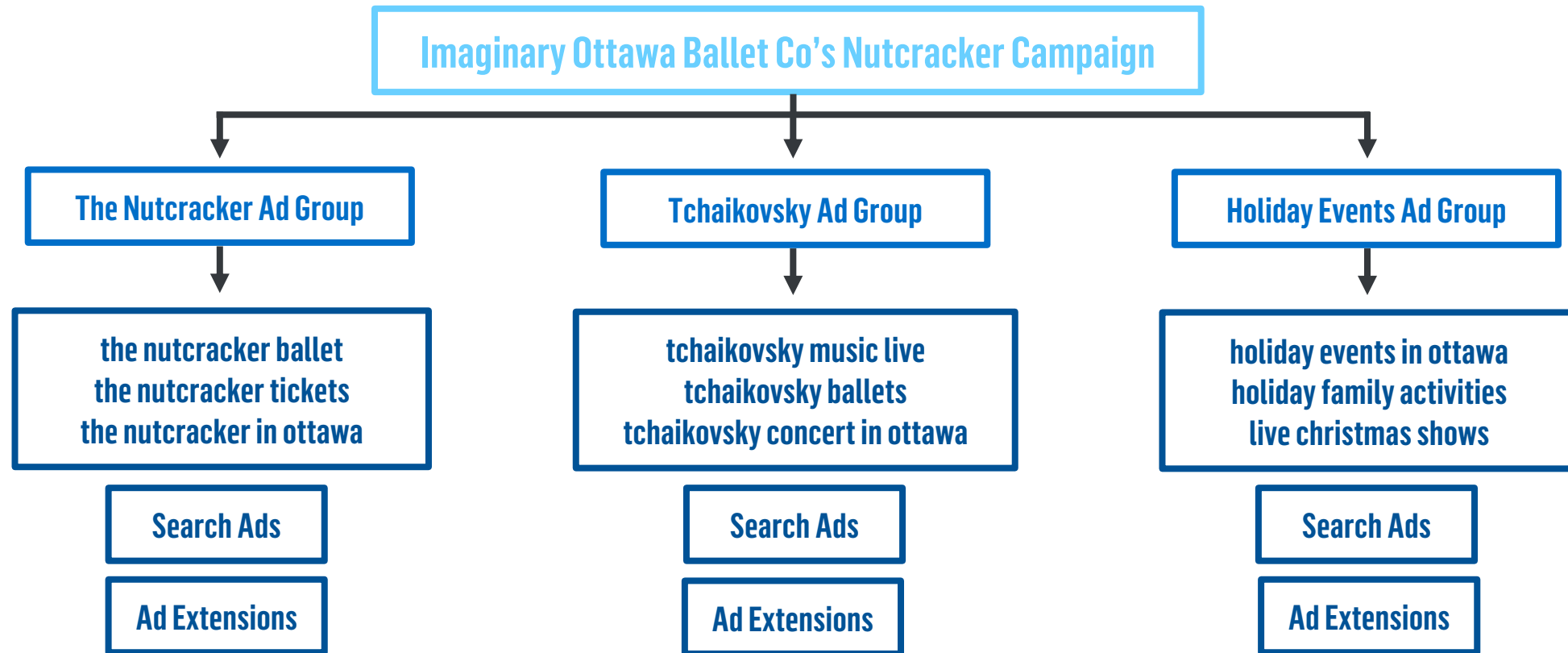
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Anatomy of SEM Campaigns



GOOGLE AD GRANTS

AKA Free Money!

Image Source: Hollywood Reporter



Program Overview

For nonprofit charitable organization in good standing
\$10,000 in-kind search advertising per month

Requires certain account structures

- 2 Sitelinks/Account

- 2 Ad Groups/Campaign

- 2 Ads/Ad Group

- No single word, non-branded keywords

- No overly generic keywords

Requires certain performance metrics to stay eligible
for the grant

- 5% CTR Across Account

- Conversion minimums and Conversion Rate maximum

Quality Filter

Limitations on optimizations

- \$2 keyword bid limit (unless using auto-bidding)

- No audience or remarketing targeting available

SEM BEST PRACTICES & OPTIMIZATION RECOMMENDATIONS

Best Practices

Include keywords that cover the full funnel of a patron's journey.

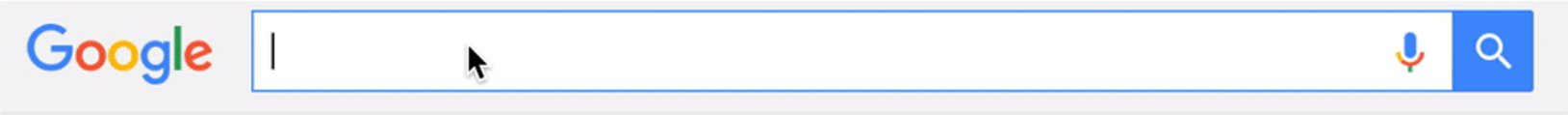
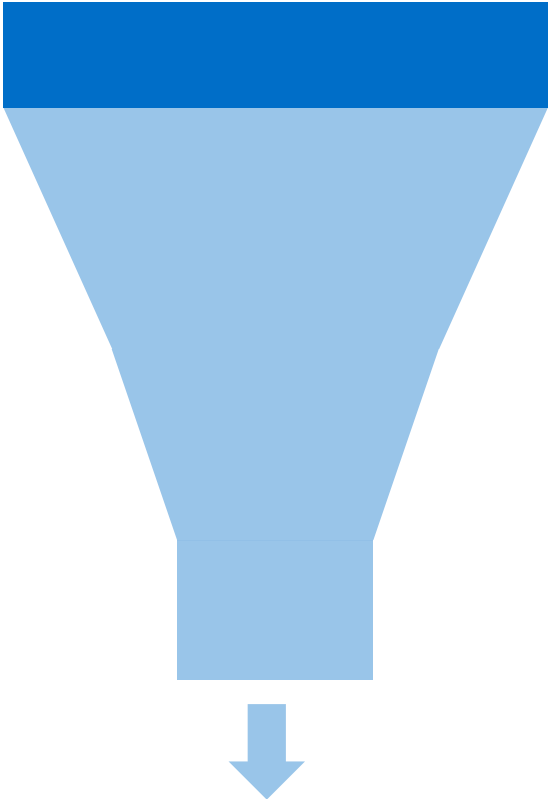
Top-of-Funnel Keywords

Middle-of-Funnel Keywords

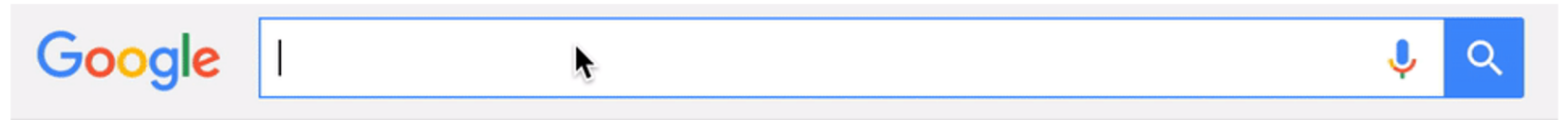
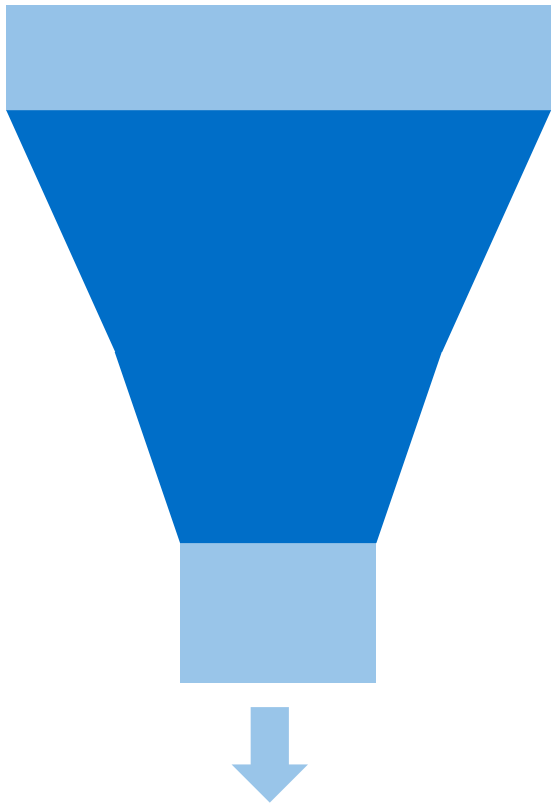
Bottom-of-Funnel Keywords



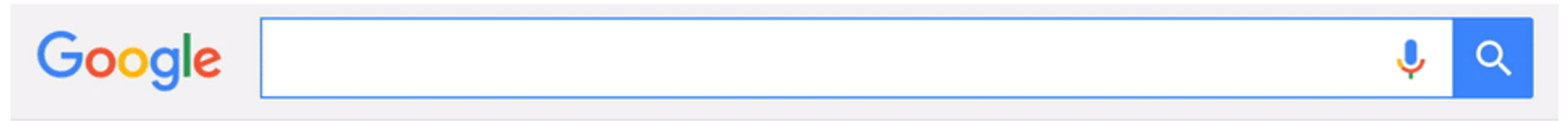
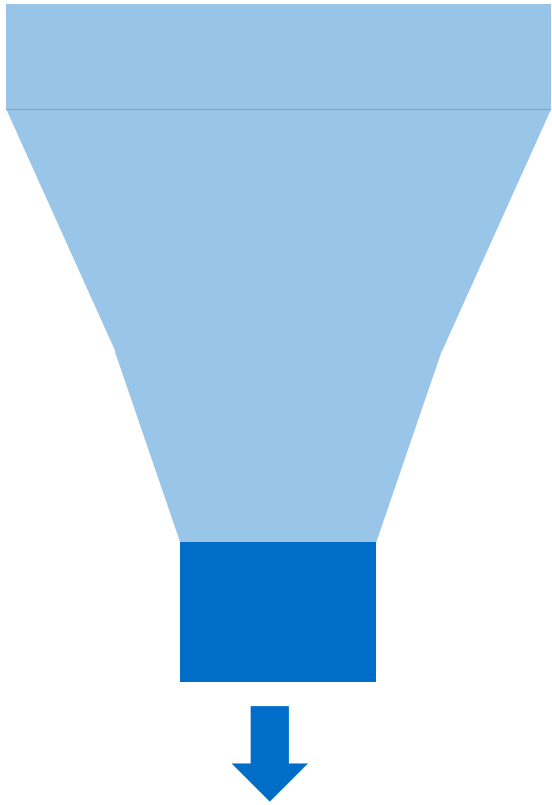
Top-of-Funnel Searches



Middle-of-Funnel Searches



Bottom-of-Funnel Searches



Best Practices

Include keywords that cover the full funnel of a patron's journey.

Model campaigns on the marketing funnel. Brainstorm and bucket keywords into ad groups based on theme and relevancy.



Optimization: Search Terms

Use the search terms tab to see what search terms are triggering your ads.

Add new keywords based on search terms or negative keywords based on data.

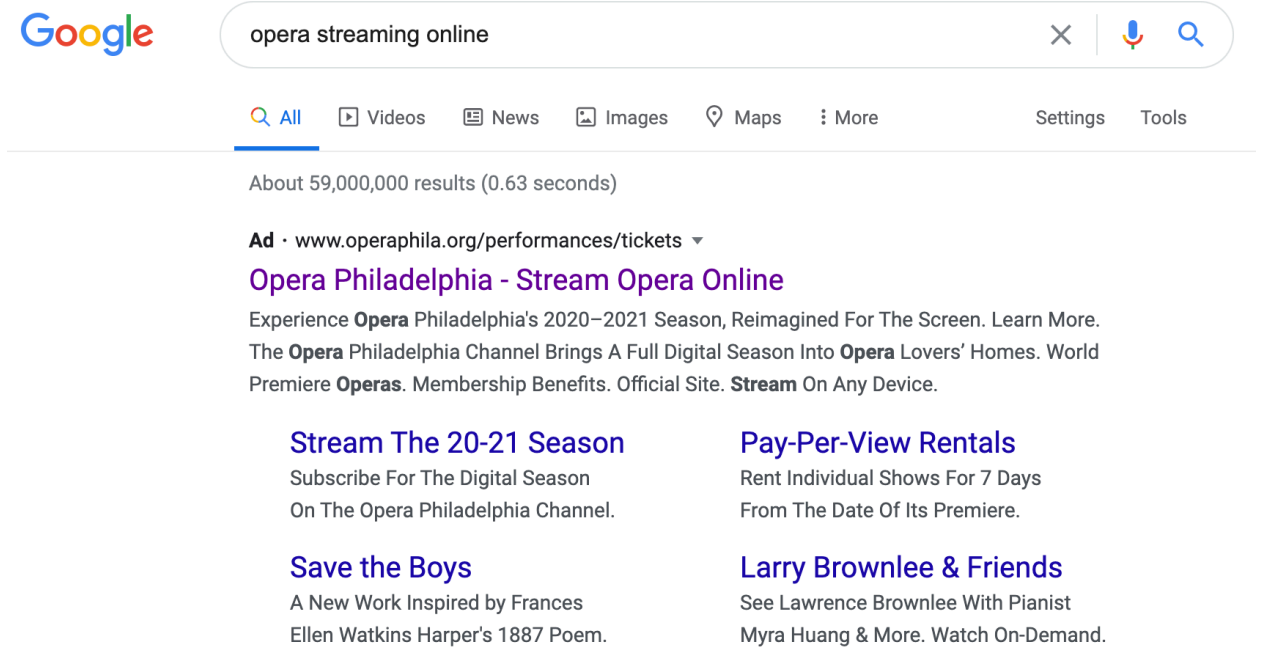
<input type="checkbox"/> Search term	Match type	Added/Excluded	Ad group	Keyword	↓ Clicks	Impr.	CTR
Total: Search terms ?					995	4,146	24.00%
<input type="checkbox"/> online dance classes	Exact match	✓ Added	Online Classes - Exact	[online dance classes]	33	1,188	2.78%
<input type="checkbox"/> online ballet class	Broad match	None	Online Ballet - Broad	beginner ballet +online	12	43	27.91%
<input type="checkbox"/> online dance classes for adults	Exact match	✓ Added	Online Classes - Exact	[online dance classes for adults]	11	174	6.32%
<input type="checkbox"/> online ballroom dance lessons	Broad match	None	Online Classes - Broad	+online dance classes	10	40	25.00%
<input type="checkbox"/> online ballet class	Exact match (close variant)	None	Online Ballet - Exact	[ballet online classes]	8	57	14.04%
<input type="checkbox"/> online ballet classes for adults	Exact match	✓ Added	Online Ballet - Exact	[online ballet classes for adults]	8	31	25.81%
<input type="checkbox"/> alvin ailey online classes	Broad match	None	Online Classes - Broad	+online dance classes	8	24	33.33%
<input type="checkbox"/> virtual dance classes	Exact match	✓ Added	Online Classes - Exact	[virtual dance classes]	8	234	3.42%
<input type="checkbox"/> online dance classes for kids	Exact match	✓ Added	Online Kids - Exact	[online dance classes for kids]	7	112	6.25%
<input type="checkbox"/> boston ballet online classes	Phrase match	None	Online Ballet - Phrase	"ballet online classes"	7	14	50.00%

Best Practices

Include keywords that cover the full funnel of a patron's journey.

Model campaigns on the marketing funnel. Brainstorm and bucket keywords into ad groups based on theme and relevancy.

Create ad copy that is relevant to the keywords in the ad group.



The image shows a Google search interface. The search bar contains the text "opera streaming online". Below the search bar, there are navigation links for "All", "Videos", "News", "Images", "Maps", and "More". The search results show "About 59,000,000 results (0.63 seconds)". The first result is an advertisement for "Opera Philadelphia - Stream Opera Online" with a link to "www.operaphila.org/performances/tickets". The ad text describes the 2020-2021 season and offers streaming options. Below the ad, there are four featured links: "Stream The 20-21 Season", "Pay-Per-View Rentals", "Save the Boys", and "Larry Brownlee & Friends", each with a brief description.

Google

opera streaming online

All Videos News Images Maps More Settings Tools

About 59,000,000 results (0.63 seconds)

Ad · www.operaphila.org/performances/tickets ▾

Opera Philadelphia - Stream Opera Online

Experience **Opera** Philadelphia's 2020–2021 Season, Reimagined For The Screen. Learn More. The **Opera** Philadelphia Channel Brings A Full Digital Season Into **Opera** Lovers' Homes. World Premiere **Operas**. Membership Benefits. Official Site. **Stream** On Any Device.

Stream The 20-21 Season
Subscribe For The Digital Season
On The Opera Philadelphia Channel.

Pay-Per-View Rentals
Rent Individual Shows For 7 Days
From The Date Of Its Premiere.

Save the Boys
A New Work Inspired by Frances
Ellen Watkins Harper's 1887 Poem.

Larry Brownlee & Friends
See Lawrence Brownlee With Pianist
Myra Huang & More. Watch On-Demand.

Optimization: Responsive Search Ads (RSAs)

Add 1 RSA to each ad group.

Use existing headlines & descriptions plus popular keywords.

Keep tabs on Combinations & keep optimizing.

The screenshot shows the Google Ads interface for creating a new responsive search ad. The top navigation bar includes 'SEARCH', 'REPORTS', 'TOOLS', 'SETTINGS & BILLING', and a notification bell. The main content area is titled 'New responsive search ad' and displays the following information:

- Ad group:** The Nutcracker - Broad
- Keywords:** nutcracker ballet, nutcracker production, nutcracker tickets, nutcracker shows, nutcracker ballet tickets, nutcracker schedule, nutcracker performances + 3 more
- Final URL:** 20-21 - The Nutcracker Virtual Experience - Local - Ends 12 31 ...

A tip states: 'Creating one responsive search ad can give you better performance than multiple text ads. [Switch back to text ads](#)'

The interface is divided into two main sections:

- Left Section:** 'With responsive search ads, you enter multiple headlines and descriptions and Google combines them into ads.' It includes a 'Display URL' field with the value '/ TheNutcracker / Tickets' and a 'Headlines' list with 13 items, each with a character count (e.g., 'Imaginary Ottawa Ballet Co' at 26/30).
- Right Section:** 'Ad strength' section showing an 'Average' score and a 'Leave feedback' link. It includes a checklist of optimization tips: 'Add more headlines', 'Include popular keywords in your headlines', 'Make your headlines more unique', and 'Make your descriptions more unique', each with a 'View ideas' link.

At the bottom, a 'Preview' section shows a mobile device displaying the assembled ad with the headline 'The Nutcracker in Ottawa | December 2021 - Learn More | Imaginary Ottawa Ballet Co' and the description 'Imaginary Ottawa Ballet Company Presents The Beloved Holiday Ballet This December. Experience Moments of Joy & Magic From The Nutcracker Live!'.

Best Practices

Include keywords that cover the full funnel of a patron's journey.

Model campaigns on the marketing funnel. Brainstorm and bucket keywords into ad groups based on theme and relevancy.

Create ad copy that is relevant to the keywords in the ad group.

Utilize ad extensions.

The screenshot shows a Google search for "opera streaming online". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar are navigation tabs for "All", "Videos", "News", "Images", "Maps", and "More". The search results show "About 59,000,000 results (0.63 seconds)".

The first result is an advertisement from www.operaphila.org/performances/tickets with the headline "Opera Philadelphia - Stream Opera Online". The description reads: "Experience **Opera** Philadelphia's 2020–2021 Season, Reimagined For The Screen. Learn More. The **Opera** Philadelphia Channel Brings A Full Digital Season Into **Opera** Lovers' Homes. World Premiere **Operas**. Membership Benefits. Official Site. **Stream** On Any Device."

This advertisement features a light blue box with four promotional cards:

- Stream The 20-21 Season**: Subscribe For The Digital Season On The Opera Philadelphia Channel.
- Pay-Per-View Rentals**: Rent Individual Shows For 7 Days From The Date Of Its Premiere.
- Save the Boys**: A New Work Inspired by Frances Ellen Watkins Harper's 1887 Poem.
- Larry Brownlee & Friends**: See Lawrence Brownlee With Pianist Myra Huang & More. Watch On-Demand.

The second result is an advertisement from www.kennedy-center.org/ with the phone number (202) 467-4600 and the headline "Free Opera Streaming - Stream Opera Performances". The description reads: "Explore Production Excerpts, Rehearsal Look-Ins, and Go Behind-The-Scenes of the WNO. Watch Extraordinary **Opera** Performances From the Kennedy Center's Stages and Beyond. Digital Stage. Official Site. Remote Recitals. Member Benefits. **Opera** Videos. [Subscription Packages](#) · [Gift Certificates](#) · [Support WNO](#) · [Monuments of Hope](#)"

The third result is from www.metopera.org with the breadcrumb "season > on-demand" and the headline "Met Opera on Demand - Metropolitan Opera". The description reads: "Met **Opera** on Demand. From old-school legends to today's great stars, experience more than 700 full-length Met performances with our **online streaming** service ..."

Optimization: Sitelink Extensions

6-10 per campaign.

Can increase click through rate.

Can increase awareness of programming.

Ad · www.sfopera.com/ ▾ (415) 864-3330

SFOpera.com - San Francisco Opera - Opera Is On in SF

San Francisco Opera Has Been Thrilling Audiences Since 1923. See World Premieres and Classics From One of the World's Leading **Opera** Companies. Virtual Events. Awe-Inspiring Voices. Backstage Stories. Official Site. Stream **Opera**.

Falstaff

Streaming This Weekend, Verdi's
Comedy Adapted From Shakespeare

Ring Festival

Delve Into Wagner's Ring Cycle With
Talks, Virtual Events & Streaming

Opera Is On

From Video Series to Playlists,
Explore All Our Digital Content.

Make a Gift

Join Our Family of Supporters.
View Donor Levels & Benefits

Best Practices

Include keywords that cover the full funnel of a patron's journey.

Model campaigns on the marketing funnel. Brainstorm and bucket keywords into ad groups based on theme and relevancy.

Create ad copy that is relevant to the keywords in the ad group.

Utilize ad extensions.

Continuously optimize campaigns using data.

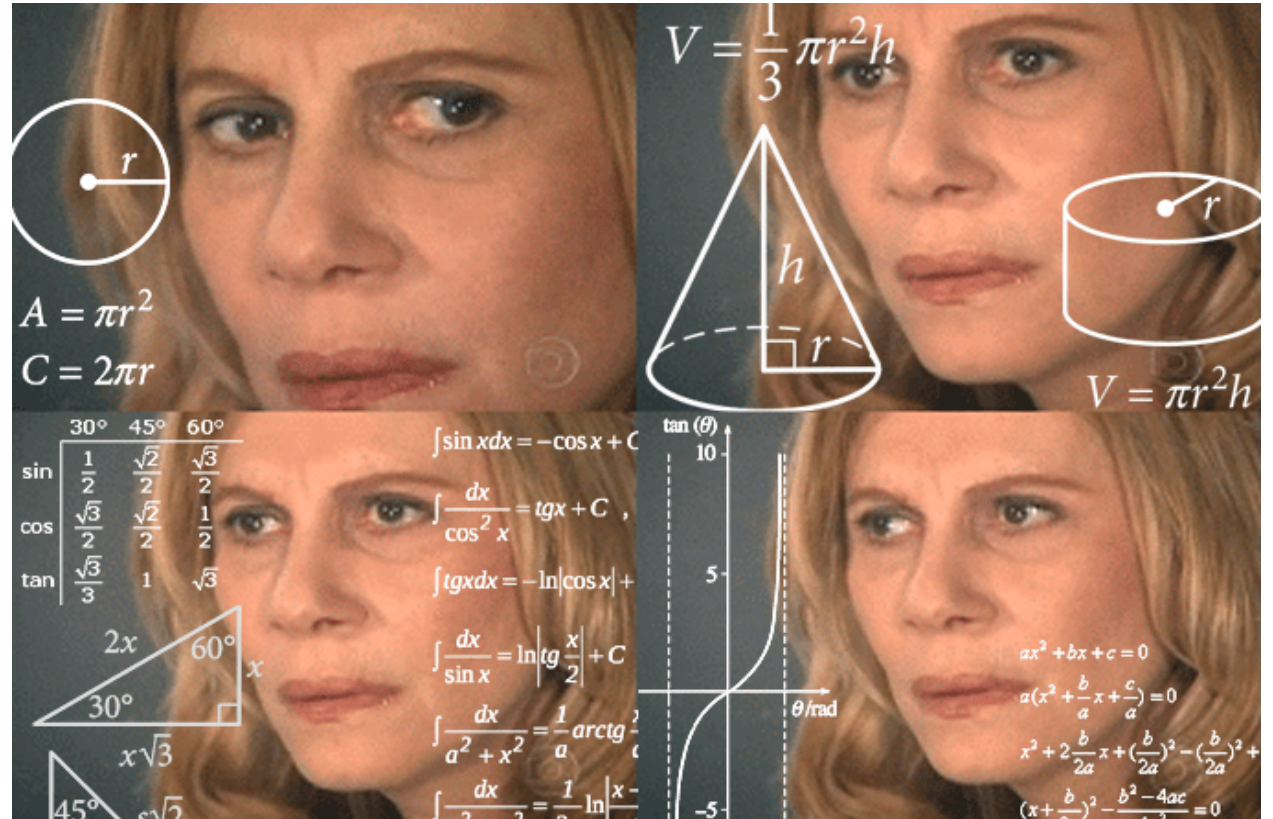


Image Source: Know Your Meme

SEARCH ENGINE OPTIMIZATION



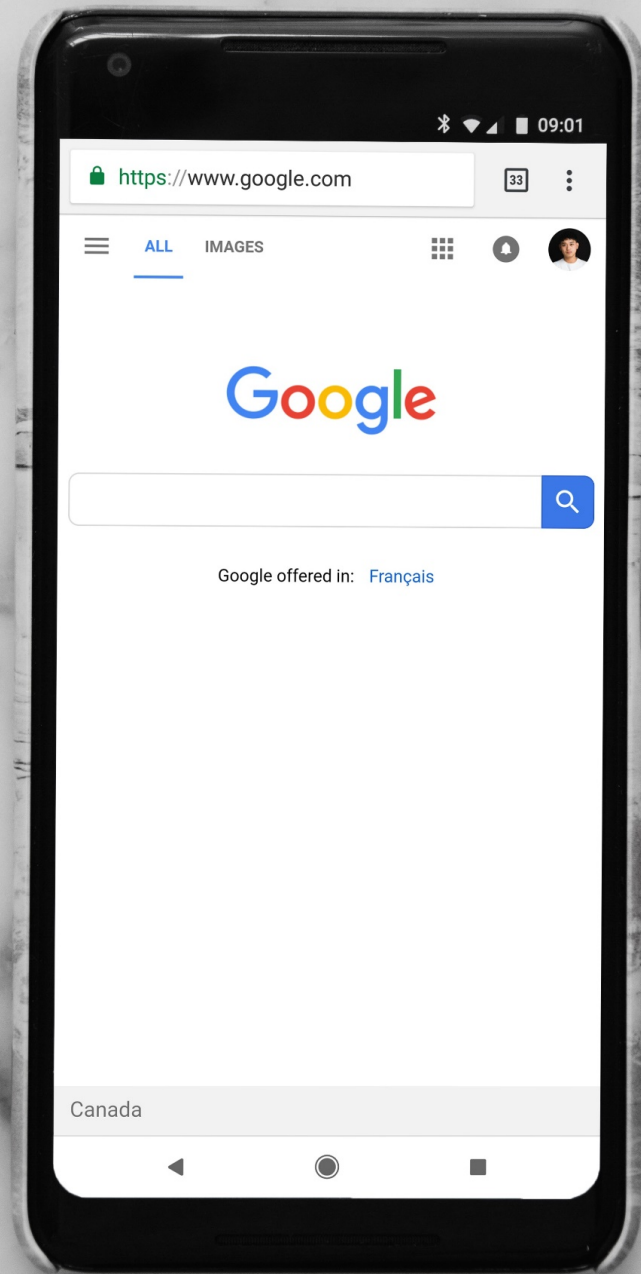
SEO

What, Why, How?



SEO

What, Why, How?

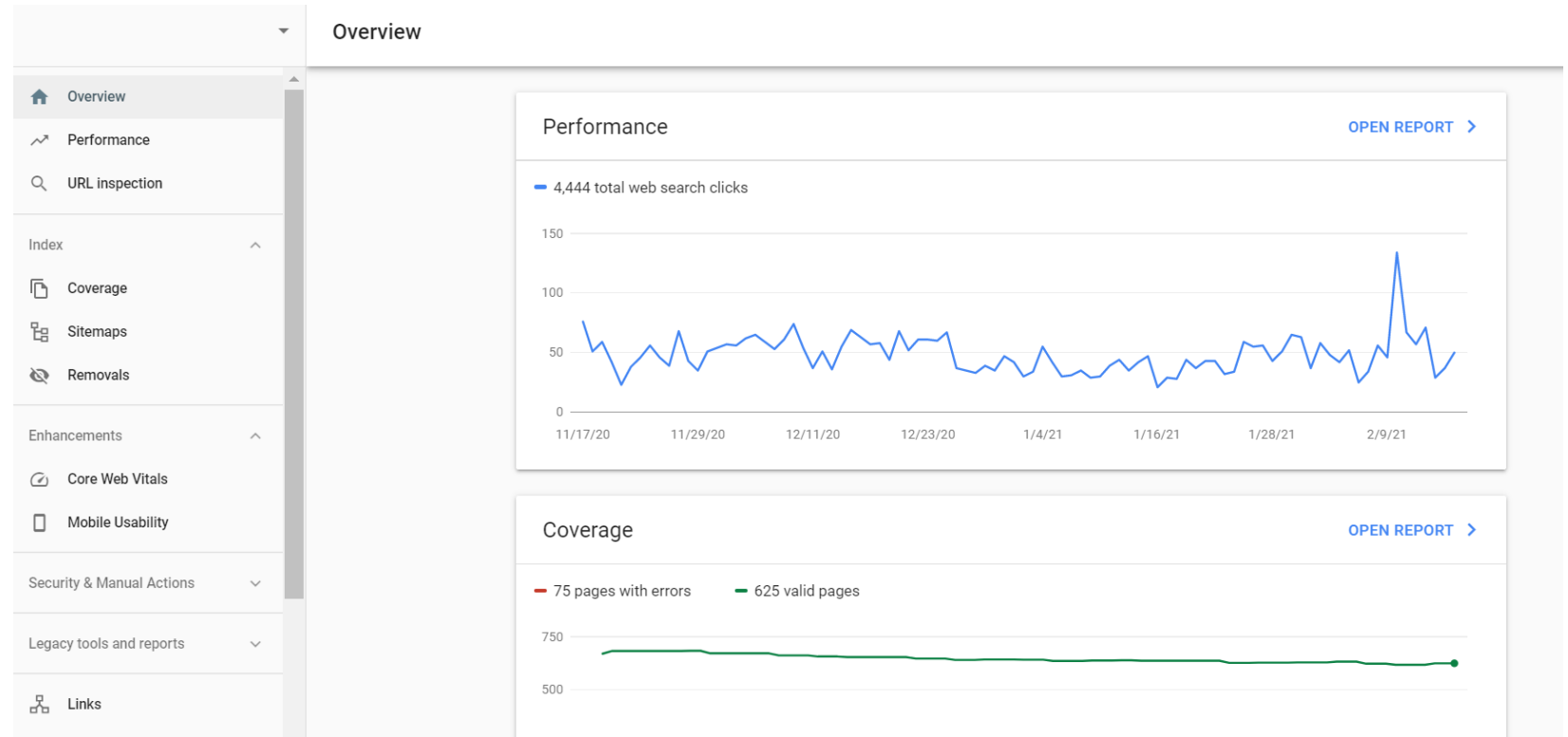


**Google wants to help you
succeed.**

They want good search results!

Google Search Console

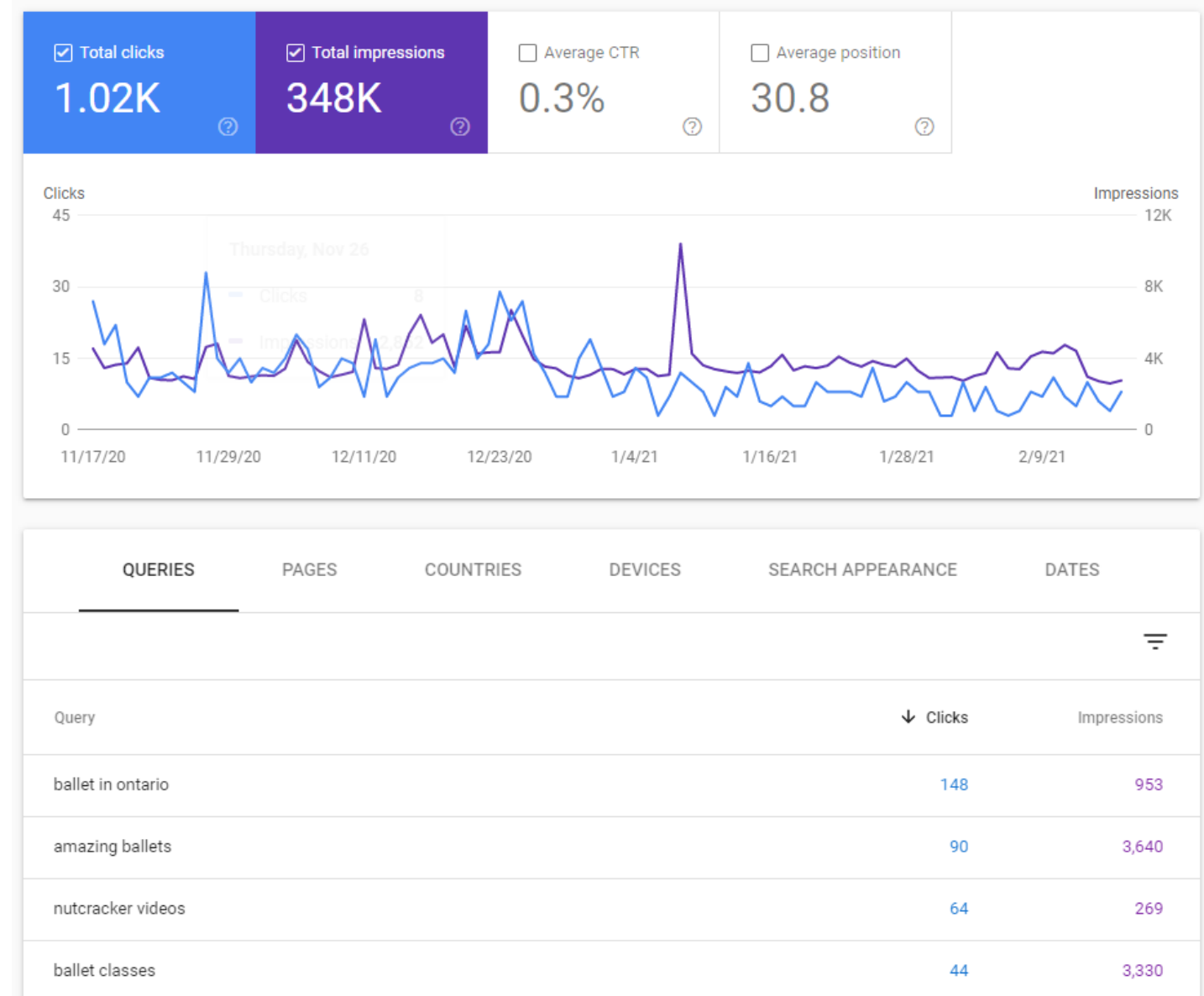
Your account with Google.



Source: <https://search.google.com/>

Google Search Console

Private search data.



Source: <https://search.google.com/>

Google My Business (GMB)

Local searches.

Source:
<https://www.google.com/business/>



open museums near me



Rating ▼ Open now ▼

American Folk Art Museum

4.3 ★★★★★ (442) · Art museum

2 Lincoln Square

11:30AM–6PM

Traditional folk art musuem



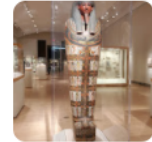
Brooklyn Museum

4.7 ★★★★★ (8,317) · Art museum

Brooklyn, NY

11AM–6PM

Premier arts attraction on Prospect Park



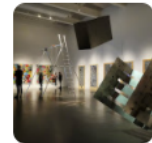
New Museum

4.1 ★★★★★ (1,983) · \$\$\$ · Art museum

235 Bowery

11AM–6PM

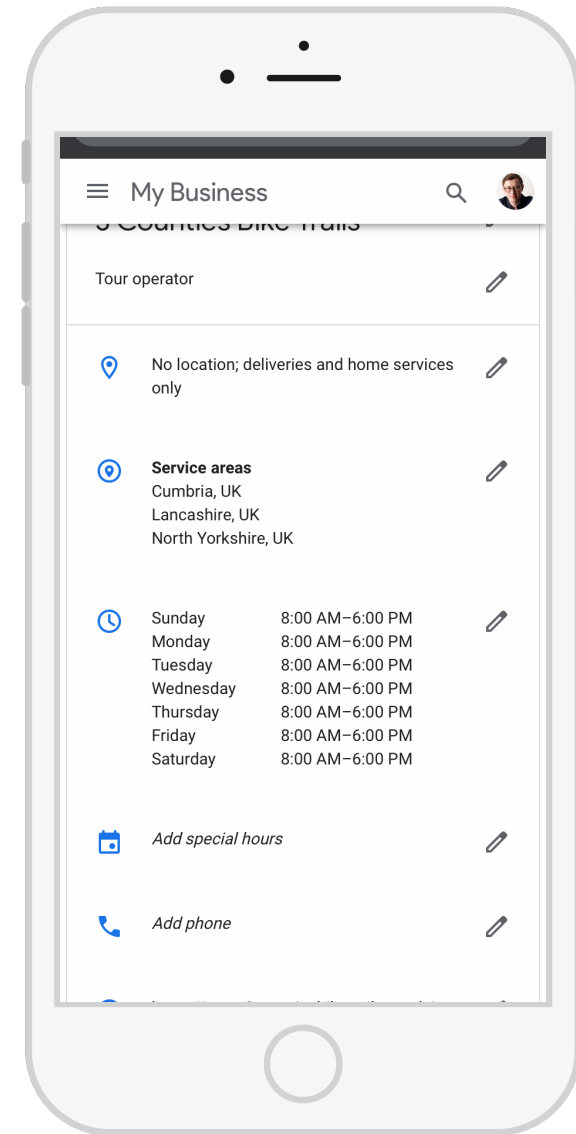
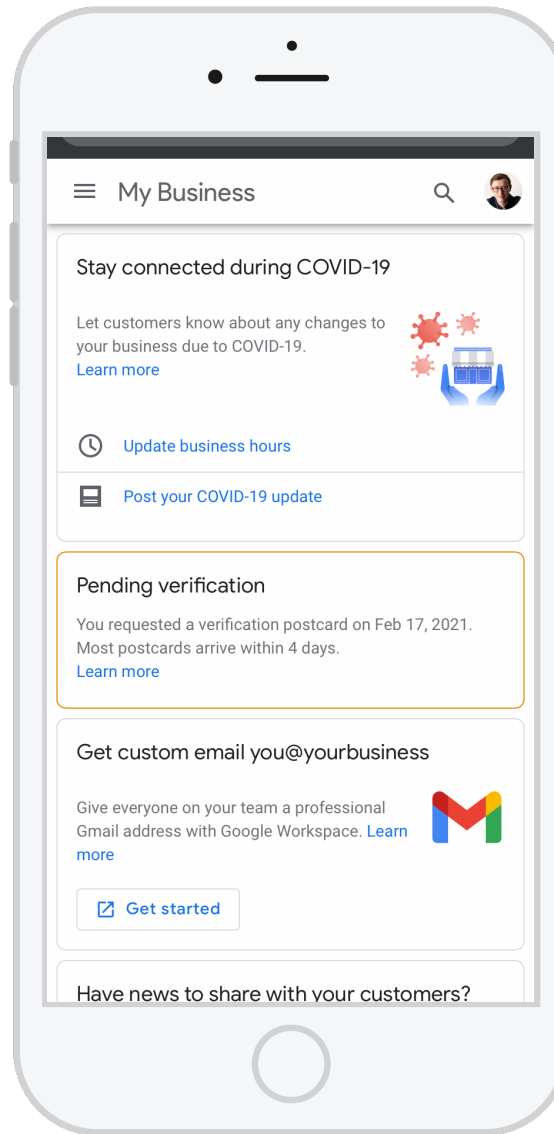
Cutting-edge art in a sleek building



View all

Google My Business

Control what information your business presents



Source:
<https://www.google.com/business/>

FIGURING OUT WHAT TO OPTIMIZE

Finding Content to Create



It all starts with this action.



Branded vs. Non-Branded SEO

Branded vs. Non-Branded Traffic

“bata shoe museum
opening time”

“unique things to do in
toronto”



Source: <https://batashoemuseum.ca/>

Branded vs. Non-Branded Traffic

“stratford festival
2021”

“listen to
shakespeare sonnets
online”

Source:
<https://www.stratfordfestival.ca/>



The screenshot shows the top navigation bar of the Stratford Festival website. The logo 'Stratford FESTIVAL' is in the top left, with 'STRATFEST@HOME' below it. Navigation links include 'HOME', 'MY ON DEMAND', 'FAQ', and 'EXIT'. A secondary navigation bar contains 'Already Subscribed?' with a 'Login' button, 'Not Subscribed?' with a 'Subscribe' button, and the phone number 'Call 1-800-567-1600'. The main content area features a dark red background with a repeating floral pattern. The title 'UNDISCOVERED Sonnets' is prominently displayed in white. Below the title are two red buttons: 'LIVE VIEWING PARTY' and 'VIEW SERIES'. A text block below the buttons reads: 'Join us Thursday, February 18 at 7 p.m. for a double feature live viewing party!'. A paragraph of text follows: 'Every love story deserves a sonnet! In this spontaneous series, everyday couples share their true-life love stories with Rebecca Northan, while members of the Undiscovered Shakespeare ensemble race against the clock to scribble original sonnets that capture, exalt, and immortalize the guest couple's story. Three sonneteers will pen, perspire, and perform, but only one will be crowned victorious in this riotous, rhythmic, rhyming rivalry!'. On the right side of the banner, there is an image of a quill pen on a piece of parchment.

Stratford
FESTIVAL
STRATFEST@HOME

HOME MY ON DEMAND FAQ EXIT

Already Subscribed? Login Not Subscribed? Subscribe Call 1-800-567-1600

UNDISCOVERED
Sonnets

LIVE VIEWING PARTY

VIEW SERIES

Join us Thursday, February 18 at 7 p.m. for a double feature live viewing party!

Every love story deserves a sonnet! In this spontaneous series, everyday couples share their true-life love stories with Rebecca Northan, while members of the Undiscovered Shakespeare ensemble race against the clock to scribble original sonnets that capture, exalt, and immortalize the guest couple's story. Three sonneteers will pen, perspire, and perform, but only one will be crowned victorious in this riotous, rhythmic, rhyming rivalry!

Branded vs. Non-Branded Traffic

“exhibits at
aquatarium”

“hms ontario”

Source: <https://aquatarium.ca/>



Visit ▾

Explore ▾

Program

Power of Water will help these processes come to life with its array of engaging and exciting activities.

THE HMS ONTARIO



Travel back in time to a forgotten era of battles, forts and shipwrecks: some of the most historically rich attractions in the world are on display in the Captain's Quarters of the British warship and pride of the 1000 Islands, HMS Ontario.

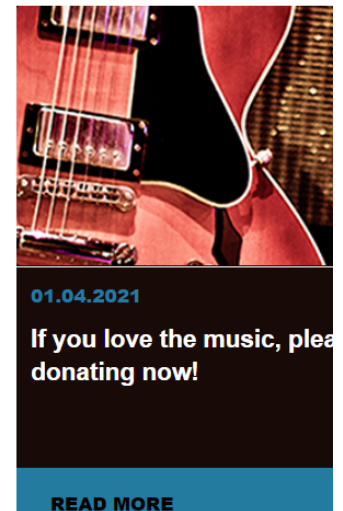
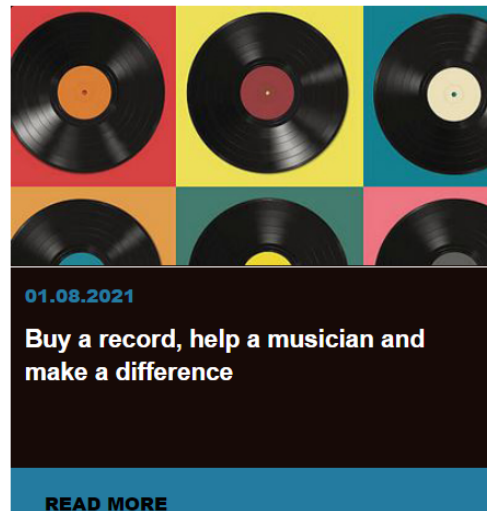
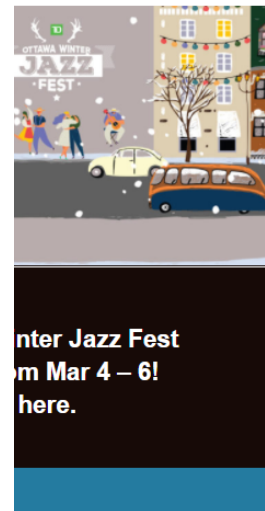


**In general, each page
should have a main
keyword focus.**

Think about what keywords drive each page.



/S

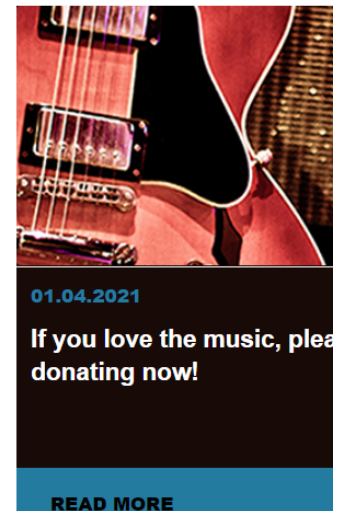
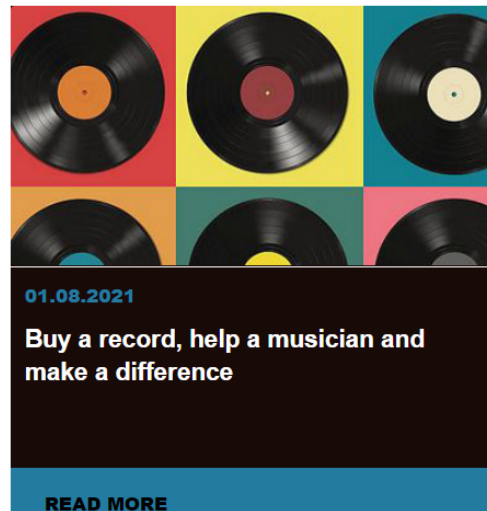
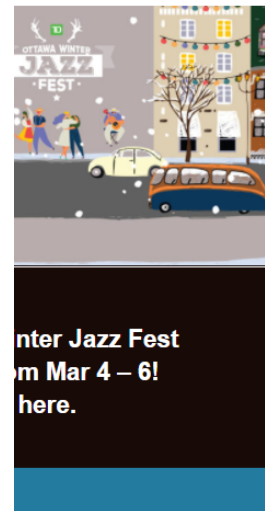


Source:
<https://ottawajazzfestival.com/>

Branded search is helping people who already know your organization get to the right page.



/S



Source:
<https://ottawajazzfestival.com/>

Non-branded traffic is the real focus of SEO.

Harder to get

More valuable

Location-Based

“things to do in hamilton”

“best art museum to visit in toronto”

Content-Based

“most important artists 1980s”

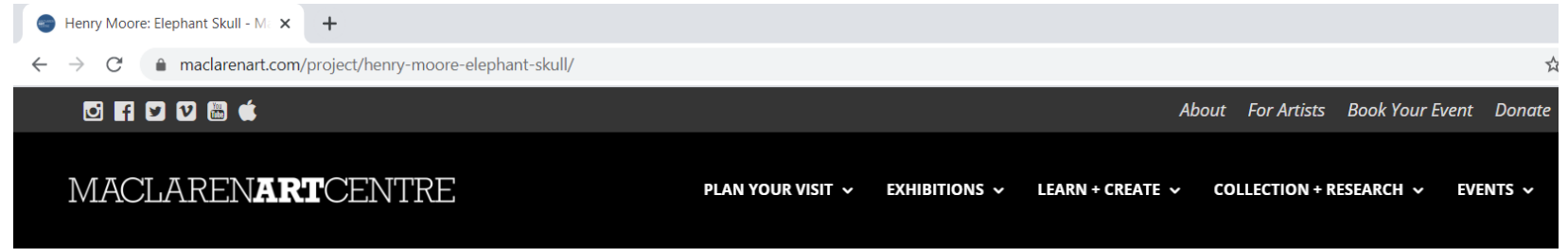
“yoyo ma”

“nutcracker synopsis”

“best korean films”

Content Example

MacLaren Art Centre



EXHIBITIONS

Online

Current

Upcoming

Past

Community & Youth

Publications

Henry Moore: Elephant Skull

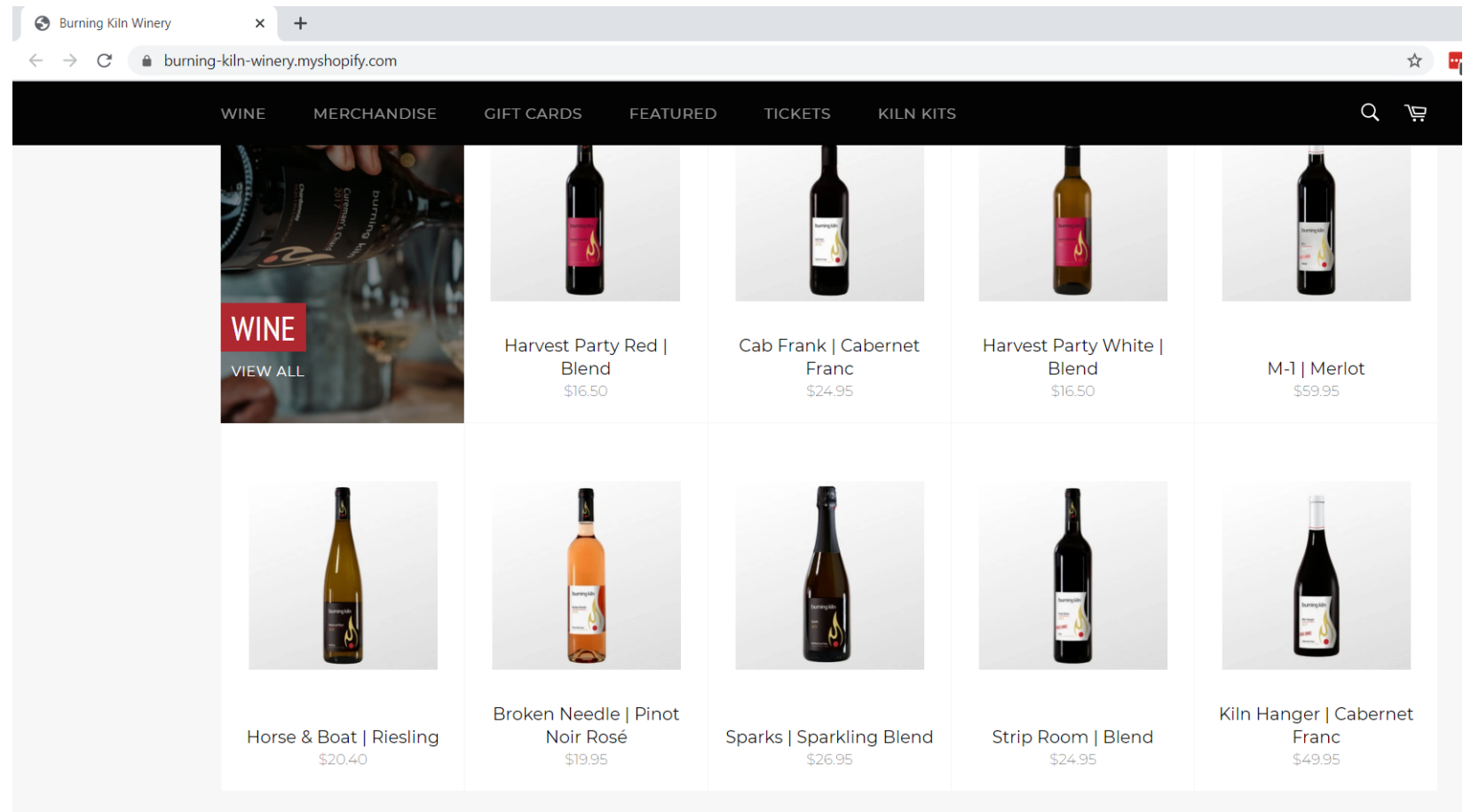
December 5, 2020 – February 27, 2021



Source: <https://maclarenart.com/>

Content Example

Burning Kiln Winery



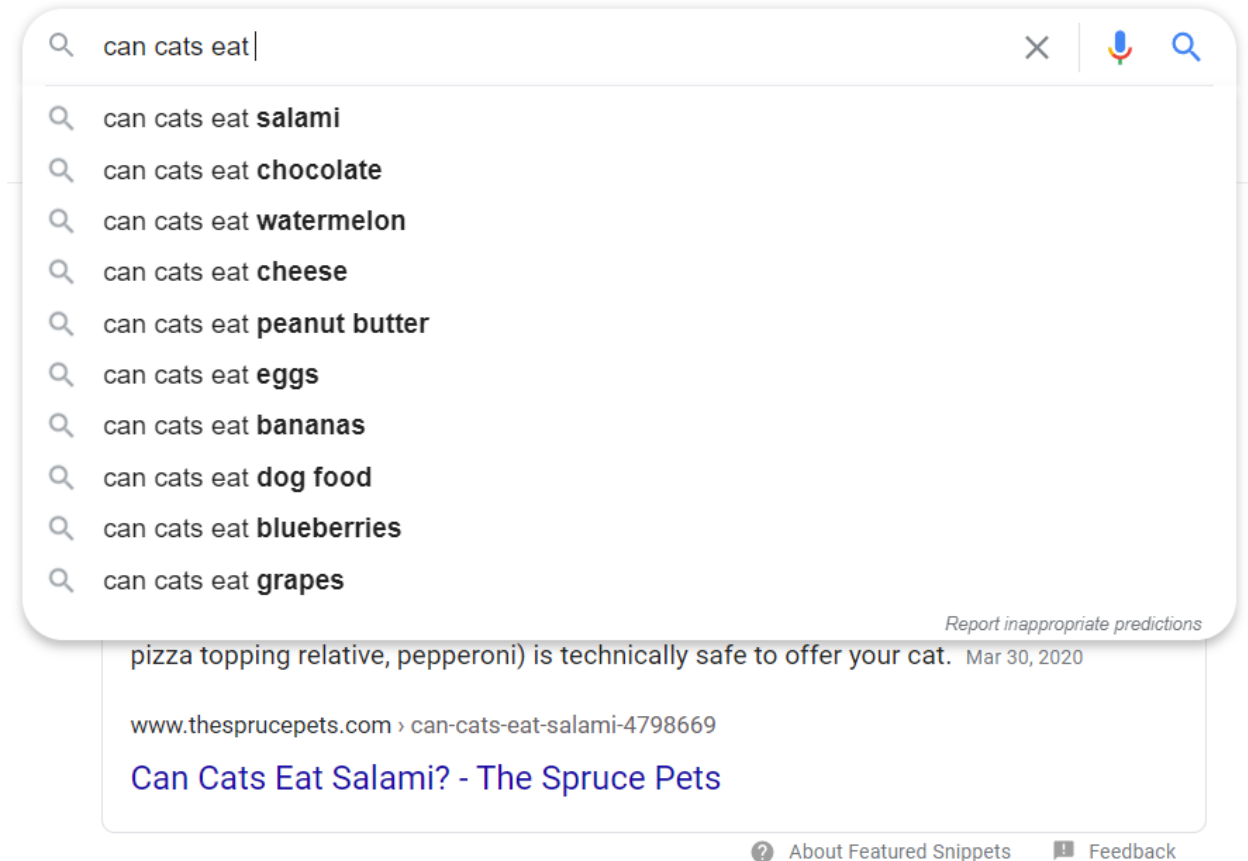
Source:
<https://www.burningkilnwinery.ca/>

Begin your keyword research.



Google's Autocomplete

Top of the SERP



A screenshot of a Google search interface. The search bar contains the text "can cats eat". Below the search bar, a list of autocomplete suggestions is displayed, each preceded by a magnifying glass icon. The suggestions are: "can cats eat salami", "can cats eat chocolate", "can cats eat watermelon", "can cats eat cheese", "can cats eat peanut butter", "can cats eat eggs", "can cats eat bananas", "can cats eat dog food", "can cats eat blueberries", and "can cats eat grapes". To the right of the suggestions, there are icons for a close button (X), a microphone, and a search icon. Below the suggestions, there is a link to a featured snippet: "pizza topping relative, pepperoni) is technically safe to offer your cat. Mar 30, 2020". Below the snippet, the URL "www.thesprucepets.com › can-cats-eat-salami-4798669" is shown, followed by the title "Can Cats Eat Salami? - The Spruce Pets" in blue text. At the bottom right of the search results, there are links for "About Featured Snippets" and "Feedback".

can cats eat |

- can cats eat **salami**
- can cats eat **chocolate**
- can cats eat **watermelon**
- can cats eat **cheese**
- can cats eat **peanut butter**
- can cats eat **eggs**
- can cats eat **bananas**
- can cats eat **dog food**
- can cats eat **blueberries**
- can cats eat **grapes**

Report inappropriate predictions

pizza topping relative, pepperoni) is technically safe to offer your cat. Mar 30, 2020

www.thesprucepets.com › can-cats-eat-salami-4798669

[Can Cats Eat Salami? - The Spruce Pets](#)

About Featured Snippets Feedback

Google's Suggested Searches

Bottom of the SERP

Searches related to can dogs eat spaghetti

can dogs eat **spaghettios**

can dogs eat spaghetti **squash**

can dogs eat spaghetti **sauce**

can dogs eat **cheese**

can dogs eat spaghetti **and meatballs**

can dogs eat **potatoes**

can dogs eat **tomatoes**

can dogs eat **rice**

Google's Autocomplete

The screenshot shows a Google search for "classical music". The search bar contains the text "classical music" and has a search icon on the right. Below the search bar, a dropdown menu displays several autocomplete suggestions:

- classical music
- classical music **youtube**
- classical music **for studying**
- classical music songs
The 50 Greatest Pieces of Classical Music — Studio album by David Parry and London Philharmonic Orchestra
- classical music **radio**
- classical music **composers**
- classical music **radio nyc**
- classical music **station nyc**
- classical music **for kids**
- classical musicians

At the bottom right of the dropdown menu, there is a link: [Report inappropriate predictions](#).

Below the dropdown menu, the search results are displayed. The first result is "California Summer. Listen Live. Shows: Streaming Live 24/7, Bach, Beethoven, and More, Listen Now." with a link to [Listen On Demand · Symphonies On Demand](#).

Below the search results, there is a "Videos" section with a right-pointing arrow. Below the "Videos" section, there are three video thumbnails. The first thumbnail shows the number "50" and the word "Greatest". The second thumbnail shows the text "Music for". The third thumbnail shows a group of people.

Google's Suggested Searches

Searches related to classical music

youtube classical music

classical music **radio**

famous classical music **youtube**

classical music **piano**

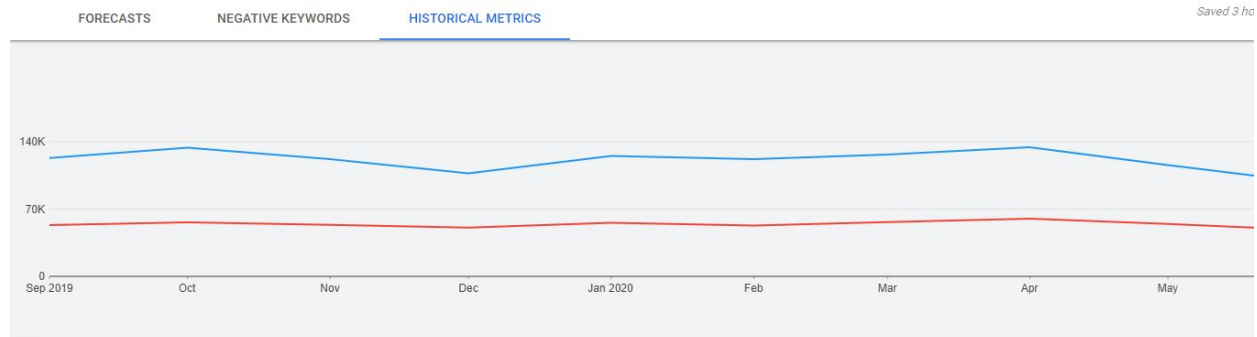
classical music **youtube playlist**

classical music **online**

classical music **songs**

classical music **mozart**

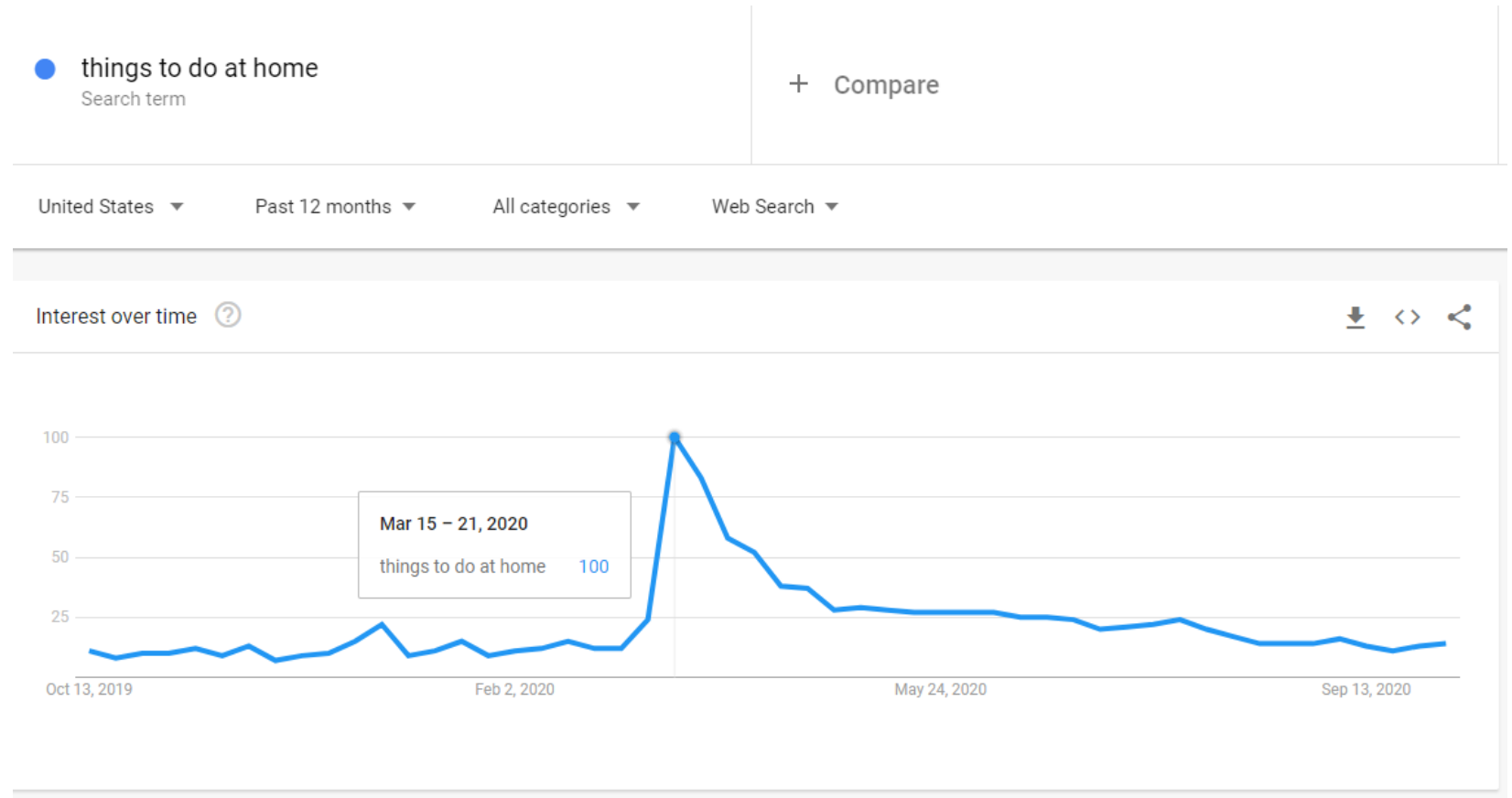
Researching with Google Ads



+

Keyword	↓ Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top
classical music on youtube	14,800	Low	—	\$0.93	
classical music when studying	12,100	Low	—	\$1.36	
classical music for kids	4,400	Low	—	\$1.59	
classical music best	4,400	Low	—	\$0.96	
classical music piano	4,400	Low	—	\$0.21	
classical music for babies	3,600	Low	—	\$0.31	
classical music composers	3,600	Low	—	\$1.54	
classical music relaxing	3,600	Low	—	\$0.10	
classical music to sleep	2,900	Low	—	\$0.09	

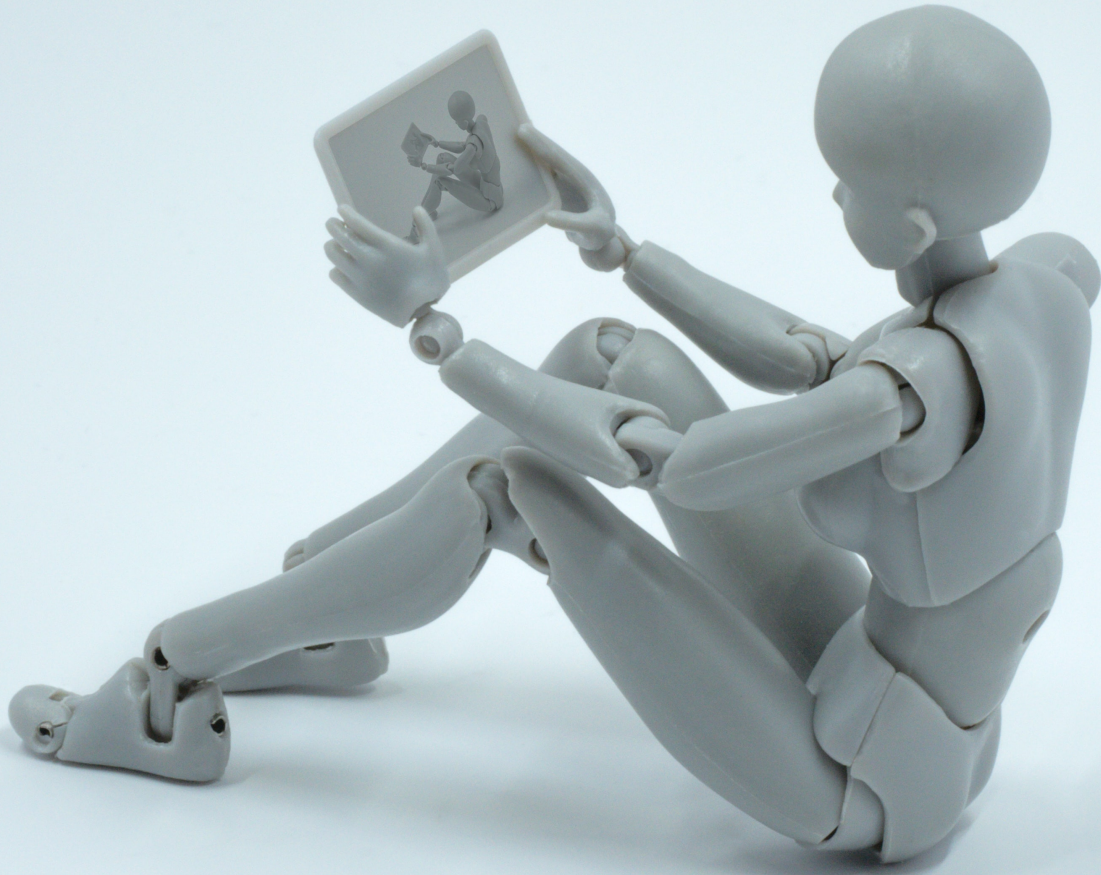
Researching with Google Trends



Start writing!



Write for humans—not robots.



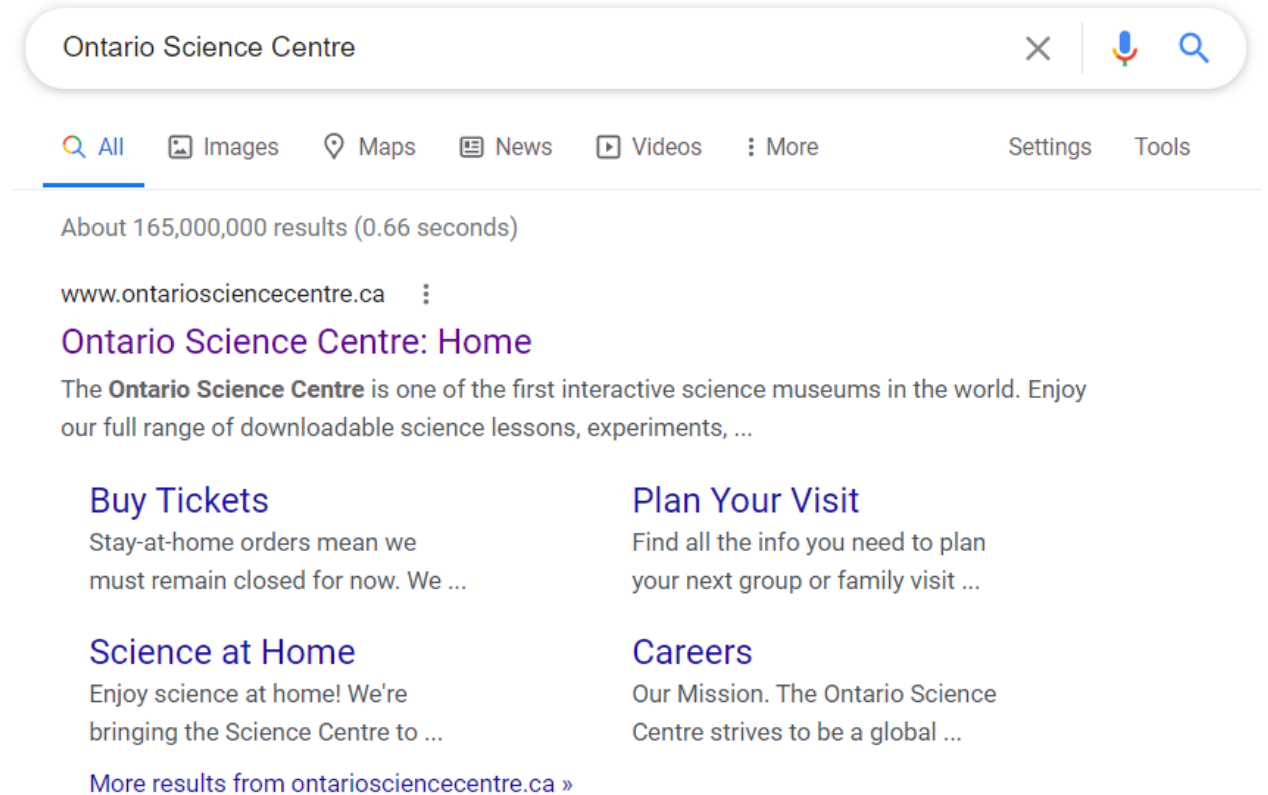
OPTIMIZING YOUR PAGES

Title Tags and Meta Descriptions

Title Tags and Meta Descriptions

Control how you appear on the SERP.

Source: <https://www.ontariosciencecentre.ca/>



The screenshot shows a Google search for "Ontario Science Centre". The search bar at the top contains the text "Ontario Science Centre" and includes a close button (X), a voice search icon, and a search icon. Below the search bar are navigation tabs for "All", "Images", "Maps", "News", "Videos", and "More", along with "Settings" and "Tools" on the right. The search results indicate "About 165,000,000 results (0.66 seconds)". The first result is from "www.ontariosciencecentre.ca" with a title "Ontario Science Centre: Home". The meta description reads: "The **Ontario Science Centre** is one of the first interactive science museums in the world. Enjoy our full range of downloadable science lessons, experiments, ...". Below the meta description are four links: "Buy Tickets" (with a snippet: "Stay-at-home orders mean we must remain closed for now. We ..."), "Plan Your Visit" (with a snippet: "Find all the info you need to plan your next group or family visit ..."), "Science at Home" (with a snippet: "Enjoy science at home! We're bringing the Science Centre to ..."), and "Careers" (with a snippet: "Our Mission. The Ontario Science Centre strives to be a global ..."). At the bottom of the results is a link for "More results from ontariosciencecentre.ca »".

Title Tags and Meta Descriptions

In action

The screenshot shows a Google search for "Ontario Science Centre". The search bar contains the text "Ontario Science Centre". Below the search bar, there are tabs for "All", "Images", "Maps", "News", "Videos", and "More". The search results show "About 184,000,000 results (0.72 seconds)". The first result is from "www.ontariosciencecentre.ca" with the title "Ontario Science Centre: Home". The description reads: "The Ontario Science Centre is one of the first interactive science museums in the world. Enjoy our full range of downloadable science lessons, experiments, ...". There are four main sections: "Buy Tickets" (Stay-at-home orders mean we must remain closed for now. We ...), "Plan Your Visit" (Find all the info you need to plan your next group or family visit ...), "Science at Home" (Enjoy science at home! We're bringing the Science Centre to ...), and "Careers" (Our Mission. The Ontario Science Centre strives to be a global ...). Below these is a "People also ask" section with four questions: "Is Ontario Science Centre good for adults?", "How much is the ticket for science center?", "Who owns the Ontario Science Centre?", and "Is Ontario Science Centre good for toddlers?". To the right of the search results is a knowledge panel for "Ontario Science Centre". It includes a "Temporarily closed" status, a "See photos" button, and a map. The panel also shows "Website", "Directions", "Save", and "Call" buttons, a 4.4 star rating from 10,551 Google reviews, and the address: "770 Don Mills Rd., North York, ON M3C 1T3, Canada". Other details include "CEO: Paul Kortenaar (Mar 29, 2020-)", "Founded: September 26, 1969", "Province: Ontario", and "Architect: Raymond Moriyama". The Windows taskbar at the bottom shows the search bar with "Type here to search", several application icons, and the system tray with the time "10:57 AM" and date "2/18/2021".

Title Tags

<65 characters

Unique to each page
(no duplicates)

Considers ranking
and CTR

Source: <https://www.balletmet.org/>



virtual ballet performance



New York City Center Bringing the Arts into Your Home

Video clips and interactive study guides for arts-lovers of all ages. Learn more.

Ad · www.nycballet.com/ (212) 496-0600

Ballet Performances In NYC - NYCB Official Site

Creating A New **Ballet** Repertory That Reimagines The Principles Of Classical **Dance**. NYCB...

```
<title> Virtual Ballet Performances  
| Watch BalletMet at Home </title>
```

www.balletmet.org › virtual-performances

Virtual Ballet Performances | Watch BalletMet at Home

Virtual Ballet Performances. Thank you for joining us virtually. We can't wait to see you at the theatre again soon. Need more ballet?

www.pointemagazine.com › online-ballet-performances...

Updated: Mark Your Calendars for These Online Ballet ...

Mar 31, 2020 — As COVID-19 has forced **ballet** companies around the world to cancel **performances**—and even the remainder of their seasons—many are ...

Meta Descriptions

<154 characters

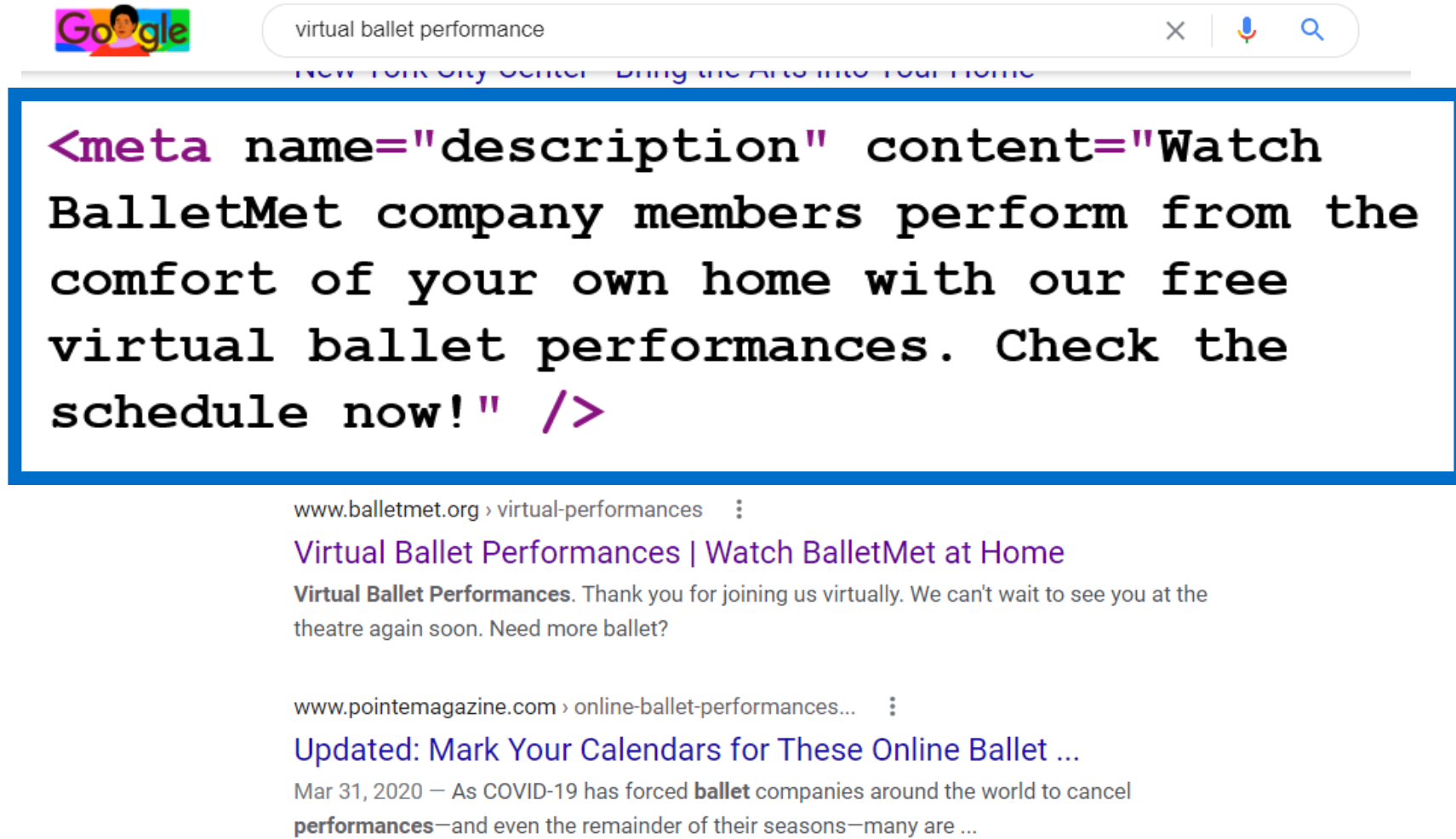
Unique to each page
(no duplicates)

Doesn't affect ranking

Does affect CTR

More likely to be
ignored

Source: <https://www.balletmet.org/>



The image shows a Google search interface. The search bar contains the text "virtual ballet performance". Below the search bar, there are two search results. The first result is from "www.balletmet.org" with the title "Virtual Ballet Performances | Watch BalletMet at Home". The second result is from "www.pointemagazine.com" with the title "Updated: Mark Your Calendars for These Online Ballet ...".

```
<meta name="description" content="Watch BalletMet company members perform from the comfort of your own home with our free virtual ballet performances. Check the schedule now!" />
```

www.balletmet.org › virtual-performances

Virtual Ballet Performances | Watch BalletMet at Home

Virtual Ballet Performances. Thank you for joining us virtually. We can't wait to see you at the theatre again soon. Need more ballet?

www.pointemagazine.com › online-ballet-performances...

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Meta Descriptions

<154 characters

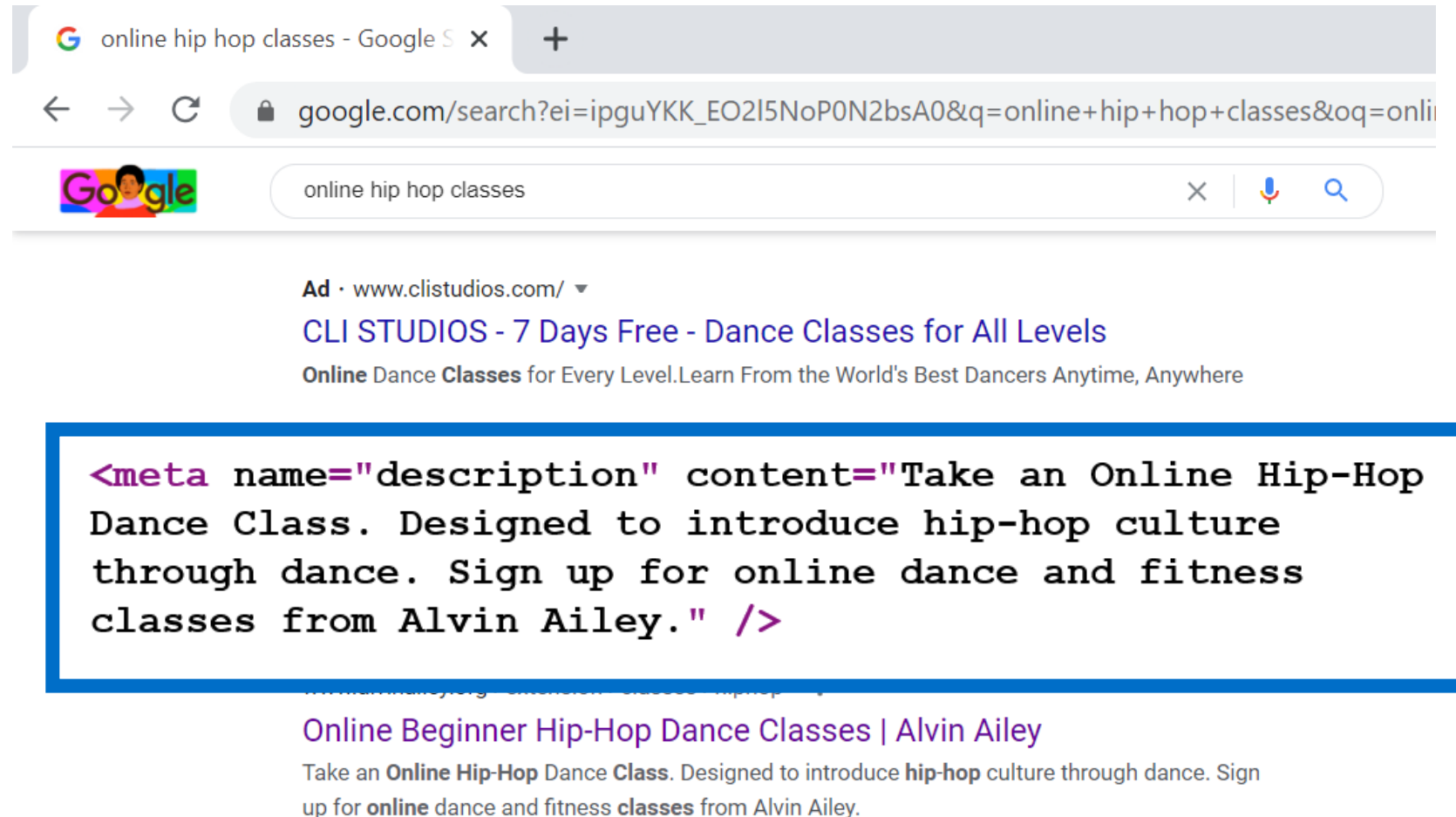
Unique to each page
(no duplicates)

Doesn't affect ranking

Does affect CTR

More likely to be
ignored

Source: <https://www.alvinailey.org/>



The screenshot shows a Google search for "online hip hop classes". The search results include an advertisement for "CLI STUDIOS - 7 Days Free - Dance Classes for All Levels" and a search result for "Online Beginner Hip-Hop Dance Classes | Alvin Ailey". A blue-bordered box highlights the meta description for the Alvin Ailey result: `<meta name="description" content="Take an Online Hip-Hop Dance Class. Designed to introduce hip-hop culture through dance. Sign up for online dance and fitness classes from Alvin Ailey." />`

OTHER IMPORTANT TECHNICAL THINGS

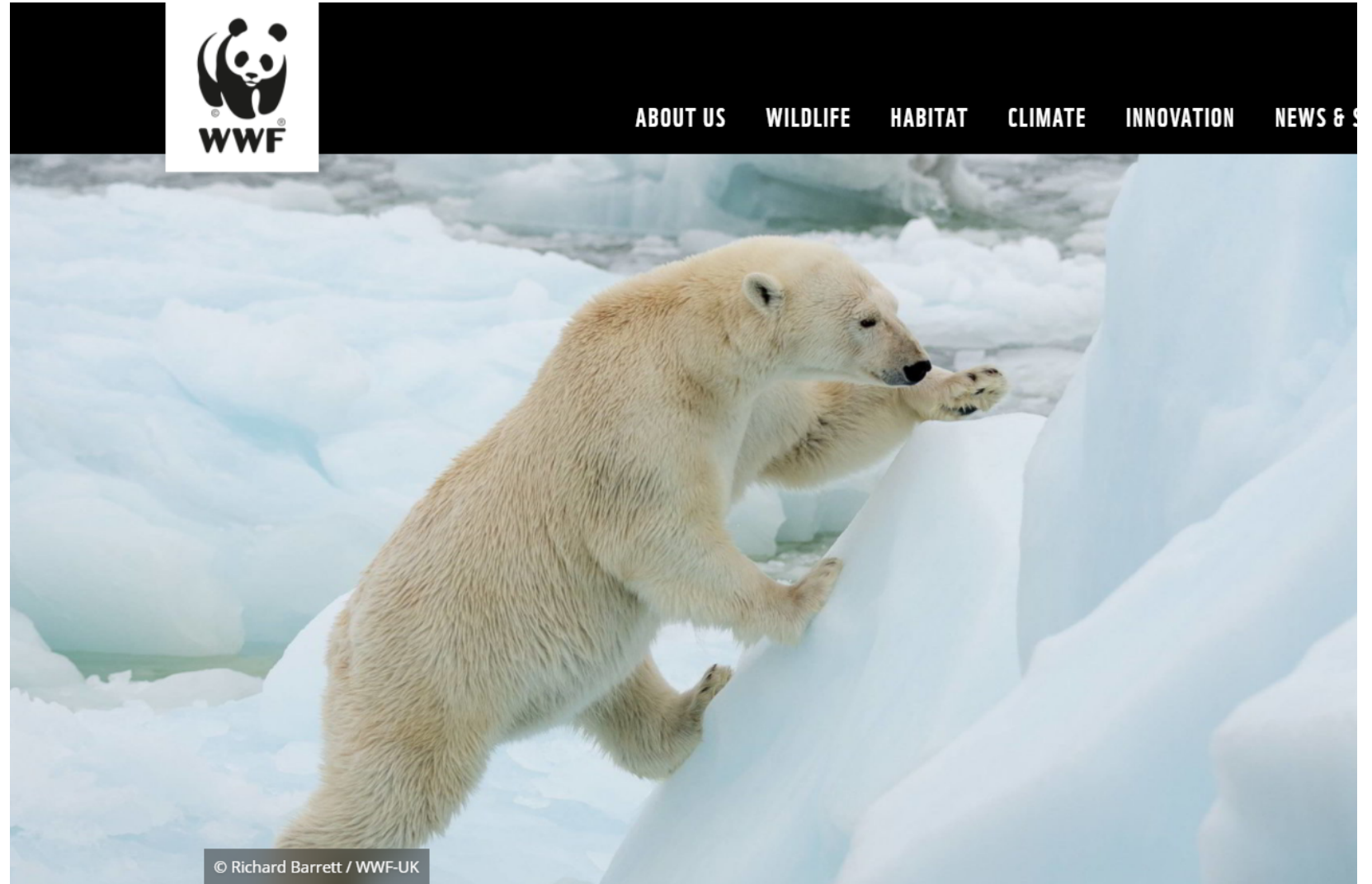
Image Alt Tags and 301s

Image ALT Attributes

Describes an image

```
<img src "URL or Address" alt="Descriptive Image"/>
```

alt="Polar bear climbing on ice"



Source: <https://wwf.ca/>

alt="Woven Currents – Confluence of Parallels"

Source: <https://ago.ca/>

AGO

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HAEGUE YANG: EMERGENCE

October 1, 2020 - April 5, 2021



Haegue Yang. *Woven Currents – Confluence of Parallels*, 2020. Aluminum venetian blinds, powder-coated aluminum hanging structure, steel wire rope, LED tubes, cable, Dimensions Variable.. Purchase, with funds from Eleanor and Francis Shen, the David Yule and Mary Elizabeth Hodgson Fund, Women's Art Initiative, the Janet and Michael Scott Fund, the Contemporary Circle Fund, the Ivey Foundation Contemporary Art Endowment Fund, funds from Sandra and Leo Del Zotto, the Jay Smith and Laura Rapp Fund and the Molly Gilmour Fund, 2020. © Haegue Yang 2020/22

301 Redirects

tift.ca/about-tift/team/theatre-associations

Source: <http://www.tift.ca/>

The screenshot shows a Google search interface. The search bar contains the text "talk is free theatre auditions". Below the search bar, there are navigation links for "All", "News", "Videos", "Images", "Shopping", and "More", along with "Settings" and "Tools". The search results indicate "About 4,890,000 results (0.74 seconds)". The first result is highlighted in light blue and shows the breadcrumb "www.tift.ca > about-tift > team > theatre-associations" followed by the title "Auditions, Submissions and Associations | Talk Is Free Theatre". The description for this result states: "Talk Is Free Theatre is inviting Artists to submit tapes and to submit for a limited number of in-person Zoom auditions for our 2021 General Auditions. Zoom submission will be due by Friday, January 26, 2021, and video submissions by Friday, February 12, 2021." The second result shows the breadcrumb "www.tift.ca" followed by the title "Talk Is Free Theatre | for the art of it!". The description for this result states: "Purchase tickets for all TIFT productions, classes, camps and other special events. Our 2021 Winter Programming - presented by Brock Medical ... Our Season · Education · On Tour · Support". The third result shows the breadcrumb "tapa.ca > News > Industry Listing > Audition" followed by the title "Audition: The Music Man, Talk Is Free Theatre - TAPA". The description for this result states: "Apr 6, 2016 — Talk Is Free Theatre is Barrie's regional professional theatre company. Having produced over 70 productions, next year the company will ...".

301 Redirects

tift.ca/about-tift/team/audition-schedule

Source: <http://www.tift.ca/>

The screenshot shows a Google search interface. The search bar contains the text "talk is free theatre auditions". Below the search bar, there are navigation links for "All", "News", "Videos", "Images", "Shopping", and "More", along with "Settings" and "Tools". The search results indicate "About 4,890,000 results (0.74 seconds)". The first result is from "www.tift.ca" with the breadcrumb "about-tift > team > theatre-associations". The title is "Auditions, Submissions and Associations | Talk Is Free Theatre". The snippet reads: "Talk Is Free Theatre is inviting Artists to submit tapes and to submit for a limited number of in-person Zoom auditions for our 2021 General Auditions. Zoom submission will be due by Friday, January 26, 2021, and video submissions by Friday, February 12, 2021." The second result is also from "www.tift.ca" with the title "Talk Is Free Theatre | for the art of it!". The snippet reads: "Purchase tickets for all TIFT productions, classes, camps and other special events. Our 2021 Winter Programming - presented by Brock Medical ... Our Season · Education · On Tour · Support". The third result is from "tapa.ca" with the breadcrumb "News > Industry Listing > Audition". The title is "Audition: The Music Man, Talk Is Free Theatre - TAPA". The snippet reads: "Apr 6, 2016 — Talk Is Free Theatre is Barrie's regional professional theatre company. Having produced over 70 productions, next year the company will ..."

A 301 Redirect conserves SEO “juice”

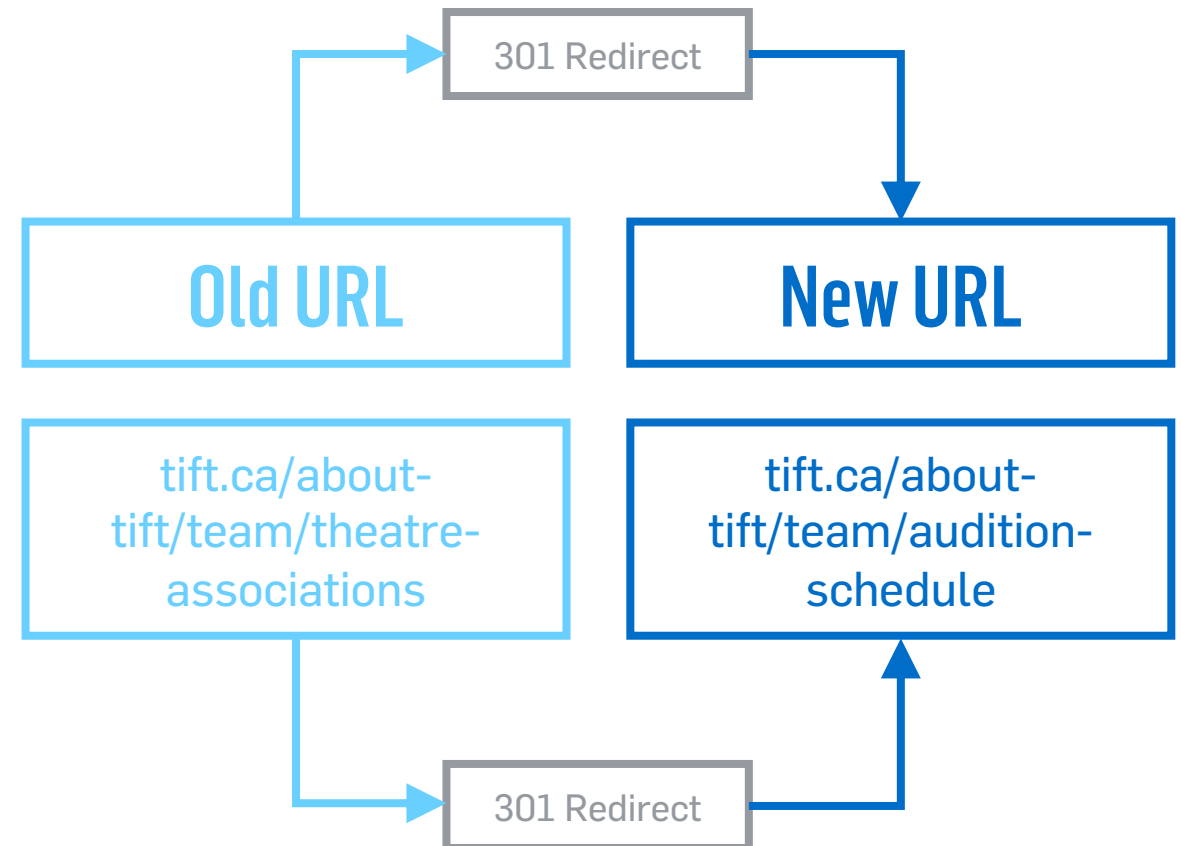
Old URL

tift.ca/about-
tift/team/theatre-
associations

New URL

tift.ca/about-
tift/team/audition-
schedule

A 301 Redirect conserves SEO “juice”





SEO can seem endless...



...but making a few small changes can have a big impact.

TAKEAWAYS



SEM Top 3 Takeaways

Search Engine Marketing is a user centric channel that plays a critical step in the consumer journey.



SEM Top 3 Takeaways

Search Engine Marketing is a user centric channel that plays a critical step in the consumer journey.

Organize keywords into ad groups and campaigns to maximize the relevance between keywords and ads.



SEM

Top 3 Takeaways

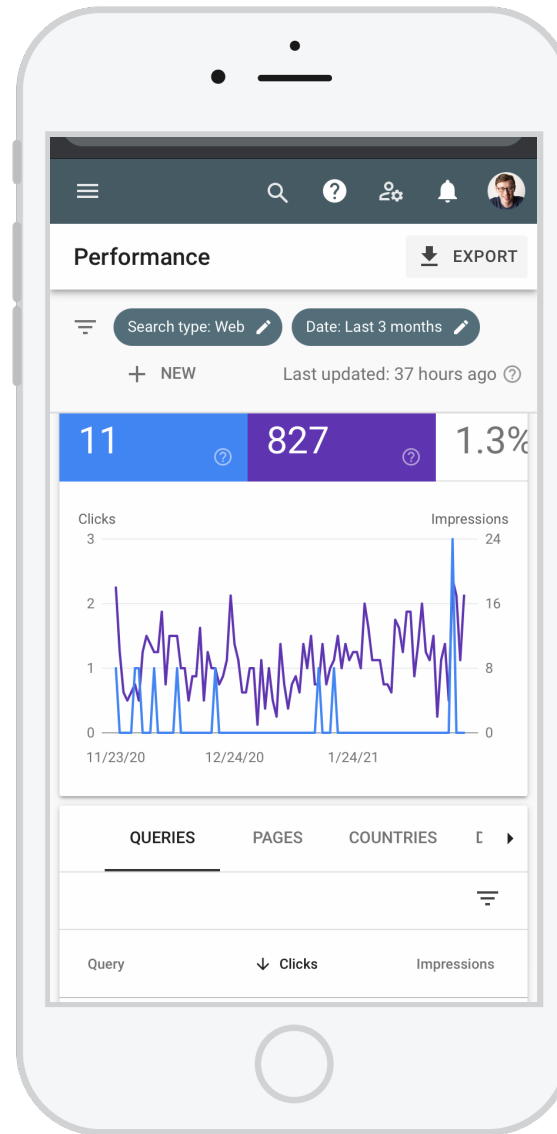
Search Engine Marketing is a user centric channel that plays a critical step in the consumer journey.

Organize keywords into ad groups and campaigns to maximize the relevance between keywords and ads.

Optimize, test and keep testing based on data!

SEO Top 3 Takeaways

Google wants you to make good content.



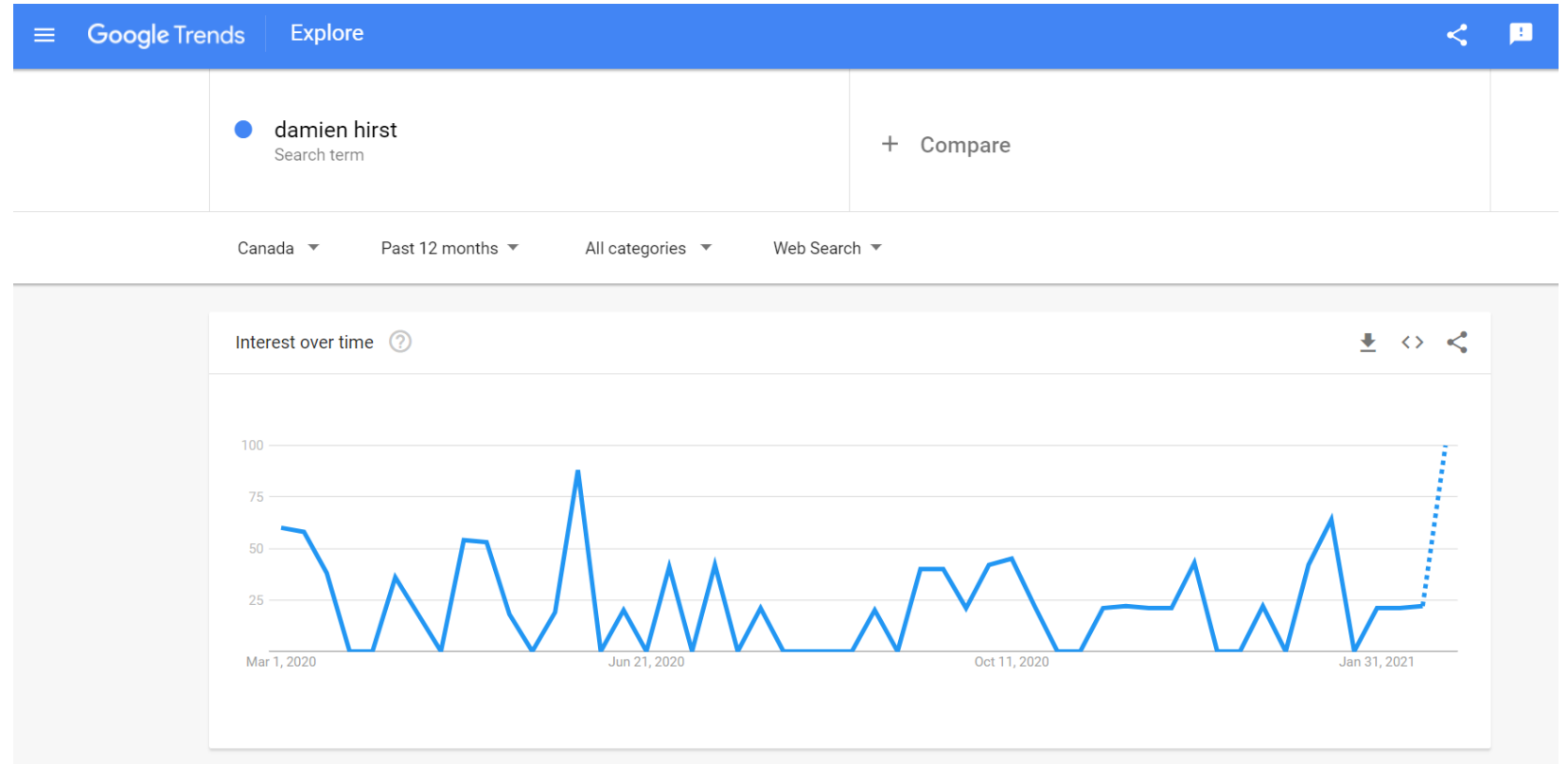
The screenshot shows the Google My Business dashboard on a mobile device. The header includes a menu icon, 'My Business', a search icon, and a profile picture. The main content area features several sections:

- Stay connected during COVID-19:** A section with a red coronavirus icon and a blue laptop icon. It contains the text: 'Let customers know about any changes to your business due to COVID-19.' and a 'Learn more' link.
- Update business hours:** A button with a clock icon and the text 'Update business hours'.
- Post your COVID-19 update:** A button with a document icon and the text 'Post your COVID-19 update'.
- Pending verification:** A yellow-bordered box containing the text: 'You requested a verification postcard on Feb 17, 2021. Most postcards arrive within 4 days.' and a 'Learn more' link.
- Get custom email you@yourbusiness:** A section with the text: 'Give everyone on your team a professional Gmail address with Google Workspace.' and a 'Learn more' link, accompanied by the Google Workspace logo.
- Get started:** A button with a checkmark icon and the text 'Get started'.
- Have news to share with your customers?:** A section with the text 'Have news to share with your customers?' and a plus icon.

SEO Top 3 Takeaways

Google wants you to make good content.

Each page should have a keyword focus (Keyword Research).



SEO Top 3 Takeaways

Google wants you to make good content.

Each page should have a keyword focus (Keyword Research).

Technical SEO can help signal to Google what your content is about.



virtual ballet performance



New York City Center - Bring the Arts into Your Home

Video clips and interactive study guides for arts-lovers of all ages. Learn more.

Ad · www.nycballet.com/ ▾ (212) 496-0600

Ballet Performances In NYC - NYCB Official Site

Creating A New **Ballet** Repertory That Reimagines The Principles Of Classical **Dance**. NYCB...

Ad · www.joyce.org/performances/ballet ▾ (212) 242-0800

Ballet Performances - The Joyce Theater

Powerful **Performances** By Emerging & Established **Dance** Companies. The Joyce Theater...

www.balletmet.org › virtual-performances

Virtual Ballet Performances | Watch BalletMet at Home

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Updated: Mark Your Calendars for These Online Ballet ...

Mar 31, 2020 — As COVID-19 has forced **ballet** companies around the world to cancel **performances**—and even the remainder of their seasons—many are ...

Timely and Relevant Resources

<https://bit.ly/Follow-Up-Resources>




Thank you!

Madelyn Frascella


mfrascella@capacityinteractive.com

Dan Titmuss

dan@capacityinteractive.com

 @Capacity_Interactive

 @Capacity_Int

 /CapacityInteractive

