



**1 Keywords - Flour**  
 Meta Keywords don't do it.

**2 Links - Butter**  
<http://usjsm.edu/freshman-admissions/>  
 Daman Permink

**3 Spider (Flax - Salt)**  
 robots.txt sitemap.xml

**4 Security - Sugar**  
 Let's Encrypt Wordfence

**5 Content - Chocolate Chips**  
 Your webpage shouldn't be an academic paper, it should be an interactive brochure.

**6 Code - Eggs**  
 Themes Plugins User Agent SEO

Recipe for

# Chocolate chip SEO

## Ingredients

- Keywords
- URLs
- Spider Code
- Security
- Content
- Code
- Structured Data
- Links & Reviews
- UX
- Canonicalization

## Directions

- Update
- Wait
- Keep baking



**7 Structured Data - Baking Soda**

**Links & Reviews**

**Canonicalization**

**User Experience**



... is like chocolate chip cookies



# 12 Powerful SEO Hacks for Your Higher Ed WP Site

by Elaine Shannon

@WebElaine

Web Developer & User Interface Specialist

St. Mary's University, San Antonio, TX

**[https://prezi.com/iizl-7iw1zn\\_/](https://prezi.com/iizl-7iw1zn_/)**

# Organic traffic to higher ed websites

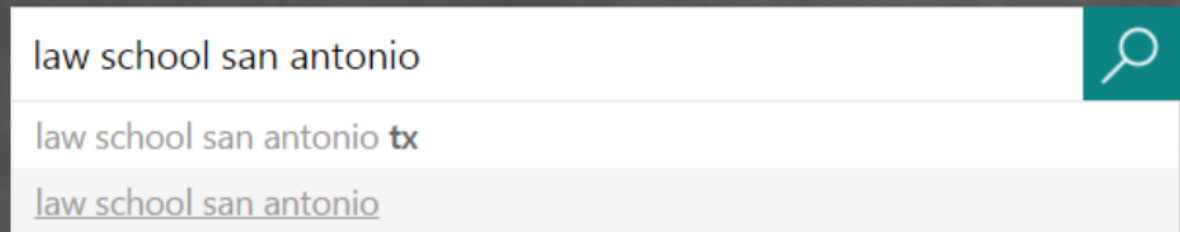
- October 2014 - 32%
- August 2015 - 41%
- Still on the rise



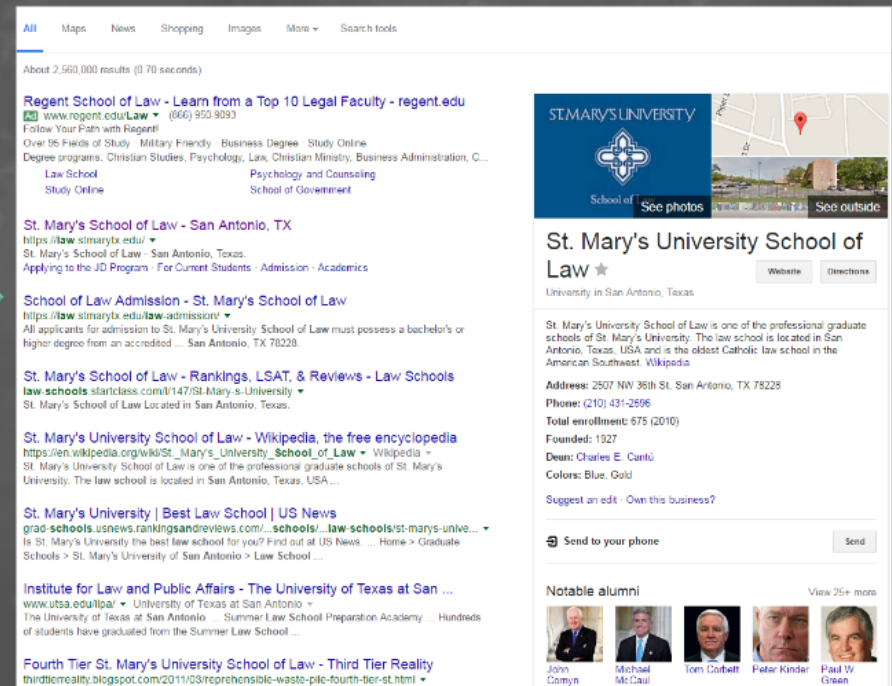
Source: <http://www.universitybusiness.com/article/4-insights-higher-ed-websites>

# 30-second intro to SEO

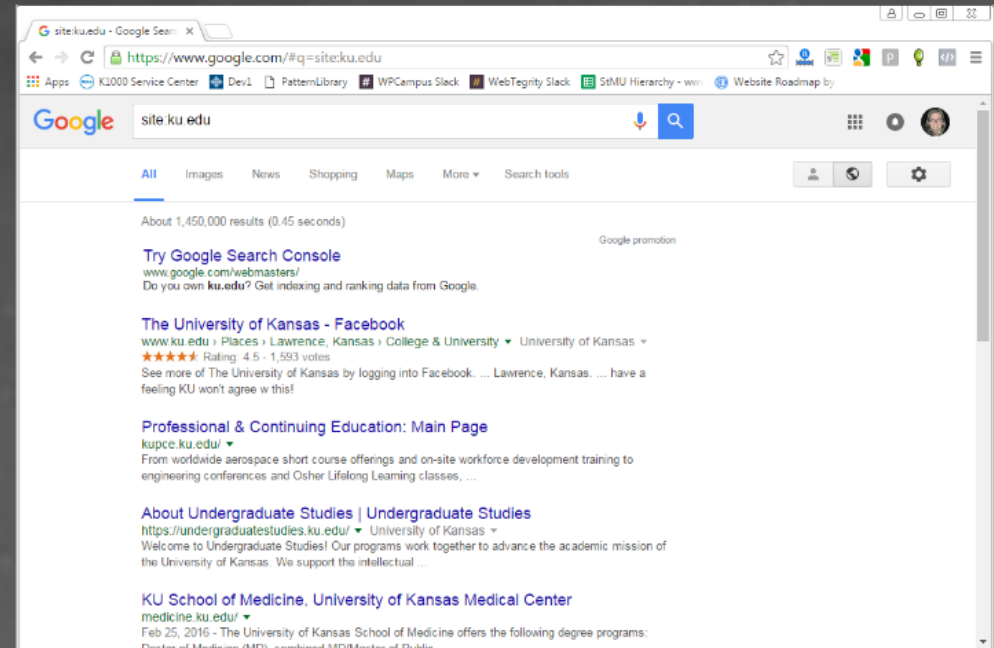
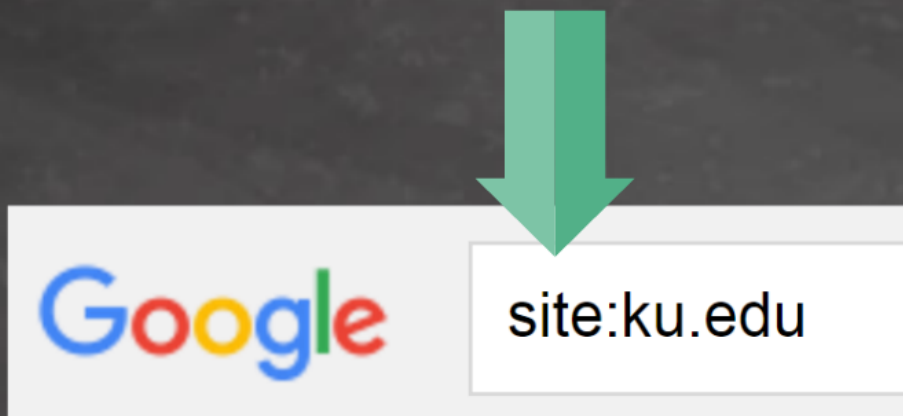
- Search Engine Optimization
- Spiders crawl & find websites
- Keywords go in...



- SERPS come out



site: query



*In order to show you the most relevant results, we have omitted some entries very similar to the 512 already displayed.  
If you like, you can repeat the search with the omitted results included.*



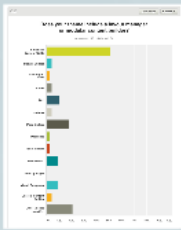
# SEO



... is like  
chocolate chip  
cookies

## 6 Code = Eggs

- Themes
- Plugins
- Use Yoast SEO



## 7 Structured Data = Baking Soda

A screenshot of a website's structured data configuration interface. It shows a list of items on the left and a detailed configuration panel on the right. The interface includes various input fields, checkboxes, and a preview window. A red arrow points to a specific section of the configuration panel.

## Links & Reviews

A screenshot of a social media or review platform interface. It shows a list of posts or reviews on the left and a detailed view of a specific post on the right. The interface includes various icons, text, and a map.

## Canonicalization

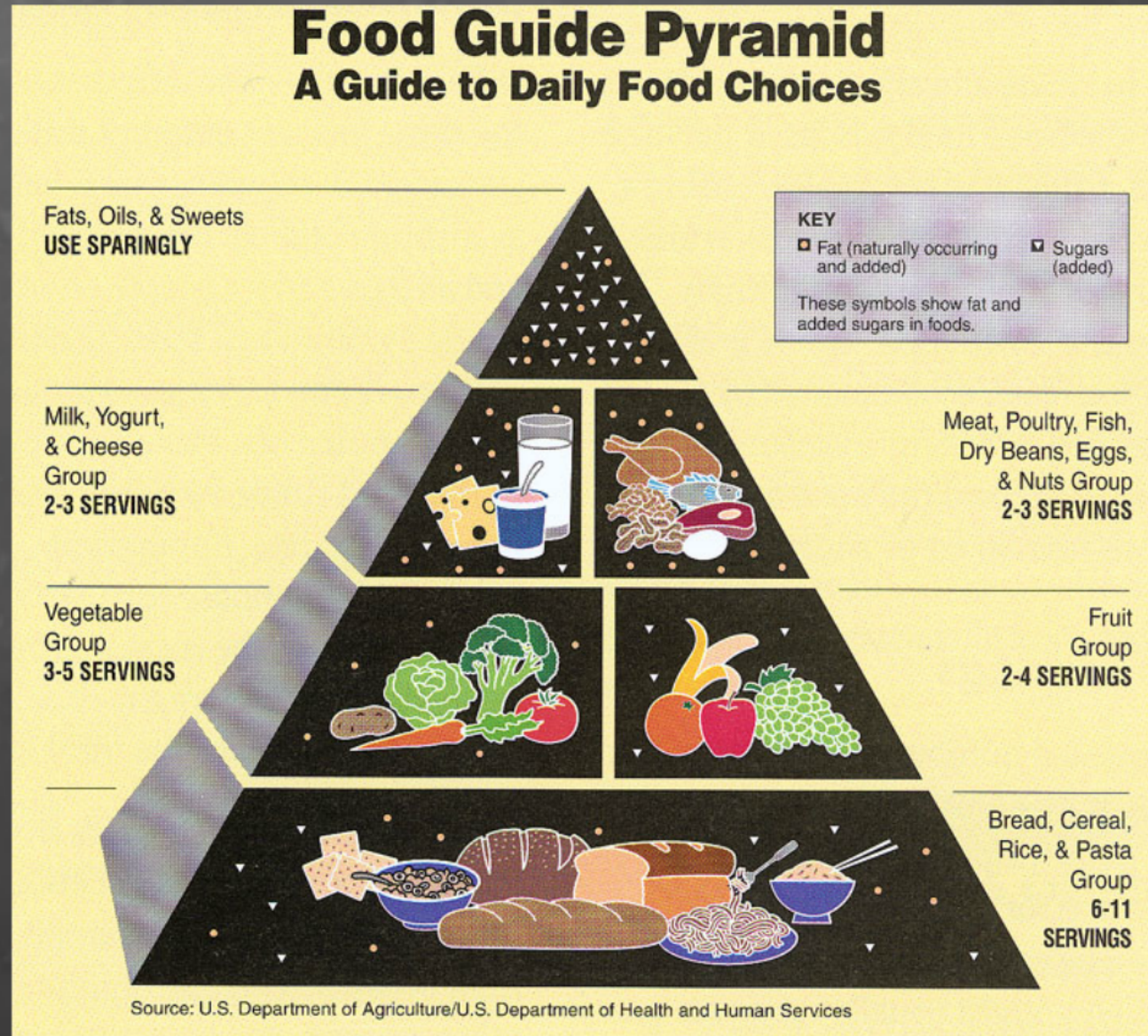
A screenshot of a website's canonicalization settings. It shows a section titled "Rel Canonical" with a code editor containing HTML code. Below the code editor, there is a "Hreflang" section with a list of hreflang tags and their corresponding URLs.

## User Experience

- Good mobile experience
- AMP Pages
- Mobile-Friendly text
- Make links clickable (tappable)
- Make text easy to read

A screenshot of a mobile website interface. It shows a list of items on the left and a detailed view of a specific item on the right. The interface is optimized for mobile devices, with large text and clear navigation elements.

# You can't follow every recommendation



...so try one thing at a time, then another, then another

# 1

## Keywords = Flour

### Meta Keywords: don't do it

```
1 <!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
2 <html>
3   <head>
4     <link rel="stylesheet" type="text/css" href="/css/style.css">
5     <link rel="shortcut icon" href="/favicon.ico" type="image/x-icon">
6     <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
7
8     <title>how to use <meta name="keywords" content="text"> | instructions on how to use the
9     <meta name="keywords" content="meta, name, keywords, meta tags, keyword, source, HTML">
10    <meta name="description" content="Over 80% of all online proceedings start with a search
11    keywords that match what you are looking for. Read where you should add this keywords tag.">
12
13    <!-- Metatags Copyright 1999-2016 | MetaTags.info sinds 1999 -->
14
15    <meta name="revisit-after" content="7 days">
16    <meta name="copyright" content="The Metatags Company Inc. - Miami">
17    <meta name="author" content="the Metatags Company Inc. - seo services">
18    <meta name="web_copy_date" content="06-07-2016">
19    <meta name="expires" content="12-07-2028">
20    <meta name="web_content_type" content="Tips">
21    <meta name="author" content="Metatags.info The Metatags Company Inc.">
22    <meta name="country" content="USA">
23    <meta name="web_author" content="Meta Tags Editorial Department ">
```



# Keyword research

<https://adwords.google.com/KeywordPlanner/>

**Find new keywords and get search volume data**

Search for new keywords using a phrase, website or category

Enter one or more of the following:  
Your product or service  
mba

Your landing page  
<https://www.stmarytx.edu/academics/business/mba-programs/>

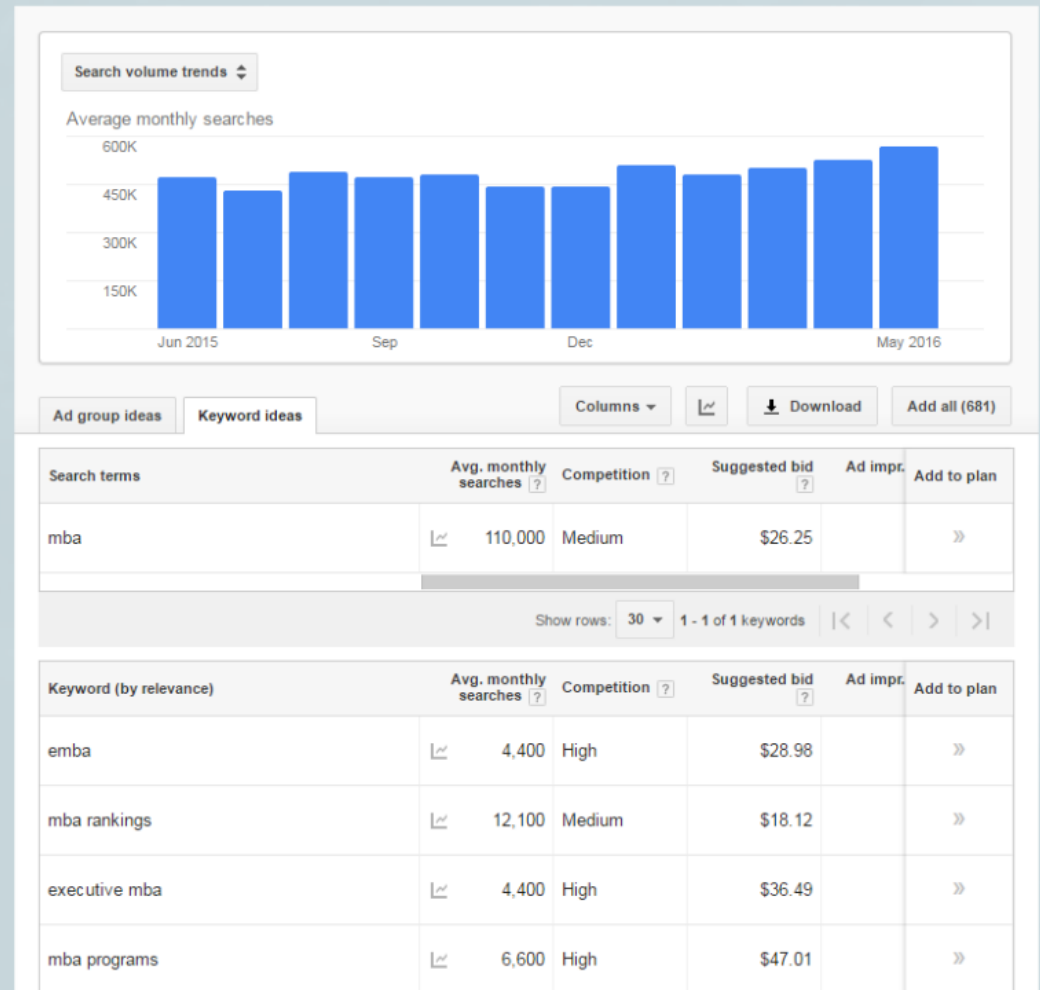
Your product category  
Education & Training

Targeting ?  
United States   
English   
Google   
Negative keywords

Date range ?  
Show avg. monthly searches for: last 12 months

Customize your search ?  
Keyword filters   
Keyword options   
Show broadly related ideas  
Hide keywords in my account  
Hide keywords in my plan  
Keywords to include

**Get ideas**



<https://moz.com/products/pro/keyword-explorer>



URLs = Butter

<http://usfsm.edu/freshman-admissions/>



Domain



Permalink

# 3 Spider files = Salt



robots.txt



sitemap.xml

```
User-agent: *  
Allow: /  
Disallow: /catalog/  
Disallow: /xmlrpc.php
```

URL	Prio	Images	Ch. Freq.	Last Mod.
https://www.stmarytx.edu/	100%	0	Daily	
https://www.stmarytx.edu/research/	60%	0	Weekly	2013-05-11 15:22 -04:00
https://www.stmarytx.edu/honors-program/	60%	1	Weekly	2013-05-15 14:41 -04:00
https://www.stmarytx.edu/staff/	60%	1	Weekly	2013-07-18 12:58 -04:00
https://www.stmarytx.edu/about/	60%	0	Weekly	2015-01-26 17:29 -05:00
https://www.stmarytx.edu/publications/	60%	0	Weekly	2015-01-26 17:30 -05:00
https://www.stmarytx.edu/specialties-courses-taught/	60%	0	Weekly	2015-01-27 09:55 -05:00
https://www.stmarytx.edu/rota/	60%	1	Weekly	2015-02-27 16:57 -05:00
https://www.stmarytx.edu/guaranteed-law-early-admission/	60%	1	Weekly	2015-06-25 11:47 -05:00
https://www.stmarytx.edu/live-stream/	80%	1	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/course-catalog/	80%	0	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/st-marys-graduate-studies-application/	80%	1	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/sitemap/	80%	0	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/st-louis-scholars-award/	80%	0	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/standards/	80%	0	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/applications/	80%	1	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/about/ada-and-504-information/	60%	0	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/about/advertising-2015-16/	60%	9	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/payment-thank/	80%	0	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/gift-thank/	80%	0	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/faculty-staff/	80%	0	Weekly	2016-05-26 09:26 -05:00
https://www.stmarytx.edu/about/excellence/	60%	2	Weekly	2016-05-26 09:26 -05:00

4

Security = Sugar



**Let's Encrypt**



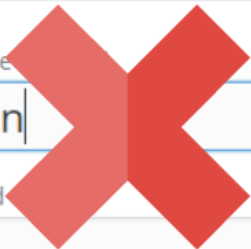
**Free SSL For All**



**<https://www.yourdomain.com>**



**Wordfence™**  
Securing your WordPress website



Username

Password

Remember Me

5

Content = Chocolate Chips



Your webpage shouldn't be an academic paper, it should be an interactive brochure.

## Content: images

- Useful alt text
- File name: lowercase, hyphens to separate words, ~2 hyphens max
- Resize and compress
- Try the Imsanity plugin



Source: <http://amazinganimalphotos.com/pets/15-things-you-should-never-let-your-cat-do-583.html>

# Content: videos

The screenshot shows the Maharishi University of Management website. The header includes the university logo and navigation links: CONTACT, VISIT US, APPLY, CONNECT, SEARCH, and DONATE. A 'CURRENT STUDENTS & MORE' button is also present. Below the header, there are sections for 'About MUM', 'Academics', 'Admissions', 'Why Study Here?', and 'What's Happening'. The main content area features a 'WHAT'S HAPPENING' section with a 'Graduation 2014' sub-section. A list of links includes 'Graduation 2014 - Jim Carrey Photo Gallery', 'Jim Carrey Speaks at MUM 2014 Graduation', 'Jim Carrey Honorary Degree Award', 'Valedictorian and Salutatorian Addresses', 'Video of Full Graduation Ceremony', 'Jim Carrey Commencement Speech: Full Video & Transcript', and 'MUM Student Ceremony - Super Radiance Award'. The main article title is 'Jim Carrey Commencement Speech: Full Video & Transcript'. Below the title, there is a breadcrumb trail: 'Home | What's Happening | Graduation 2014 | Jim Carrey Commencement'. The article text begins with 'Actor Jim Carrey provided the inspiring, funny, and enlightening commencement speech for MUM's class of 2014. He encouraged the students to think big and to choose love rather than give into fear. Many said it was the best commencement address they'd seen.' A video player is embedded, showing a man in a graduation cap speaking. A speech bubble with the word 'Transcripts!' is overlaid on the video player. A 'VISIT US' button is visible in the bottom left corner of the page.

## Transcript of Full Commencement Address by Jim Carrey, Maharishi University of Management, May 24th, 2014

Thank you Bevan, thank you all!

I brought one of my paintings to show you today. Hope you guys are gonna be able see it okay. It's not one of my bigger pieces. You might wanna move down front — to get a good look at it. (kidding)

Faculty, Parents, Friends, Dignitaries... Graduating Class of 2014, and all the dead baseball players coming out of the corn to be with us today. (laughter) After the harvest there's no place to hide — the fields are empty — there is no cover there! (laughter)

I am here to plant a seed that will inspire you to move forward in life with enthusiastic hearts and a clear sense of wholeness. The question is, will that seed have a chance to take root, or will I be sued by Monsanto and forced to use their seed, which may not be totally "Ayurvedic." (laughter)

Excuse me if I seem a little low energy tonight — today — whatever this is. I slept with my head to the North last night. (laughter) Oh man! Oh man! You know how that is, right kids? Woke up right in the middle of Pitta and couldn't get back to sleep till Vata rolled around, but I didn't freak out. I used that time to eat a large meal and connect

Source: <https://www.mum.edu/whats-happening/graduation-2014/full-jim-carrey-address-video-and-transcript/>

# Content: text

- There is no magic number of words
- Best practice: consolidate content and use related keywords
- Break up text

If you are primarily interested at the moment in a particular topic, then you may want to skip to the relevant section below.

Regardless of where you are applying from, if you decide that you do want to apply to our graduate program in philosophy, then before doing so we strongly encourage you to read through all eight of the sections below.

## 1. Overview of the Admissions Process

The graduate program in philosophy at the University of Chicago is primarily a doctoral program. We do not normally admit students who seek only a masters degree (though a masters degree is available to those students who meet the requirements for it in the course of their doctoral studies). We do not consider applications from applicants who already have a PhD in Philosophy.

**Completed graduate applications are due on December 15th.** Applications must be submitted [online](#). Paper applications are no longer used.

Applicants will be notified of the results of their application for admission, at the earliest, in early February, and, at the latest, by early March. If admitted, an applicant must either accept or decline the offer of admission by April 15. Students who accept an offer of admission, in theory, have the option of matriculating at the beginning of the Fall, Winter, or Spring term of the following academic year. In practice, however, almost everyone matriculates in the Fall; and, indeed, it is strongly recommended that they do so.

In recent years, the Philosophy Department has been receiving around 300 graduate applications per year. A large number of these are from highly qualified applicants—many more than the program can reasonably accommodate (not to mention, support financially). Each year, the Department offers admission with full five-year fellowship support to about ten applicants. (Full fellowship means tuition remission plus a reasonably comfortable twelve-month living stipend, plus health insurance. For more information about graduate student fellowships and funding, please click [here](#).) Every student admitted to our Ph.D. program receives exactly the same funding package. Moreover, fellowship offers that are declined are not re-offered to another applicant; so there is never a "waiting list." The Department is philosophically opposed to waiting lists for the same reason that we are opposed to offering different aid packages to different students. We want all of the prospective graduate students whom we admit to our program to be entering on exactly the same footing and with the same terms. We have great confidence that through our admissions process (described below) we generally succeed in identifying the top ten applicants each year. Once we admit these

TRINITY COLLEGE - ADMISSIONS

## Admissions



### A message from Angel B. Péré

Vice President for Enrollment and Student Success

Trinity Joins Test-Optional Movement and Counselors to Share a Deeper Narrative

I am excited to share a few updates and changes we are making here at Trinity College. After much research and consideration that effective immediately, we will no longer require the SAT for undergraduate admission. [Read more.](#)

## Rooted in Tradition. Built for Independence.

Trinity's liberal arts curriculum encourages students to explore unfamiliar subjects, consider diverse perspectives, and strive toward individual goals. Through our 39 majors and 26 interdisciplinary minors, you will find experienced professors who are genuinely interested in student success. And through our vibrant urban location in Hartford, Connecticut, you will connect to a broader learning experience of *unexpected opportunities*.

## Unified by Individuality

Ask what an average day is like at Trinity, and you probably won't find two people with the same response. Life at Trinity is what you make of it. You won't have to look far to find a place where you'll fit in. [Hear from our students](#) about what makes life at Trinity exciting.

SELECT ADMISSIONS

VIDEOS

```
1. Untitled BODY
  1. Untitled NAV
  2. Untitled NAV
  3. Untitled NAV
  4. Untitled NAV
  5. Admission
  6. Which kind of student are you?
      1. Undergraduate
      2. Graduate
      3. Law
      4. Military and Veterans
      5. Transfer
      6. International Undergraduate
      7. International Graduate
  7. Campus Life
  8. take the next step...
  9. Contact Us
  10. Important Links
  11. Untitled SECTION
```

Report bugs, outliner source code



Content: minimize links

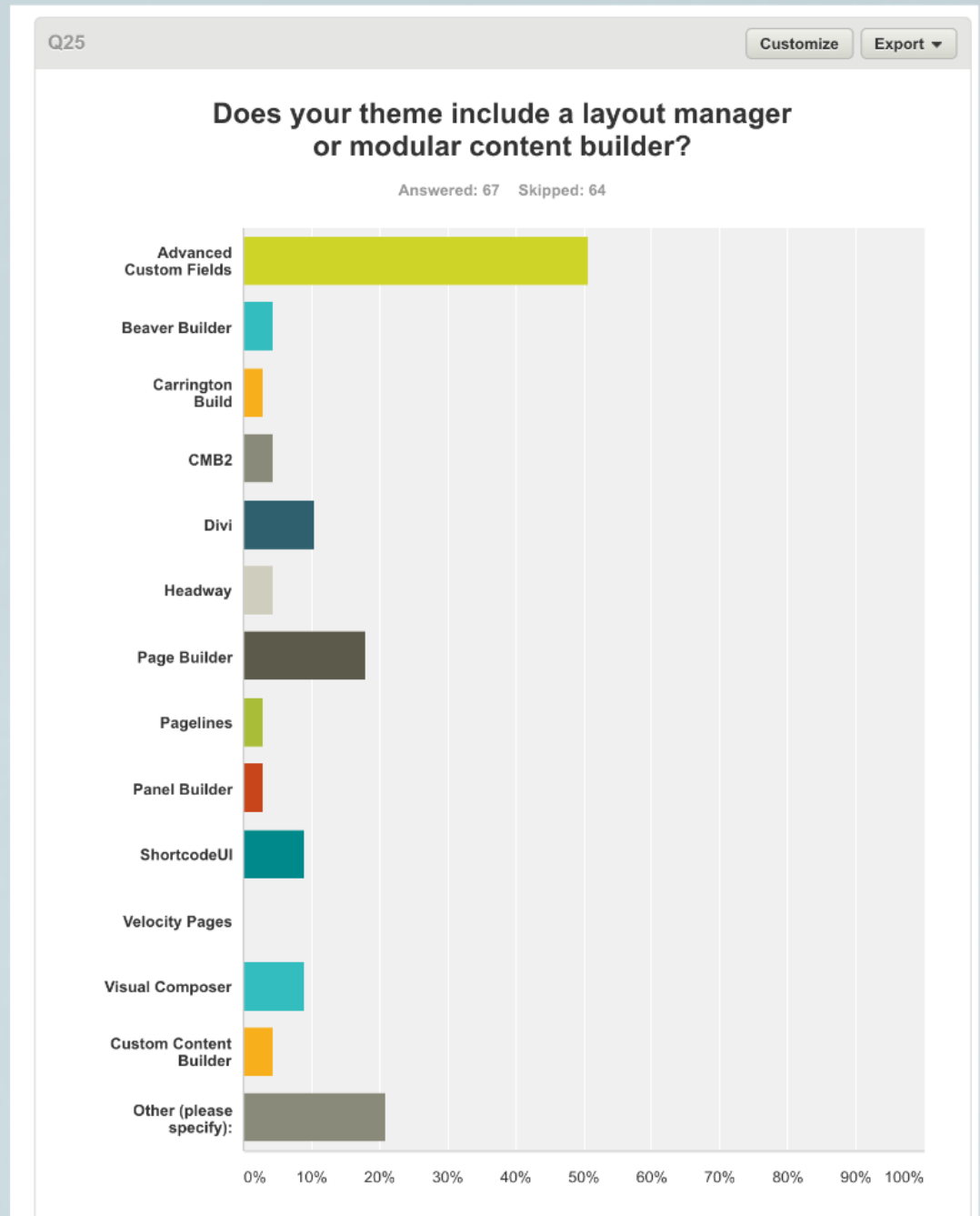


Your navigation scheme  
shouldn't look like your  
org chart.

# 6

## Code = Eggs

- Themes
- Plugins
- Use Yoast SEO



# 7

## Structured Data = Baking Soda

University of Saint Mary - StMary.edu  
 Available Online Degrees: MBA, MSN, RNBSN & BS  
 Award-Winning Education - Affordable Cost  
 Programs: RN To BSN, BS In Health Information Management, Master Science in Nursing, MBA

St. Mary's University - San Antonio, TX  
<https://www.stmarytx.edu/> • St. Mary's University, Texas •  
 A Marianist liberal arts institution in San Antonio, the oldest and largest Catholic university in Texas. Degree programs offered from five schools...

**Admission**  
 You'll find that St. Mary's is about tradition, values and community...

**Human Resources**  
 St. Mary's University has about 200 full-time faculty members, 94...

**Academics**  
 Academics. Our Schools. Learn more about what makes each of...  
 More results from stmarytx.edu >

St. Mary's School of Law  
 St. Mary's School of Law teaches practical skills that enable them...

Gateway  
 We are experiencing a hardware issue resulting in intermittent...

Financial Aid  
 The Office of Financial Assistance connects students and families...

St. Mary's University Athletics  
[stmaryathletics.com/](http://stmaryathletics.com/) • Athletics •  
 Rattler Sports Online has calendars, men's and women's team information, and links to history hall of fame, and the Booster Club.

St. Mary's University, Texas - Wikipedia, the free encyclopedia  
[https://en.wikipedia.org/wiki/St.\\_Mary's\\_University,\\_Texas](https://en.wikipedia.org/wiki/St._Mary's_University,_Texas) • Wikipedia •  
 St. Mary's University is a Catholic and Marianist liberal arts institution located on 135 acres (0.5 km<sup>2</sup>) northwest of Downtown San Antonio, Texas, United States.


St. Mary's University - San Antonio - Facebook  
[www.facebook.com](http://www.facebook.com) • Places • San Antonio, Texas  
 ★★☆☆ Rating: 4.5 - 320 votes  
 St. Mary's University, San Antonio, TX. 20401 likes • Welcome to the official page of St. Mary's...

Job Listings - St. Mary's University Jobs - San Antonio  
<https://stmarytx.applicantpro.com/> •  
 Current Job Listings 7 Total Job(s). Below is a list of the current openings with our company. Click on the job title to learn more about the opening.

Saint Mary's University MN: Online Degree Programs  
[onlineprograms.smmn.edu/](http://onlineprograms.smmn.edu/) • Saint Mary's University of Minnesota •  
 Saint Mary's University of MN offers online degree programs in human resource management, organizational leadership, project management, and special ed.

Baseball - Saint Mary's University of Minnesota  
[www.saintmaryssports.com/index.aspx?path...](http://www.saintmaryssports.com/index.aspx?path...) • Saint Mary's University Varsity Athletics •  
 Official baseball site with news, schedule, roster and statistics.

Searches related to st. mary's university  
 st. mary's college    st. mary's university bookstore  
 st. mary's university athletics    st. mary's university soccer  
 st. mary's university gateway    st. mary's university baseball  
 st. mary's university school of law ranking    st. mary's university women's basketball



**ST. MARY'S UNIVERSITY**

St. Mary's University, Texas ★

Liberal arts college in San Antonio, Texas

St. Mary's University is a Catholic and Marianist liberal arts institution located on 135 acres northwest of Downtown San Antonio, Texas, United States. Wikipedia

Address: 1 Camino Santa Maria, San Antonio, TX 78228  
 Acceptance rate: 81% (2010)  
 Mascot: Rattler Man  
 President: Thomas Mengler  
 Colors: Blue, Gold

Send to your phone

Profiles  
 Facebook Twitter YouTube Instagram Google+

Notable alumni  
 View 45+ more  
 John Cornyn Tony Sanchez Michael McCaul Tom Corbett Peter Kinder

Reviews  
 55 Google reviews  
 "I tried applying for a custodian or maintenance job and didn't get it."  
 "The retention rate and graduate rate are among the highest in San Antonio."  
 "I was impressed by its emphasis on being a Catholic institution."


View all Google reviews

People also search for  
 View 10+ more  
 University of the Incarnate Word Our Lady of the Lake University Trinity University University of Texas at San Antonio St. Edward's University

```
<article>
<div itemscope itemtype="http://schema.org/CollegeOrUniversity">
  <span itemprop="name" style="display:none;">St. Mary's University
</span>
  <link itemprop="sameAs" href="
  https://en.wikipedia.org/wiki/St._Mary's_University,_Texas" />
  <div itemprop="alumni" itemscope itemtype="
  http://schema.org/OrganizationRole">
    <div class="alum" itemprop="alumni" itemscope itemtype="
    http://schema.org/Person">
      <h2 itemprop="name">Bill Greehey</h2>
      <link itemprop="sameAs" href="
      http://greeheyfoundation.org/biography.html" /><span itemprop="
      gender" style="display:none;">male</span>
      
      <p itemprop="description">Greehey is the Chairman of NuStar Energy
      and former Chairman and CEO of Valero Energy. He is also a
      philanthropist who served on the Board of Trustees of St. Mary
      's, which named him a Distinguished Alumnus and granted him
      an honorary doctorate of philosophy. The School of Business bears
      his name thanks to his University-record $25 million gift, and the
      arena within the Alumni Athletics & Convocation Center is
      named after him in honor of his service as campaign chairman.</p>
    </div>
  </div>
  <div class="alum" itemprop="alumni" itemscope itemtype="
  http://schema.org/Person">
```

# Event Schema

```
<ul class="eventsWithCal">  
  <li itemscope itemtype="http://schema.org/Event">  
    <meta itemprop="startDate" content="2016-07-23">  
    <div class="cal">  
      <span class="calMonth">Jul</span>  
      <span class="calDay">23</span>  
    </div>  
    <a itemprop="url" href="https://ems-app.stmarytx.edu/MasterCalendar/EventDetails.aspx?data=hHr80o3M7J5F3ifYd%2BkTCPPFC1%2F7j7kp1rS6lQ9vPlIa"><h3 itemprop="name">Saturday Campus Visit</h3></a>  
  </li>  
  <li itemscope itemtype="http://schema.org/Event">
```



st. mary's events

All News Maps Images Shopping More Search tools

About 24,200,000 results (0.84 seconds)

**Campus Calendar - St. Mary's University - San Antonio**  
<https://www.stmarytx.edu/campus-calendar/> St. Mary's University, Texas  
Discover on-campus events ranging from lectures to student activities. Filter by event type and find out what's happening at St. Mary's.

Sat, Jul 23	Saturday Campus Visit
Tue, Aug 9	University Convocation
Thu, Aug 11	Zaragoza-Undergraduate ...

# Structured data testing

## Structured Data Testing Tool

Google Structured Data Testing Tool

https://www.stmarytx.edu/ NEW TEST

```
1 <!DOCTYPE html>
2 <html lang="en-US">
3 <head>
4   <meta charset="UTF-8"/>
5   <meta name="viewport" content="width=device-width">
6   <link rel="sitemap" type="application/xml"
7     href="/sitemap_index.xml" />
8   <meta class="swifttype" name="image" data-type="enum"
9     content="https://11902-presscdn-0-35-pagely.netdna-ssl.com/wp-
10    content/uploads/2016/03/st-louis-hall-apex.jpg" />
11   <meta class="swifttype" name="title" data-type="string"
12     content="St. Mary's University Homepage" />
13   <title>St. Mary's University - San Antonio, TX</title>
14 <!-- This site is optimized with the Yoast SEO plugin v3.3.4 -
15 https://yoast.com/wordpress/plugins/seo/ -->
16 <meta name="description" content="A Mar:
17 institution in San Antonio, the oldest i
18 university in Texas. Degree programs of
19 . ."/>
20 <meta name="robots" content="noodp"/>
21 <link rel="canonical" href="https://www
22 <link rel="next" href="https://www.stmar
23 <link rel="publisher" />
```

Detected 5 ERRORS 25 WARNINGS 8 ITEMS

WebPage	0 ERRORS	0 WARNINGS	1 ITEM
WebSite	0 ERRORS	0 WARNINGS	1 ITEM

Events 2

Highlight each piece of information and apply a tag.

### Featured Events

- MAY 28 Archdiocese Diaconate Ordination
- MAY 30 Memorial Day (University Offices Closed)
- JUN 03 Farmers' Market
- JUN 08 Messengers of Faith and Hope 2016
- JUN 13 Zaragoza-Undergraduate Orientation (June 13-14)

### General Events

- MAY 28 Archdiocese Diaconate Ordination
- MAY 30 Memorial Day (University Offices Closed)
- JUN 03 Farmers' Market
- JUN 08 Messengers of Faith and Hope 2016
- JUN 13 Zaragoza-Undergraduate Orientation (June 13-14)
- JUN 16 Zaragoza-Undergraduate Orientation (June 16-17)
- JUN 22 Graduate Studies Application and Information
- JUN 27 Computer Science Summer Camp
- JUL 01 Farmers' Market
- JUL 04 Independence Day Holiday (University Offices)
- AUG 05 Farmers' Market
- AUG 12 Zaragoza-Undergraduate Orientation (June 13-14)

### My Data Items (1)

Event

Name: Archdiocese Diaconate Ordination

Date: required

Location

Venue: required

Address: required

Image:

Official URL:

Category:

Performer:

Ticket

Type:

Price:

Search Console  
Data Highlighter

# Social metadata

## Open Graph

```
<meta property="og:locale" content="en_US" />
<meta property="og:type" content="website" />
<meta property="og:title" content="Homepage - St. Mary's University" />
<meta property="og:description" content="A Marianist liberal arts in
oldest and largest Catholic university in Texas. Degree programs offer
<meta property="og:url" content="https://www.stmarytx.edu/" />
<meta property="og:site_name" content="St. Mary's University" />
<meta property="og:image" content="https://www.stmarytx.edu/stmu-logs" />
```

## Twitter Card

```
<meta name="twitter:card" content="summary" />
<meta name="twitter:description" content="A Marianist liberal arts in
oldest and largest Catholic university in Texas. Degree programs offer
<meta name="twitter:title" content="St. Mary's University - San Antonio" />
<meta name="twitter:site" content="@stmarysu" />
<meta name="twitter:image" content="https://www.stmarytx.edu/stmu-logs" />
```

## Featured Image

### Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)


Published on: **Mar 23, 2015 @ 14:18** [Edit](#)

Readability: **OK**

SEO: **Not available**

[Move to Trash](#) [Update](#)

### Featured Image



*Click the image to edit or update*

[Remove featured image](#)




# Links & Reviews

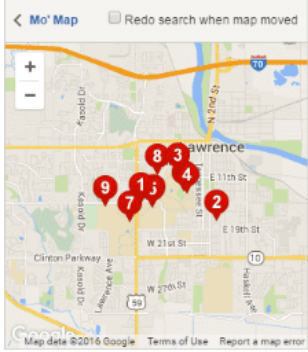
**yelp** Find university of kansas Near lawrence, ks Sign Up Log In

Home About Me Write a Review Find Friends Messages Talk Events

**university of kansas** Lawrence, KS Showing 1-10 of 12

Filters: \$ \$\$\$ \$\$\$\$ Open Now All Filters




- 
**1. The University of Kansas**  
 1502 Iowa St  
 Lawrence, KS 66045  
 (785) 864-2700  
 20 reviews  
 Colleges & Universities  
 I love my school for reasons others have stated, but nothing is without its flaws. We do have a top notch Journalism program. It's not unheard of for people to get jobs because "KU... read more
- 
**2. Kansas University of**  
 220 E 18th St  
 Lawrence, KS 66044  
 (785) 856-2628
- 
**3. Memorial Stadium University of Kansas**  
 1017 W 11 St  
 Lawrence, KS 66045



## Reviews

55 Google reviews

[Write a review](#) [Add a photo](#)

- 
 "I tried applying for a **custodian** or maintenance job and didn't get it."
- 
 "The **retention** rate and graduate rate are the among the highest in San Antonio."
- 
 "I was impressed by its emphasis on being a Catholic institution."

[View all Google reviews](#)

Not logged in Talk Contributions Create account Log in


Article Talk Read Edit View history Search

## St. Mary's University, Texas

From Wikipedia, the free encyclopedia Coordinates: 29°45′31″N 98°56′23″W﻿ / ﻿29.75833°N 98.93972°W﻿ / 29.75833; -98.93972

This article **needs additional citations for verification**. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. (July 2010) *(Learn how and when to remove this template message)*

**St. Mary's University** is a Catholic and Marianist liberal arts institution located on 135 acres (0.55 km<sup>2</sup>) northwest of Downtown San Antonio, Texas, United States. St. Mary's is a nationally recognized master's level school ranked among the top colleges in the west for best value and academic reputation by U.S. News and World Report.<sup>[4][5]</sup> In 2010, St. Mary's was named by *Washington Monthly* as first in the nation in the category of Master's Universities for promoting an ethic of service to country, fostering scientific and humanistic research, and performing as an engine of social mobility.<sup>[6]</sup>

St. Mary's University	
	
<b>Type</b>	Private
<b>Established</b>	1952
<b>Affiliation</b>	Roman Catholic (Marianist)
<b>Endowment</b>	\$154 million <sup>[1]</sup>
<b>President</b>	Thomas Mengler

**dmoz** About Become an Editor Suggest a Site Help Login

- ESPN - Mount St. Mary's Mountaineers**  
 Headlines, scoreboard, schedule.  
[http://espn.go.com/womens-college-basketball/team/\\_id/116/mt-st-marys-mountaineers](http://espn.go.com/womens-college-basketball/team/_id/116/mt-st-marys-mountaineers)  
 Sports > Basketball > Women > College and University > NCAA Division I > Northeast Conference > Mount Saint Mary's College
- St. Mary's University** ★  
 A Marianist liberal arts institution in San Antonio, the oldest and largest Catholic university in Texas. Degree programs offered from three undergraduate and two graduate level schools. Houses only law school in the area.  
<http://www.stmarytx.edu/>  
 Reference > Education > Colleges and Universities > North America > United States > Texas > Saint Mary's University
- University of St Andrews, Scotland: André Marie Ampère**  
 His life and the awards he received.  
<http://www-history.mcs.st-andrews.ac.uk/Biographies/Ampere.html>  
 Kids and Teens > School Time > Science > Scientists > Ampere, Andre Marie
- The Journal**  
 Independent student newspaper at St. Mary's University in Halifax.

# Canonicalization

## Rel Canonical

```
<!DOCTYPE html>
<html lang="en-US">
<head>
  <meta charset="UTF-8"/>
  <meta name="viewport" content="width=device-width">
  <link rel="sitemap" type="application/xml" href="/sitemap.xml">
  <meta class="swiftype" name="image" data-type="enum" content="content/uploads/2013/09/StLouisHall_Slider_970x4001-150x150.jpg" />
  <meta class="swiftype" name="title" data-type="string" content="About St. Mary's - St. Mary's University" />
  <title>About St. Mary's - St. Mary's University</title>

  <!-- This site is optimized with the Yoast SEO plugin v3.3.4 - https://yoast.com/ -->
  <meta name="description" content="St. Mary's fosters the faith community, integrated liberal arts and ..." />
  <meta name="robots" content="noodp" />
  <link rel="canonical" href="https://www.stmarytx.edu/about/" />
```

## Hreflang

```
<link rel="alternate" href="https://www.stmarytx.edu/academics/humanities/graduate-programs/consejeria-para-todos/" hreflang="es" />
<link rel="alternate" href="https://www.stmarytx.edu/academics/humanities/graduate-programs/counseling-services-for-the-public/" hreflang="en" />
```



# User Experience

- Good mobile experience
  - AMP Pages
  - Mobile-Friendly text
- Make links clickable (tappable)
- Make text easy to read



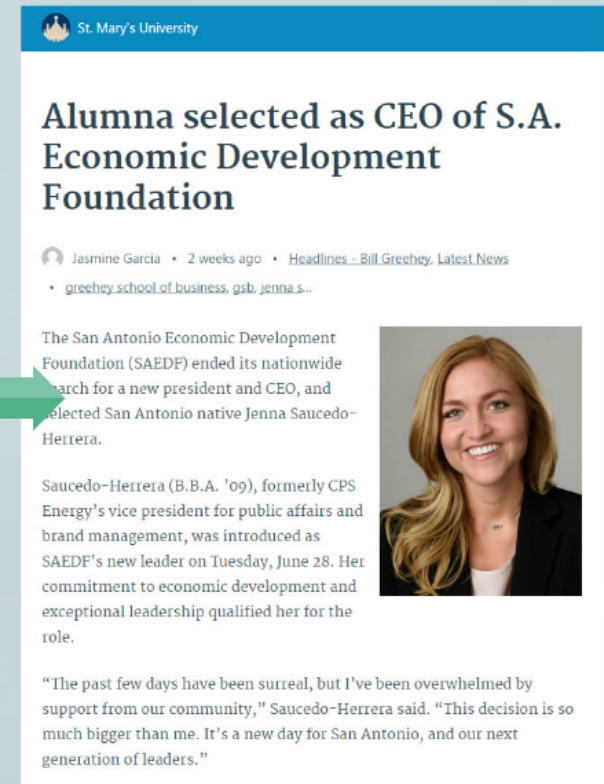
This screenshot shows a desktop view of a news article. The header includes the St. Mary's University logo and navigation links. The article title is "Alumna selected as CEO of S.A. Economic Development Foundation". On the left, there is a "Share on..." section with buttons for Facebook, Twitter, Pinterest, Google+, and LinkedIn. Below that is a "Recent news" section with a list of related articles. The main content area features a date "June 30, 2016", a portrait of Jenna Saucedo-Herrera, and several paragraphs of text. A "Feedback" button is visible at the bottom of the text block.

Regular post



This screenshot shows a responsive mobile view of the same news article. The layout is adapted for a smaller screen, with the navigation menu collapsed into a hamburger icon. The article title and date are clearly visible. A portrait of Jenna Saucedo-Herrera is shown below the title. A green arrow points from the desktop version to this mobile version.

Responsive



This screenshot shows an AMP (Accelerated Mobile Pages) version of the news article. The layout is optimized for fast loading on mobile devices. The article title is large and prominent. The text is clean and easy to read. A portrait of Jenna Saucedo-Herrera is included. A green arrow points from the responsive mobile version to this AMP version.




AMP version

# User Experience (continued)

- Site speed
  - Theme
  - Number of plugins
  - Enable caching
  - Install a CDN
  - Test
- Navigation
- Search
  - Swiftype
  - ElasticSearch
- Add calls to action

**Manage Search Result Rankings**  
Search your engine using the search box below, then re-order the results to your liking.

Q graduation Add A Result Options ▾ Visibility ▾ ↕

-  **Commencement**  
Commencement Spring 2016 Commencement Baccalaureate Mass 5:30 p.m., Friday, May 6, 2016 Alumni Athletics & Convocation Center 0 Clicks
-  **Applying for Graduation**  
Applying for **Graduation** All Undergraduate, Graduate and Ph.D. students should complete an Application for Graduation online via Gateway, when 0 Clicks
-  **Graduation Honors**  
**Graduation** Honors Academic honors appear on the graduation program, diploma and transcript. In addition, the honors are read when the 0 Clicks



# Directions

Update

Wait

Keep baking



Wait

Keep baking



**1** Keywords = Flour

Meta Keywords don't do it.

**2** Links = Butter

<http://usjsm.edu/freshman-admissions/>

Daman Permink

**3** Spider (Flax = Salt)

robots.txt sitemap.xml

**4** Security = Sugar

Let's Encrypt Wordfence

**5** Content = Chocolate Chips

Your webpage shouldn't be an academic paper, it should be an interactive brochure.

**6** Code = Eggs

- Themes
- Plugins
- User Name SEO

Recipe for

# Chocolate chip SEO

## Ingredients

- Keywords
- URLs
- Spider Code
- Security
- Content
- Code
- Structured Data
- Links & Reviews
- UX
- Canonicalization

## Directions

- Update
- Wait
- Keep baking



**7** Structured Data = Icing Swirls

Links & Reviews

Canonicalization

User Experience

- Fast mobile experience
- AMP Pages
- Mobile-friendly and
- Mobile-friendly and

# SEO



... is like  
chocolate chip  
cookies

