



HOW TO ROAR

Internet & Blogging Best Practices for the Adoption Community

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Quick Intro

For a website to be an effective tool of any business or organization it must be first be found by those who require the goods, services or information that website promotes. Whether you are a blogger, a nonprofit, a small business selling a anything; a service, goods, or product, your website has a purpose, a goal. To reach that goal, people who are interested in what you have to offer, your website must be found.

We're not talking about the people who know about your site and look for it by name; we're talking about the people who might not know that you exist and are looking for something peripherally connected to what you have to offer. The idea is to get these people over to your website so they can see what you have to offer and become customers. To do that, your site's URLs have to rank on the search engines, like Google, and preferably the placement in the search results should be as high as possible for searches that important to what you do. Then, when someone searches for one of those targeted terms, they have a better chance of finding your site and wanting what your provide.

It's all very logical. You need people to find your website.

So how do we get the right information in front of the right people who are looking for it?

Search Engine Optimization (SEO) refers to the practice of making websites search engine friendly in order to rank higher in the search results, but before going there, we need to understand the basics of how the search engines work.

While the internet has been an amazing tool to bring the adoption community together, there are basic best practices to utilized to really amplify our voices and reach a wider audience. Whether blogging, sharing or tweeting, knowing what Google wants and how to use SEO can benefit us all.

Brief story before beginning: Remember the first time having SEO explained to me and literally having a light bulb go off. I knew that most adoption searches resulted in Adoption.com results. But what I was hearing about SEO and what I

knew about our community was that IF we go it together, we could control the information that people found online. Knowledge is power and there is power in control the information. And SEO does work.

It CAN be confusing and I will say probably more than can be taken it. The GOOD news is that ALL this stuff is literally a search away. All self teaching. And literally - you can find me later and ask me stuff. Even stupid stuff. I am a master of screen shot with big red arrows and walking people through stuff in FB chat.

Internet is...

- More than cat videos
- Facebook games
- Or porn

It's a TOOL that controls information that is publically available. It's how people get their news and now with social, it's how we see what our peers find important. This is influential.

List of Countries by Internet Usage (2014)

Show entries

Search:

Rank	Country	Internet Users	1 Year Growth %	1 Year User Growth	Total Country Population	1 Yr Population Change (%)	Penetration (% of Pop. with Internet)	Country's share of World Population	Country's share of World Internet Users
1	China	641,601,070	4%	24,021,070	1,393,783,836	0.59%	46.03%	19.24%	21.97%
2	United States	279,834,232	7%	17,754,869	322,583,006	0.79%	86.75%	4.45%	9.58%
3	India	243,198,922	14%	29,859,598	1,267,401,849	1.22%	19.19%	17.50%	8.33%
4	Japan	109,252,912	8%	7,668,535	126,999,808	-0.11%	86.03%	1.75%	3.74%
5	Brazil	107,822,831	7%	6,884,333	202,033,670	0.83%	53.37%	2.79%	3.69%
6	Russia	84,437,793	10%	7,494,536	142,467,651	-0.26%	59.27%	1.97%	2.89%
7	Germany	71,727,551	2%	1,525,829	82,652,256	-0.09%	86.78%	1.14%	2.46%
8	Nigeria	67,101,452	16%	9,365,590	178,516,904	2.82%	37.59%	2.46%	2.30%
9	United Kingdom	57,075,826	3%	1,574,653	63,489,234	0.56%	89.90%	0.88%	1.95%
10	France	55,429,382	3%	1,521,369	64,641,279	0.54%	85.75%	0.89%	1.90%

Showing 1 to 10 of 198 entries

Previous [1](#) [2](#) [3](#) [4](#) [5](#) ... [20](#) Next

[View Full Table](#)

Source: [Internet Live Stats](#) (www.InternetLiveStats.com)

Elaboration of data by International Telecommunication Union (ITU), United Nations Population Division, Internet & Mobile Association of India (IAMAI), World Bank.

July 1 2014 Estimate

Internet User = individual, of any age, who can access the Internet at home, via any device type and connection. [More details.](#)

United States

- 279,834,232 INTERNET USERS
- Out of a 322,583,006 Total Population
- That's 86.75% of the country SEARCH for things online.

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2	United States	279,834,232	7%	17,754,869	322,583,006	0.7%	86.75%	4.45%	9.58%
3	India	180,190,000	14%	29,859,598	1,260,148,849	0.7%	19.19%	17.50%	8.33%
4	Japan	120,332,300	8%	7,668,533	128,945,000	-0.01%	86.0%	1.75%	3.74%
5	Brazil	107,822,831	7%	6,884,333	202,033,670	0.83%	53.37%	8.5%	3.69%
6	Russia	104,437,793	10%	7,494,500	142,467,651	-0.26%	73.27%	1.3%	2.89%
7	Germany	77,727,551	2%	1,525,000	82,652,250	-0.09%	96.78%	1.1%	2.46%
8	Nigeria	57,101,450	1%	9,365,000	178,516,000	2.82%	37.59%	2.4%	2.30%
9	United Kingdom	57,000,000	1%	1,500,000	61,000,000	0.56%	89.90%	0.9%	1.95%
10	France	55,429,382	3%	1,521,369	64,641,279	0.54%	85.75%	0.89%	1.90%

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Internet User = individual, of any age, who can access the internet at home, via any device type and connection. [More details.](#)

And social is important too:

Sheer Numbers!!

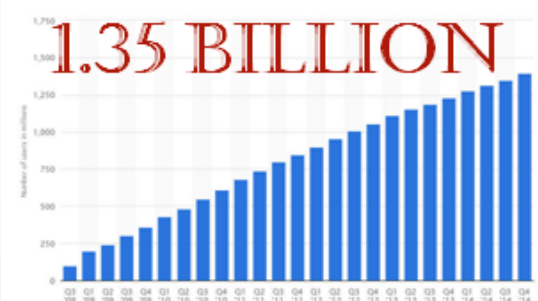


Facebook Worldwide

Number of monthly active Facebook users worldwide as of 4th quarter 2014 (in millions)

This statistic shows a timeline with the worldwide number of active Facebook users from 2008 to 2014. As of the third quarter of 2014, Facebook had 1.35 billion monthly active users. In the third quarter of 2012, the number of active Facebook users had surpassed 1 billion. Active users are those which have logged in to Facebook during the last 30 days. Furthermore, as of that quarter the social network had 1.12 billion mobile MAU.

Show more +

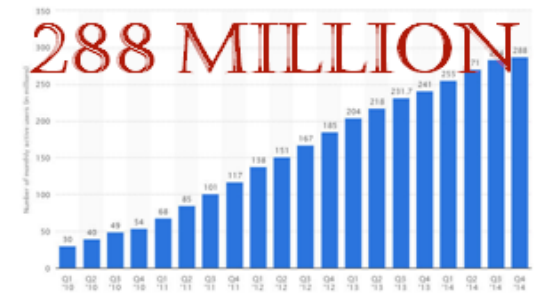


Twitter Worldwide

Number of monthly active Twitter users worldwide from 1st quarter 2010 to 4th quarter 2014 (in millions)

This statistic shows a timeline with the amount of monthly active Twitter users worldwide. As of the fourth quarter of 2014, the microblogging service averaged at 288 million monthly active users. At the beginning of the 2014, Twitter had surpassed 255 MAU per quarter.

Show more +



How Search Engines Work

The most well known **search engine** is now Google. People use Google, or Bing, or Yahoo, to find information online. They all want to provide the best experience for the people searching. That's why they have all gotten more based on personalization and local areas so you can find what you want faster and better.

Check out this [fun explanation from Google on how search works](http://www.google.com/insidesearch/howsearchworks/thestory/) if you want a basic overview.(<http://www.google.com/insidesearch/howsearchworks/thestory/>)

When a person "googles" they are using a **search term to query** the search engine. Search queries range from one word "adoption" to longer, more specific terms "adoption search finding birthmother" to whole phrases or questions, "How to search for your birthmother if you are adopted?"

"Adoption" in this case would be considered a BROAD term and much harder to rank for, where " adoption search finding birthmother" and "How to search

for your birthmother if you are adopted?" would be considered what is called LONG TAIL search terms. Meaning they are much more specific and have less actual searches, but the results will be more specific and terms like this are easier to rank for.

After hitting send, Google takes the query, runs it through its massive data bases and provides the search engine **results**. These results are **ranked** based on the Google algorithm which takes into account many variables, but the final result is that Google has determined which website URLs are the best fit and the most relevant for those particular search terms. The results are displayed in order with the "best" listed first. As most people will not go past the first few results and often do not "scroll down" below the "fold", the higher a website ranks, the better the chances of it being found. In other words, the goal over site should be to rank well- AKA the first to pages of Google search, the top 5 preferably, for key terms.

Basic SERPs - Search Engine Results Pages

Understanding what you are looking at; personalized results and paid PPC advertisements.

The screenshot shows a Google search results page for the query "Adoption Searches". The page displays various search results, including organic listings and paid advertisements. Red arrows and text annotations are overlaid on the page to explain different components:

- PAID PPC Ads:** An arrow points to the top right section of the page, indicating the location of paid search advertisements.
- Personalized results:** An arrow points to the top right section of the page, indicating results tailored to the user's profile.
- NOT personalized:** An arrow points to the top right section of the page, indicating results that are not tailored to the user's profile.
- Actual Search Rankings #1 Nationwide:** An arrow points to the first organic search result, "Adoption Searching - Musings of the Lane", indicating its high ranking.

The search results include various links related to adoption, such as "Adoption Searching - Birth Family Searcher", "Search Adoption Records - 1) Enter someone's name", "Your Adoption Search - Find Birth Mother or Adoptee Fast", "Adoption Searching - Musings of the Lane", "Adoption Registry", "Adoption Search & Reunion - Adoption Records, Registry ...", "Home of The Adoption Database and Adoption Registry", "Free Birth Records Search", "Seeking Biological Parent", "Kids waiting for adoption", "Loving Home for Your Baby", "Unplanned Pregnancy?", "Open Adoption", and "Adoptee Birth Certificate".

How Google Does This?

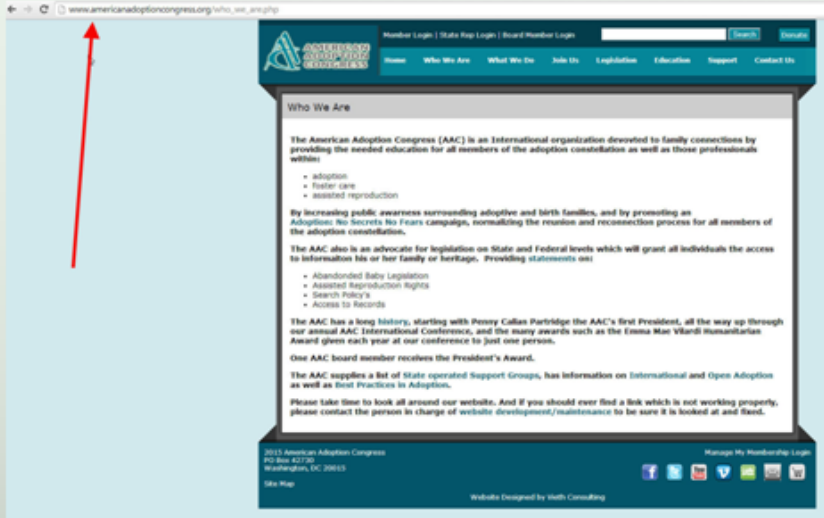
Google, and the other search engines, send out their "**search engine spiders**" to comb through every URL online.

What is a URL?

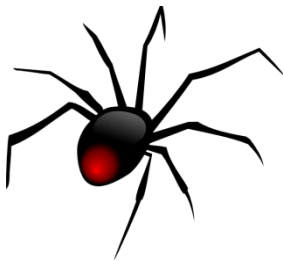
Uniform Resource Locator (URL) and serves as a pointer to where resources are located and the procedure to fetch them. In layman terms, URL is termed as a Web Address.

So a site address might be like the AAC:
<http://www.americanadoptioncongress.org/>

But then EVERY PAGE on there also has its own URL:
http://www.americanadoptioncongress.org/who_we_are.php



The screenshot shows a web browser displaying the American Adoption Congress (AAC) website. A red arrow points from the text 'So a site address might be like the AAC:' to the address bar, which contains the URL 'http://www.americanadoptioncongress.org/who_we_are.php'. The website content includes a navigation menu, a search bar, and a 'Who We Are' section with text about the AAC's mission and history.



The **search engine spiders** that crawl the web go from URL to URL collecting data on what that web page is about. These are robotic programs that check for various aspects of everything online and **index** the information for that particular page. I like to say that the spiders are lazy and stupid; they don't read the whole thing. They have to go very fast, so they just skim a webpage just picking up certain bits of important information. Much of that has to do with content, but

there is also the very important use of keywords, and then how the page code is formatted.



They look at many aspects of a website both visually and in the **coding** of the site including:

- The age of the website
- The size (how many pages) of the website
- The Name of the URL
- The titles of the pages
- The words and how they are used in the copy including placement
- The Images used and how they are named
- The geographical locations
- The numbers and strength of in links

While a website must be appeal to humans (the **user experience**) it also must be appealing to spiders or else the humans won't ever find it! SEO is the practice of

writing, coding and optimizing a website so that it ranks in the search results for the search queries most important to that particular site.

Making a URL optimized for the search engines is really just a process of making sure that all that factors have been used to their fullest capacity. There are many factors that go into it, but the important ones are almost so insanely easy that it's just ludicrous not to do it. I mean, when I see a new website that obviously cost an insane amount of money to develop and the URLs are messed up and there is no copy worth a hill of beans, I see a business that just wasted a ton of money. Who can afford that?

I can help you get the basics of Organic Search Engine Optimization completed so it works and you understand how and why it works so you can keep growing. It's not some big secret and it's not rocket science.

Understanding What the Spiders Like

I could have called this session how to write for spiders.

You DO write for people, but it REALLY really helps to remember the spiders.. Because the spiders get you to the people. We NEED the spiders.

If you learn how to make the spiders happy, then you rank for what you want to rank for. And then MORE people read what you have to say. Or can find what YOU think is important. Or find what they need to find!

They have 3 Trillion pages (separate urls) to go over and they don't have time to waste. They skim though EVERY URL so they can index it. SEO is just making their job easier.

So Spiders look at all this-



- The name of the URL (www.adoptionbirthmother.com)
- The titles of the pages Birthmothers; Dealing with a Life of Grief
- The words and how they are used in the copy including placement; H-tags, sub titles.
- The images used and how they are named, any other media such as video,
- Out-going links; links to other sites and inlinks - links within the website.

What the spiders see is this; source code (Right click on any webpage and hit "view as source")

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 birthmother

<h2>Dealing with Birthmother Grief the Only Way I Know How</h2>

<p>This blog is mostly about living as a birthmother because since November 18th, 1987, that has been the only way I have left to live. That's the day I signed the relinquishment papers in some dark office in Newton, MA and there has never been a way to get back to the life that could have been. I gave away my baby to people I had never met and then tried to go on living my life as the agency and everyone else expected me to. It didn't work.</p>

<h2>Adoption Affects Birthmothers for a Lifetime</h2>

<p>So, more than 23 years later: adoption is a huge force on my life affect me and my whole family every single day. I have choice anymore. I can't go back and change it, so I blog. Chances are, if you have found your way here to this blog, you are needing to know what it means to live the life of a sibling of, are married to, in a relationship with, researching on, or</p>

<h2>becomehow interested in one or all of the above.</h2>

<p>That's good. Because most things I write about are related to adoptive rights in some way, shape or form. I'm definitely a adoptive rights blogger.</p>

<h2>No Escape from the Birthmother Club</h2>

<p>I think the most important thing to know about living the life of a birthmother is that it is never over. It comes in and settles on our skins and we can never wash it out. Forever stained and continuously affected in ways we never dreamed. And no one can tell us how it feels, or prepare us for what it feels. There are so many things birthmothers never knew about being a birthmother until after I let adoption into my life and then it was too late.</p>

<h2>What Adoption Experts Told Me to Expect Was Wrong.</h2>

<p>We can't get over it.</p>

<p>We don't always go on to have other children when we are adoptive rights ready.</p>

<h2>It didn't get easier as time went on.</h2>

<p>The sense of peace actual erodes if you are lucky enough to buy into</p>

<p>It for a while.</p>

<p>Our children were not always better off.</p>

<p>Reunion isn't always a perfect happy ending.</p>

<p>The years are gone forever.</p>

<p>We are hurt. We are sad. And it won't go away but only changes through time.</p>

<p>And you ask yourself adoptive rights What is wrong with me?</p>

<p>It's not you.</p>

<h2>Adoption Doesn't Play Out the Way the Professionals Told Us</h2>

<p>How you are feeling is normal and you are not alone. Because so many of us feel this way. And if you don't, well then god bless you and I mean that in the purest of ways. God bless that you have somehow managed to avoid the pitfalls that comes with many lives of birthmothers: the loss, the loss, the unavoidable sadness around your child's birthday and adoptive rights holidays</p>

<p>If you're not in the same reality I am, then who am I to push it? But for so many of us, I think we have to face the fact that the birthmothers rules that were provided to us was a bunch of untried hopeful theories based on now debunked beliefs regarding the human psyche.</p>

<p>Please know, again, you are not alone. There are many of us out there and many, most of us, feel this way. If you are looking for additional support, there are many adoptive rights adoption support networks, groups, and pages on Facebook.</p>

<h2>Adoption Relinquishment = Trauma = Unresolved Grief</h2>

<p>I think I write about adoption so I don't have to feel it. I hate feeling it close within my own life. Sometimes, I'll be listening to someone else's adoptive rights adoption story</p>

<p>I will think adoptive rights How horrible. How can they live with that in their lives? and for a second I will forget. And then it hits me and I know that I don't have to image how that person feels affects by adoption.</p>

<p>I know because I live it too. And I hate that about my life.</p>

<p>For non birthparents, the closest way I can describe it is this: When I watched the towers fall on 9-11, I know I shared with millions of fellow human beings the shock and horror of that day. As the day went from bad to worse to unbelievable, we collectively thought adoptive rights how can this be happening? No, this isn't true!</p>

<p>And if though hope and desire alone, we could have made it stop, we would have; but we could only watch helplessly as the tragedy unfolded. That's the feeling I get when I allow myself to actually feel the deep loss that accompanies the reality of placing my son to adoption.</p>

<p>While I will always miss the sight of the Twin Towers in the New York skyline, I can only drum up a pale vestige of the complete physical revulsion and horror that accompanied that fateful day. Even when I watch the news footage. But, when I think about adoptive rights adoption, I could be 19 years old all over again and sitting in that hospital rocking chair getting ready for that last goodbye all over again.</p>

<p>And so I blog about being a adoptive rights birthmother: instead of feeling that pain alone.</p>

<p>I share it with you.</p>

<h2>More Stories About Life as a Birthmother</h2>

<p>Below are all the post generally about life as a birth mother. I have also broken things down to help if you are looking for something particular.</p>

<p>Adoption Knowledge and Birthmothers Denial</p>

Keywords and Keyword Research

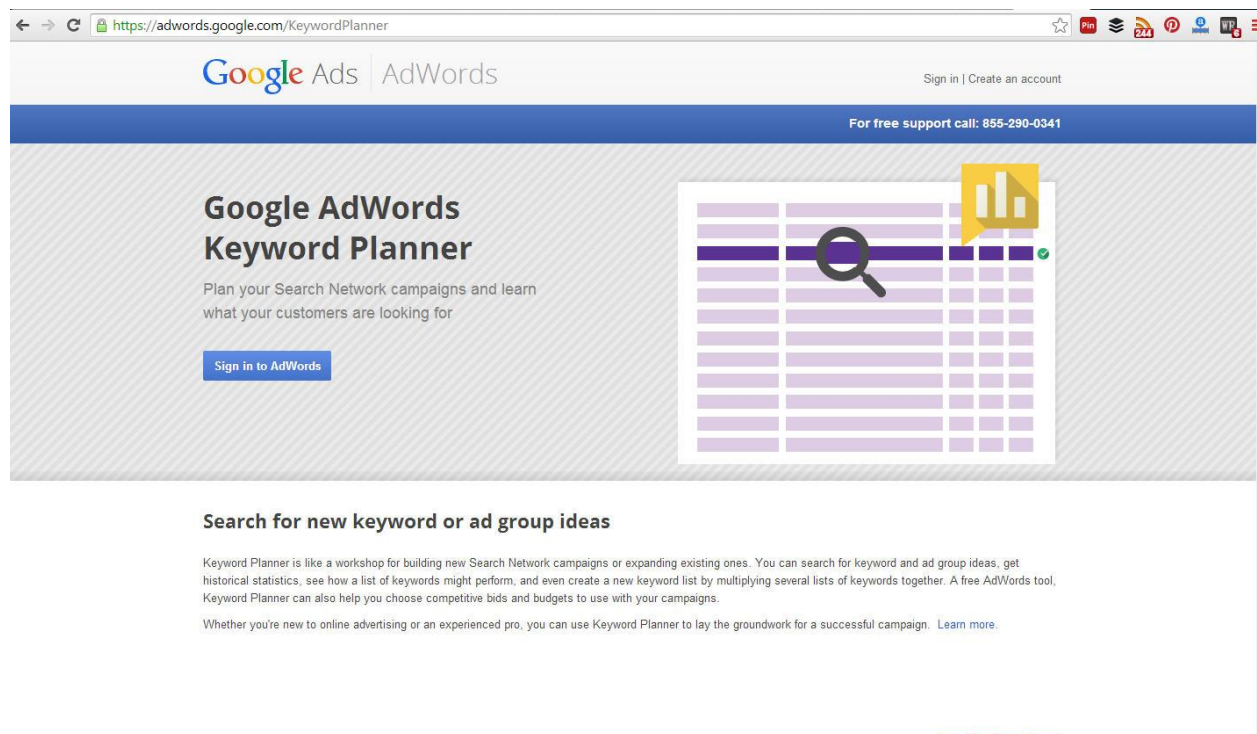
Keywords and Search Queries

A very important part of making a website SEO friendly is to understand what terms people are searching for. This is called **keyword research** and uses the collective data bases from the search engines to look into the actual words that people have used in search.

Keyword research is very important for anything that is placed online.

Google has a tool for that! The Google Keyword Planner.

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



Now you do need a Google account – no big deal if you have gmail. ALL people *should* have a Google account! Then you make an Adwords account to access the planner. Mine is not hooked up for actual ads, but gives me access to the tool, so just go through the process.

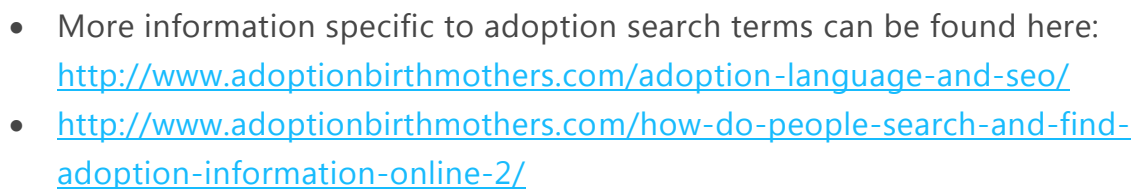
(on a side notes IF you have a **501c3 organization** THEN you can **FREE** Ads paid for - [Google Grants for 501c3](#) and THEN this becomes even MORE important)

In simple terms, you need to know what people search for when they are looking for something somewhat relevant to what you have offered on your website. Let me repeat, it's important to KNOW what terms, not guess or think you know. Google knows and Google will tell us. That's why we need keyword research.

Let me make it really simple.

Maybe you sell a product called red widgets. Everyone in the industry you are in calls the same product widgets too. But maybe your potential customers call them doo-hickies, because that's just what people call them. They don't know that the industry term is for widgets. So we put your word Widgets into the Google keyword tool and Google tell us that 200 people search for Widgets, but 2000 search for doo-hickies. Oh, and the widget searches, we can guess, are probably all your

Or Adoption Example; the Use of the Word Birthmother



So if we ask Google WHAT people search for by putting in all the possible "mom terms". Shown here:

- birthmother
- birth mother
- first mother

- natural mother
- bio mother
- biological mother
- lost mother
- mother in exile
- exiled mother
- relinquishing mother
- mother who relinquished to adoption
- birth mom
- birthmom
- tummy mommy
- first mother

We get a massive amount of results... which when downloaded to CVS looks like this.- but not all that information is really needed by us for what we need to do:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Ad Group	Keyword	Keyword	Currency	Segment	Avg. Mont	Competiti	Suggestec	Impr. Shar	Estimated	Estimated	Estimated	Estimated	Estimated	Estimated	Average P
2	My Keyword Ideas biological mother	Broad	USD			320	0.25	0.22 --		0.14	29.29	0.11	0.50%	0.75	1.7	
3	My Keyword Ideas birth mother	Broad	USD			390	0.48	2.41 --		2.43	1876.02	1.39	0.10%	0.57	1.57	
4	My Keyword Ideas lost mother	Broad	USD			70	0.01	0 --		0	1.05	0	0.00%		2.17	
5	My Keyword Ideas birth mom	Broad	USD			140	0.27	1.6 --		0.13	92.06	0.06	0.10%	0.47	1.51	
6	My Keyword Ideas natural mother	Broad	USD			70	0.07	0 --		0	0.88	0	0.00%		1.2	
7	My Keyword Ideas first mother	Broad	USD			50	0	0 --		0	0.53	0	0.00%		1	
8	My Keyword Ideas birthmom	Broad	USD			50	0.01	0 --		0	0.18	0	0.00%		1	
9	My Keyword Ideas bio mother	Broad	USD			10	0.31	0 --		0	0	0				
10	My Keyword Ideas tummy mommy	Broad	USD			10	0.12	0 --		0	0	0				
11	My Keyword Ideas mother who relinquished to	Broad	USD			0	0	0 --		0	0	0				
12	My Keyword Ideas exiled mother	Broad	USD			0	0	0 --		0	0	0				
13	My Keyword Ideas relinquishing mother	Broad	USD			0	0	0 --		0	0	0				
14	My Keyword Ideas mother in exile	Broad	USD			0	0	0 --		0	0	0				

I removed the unnecessary info so we can see clearly...

	A	B	C	D
1	Keyword	Avg. Monthly	Competition	Suggested bid
2	birth mother	390	0.48	2.41
3	biological mother	320	0.25	0.22
4	birthmother	210	0.21	5.93
5	birth mom	140	0.27	1.6
6	lost mother	70	0.01	0
7	natural mother	70	0.07	0
8	first mother	50	0	0
9	birthmom	50	0.01	0
10	bio mother	10	0.31	0
11	tummy mommy	10	0.12	0
12	mother who relinquished to adoption	0	0	0
13	exiled mother	0	0	0
14	relinquishing mother	0	0	0
15	mother in exile	0	0	0

AVG MONTHLY; is the actual numbers of people that have searched for a term in the last 30 days. 390 folks searched for "birth mother", 320 used "biological mother" and 201 used "birthmother" while only 50 search for the preferred HAL term "first mother".

COMPETITION; which means the total urls out there in percentage that Google sees as relevant for this term. Less than 1% is good. It tells us that there is not a lot of other pages out there.

And the "**SUGGESTED BID**" has to do with the COST of running an AD about any term. We don't DO that, but it helps to show you what PAID ADVERTISERS (AKA the agencies) will PAY for an add targeting that term.. So what OTHERS see as valuable.

Birth Mother separately is MORE searched and Google does see it as a relevant term now (it used to be more about birth and mothers in general.. so the good news here is that Google is changing based on what we are using.)

In adoption we DO have it fairly easy.. Our Keywords are logical and we tend to use

them a lot naturally.

However, because I do this stuff in my sleep (I'm not joking I actually have dreamed in code and about links) and it CAN be confusing at first, I have created a [MASTER LIST OF ADOPTION KEYWORDS](#)

Now, this is a massive spread sheet on Google Docs. General Adoption terms are broken up by sheets.. so there are searching terms and OBC issues terms and international terms etc. And then each sheet is broken down by groupings. AND then each grouping is arranged so the MOST search for term is at the top.

However some are repeated and some of the more "general" ones have nice bits in it, so look around. Get to know your keywords and which ones are most searched for.

You can, as long as they are ON TOPIC for what you are writing and RELVANT to each other, make ones form different sheets and different groupings etc. mix and match. You can also COMBINE them... for instance adoption, being a huge broad term, will get lots of searches, but not much chances of any of us ranking decently for it. BUT of you add that to " Grief stages" which has almost 3000 searches then you might get searches form both BUT you also might very well get the first page of Google for "adoption grief stages"!

And if you need something that isn't there and need help, please feel free to ask me.

So Much to Learn from Internet Search Keywords

Quality keyword research also gives you a deeper insight into your industry or into the minds of the customers you want to reach. People literally use Google to answer their questions and help them solve their problems. I often will do quick keyword research to see what terms I might be missing or to look for things that people are searching for and need.

Keywords are more than just for meta tags, they help us know what to write, how to develop content and what words to use. With keyword research you get to see other areas to organically expand into. You can find untapped markets and communities

that you didn't even know existed. Keywords can help you set up your website structure. Keyword research can provide blog topics or even suggest new product lines. Keywords provide a map, a path, a guide to where you want to be. It can become the foundation of your entire internet marketing campaign and help you plan effectively for now and the future. You get to know what your customers want and how they are searching for you so you can provide them what they need, when they need it.

Google give back results for the last 30 days.

Choosing and Applying The Keyword Research

The ideal behind keyword research is to find the best terms that have the highest number of search queries, but the lower level of competition while still staying relevant to the nature of the website.

Choosing the best keywords for your site is more than just selecting the most popular keywords. It's a process of finding a wide range of relevant keyword terms and phrases that are both the most searched terms and have lower competition values. Sometimes it's combining very granular niche research with strong popular terms, sometimes keyword selection is combining the most searched for words with words that have strong search rankings for you already. It's both analytical and creative, it's a science and an art.

Long tail vs Short Tail Keywords

"Long Tail Keywords" is an SEO industry term that basically means using a bunch of words together to rank and control a very specific target. .

Take this example: if you're a company that sells classic furniture, the chances are that your pages are never going to appear near the top of an organic search for "furniture" because there's too much competition (this is particularly true if you're a smaller company or a startup blog or site). But if you specialize in, say, contemporary art-deco furniture, then keywords like "contemporary Art Deco-influenced semi-circle lounge" are going to reliably find those consumers looking for exactly that product.

Or in our world, Adoption would be a very broad "head term". But "Finding my son given up for adoption" would [be a long tail](#). While not nearly as many folks will

search for it, IF you had a "how to search post" and specifically talked about the terms (and had the page optimized) then you could rank higher for that term.. where generic "adoption" you'd be on like page 13 if you were lucky!

A website built to have a strong keyword structure will perform better in the long run. However, any website can benefit from keyword research and [onsite website optimization](#). In fact, pretty much anything that is produced to be online including press release, blog posts, articles, or even social media campaigns can benefit from keyword research.

Then the keyword results are grouped according to the SE spiders preferences and applied to the website. While there are general search terms for the whole site, the SE spiders comb EVERY url, so separate pages can rank independently for separate terms. This allows a website to rank higher for a broader expanse and connect with more consumers.

Think of a website like a house where the goal is to get as many people as possible to come in. While the front door of the house is the home page, with a website it's not so much which door people enter in, but that they get in! It doesn't matter how they get there. Every page URL that has its own ranking becomes another doorway for people to find and enter so in this case people can enter by landing on the adoption search page or the adoption reunion story depending on what they were looking for.

Every post, page, or piece of copy going out online should be researched and optimized so it performs better and does its job.

Understanding What the Spiders Like

Overall components of what works

URLs with keywords in them! When you BUY a domain name, PLEASE think about keywords! Don't get artsy, be creative, but you want the domain name to reflect the general overall topic of your site or target audience.

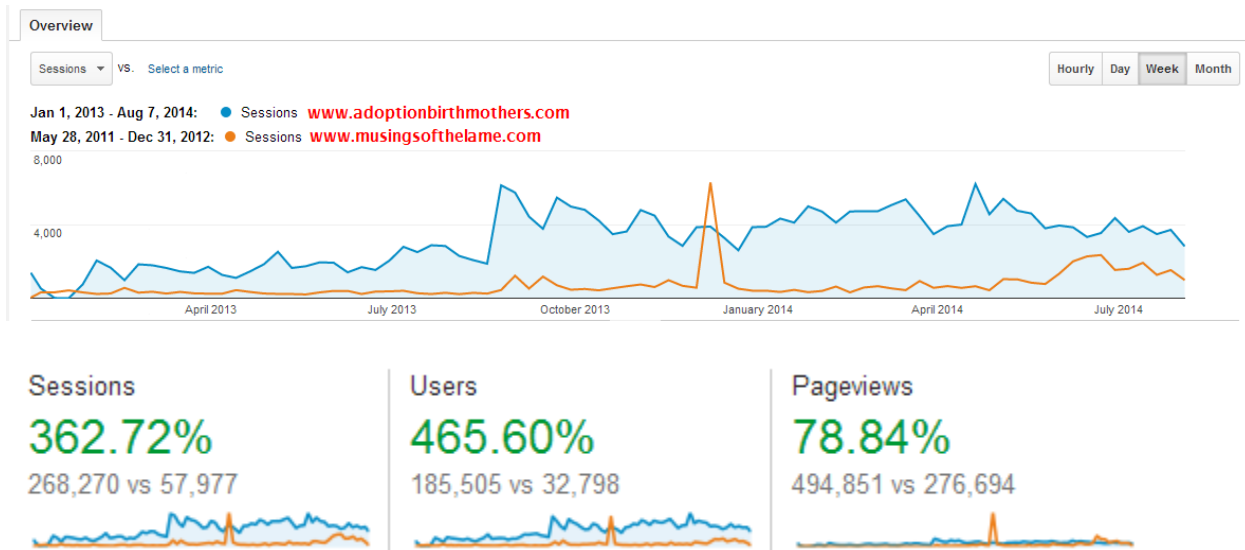
[Musings of the lame vs Adoptionbirthmothers example](#)

I picked the name "Musings of the Lame" for my site WAY before I knew SEO. And when I learned the power of SEO I realized what a HORRIBLE URL it is.

It says NOTHING about adoption. No one searches for the name unless they are looking for it.

QUICK TEST: if you do NOT show up at all when SEARCHING FOR THE NAME OF THE SITE (or business) then you have BIG problems. A site should ALWAYS be the #1 listing if you Google the name of the business or site url.

But, a NAME search only works if people KNOW to LOOK FOR YOUR NAME! Now I have had name recognition for the site name (MOTL orange graph line below) but look at how much MORE traffic came in after change the main URL where the site "lives" to adoptionbirthmothers. HUGE increases and that is because people are finding posts and their way to the site based on other relevant searches that are ranked well.



Get a Domain name that works for you. Buy a few if you must. Refer to keywords. It is OK to have the "name" of you site or blog be more or different than the URL. Like MY site is still called Musings of the Lane. I still own the URL Musingsofthelame.com and that redirects (parks) to the main blog homepage part of the site. BUT everything LIVES on Adoptinbirthmothers.com and so I get the "Google credit" for the keywords Adoption AND birthmothers. When in doubt, buy extra URLs. (get .com. .org, etc. if you can afford it!) Can't REALLY have too many.

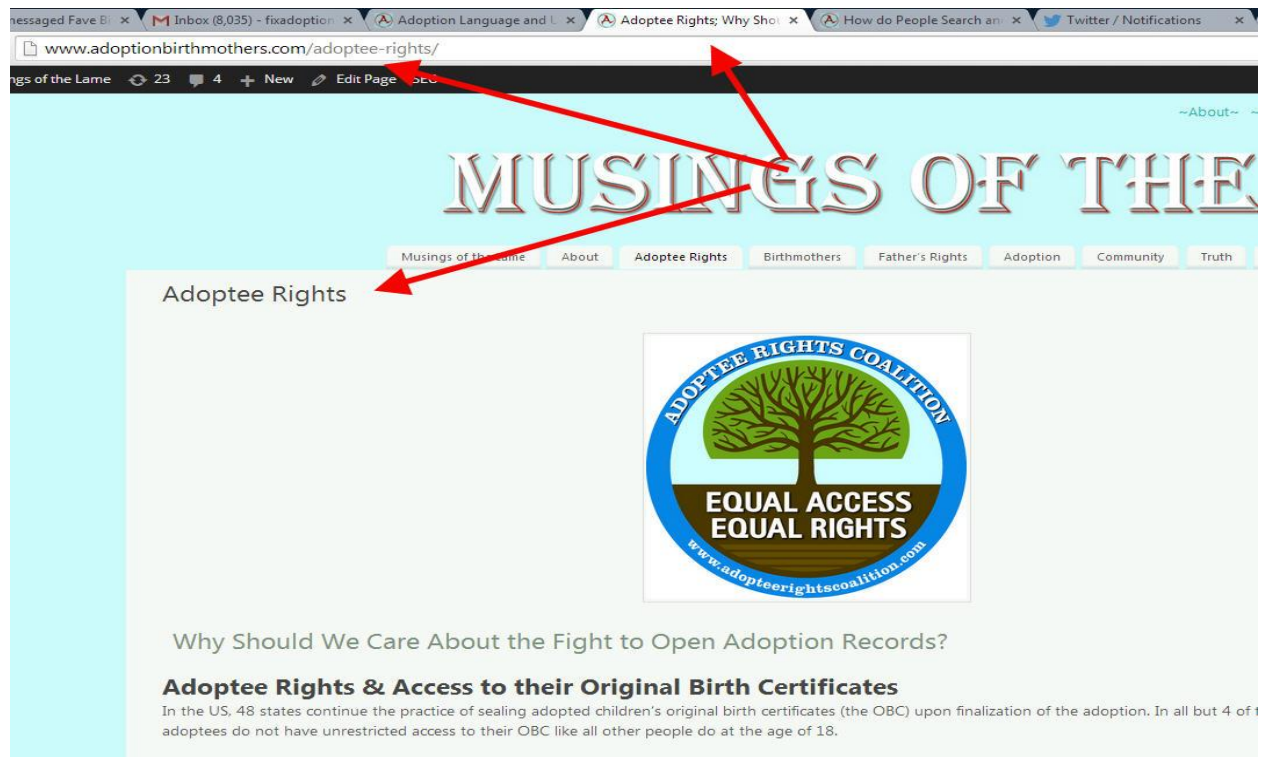
QUICK TIP: I self host on WordPress and really for the most part that is the BEST way to go. I use BlueHost (<http://www.bluehost.com/>) for all the sites I build. And if a site has already bought the domain name from someplace like Go Daddy (Everyone uses GoDaddy) then I transfer them over to BlueHost. It makes it easier. So if you are self hosting, just make a BlueHost account and buy the domain name there. BlueHost is cheaper and has better support and protection than Go Daddy. Hosting your own site is only about \$70 a year. And you can install WordPress in minutes.

Page or Post Titles

The Page title shows up in the URL, on the tab, and the first "headline" of most sites (if set up properly) The Title will be one of the main ways that people find your posts to read.

Use keywords as first words. For example, the TX Access site will do best to title stuff with: Adoptee Rights, Texas, Birth Certificates in the title, *even if repetitive*. Though it is misleading, the words "adoption records" have good search numbers. I use "free adoption records" a lot!

If you are writing about "long term outcomes of adoption grief" don't call it something like "Lost in the Midst of Shame"; call it **Long Term Outcomes of Adoption Grief**.



Page Titles show up in the search results; again in the URL and also on the actual "link" name.

Google search results for "adoptee rights". The search bar shows "adoptee rights" and the results are filtered by "Web". The search results show about 534,000 results in 0.31 seconds.

Adoptee Rights Coalition
www.adopteerightscoalition.com/ ▾
Head Count for **Adoptee Rights** Demonstration Seattle 2015? ... Almost every year, when planning the **Adoptee Rights** Demonstration, the board of directors is ...

Adoptee Rights - Musings of the Lame ← ← ←
www.adoptionbirthmothers.com/adoptee-rights/ ▾
Why Should We Care About the Fight to Open Adoption Records? **Adoptee Rights** & Access to their Original Birth Certificates In the US, 48 states continue the ...

Bastard Nation | The Adoptee Rights Organization
www.bastards.org/ ▾
The Basic Bastard The basics of **Adoptee Rights** Activism. Read it to know the issues and the arguments. Influencing Legislation A primer on getting the word out ...

Adoptee Rights | Facebook
<https://www.facebook.com/AdopteeRightsCoalition> ▾
Adoptee Rights 4536 likes · 674 talking about this. <http://adopteerightscoalition.com>
Supporting legislation that will give all adopted adults...

Adoptee Rights - American Adoption Congress
www.americanadoptioncongress.org/adoptee_rights.php ▾
Adoptee Rights. The Adoptees Bill of Rights Author Unknown. We have the right to dignity and respect. We have the right to know we are adopted. We have the ...

Adoptees' Rights - The Seeker
www.the-seeker.com/Adoptees.htm ▾
Operation "Miracle on 34th Street" a/k/a/ **Adoptees' Rights**. Do you think adoptees have a "right" to their original birth certificates? If you stumbled on this page by ...

Most sites page titles are set to be formatted as H1 tags per site design (At least they should be in HTML code). In general, it's the title of the page or post...

Post / Page Title in WordPress

Musings of the Lane 24 4 + New View Post SEO

Dashboard
All in One SEO
WPMU DEV
Posts
Posts
New
Categories
s
CalPress Events
Media
Links
Forms 1
Pages
Comments 4
MK Slider
Wikis
TablePress
Appearance
Interactive Maps
Plugins 15
Users
Tools
Settings
Multi Importer
Ninja Popups
BWS Plugins
Custom 404 Opt.
Facebook All
TS Custom

Edit Post Add New

Opening Ohio- March 20th is Almost Here!

Permalink: <https://www.adoptionbirthparents.com/opening-ohio-m...is-almost-here/> Edit View Post Get Shortlink

Add Media Add Form


B I ABC [icons]
Font Family Font Sizes Heading 2 [icons]

Ohio Adoptee's Original Birth Certificates are Soon Accessible

WHEN: Thursday, March 19
6:30 to 9:30 pm
NEW LOCATION: Crowne Plaza Ballroom, 33 Nationwide Blvd., Columbus, Ohio

APPLY FOR YOUR OBC!
In person on Friday, March 20
Meet at Drury Inn to walk to the Office of Vital Statistics
(located at 225 Neilston Street, Columbus)
7:30 am
Online: <http://www.odh.ohio.gov/vitalstatistics/legalinfo/adoption.aspx>

Adoption Law Celebration Event
1:00 - 2:00 pm
Riffe Center, 31st Floor







h2
Wed, 19 Mar 2019

Title: Page Post Tile

Edit the URL to remove all stop words and tighten up url.


















Post / Page Title in WordPress

 Blogger View blog

+Claudia  12  

Adoptee Rights C... · Post Head Count for Adoptee Rights Demonstration Seattle 2015? Update Revert to draft Preview Close

ComposeHTML

    Normal             

If we have it, will you come?

Friends in Adoption & Adoptee Rights Supporters,

Almost every year, when planning the Adoptee Rights Demonstration, the board of directors is faced with the question of whether or not we can commit to organizing the protest. Being a small grassroots organization, factors such as finances and volunteer time commitments play a huge part. The purpose of the protest was always to call attention to our efforts to educate the many state legislators inside the NCSL Annual Summit exhibit hall, yet we know the demonstration itself is such a very empowering and community building event for all. Since 2008 when the first demonstration was held, the annual gathering of the ARC family has been an important part of many lives. We know it was disappointing that there was not a protest in 2104.

We are facing that question again right now in regards to the 2015 Adoptee Rights Demonstration.

Promosed 2015 Adontee Rights Demonstration Dates

Post settings

Labels

2015 Adoptee Rights Day, adoptee rights demonstration, ARC mailing list

Published on

3/12/15, 8:44 PM
Eastern Daylight Time

Links

Permalink ?

<http://www.adopteerightscoalition.com/2015/03/head-count-for-adoptee-rights.html>

Title Link ?

Enclosure Links ?

Add link

Add mime type

[Add another enclosure link](#)

[Complaints](#)

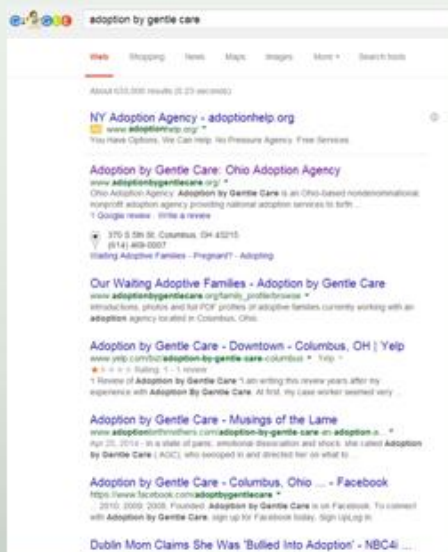
Title: Page Post Tile

Edit the PERMALINK URL to remove all stop words and tighten up url.

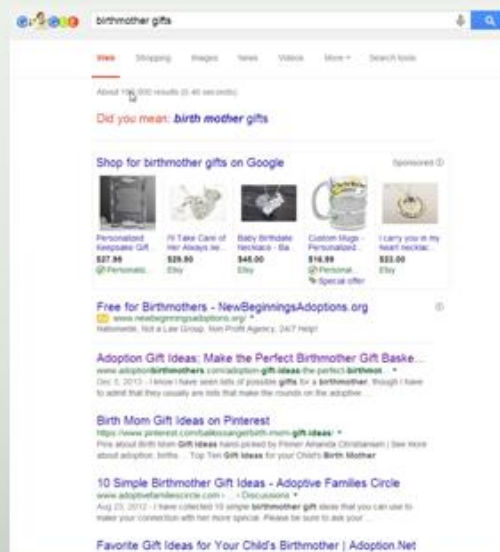
IMPORTANT NOTE: you can use page titles to really target the long tail specific words.. especially if they are not really huge search terms.

Targeting with Titles

Adoption by Gentle Care



Birthmother Gift Baskets



Using Sub-headers and more h tags (h2, h3, h4, etc)

Really, the sub headers just are bigger visual words that introduce topics and break up the content. Magazines tend to use them in larger articles. Think of it like "chapters" for a post?

The Birth Fathers Rights in Adoption Relinquishment



A Father's Rights to Custody; Thwarted, Ignored, Legally Denied, and Unjustly Steamrolled

It might seem that a father should have a natural right to parent his own child, but sadly, when adoption enters the picture, the rights of the birthfather are often nonexistent. We were able to see just how horrible the system was as the baby Veronica Rose Brown case flooded the media this past year, but as I [kept](#) on saying over and over again, the story of Dusten Brown's fight to be able to parent his daughter is not an isolated case or an exception, but all too often, the rule.

A father's right to the custody of his own flesh and blood is something most easily and legally forgotten when the [birthmother](#) of the child has "chosen" relinquishment for the baby. Worse, yet, the laws are stacked up against him and the legal battles that go with his desire to parent often take years and thousands of dollars in legal fees.

[Learn how to Protect your Rights as Father Now!](#)

Legal Adoption Practices That Thwart Father's Rights to Their Children

There are standard practices in the adoption process that are used every day in the United States that basically screw over a father's right to his own child. I will be expanding on them as time goes on, but for now typical practices employed by the [adoption industry](#) to ignore father's rights include:

The "Unknown Father" and the Practice of Leaving the Biological Father's Name off the Birth Certificate;

Adoption agencies will instruct prospective birthmothers to leave off the father's names and site them as "unknown" on the original birth certificate. It removed the legal necessity of informing a particular father of his rights before the child is relinquished. This adoption practice goes hand and hand with the next part of the adoption process

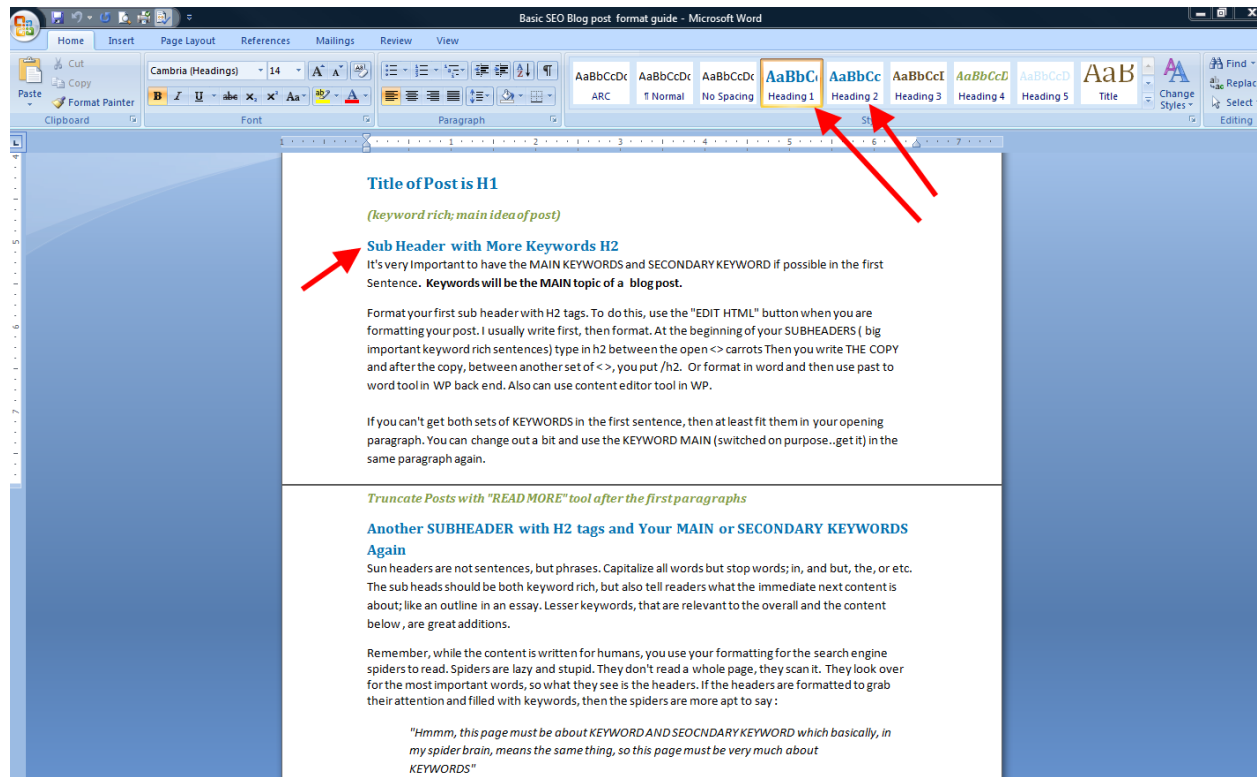
Terminating a Father's Parental Rights (TPR) though notice in the legal section of the classifieds:

An "unknown" father is then, "notified" by a listing in the legal section of a "local" newspaper. Of course, the chances of a father reading the legal notices looking for the names of women he slept with and might possibly be pregnant is small. This possibility of this is further reduced by posting the legal notice in a paper where the father does no longer reside. Of interest to note is that the birthmother of the child is usually named in the legal listing which makes the concept of "birthmother privacy" completely moot.

Now most of the time, if the mother is married to the father, then his parental rights are much more protected. However, if the father is NOT married to the mother of the child, then he is considered a **putative father**.

It's really just a way of learning a new writing style. Just as when you were in high school and learned that your teacher will give you a better grade if you ALWAYS write with an introduction, three paragraphs of supporting content and end with a conclusion. Or like writing for journalism; Who, What, Where, When, Why. For writing online, think keywords and sub headers for the spiders.

I can't NOT write like this anymore. I do all my writing in word and then format there.





Then all the proper formatting moves including the **H-tags** is already there.

Add New Post

This Is My Post Title With Main Keywords in It H1 TAGS

Permalink: <http://www.adoptionbirthmothers.com/this-is-my-pos...keywords-in-it/> [Edit](#) [View Post](#)

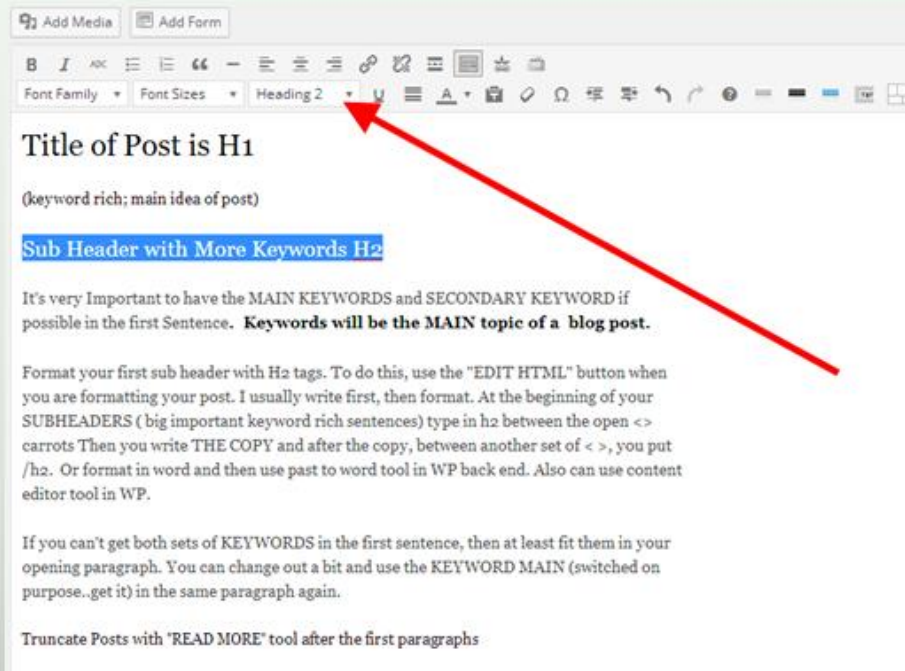
 Add Media

 Add Form

B *I* ABC                                                            

Adding Htags in Word Press

<H2> on WordPress



The screenshot shows the WordPress Gutenberg editor interface. At the top, there are buttons for 'Add Media' and 'Add Form'. Below these is a toolbar with various formatting options. The 'Heading 2' button, represented by an 'H2' icon, is highlighted with a red arrow. The main content area shows a post titled 'Title of Post is H1' with a subtitle '(keyword rich; main idea of post)'. Below the subtitle is a sub-header 'Sub Header with More Keywords H2' which is highlighted in blue. The main body of the post contains several paragraphs of text, including instructions on how to format sub-headers with H2 tags and how to truncate posts with a 'READ MORE' link.

Font Family Font Sizes Heading 2

Title of Post is H1

(keyword rich; main idea of post)

Sub Header with More Keywords H2

It's very Important to have the MAIN KEYWORDS and SECONDARY KEYWORD if possible in the first Sentence. **Keywords will be the MAIN topic of a blog post.**

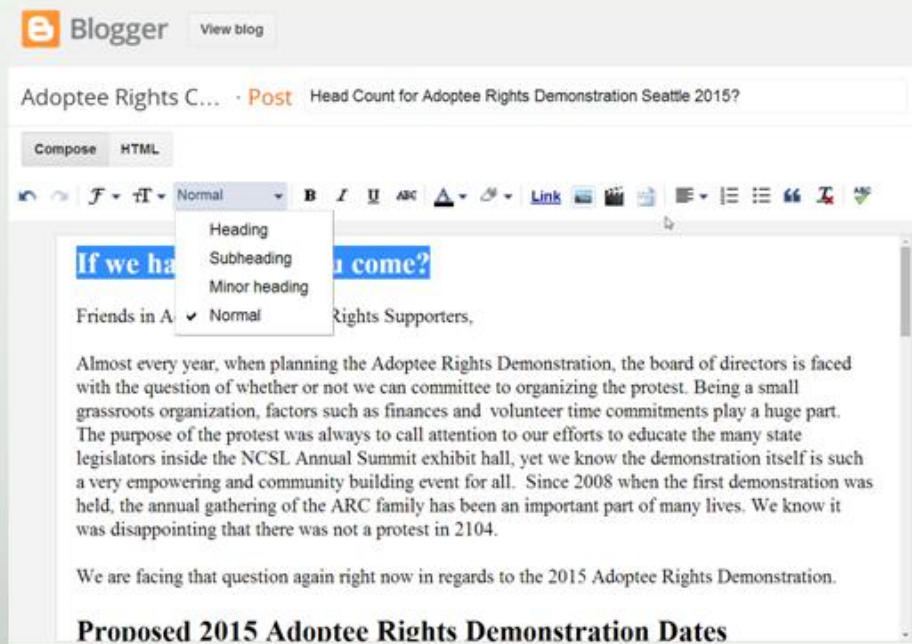
Format your first sub header with H2 tags. To do this, use the "EDIT HTML" button when you are formatting your post. I usually write first, then format. At the beginning of your SUBHEADERS (big important keyword rich sentences) type in h2 between the open <> carrots Then you write THE COPY and after the copy, between another set of < >, you put /h2. Or format in word and then use past to word tool in WP back end. Also can use content editor tool in WP.

If you can't get both sets of KEYWORDS in the first sentence, then at least fit them in your opening paragraph. You can change out a bit and use the KEYWORD MAIN (switched on purpose..get it) in the same paragraph again.

Truncate Posts with 'READ MORE' tool after the first paragraphs

Adding Htags in Blogger

<H2> on Blogger



For both it's a matter of highlighting the words would want to be a sub header and then telling the site how to format them so it looks like this:

Headers and Subheaders <H2>

<h1>Title of Post is H1 </h1>

<h4>(keyword rich;main idea of post)</h4>

<h2>Sub Header with More Keywords H2</h2>

It's very Important to have the MAIN KEYWORDS and SECONDARY KEYWORD if possible in the first Sentence. Keywords will be the MAIN topic of a blog post.

Format your first sub header with H2 tags.To do this, use the "EDIT HTML" button when you are formatting your post.I usually write first,then format.At the beginning of your SUBHEADERS (big important keyword rich sentences) type in h2 between the open <> carrots Then you write THE COPY and after the copy,between another set of <>, you put /h2. Or format in word and then use past to word tool in WP back end.Also can use content editor tool in WP.

If you can't get both sets of KEYWORDS in the first sentence,then at least fit them in your opening paragraph.You can change out a bit and use the KEYWORD MAIN (switched on purpose..get it) in the same paragraph again.

▶ <h4>Truncate Posts with "READ MORE" tool after the first paragraphs</h4>

<h2>Another SUBHEADER with H2 tags and Your MAIN or SECONDARY

So if you wanted to go into the ACTUAL HTML code area of a site, you could hand code by putting <h2> BEFORE WORDS And then finishing with </h2> after.

While I know the HTML can look really scary, it's actually GOOD to at least feel Ok about checking that read area.

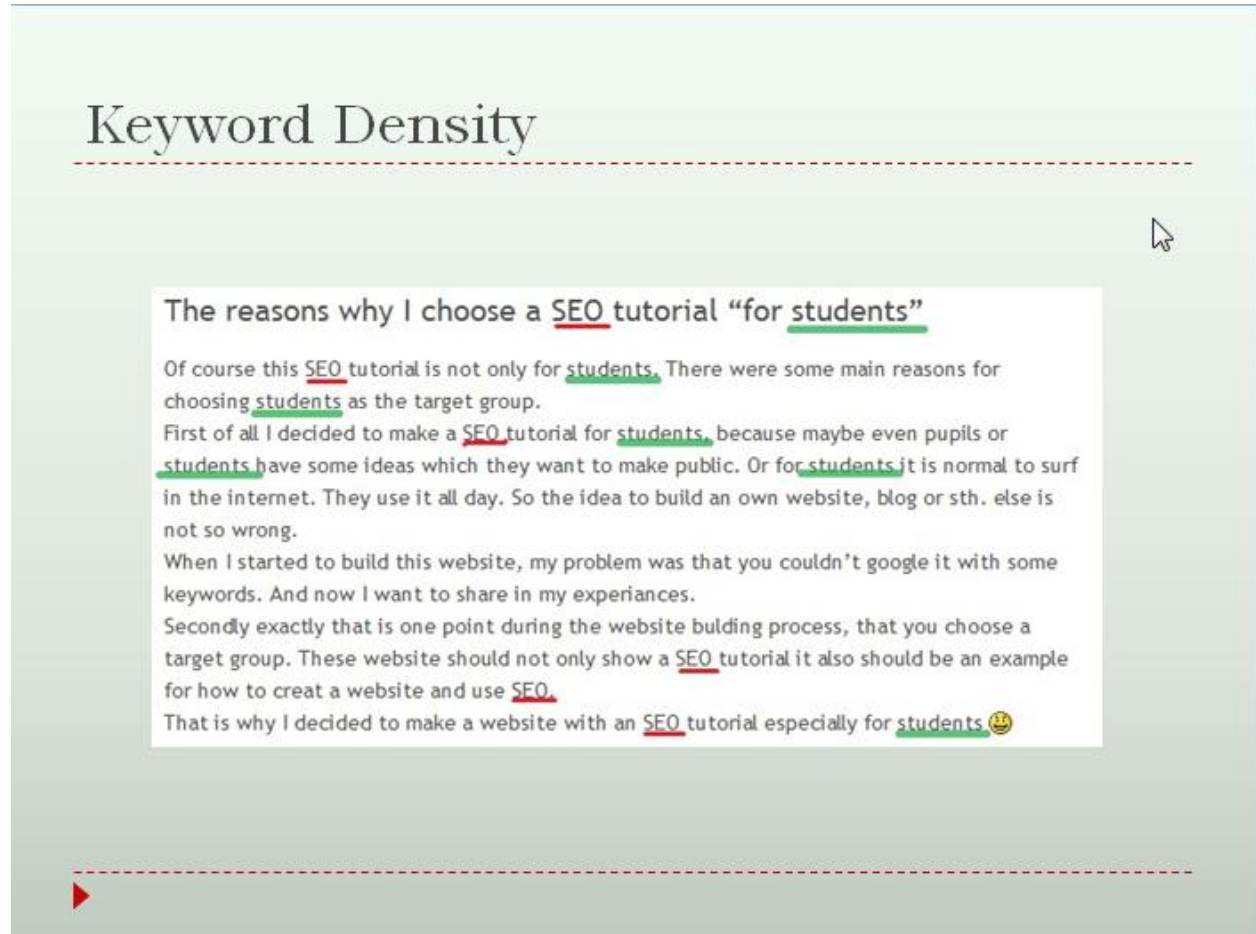
Often we MUST go into the HTML areas to add code for things like embedding video's from YouTube, or petitions sites, or fundraisers, or polls, or even Facebook pages. It also can help to check out the HTML areas if your formatting is acting all weird like when you just cannot get a font size to work. Frequently things contained inside <div> tags can be just deleted to clean things up!

Writing Content with Keywords

Now once you have your list of about 10 relevant and search for keywords, or even just a main topic, you will want to use them as much as possible when writing as long as it sounds natural and makes sense. One can get VERY technical and say use

the strongest keywords most and especially in the first paragraph and the conclusion. Then the lesser, or supporting, keywords can be used through the post as well.

Keyword Density



The reasons why I choose a SEO tutorial “for students”

Of course this SEO tutorial is not only for students. There were some main reasons for choosing students as the target group.

First of all I decided to make a SEO tutorial for students, because maybe even pupils or students have some ideas which they want to make public. Or for students it is normal to surf in the internet. They use it all day. So the idea to build an own website, blog or sth. else is not so wrong.

When I started to build this website, my problem was that you couldn't google it with some keywords. And now I want to share in my experiances.

Secondly exactly that is one point during the website bulding process, that you choose a target group. These website should not only show a SEO tutorial it also should be an example for how to creat a website and use SEO.

That is why I decided to make a website with an SEO tutorial especially for students. 😊

For Content:

Stay to ONE main topic.

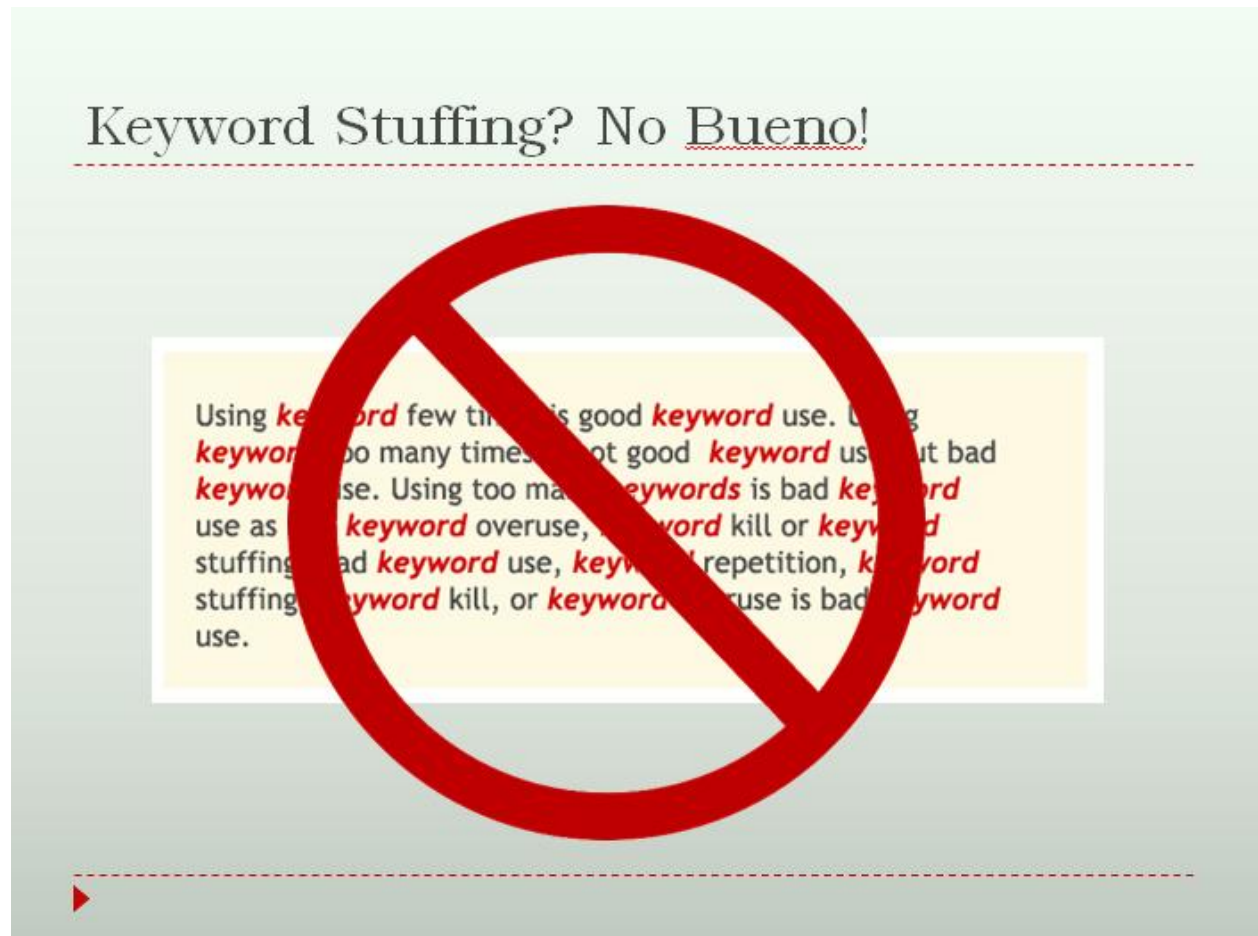
More is better. Under 500 words doesn't really make Google happy. SEO is the enemy of clean editing and tight phrases. Go wordy. Repeat yourself!

Pronouns are NOT our friends. Go back and edit your writing. Look for stuff like "The Primal Wound can affect *them*...." Them who? Adoptees? Then use that. "The Primal Wound can affect *adoptees*" Go for the proper noun, but temper that by making sure it still sounds normal and natural for people.

Another good guide is here: <http://www.business2community.com/seo/top-20-fundamentals-great-seo-content-writing-2014-0777898> Note the stats on longer

content. Now write some more. *And yes, use keywords.* They say that where doesn't matter as much anymore, but still just like English class, keeping you introduction and conclusion about your topic.. which is keyword based is good.

But you CAN over do it.



Writing It All Out

This is a link to a blog post template with tricks and tips and formatted for **H-tags**.

<http://www.adoptionbirthmothers.com/wp-content/uploads/2015/03/Basic-SEO-Blog-post-format-guide.pdf>

Keep in mind:

- **Re-write duplicate/missing titles**; Each page should have a unique title. The most effective page titles are about 65 characters long, including spaces. Keep your titles concise and make sure they contain your best keywords.

- **Revise meta descriptions;** Meta descriptions are useful because they often dictate how your pages are shown in search results: For optimum effectiveness, meta descriptions should be about 150 characters long. Your meta descriptions should be concise and contain your best keywords. Make sure each page of your website has its own meta description.
- **Add more content;** Though there's no ideal word count for a page, consider adding more content if your current page word count is below 200 words. This will get you more "space" for your mid-and long-tail keywords.
- **Diversify text-only content;** Use images to diversify your page content and get traffic from Google image search, mind ALT texts on your images.
- **Insert keywords in document names** (.pdf, .doc, .ppt, etc.) Use your main keywords while naming the documents available for download on your website.
- **Decrease the number of outgoing links (homepage) (less than 100)..** so watch things like "blogrolls" or resource pages that just are out bound links. Having too many links on your pages may cause your website to appear as a link farm or a spam site and can potentially hurt your sites SEO. Try to moderate outgoing linking to 100 links (100 is literally INSANE.. I like to keep it under a dozen) per page or fewer; link to relevant pages that are of value for your visitors.
- **Keyword-rich anchors for internal links;** add keywords to your internal links; remember that a strong keyword-rich internal link structure adds up to your website relevance and can positively influence your search rankings.
- **Optimize your landing pages;** Select landing pages, the pages you are going to optimize in the first place: For each of your landing pages assign 1-3keywords Do not assign too many keywords for a single page, as the more focused your landing pages are, the better.
- **Also pay special attention to:** keyword use in page titles, meta descriptions, H-tag headings, link anchors, ALT attributes, text paragraphs.

And if you follow all the tips.....you will do more than 80% of websites on the web and will be seen. If more and more of us actually did this and did this together, as one as we rise one by one to the top, we pull each other up.

Image Naming

This is just a good habit to get into. ESPECIALLY for Adoptee search photos and things of that nature!

Image Naming

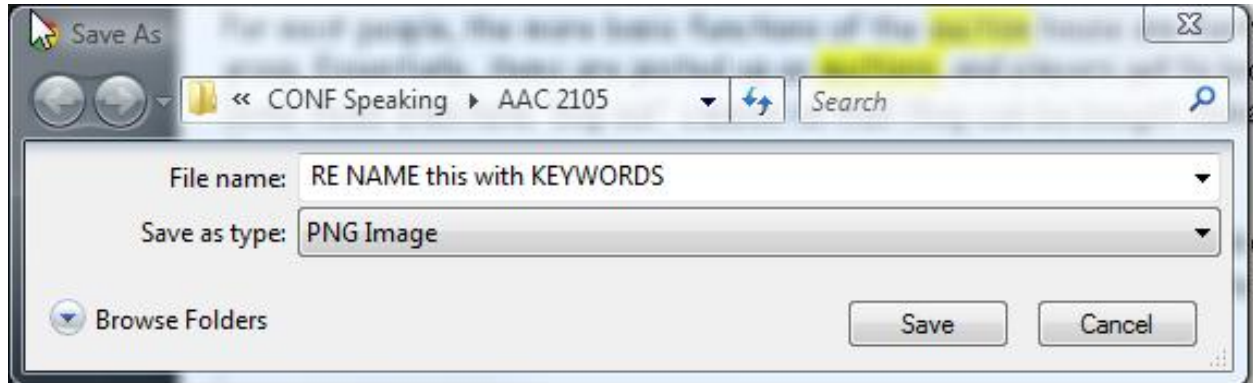


When you SAVE a image to your computer, **rename it** with what it is as best possible. Like if one was actually saving an adoptee search photo: **MAKE SURE YOU HAVE YOUR CONTACT INFO ON THE IMAGE!** The idea is that you want the picture to be spread all over, right? And that means that there is a chance that the picture will take on a life of its own and travel wildly; so what good is a image that is not longer connected to you?

Please see this link [for complete information regarding naming and tricks for adoption searches on social media.](http://www.adoptionbirthmothers.com/how-to-use-social-media-for-an-adoption-search/)

<http://www.adoptionbirthmothers.com/how-to-use-social-media-for-an-adoption-search/>

On the same note, name the actual IMAGE FILE with the sex-birthdates-location. Google will often index photos and they will be available on their own in image searches and so if that happens, you want the image to show up if someone is searching. So before you upload the image ANYWHERE, on your COMPUTER right click and hit "rename" and call your image something like "female-adoptee- 4-24-68-NY-searching". Use dashes for spaces because that is what Google reads dashes as. Then no matter where you image goes, it will be searchable under that.



If you are writing a post about say " Parenting as an Adoptee" and you save a photo that was called "mother-child-BW-getzz348" for the image, rename it as "adoptee learning to parent" or something relevant to the topic and hopefully based on keywords!

ALT Tags!! Don't forget alternate text! You can still go in and edit older blog posts and pages and optimize the images. It's a good way to practice SEO basics. Think about your post content, what the main topics is, what would a person search for to find that content and then rename the images. It's also a ADA compliant best practice of website design.

Image Details

Caption

Alternative Text

DISPLAY SETTINGS

Align

Size

Link To

ADVANCED OPTIONS ▲

Image Title Attribute

Image CSS Class

☐ Open link in a new window/tab

Link Rel

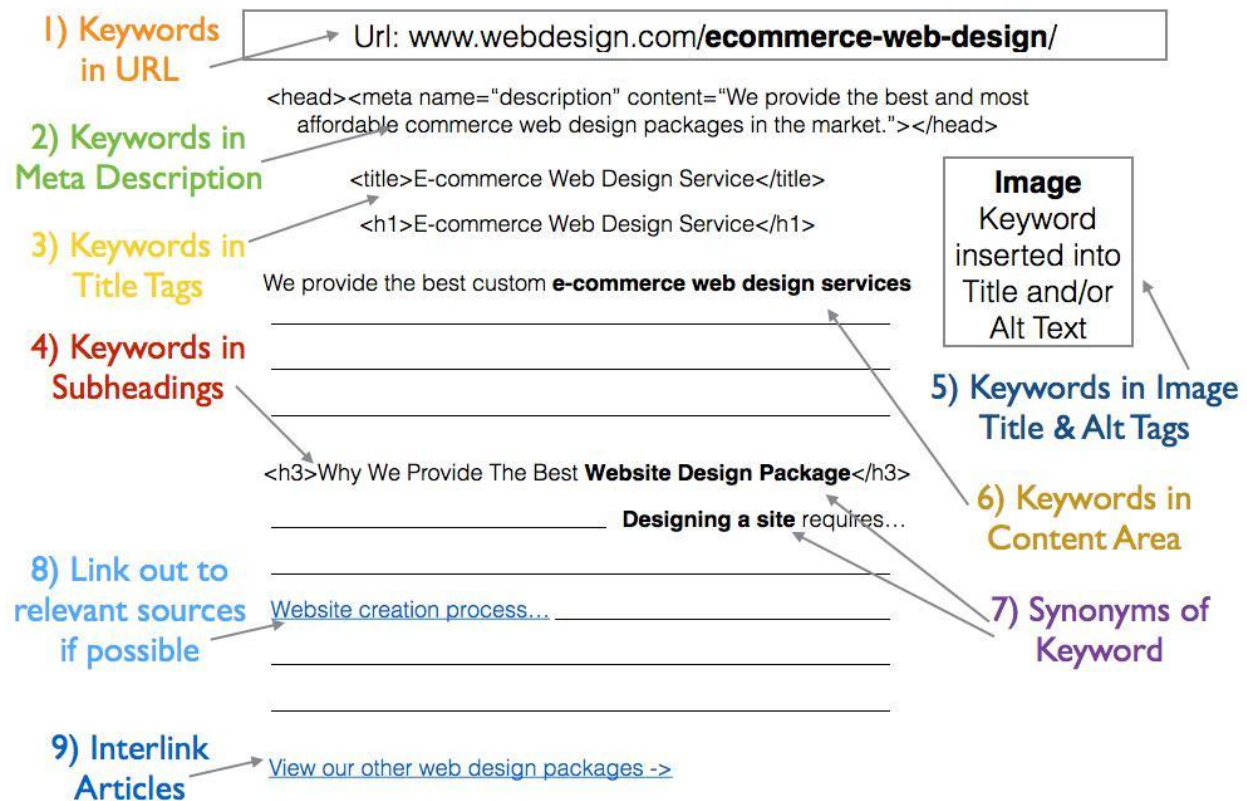
Link CSS Class



Edit Original

Replace

Quick Check List Reminder of Onsite SEO



Linking with a Purpose

The other aspect that is very influential in search engine rankings are the numbers of links built TO a website. The spiders follow hyperlinks online to other websites and both the number and the nature of those in links are applied to the Search engine rankings. The idea behind this is that IF a website is considered valuable and informative to Google users, then it is linked to. If a website is not useful, it won't be linked to as often. It has been said that links are the currency of the internet.

Think of it like every URL you create has, say, 10 "points" of "link juice" (yes that is a real geek term.. link juice) So every time you link OUT to another site or post, you are giving that other site one "point." If that URL gets ..Oh I don't know.. 15 "points" from other sites then they might rise up another ranking.

An Example of "Proper" Linking

My link on the page below says: [Click here for Opening Day Celebration information from Adoption Network Cleveland.](#)

It does NOT go to the ANC homepage but the EXACT page there.

<http://www.adoptionnetwork.org/opening-day.aspx>

The screenshot shows the homepage of 'MUSINGS OF THE LAME'. The main navigation bar includes links like 'About', 'Donate', 'Buy', 'Advertise', 'Reach', 'Share', 'Adopting Social', 'Contact', and 'Join'. Below the navigation bar, there's a section titled 'Ohio Adoption Records Law Opening Day Event in Columbus' by admin | January 23, 2015. The post content includes details about the event, such as 'What: Opening Day in Ohio! Adoptees can file for their OBCs!', 'Where: Columbus, Ohio', 'When: March 19 and 20th, 2015', 'Who: Adoption Network Cleveland.', and 'Why: Because they changed the laws! They ROARed!'. A red arrow points to a link that says 'Click here for Opening Day Celebration information form Adoption Network Cleveland.' The link is underlined and highlighted with a red box. Below the link, there's a video player titled 'Walking Through Ohio's New Adoption Records Law'. On the right side of the page, there's a search bar, a 'DONATE to TRUTH' button, a 'Join the Adoption Army' button, and a section titled 'WATCH: Four Birthmothers for Mothers' with a video player. Below that, there's a 'Popular Posts' section with links like 'Anti-Adoption isn't a Bad Thing', 'This IS Adoption Happily Ever After', and 'Things I Wish I Knew Before Adoption'.

An Example of "NOT Proper" Linking

NEVER EVER EVER!!!! For more information and to read more, click [here](#).

Unless you do NOT like the site or you don't want to help them. Like adoption agencies.

The Importance of Linking

INLINKS

- ▶ Allows users to navigate a website.
- ▶ Helps establish information hierarchy for the given website.
- ▶ Spreads link juice (ranking power) around websites.

OUTLINK

- ▶ Makes Your Site a More Valuable, Scalable Resource
- ▶ Search Engines Likely Reward the Behavior Algorithmically
- ▶ Linking Out Encourages Positive Participation & Contribution



INlinks (interlinks, internal links, on-site linking) are links from WITHIN your site that go to other PAGE or Posts WITHIN your site. Inbound links can open in SAME window.

OUTlinks (outgoing links, external links) are links from WITHIN your site going to OTHER places outside your URL. OUTGOING get opened in new window ALWAYS as you are sending people away, off your site. So if they open in a new window, they still have your page open, too.

BACKlinks are links where OTHER sites link TO your URLS from their sites. Hopefully, they are NOT using "click here".

HyperLinking

Hot link, hyper link, keyword rich link.. All the same. You want words to be clickable and take you someplace else.

On most sites and programs, you highlight the words you want to be clickable and then look for the linkie tool.

EDIT POST

NEW


Ohio Adoption Records Law Opening Day Event in Columbus

Permalink: <http://www.adoptionbirthmothers.com/ohio-adoption-...nt-in-columbus/> [Edit](#) [View Post](#) [Get Shortlink](#)

[Add Media](#) [Add Form](#)

B *I* ABC

Font Family Font Sizes Paragraph



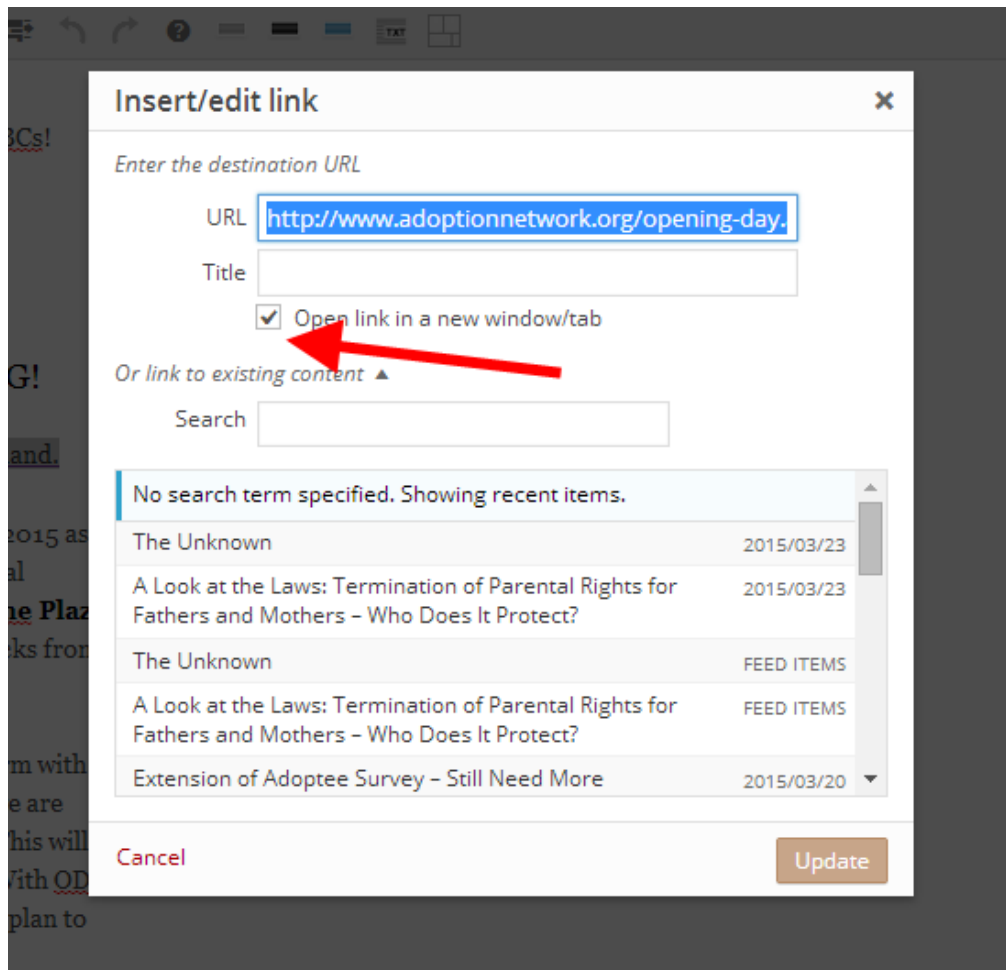
- What: Opening Day in Ohio! Adoptees can file for their OBCs!
- Where: Columbus, Ohio
- When: March 19 and 20th, 2015
- Who: Adoption Network Cleveland.
- Why: Because they changed the laws! They ROARed!

BE A PART OF HISTORY IN THE MAKING!

[Click here for Opening Day Celebration information form Adoption Network Cleveland.](#)

Adoption Network Cleveland is hosting a celebration Thursday evening March 19, 2015 as part of "Opening Day" – when 1964-1996 Ohio adoptees can first apply for their vital statistics records. We reserved a block of rooms at the **NEW LOCATION: Crowne Plaza Ballroom, 33 Nationwide Blvd., Columbus, Ohio** (which is just several blocks from Vital Statistics). There will be celebrations on Friday March 20 as well.

The Ohio Department of Health has agreed to share the adoptee records request form with us at the close of business Thursday March 19! This means that at the celebration we are holding adoptees can fill out their forms together and we'll have notaries on hand. This will help everything go smoothly to hand in forms the next morning at Vital Statistics. With ODH we are planning a ceremony for mid-day on the 20th. Details available soon. Please plan to join us if you can!



Again, outgoing links get opened in a new window, incoming links don't have to be.

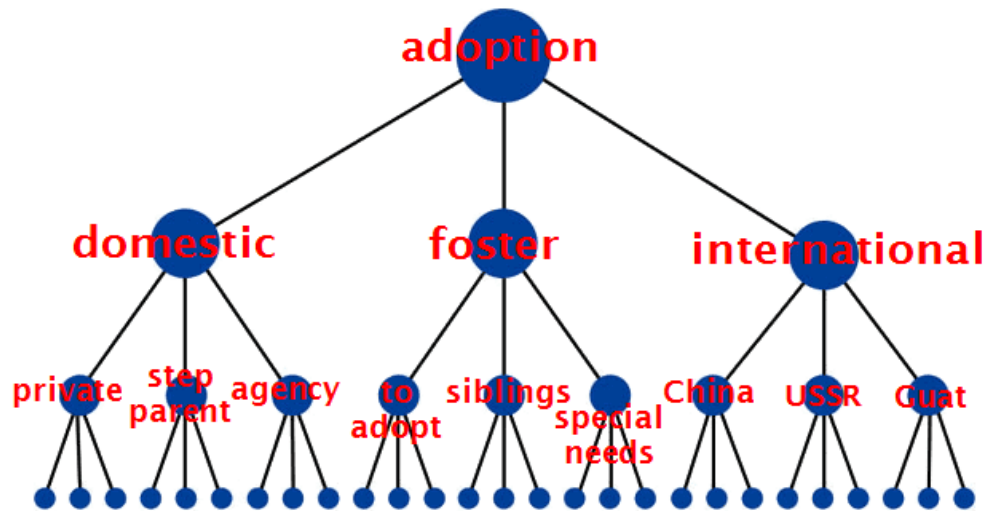
Internal Linking Structures

When linking WITHIN your site be logical and base your structure on keywords if you can.

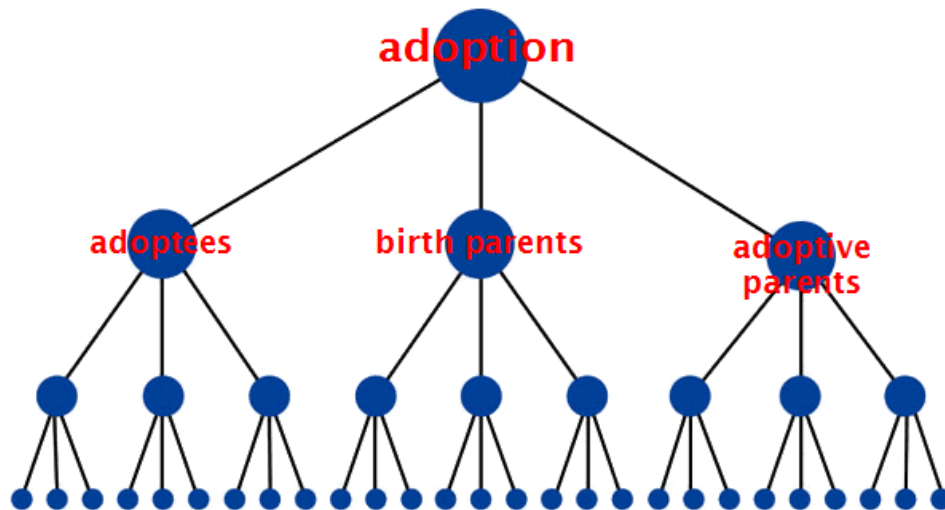
Think about how people will find the information, but also try to go from bigger broader terms, to more specific terms, to very granular and targeted ones. Like the roots of a tree. Branch out to more details.

In some ways adoption is almost easy because there are so many aspects to split things up and categorize them in different ways but with some consistency; the fancy SEO word for this is "SILOS."

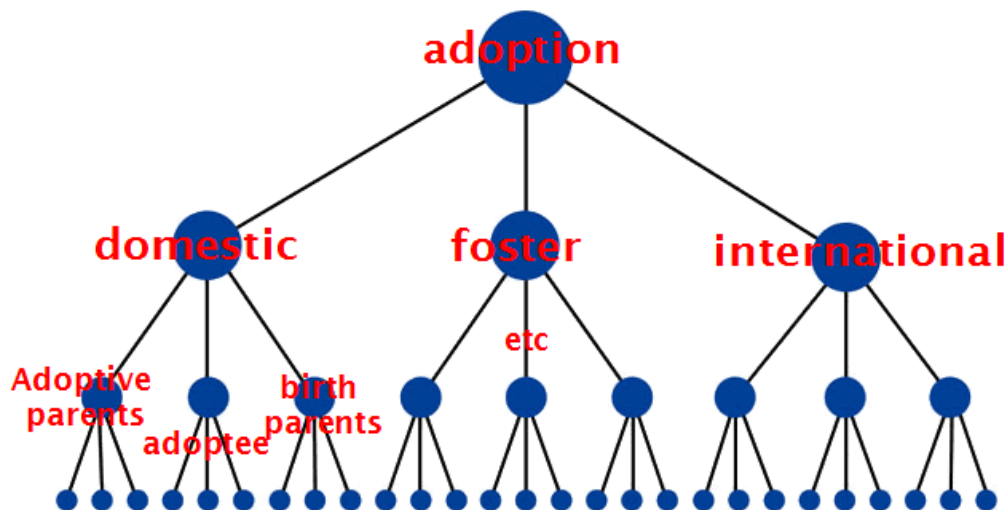
The optimal structure for a website would look similar to a pyramid (where the big dot on the top is homepage):



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The optimal structure for a website would look similar to a pyramid (where the big dot on the top is homepage):



If you blog, **CATEGORIES** are good choices to help you organize for the upper level structures. Think of your Categories as your site's navigation/information architecture. They help define relevancy for the search engines and assist in the right people finding you. This allows your readers to choose posts to read based on the main topics.

In Word Press, "**Tags**" or in blogger "**labels**" are good to use for lower level structural terms. Tag achieve pages often rank high on Google and better than post pages, but you want them to be distinct. A good way to decide if you need to add a new tag is to think if you will ever write about this same topic again. If it's a repeat topic that people might search for, based on common sense, then add it. If you will never write about this again, then don't. Words like " life" or "funny" are useless, so don't bother.

The exception is proper names of things; tagging a post with a person's name, or a known location IF it is something people search for (so judge their fame.)

Like say you want to focus on Adoption Corruption.

Your URL could be www.ExposingAdoptionCorruption.com. Then you could have three main "pages" that show up on your sites main menu along with About and Contact, etc.- Domestic adoption, international adoption, adoption from foster care. Then you could further break that down and write about scams and abuses cases in

domestic adoption situations where the legal attorneys are pulling a fast one, or an agency is doing something wrong, or parents who wrong the adoptee. Then under the Legal heading, you have a sub category of recommended adoption attorneys who fight for justice and then another where bad behavior is exposed. This is a situation where you could use tags as names of repeat offenders or cases? Perhaps even geographic location which would make sense as internal adoption is also a main category.

One of the cardinal rules in linking is **relevancy**. While all links have value, a link has MORE value if it is coming from another good trusted high ranking site and is on topic with the connecting URL. So while it's great to have an adoption site link to another adoption site, it's better if an adoption site publishes a post of reunion rejection and links to another site's post about reunion rejection. Or a rejection story or book.

So even on your own site, having the "adoptee" posts all headed under the Adoptee category mostly, will benefit the rankings. The idea being that a "keyword silo" helps funnel the link juice from a relevant page to another relevant page.

Linking from Other Places

If I am making a link to my site from someplace else or TO another site on mine, then I try to use keywords in the link. If I am not sure what the intended keywords of the other page is, I use the title.

So, when in doubt, go for the title of a post to use as anchor text. Like the page below, that I call "Adoption Laws by State". That's perfect as the words to make clickable.

Linking from Other Places



This is code:

```
<a href="http://www.adoptionbirthmothers.com/adoption-truth/adoption-facts-faqs/adoption-laws-by-state/">Adoption laws by state </a>
```

You can OFTEN add the **href code** to COMMENTS or if they have it available, use the linking tool.

BACK Linking FROM Other Places

Like if I wanted to make a comment, and insert a hyperlink to a site I would type this:

```
<a href="http://www.URL.com">KEYWORDS</a>
```

and it would look like this.

Like if I wanted to make a comment, and insert a hyperlink to a site I would type this:
KEYWORDS and it would look like this.



What are Back Links?

Basically, a back link is any website link that links back to your website. When another site links to a page of your content, they are essentially telling Google that they find value on your site. They are also telling their audience that they find value in your site and the link back provided that connection so people can follow the link back to your site. They are GIVING YOU link juice! In a very basic way, back links help build traffic as they are like little road maps that send people to your website. Kind of like road maps pointing the way.

Now when a search engine spider, finds a back link and follows it to its source, it **reads** both the anchor text (what words make up the actual hyperlink) of the link and then crawls the page that it was linked to. It is in this way that back links become valuable to a website.

When the spider "reads" the anchor text it says "Hmm.. this website says that this link is about Red Widgets." Then when it follows the link back to the website page

that is also optimized for Red Widgets and says ‘Wow, this URL really IS about Red Widgets” and then goes and send the info to the data bases. Now, if your Red Widget page has lots of eternal links coming in from other sites that use Red Widgets, then Google will be impressed with your sites URL Red Widget knowledge. It’s like each back link is a tiny recommendation and they all can add up to be important in terms of off page SEO. The off page SEO helps strengthen the optimization completed on your website.

I CANNOT STRESS ENOUGH THAT WE NEED TO LINK TO EACH OTHER MORE in ADOPTIONLAND!!!

Organic Link Building and Creating Links

When there is already [keyword research](#) and your [website has a strong SEO foundation](#), then link building should become a matter of practice, but an organic exercise that is almost an arm of your social media activities. It’s all very related. I believe 100% in only manual link building. I would much rather teach someone the basic link building techniques and understanding of back links strategies so you can link build as part of your every day outreach online.

For instance, say keyword research showed us that “Dancing Rubber Chicken Videos” are a hot search term and you happen to sell Rubber Chickens. So we decide that it would be great to make a blog post about all the Dancing Rubber Chicken Video you find. The title of the posts is “Dancing Rubber Chicken Videos” and the post is optimized for Dancing Rubber Chicken Videos because it really is about Dancing Rubber Chicken Videos. So now we have this great blog post and we share it. When we CAN create a anchor text hyperlink, we use Dancing Rubber Chicken Videos as the text that links back to the Dancing Rubber Chicken Videos page. We might talk about commenting on other places that talk about Dancing Rubber Chicken Videos and creating back links form those pages to your Dancing Rubber Chicken Videos post.

So while not everything will be a “do follow” link and not all our efforts will result in links and maybe even some of the page we link to are not “high” Page Ranks for SEO links, but it’s real and natural and you’ll know that every time you see someone or get an alert about Dancing Rubber Chicken Videos that you can comment, and link to your Dancing Rubber Chicken Videos post with Dancing Rubber Chicken

Videos.

HINT: Set up GOOGLE ALERTS (<https://www.google.com/alerts>) for words that are important to your work. Like I get articles from Google every day in "adoption" "adoptees" and "birthmothers." Sometimes I share and sometimes I comment.

So for OUR world, you DO want to think specifics in your linking. If you are writing about international adoption corruption links from OTHER pages talking about international adoption corruption will be more valuable than a link from a page talking about foster care or baby names.

Does it work? Yes. Google "Birthmothers Dealing with Grief".

Social Media Tricks and Etiquette

Facebook

Facebook is a must have for traffic, awareness, and promotions. Your website SHOULD be your main place where you publish ALL your fresh and new content, but then SHARE on social media. Facebook by far the BIGGEST referral.

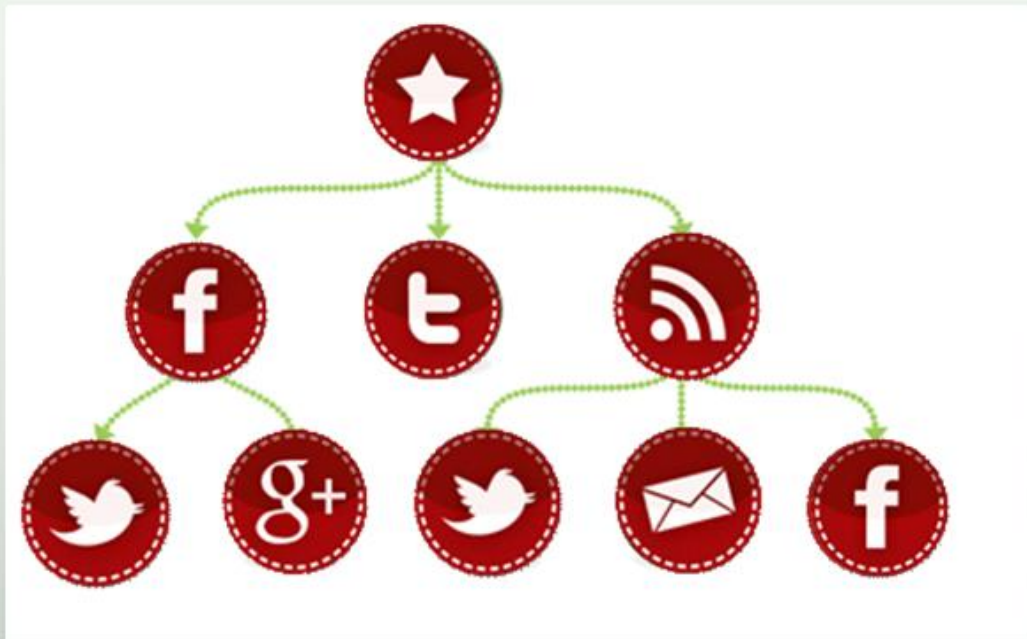
Referral Sources to Websites

	1. m.facebook.com	2,183 (34.71%)	68.30%	1,491 (41.69%)
	2. facebook.com	864 (13.74%)	46.41%	401 (11.21%)
	3. l.facebook.com	814 (12.94%)	50.00%	407 (11.38%)
	4. lm.facebook.com	425 (6.76%)	43.76%	186 (5.20%)
	5. t.co	319 (5.07%)	25.39%	81 (2.27%)
	6. semalt.semalt.com	152 (2.42%)	100.00%	152 (4.25%)
	7. buttons-for-website.com	127 (2.02%)	100.00%	127 (3.55%)
	8. nblio.gs	99 (1.57%)	34.34%	34 (0.95%)
	9. firstmotherforum.com	89 (1.42%)	26.97%	24 (0.67%)
	10. nyadoptionequality.org	71 (1.13%)	53.52%	38 (1.06%)



Now again.. remember that your website is a TOOL, so it helps to think about what JOB you want it to do. Are you trying to share information? Are you collecting emails? And then, use TOOLS to make you website WORK FOR YOU.

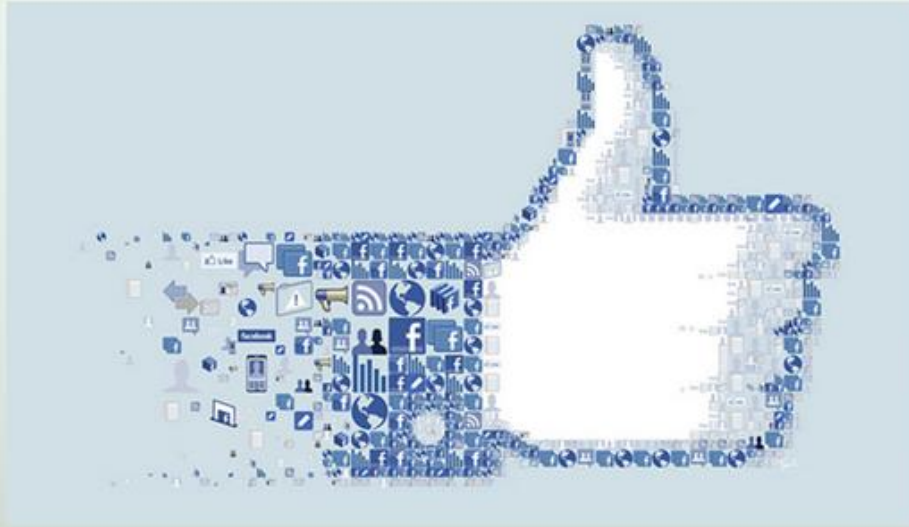
Website / Blog = Home Base



So on MY site (the star) I have post go to FB automatically though Network Blogs (<http://www.networkedblogs.com/>- used to be free, but they have a paid only service now if you are new). My Facebook pages (both MOTL and my profile) automatically TWEET every new post. Then I have a WordPress Plug in that sends new posts to Tumblr by itself. And All the posts go to my RSS feed which also Tweets, and becomes a monthly email news letter (I use MailChimp <http://mailchimp.com/> Free and better than Constant Contact IMO) and that ALSO goes out on Facebook!

[For more ways of how to use FB in conjunction with a blog in regards to Adoption Searches, check this out. http://www.adoptionbirthmothers.com/how-to-use-social-media-for-an-adoption-search/](http://www.adoptionbirthmothers.com/how-to-use-social-media-for-an-adoption-search/)

Making FB Happy



How does Facebook decide what to show in a News Feed? Here are the factors that may determine whether your post shows up or not.

Do this: The algorithm loves ...

- Posts with lots of comments
- Posts with lots of likes
- Post types that users seem to prefer more than others (e.g., photo, video, or status update)
- Posts that reference a trending topic
- Posts that receive a high volume of likes, comments, or shares in a short time
- Link posts

- Videos uploaded to Facebook that receive a large number of views or extended viewing duration
- Posts that tag other pages within the text
- Posts that are liked or commented on by one's friends
- Posts from pages that one interacts with often
- Post types that one interacts with often
- Posts from pages with complete profile information
- Posts from pages where the fan base overlaps with the fan base of other known high-quality pages
- Images and videos that have not previously appeared in the Open Graph
- Links that have not been posted before

Don't do this: The algorithm is not too keen on ...

- Clickbait
- Frequently circulated content and repeated posts
- Like-baiting
- Posts that include spammy links
- Text-only status updates from pages
- Posts that are frequently hidden or reported (a sign of low quality)
- Posts that contain the words "like, comment, or share"
- Posts with unusual engagement patterns (a like-baiting signal)
- Posts that receive negative feedback categorizes as "meme content"
- Posts that are classified as memes by Facebook's visual analysis of overlaid text on image

- Passive fans of a particular Facebook page may see that page's posts bundled together in the News Feed, such that the user would need to click a link to see more from the page.
- Overly promotional content from pages—pushing people to buy an app or service, pushing people to enter a contest or sweepstakes, posts that reuse the same text from ads

Details: How Facebook decides what appears in a News Feed

The total number of comments and likes on a post impact visibility.

The post type—photo, video, or status update—impacts visibility.

*The stories that show in your News Feed are influenced by your connections and activity on Facebook. This helps you to see more stories that interest you from friends you interact with the most. **The number of comments and likes a post receives and what kind of story it is (ex: photo, video, status update) can also make it more likely to appear in your News Feed.***

Posts that reference a trending topic may receive higher visibility.

When a friend or Page you are connected to posts about something that is currently a hot topic of conversation on Facebook, that post is more likely to appear higher up in News Feed, so you can see it sooner.

Trending topics appear in the right sidebar of your Facebook News Feed. For timely posts, Facebook may show a "trending" notification at the top of the post.

The timing of *when* likes, comments, and shares occur on a post impacts visibility.

Currently one of the signals we look at is the total number of likes that a post has received when determining how high up to to show it in News Feed. With this update, we are going to begin looking at when people are choosing to like, comment and share.

Clickbait drives down the visibility of a post.

Facebook will show fewer clickbait posts in the News Feed. A couple of ways they determine clickbait include:

- If a user clicks through to a link and then comes straight back to Facebook
- If a lot of people click on the link, but relatively few people click Like or comment on the story when they return to Facebook

Link posts receive preference over links shared in photo captions or status updates.

The views and viewing duration of videos uploaded to Facebook impact visibility.

This factor does not include videos shared from YouTube, Vimeo, or other sites.

Frequently circulated content and repeated posts are shown less.

Understanding the algorithm: <http://buzzsumo.com/blog/17-expert-tips-on-dealing-with-the-latest-facebook-algorithm-changes/>

More FB tricks: <http://www.convinceandconvert.com/social-media-tools/3-ways-to-fight-facebooks-algorithm-and-customize-your-feed/> and yes, you can Google this stuff all day and read more from the "experts" on how to better use FB.



Facebook

Good habits for Facebook to **HELP** our friends & support important info.

- Comment
 - Like posts
 - Tag people
 - Share posts.. preferable
from the SOURCE
-

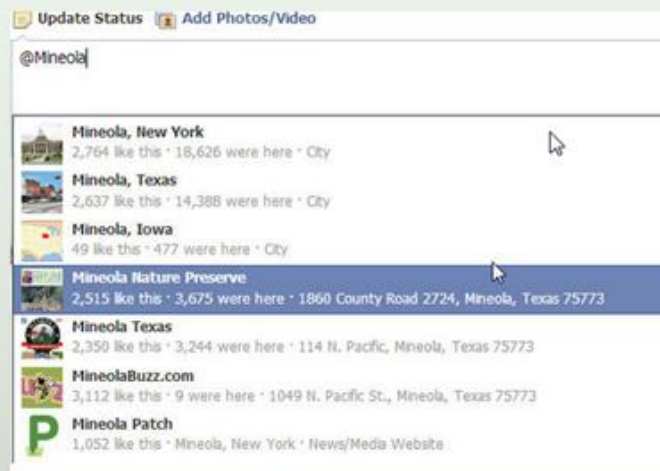




Facebook

More Good habits for Facebook

- Make PAGES
- Use Events
- Invite folks
- Use @tags
- Embed FB
- Comment w/ FB



Also, on FB PAGES you can SCHEDULE posts which is super nice as you don't have to spend the whole day working on updates.

FB Pages CAN Also be embedded in websites like this:

What you can do to help:

- **SUPPORT:** MA with letters to the legislators
- **LIKE:** [OBC for MA – Access Massachusetts](#) and Share their Updates!
- **FOLLOW:** [@OBCforMA on Twitter](#)
- **SIGNUP:** [for the email list](#)

Find us on Facebook



OBC for MA - Access Massachusetts



You like this.



OBC for MA - Access Massachusetts added 2 new photos.

April 5 at 9:04am

Neile Gordon and Etta Lappen Davis, at the Access MA table during the AAC conference, talked about our bills and gathered signed postcards. Thanks to Pam Hasegawa Fine Art Photography!

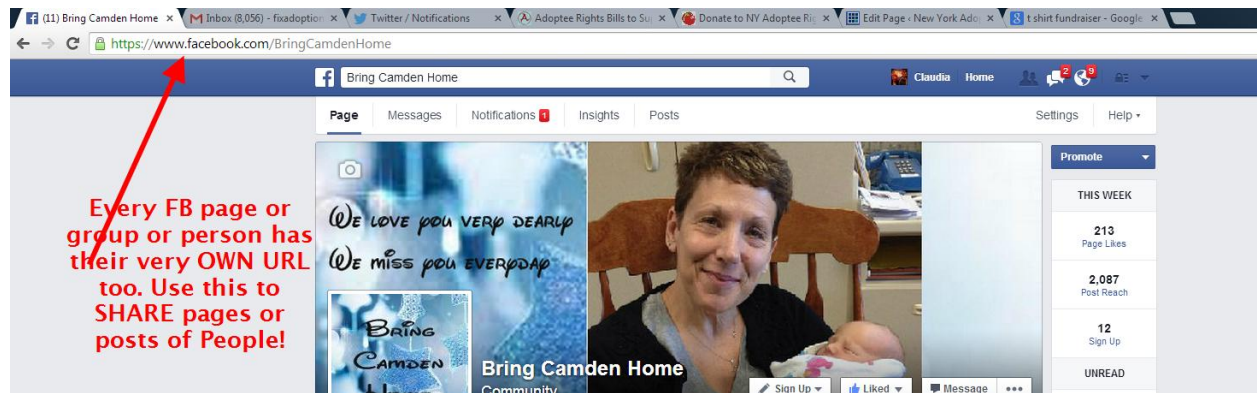


You and 483 others like OBC for MA - Access Massachusetts.

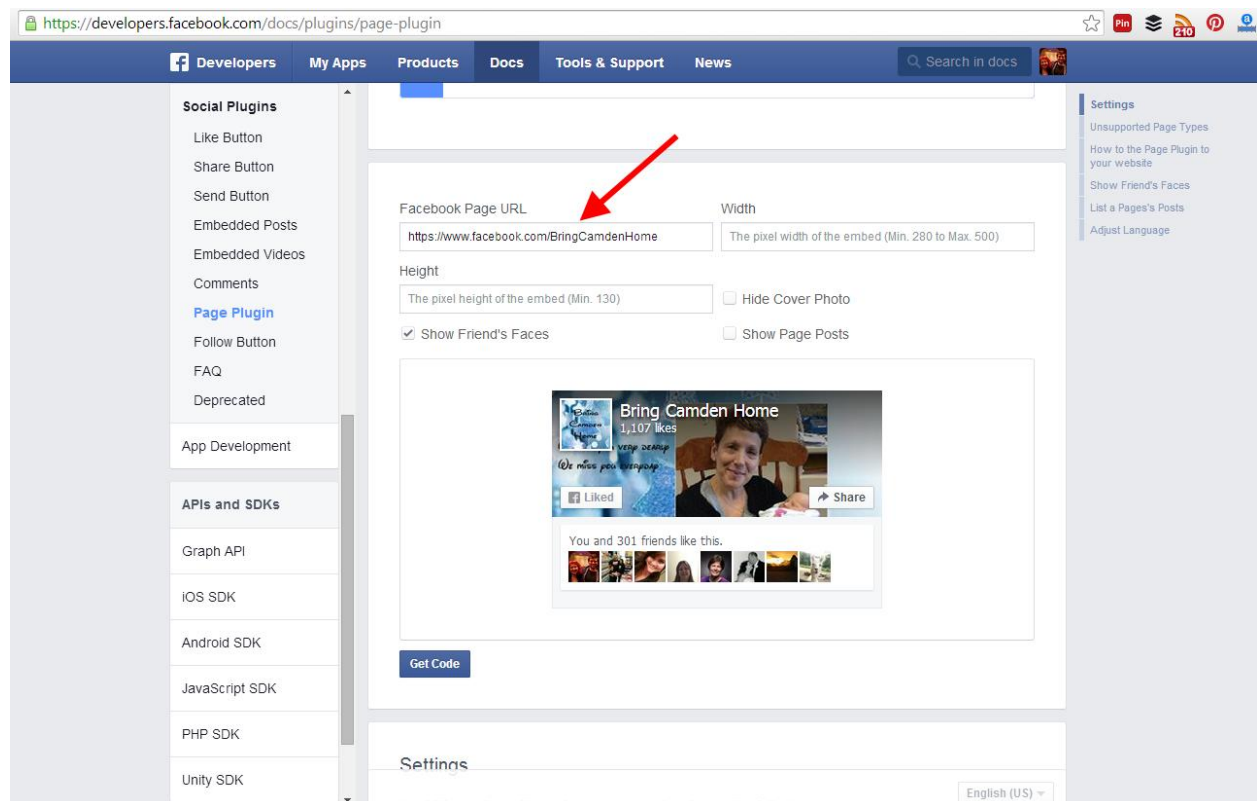


It WAS called the LIKE BOX, but it looks like FB just changed all that to the PAGE PLUG IN. Anyway, if you go here:
<https://developers.facebook.com/docs/plugins/page-plugin>. Then you put the URL

of the FB PAGE.



Then fill out the sizes and hit the "GET CODE" button. THAT needs to go into the HTML area of your site.



Another good trick for Facebook?

Images do REALLY well there. So share images or make visuals (memes) to share.

I have been known to take trendy images, download them to my computer and upload them again on a page and share because IF you share FROM the FB FEEDS, then the PAGE that FIRST posted it gets the "credit" as more shares, likes etc. So

that's a NICE thing to do for those in the community because we LIKE lifting each other up. However, for "other" places.. (aka NOT adoption related) I will upload it so MY pages get the original credit. Sneaky? Perhaps, but it works.

Finding the URL for single posts:

Just another good trick to help share stuff and because I know how we are constantly referencing other posts. EVERY single update that one sees on FB does indeed have a unique URL. One can share the ENTIRE post/thread by getting that. So to open up a single post, just click on the TIME stamp area and wala! You have a URL to an EXACT conversation that you can copy and paste to other places.

(so the next time someone says to me: Did you see that thread- buried 4 months down - the one that says.. blah blah and I say, give me the link.. THIS <https://www.facebook.com/FauxClaud/posts/10206586412878287?pnref=story> is what I mean..not the link to the whole page!)



Twitter

So think of Twitter like JUST the Facebook status. With Twitter you literally just throw it out there and let the 140 character thought go.

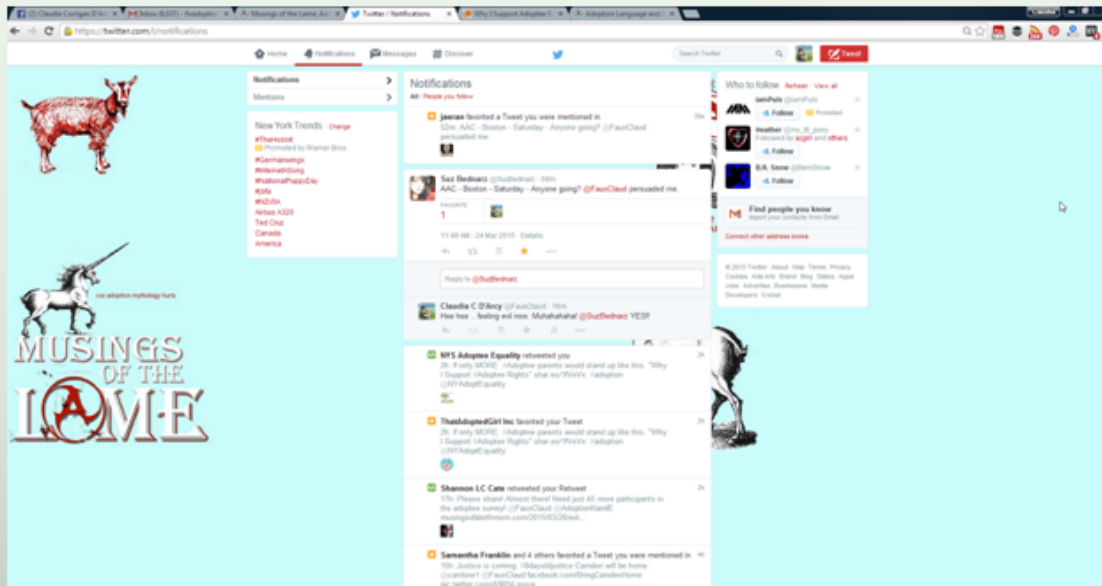
Twitter is great for targeting the media as most reporters actually manage their own Twitter accounts. So great tool for PR and news.

I use auto posting A LOT so to being with all my posts go to twitter.



Twitter? Do I have to?

<https://www.facebook.com/twitter>



If you are signed into FB and Twitter than go to <https://www.facebook.com/twitter> and connect your accounts! Then your FB work becomes a tweet! Just be careful that if you connect FB to Twitter then do NOT have your Tweets auto posted to FB or you can end up in a endless loop!

Other Easy Twitter Tips:

Fill out your full profile and make it look pretty. Think branding. Don't forget to link back to your site!

Watch your "notifications" when someone is talking to you.

Look for hashtags and use them!



Twitter? Do I have to?

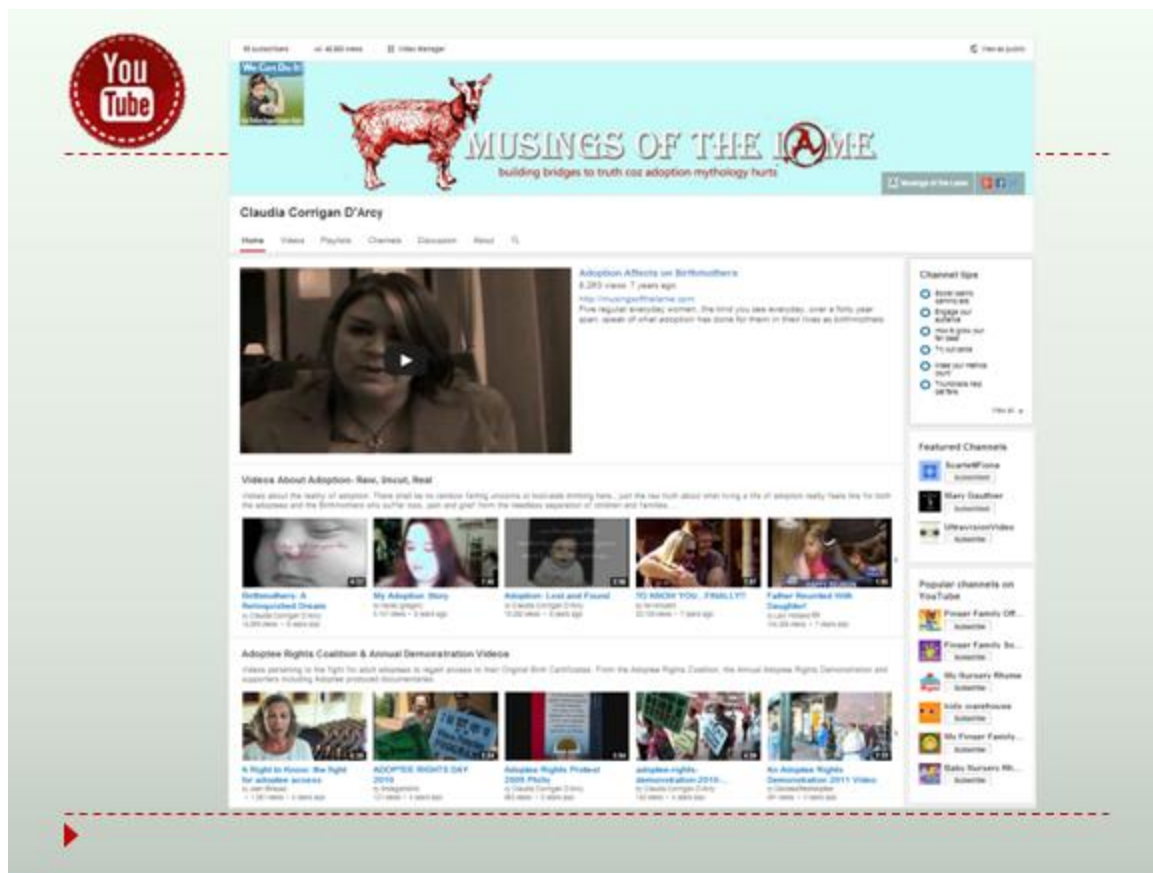
Search for
#hashtags;

#FliptheScript
#Adoption



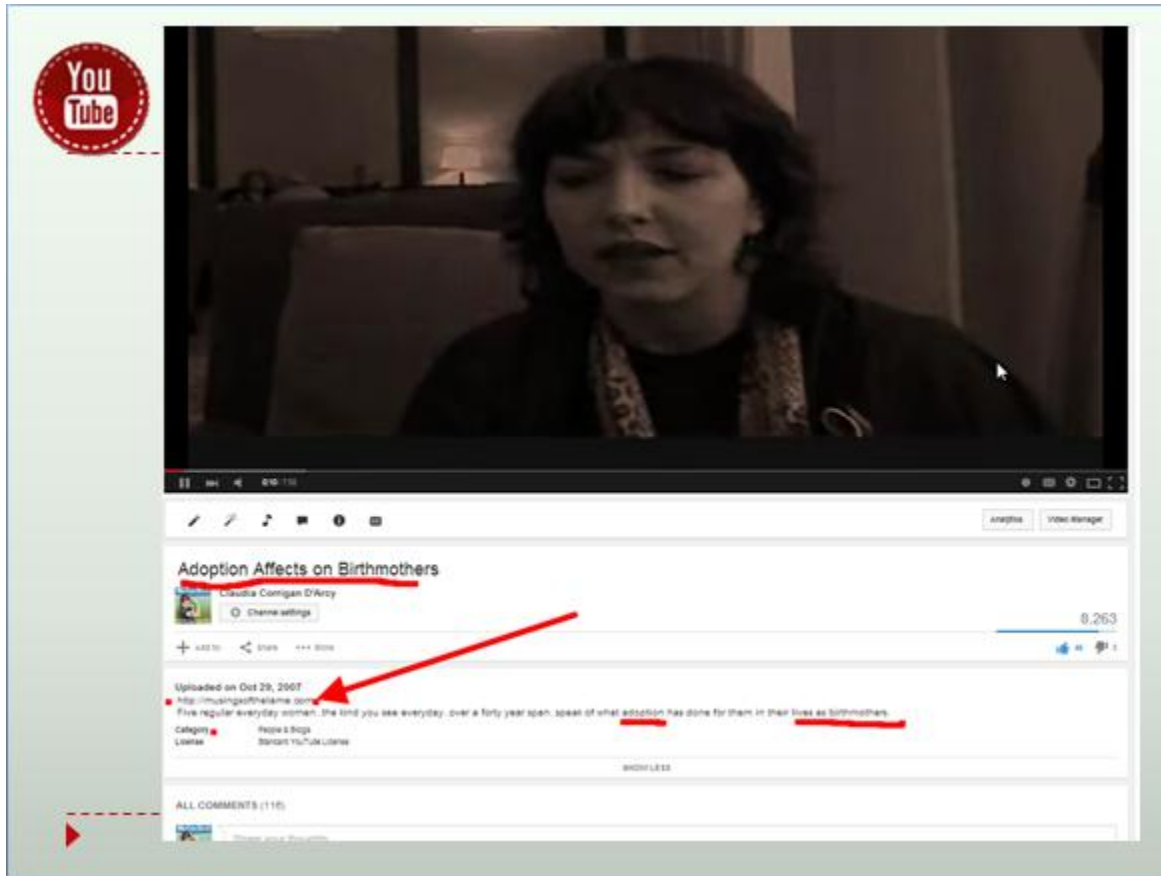
Use tools. I LOVE Buffer (<https://bufferapp.com/>) which is an application that schedules my tweets throughout the day for me. So usually in the AM, I will go to Twitter, respond to my notifications and then search for #adoption. Then any interesting Tweets made by others, I load into my Buffer as Re-tweets and they just happen. Then the rest of the day, I only keep Twitter open to watch for more people talking to me. HootSuite and TweetDeck are also worth checking out. Or you could Google Twitter Tools for what other folks like. There is LOTS of articles on How to Tweet.

You Tube



You Tube called the second largest search engine.

Video is VERY VERY popular, important to SEO and key to the "younger kids"



ADD a URL link!! The FIRST URL dropped in the video "description" area becomes a live link. ALWAYS have a link there!!!

Use Keywords in the names of your videos, in the file names and FILL OUT THE DESCRIPTION with what the video is about! Name things properly!



YouTube Tricks

- Comment to support
 - Like Videos “thumbs up”
 - Share
 - Embed Videos outside of YouTube
 - Fill out the whole profile
 - Connect to FB / twitter etc.
 - Add pretty pictures / branding
 - Make relevant ‘channels’ and play lists with full keyword rich names and descriptions.
-

And again, don't be afraid to use OTHER PEOPLE's videos even on your site. Like these CUB videos (<https://youtu.be/4TCR4ZCxiGM>) are a great example of what videos on YouTube SHOULD look like when properly optimized. (yes, I did them and that's why)

And I got really really depressed. I'll tell you why in a hot minute, but first about these videos...

A Video Glimpse into Adoption History



There are four of them; newly added to the [CUB | Concerned United Birthparents channel on YouTube](#).

It's actually pretty incredible to witness, however belated and after the fact, the [very first appearance of a real-live-walking-talking-self-outed birthmother on national TV](#). It really is **important adoption history**. It's 1979, only three years after founding CUB and Lee Campbell appears all alone as a guest for Phil Donahue. Did I mention she sits alone on stage? Can I gush here a bit? Back in the day, Donahue was one of THE major shows on TV. We're talking pre-Ophra, pre-cable, pre-everything; so everyone watched Donahue. It was nationally televised, watched by millions. And here it was, a whole hour demystifying adoption with a real live [birthmother](#) who refused to stay under the veil of shame and secrecy to tell her story. Alone. Now that's courage.



I think it is **REALLY VERY IMPORTANT** to know our adoption history. In some ways we tend to be more of a transient community. Yes, there are people, like Lee Campbell, that have been "here" forever, but many folks do leave and go back to the non adoption world. Some go forever and some take breaks, but new people come in all the time. New adoptees growing up and deciding to search, new birthmothers, more new and hopeful adoptive parents; we are constantly adding to our pool of people, but they are only taking the first steps and have no idea what went before them. And many tend to do the same thing; newly outraged, or wanting to DO something e say "we need to get on TV, we need to get the media, we need people to understand, to know, to get it", without seeing what has gone on before. Maybe it's human nature to think that our ideas have never been tried before, but sometimes it seems to be a case of reinventing the wheel. Not that more isn't better and certainly, we cannot rest on exposure, however fantastic, that is almost 40 years old, but even I have to remind myself that I am NOT, by far, the first one to come out and say these things about adoption.

And that's the main reason why these videos are just so upsetting to me.

Yes, the fashions clearly scream another decade, but if you close your eyes and just listen; these shows could have aired yesterday. It was groundbreaking then, but for me, it says that we have been repeating ourselves for the last 40 years.

Adoption; Nothing Has Changed

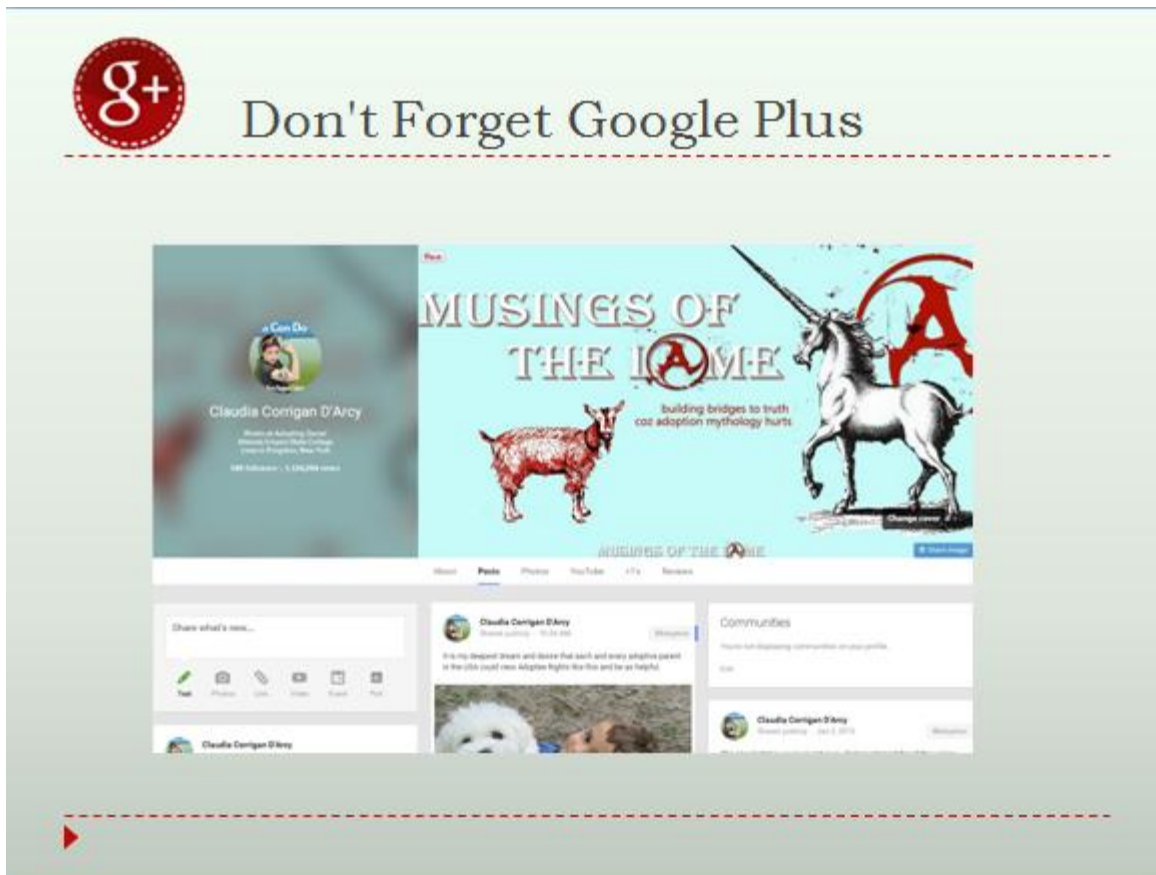


And they are on topic and of value on MY site as well.

<http://www.adoptionbirthmothers.com/adoption-no-not-much-has-changed-in-40-years/> So notice how they are embedded with the copy around each video talking about what the video is. (for the search engines). Remember the spiders cannot read images so well. They cannot read videos. So they get an idea of what a video is about based on the file names, the titles, the descriptions AND the words AROUND the video. So when you do add an embedded video, use your words to tell the written story of what that video is about!

And USE the WORD "Video" in the keywords and title and description, too. People search for JUST videos. So "Adoption Video" will be a needed word!

Google Plus



Now if you have a Google account and or Gmail; do yourself a favor and make that Google Plus page for yourself. Same rules with filing out your profile and using branding photos to make it pretty. Now in the "marketing world" they claim that G+ is better than everything and more stuff gets share there than anyplace else. I personally do not buy it as I see the marketers all there and not really :us": at all, but it IS owned by Google (obviously) and therefore one should be, at the least, present there.



Don't Forget Google Plus

- Fill out your whole profile
- Connect to FB / twitter, links to your site etc.
- Set up a Google Plus PAGE for organizations.
- If you HAVE A PHYSICAL LOCATION make sure it's in Google Business
- Brand with Images
- Share stuff!

Like FB, only PEOPLE can have a real profile, but organizations can have pages. And if you have a physical location, then you DO want to have a business page/local listing set up as that is how you get listed on google maps!



Social Best Practices

Other Good Tricks

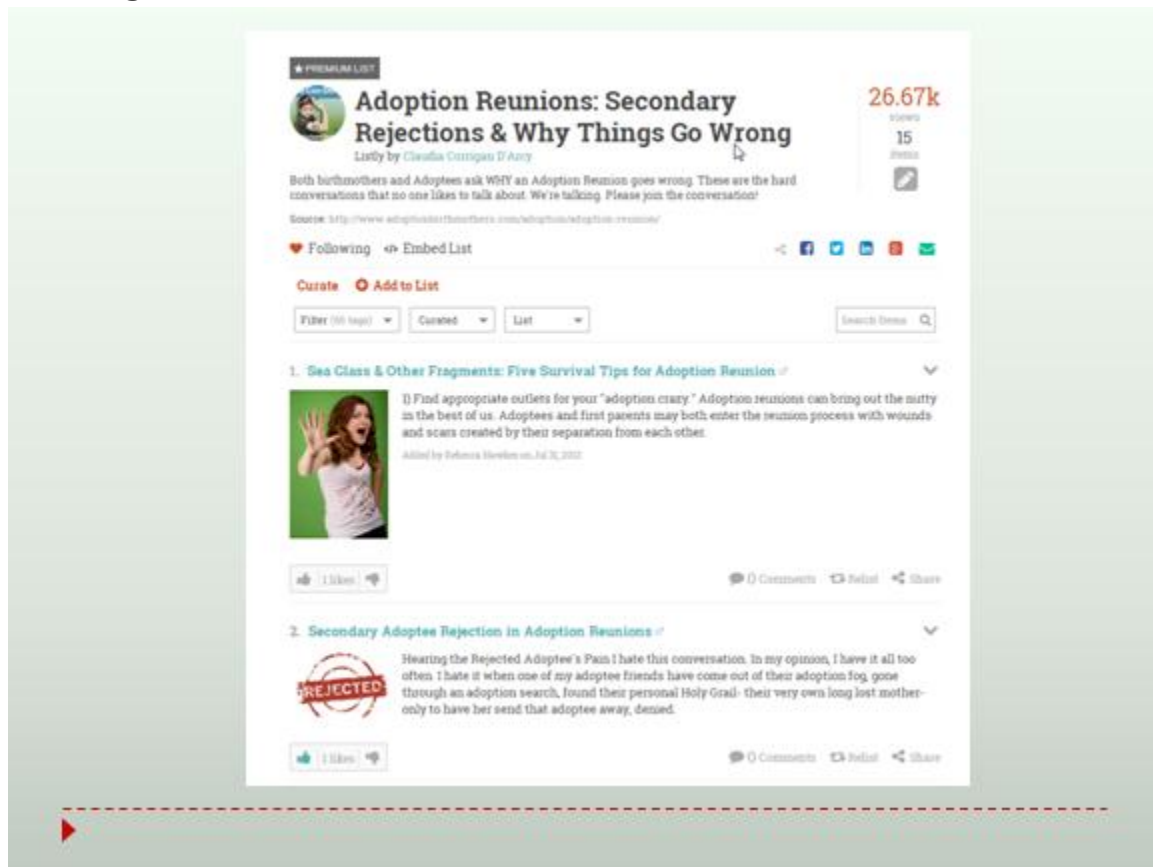
- Pinterest is great for images. Images in general, are hot.
- Tumblr is where all the “kids” hang out.
- Instagram also trends “younger”
- Linked in = more professional. Join Groups.
- Listly.. Oh I LOVE Listly!

Listy

I LOVE Listly! <http://list.ly/>

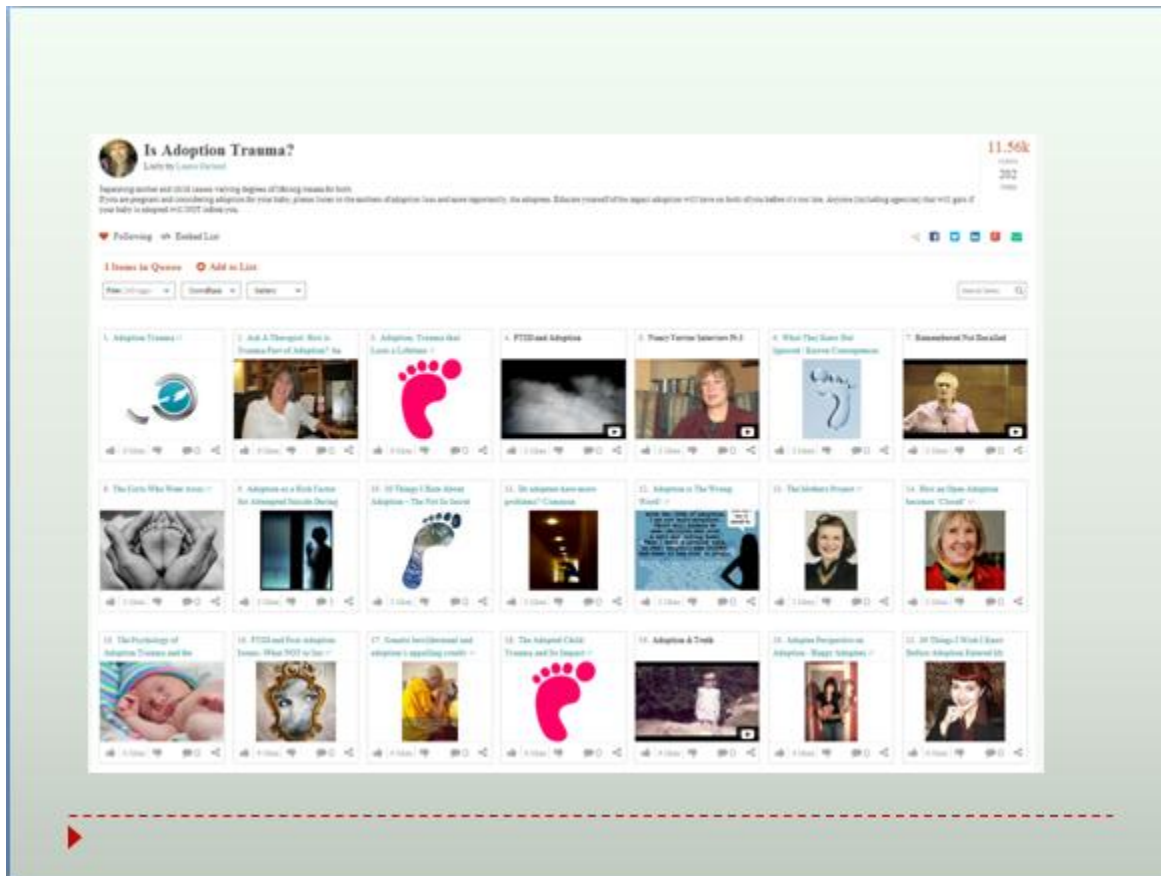
It's great for having a collection of URLs (think Best blog posts about a particular subject, sharing other blogs- Best Blogs)

AND It ranks great and gets traffic; like this list has over 27,500 views! (the image is older..it got 1000 more since I took this screen shot)



AND other people can add to it,... so collaborate!

AND THEN, ANYONE can take ANY list and embed that in their site! Like "Is Adoption Trauma" uses Listly and I have the WHOLE list on my site. YOU can have THE WHOLE LIST on YOUR site too. AAND let me mention again, ANYONE can add to the list and it UPDATES Automatically on ALL the places!!!



Also Storify is good as a tool to help collect info via a topics on the web. MUCH Like Listly <https://storify.com/>

More background reads:

Google's SEO Guide.. it might not all make sense, but is a great source of information, Some of it will be more geared to the actual site, but for the copy editing, the same principles apply.. so good to understand.:

http://static.googleusercontent.com/external_content/untrusted_dlcp/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf

Good guide video: <http://www.youtube.com/watch?v=hF515-0Tduk#at=15>

Another good video; <http://www.youtube.com/watch?v=OD12ZCvr0XE>

Good checklist for what one should be doing for each blog post/ url page/ anything published online.. good to know: <https://managewp.com/blog-post-seo-checklist>

And another: <http://swampsidestudio.com/seo-checklist-wordpress-blog-posts/>
same thing

There are many: <http://www.newmediacampaigns.com/blog/blog-post-seo-checklist>

Then ADOPTION specific.. I have written about it before, so good to get used to how it works for "us"

<http://www.adoptionbirthmothers.com/adoption-language-and-seo/>

<http://www.adoptionbirthmothers.com/how-do-people-search-and-find-adoption-information-online-2/>

OK that should get your brain exploding enough for now!