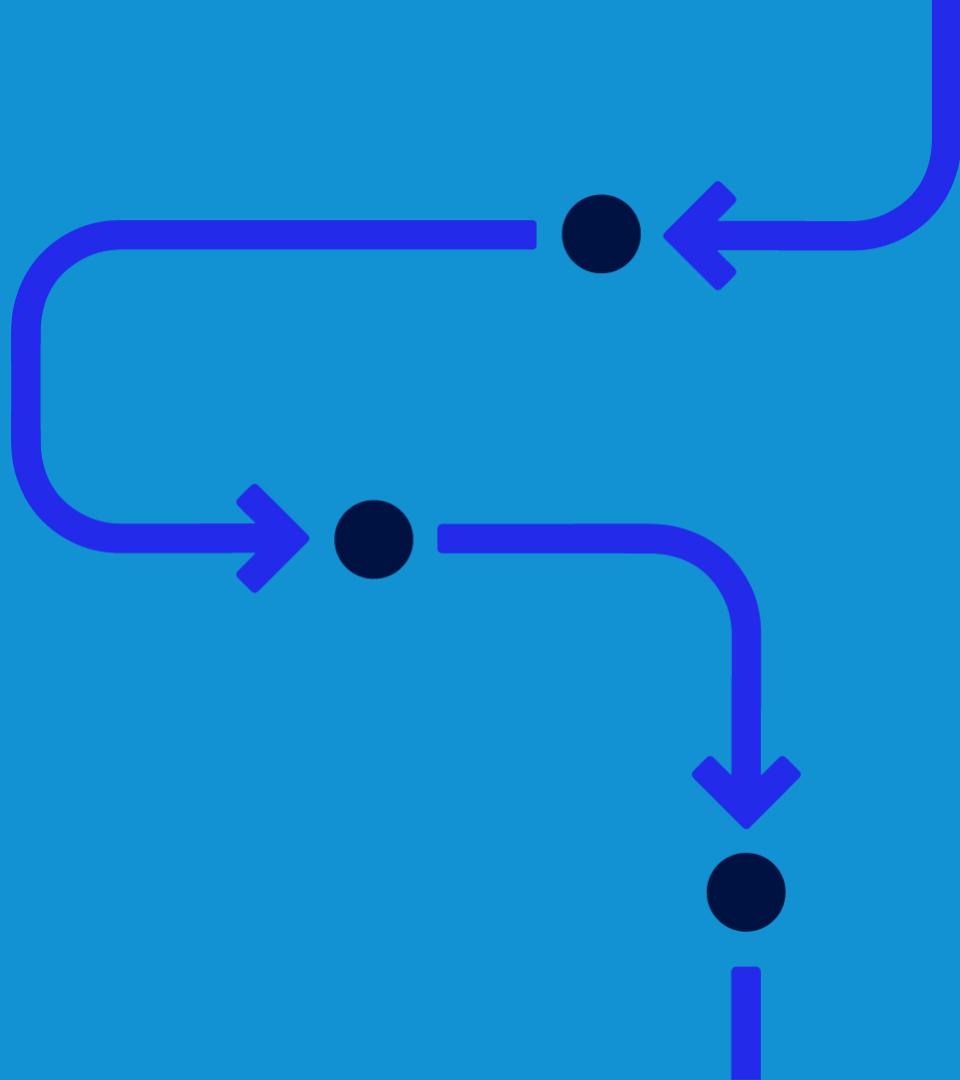


NAVCA Training Deck - SEO for Charity & Volunteering



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



Who we are



Katie Mishner (she/her)
SEO Manager
katie@bluearray.co.uk



Jake Evans (he/him)
Senior SEO Executive
jake@bluearray.co.uk



Introduction to SEO

The screenshot shows a Google search results page for the query "what is seo". The results are filtered by "In digital marketing", "Techniques", "And how it works", "Videos", "In web development", "Writing", and "In blogging". The top result is a snippet from "Search Engine Land" titled "What Is SEO - Search Engine Optimization?". It includes a diagram of the SEO acronym (S-E-O) and a brief description of SEO as the process of improving website visibility in search results. Below this are other search results from various sources like Wikipedia, Semrush, MailChimp, and SimpleLearn, each with a thumbnail, title, and a snippet of the page content.

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)

Charity Job
https://www.charityjob.co.uk/volunteer-jobs

Volunteering Jobs Near Me

Thinking of volunteering for a charity in your area? Volunteering jobs in the UK have never been more accessible. Find one near you today with CharityJob.

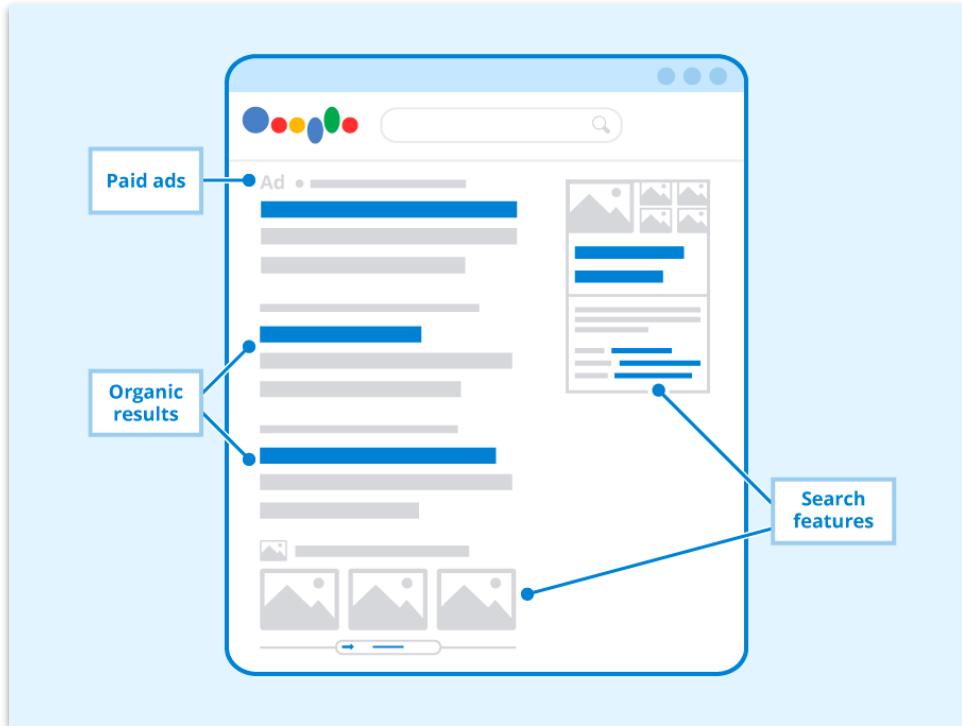
People also ask :

- How can I volunteer for charity work?
- Where are volunteers most needed?
- How many hours can a volunteer work per day?
- Does age UK need volunteers?

Places :

Oswestry Freecycle Group
4.7 ⭐⭐⭐⭐ (3) Charity
6 Broadlands Way
Open 24 hours

Oswestry & Borders Foodbank
4.8 ⭐⭐⭐⭐ (21) Charity
56 Beatrice St - 01691 671940
Closed - Opens 11am Thu
... future CAB lovely staff and volunteers*



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?
- 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?**
- **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

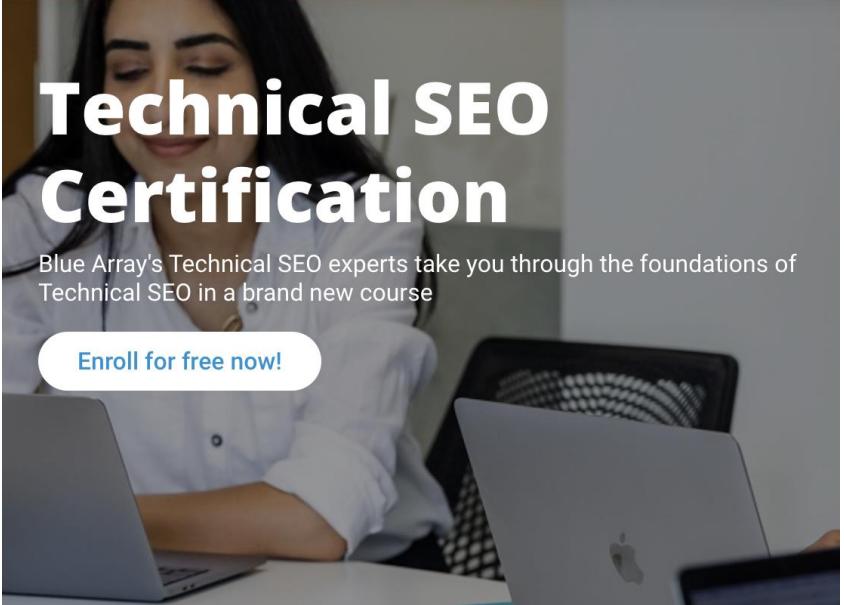
- Are other people so engaged with you that they want to share your content online?
- Are authoritative, relevant publications linking to you?

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>



Technical SEO Certification

Blue Array's Technical SEO experts take you through the foundations of Technical SEO in a brand new course

[Enroll for free now!](#)

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 the impact of heading structure on user experience. It features two vertical columns of content, each starting with a black header bar containing three dots. The left column, labeled 'Poor User Experience', contains a pink background. It shows a hierarchical structure: an

Heading

, an

Subheading

, an

Page Title

, another

Subheading

, and two

Heading

 blocks. The right column, labeled 'Good User Experience', has a green background and shows a similar structure but with a more logical flow: an

Page Title

, an

Heading

, an

Subheading

, and two

Heading

 blocks. Both columns end with a footer bar containing three dots. A red 'X' icon and the text 'Poor User Experience' are at the bottom of the pink column, while a green checkmark icon and the text 'Good User Experience' are at the bottom of the green column.

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...

Charity Job
<https://www.charityjob.co.uk/volunteer-jobs>

Volunteering Jobs Near Me

Thinking of volunteering for a charity in your area? Volunteering jobs in the UK have never been more accessible. Find one near you today with Charity Job.

People also ask :

How can I volunteer for charity work?

Where are volunteers most needed?

How many hours can a volunteer work per day?

Does age UK need volunteers?

Feedback

Places :

Oswestry & Borders Foodbank

Qube

Cae Glas Park

Oswestry School

B&M Home Store with Garden Centre

Oswestry Freegle Group

Keyboard shortcuts Map data ©2023 Terms

Rating Hours

Oswestry Freegle Group

4.7 ★★★★★ (3) · Charity

6 Broadlands Way

Open 24 hours

Website Directions

Oswestry & Borders Foodbank

4.8 ★★★★★ (21) · Charity

56 Beatrice St · 01691 671940

Closed · Opens 11am Thu

... future CAB lovely staff and volunteers

Website Directions

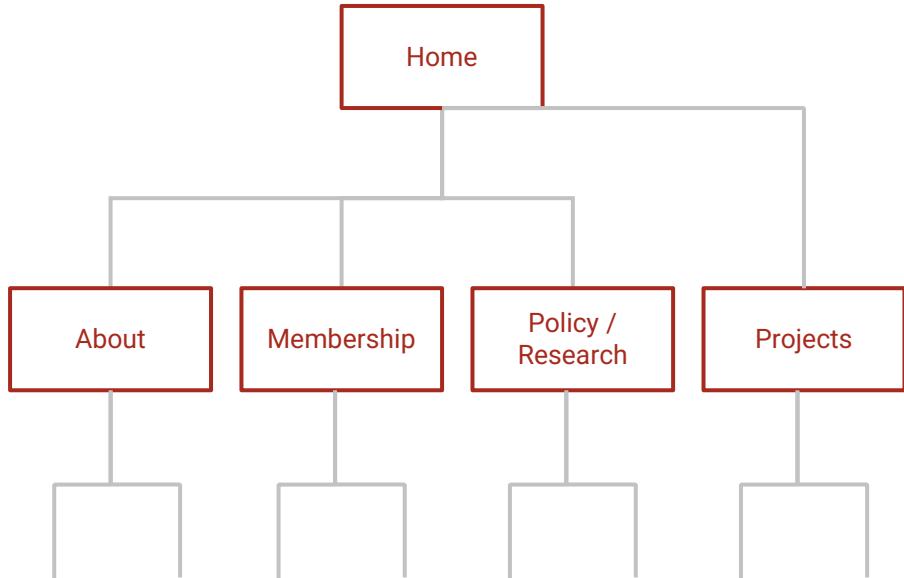
Site Structure

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.



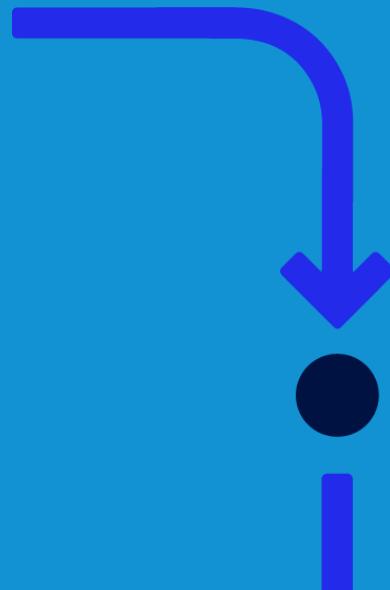
Ideal structure

Home > Category > Page
Home > Projects > Cyber Security

www.bluearray.co.uk | @bluearrayseo



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.

You are at higher risk of prostate cancer if you are:

- over 50
- Black and over 45
- your Dad or Brother has had prostate cancer.
- Black men are twice as likely to get prostate cancer as other men. If you have mixed Black ethnicity, you may also be at higher risk.
- Because Black men have double the risk of prostate cancer and develop it younger, we strongly recommend talking to your GP about having a PSA blood test from the age of 45

Location	Date	Time
Hollybrook Medical Centre, Hollybrook Way, Littleover, DE23 3TK	Saturday 29th October 2023	9:00am – 1:00pm
Wilson Street Surgery, 11 Wilson Street, Derby, DE1 1PD	Saturday 4th November 2023	9:00am – 1:00pm
Lister House Surgery, 207 St Thomas Road, Peartree, Derby, DE23 8RJ	Saturday 11th November 2023	9:00am – 1:00pm

If you fall into one of the above groups and are registered

Community Action Derby's 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

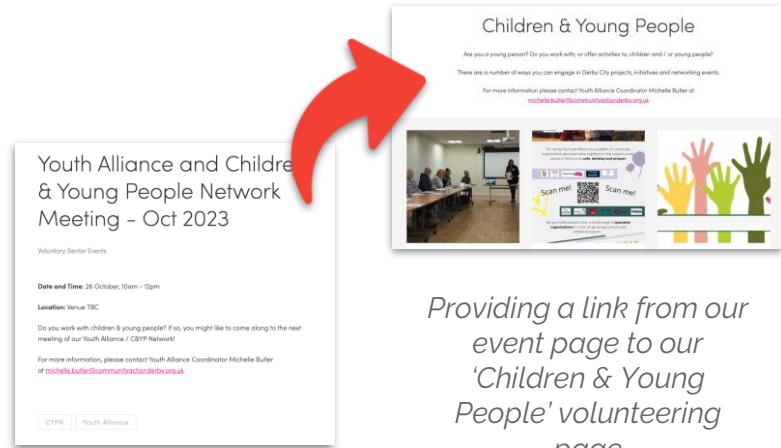
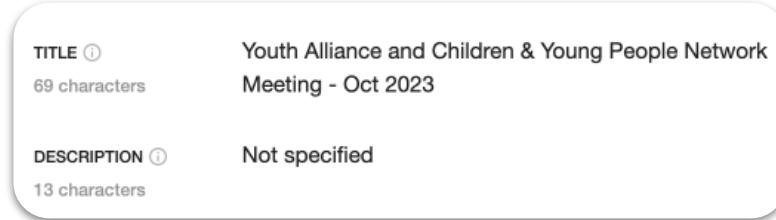
Youth Alliance

[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.

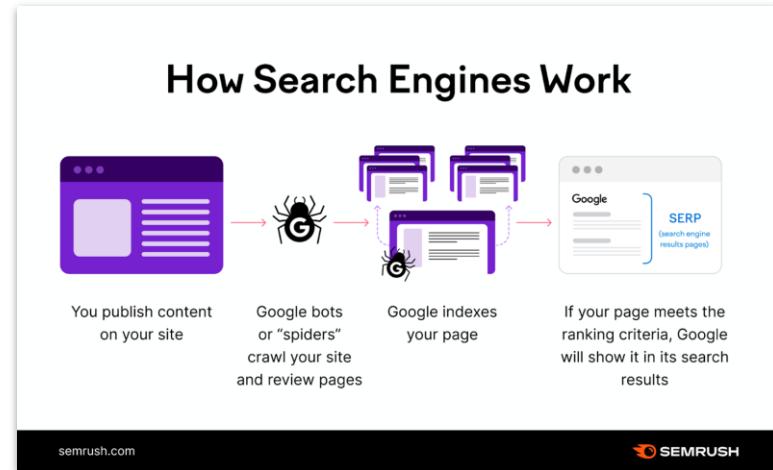


Providing a link from our event page to our 'Children & Young People' volunteering page

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.



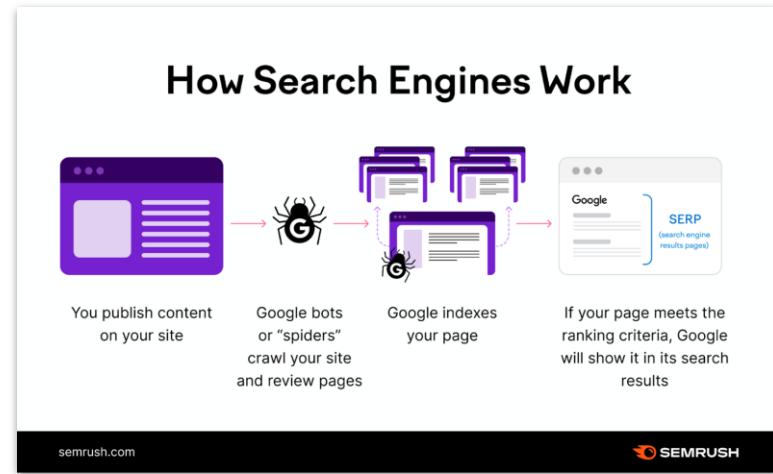
Community Action Derby's Website

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 Derby's Website

Off-Page SEO

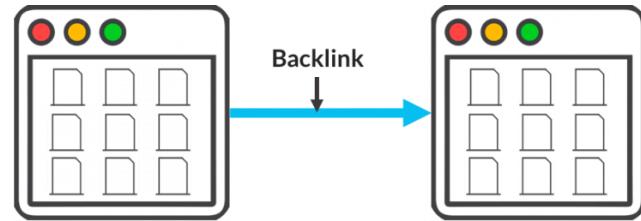
We use a tool called '[Majestic](#)' to understand how our site is performing from an Off-Page SEO standpoint.

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.



Website A

Site A has an external link to Site B

Website B

Site B has a backlink from site A

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

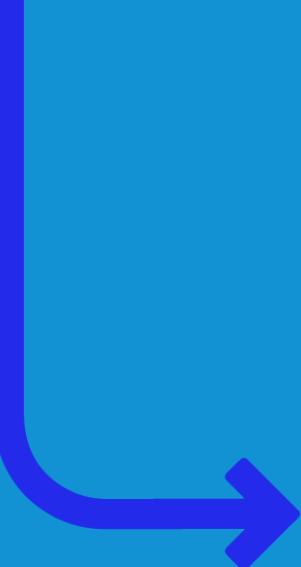
Ranking Keywords

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

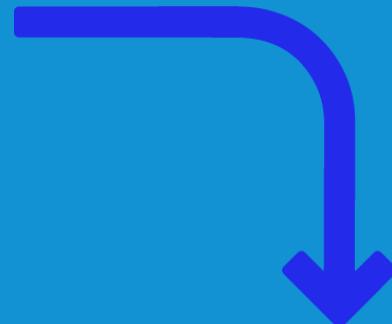
- We could try to rank for **more specific volunteering keywords** around Derby (e.g. tree wardens, cleaning up parks, soup kitchens etc.)
- We can look to publish more news stories around **the cost of living crisis** (e.g. how to save money, where you can claim support, how to reduce bills etc.)
- 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



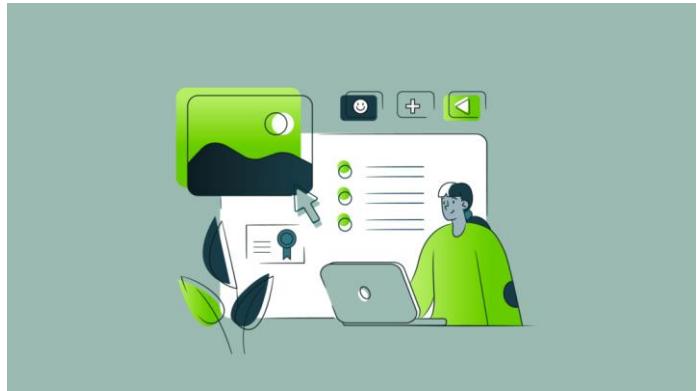
SEO for Job Ads



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?

Careers, Information and Employability Adviser

Category	Adviser
Organisation	Sheffield Futures
Job Description	<p>Careers, Information and Employability Adviser</p> <p>Salary: £27,059 - £29,872 per annum (depending on qualification and experience)</p> <p>Term: Full time ending August 2025 (initially)</p> <p>Hours: Full time</p> <p>Are you passionate about career guidance and want to work as part of a well-respected team of equality-motivated advisers? Can you network and build relationships with local training providers and employers? Do you have a passion for supporting young people to achieve their potential and help them succeed? Do you have a desire to make a difference to young people's lives and help them to succeed? Would you like to enjoy the benefits of working as part of a local charity, helping young people achieve their full potential? Do you have a Level 3 qualification in advice and guidance and experience of working with young people from 16-18 years?</p> <p>We currently have an exciting opportunity for a Careers, Information and Employability Adviser to join our Charity. This will be part of a small department of advisers.</p> <p>About the role:</p> <p>Sheffield Futures is passionate about providing support for young people to enter employment or education. We are a provider - one foundation, one young people's charity, offering the support available to them.</p> <p>As Careers, Information and Employability Adviser you will have a varied role helping together our advice, guidance for individuals and groups, creating resources and developing our relationships with local employers and young people.</p> <p>About You:</p> <p>We value our position for providing high quality, accessible career guidance whether that's face-to-face or through written materials. Using your knowledge and experience of career and learning progression routes you will bring the ability to help young people navigate the opportunities available to them.</p> <p>You will be a team player and outcome driven, will be adept at building relationships with local training providers and employers.</p> <p>About Us:</p> <p>Sheffield Futures is a dynamic, independent charity, supporting communities and helping young people, particularly the vulnerable, to achieve their full potential in training, employment and life and we are seeking a school based Careers Adviser to join our team.</p> <p>As well as an attractive salary and a great team, we offer the following benefits:</p> <ul style="list-style-type: none">• Employee Benefits Contribution• Life Assurance• Long Service Programme• Financial benefits, including local Sheffield discounts• Work-life balance, Flexible Working, Annual Leave, Health and Wellbeing Allowance for you and your dependants• Working hours: Flexible Working Scheme, Open Membership Flexible Scheme, Free car and the Variable Vehicles• Regular social activities organised by Employee Voice for all employees. <p>This role requires an enhanced DBS check.</p> <p>Please note the Equality Consideration statement, detailed application, who meet the essential criteria for this job, will be given the opportunity to demonstrate their skills, relevant skills or relevant experience.</p> <p>We encourage the application of this vacancy until 12 noon.</p> <p>Closing Date: 16th October 2023 Interview Dates: Mid-November Location: Sheffield</p> <p>To apply for this position online please go to: https://www.sheffieldfutures.org.uk/careers/careers-information-and-employability-adviser. To complete an application form, please note: application forms must be made on the Sheffield Futures application form and be received by the above deadline to be considered.</p> <p>Web Link: https://www.sheffieldfutures.org.uk/careers/careers-information-and-employability-adviser/</p>

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?



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

Group Support Coordinator at Community Action Derby

£25,750 per annum; Full time; Permanent (subject to continuation of funding); Derby.

Development Officer (Research and Consultancy) at Support Staffordshire

£26,500; Full time; Permanent; Stafford.

HR Administration Officer at Warwickshire Community and Voluntary Action

£25,235 per annum pro rata; Part time; Maternity cover until 30th September 2024; Leamington Spa, Warwickshire.

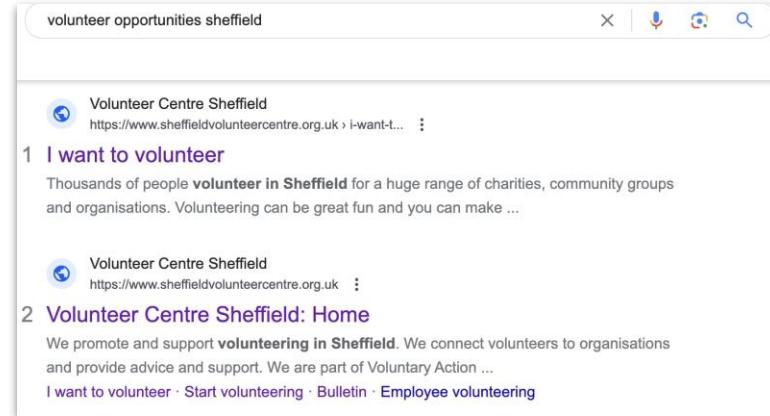
Listing Pages - Volunteer Pages

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.

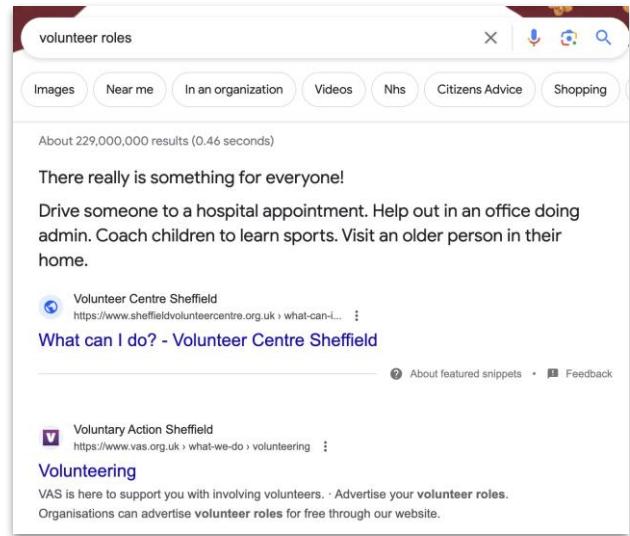
With general searches like 'volunteering near me', the user likely doesn't know what they want to do - so providing them with the most information possible is the best way to target this audience.



volunteer opportunities sheffield

1 **I want to volunteer**
Thousands of people **volunteer in Sheffield** for a huge range of charities, community groups and organisations. Volunteering can be great fun and you can make ...

2 **Volunteer Centre Sheffield: Home**
We promote and support **volunteering in Sheffield**. We connect volunteers to organisations and provide advice and support. We are part of Voluntary Action ...
[I want to volunteer](#) · [Start volunteering](#) · [Bulletin](#) · [Employee volunteering](#)



volunteer roles

About 229,000,000 results (0.46 seconds)

There really is something for everyone!
Drive someone to a hospital appointment. Help out in an office doing admin. Coach children to learn sports. Visit an older person in their home.

Volunteer Centre Sheffield
<https://www.sheffieldvolunteercentre.org.uk/what-can-i-do>

What can I do? - Volunteer Centre Sheffield

Voluntary Action Sheffield
<https://www.vas.org.uk/what-we-do/volunteering>

Volunteering
VAS is here to support you with involving volunteers. · Advertise your volunteer roles.
Organisations can advertise **volunteer roles** for free through our website.

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](#)

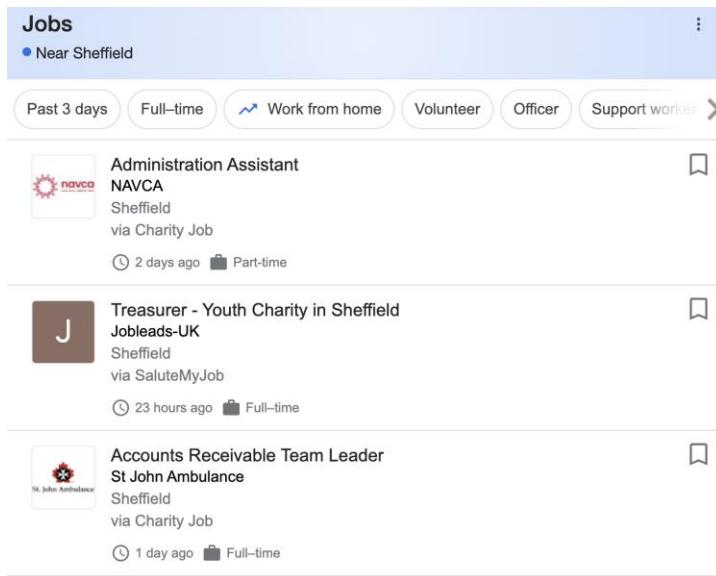
Jobs Feature on Search Engine Results Pages

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.



The screenshot shows a search results page for 'Jobs Near Sheffield'. The results are filtered by 'Past 3 days', 'Full-time', 'Work from home', and 'Support worker'. The first result is for an 'Administration Assistant' at NAVCA in Sheffield, posted 2 days ago. The second result is for a 'Treasurer - Youth Charity' at Jobleads-UK in Sheffield, posted 23 hours ago. The third result is for an 'Accounts Receivable Team Leader' at St John Ambulance in Sheffield, posted 1 day ago. Each result includes a small logo, the job title, the employer, the location, the posting date, and the job type (Part-time or Full-time).

Job Title	Employer	Location	Posted	Type
Administration Assistant	NAVCA	Sheffield	2 days ago	Part-time
Treasurer - Youth Charity	Jobleads-UK	Sheffield	23 hours ago	Full-time
Accounts Receivable Team Leader	St John Ambulance	Sheffield	1 day ago	Full-time

SEO Considerations for Job Pages

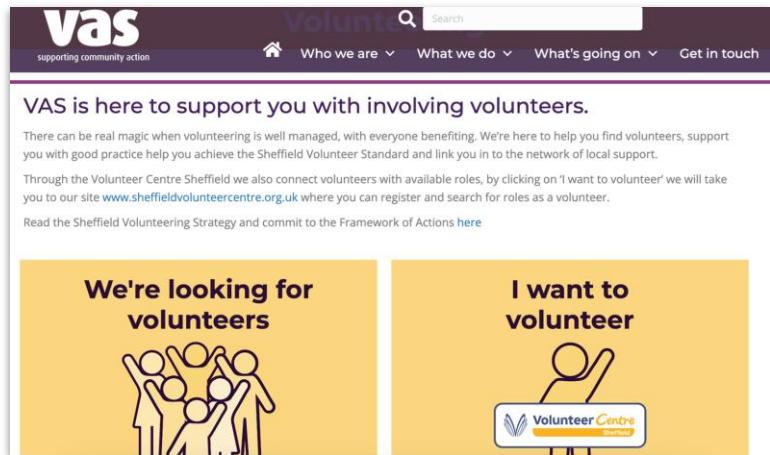
- ★ Create a **separate page** that lists all of your volunteer roles

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.



VAS is here to support you with involving volunteers.

There can be real magic when volunteering is well managed, with everyone benefiting. We're here to help you find volunteers, support you with good practice help you achieve the Sheffield Volunteer Standard and link you in to the network of local support.

Through the Volunteer Centre Sheffield we also connect volunteers with available roles, by clicking on 'I want to volunteer' we will take you to our site www.sheffieldvolunteercentre.org.uk where you can register and search for roles as a volunteer.

Read the Sheffield Volunteering Strategy and commit to the Framework of Actions [here](#)

We're looking for volunteers



I want to volunteer



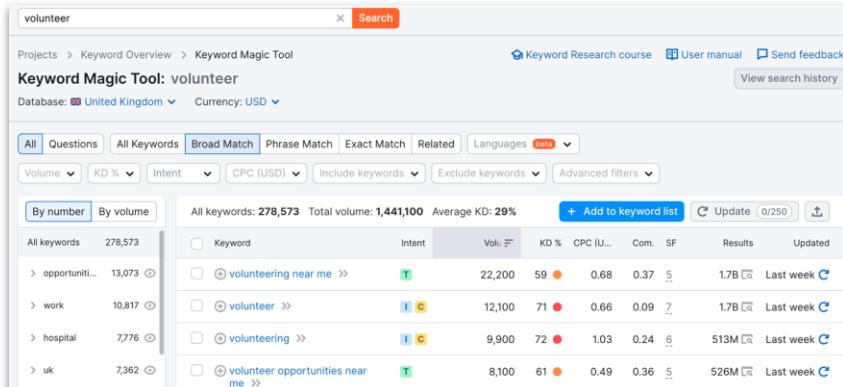
SEO Considerations for Job Pages

- ★ 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



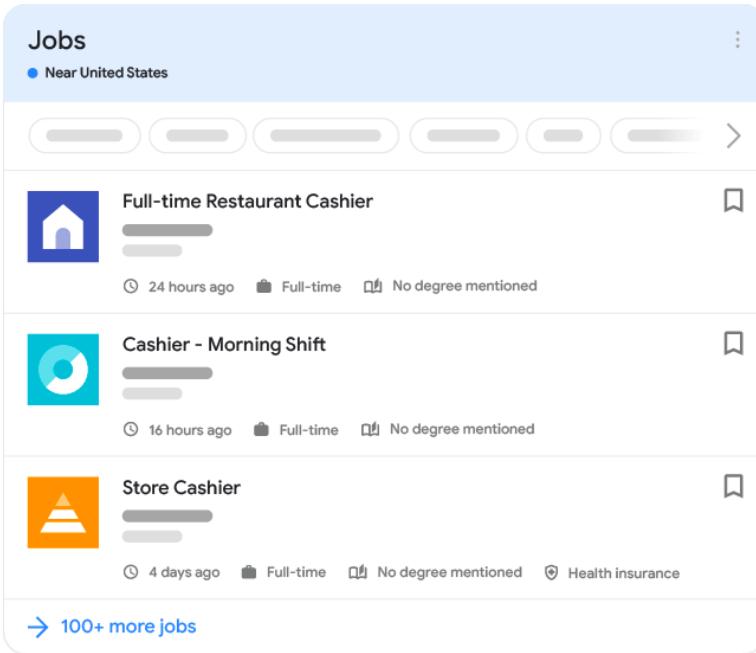
SEO Considerations for Job Pages

- ★ 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



Jobs

Near United States

Full-time Restaurant Cashier

24 hours ago Full-time No degree mentioned

Cashier - Morning Shift

16 hours ago Full-time No degree mentioned

Store Cashier

4 days ago Full-time No degree mentioned Health insurance

→ 100+ more jobs

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?

