TIPS FOR EFFECTIVE WRITING
SEARCH-ENGINE-FRIENDLY WRITING

UNIVERSITY OF TWENTE.

SEARCH-ENGINE-FRIENDLY WRITING

In this document, we offer some useful tips on how to make your material easier to find online. Further details can be found at the Marketing & Communications department (M&C) website. In addition, you can always **send an email**, containing a practical request for help, to Marketing and Communication's Service Desk. **onlinemedia-mc@utwente.nl**

OUR TIPS

1. **SEARCH TERMS**
   Make sure that, as far as possible, your publication contains those search terms that will put your material at the top of specific search engine hit lists. Select terms that those in your target group would be likely to search for, and incorporate these in your text.
   For a **search term analysis** (dutch), visit the M&C website: www.utwente.nl/en/websites > overige systemen > google analytics

2. **UP-TO-DATE CONTENT**
   Provide up-to-date content, i.e. update your website regularly.

3. **UNIQUE CONTENT**
   Provide unique content. If your text has been used before, on other pages, then Google sees your page as being less relevant.

4. **USE A CLEAR URL** with short words, preferably including the proper search terms.
   Very common: …/3TU%20Dagelijks%20Bestuur%203TU%20Federatieve%20ICT
   A better option is: www.utwente.nl/mc/diensten/websites/rechtenaanvragen

5. **GET OTHER SITES TO LINK TO YOUR SITE**
   It's not just about the link, it's also about using effective search terms in the link.
   Very common: Here, you can find further details about the Department of Instructional Technology.
   A better option is: you can find further details at the Department of Instructional Technology's website.

6. **WRITE TEXT THAT CAN BE SCANNED WITH EASE**
   If website visitors can quickly and effectively scan a page by making good use of titles (with relevant search terms), subheadings, good links, and all the other elements mentioned, then so can Google. As much as possible, phrase the content in the interrogative (header) together with answers and explanations (the text beneath).

7. **RELEVANT LINKS TO REFERENCE MATERIALS**
   Try to ensure that the content you publish contains as many relevant links as possible to reference materials, evidence, and support for your publication.
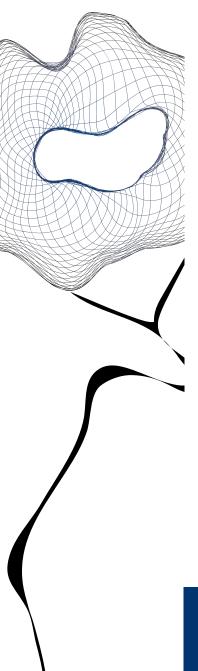
8. **FURNISH ALL NON-TEXT-BASED CONTENT WITH META TAGS**
   Furnish all illustrations, multimedia (audio, video) and other non-text-based content with meta tags or search terms that describe this content as accurately as possible.

Do not attempt to fool Google by using large numbers of additional search terms or other such tricks. Google is always smarter than we are, and will see right through this. Consequence: Google will make it less easy for others to find your page.

STATISTICS: GOOGLE ANALYTICS
The University of Twente has the Google Analytics package. You can use this to retrieve comprehensive analyses of your website (or websites). The web editors (onlinemedia-mc@utwente. nl) can give you access to this tool, which can deliver all sorts of information. This could include geographical references, the most visited sites and pages, and the most viewed subdomains.

INTERESTED IN MORE TIPS?

- Style guide: tips for effective writing
- Tips for email traffic
- House style, templates and downloads.
- Use of photographic and video material

www.utwente.nl/tips-for-effective-writing

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