

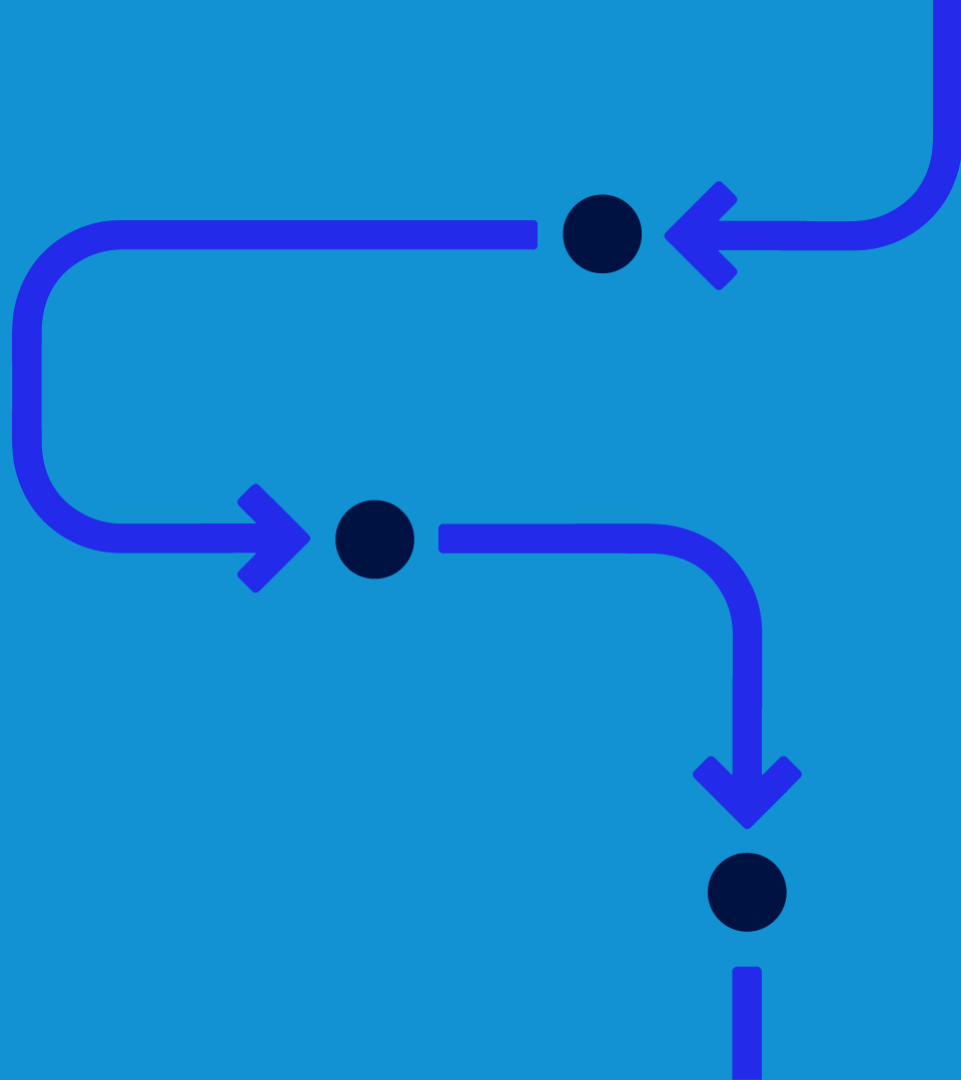
NAVCA Training Deck - SEO for Charity & Volunteering

Prepared by:

Katie Mishner (she/her)

Alex Marshall (he/him)

Jake Evans (he/him)



About Blue Array

We're Blue Array, [the UK's best large SEO agency.](#)

Founded by Simon Schnieders, the former Head of SEO at Zoopla and Mail Online. Blue Array is an award-winning team of 30+ passionate experts, obsessively focused on SEO and Digital PR.

We work with the world's leading brands and innovative scale-ups.
Targeting both hyperlocal and global audiences, we adopt a collaborative approach to SEO and take the time needed to really understand your business, your goals and to deliver actionable advice.

We're a disciplined and focused specialist team with big skills.
SEO is all we do. This means we're absolute experts in our field, with big skills and even bolder ideas across SEO, content, technical and Digital PR strategies.

We're a certified **B Corp**, putting people and planet above profit.



www.bluearray.co.uk | [@bluearrayseo](https://twitter.com/bluearrayseo)

Our experience

We've helped a variety of brands achieve organic success. From building visibility through tailored content to expanding their international presence, Blue Array are experts in the field.



RIVER ISLAND

HELP for
HEROES



Pension *Free*



hey car

Who we are



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Introduction to SEO



Google what is seo

Images In digital marketing Techniques And how it works Videos In web development Writing In blogging > All filters Tools SafeSearch

About 1,020,000,000 results (0.30 seconds)

Search Engine Land
https://searchengineland.com/guide/what-is-seo

What is SEO - Search Engine Optimization?
What is SEO - Search Engine Optimization? ... SEO stands for "search engine optimization." In simple terms, SEO means the process of improving your website to ...
SEO is marketing SEO Guide: The Factors for ... - 13 essential SEO skills you...

People also ask

- What is SEO and how it works?
- How do beginners do SEO?
- How do you do SEO on a website?
- Can I do SEO on my own?

Feedback

Moz
https://moz.com/seo/learning-center

What Is SEO? Search Engine Optimization Best Practices
13 Jul 2023 — Which SEO factors influence search engines? Optimizing your site generally involves three key focus areas: On-page, off-page and technical SEO.

Semrush
https://www.semrush.com/blog/what-is-seo

What is SEO? Meaning, Examples & How to Optimize Your ...
5 Dec 2022 — Topical relevance: One of the ways Google determines a page's topic is by looking at the keywords that appear on the page. Optimize your pages ...

MailChimp
https://mailchimp.com/marketing/glossary/seo

What is SEO?
SEO stands for search engine optimization, which helps your page rank higher on Google and other search engines to drive more traffic to your site.

Wikipedia
https://en.wikipedia.org/wiki/Search_engine_optim...

Search engine optimization
Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. ... SEO ...

Videos

SEO For Beginners: A Basic Search Engine Optimization ...
YouTube - Ahrefs
25 Jun 2018
8 key moments in this video

What is SEO and How Does it Work?
YouTube - Ahrefs
3 Jul 2019
7 key moments in this video

SEO In 5 Minutes | What is SEO And How Does it Work | SEO ...
YouTube - Simplelearn
23 Dec 2020
4 key moments in this video

View all

What is SEO?

Getting your website to appear as high as possible for users queries and questions in search results. Much like the example.

Essentially, it's an all encompassing term to improve your visibility online and within search engine results i.e. Google Search, Microsoft Bing and more.... (we like to focus on Google due to popularity and where our users are likely to be).

SEO - The Basics

What is SEO?

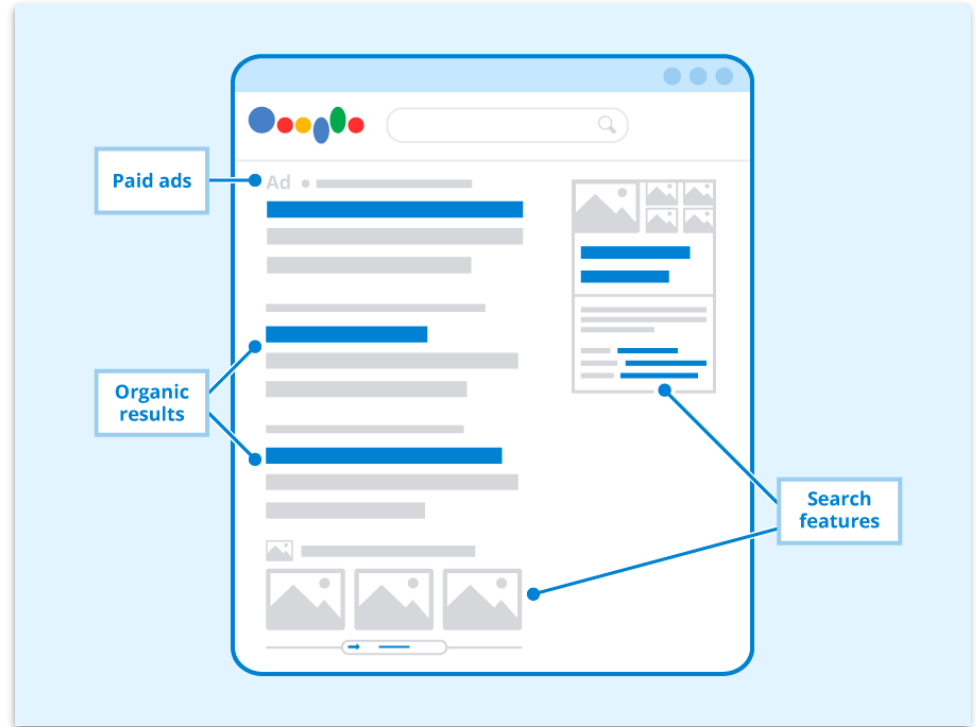
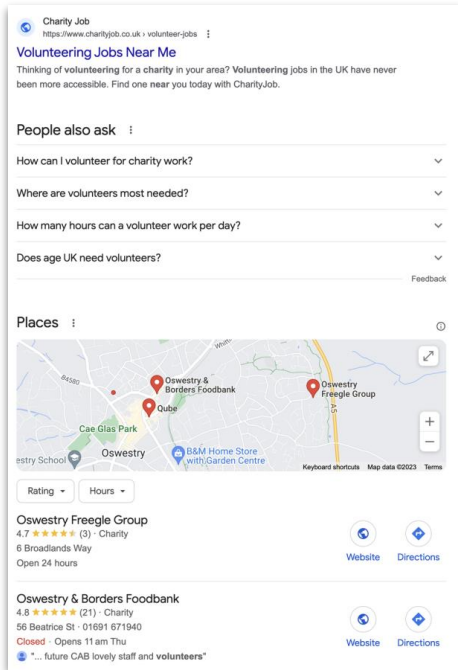
Search Engine Optimisation.

- Search Engines want to provide the most relevant, useful content or result to a user - but they don't always get it right.
- As SEO's our job is to constantly use the tools and techniques at our disposal to obtain those strong organic results that will likely get users onto our site.

Search Facts:

- Google has 8.5 billion searches per day (worldwide)
- 63% of **Organic** search traffic comes from mobile devices
- 99,000 searches per second (2022)
- Google is visited 89.3 billion times every month (2022)
- Only 0.63% of people click on the second page of Google Results

Search Engine Result Pages (SERPs)



Content

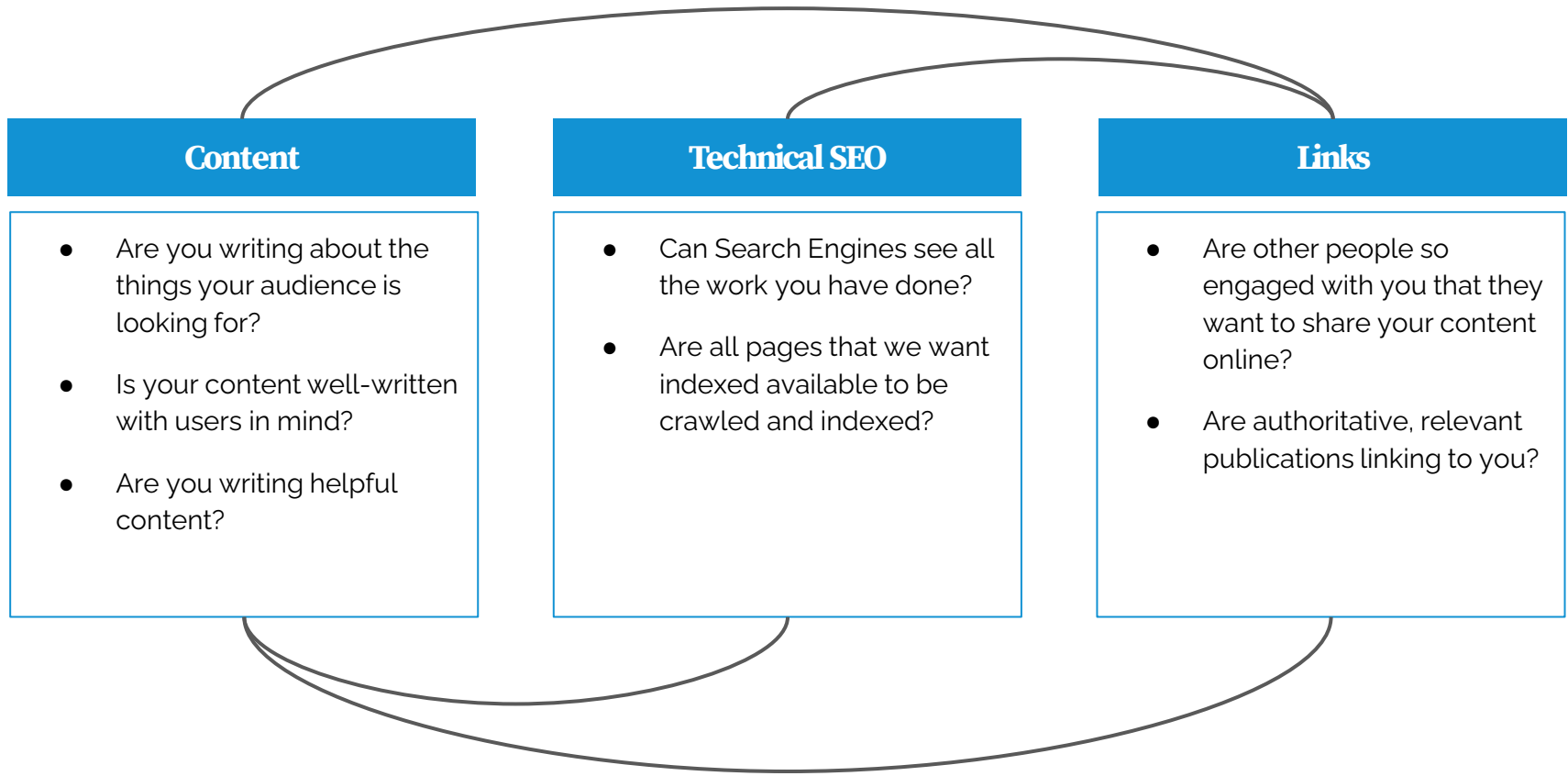
- Are you writing about the things your audience is looking for?
- Is your content well-written with users in mind?
- Are you writing helpful content?

Technical SEO

- Can Search Engines see all the work you have done?
- Are all pages that we want indexed available to be crawled and indexed?

Links

- Are other people so engaged with you that they want to share your content online?
- Are authoritative, relevant publications linking to you?



Content

- **Are you writing about the things your audience is looking for?**
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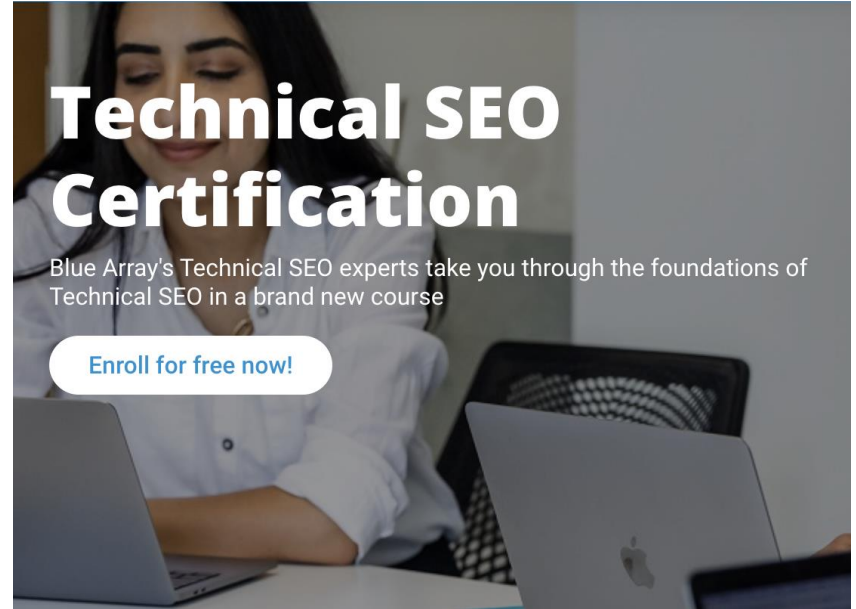
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Technical SEO Training

If you're interested in learning more about Technical SEO and actions you can take to improve your technical performance, we have a **completely free** online technical SEO certification put together by our expert team.

You can sign up here

<https://www.bluearrayacademy.com/courses/technical-seo-certification>



Core elements of on-page SEO

1

Meta title (and meta description)

2

H1 (Headline) and subsequent headings (subheadings)

3

On-page copy, keywords and content structure, and the expertise with which it is written (EEAT and topical authority)

4

Site taxonomy, including URL structure, crawl depth & categories

5

Structured data and Open Graph/Twitter card mark-up

6

Imagery/Alt attributes

7

Links (internal/external) and anchor text

8

No technical issues preventing the content from being crawled/displayed correctly

Titles & Headings

Meta Titles:

- Is it clear what you do?
- Is it clear what this page is about?
- Do you mention who you are?
- Is it short and succinct?

Meta Description:

- An elevator pitch for your page
- Is what you do clear?

Headings:

- Do you follow clear, logical structures?
- Can users and search engines find the content they need on page?

Headings Help Readers Skim

The diagram illustrates two different ways to structure headings on a webpage, comparing a 'Poor User Experience' (left, pink background) with a 'Good User Experience' (right, green background).

Poor User Experience (Left):

- Starts with an H2 heading: `<h2>Heading</h2>`
- Followed by an H3 subheading: `<h3>Subheading</h3>`
- Then a large H1 heading: `<h1>Page Title</h1>`
- Followed by another H3 subheading: `<h3>Subheading</h3>`
- Then an H2 heading: `<h2>Heading</h2>`
- Finally another H2 heading: `<h2>Heading</h2>`

Good User Experience (Right):

- Starts with a clear H1 heading: `<h1>Page Title</h1>`
- Followed by an H2 heading: `<h2>Heading</h2>`
- Then an H3 subheading: `<h3>Subheading</h3>`
- Then another H3 subheading: `<h3>Subheading</h3>`
- Then an H2 heading: `<h2>Heading</h2>`
- Finally an H3 subheading: `<h3>Subheading</h3>`

The 'Good User Experience' layout is marked with a green checkmark and the text 'Good User Experience', while the 'Poor User Experience' layout is marked with a red X and the text 'Poor User Experience'.

semrush.com SEMRUSH

On Page 'SEO'

On page SEO refers to anything we do on our webpages to optimise for improved rankings and keyword targeting.

We typically consider **On page copy** as the crucial element of any SEO strategy - whilst other key levers are important, **content is paramount**.

- Body content
 - Keyword targeting and mentions
- Internal links
- External links
- URLs and navigational aids
- Images
- Localised SEO

What can we do to our on-page SEO

- Writing helpful, unique content
- Ensure you are targeting the keyword you want your users to find you from
- Headings and sub-headings to structure pages
- Ensure URLs are logical and follow site structure
- Add internal links to other pages on our site
- Include and optimise images
- Ensure you provide users with good experiences
- Provide enough content to satisfy users, but not too much

Localised SEO

Local SEO is an approach of optimising for searches in local areas.

- Local charity near me
- Charities in sheffield

SERPs differ according to location and depending on the type of query. I.e. if a user is searching for something very localised, the SERP might return local listings, local companies, sites heavily targeting that specific location and more.

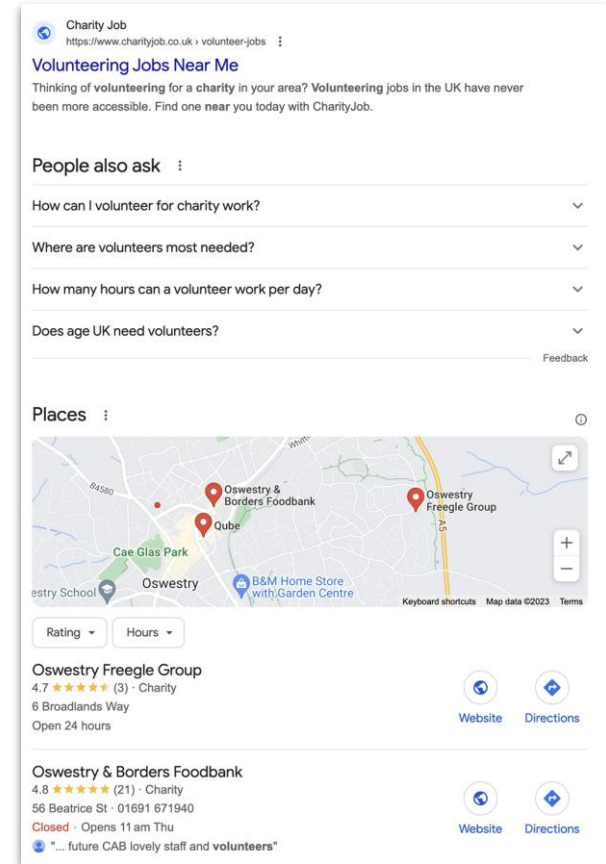
Keyword	Intent	Volu	KD %	CPC (U...	Com.	SF	Res
+ charity near me >>	T	1.9K	59	2.04	0.18	6	619M
+ local charity near me >>	T	1.6K	65	1.65	0.19	4	404M
+ dog charity near me >>	T	880	75	2.30	0.06	4	139M
+ homeless charity near me >>	T	880	67	1.42	0.24	4	28.5M
+ animal charity near me >>	T	590	79	2.17	0.15	5	150M

Keyword	Intent	Volu	KD %	CPC (U...	Com.	SF	Results
+ charity shops sheffield >>	C	1.6K	30	3.03	0.02	8	5.8M
+ charity jobs sheffield >>	C	480	21	0.18	0.28	3	11.9M
+ charity shops in sheffield >>	C	480	28	3.03	0.02	7	12.7M
+ sheffield charity shops >>	C	480	26	3.03	0.02	9	11.8M

Targeting local SERPs

What can we do?

- Have an about-us page, mentioning who you are and what you do (inc. where you're based)
- Homepage mentions of your local area i.e. if you only work in Birmingham, make that clear in your content.
- Update title tags and page titles with your location i.e. Volunteering in Birmingham
- Job listings - include the location and local references i.e. towns, villages, places you work with i.e. schools, community centres etc...



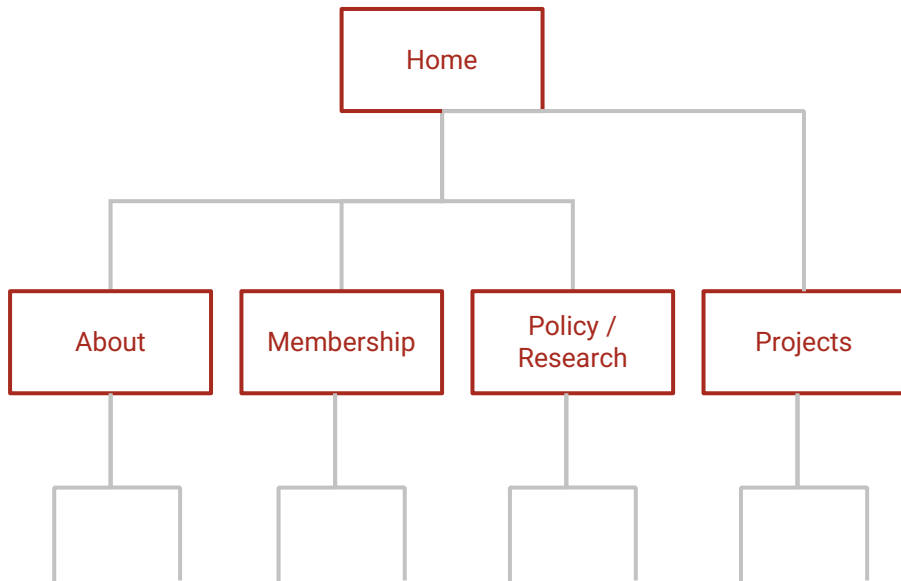
Site Structure

Site structure is important as we need to:

- Help search engines find and index all of pages
- Helps spread authority to other pages on the site (via internal linking)
- Enables visitors to navigate through the site, finding what they are looking for.

NAVCA as an example:

Have a clear navigation, but all pages sit on the root domain. This could make it difficult for search engines to understand and give prominence to each page.



Ideal structure

Home > Category > Page
Home > Projects > Cyber Security

www.bluearray.co.uk | [@bluearrayseo](https://twitter.com/bluearrayseo)



Case Study

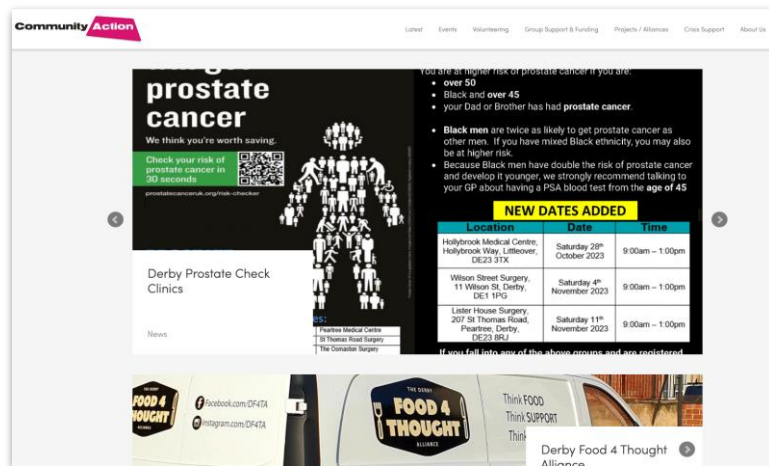
How would we look at a website?

We would start by taking a **very high level** look at what the website offers and how easy it is to get around it.

A few examples of things we would look for would be:

- What is the content on the site like?
- How is the site split up into different areas?
- How fast or slow is the site?
- Are there any broken parts of the site?
- Are there any areas we could build out?

There is a lot to consider so we have taken a look at www.communityactionderby.org.uk to provide examples on how we would approach this in a real scenario.



Community Action Derbys Website

On-Page SEO

Content makes up the majority of what you see on a website, with this being one of the core pillars of SEO.

We have taken a look at [one of our events pages](#) from a content SEO standpoint:

- The page is reasonably short and may be seen as **'Thin'** (meaning there isn't much valuable content on the page) by search engines.
- The page currently **contains no images**, these can be visually engaging and provide a better picture of what the event would look like.

Youth Alliance and Children & Young People Network Meeting - Oct 2023

Voluntary Sector Events

Date and Time: 26 October, 10am - 12pm

Location: Venue TBC

Do you work with children & young people? If so, you might like to come along to the next meeting of our Youth Alliance / C&YP Network!

For more information, please contact Youth Alliance Coordinator Michelle Butler at michelle.butler@communityactionderby.org.uk

CYPN

Youth Alliance

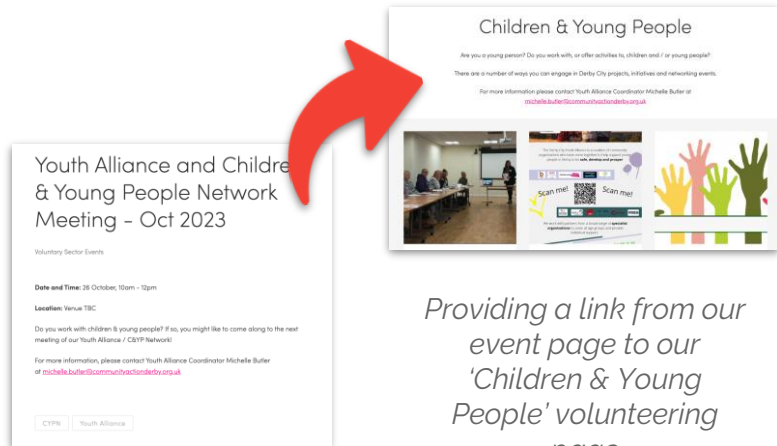
[Youth Alliance and Children & Young People Network Meeting - Oct 2023](#)

On-Page SEO

A few more considerations:

- The meta title is too long with the meta description being missing
- Missed out on some internal linking opportunities, such as linking to [this page](#) on our other children and young people projects.
- Whilst this is an event page (meaning it isn't relevant once the event has passed) we would look to provide recommendations that improve these on a **template level** to ensure future event pages have the best chances of ranking in SERPs.

TITLE ⓘ	Youth Alliance and Children & Young People Network Meeting - Oct 2023
69 characters	
DESCRIPTION ⓘ	Not specified
13 characters	

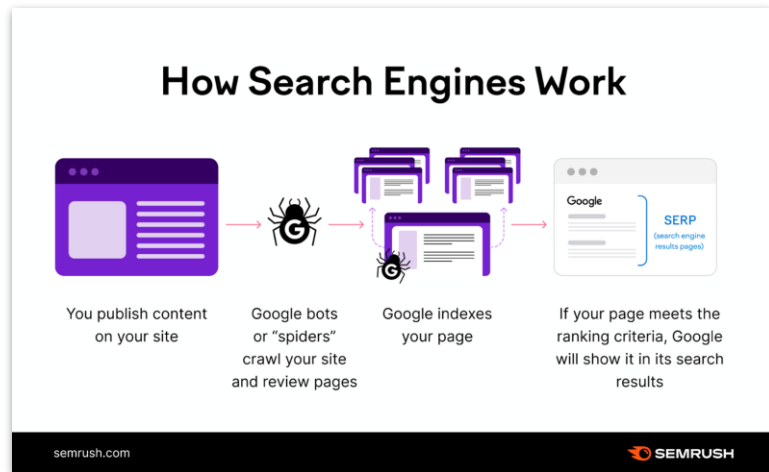


Providing a link from our event page to our 'Children & Young People' volunteering page

Technical SEO

We took a [sample crawl](#) of around 600 pages on the [Community Action Derby](#) website to see what kinds of technical SEO issues may be present.

- 1 HTTP URL ([Unsecure](#)) is still linked from our [/team-and-board page](#)
 - This is an unsecure URL and could lead to attacks on the website.
- 1 [404 error](#) was present, being linked to from our [/maths-multiply page](#)
 - A 404 page is a page that doesn't exist and we shouldn't be providing links to.
- Our homepage was missing a H1 tag
 - A H1 tag is the primary heading title on the page
- 7 images are missing alt text
 - Alt text is text that describes what an image is so search engines and visually impaired users can better understand the picture.



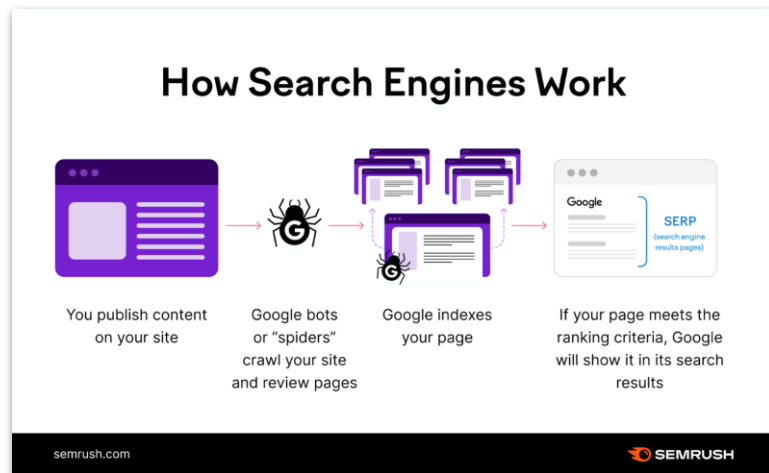
Community Action Derbys Website

Technical SEO

- 25 pages have too long page titles
 - Page titles are over 60 characters
- 30 pages have duplicate page titles
 - Page titles are the same as another page
- 38 pages have too short page titles
 - Page titles are under 50 characters
- 129 images are too large
 - Images are more than 100kb in size

This is a sample of some issues we found when investigating this crawl from a technical health perspective.

We would look to build this out with a backlog and priority order for what we should fix and how we should look to fix it.



Community Action Derbys Website

Off-Page SEO

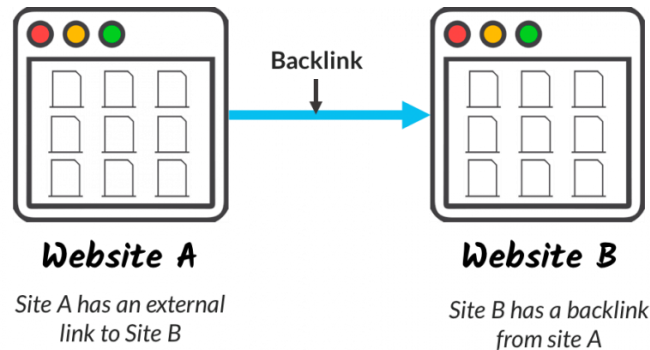
We use a tool called '[Majestic](#)' to understand how our site is performing from an Off-Page SEO standpoint.

In short, it looks at 'Backlinks' (links from other websites pointing to ours) to get an understanding about overall how trustworthy and authoritative our site is.

For example, a site like the [NHS](#) has a lot of people linking to them from all over the internet. This means that this website is seen as very authoritative and the content they produce has a high likelihood of ranking well.

Majestic uses a 1-100 score (shown on the right as 'Trust Flow') to illustrate just how well we are doing in this regard.

We have a score of 27 which shows we don't have the strongest presence and could do more to bring in more of these 'Backlinks' via things like digital PR campaigns.



TRUST FLOW



Majestic's way of determining the 'authority' of a website

Ranking Keywords

We would also take a look at our **ranking keywords**.

This gives us an idea of how well we are doing and what we are seen as knowledgeable on.

Taking a look at our **top 5 keywords**, some insights we might pull are:

- **Crisis of living payment 2023** - We are ranking with [this news article](#) we wrote about the cost of living.
- **Volunteering derby** - We are very visible for people who want to volunteer around Derby.
- **Community action derby** - This is a branded term, something someone would type in to find our site specifically.

Keyword	Position	Volume	KD %	URL
⊕ crisis of living payment 2023 >>	1	70	37	www.communityactionderby.org.uk/crisis-support/help-with-the-cost-of-living/news/second-2023-2024-cost-of-l...
⊕ volunteering derby >>	1	320	21	www.communityactionderby.org.uk/volunteering/volunteers/i-want-to-volunteer
⊕ community action derby >>	1	320	17	www.communityactionderby.org.uk/
⊕ volunteering in derby >>	1	50	20	www.communityactionderby.org.uk/volunteering/volunteers/i-want-to-volunteer
⊕ volunteer derby >>	1	70	21	www.communityactionderby.org.uk/volunteering/volunteers/i-want-to-volunteer
⊕ derby community action >>	1	70	16	www.communityactionderby.org.uk/

The keywords we are ranking in top positions for

Ranking Keywords

From this we can see we could look to expand on a few of these areas:

- We could try to rank for **more specific volunteering keywords** around Derby (e.g. tree wardens, cleaning up parks, soup kitchens etc.)
- We can look to publish more news stories around **the cost of living crisis** (e.g. how to save money, where you can claim support, how to reduce bills etc.)
- We could build out our **brand and core pages** (e.g. about us pages, meet the team, reviews and ratings from the wider community)

Keyword	Position	Volume	KD %	URL
crisis of living payment 2023 >>	1	70	37	www.communityactionderby.org.uk/crisis-support/help-with-the-cost-of-living/news/second-2023-2024-cost-of-l...
volunteering derby >>	1	320	21	www.communityactionderby.org.uk/volunteering/volunteers/i-want-to-volunteer
community action derby >>	1	320	17	www.communityactionderby.org.uk/
volunteering in derby >>	1	50	20	www.communityactionderby.org.uk/volunteering/volunteers/i-want-to-volunteer
volunteer derby >>	1	70	21	www.communityactionderby.org.uk/volunteering/volunteers/i-want-to-volunteer
derby community action >>	1	70	16	www.communityactionderby.org.uk/

The keywords we are ranking in top positions for



SEO for Job Ads

What are we setting out to achieve?

We understand that the recruitment of volunteers is a key

- ★ Understand how it is best to structure job listing pages and job detail pages
- ★ What to do when a volunteering opportunity has finished
- ★ Create a low-budget strategy for your volunteering and job opportunities

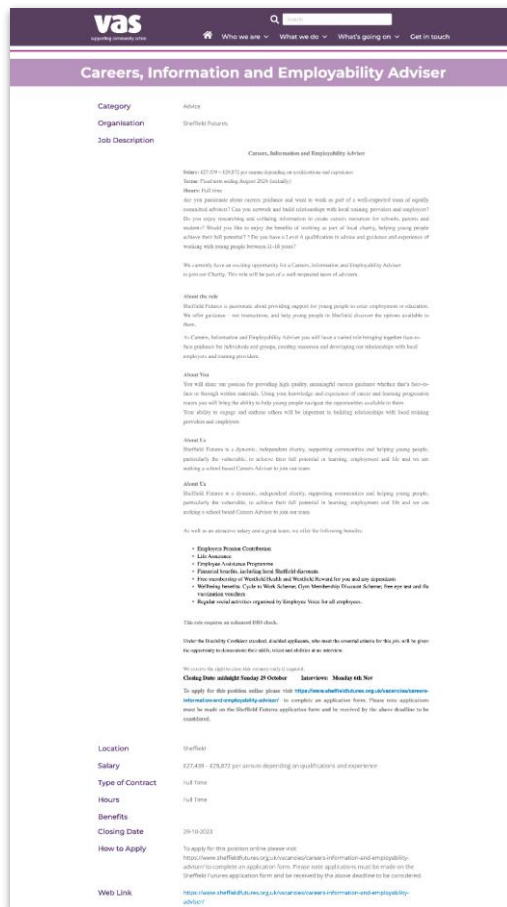


What are job pages?

Job pages are any opportunities in a page. You'll be able to view the job description, requirements, any additional information and apply for it here.

In the context of charities, these will be also be **volunteering opportunities** - but from an SEO point of view there are similar considerations.

- ★ What are the search terms likely to be for this job?
- ★ How visible are the job pages listed from the website? Is it being displayed on Google?
- ★ Does the page include all the information that would help a user to make a decision on the opportunity?



The screenshot shows a website for 'Shaftesbury Futures' with a purple header. The main content area is titled 'Careers, Information and Employability Adviser'. It includes a sidebar with navigation links: Category, Organisation, and Job Description. The main text area contains a detailed job description for a 'Careers, Information and Employability Adviser' role, including a summary, duties, and requirements. The footer includes a 'How to Apply' section with a deadline of 28-10-2023 and a 'Web Link' to the application page.

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Listing Pages

Generally speaking, 'Listing Pages' are what we call the page where you can view a list of products or blogs.

In the context of jobs and volunteering opportunities, these will be where all of the available jobs are listed.

Things that you might want to consider for this:

- ★ That it's easy for users to browse all opportunities
- ★ For general keywords, it's easier for these pages to rank than the actual job pages
- ★ This provides internal linking to your job pages - which helps search engines to find them

Job advertisements

NAVCA members can advertise job vacancies free of charge.

Non-members can advertise job vacancies for a fee of £106.25 + VAT (registered charities may be able to apply for a VAT exemption).

To submit your job advertisement, whether you are a member or a non-member, please fill in the form below. If you're unsure of your organisation's membership status, or would like to find out more about membership, please contact comms@navca.org.uk.

SUBMIT YOUR JOB VACANCY

OPPORTUNITIES AT NAVCA

Administration Assistant at NAVCA

£24,000 pro rata; Part time, 21 hours per week; Permanent; Hybrid working - home with travel to Sheffield office weekly.

JOBS FROM THE NAVCA NETWORK

<p>Group Support Coordinator ay Community Action Derby</p> <p>£25,750 per annum; Full time; Permanent (subject to continuation of funding); Derby.</p>	<p>Development Officer (Research and Consultancy) at Support Staffordshire</p> <p>£26,500; Full time; Permanent; Stafford.</p> <p>Would you like to be part of a</p>	<p>HR Administration Officer at Warwickshire Community and Voluntary Action</p> <p>£25,235 per annum pro rata; Part time; Maternity cover until 30th September 2024; Leamington Spa, Warwickshire.</p>
--------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

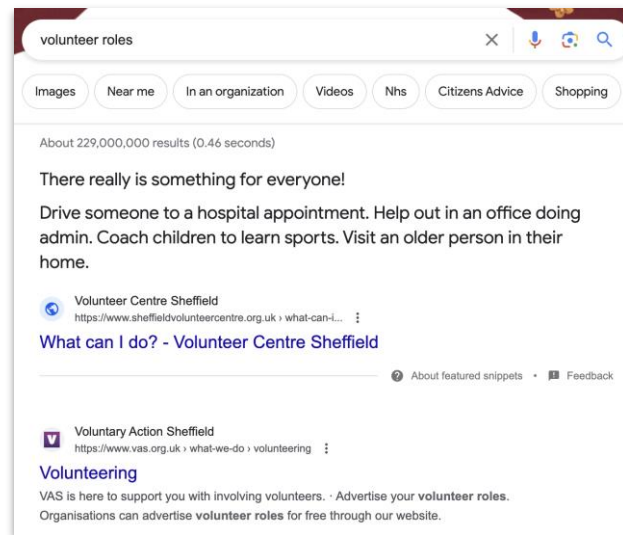
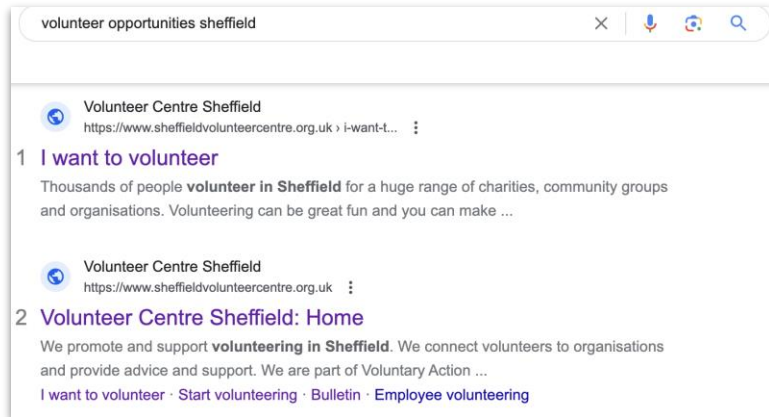
Listing Pages - Volunteer Pages

When users are searching for general volunteering opportunities, they tend to want information around volunteering.

Try search for the terms related to your area and see what the content of other websites is.

This will help you to determine what your page needs to include.

With general searches like 'volunteering near me', the user likely doesn't know what they want to do - so providing them with the most information possible is the best way to target this audience.



Detail Pages

The job detail pages are the pages that have the actual job or volunteering opportunity information.

This is where you're most likely to have the most impact with optimisations, as this is what people are looking for with **intent**.

We tend to define 'detail pages' as having the information about the job and then the ability to apply from it there.

What you can change about detail pages for greater SEO impact:

- ★ Update title tags
- ★ Add in more content to describe the job
- ★ Links to related or similar jobs/volunteering opportunities
- ★ Link to a page with information about the organisation
- ★ Link to any information pages you may have about volunteering

Warwickshire and Solihull Community and Voluntary Action (CAVA) is recruiting a Development Officer – North Warwickshire

Salary: £30,900 per annum pro rata

Hours: 22.50 hours per week

Duration: Fixed term post until 31st March 2025

Do you want the voluntary and community sector in North Warwickshire to be strong and effective?

We are seeking an experienced individual to support voluntary and community organisations based in North Warwickshire. The successful candidate will work one to one with organisations to identify funding sources, support funding applications, especially to the UK Share Prosperity Fund. Developing local strategic partnerships is also a key element of the role.

You will have the ability to work with organisations on their challenges, and develop action plans to help improve the sustainability and impact of the voluntary and community sector in North Warwickshire.

To apply for this role, you are required to hold a driving licence and have use of a car for work purposes.

If you think you fit the brief for this exciting role, please submit your CV and covering letter which evidences your ability to deliver the role to recruitment@wcava.org.uk

CAVA is an equal opportunities employer – 'Putting Equality, Diversity and Inclusion into Practice'

Job Advertisement:

[Download Job Advert](#)

Application Pack:

[Download Application Pack](#)

[Apply for job](#)

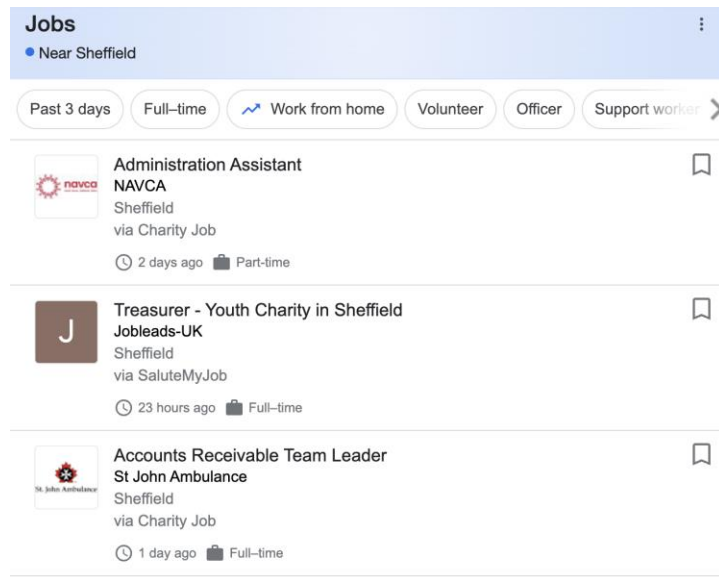
Jobs Feature on Search Engine Results Pages

When searching for jobs, often we can get a **rich result** that includes job searches.

Getting into the result can increase your organic visibility.

To get into this, you need to ensure that all of the important information is included in your job listing.

It is *recommended* that you mark up your page with Schema - but this is not always the case.



SEO Considerations for Job Pages

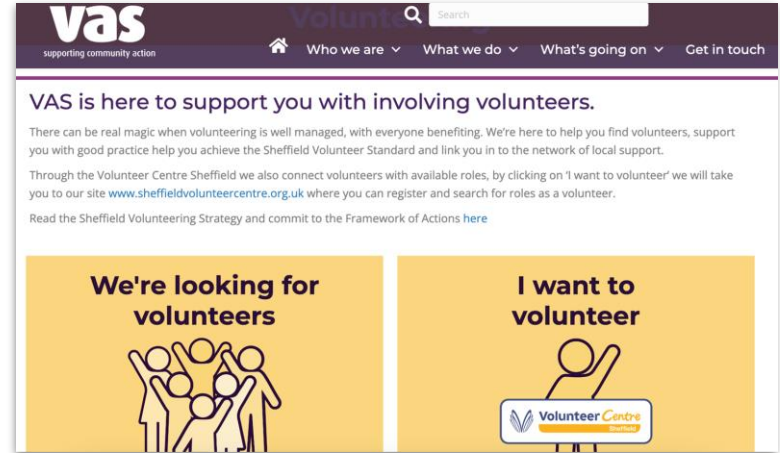
- ★ Create a **separate page** that lists all of your volunteer roles

This would mean having them separate from paid jobs.

The reason for this is that it meets **clear intent** of users when they're searching for 'volunteer' opportunity

It will also enable search engines to understand the offering of these pages in more detail.

It is also worth offering a split for companies looking to recruit volunteers too, as shown by VAS.



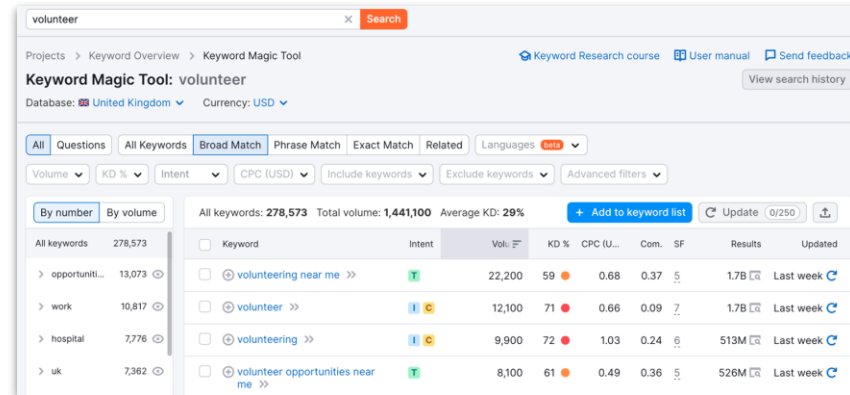
SEO Considerations for Job Pages

- ★ Use **free** keyword research tools to help make on-page changes

Keyword targeting on these pages will help you to get your results listed in the search engine results page.

There are a range of tools that can help you:

- ★ SEMRush (Free account)
- ★ AnswerThePublic
- ★ Google!



SEO Considerations for Job Pages

- ★ Use your keyword research to create **optimised title tags** for your job detail pages.

Using a free keyword research tool as mentioned, find relevant keywords for your job and structure them based on this.

Consider including:

- ★ Location
- ★ 'Job' or 'Volunteer' in the title (depending on the type of opportunity)
- ★ The name of the organisation



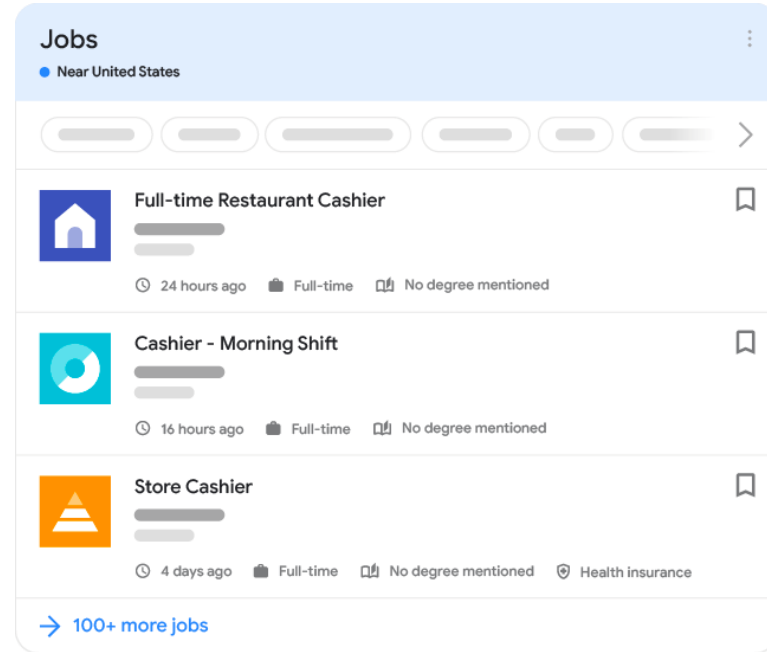
SEO Considerations for Job Pages

- ★ If you are able to, add **Job Listing Schema** to your job/volunteer detail pages.

This isn't a requirement but if you are able to, Schema helps search engine to understand granular information. This also helps their appearance in the results page.

Considerations:

- If you use Wordpress, there are plugins that you can use
 - Kinsta
 - Rankmath
- Sometimes you're able to do this in the CMS - we'll send resources to follow up



SEO Considerations for Job Pages

- ★ Share your listing and detail pages to social media!

It's not considered a 'ranking factor', but getting clicks and referral traffic to these pages from social media is a welcome boost to the website.

Additionally, sharing them on social media platforms, especially Twitter, can help with search engines finding them.



Summary for Job Considerations

- ★ Create a separate page that lists all of your volunteer roles
- ★ Use free keyword research tools to help make on-page changes
- ★ Use your keyword research to create optimised title tags for your job detail pages.
- ★ If you are able to, add Job Listing Schema to your job/volunteer detail pages.
- ★ Share your listing and detail pages to social media!



Any Questions?