Website Workshop

with Ben Hartley

Quick Refresh of the CMS

Logging in

Firstly, you'll need your login information. You should have this already. If you don't, email dev@honcho.agency. You will create your own password.

You can log into the admin area by going to `https://togethernetwork.org.uk/admin` and entering your email address and password.

Structure of the site

Your website is built on a system called Craft CMS. In Craft, all pages on the site are known as Entries.

We've split the entries up into different sections, such as People, Areas of Work, and Singles.

Adding Content

We demonstrated the What's New section, when you are logged in, each field has an explanation of what it does. Remember you can also preview the page by clicking "Live Preview".

CMS Deep Dive

Overview of Globals

Global are editable fields that normally have site wide effects.

You access Globals by Logging into the CMS > Clicking Globals on the right panel.

Similar to the fields within an entry, each global field has a description of what it does.

Image Editing

You can edit an image by double clicking it anywhere in the CMS. We've put together a video explaining the entire process of cropping and setting focal points.

View the video here: `tinyurl.com/yyb5wjzf`

Adding Users

Adding users is very simple, all you need is their email address. Documentation and a video for adding users can be found here: `tinyurl.com/y3g95ssc`

Previewing Images for Social Media

You can update what social media platforms see when a user adds a page to that platform by updating the SEO tab of an entry.

Once you've edited the fields on this tab, you can preview the page by using a tool such as Facebook's Debugger: `https://tinyurl.com/jr73s6y`

Maximising SEO

What is SEO?

"Search engine optimisation is the process of increasing the quality and quantity of website traffic by increasing the visibility of a website or a web page to users of a web search engine.

SEO refers to the improvement of unpaid results and excludes direct traffic/visitors and the purchase of paid placement."

Wikipedia 2019

Quick Wins

Engaging Copy

- Create well written, long articles that make use of headings, bullets, links and formatting.
- Provide content that people are looking for, e.g. think about your audience, and do some keyword research into what they are searching for.
- Keep paragraphs short, easy to scan and digest.
- Remove unnecessary words.
- Spellcheck! You'll lose points!

Content Length

- Longer articles rank better, but don't get blabby.
- Be authoritative about your subject, cover all the bases.
- Break your article up into sections

Images and Media

- Google loves images and video
- People love images and video
- Ergo, add more of both!
- The website will automatically crop your images and scale them to the correct size.

Reading Level (How hard your content is to read)

- Google estimates the reading level of webpages.
- Keep language understandable
- Use tools such http://www.hemingwayapp.com/ to improve your copy.

Get Social

- Share your articles on your social media platforms
- Add engaging, interactive text with them
- Add an image!

For more information on how the website handles social media sharing visit https://tinyurl.com/yxzwg4fg

Meta Items

- Fill out your SEO tab
- Name your images sensibly
  - ✔️ Church-Choir-Fundraiser.jpg
  - ❌ DSC023215552-230-v2.jpg
- Think about your slug (Your slug is on the right hand side of the entries page and makes up part of the URL) 🐛

Don't Copy Paste

- Google can tell if you steal content!
- It will down-rank your site
- Referencing and quotes are fine

Out/In Bound Links

These are links **out** of your website, or **in**to your website from external sites.

- Linking to other relevant pages is good
- Linking to your article from other articles is better
- Getting other sites to link to your site is the best!

Keep the Content Coming

- Google likes new content
- Create a content calendar to help plan your content
- Update old articles with new developments

Bonus: Keyword Targeting 🎉

"Keyword targeting is using keywords relevant to your product or service in website and ad copy to achieve a top listing in the search engines.

Proper keyword research is vital to determine which keywords your business should be targeting."

wordstream.com, 2019

Keyword Targeting is hard! There are companies specialising in this. So this is just a quick overview!

Simple Steps for Keyword Targeting

- Do your research. Use tools such as Google Keyword Planner or `semrush.com` to discover keywords and phrases that people are looking for.
- Plan an article around that keyword or phrase.
- Write a super in-depth article ✍
- Sprinkled our keyword/phrase though-out, we use the Website Auditor App `https://www.uk.link-assistant.com/website-auditor/`
- Shared it everywhere!
  - Partners, Social Media, News Sites
- Honed it over weeks, don't give up, keep optimising it.
- Or pay an advert with Google Ads!

Google Analytics Overview

What is Google Analytics

"Google analytics is a mind bending tool that can do so much but scares the inexperienced.

 In essence it tracks users of your website with cookies 🍪and provides reports on their behaviour during that time."

Ben, just now

How do you sign up?

1. Get a Google Account https://account.google.com
2. Head to Google Analytics https://analytics.google.com
3. Sign in!

Tracking Codes, and how do you get one?

Tracking Codes are used by Google Analytics to identify your website. You will need to create a tracking code when you first sign into Google Analytics, you do this by…

Steps:

1. Sign into Google Analytics
2. Click the ⚙ icon (bottom left)
3. Click "Create Account"
4. Choose "Web"
5. Fill out the property details
6. Choose Tracking Code
7. Email the Tracking code to dev@honcho.agency, it'll look like (UA-149837751-1)

For a video on how to get your tracking code, go to https://tinyurl.com/y5hzapm4

What should you look for?

How many visitors?

When you log in you will be able to see how many visitors have been on your site on the "Home" tab. Other things to be aware of:

Bounce Rate: This is how often a user goes to your site and then leaves soon after.
Session Duration: This is, on average, how long a user is on your site for.

Userflow

This shows you a users journey though your website. You can find this by going to Audience on the right hand menu, then Userflow.

What you are being found for

This shows you how your users found your site. You can find this by going to Acquisitions > Search Console > Queries

Bonus Tip: Block your own traffic

- To avoid your visits to the website being recorded, you can block yourself.
- Use https://tools.google.com/dlpage/gaoptout

Thank you!

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