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.
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