

## Website Search Engine Optimization (SEO)

Here is a process for improving the your page's ranking on search engines:

1. Keep your focus narrow – *Only try to attract readers who are searching for what you have to offer*
  - a. Target a specific **keyword phrase**. Think about how your reader might search for that specific page.
  - b. Describe how the page *serves the recovering or suffering alcoholic* and/or your page serves the district in its mission
2. Incorporate your keyword phrase in places Search engines look at.
  - a. **Page title**: appears in the tab on a computer web browser or at the top on a mobile device
  - b. **Page description**: it does not appear to the reader on your page, but is in the page code specifically for search engines
  - c. **Headers and sub-headers**: Use bold headers and sub-headers for each section of your page. Make these headers descriptive!
3. Update Content Regularly.
  - a. Search engines add points for pages with regular updates. Once or twice a year is enough – some pages, like the Events committee, get updates already.

Fill in the blanks (and send this information to the [Website Committee](#))

Committee name: \_\_\_\_\_

Page Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_


Page Keywords: \_\_\_\_\_

Incorporate your description and keywords into section headers on the page. Have a look at the updated Website committee page for an example of what we mean <https://www.district6aa.org/Website.html>

The website committee added the temporary Page Descriptions shown on the next page. COMMITTEES PLEASE REVIEW AND IMPROVE – you know what your committee does better than we do!

Try to keep it brief. Some of these are definitely too long.

	Page Description
<b>Home</b>	District 6 is a service organization of Alcoholics Anonymous (A.A.), serving Martin County, St. Lucie County, Indian River County, and Okeechobee County as a part of Area 15.
<b>Officers</b>	District 6 Officers maintain this service organization of Alcoholics Anonymous (A.A.), serving Martin County, St. Lucie County, Indian River County, and Okeechobee County as a part of Area 15.
<b>Archives</b>	The Archive Committee collects, preserves and administers official records, as well as personal items donated which document or describe the history and activities of Alcoholics Anonymous (A.A.) in District 6.
<b>Corrections</b>	The Corrections Committee coordinates the work of individual Alcoholics Anonymous (A.A.) members who are interested in carrying the message of recovery to alcoholics behind the walls in the jails and prisons of our District.
<b>CPC</b>	The Cooperation with the Professional Community Committee provides information about Alcoholics Anonymous (A.A.) to professionals who have contact with alcoholics through their profession.
<b>Current Practices</b>	Current Practices records, maintains and organizes the motions that govern operation and legacy of service of this District of Alcoholics Anonymous (A.A.).
<b>Events</b>	The Events Committee organizes self-supporting events with food, fellowship, and speakers for members of Alcoholics Anonymous (A.A.).
<b>Finance</b>	The Finance Committee conducts a quarterly review of all District checking accounts and finances, and provides required record-keeping documents.
<b>Grapevine</b>	The Grapevine Committee displays the Grapevine/La Viña (the literary voice of the alcoholic) magazine information at your Alcoholics Anonymous (A.A.) home group, special events, or committee events.
<b>Literature</b>	The Literature Committee provides literature displays for Alcoholics Anonymous (A.A.) group and District functions
<b>Public Information</b>	The Public Information Committee carries the message by informing the general public about the Alcoholics Anonymous (A.A.) program
<b>Remote Communities</b>	The Remote Communities Committee locates, identifies and reaches out to carry the Alcoholics Anonymous (A.A.) message beyond geographical, language or cultural barriers.
<b>Room and Ride</b>	The Room and Ride Committee supports any GSR's who did not get a room reservation on time, or is having difficulty getting to Alcoholics Anonymous (A.A.) business meetings
<b>Special Needs</b>	The Special Needs Committee works to improve and maintain accessibility for members of Alcoholics Anonymous (A.A.) with special needs
<b>Treatment</b>	The Treatment Committee coordinates the work of individual Alcoholics Anonymous (A.A.) members and groups who are interested in carrying our message of recovery to alcoholics in treatment facilities, and sets up means of "Bridging the Gap" from the facility to an AA group
<b>Website</b>	The Website Committee updates and maintains the website, emails addresses, and a calendar for the district and provides information about Alcoholics Anonymous (A.A.) Anonymity.
<b>Calendar</b>	Events and Meetings Calendar for District 6 of Area 15 of Alcoholics Anonymous (A.A.), including Martin County, St. Lucie County, Indian River County, and Okeechobee County.

Section name	Description of sections - See the Website Committee page for an example: <a href="https://www.district6aa.org/Website.html">https://www.district6aa.org/Website.html</a>	"SEO" headings*
<b>Banner</b> (with some sort of image background)	 <p><b>District 6 [insert committee name] Committee</b>          Serving Indian River, St. Lucie, Martin, Okeechobee and Glades Counties          (Optional) "snippet" from approved literature, like the Responsibility and/or Unity declaration, the preamble, a step, tradition, concept or promise  <i>Appropriate attribution</i> (Required if snippet is used)</p>	<b>SEO Header 1</b>  <b>SEO Header 2</b> Non-SEO normal font <i>Non-SEO smaller italic font</i>
<b>"Mission" Statement</b>	<b>A one or two sentence statement tells the reader what the committee does (overall). Don't make the reader work to determine if they found the information they are looking for.</b>	<b>SEO Header 3</b>
Personal note:	<i>An idea from the Area 15 Website committee meeting – a personalized note about what the committee is working on right now or where we could really use some help or a thank you for help we already received.</i> <i>–(signed) First name Last initial of Chairperson</i>	<i>Non-SEO italic font, change for regular updates</i>
Outreach efforts	<b>How this committee helps recovering and/or still suffering alcoholics</b> State what this committee does (specifically) to help individuals who might land at the webpage. If someone reaches this page on purpose or through a search engine, get it out there near the top of the page what exactly you can do for them. Don't make them work for it!	<b>SEO Header 2</b> Non-SEO normal font
Internal support efforts	<b>How this committee supports the District as a whole or other committees</b> State what this committee does (specifically) to help the district. Some committees might have only one section, this one or the previous. If there is direct outreach to the public (or within the Program), that should be first and not intermingled with this section. This part helps the person considering joining (or chairing) the committee and also points out to other committees or members of the district body what services this committee can offer them.	<b>SEO Header 2</b> Non-SEO normal font
Additional Outreach sections	<b>How this committee helps recovering and/or still suffering alcoholics (#2)</b> Some committees (corrections and treatment, for example) might use multiple headers and sections to describe separate outreach efforts. These sections might be placed above any internal support section(s) at the discretion of the committee	<b>SEO Header 2</b> Non-SEO normal font
Committee Responsibilities and tasks	<b>Interested in Helping? Committee Responsibilities:</b> Describe committee responsibilities. Consider the newbie to district service who is trying to decide what committee to join. <ul style="list-style-type: none"> <li>• Bullet points help break up the long paragraph</li> <li>• Try to make the description simple and in plain language</li> <li>• More like you are talking to someone rather than reading them a motion</li> <li>• But try to include most of what is in the committee's Legacy of Service!</li> <li>• Make it clear that skills to do one or a few tasks is great! Others help too</li> </ul> Maybe describe specific talents you can use and be open, inviting and fun 😊	<b>SEO Header 2</b> Non-SEO normal font
Links to approved resources	<b>Additional or external Information of interest</b> Some committees might have resources that are important to them and/or others who visit the page (for example, the website committee page includes links to "Anonymity online" and "A.A. Guidelines – Internet" at aa.org) or might be working on the same task. Some organizations are already approved (G.S.O., Area 15, our Intergroups and Central Office, with a disclaimer).	<b>SEO Header 2</b> Non-SEO normal font and or <b>Header 3</b> links or descriptions

\* SEO stands for Search Engine Optimization. We want people who are searching for our services to find our pages so they can reach out. Note that some sections might not apply to some committees