Granite

SEO guide for membership organisations

Congratulations on downloading our SEO guide for membership organisations filled with insights and practical tips to boost the results from your SEO activity.

Granite 5 has been supporting membership organisations for many years by building and strengthening their digital footprint, and we wanted to share this knowledge with as many organisations as possible.

We know the many areas of SEO can seem daunting, to stay up to date with and implement effectively within a busy membership organisation. Which is why we have created this guide to share practical support specifically for membership organisations.

We hope you find this guide useful.

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Search Engine Optimisation (SEO)

In 2020, organic traffic accounted for **40%** of all trackable web traffic.

01

Search Engine Optimisation (SEO) is the practice of optimising your online content to increase your visibillity and traffic from search engines such as Google and Bing.

02

In 2020, organic traffic accounted for 40% of all trackable website traffic (Smart Insights) making it still one of the most important areas of digital marketing to drive results.

03

SEO is not a dark art! It is simply about creating a website and content that are focussed on your end user and solving the needs they are searching for.

04

Drawing from our SEO insider knowledge and experience, we have created our SEO success factors content, technical, and authority & trust, which will guide you in improving your results.

05

As SEO is such an extensive topic, take a look at our recent article on SEO for further info.

SEO success factors:
1. Content

✓ Carry out keyword research to understand the keywords and themes your target audience are searching for to build your content around.

✓ Pages need to be well-written with highly valuable targeted content with your keywords built in. Ensure content is credible with linked authors for insights and news pieces.

✓ Create timely content that is relevant and refresh old pages if they are still useful to your users. If you have any old pages that are no longer relevant, remove them.

✓ Use a mix of content types including images, video, and audio to make your content unique and appealing.

✓ Create content that can answer users' questions as this may be picked up by the search engines and included in the Google answer box at the top of the search engine results page (SERP).

✓ Ensure you do not have duplicate content. This is crucial as if you have two versions of a page, it will make it harder for the search engine to understand which one it should present in the search query.

SEO success factors:
2. Technical

01

To be visible, search engines need to be able to crawl your pages to understand what content you have. Therefore, having a clear and up to date sitemap is essential. Make sure all relevant pages are included and no index any pages you do not want to be crawled.

02

With the increase in mobile browsing usage, it is essential to have a site that is optimised for mobile. That means designing pages with mobile browsing in mind, rather than just assuming they will display well on a mobile device.

03

Use page structure to make your content more engaging to the user, but also guides the search engine to the right content too.

04

Use your target keywords in page URL's, titles, and headings, for users and search engine benefit. However, ensure these are relevant to the page content.

05

Speed is very much of the essence with websites, and a big part of Google's core web vitals. So, ensure your page load time is 2.5 seconds or below.

06

Use relevant keyword anchor text (the clickable text used in a hyperlink which typically turns blue when hyperlinked) in your content when linking to other pieces of content.

SEO success factors:
3. Authority and trust

✓ Utilise your social media channels to enhance your authority and credibility by sharing relevant and authoritative content linking back to your website.

✓ Re-assure users your site is secure by using an HTTPS version which is typically indexed first by Google also.

✓ The key with SEO is to integrate all areas of it within your strategy. No one great area of SEO can compensate for poor performance in all other areas. You need to ensure you consider all aspects of SEO including content, site architecture, technical SEO, internal and external links and the EAT principles.

✓ The user experience matters, so encourage meaningful interactions with your users to increase engagement metrics such as time on page, decrease bounce rate and increase average session duration. All signs of an engaging website.

✓ Try to gain backlinks to your content from trusted, quality websites that are relevant to yours and reputable within your industry.

Before you make any changes to your existing SEO strategy, we would recommend carrying out a full SEO audit and benchmark to understand where you are now, and what areas you can improve.

This will allow you to measure the success more accurately from your efforts and see clearly what needs to be worked on. For support on carrying out an SEO audit, feel free to contact Granite 5 as we are more than happy to help you with this.

Organic traffic – This measures the total traffic coming to your site from appearing in the search engine results page and someone clicking on the link to your site.

Average session duration – This will show if users landing on your site are staying for longer.

Keyword rank results – This will show if you are increasing your organic ranking position for the keywords you are targeting through your SEO strategy.

Organic bounce rate – This will show if users coming in from organic search are leaving straight away. A high bounce rate is a sign that your content is not relevant to the search.

Organic conversion rate – This will allow you to see if your SEO strategy is converting users to the goal you want them to take.

10

years Avg. client retention

25

years of supporting clients

Summary

We hope you have found our SEO guide for membership organisations useful. Our aim was to provide you with insights and support to maximise your digital marketing efforts, to help you acquire new and retain your existing members.

If you need any further support or advise on SEO or your digital marketing, we are here to help.

With over 25 years of supporting clients with all aspects digital including website design and development, website hosting and support, CRM integration and a full digital marketing offering, we can guide you in squeezing the maximum from your digital outreach.

We truly believe that anything is possible in digital, and we would love to help you harness the power of digital to achieve your goals.
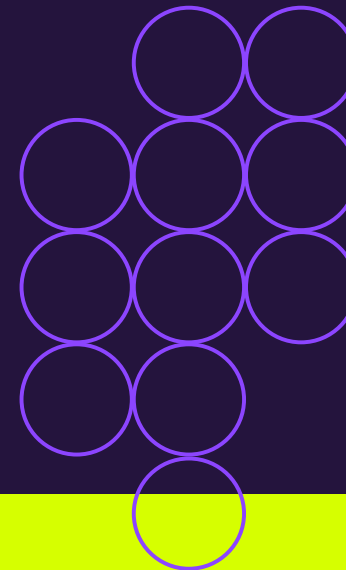
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active clients

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