

SEO 101



What we'll talk about

01 What is SEO, really?

02 What TNC gets from SEO

03 SEO success stories

04 Doing your own SEO research

05 How to structure your pages



Carlo Magno Morales Herrera/TNC Photo Contest 2019

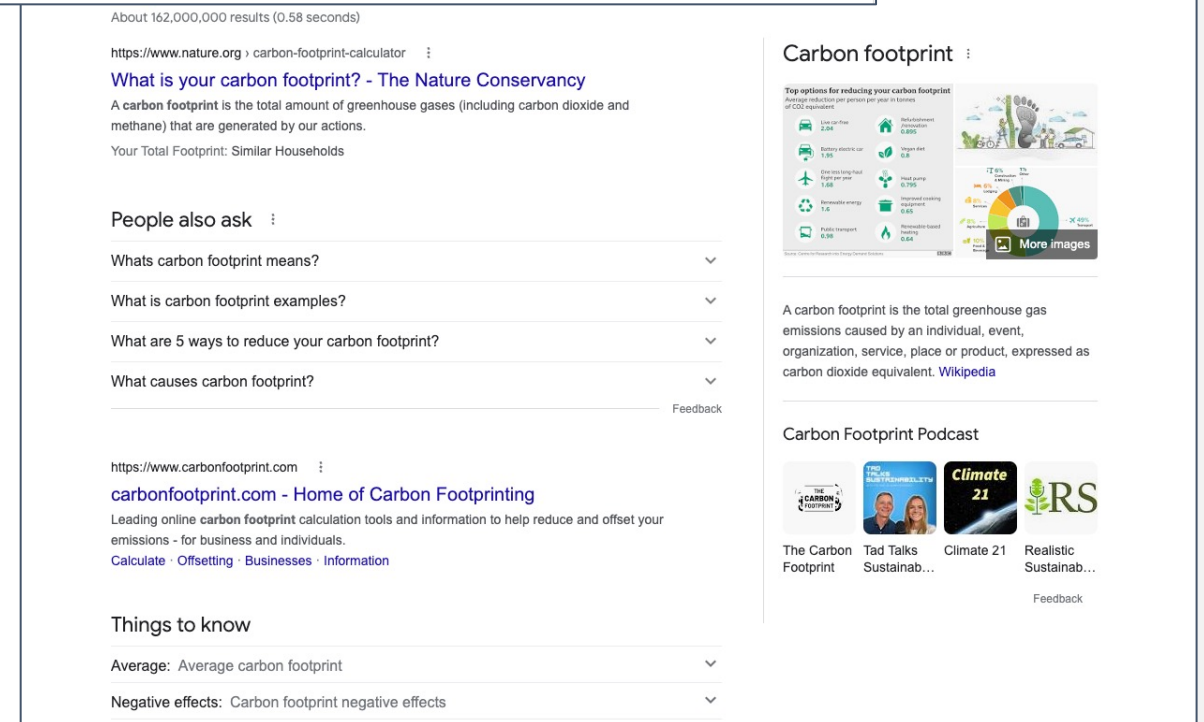
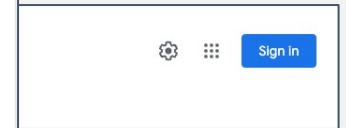
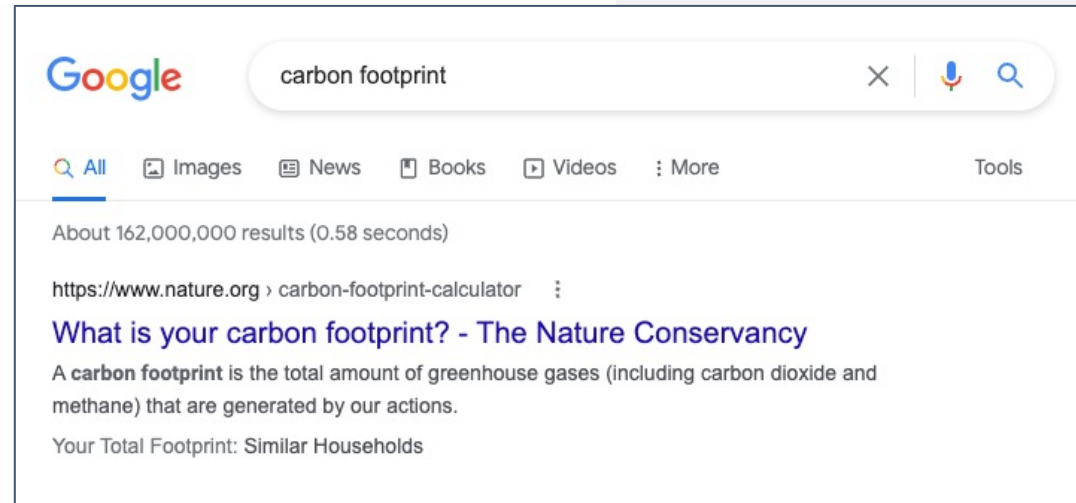
Cover: Siu Kam Tang/TNC Photo Contest 2022

What do we mean by “SEO”?



SEO is a way of writing and structuring pages so that:

1. They are visible in search engines
2. Your audience wants to click on them



1.

Google understands what our content is about to show it to people searching for that information.

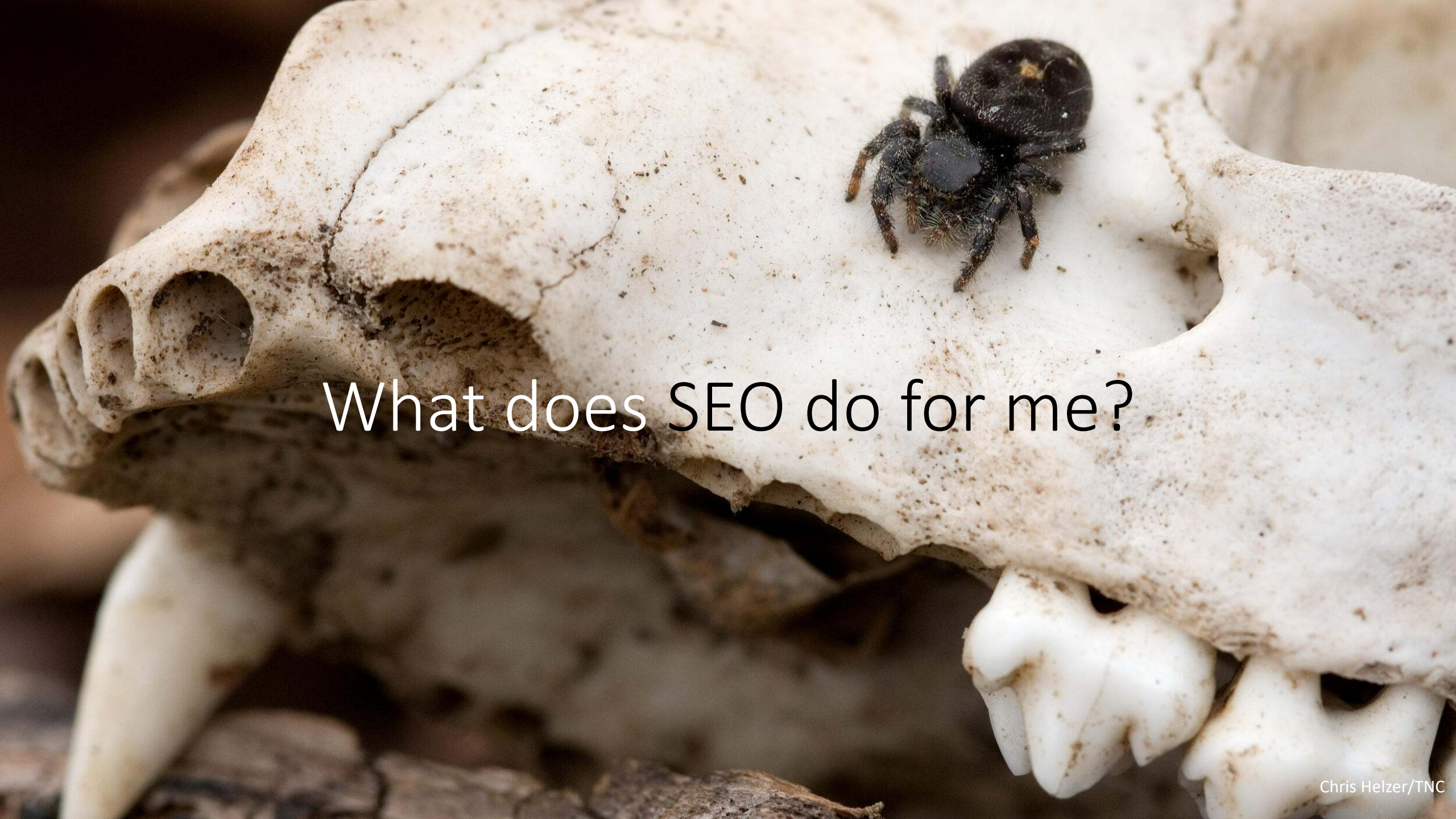
2.

People find our content authoritative and appealing in search results and click on it.

SEO goals

Misconception	Truth
SEO is just adding keywords and sub headers to a page.	Effective SEO starts with topical research that informs everything from content to meta data to images.
SEO is only relevant for the general public.	SEO helps every audience find your content.
Publishing a page is enough to bring in visits from Google.	Only if you're lucky.
My audience doesn't use Google.	They do.

SEO Misconceptions



What does SEO do for me?

Nature.org cultivates a global community of conservation advocates by telling the story of TNC's work to raise awareness, build trust, expand influence, and grow financial support to achieve our 2030 goals.



MAC Priority Audiences and Audience Owners

SEO audiences

Managed & Major Donors & Prospects

TNC Lead: Tom Neises
MAC Reps: Kevin Graham (NA) & Bianca Shead (Global)

Ultra High Net Worth

TNC Lead: Jan Mittan (Development)
MAC Rep: Todd Metrokin

Corporate Partners

TNC Lead: Mary Wenzel
MAC Rep: Marisa Biehl

Members & Prospects

TNC Lead: Dave Strauss
MAC Rep: Todd Metrokin

Change Agents

TNC Lead: Molly Wallace (Interim)
MAC Reps: Kevin Graham (NA) & Bianca Shead (Global)

Mindful Movers

TNC Lead & MAC Rep: Todd Metrokin

Youth

TNC Lead & MAC Rep: Kate Ireland

TNC Employees

TNC Lead: Mike Tetreault
MAC Rep: Bianca Shead

Workplace Givers

TNC Lead: Tristen Dieffenbach
MAC Rep: Torrey Hood

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All audiences are SEO audiences.

Members of all audiences use Google and visit our website at multiple points along a journey.

SEO helps reach any audience at any point along their journey and guide them to TNC.

SEO goals

FY24 MAC Goals

Raise Awareness

Expand Influence

Grow Engagement

Enable & Raise Revenue

Empower a High-Performing Team

A close-up photograph of a spider on its web. The web is covered in numerous small, glistening dew drops that catch the light, creating a shimmering effect against the dark background. The spider is positioned in the lower-left quadrant of the frame, facing towards the center. The overall composition is intricate and visually appealing due to the repetitive pattern of the web and the sparkling dew.

Think about something you recently googled



What does Google want you to do?

1. FIND ANSWERS TO YOUR QUESTIONS

2. TAKE ACTION

3. STAY ON GOOGLE



How does Google know
what you're *really*
searching for?



Someone googling “nature” could want:

- ❖ The scientific journal Nature
- ❖ A definition of the word nature
- ❖ To find nature near them to visit
- ❖ Photos of nature
- ❖ Environmental news
- ❖ Nature-based organizations
- ❖ Nature Valley granola bars
- ❖ Local DNR or FWS

Nature
<https://www.nature.com/> ▼
First published in 1869, **Nature** is the world's leading multidisciplinary science journal. **Nature** publishes the finest peer-reviewed research that drives ...

Results from nature.com

Current Issue
In this week's issue, Luping Shi and his colleagues reveal the ...

Browse Articles
Browse the archive of articles on Nature.

Journals A-Z
Nature Medicine - Nature Materials - Nature Reviews Immunology

News
Latest science news and analysis from the world's leading ...

Latest from nature.com

Why you should join a journal's editorial board
Susan D'Agostino explains how serving ...
Nature
3 hours ago

Volume 572 Issue 7768, 8 August 2019
Nature
3 hours ago

Pol II phosphorylation regulates a switch between transcriptional and splicing...
Nature
4 hours ago

→ More for nature

People also ask

What is considered nature? ▼

Nature
Journal

[nature.com](https://www.nature.com/)

Nature is a British multidisciplinary scientific journal, first published on 4 November 1869. It is one of the most recognizable scientific journals in the world, and was ranked the world's most cited ... [Wikipedia](#)

Impact factor: 41.577 (2017)
Editor: [Magdalena Skipper](#)
ISSN: 0028-0836 (print); 1476-4687 (web)
Publisher: [Nature Research](#) (subsidiary of [Springer Nature](#)) (United Kingdom)
Frequency: Weekly
Discipline: [Natural science](#)
People also search for: [Science](#), [Cell](#), [MORE](#)

Topics they write about

Science

'Tropical Trump' sparks unprecedented crisis for Brazilian science
[nature.com](#) 6 days ago

US trust in scientists is now on par with the military Confidence in researchers might be
[nature.com](#) 1 day ago

Moon

Can NASA really return people to the Moon by 2024?
[nature.com](#) 1 month ago

India launches ambitious second Moon mission
[nature.com](#) 2 weeks ago

Claim this knowledge panel [Feedback](#)

What is their intent?


- Learn how to reduce their personal waste
- Manage household waste
- Find examples of waste reduction
- Learn how to reduce communal waste
- Learn about solutions for waste problems






STORIES IN DELAWARE

Eight Ways to Reduce Waste

Learn how you can make small changes that are eco-friendly and will have a lasting impact.

Last updated August 22, 2022



SHARE     

View page in: [English](#) | [Español](#)

So many decisions we make in our everyday lives have a major impact on the planet. The average American produces about 4.4 pounds of trash per day. Explore our tips for ways you can make small changes that are eco-friendly and will have a lasting effect on the environment.

1. Use a reusable bottle/cup for beverages on-the-go

You might already have a reusable water bottle, but do you use it all the time? You can put that reusable bottle to use, save money and reduce waste. By taking your own water with you, you'll also reduce your chances of purchasing more expensive beverages on-the-go. This will eliminate the one-time use containers they come in. While most cans and bottles can be recycled, they require a lot of energy to be produced, shipped to the bottling facility and then to the store for purchase.

2. Use reusable grocery bags, and not just for groceries

Just like a reusable water bottle, you may already have a reusable grocery bag, though it's often forgotten at home. Try writing BAGS on the top of your grocery list to help you remember, or keep them in the back seat where they aren't as easy to forget. Many grocery stores will provide a 5 cent per bag refund so you'll save a few cents while reducing your usage of one-time-use plastic bags.

3. Purchase wisely and recycle

You can reduce the amount of waste you produce by purchasing products that come with less packaging and/or come in packaging that can be recycled. Not all plastics are recyclable in Delaware, so check labels before your buy. According to [Delaware's Division of Waste and Hazardous Substances](#), "Containers labeled with a 1 or 2 are almost always accepted because they are the highest value resins. Resins 4, 5 and 7 are now accepted in most programs in Delaware." Plastics labeled with a 3/PVC and 6/PS are generally not recyclable in Delaware. Learn more about recycling programs in your area for specifics.

About 56,900,000 results (0.60 seconds)

The Nature Conservancy® | There is No Second Nature

www.nature.org/support

Help Tackle the Most Important Conservation Issues of Our Time. Donate Now! Preserve Wildlife. Science In Action. Protect Nature. Leading Conservationists. Save Endangered Species. Make a Monthly Donation · Make a One-Time Gift · Gift Memberships · Fight for the Climate

Paid ad

There are three essential verbs you should keep in mind: reduce, recycle, reuse.

- 1. Recycling. ...
- 2. Reduce water consumption. ...
- 3. Reduce the use of electricity. ...
- 4. Plant a tree. ...
- 5. Grow vegetables. ...
- 6. Composting. ...
- 7. Use rechargeable batteries. ...
- 8. Quit smoking.



Images

More items... · Mar 27, 2011

Featured snippet

10 Ways to Conserve the Environment - What on Earth? - ItsNature.org

itsnature.org/what-on-earth/10-ways-to-conserve-the-environment/

About this result Feedback

People also ask

How do we protect our nature?

What are the ways to conserve nature?

How and why should we conserve nature?

How can we help save the environment?

Related questions

Feedback

20 Easy Ways To Conserve & Save The Environment | A Moment of ...

https://indianapublicmedia.org/amomentofscience/20-easy-ways/

Apr 18, 2011 - The Top 20: Make sure to use your clothes washer and dryer only when you have a full load. Water your lawn in the early morning when it is cooler and drier. Pick up some reusable cloth bags to use at your local grocery store. Replace your old light bulbs with energy-saving fluorescent; and LED bulbs.

Regular link (traditional #1 position)

There are so many places our audience can find our content (and this is just in Google!)



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The Nature Conservancy® | There is No Second Nature

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Help Tackle the Most Important Conservation Issues of Our Time. Donate Now! Preserve Wildlife. Science In Action. Protect Nature. Leading Conservationists. Save Endangered Species. Make a Monthly Donation · Make a One-Time Gift · Gift Memberships · Fight for the Climate

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We want to be here

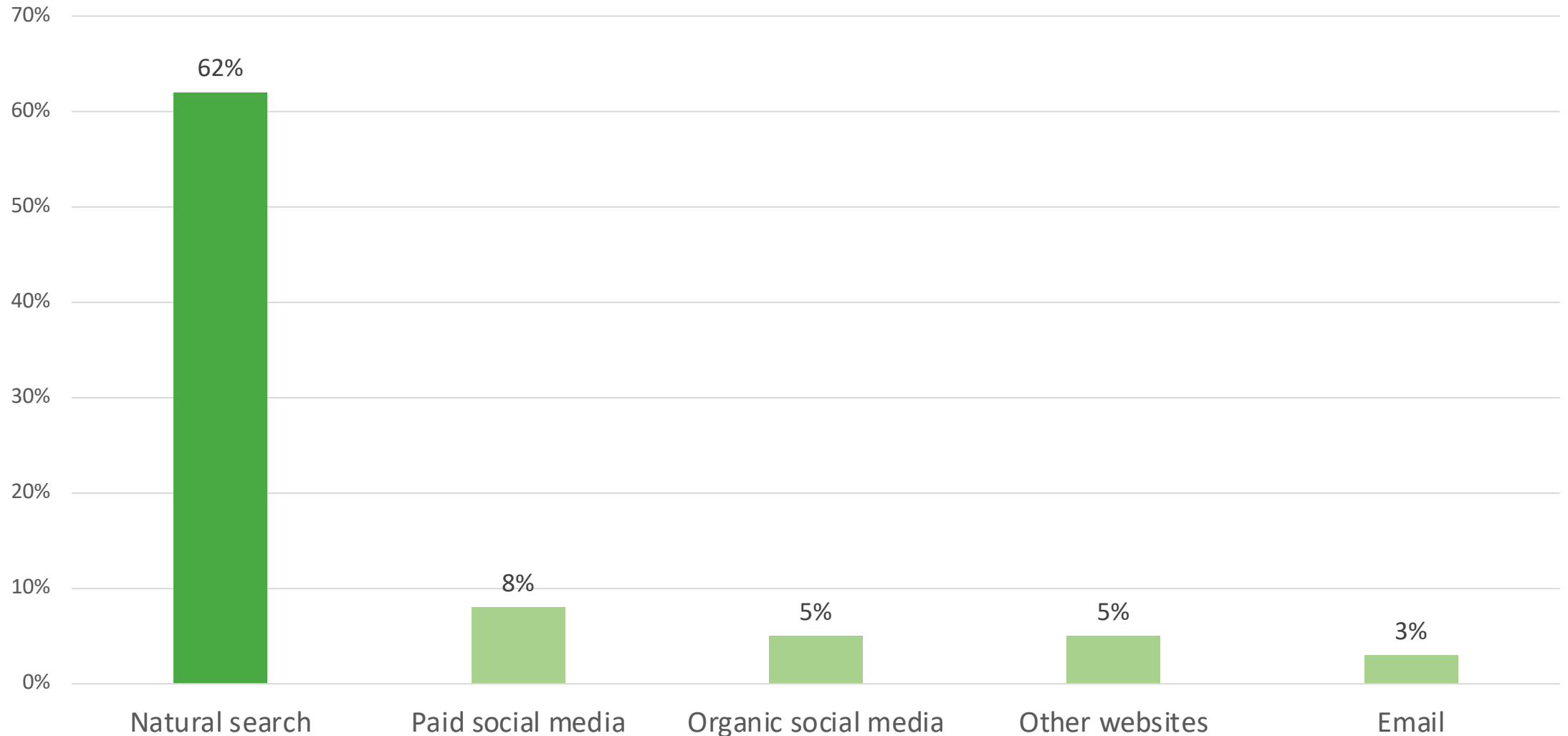


(and also here)

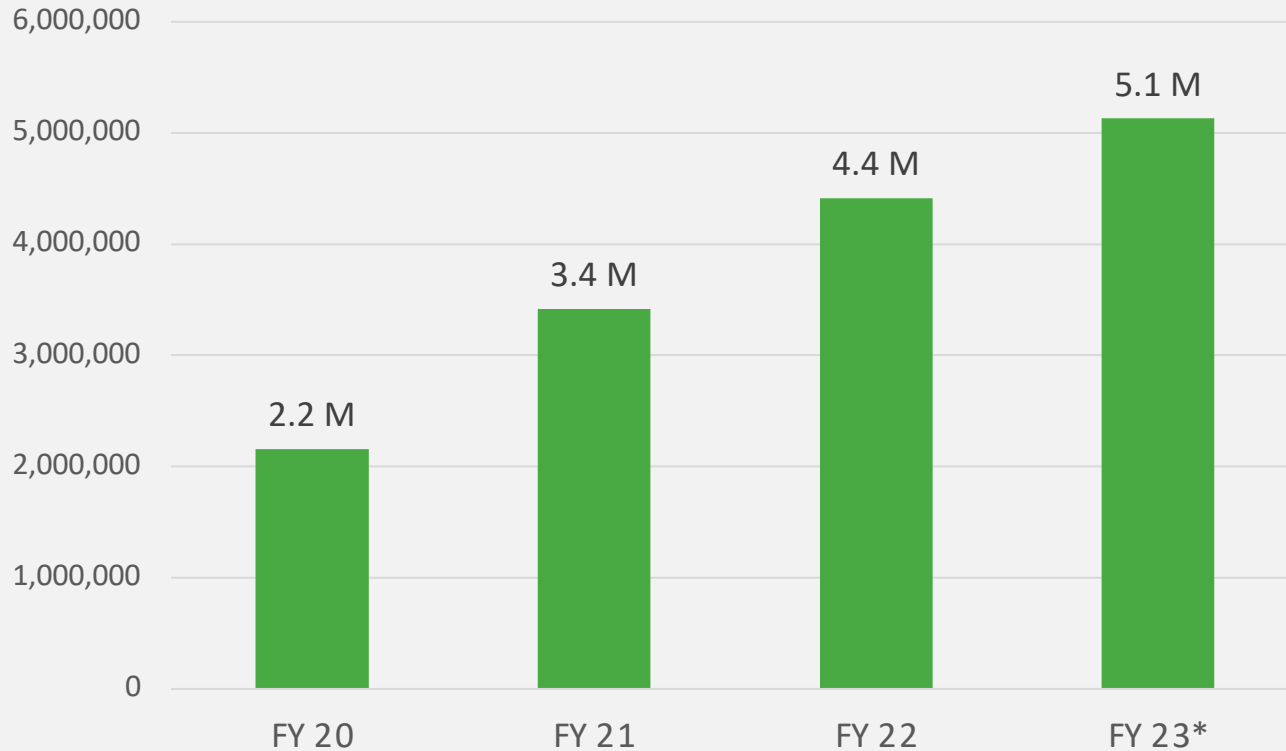
What we get from SEO



SEO brings the most visits to the website



Natural search traffic



Results compound year over year

Ongoing investments in SEO drove an additional 3 million visits in FY23 compared to FY20, a 137% increase, and compensated for reduced investments in other channels.

*4 days left

Free visibility

300k+ search terms

- Nature preserves near me
- Carbon emissions
- Longleaf pine
- Virtual field trips
- 30x30
- Climate change solutions
- Nature news
- Sustainable farming
- Climate change facts

22k+ page 1 search terms

- IPCC
- Questions about climate change
- How to reduce waste
- Climate change NYC
- Why are mangroves important
- Facts about bats
- Climate change legislation
- New climate change report
- Consecuencias del plastico

\$13,200,000 / year

It would cost over \$13 million a year for this level of visibility in Google Ads. Instead, we get it for free.

\$5,300,000 in revenue in FY23



SEO Success Stories



Pages with the most natural search visits in FY23

Page	Natural Search Visits	% New Visitor
Carbon Footprint Calculator	313,709	84%
8 Ways to Reduce Waste	281,228	88%
Kudzu: The Vine That Ate the South	129,823	87%
Climate Change FAQs	127,525	82%
8 Formas de Reducir la Basura	116,450	90%
Detengamos el flujo de residuos plásticos	104,334	83%
Tree of Heaven	83,745	87%
8 Razones para Proteger y Preservar Nuestros Bosques	75,155	89%
3 Ways to Save the Earth	67,140	90%
Blowing Rocks Preserve	58,934	77%

SEO Success

Photo Contest



99%

of clicks were from non-branded search terms

232

email signups
(17% of total)

+29%

increase in clicks to Spanish page YoY

#1

Google rank for 15 photo contest search terms

Another SEO Success

Why Are Florida's Mangroves Important?



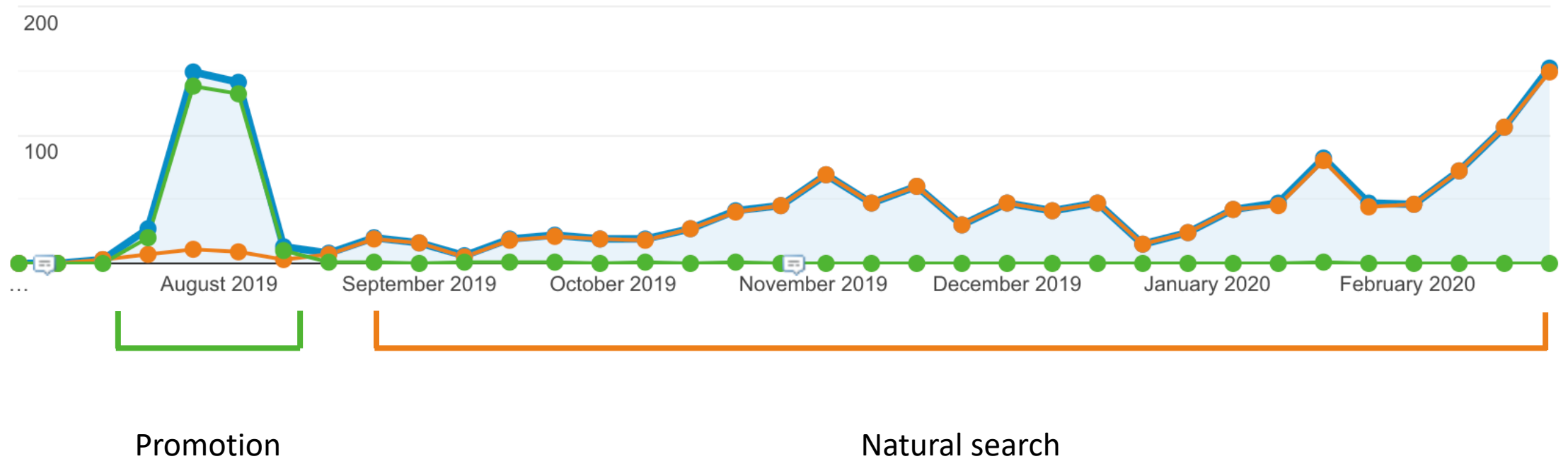
91%
visits from Google

54,000
visits from Google (2022)

80%
visits new to TNC

15th
most visited page

Slow and steady wins the race



Yet another SEO Success

Amazing Facts About Bats



139

websites that link to
this page

\$5,000

cost to pay for these visits
in Google Ads each month

23%

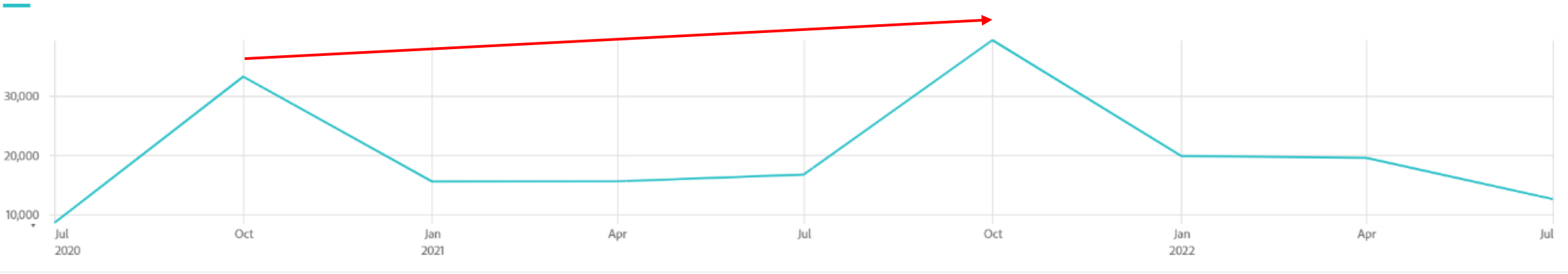
click through rate
for “bat facts”

#1

Google rank for
“bat facts”

Seasonal content attracts new visitors year after year

Visits [Page: article detail:top 10 bat facts]



Results:

Gopher Tortoise



#2

Google rank for
“gopher tortoise”

82%

of visits are from
new visitors

3

pages consolidated (and
marketers collaborated)

14,000

visits from Google
since June 2022

How SEO influences other channels



Email

Pages with lots of natural search visits can get email sign ups. Many of these visitors are new to TNC and aren't already signed up for email.

The Earth Day page earned 11 email signups from natural search. These leads would have cost \$1,683 if they came from paid social.



© TNC

Earth Day Event: Let's Planet Together

This Earth Day, let's shift the conversation about our planet from dire to doable. Let's Planet Together!

Join us on April 22nd from 5-6pm EDT (2-3pm PDT) for an entertaining and inspiring hybrid in-person and online event! You'll hear from community leaders and scientists who are tracking moose migrations, restoring coral reefs, conserving the Amazon and even brewing

More tips for action, every month.



Photo credits from left to right: Ejsedge/istockphoto, Kevin Arnold, Cameron Karsten, Artur Debat/Getty Images, R.L. Hinkle, Kevin Arnold

Stay connected with nature! Sign up to receive monthly tips on how we can all Planet Together. Plus, get the latest news from the world of nature!

First Name*

Last Name*

Email Address*

Country*

State or Province*

By submitting this form, you agree to receive email updates from The Nature Conservancy and consent to our [Privacy Policy](#). You can unsubscribe at any time.

I'm not a robot 

SUBSCRIBE

Paid Search

People can be influenced to click on an organic result after seeing the same website in a paid position.

This is confirmation bias.

bat facts

Ad · <https://www.nature.org/>

10 Fun Bat Facts | The Nature Conservancy


Support Our Mission to Conserve the Lands & Waters Our Life Depends On. Conserving Our Oceans. Build Healthy Cities. Tackle Climate Change. Stop Land Destruction. Protect Land & Water. Conserving Our Lands. Conserving Our Waters.

Ad · <https://www.ecohealthalliance.org/>

7 Facts About Bats - Basic Bat Information

Do **bats** hibernate? Learn about this and more. One Health. Global Health Programs. Pandemic Prevention. Wildlife Conservation. Research.

Images



More images

<https://www.nature.org> > [arizona](#) > [stories-in-arizona](#) > t...

10 Fun Bat Facts | The Nature Conservancy

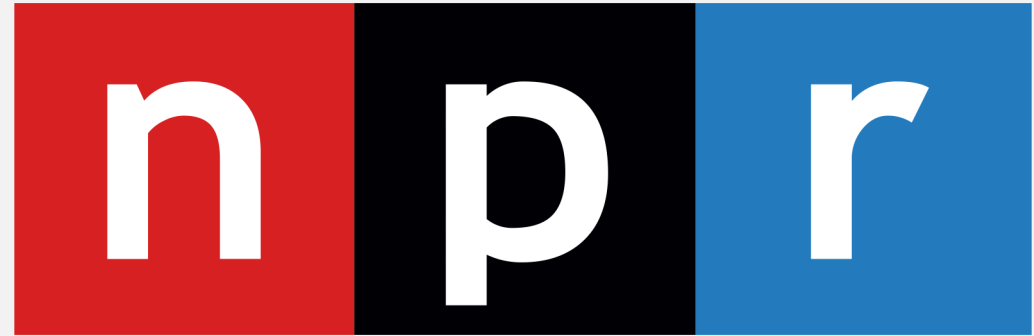
Aug 12, 2019 — 1. **Bats** can live more than 30 years and can fly at speeds of 60 miles per hour (or more!). · 2. **Bats** can find their food in total darkness. · 3.

1. Bats Can Live More Than... · 2. Bats Can Find Their Food... · 3. Bats Can Eat Up To 1,200...

Broadcast

We know that our audiences use Google to find more information about TNC after hearing about us on another channel, such as radio or TV.

Two recent examples are the NPR radio spot and DRTV spot.



[nature.org/solutions](https://www.nature.org/solutions)

Media

Members of the media can learn about our work from a search and create new stories that introduce our work to new audiences.

One example is the conservation work on the Cumberland forest.



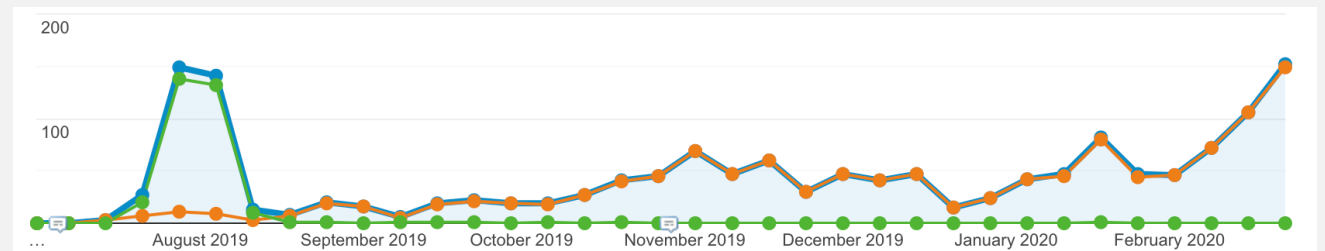
BY EMMA MARRIS
PHOTOGRAPHS BY STEPHEN WILKES
ILLUSTRATIONS BY DENISE NESTOR
PUBLISHED AUGUST 16, 2022

Conservation works. In the past century or so, efforts to save American species like the peregrine falcon, the American bison, and the Pacific gray whale have succeeded. But last year, the federal government proposed taking 23 species of plants and animals off the endangered species list—not because they’ve recovered, but because they’re now extinct. We have to do better.

Social Media

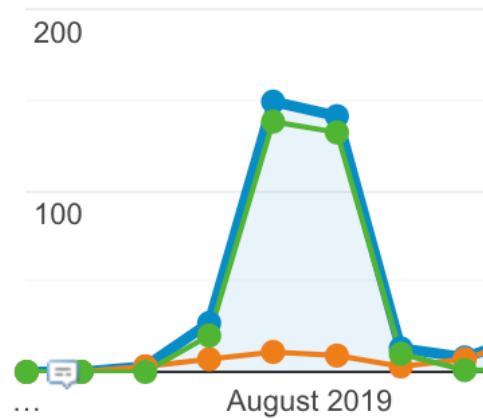
Social media and SEO have a cyclical relationship: visits and engagement on one can lead to visits and engagement on the other.

Engagement on social media is an indicator that the page would get engagement from search. And lots of natural search visits can indicate that social audiences would resonate with the content.



Social engagement bump

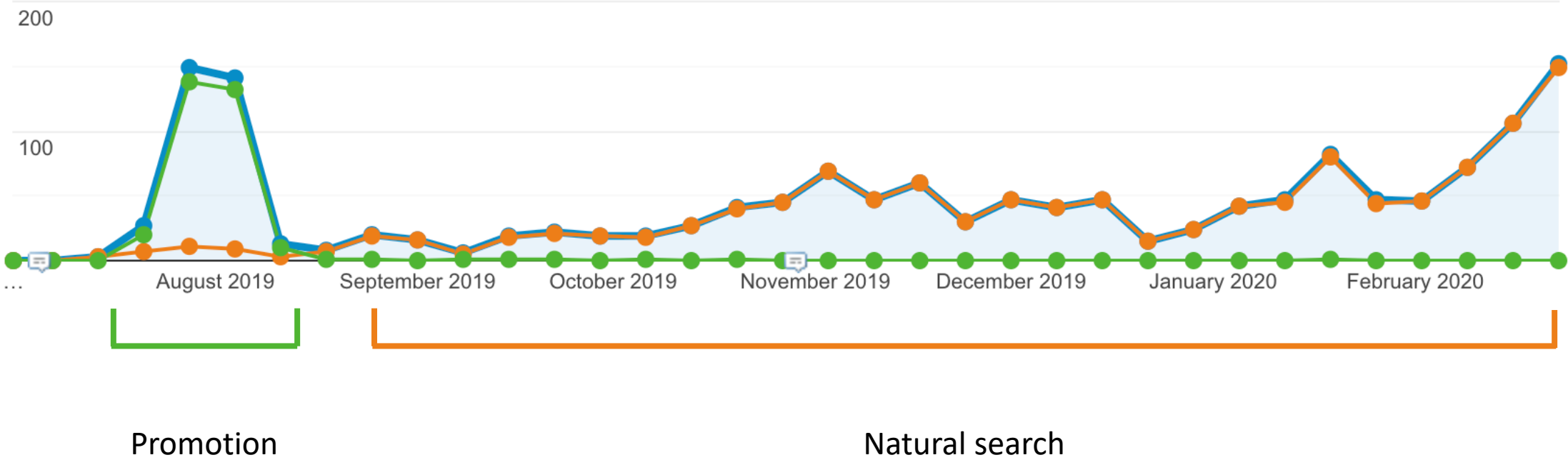
Promote first for initial awareness



Strategic promotion drives a lot of visits in a short amount of time.

But those visits drop off when promotional efforts end.

Then natural search takes over



Pop quiz time!



Getting started with SEO





If you build it, ~~they will come.~~

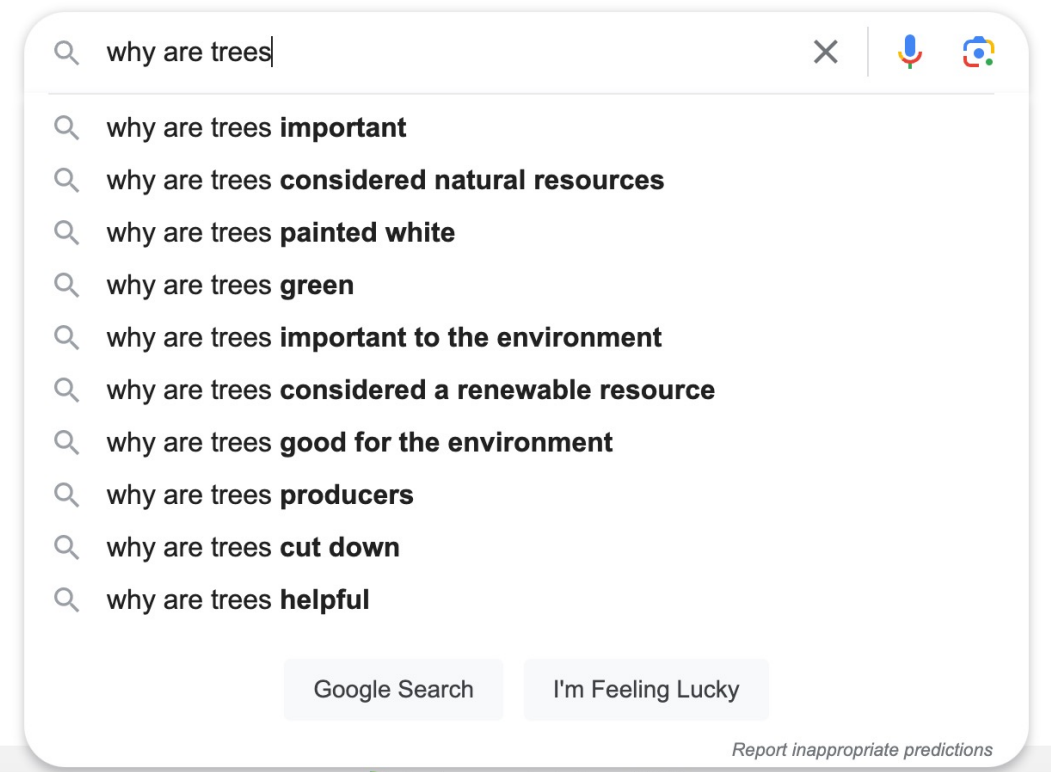


Do basic keyword research before you start writing



The “don’t hit enter” method

1. Type a word or phrase into the search bar but don’t hit enter.
2. Google will suggest common modifiers based on what others search for.



People Also Ask

These are actual questions that people google!

- Consider including any relevant questions from this section in your article.
- Click and see how the other websites are answering these questions. Can you do it better?

People also ask

Why is the ocean so important? ▼

What is one of the most important functions of the ocean? ▲

> The oceans cover around 70 per cent of the Earth's surface. They thus play an important role in the Earth's climate and in global warming. One important function of the oceans is to **transport** heat from the tropics to higher latitudes. They respond very slowly to changes in the atmosphere.

[Climate system « World Ocean Review](https://worldoceanreview.com/en/wor-1/climate-system/)
<https://worldoceanreview.com/en/wor-1/climate-system/>

Search for: [What is one of the most important functions of the ocean?](#)

What are the uses of oceans? ▼

How does the ocean affect us? ▼

How are oceans useful to us? ▼

Why we should protect the ocean? ▼

Related searches

Find this section after the first 10 or so results in a Google search.

Could you include any of these topics in your article? Or in your next article?

Related searches :



what are the 10 importance of trees



importance of trees in points



8 benefits of trees



benefits of trees in a community



importance of planting trees



the importance of trees essay



how do trees help us

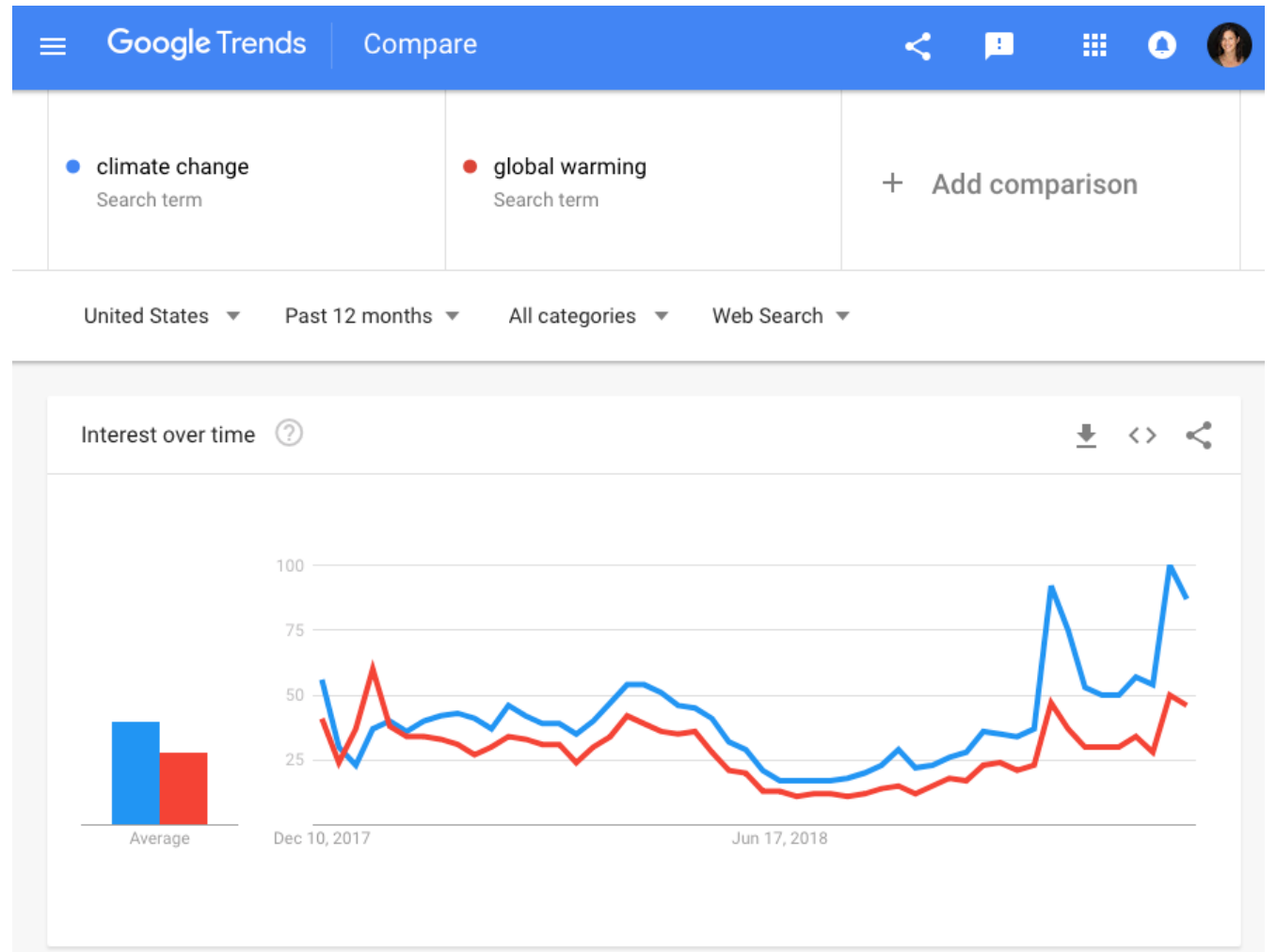


5 reasons to plant a tree

Which variation has more interest?

- Compare up to 5 words or phrases
- Get historical data back to 2004
- See trends by geographical region
- Compare breakdown by sub region
- See related searches
- See the best time to publish on a topic

[Google Trends](#) – Free tool!



How to structure your pages



Help people find
your page by
demonstrating its:



Expertise



Authority



Trust

Is the content high quality?

Does the page provide original information, reporting, research, or analysis?

Does the content provide a substantial description of the topic and thoughtful analysis beyond the obvious?

Does the headline/title provide a descriptive and helpful summary and avoid exaggeration or shock?

Would you bookmark this page or send it to a friend?

Would you expect to see this page referenced by a printed magazine, encyclopedia, or book?

Does the page seem to be serving the genuine interests of readers?

Does the content come from an expert?

Does the site give the impression that it is well-trusted or widely-recognized as an authority?

Is the content presented in a way that makes you trust it? (Clear sourcing, author background, evidence of expertise)

Is it written by an expert or enthusiast who demonstrably knows the topic well?

Is it free of easily-verified factual errors?

Would you feel comfortable trusting this content for issues related to your money or your life?

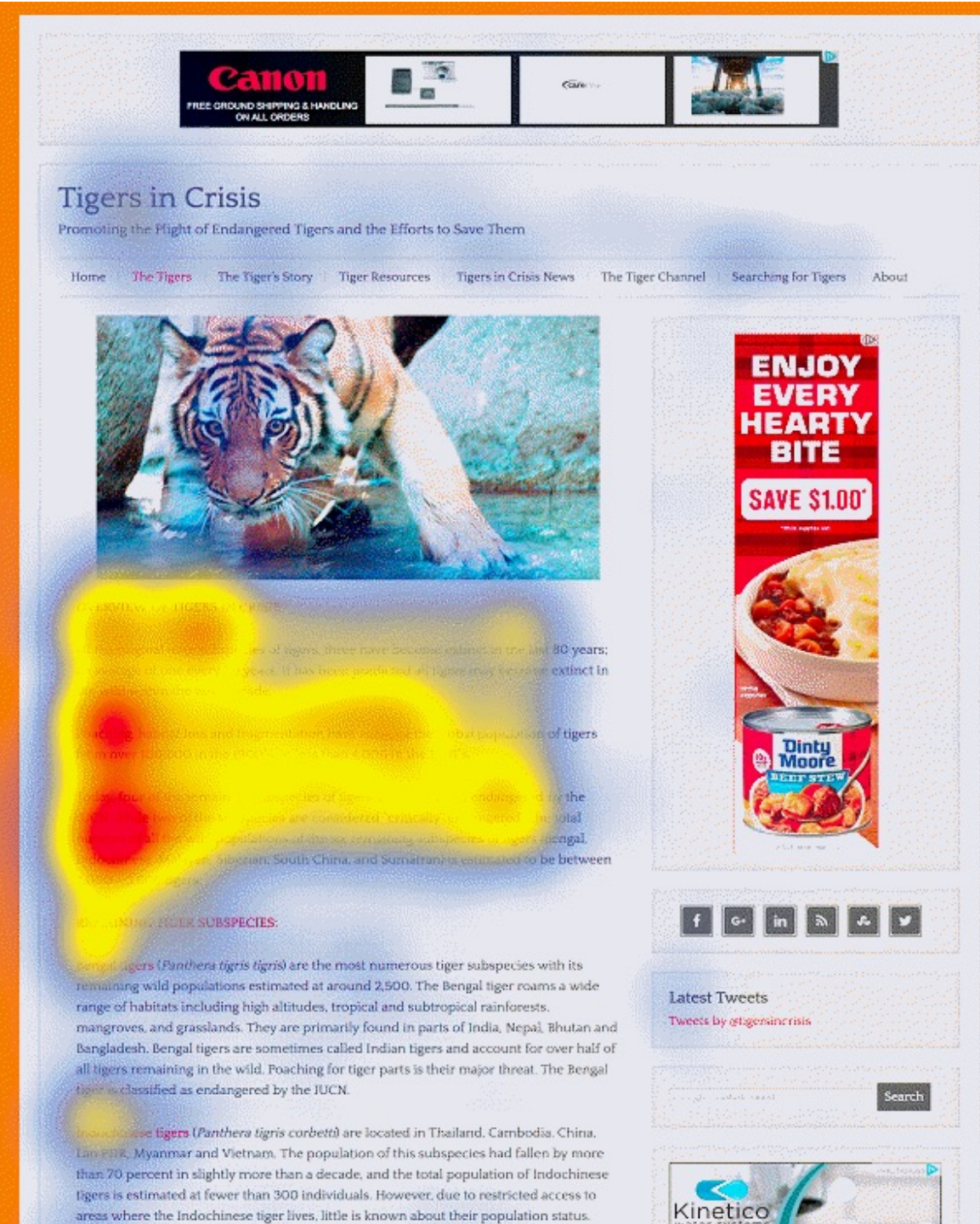
Does the page provide substantial value compared to other pages on the topic?

An uncomfortable truth about digital audiences

People don't read pages. They scan pages.



Scanning can deliver almost the same amount of information as reading, but with significantly less time and effort.



Work with this knowledge!

[Students Take on a Piping Plover Mystery](#)

- Piping Plovers: Rare Bird in Rare Habitat
- Studying Hydrology to Detect Changes in Nesting Habitat
- Surveying Plover Nests Using Drones
- Back in the Lab, Connecting the Dots
- Why Are Plover Nesting Sites Decreasing?



Will your audience read on their phone?

- ✓ Yes, if you promote it on social media
- ✓ Yes, if you share it via email
- ✓ Yes, if they search on the go (or on a couch)
- ✓ Yes, if they only or mainly use a smartphone



PERSPECTIVES

Protect Nature to Protect Ourselves—Conservation in a Time of COVID

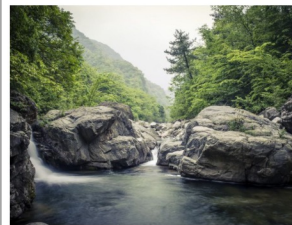
By Jeffrey Parrish, Global Managing Director for Protect Oceans, Lands and Water | July 10, 2020

SHARE [f](#) [t](#) [in](#) [✉](#) [📄](#)

As governments around the world struggle to come to terms with the systemic impacts of a pandemic that shows worryingly little sign of having run its course, we stand on the threshold of an era that promises to be defined by how humanity manages to regroup, rebuild and respond to what we all hope is a once-in-a-generation setback.

For those leaders to whom the responsibility falls of averting similar future outcomes, a number of policy priorities will likely be at the top of their to-do lists: strengthening economic resilience; tackling large-scale unemployment and inequality; rejuvenating dysfunctional healthcare systems—the list goes on. But how many decision-makers will immediately think of bolstering protection for nature as another key priority in mitigating against future pandemics?

Perhaps they should. We've long known that humanity's exploitation of the natural world is far exceeding the planet's ability to sustain societies. Now we're living firsthand through a shocking demonstration of nature's ability to bite back against this over-exploitation, in the form of zoonotic diseases—pathogens that make the leap from wildlife to people.



SICHUAN PROVINCE, CHINA The Old Creek River navigates its way among giant boulders at the bottom of steep, densely forested valleys in Laohegou Nature Reserve, Pingwu County, Sichuan Province, China. © Nick Hall

The socioeconomic impacts have been and will continue to be profound—not just here in the developed world, but far more so for those communities in developing countries that often



STORIES IN ALASKA

Working for Home

Meet courageous people in Alaska who are making a better future for nature—and for their neighbors, too.

May 18, 2020

SHARE [f](#) [t](#) [in](#) [✉](#) [📄](#)

Has there ever been a time when we haven't turned to nature? Nature needs us now more than ever. So we bring you the stories of courageous individuals in Alaska who, through their own grit and deep love for the world around them and with help from TNC, commit to the hard work of making a better future for nature—and for their neighbors, too.

All of this matters—for wild salmon, for caribou and deer, for tundra lakes and stable permafrost. And it matters to us—for truly sustainable local economies, for the remarkable Alaska way of life, and for the way nature nourishes and renews us all.



PAST, PRESENT AND FUTURE Marina Anderson in Kasaan, Alaska. © Bethany Goodrich / SSP

'What Would Our Ancestors Have Done?'

In Kasaan, a Haida village in Alaska, experiences from the past and dreams of what the future will be are tied to the decisions people are making about the present.

[READ MORE](#)



SEE US LEAD Jacki Cleveland of Quinhagak, Alaska. © Michael Conti

'I Care Too Much to Be a Bystander on Climate



STORIES IN FLORIDA

The \$27 Billion Question

Can the Florida Keys adapt to sea level rise?

SHARE [f](#) [t](#) [in](#) [✉](#) [📄](#)

In a Nature Conservancy study on sea level rise, areas of Big Pine Key will be under water in a matter of decades. The second largest of the Florida Keys, Big Pine is best known as home to the Key deer.

Hurricanes Sandy and Irma demonstrated clearly how serious the risks of rising seas and storm surges are for land near sea level. Here in Florida, the Florida Keys tell the story of rising seas better than most places, with 90 percent of the land mass at five feet above sea level or less.

Homes, businesses, infrastructure and people, as well as natural areas and native species are affected by sea level rise today and may be impacted by storm surge at any time.

The Nature Conservancy recognizes this risk and has taken action, working with academics and federal, state, county and local government land managers, planners and elected officials on recommendations to address the problems.

Now the new [coastal resilience map](#) for Southeast Florida provides all the latest information to allow anyone to see it. Users select a base map or satellite photo and features of interest to see how they relate to sea level rise and a simulated storm surge using a future scenarios mapper.

"The Nature Conservancy wants nature and people to continue to coexist in the Keys for as long as possible," says Chris Bergh, the Conservancy's South Florida program manager based at the organization's office on Big Pine Key. "This tool will help us do that by making it easier to visualize the risks involved and develop concrete plans to actively reduce those risks."

Hurricane Irma in 2017 gave the Keys a painful taste of the future. "With Irma," notes Bergh, "there was so much flooding from storm surge – so much property damage and impact on natural areas – that it was like a sudden preview of what sea level rise could do to the Keys. It got people thinking."

Make the most of
page properties



Influence how your page appears in search results



Influence how your page appears in search results

URL

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<https://www.nature.org> › [en-us](#) › [kudzu-invasive-species](#) ⋮

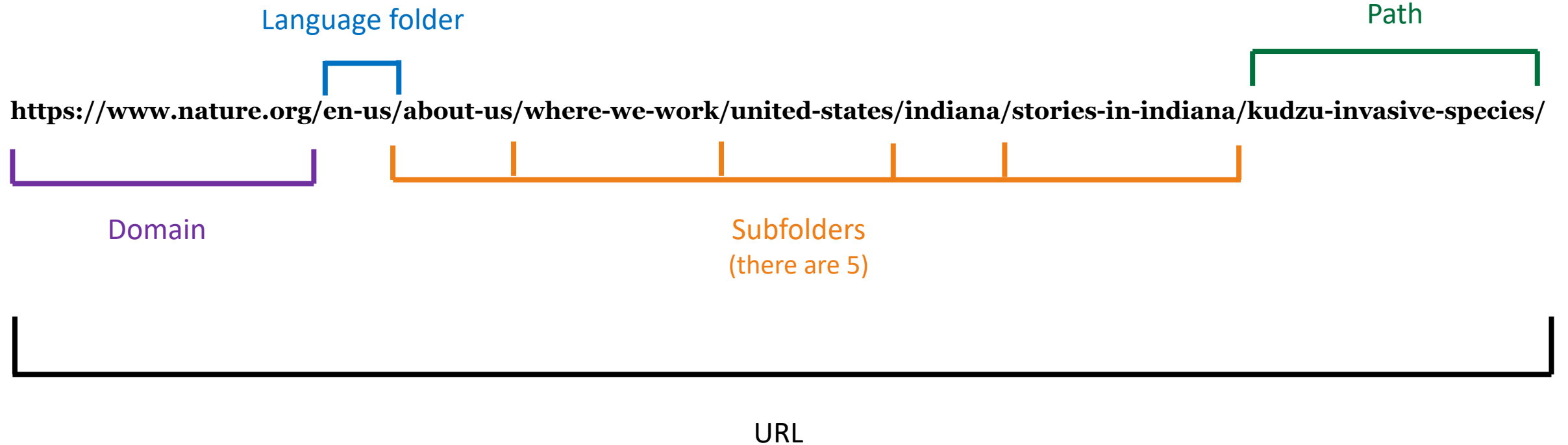
Kudzu: The Invasive Vine that Ate the South | TNC

Aug 9, 2019 — What is **kudzu**? Known as “mile-a-minute” and “the vine that ate the South,” this creeping, climbing perennial vine terrorizes native plants ...

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Create Page

Template Properties

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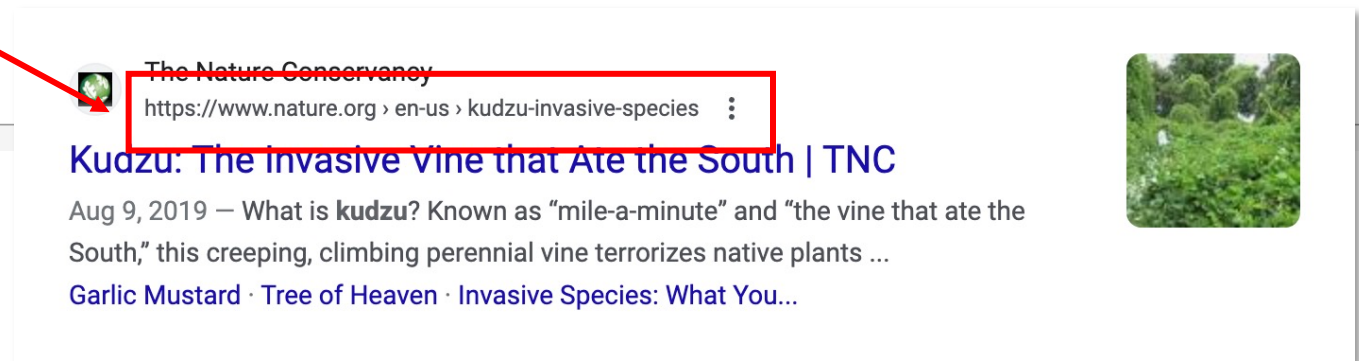
BASIC ARTICLE DETAILS

Titles and Description

URL *
kudzu-invasive-species

Page Title *
Kudzu: The Invasive Species Origin Story

Page Description *
Where did "the vine that ate the South" come from and why is it so invasive? Learn about the problems caused by kudzu and how you can help clear it.



External search results title (SEO tab)

External search Results Title



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Kudzu looks innocent enough yet the "vine that ate the South" easily overtakes trees, abandoned homes & telephone poles.

Alternate Language Versions i

Add field

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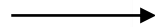
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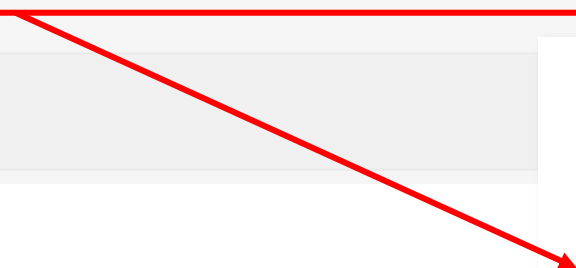
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What is kudzu, the "vine that ate the South"? Where did it come from and how does it impact biodiversity? Find answers, solutions, and hope here.

SELECT A SCREEN SIZE

545px+ Desktop

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TITLE ?

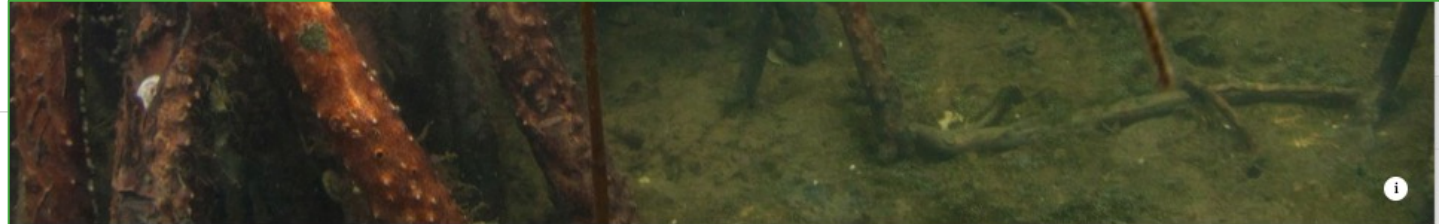
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460/545 PIXELS

META DESCRIPTION ?

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145/160 CHARACTERS



STORIES IN FLORIDA

The Importance of Mangroves

Protection from storms, nurseries for wildlife and recreation are among the benefits.

Mangroves are small trees that grow in salty water. Coastal mangrove forests are found in abundance on Florida's shorelines. Over 50 species of mangroves are found throughout the world, three of which are native to Florida: red, black and white. Mangroves rise up through the saltwater in intertidal areas and the trees survive by filtering out the salt and sea water as it enters their roots.

“

Mangroves are magical forests where we discover nature's secrets. They straddle the connection between land and sea and nature and humans. Mangrove forests nurture our estuaries and fuel our nature-based economies.

ANNE BIRCH

Marine Conservation Manager, TNC Florida

Page title
(& H1 header)

External search
results title

Why Are Florida's Mangroves Important? - The Nature Conservancy

<https://www.nature.org/en-us/about-us/where-we.../why-mangroves-important/>

Jul 31, 2019 - Wave Tank Demonstration This wave tank model demonstrates the importance of mangroves in stopping wave action and protecting shorelines ...

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Image

Article Preview Image *

/content/dam/tnc/nature/en/photos/k/u/Kudzu_USDA.jpg

Image Alt Text

Invasive kudzu.

Desktop Image Align To *

Bottom Center

Mobile Image Align To *

Bottom Center

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Image Alt Text

Every image must have alt text that describes what the image actually shows.

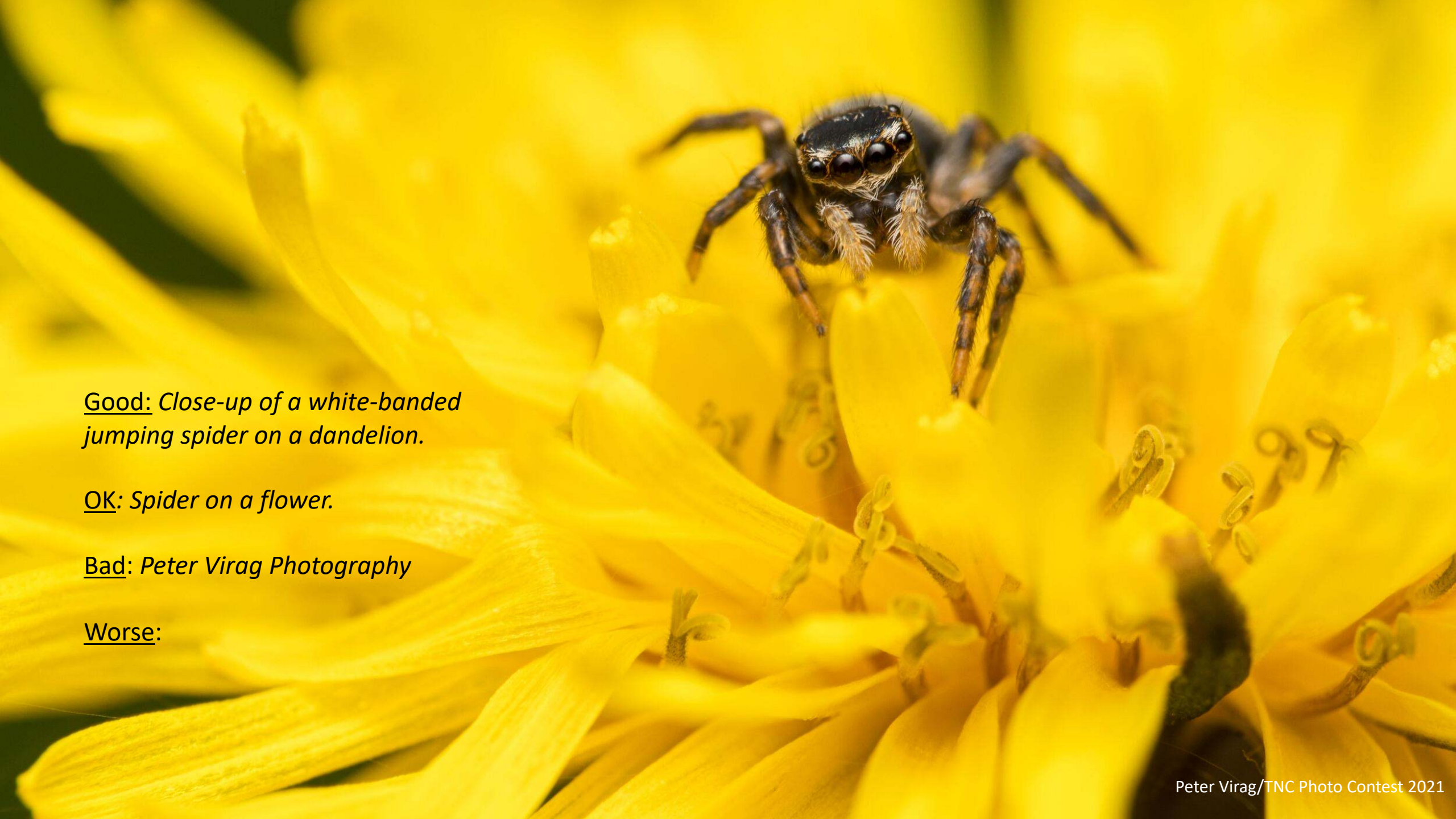
Think of alt text like you are describing a photo to someone on the phone. What would you want them to know about the photo?

✓ *A close-up of a jumping spider on a blurry flower.*

Always end alt text with a period!



Allison Gentry Szuba/TNC Photo Contest 2015



Good: *Close-up of a white-banded jumping spider on a dandelion.*

OK: *Spider on a flower.*

Bad: *Peter Virag Photography*

Worse:

Image Alt Text: Pictures of People

- If you know the person's name, use it in the alt text.
- If the person is simply posing for the camera, the alt text can be "Person's Name Headshot" or "Person's Name Portrait".
- Describe what the person is doing IF it's relevant for understanding the image.
- Skip mentions of perceived gender, race, age, relationship, clothing.

✓ *Matt Hanson stands next to a flooded portion of his farm. His arm is outstretched just below shoulder height to indicate past flooding levels.*



FLOODING Minnesota farmer Matt Hanson shows how high water levels have been in the past due to flooding on his family farm. © Uche Iroegbu

Image Alt Text vs Captions

Alt text: describes what the image shows, as if to someone who can't see it.

A close-up of a jumping spider on a blurry flower.

Captions: adds context and meaning to the photo and the article.

Like better known pollinators such as butterflies and bees, jumping spiders play an important role in the health of their habitats.



Like better known pollinators such as butterflies and bees, jumping spiders play an important role in the health of their habitats.

Thank you!



Fun pages to bookmark on GD Central

Page Name & Link	Page Summary
Web Guide	Hub for all web resources
SEO Guidance	Learn how to make your pages appealing to your audience in Google!
Choosing a URL	How to write your page's URL
Global Digital University	All the GDU courses in one spot!
AEM Page Proofing Checklist	The checklist we use to review all pages in workflow
Image Optimization	How to use images on your pages for SEO, accessibility, and engagement
Vanity URLs	When to use a vanity URL and how to request one
Monsido Training	How to find and fix broken links and images on your pages
Web Accessibility Guidance	How to make your content accessible for everyone (and Google)
How to Request New & Updated Web Content	Content production requirements, processes
How to Audit a Site Group	Guide to review pages in your site group to improve performance