

# Digital Marketing Guide for **Churches**

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# Introduction

Once upon a time, a young entrepreneur decided to start a new company, one she hoped would shake the world. Michele Phan, known for her viral video tutorials of applying beauty products, along with co-founders Jennifer Jaconetti Goldfarb and Marcelo Camberos, set out to create a new company from scratch. In hindsight, Phan reflected, "I didn't have a roadmap, I just did it because it was meaningful to me and I wanted to disrupt the beauty industry..." So, without a specific plan, she and her friends set to work. No one imagined their new creation would become the largest cosmetics subscription company in the world.

Today IPSY, with more than three million subscribers receiving beauty supplies monthly, has become somewhat of a household name. What began as next to nothing morphed into a \$400 million dollar company. However, what is truly remarkable is that IPSY's marketing strategy is based almost entirely on digital means. Because the company has no brick and mortar stores, and instead ships products to people's houses, it must rely on popular digital channels of communication, including social media platforms and a website.

IPSY and other subscription companies demonstrate the power and potential of digital marketing. For them it held the power to grow and the ability to blossom. They could reach new audiences, increase awareness, and generate community interest. All of this, and all they had to have was a computer or phone.

Though churches and religious organizations may seem like a far cry from a cosmetics subscription company, digital marketing, and at a distance, all its blessings, rests in their hands as well. One of the beauties of its digital nature is that it can be used by anyone, and is incredibly versatile. So if churches, like IPSY, have this power at their fingertips, they would be wise to take advantage of it.

If you start researching digital marketing, you will likely discover you are researching a subject you cannot know everything about. The amount of information you can find is overwhelming. Many websites and guides will throw around jargon and ideas as if everyone understands them. Very possibly, you will find resources with many tips and tricks on how to make your efforts effective. You may also discover that every expert or website in the subject has different suggestions on what to do, and that the success of digital marketing strategies is not like

science which operates based on rigid rules, but is hard to predict, fluid and malleable. All of this makes it hard to know where to start and which direction to put your efforts.

This guide is created to first of all help you understand what digital marketing is and how each part of it works. Because you may be reading this at the beginning of your journey in this field, big ideas are first described with an analogy to the real world, so you can connect it with something you already understand. Following is an explanation of how it works with all its parts and pieces. Then, some tips on using it effectively will be given, but read these with caution, because knowing which tips will lead to success is very unpredictable. Knowing big pictures strategies and ideas is more important. It is much easier to know what you need to do at a high level and optimize how you do it than to know some tips but be unsure what to do in the big picture.

A logical split of digital marketing can be made into two parts. On one side, social media refers to using platforms that allow you to go out and reach. The other side is your website which connects with people already looking for you. You can almost think of sections as a sports strategy, where social media is playing offensively, and websites are defensive play. This book has a section dedicated for each of these.

Don't be confused by the partitioning of digital marketing like this, as if you need to choose one or the other. To make your strategy fully effective you will probably need to use both.

It is my dearest hope that this book will provide useful guidance for your time as a digital marketer. Through your efforts, your church will reach new places, new people, and at the end of the day, bring more people and glory to God.

# Social Media

Social media refers to digital platforms where people can share information and content with each other. Platform is just a fancy word for a single online service that may be provided through different technological means, for example, a company may have both a phone app and a website through which you can interact with their digital services. Well known social media platforms include Facebook, Twitter, Instagram, Snapchat, Pinterest, Tiktok, and Youtube. Each has their own design, works a little differently from the others, and is used by a different demographic of users, however there are commonalities across many of them. For example, every platform will allow users to upload media, and every one has some method of sharing that media with others.

One distinction can be made is that some social media platforms are designed around sharing posts to an audience, including Facebook, Twitter, and Instagram, while others have a different design. YouTube, for example, is about uploading videos for an indefinite time period and is therefore more of a video hosting service, while Snapchat focuses on person to person messaging. Because there is so much variation in how other social media platforms work, this tutorial will focus on post-based ones.

## How does Post-Based Social Media work?

Platforms such as Facebook, Instagram, and Twitter allow users to create what is called a “post”. This is some content, including some number of pictures and videos, with text as a caption. It is possible that a post may contain only media or only text, but it's more common to have both.

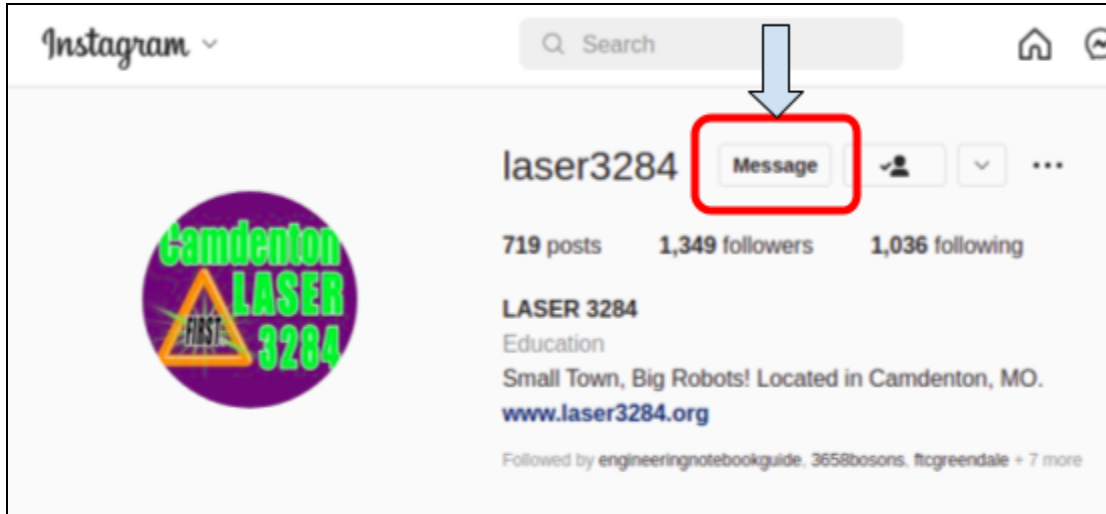
Imagine that you go onto a website where there is a queue of posts waiting for you. This queue, shown on your home page, is known as your “feed,” and the contents of which is

specifically curated for you. As you scroll down, the platform will continue to fill the feed with posts, to infinity. Usually, unseen posts from users that you follow show up first, and then when there are no more, it will switch to posts by users you don't follow, though that it thinks you will find interesting, nonetheless.



An example of a person's feed on the social media platform Facebook.

Another feature of nearly every social media platform is a way to indicate that you like certain other users, or simply interest in seeing the content they create. The term "follow" is often used to describe this relationship, while "subscribe" is the equivalent on Youtube. If User A follows User B, A will see many, though not necessarily all, of B's post. This makes the number of followers a good way to judge how big a user's influence is on that particular platform.

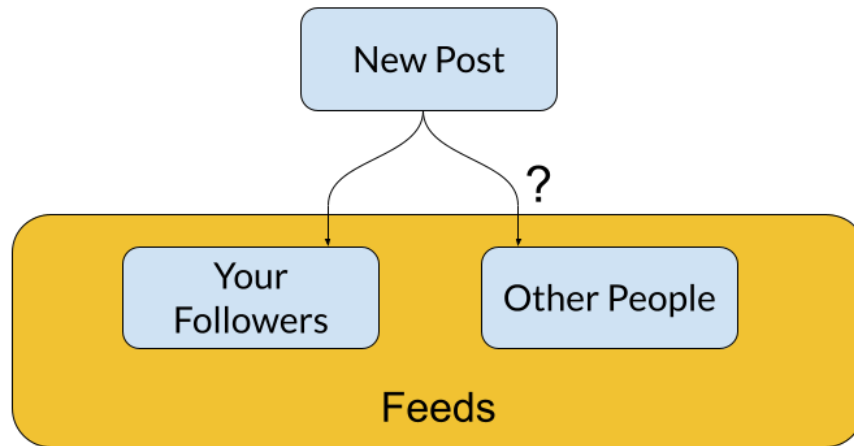


On Instagram, we are already following Camdenton LASER, otherwise the button would say "Follow".

At their core, social media platforms work like a giant slot machine. You put out a post, and then the platform chooses who gets to see it. Since a complex computer program determines what each user sees, there is no guarantee that anyone will see any of your posts.

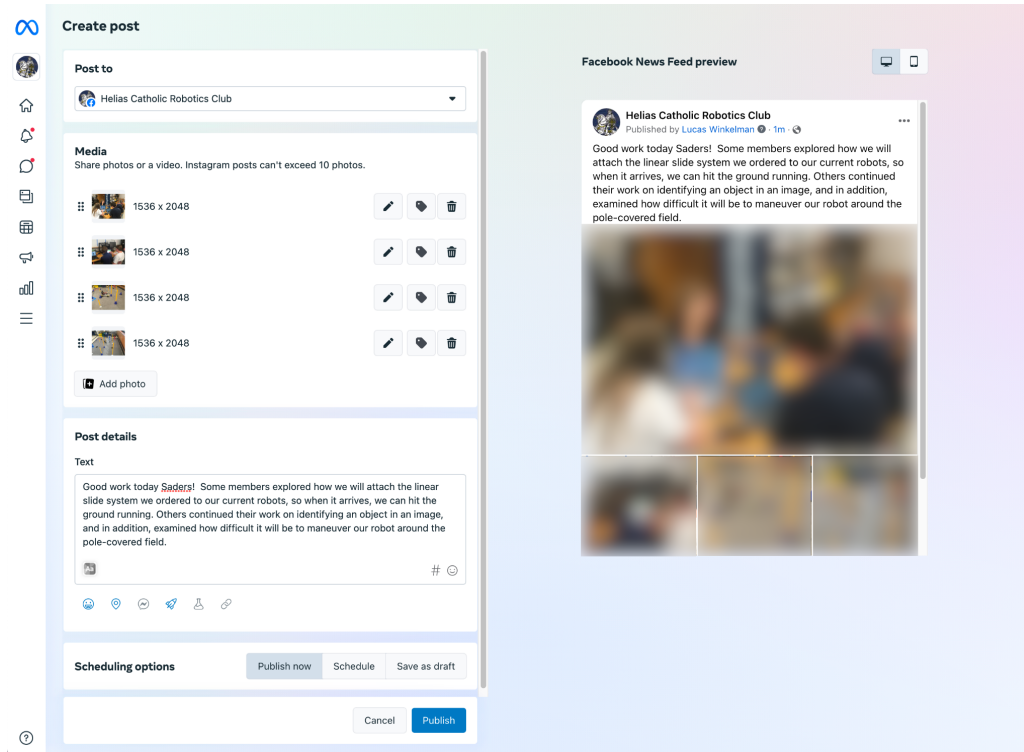
If a user follows you, is there more certainty they will see your post? Sort of. It is certainly more likely that they will see it. But it is definitely not guaranteed. The program controlling which posts go to what feeds still has the final say on what happens. It may send your post to all your followers, or very few. Your post might be shown to many people who aren't your followers, or none at all.





The fundamental way social media works. A new post can go to your followers or people who don't even follow you, though this is more rare.

Since we can't guarantee our posts will have an audience, we need to learn to make posts that succeed. We can't force our posts to reach people, but we can learn what kinds of posts perform well. There are actually countless factors one can experiment with when making a post, from its picture or video, its text, the time of day of publication, the day of the week, and on and on. Unfortunately, other businesses and groups who also want to tell about themselves on social media are competing to be on users' feeds. So with this in mind, if we want people to see our posts, we need to be as diligent as we can with our posting strategies.



Designing a post in Facebook's Business Suite

## How We Can Use Social Media

Many people use social media platforms hoping to connect with other people, but businesses can also advertise through social media. A business can show off their products, services, or anything else through social media channels. When it doesn't intrude on other posts they want to see, users often see businesses posting about themselves in a good light.

And even groups beyond businesses have utilized social media. Many smaller organizations share information about themselves through the platforms. And this includes highschool clubs and activities, like FIRST Robotics.

FIRST Robotics is an amazing program. The robotics that happens is very fun, cool, and practical. The growth that happens in students' lives as they learn to become gracious professionals is real and tangible.

So if businesses, non-for-profits, and other student-based activities broadcast themselves on social media, so can we. The energy of a robotics competition, the concentration of students as they construct the robot, all of these experiences can be shared through social media. FIRST already is a great program, so all we have to do is show that program to the world using social media.

## Why should we use social media

To many people, robotics is still considered the way it was in the 1990's. A robot, the academic field of robotics, and STEM in general, is something left to sci-fi films like *I, Robot* or *Transformers*. When people see a robot, though they may say "Wow, cool, a robot!", and though they like what they see, they view it as sort of an exhibit, not something they can actually participate in. Students who participate in robotics are seen as intellectually gifted geeks who like writing down complex mathematical equations and will go on to study physics at MIT, instead of ordinary people.

These public misconceptions are one of the great hurdles of robotics outreach. Robotics isn't considered an activity that everyone can participate in. However, this is where social media can really shine. Social media is actually very good at correcting misconceptions other people have about your organization, not only robotics, but all organizations. For your robotics team, the misconceptions could be that your robotics team exists, or what FIRST actually is. Through the content you publish on social media, the audience will come to understand much more about your team than they ever would know otherwise. You can envision these realizations as wonderful thoughts of surprise your audience might have otherwise, whether it's, "Wow, I didn't know we had a robotics team nearby!" or "Interesting, the robotics looks like they are having fun and not writing math equations all day."

Consider also, that outreach is the only way your team interfaces with the outside world, so what the outside world get to see of your team, it doesn't know. Right now, as you work on your robot inside your robotics room, you may be having lots of fun, building a great robot, and

becoming amazing gracious professionals. You may be the best team in the world and the school's best student activity. But how will the rest of the world know that? If they don't go to your meetings, or any other event where your team is present, they really don't know what is going on. You may be doing great work, but since you're doing it behind closed doors, you don't exist, or aren't doing anything useful, as far as the rest of the world knows.

What social media does, and indeed, all digital marketing, is to "open the doors to let the world see in". Instead of requiring people to go to a robotics meeting to see what you do, go to where they are, which is in many cases on social media, and showcase what you're doing. You don't need to force your posts on people, and social media platforms won't let you do that anyways. But the public, who isn't aware of your team, or who has misconceptions about FIRST robotics, can finally come to an understanding of the truth. They may think "There are no STEM activities at any nearby highschools." but when they see a post from your team, they will discover that there is. Perhaps they might believe "There is no robotics but battlebots.", but when they see pictures from a post of your last team meeting, with a robot that does productive tasks, they will see visual proof of what your robotics team actually does do.

Again, imagine social media like a downtown storefront in a big city. The store could sell the coolest stuff, but if there's nothing in the storefront for the passersby to see, they may not understand what the store sells, and instead of spend the effort and time to go inside, they continue walking. People generally ignore what they don't understand, so you need to go where they are and entice and inform them with something they are familiar with. Social media is like putting interesting products in a storefront. The flow of traffic in front of the store, like the way platforms put the posts on people's feeds, will take your content and display it to people. Without a storefront, no one is seeing what the store offers, and without social media, people outside the team won't know much about the team.

There is also much power in social media.

Team 23456, the Charged Batteriez, had a very successful meeting on Tuesday. Ariana, a member of the build team, finished her gripper arm and had the opportunity to attach and wire it to the robot. When the programmers coded the arm to be controlled and fired up the robot, the team discovered that the arm could successfully and efficiently score points in their challenge that year. A teacher walking down the hall thought an explosion had gone off in the robotics room, so loud was the team cheering. Jumping and clapping, they tidied up their room in the final moments of the meeting, team members taking turns to journal their success in the team notebook.

Leo, the digital marketer for the team, did his job well during the meeting, snapping pictures of Ariana putting her finishing touches on the arm, connecting it to the robot, and took pictures and a video of the robot performing the challenge with cheering team members in the background. He then went on to all the social media platforms on which the team had an account and made two posts, one with the best pictures he took, and one with the video of the robot's success.

Over the next 24 hours, the posts on all platforms collectively received one hundred views, and twenty likes. However, the posts also connected dots in ways the team never could have imagined.

When Ariana's mom got home from work and fired up social media, she saw the post about the team meeting, she was so excited at what her daughter had accomplished, and the team's success, that she tried to like the post a hundred times, if only it would allow her. She walked into her daughter's room and told her how proud she was of her. Mother and daughter shared a hug and discussed the team's chances at the upcoming competitions. Over the next few days, Ariana's mom would go on to tell five more people about the robotics team.

Later that evening, Ariana's mom called her parents, mentioning to them how proud she was of Ariana's accomplishments in robotics. She told them to give the post a look themselves. They did, and were impressed with Ariana's accomplishments and all the team was doing. Her mother said she didn't realize there were such good student programs at the local highschool, and was glad the team existed. The same comments were made by her father, who also said that since he was a manager at a local machining company, perhaps his company could donate a few hundred dollars to help out the team. The next day, one of the team's coaches received an email informing them of just that.

At the next team meeting, as the students discussed their plans for the autonomous period of the match, they received a surprise visit from the school's principal. She announced that she was proud of the progress the team had made, and said that the school would do its best to support the team. Happy that visit wasn't to put them into detention, the team worked on, more encouraged than ever.

This story illustrates the power of social media: making connections and showing the world what you have to offer. Through two (though one would have been sufficient) social media posts, multiple connections were made, people discovered the team, and those who knew of the team became more enthusiastic fans. Ariana received congratulations and encouragement from her mother, and probably at some point, her grandparents. Ariana's mother experienced joy over her daughter's accomplishments and became a bigger fan of the teams. Ariana's grandmother learned of the team's existence for the first time, and so did her grandfather, who also paved the way for a generous donation to the team because of the new discovery. Ariana's mom effectively did more outreach for the team and told five more people about the team. And the school principal got to see what the team was doing and congratulate them. That's a lot in result to two social media posts, from only one meeting!

Wouldn't it be great to have this power in your team? There much to be gained in connecting the dots through social media.

## How Often Should I post?

Imagine you want to invite kids from your school to your upcoming birthday party. As soon as the you hear the bell signaling the end of the last class, you rush to be the first student out your school's front doors. As you stand outside, and kids are coming out and waiting to be picked up, you plan to speak up and invite them to your party. "Hey everyone, you are welcome to be my birthday party in three weeks", you plan to say. However, there is an option in how you do this. You could give your invitation speech only once, when the front drive is full of kids, or you say it over and over again, about every 20 seconds, to whoever happens to be in front of you. And you could repeat this for every day of school up until your birthday party.

The repeating option will likely bring more kids to your party then saying it just once. Students who leave the building a few moments after the initial rush will have the opportunity to hear about your party, and the message will be reinforced day after day as a reminder. In the same way, posts on social media are like an invitation for people to connect with you. If you send just one invitation, people are likely to miss it, or forget about your team soon afterward. However, if you repeat your message, time after time, they are more likely to hear and remember it.

Posting very rarely is perhaps the biggest mistake digital marketers make with social media. If you ask them when they plan to make social media posts, they might say, “I make one whenever we have a big event, such as a competition.” or “We post at the end of each meeting if there is left over time, which is about once a month.” If this is your strategy, you will probably have a slow amount of growth, and your follower count will stay low.

In order to grow your group of social media fans fast, you should post a lot. Those who don't follow you may come across the post in their feed by happenstance, be wowed by it, and follow you. Those who do follow your page will get reminded that your team is active, and be wowed by what you are doing.

Sometimes people will tell you to post less, because they get annoyed how quickly a page they follow publishes posts. However, this is most likely bad advice. It is far more common for people to post not enough, than to post too much. If you are an outreach manager, hesitant thinking that posting once a week is too much, don't worry about it. Many marketers on social media post MUCH more often. I like to post twice a week, once for each of our meetings, plus I want to start a weekly “Mechanical Monday” post where I discuss about some robotics or programming concept in a way that will be understandable and interesting to the non-technical viewers we might have on the social media platforms. However, some marketers post once or twice a way, and some even more than that. IPSY seems to do about 5 to 10 posts a day, which equates to about one every two hours. That's a lot of posts!

Even if you do post a lot, it means more chances to wow people with what your team is doing, and with the knowledge they are learning. And also, don't be afraid to post once or twice a week on under normal circumstances, but on a competition day, blast out posts every two hours. Many teams use this strategy to keep their fans up to date with what's happening at the competition, and perhaps, to grow their following a lot in one day. They might do a post of the team before they enter the van or bus to go to the competition, a post with a before and after shot of their pit, a post of the match schedule, a video post of a match, if applicable, posts of their team in alliance selection, playoffs, and awards, and a recap post about the competition congratulating the team for their efforts and possibly any awards.

Keep in mind that it does not take much to make a post. You can make a post about any number of topics, not only what the team is up to, so you can post any day, though of course, the team is the best place to find social media content. The robot does not need to be completed to make a post, in fact, nothing has to be completed to make a post about the team's progress. A team meeting update post can simply say what everyone is working on, which many followers will still find interesting.

# What should a post be?

## Posts should be enticing and tell a story?

In truth, the two fundamental reasons people use social media is to be entertained and connect with one another. They use the platforms to experience enjoyment, to see something funny, or to learn what a friend or family member is up to. They want a blast of dopamine, a brain chemical that makes someone feel good, from what they see. A social media post is not the place for a long technical lecture, or to feature something that will be boring to anyone outside the team. Don't do a post about the twenty six steps a team member carried out to debug a computer program, or the team's debate about what kind of snacks would restock the snack bucket.

Along these lines, remember that a potential viewer is scrolling through posts on their feed really fast, and may only want to see a post's media, not its text. Even if they are willing to read the text, they might only do this if there is a cool picture or video to entice into it. It is a good idea to always have a piece of media, and especially an interesting piece, on your posts.



Great!



Just Good



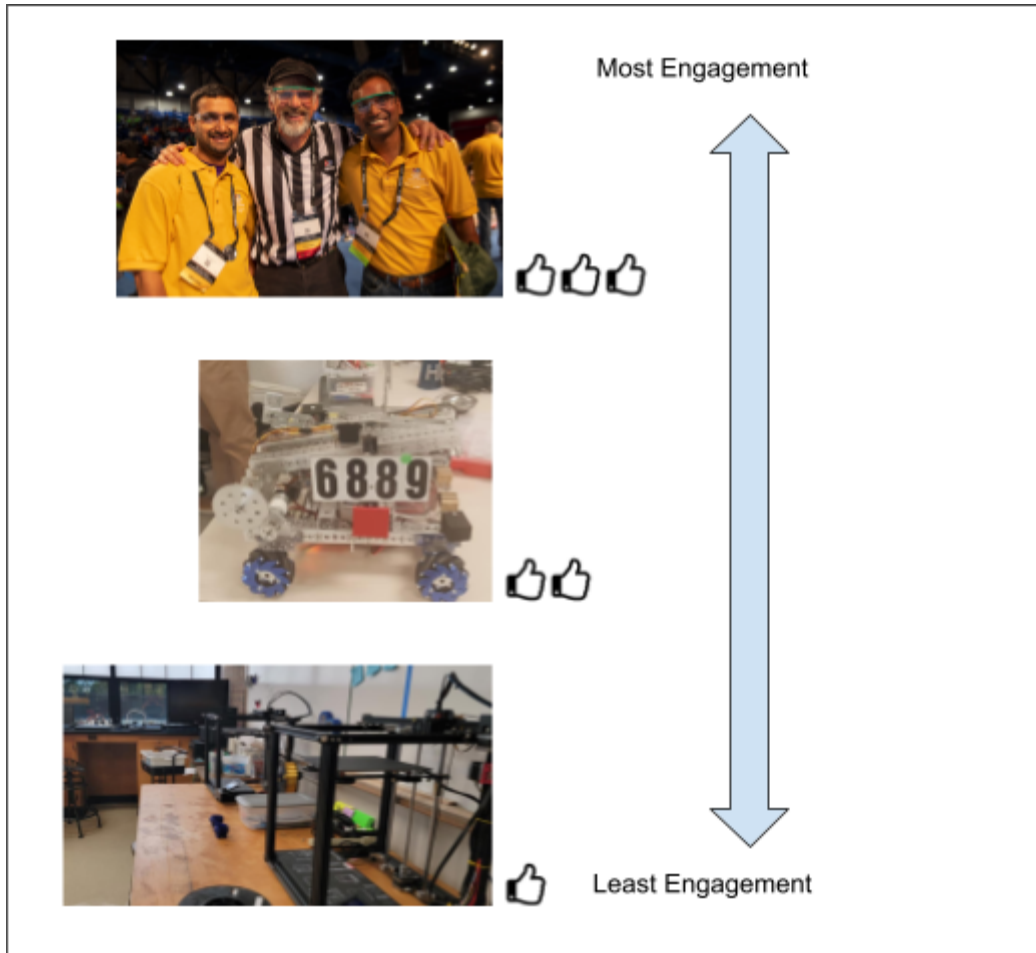
The image makes the post even better, and provides a visual representation of what the text is about.

So, be thoughtful about the content you post. You want to create content that people will think “That’s cool!” or “I didn’t know we had a robotics team that did that!”, not “This social media creator is droning on and on.” You want to entertain the audience, and your posts should foster connections, creating a feel good sensation of those who see it.

Along with making your posts entertaining, always keep your posts upbeat. Remember that you are essentially a social media spokesman for the entire team. It is a good idea to never post from social media when you are upset. Your posts should always have a positive attitude, no matter what is happening. If team members aren’t getting along and there are deep divides in the team, don’t make a post about this. If you are upset by what another team did to your robot on the playing field, don’t write a post about this. Stay encouraging, and keep the Gracious Professionalism that is expected from FIRST teams in your posts.

### **How does different content perform in posts?**

The type of content inside a post often determines how good that post will do. There seems to be a hierarchy of how much audience interaction a post will get.



Posts about people tend to do best, followed by posts of something else that is interesting, and last is posts about topics that people won't find as interesting.

Many of those who view your content won't find a robot very interesting, or understand all the work that went behind it, but they understand a human-human connection. This is probably why posts about people tend to get the most engagement from users. Engagement means any interaction from users, including likes, people opening the picture, sharing the post, or writing a comment. A post about people will bolster your social media following and excite your users to see the people on the robotics team themselves. Just think, if there are ten robotics students in the picture, how many likely parents, who may be excited to see their kids, and who may share or otherwise interact with your post, might they collectively have...?

Next in line is posts about topics that don't feature people, but are nonetheless interesting. A robot would be a good example of this. People can see with clarity that the post is interesting, and may interact with it, but it's not as exciting as people. Other

examples include pets (yes, people are more engaging than even dogs), the new team t-shirt, the competition playing field, or a drawing by one of the team members.

The less engaging content you can send out is something boring, or very technical. If you have a picture of a corner of your robotics room, with no one in it, no action happening, and no point of it, it will not be interesting, and the post won't do well. In fact, it would be good to avoid any pictures where there is no point to them, like the corner of a room.

A picture of a robot will do better, since there is something interesting in the photo, and something that pertains to the team. Everyone seeing it will understand that there is complex machinery in the picture. However, many people looking at the photo - people who are not in robotics - may not see it the same way that someone on your team will. Remember that when people see a robot, they often think of sci-fi movie, or battlebots. Of course, some posts need to be about the robot, since it is, after all, one of the main reasons your robotics team exists. In terms of amount of engagement, it is the middle rung.

The posts that get the most engagement are ones with pictures of people. Those viewing the post may not be technically savvy, or interested in robotics, but they, like everyone in the world, can relate to other people. They might find a post of other people interesting, while a robot might seem boring.

Pictures people also work wonders because family members can get excited to see what the person is doing. Parents often love to see that their child is active, and to be proud of what they are accomplishing.

If you are trying to explain something in a social media post, what you say needs to be very easy to follow. Your opening sentence should be understandable to a person with no technical background, and perhaps even be written to draw people in. From there, you need to explain things step by step, not making a jump of logic that would leave your viewers wondering what you mean. You want the viewer's final thoughts to be "The

robotics team taught me something new today, cool!” not “The robotics team TRIED to teach me something new today, I wonder what it was...” There should be an image that draws people in, looks cool, and perhaps, even is a visual demonstration of what are trying to show.

If you do post about something technical, start off with a very illustrative picture, one that won't bore the audience right off the bat. Be aware that many readers of the post will have no technical background, so if you want to teach them technical knowledge, start with square one, something they can understand, and build on from there.

What does it mean to follow someone

One of the most

It taKE

For example, an elderly person is more likely to be unfamiliar with social media, or using it sparingly, because technology is still new to them. Or perhaps members of your robotics team are introverts and geeks and therefore are scared of social interaction, including social media. Many people find themselves very addicted to social media, and consider a bad force in the world. But we, as FIRST Robotics teams outreach strategists, will create content on the platforms, rather than get addicted to it.

A social media account should be supportive of the team, other teams, and all others involved. Often, a bubbly person who is very supportive of the team is the best person to run the accounts. If not, it's ok, but the social media accounts should still simulate this kind of personality. Even if the team has a meeting where no progress is made, the social media page should continue to have a positive perspective. Introverted people can be wonderful social media marketers, but they should know that on social media, they will need to pretend to be an extrovert. After all, you are trying to tell massive amounts of people about your team. In addition, social media can be a great learning experience, and can help team members and mentors work at building up their courage.

P. S. You can show gracious professionalism by following the accounts of even your fiercest rivals.

P. P. S. Don't read into who's following who. One of the beauties of social media is that it is very relaxed, sociable, and disorganized, so many people don't keep track of all the connections.

. which are in valid FIRST teams often put a great emphasis on outreach, however, by surveying outreach pages on FIRST teams websites,

, making beauty tutorials and of course endorsing IPSY. IPSY does using their services. Customers

, an influencer in the beauty industry, renown for her YouTube channel of beauty tutorials, and millions of followers, set to work on a

## Features of a Team Digital Marketer

### Digital Marketers must:

#### Traits

1. Be bubbly, and always encouraging
2. Have much tenacity and never give up
3. Not post when upset
4. Have enough guile to create posts that the outside world will see

#### Actions

1. Post to Social Media and Design Website
2. Double check that everything works from outside perspective once done building

3. Periodically check up on website, social media, search engine, to check that everything is working
4. Perform regular reconnaissance on what other teams and organizations are doing

**Put yourself on a platform because you never know who will end up seeing it.**

## Websites

A robotics team may travel to compete in competitions, but they still have a home base. If digital marketing was a robotics team, a website would be its home base. Social media may be fun and flashy like a robotics competition, but eventually digital marketing will need to recoup back and home.

This next section is about that home base, your website. Where social media isn't enough, your website can fill in the gaps. And it can contribute even more to your outreach as a FIRST team.

### Why have a website?

Remember the storefront analogy we used earlier for social media? We can take it a bit further to answer this question about why to have a website.

Imagine a store with a storefront, used to showcase items. They may also go to events to showcase their goods to an even wider audience. Perhaps they go to a streetfair, set up a booth, and display their merchandise to passersby. At a local festival, the store have a booth and

represent themselves. These exhibitions are like social media. Going out and exhibiting their wares in public may increase public knowledge of the store, and boost sales. But what would happen if the store only did these events, without having a brick and mortar building from where they came?

This illustrates the purpose of a website. Like a physical store, the website represents a centralized location, a base of operations, where more serious activities can go on than can happen at a temporary booth. Websites are much more customizable than social media accounts, and therefore, they can do much that social media cannot. For example, the website can provide information about the team that may be too detailed for social media, like when the team meetings are, more info about the team, or former engineering notebooks. A website can allow users to take actions that social media users can't, like filling out a sign up form. It also is a convenient place for information only for team members. You could make a webpage with 20 links to various websites, like that of your regional FIRST association, and to a website such as Google Drive, where you store files like the team notebook and CAD drawings.

Storefronts may also have people walk past them, in addition to anyone who sees the business at a public exhibition. In the same way, your website can get traffic from search engines as a bonus to your social media. A random person googling in search of different student activities at your school can come across your website, and be excited once they see it. In this way, you can outreach to anyone who might stumble across your website on a search engine.

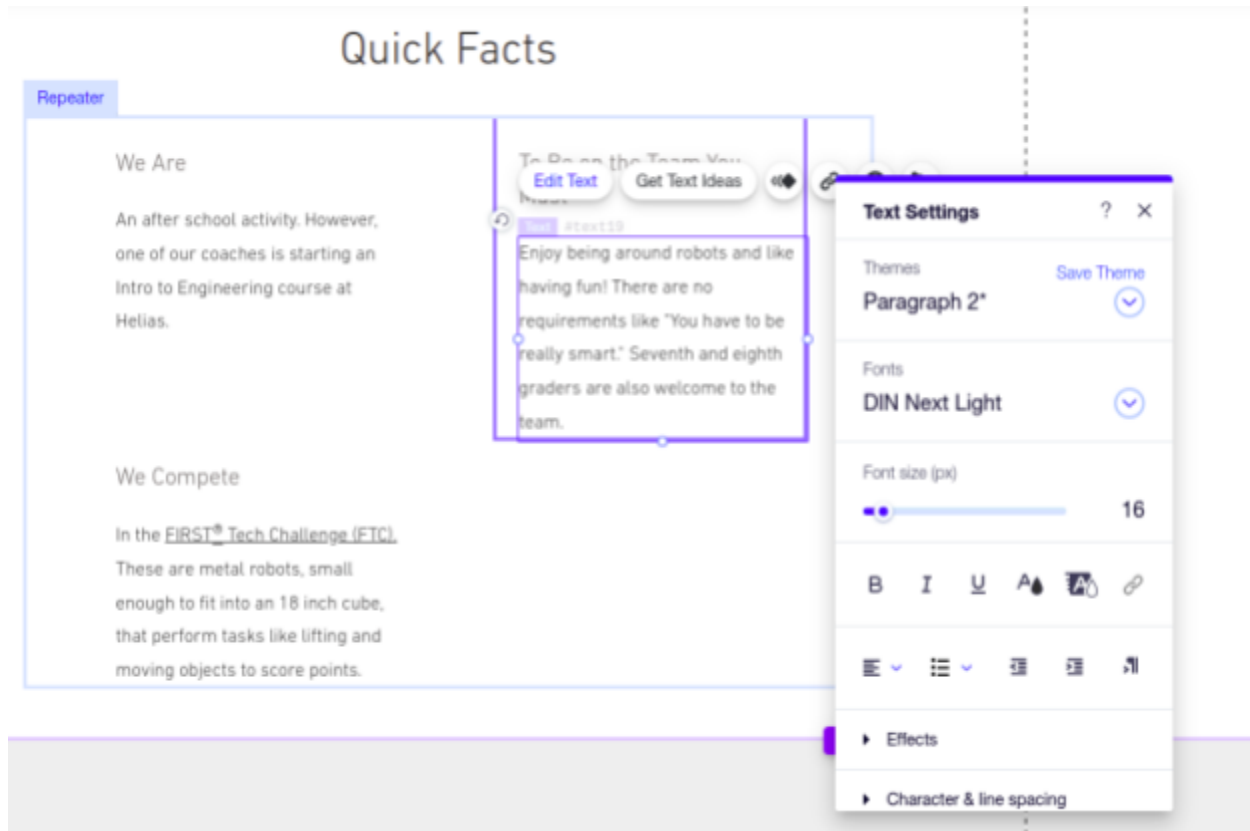
## What does setting up a website entail?

Making a website is a lot like making a robot. It can be fun, and rewarding, but also grueling, and time-consuming. There will be problem solving, and choices must be made as you determine how to solve the task. Part of the system will break, and not work like intended. But, as it is in FIRST robotics, the result is worth the work.

There are essentially three parts to getting a working website on the web, designing a website, hosting the website, and buying a domain and pointing to the hosted website. If you are tentative in your plans to create a website, the best place to start may be with designing the website itself in an editor. This way, you start with creating a proof of concept that will help determine if you should continue with further steps.

## Designing the Website

There are various ways to do this. One option is with a WISYWIG (What You See Is What You Get) program. These are also referred to as drag and drop programs. They let you see the website as you are designing it, dragging items and building how the website will look.



Setting the look of text in the Wix site (Drag and Drop) editor.

Some of these are an all-in-one package, and will do website hosting, sometimes even including domain buying too. Some of the most popular drag and drop editors include Wix, Weebly, Webflow, and Vistaprint, and each of these will also host the website with them.



Another option is Wordpress, a website managing software that will allow you to install a drag and drop editor onto it. If you go this route, since the Wordpress software itself is just that, a software, you will need to find a company to host your Wordpress site.

If you are knowledgeable about HTML/CSS coding, you may opt to hand code your website. Websites themselves are just files of code, plus all the assets they need to operate. This will likely be more tedious than using a good drag and drop editor, but if you like programming it would give you a chance to exercise your web development muscles.

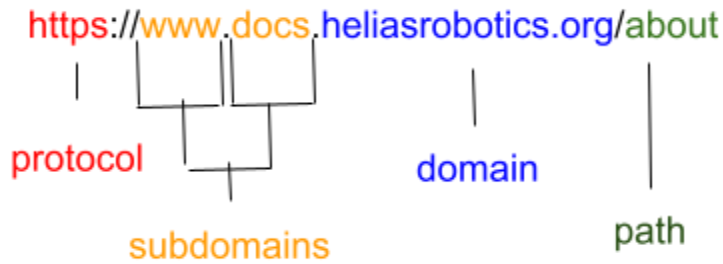
If you experience trouble designing your website, as with many areas of technology, YouTube videos can help. For example, although WordPress is one of the most popular website creation technologies, I had never understood how I was supposed to get from the factory default website to something that looked nice. Tutorial videos helped, explaining that I first had to install a theme into wordpress, then a drag and drop editor, and finally use the editor to customize the site. After all, a video creator can't skip past steps that aren't working for you (except sometimes they do :/ ).

## **Hosting the Website**

As mentioned above, some website designing software will host the website for you. Hosting options for WordPress and hand coded websites include Amazon Web Services Lightsail or S3, Bluehost, and Hostgator. Each of these will allow you to create your own little workspace in some computer in some datacenter, meaning your website is hosted somewhere on the “cloud”.

## **Buying and Pointing the Domain**

A domain is a string of text that represents where your website can be found on the internet.



The “domain” field is what you purchase, other parts of a URL pointing to your website can change, but your domain always stays the same.

It is important to spend time coming up with the best domain name for your team. It should be short, easy to type, not too obtuse, easy to spell, and be able to be used as an identifier for your team, so that when you mention your domain, people know it exactly refers to you. Do research to see what names are available, and what other robotics teams have as their domains. For extra flair, see how well it rolls off the tongue. Is it easy to remember? Does it stick in people’s heads?

It is a good idea to buy multiple domains, with different endings. Instead of only purchasing `roboraiders.com`, get the `.org` and `.net` versions too. If despite your effort to pick a domain that is easy to spell, it ends up being easily mistyped, you may want to buy the incorrect versions and point them to the correct domain. There are many reasons to purchase these extra domains, from helping users arrive at your website despite getting the URL wrong, to preventing someone else from buying the domains and refusing to sell them to you later on, or only for a high price.

A few of the most popular domain selling sites are Amazon Web Services Route 53, Google Domains, and Domain.com. If you believe your team will continue into future years, you may want to set it up automatically to buy more time where you own the domain. Otherwise if you haven’t extended your time as owner, you may find that it unexpectedly goes down.

Once you buy your domains, you still have to point them to your website. This will differ depending on how you hosted your site. What you will likely have to do is log into the site you bought the domain from, and set what are known as DNS records.

| <input type="checkbox"/> | Record name ▾      | Type ▾ | Routin... ▾ | Differ... ▾ |
|--------------------------|--------------------|--------|-------------|-------------|
| <input type="checkbox"/> | heliasrobotics.org | A      | Simple      | -           |
| <input type="checkbox"/> | heliasrobotics.org | MX     | Simple      | -           |
| <input type="checkbox"/> | heliasrobotics.org | NS     | Simple      | -           |
| <input type="checkbox"/> | heliasrobotics.org | SOA    | Simple      | -           |

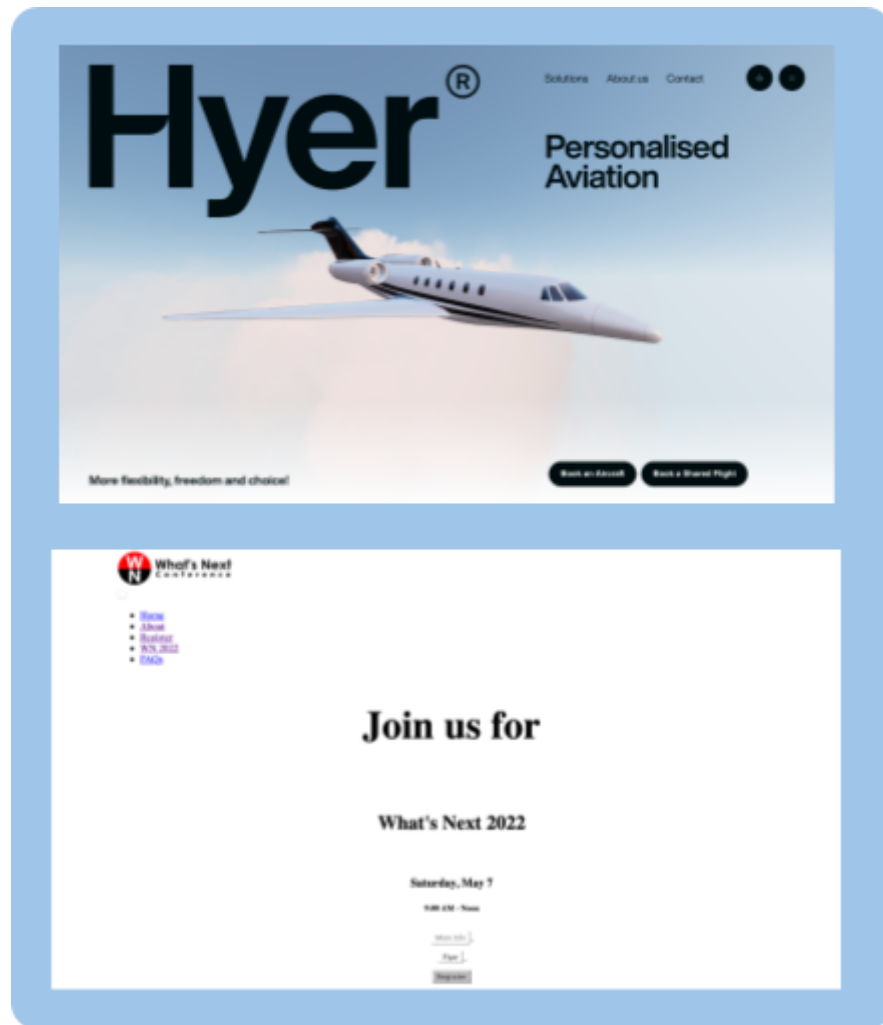
DNS records for the domain heliasrobotics.org on AWS Route 53. Each record has a value not shown in this image.

The hosting company will likely have specific instructions for you to follow. If you bought the domain from the same company as you did hosting, the connection may happen automatically, though sometimes this means that they won't let you change your DNS records yourself down the road, you would have to request it.

**Bonus:** In some situations, an email ending with a domain like gmail.com, or outlook.com, may stand out as unprofessional. Once you own a domain, you have the opportunity to incorporate it into a professional email address, for example [hello@roboraders.com](mailto:hello@roboraders.com), where your domain is the text to the right of the @ sign. This service may be offered by your hosting company, or by a third party. If you take the third party route, you will likely be editing your DNS records again. Some services to do this include Amazon Web Services WorkMail, Google Workspace, and Zoho Mail.

Is your head spinning yet? We've only just begun. Because your website will not be worth much if it doesn't look good.

## How to design a good looking website?



Both websites are functional, but the top looks much better than the bottom.

Not all website designs are equal. We all know the seeming quality of something when we see it. Similarly, people will judge the quality of an organization based on their website. If the quality is good, it signals to the user “This person puts quality and effort into their website, they will probably put quality and effort when they help me, too.”

When looking at a website, look at it from the outside perspective. It's all about what a newcomer, an outside person, will think when they see it. As a digital marketer, you are always trying to do this. However, because this is difficult, since you are likely an insider, and because

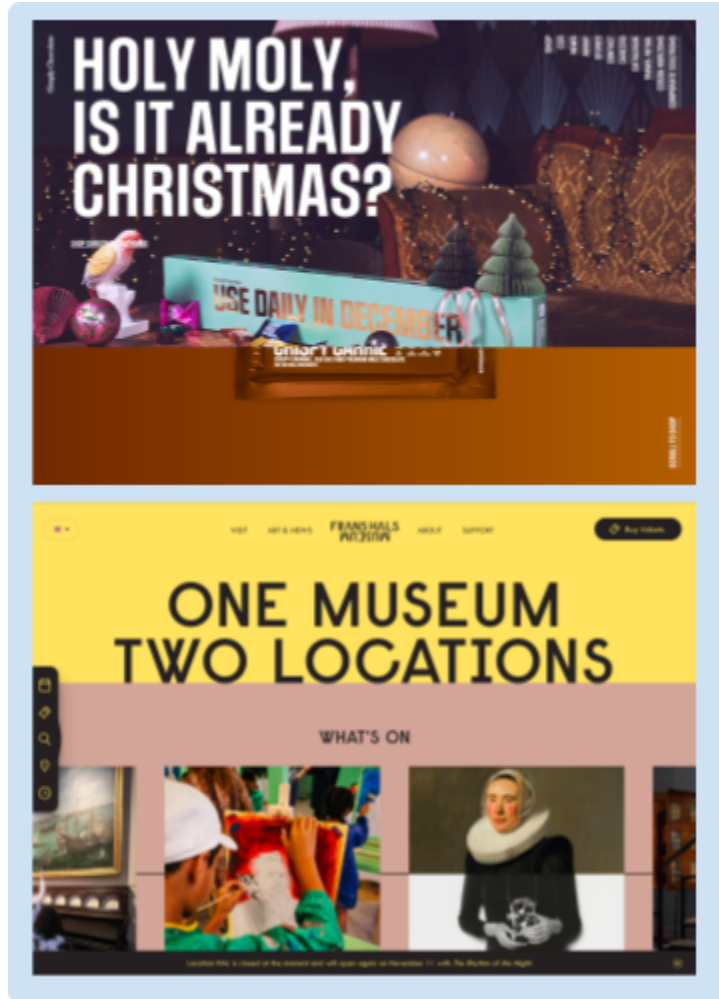
the website is your creation and your judgment of it will be clouded, this section will provide some guidance on how to make a website look good.

## **Flow and Theme**

Your website, with all of its design, should describe to the world who you are as a robotics team. It should be an embodiment of the team. The font, the spacing, the pictures, it should describe who you are and what you do.

If your team has a cute and cuddly theme, feel free to represent that in your website. If a lightning bolt is a team icon, it would be great to use it. Even if your team doesn't have a lot of personality, you should design a website in the style of a robotics team. It should look different, for example, than the website of a local daycare.

So paint a giant picture of what your team is with your design choices. Pick fonts that represent the team well, color choices that feel right for the team (look at the team logo or wear), and style the spacing so it matches the team's mood. If your team doesn't have theme colors, perhaps you can use your school's colors.



Although one website is about chocolate while the other is about a museum, and though their style is a bit different, they represent their entities well.

## Fonts

**BIG BRICKS**

*Big Bricks*

*Miss Fritty's Daycare*

**MISS FRITTY'S DAYCARE**

Would you like to buy from a business with a logo on the right? Do we want a brick manufacturer to be so frenetic that they use swirly script? Or a daycare to be so tough and serious they use a strong, bold, font?

Why start a website design section with a study of fonts? Because make a bigger impact than most people realize.

Fonts set the emotion of your webpage, so they play a very important role. They are like the music that plays while users view your content. As illustrated above, there is a right and wrong place to use a certain font. Like the rest of the sight, the title font should be an embodiment of who you are. The other fonts you choose for more mundane text should play well with your other fonts, and the whole site.

There are different kinds of fonts. The three basic kinds are *Sans Serif*, *Serif*, and *Script*.

Serifs are the little “feet” sticking out from letters, and Serif fonts have them. Serif fonts generate emotions of professionalism and traditionalism.

## The Fox Jumped Over the Lazy Dog

An example of a Serif font, Times New Roman.

Most websites don't use Serif fonts to a large extent. Typically, the body text of books has Serif fonts.

“Sans” means “without”, so Sans-Serif fonts don't have the little serifs. Sans-Serif fonts appear sleek, modern, and active:

## The Fox Jumped Over the Lazy Dog

Some text in Lato, a sans-serif font.

You will probably be using Serif fonts the most, since they are well used in websites, and especially websites of technological organizations, like robotics teams.

The final category is script fonts, which appear like handwritten text. They exude cuteness and a sense of personhood for the writer.

*The Fox Jumped Over the Lazy Dog*

Some text in Dancing Script, a Script font.

It is unlikely that you will use script fonts in a robotics team website.

How to find out what font something is:::::

## **Media**

Pictures and videos, or media, are in normal situations a web designer's best friend. A picture is worth "a thousand words" and may explain something in a succinct manner. Explaining what the robot does in words may be hard, but a video can do it perfectly.





**We're Recruiting**

Come (with a parent) to the Agricultural Engineering building on our open-house days to learn more about the team, and potentially join.

- Wednesday, Aug 31 2022 (6:30 PM – 8 PM)
- Wednesday, Sep 7 2022 (6:30 PM – 8 PM)

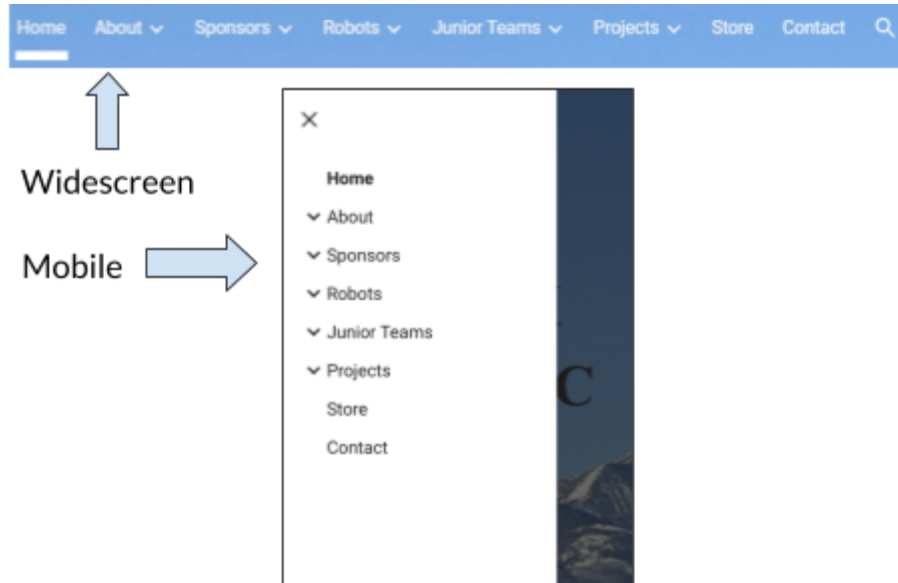
The Army Ants top their website with a picture themselves.

Many people won't read a paragraph about the team, but a picture will summarize the team for them. And this in turn means that media has a better chance of making a connection than words do. If people will look at a picture and say "Hey, I didn't know Sarika was on the robotics team," when they wouldn't have looked at text that would tell them the same information, a connection was made that wouldn't have been otherwise.

## Navigation

A navigation bar is a listing of most important links. They appear on a large screen device at the top of a web page. And for most sites they appear for every page on the site, or for big sites, on every page in that section of the site.

After making the navigation bar work, the most important rule is to have the correct number of items in it. Different numbers are thrown around for a good range, perhaps around 3 to 8 items are good.



This team's navigation bar is well laid out, very clear and concise, however, they wouldn't want to add any more items.

Having too few items is better than having too many. Too many items may disorientate the user, and cause extra mental stress. One time, I saw a website with over 20 items in the navigation menu, and it wrapped around the screen a couple times. That was a bad, confusing design, not to mention that some item names were very similar, for example "Sign Up" versus "Registration", so it was difficult to tell which was the correct one. Keep the number of navigation items small so users can be efficient and oriented.

Here is what seems to be the most important navigation items, based on what a typical FTC team needs, and from observing what other teams have in their navigation bars:

Very important:

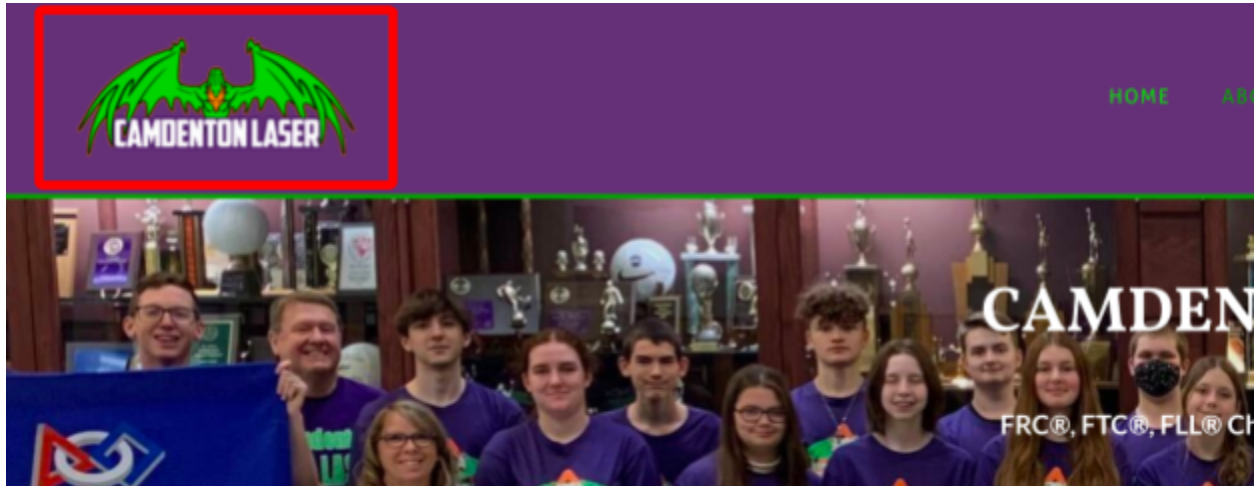
1. Home (possibly the team logo)
2. About
3. Contact

Other Good Ideas:

1. Sponsors
2. Team Blog
3. Media / Picture Gallery

4. Events
5. Links to Resources for Team Members
6. Team History
7. Robotics Summer Camp

## Logo

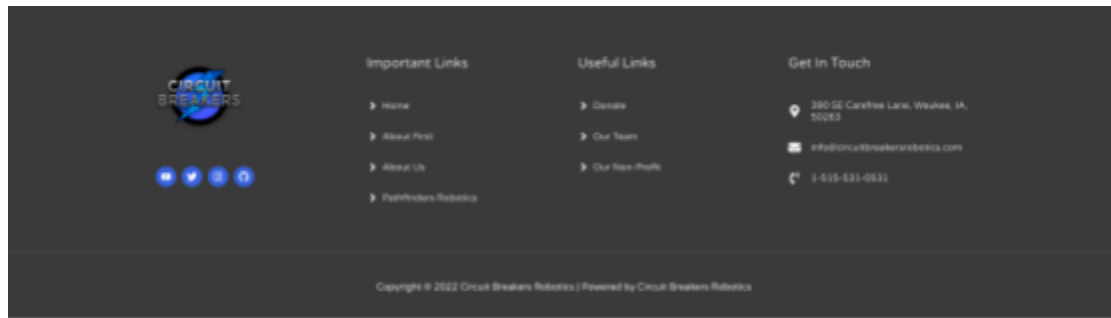


The Camdenton Lasers have a cool logo.

A logo is a sort of brand mark, an icon, that identifies the specific brand or organization. Most teams, and really most businesses or organizations, automatically develop imagery such as logos over time, if not right when they come into existence. Logo are often integrated into clothing, but a team website is another place the logo could be. A logo adds personality to the site, and of course, identifies who the site belongs to.

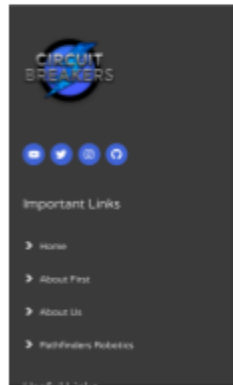
Most logos appear in the top-left corner of the site, often at the same height as the navigation bar. They also come up in the footer, a bar often present at the bottom of websites.

## Footer



Widescreen

Mobile



The Circuit Breakers have a well laid out footer, not to mention an eye-catching logo.

A footer is a bar at the bottom of many websites. Unlike a navigation bar, whose function and design is standardized over most websites, the design of footers varies widely. Some websites don't have a footer, while others have a single line of text, perhaps the copyright of the website. Other sites have footers with links to every other page of the site, so while the header is streamlined and has only the most useful links, the footer has many, many links! Still others have a logo, links to the social media pages of the team, and contact information.

There is not necessarily right and wrong when it comes to footer layout. Your design may change depending on how you imagine users will be interacting with your website, or perhaps it could be optimized to best match your team's personality. What matters most about the footer is that it should look good, and solidify in people's minds, after viewing the top of the page, the professional nature of your team.

## Mobile Optimize Your Site!

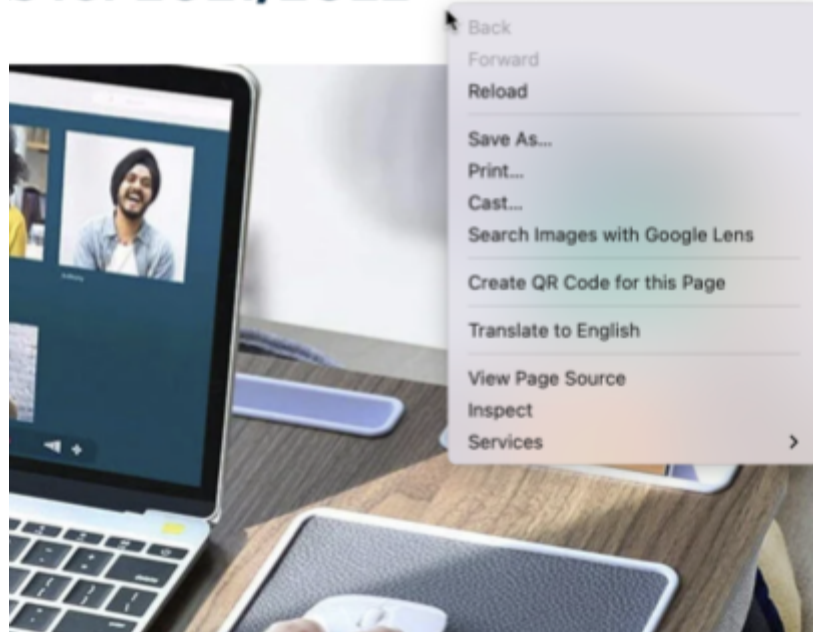
Mobile, or handheld devices have become a huge part of our lives, including in web surfing. In 2019, about 53% of all web traffic came from mobile users. And depending on the environment surrounding your team, the actual percentage of mobile users could fluctuate, so who knows, it could be 100%! Not to mention the terrible feeling you get when you tell someone to view the website, they whip out their phone to type it in, and then when it comes up, you realized it doesn't look nearly as nice as it does on desktop.

A website could determine exactly if it is a phone, laptop, desktop, tablet, the operating system of the device accessing itself, but normally what they do is change their appearance based on screen size instead. So what really matters is the pixel size of your browser window, not the device it runs on.

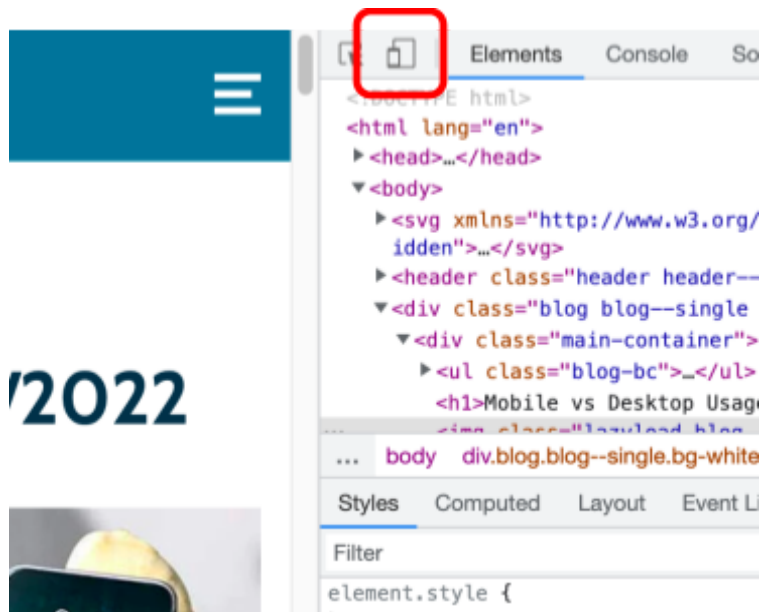
The most surefire way to know if it looks good on mobile is to access the site on a mobile device. However, for a quick view of the website during development, there may be other options. Some website builders will provide a way to view what the site will look like from a mobile device, and some even a mobile-only site editor. Another way to accomplish this is by shrinking down to mobile size a browser window on a computer. However, some browsers have specific way to view a website as a mobile device and we'll go over the really quick here.

In Chrome for example, right click, opening a context menu, and then click Inspect.

## s for 2021/2022

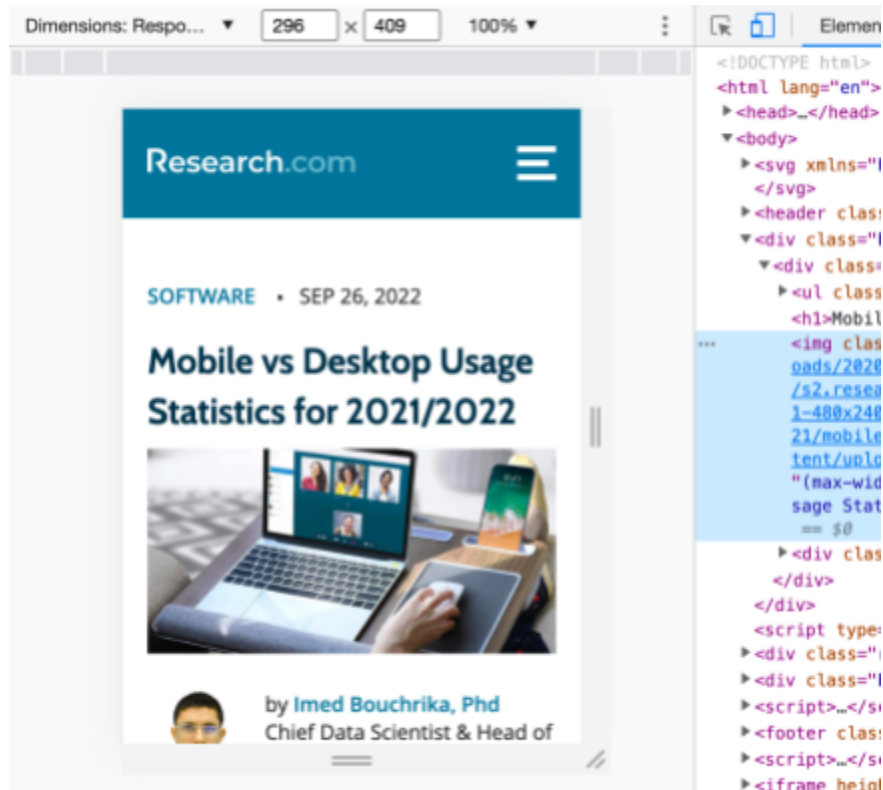


In Chrome, right-click and from here click Inspect. Then at the top left, click the Toggle Device Toolbar button.



The Toggle Device Toolbar button.

And now the website is simulated as if on a mobile device.



The website is now simulated as if run on a mobile device.

Here you can adjust the simulated screen size, and through the dropdown in the top left, set it to sizes of common mobile phones. Under the Network tab on the right is a pretend way to throttle the website loading, so you can see how fast it will load for a slower connection, like that which might be experienced by a mobile device. Also, refresh the page, because some websites don't change their layout until loaded again.

But the only true way to be sure how the site works on mobile is to try it out with a true mobile device. Even the creators of the device simulator on Chrome agree that simulating is just an approximation.

Checking how the site looks on a mobile device is probably more important than the rest of these tips combined. If it doesn't look and work good for mobile users, it doesn't operate well for possibly half of your visitors. You cannot guarantee that any prospective web visitors will see

the site with a computer rather than on mobile. Do yourself a favor and make the mobile version of your site good.

## Analytics and Optimization

What if your site got a million visitors, but you could never tell? Wouldn't it be great to track visitors to your site, so you had numbers and data? You can, reading everything from their general location, to their operating system, and type of device. And fortunately, there are already premade solutions to do this.

If you created your site using an editor, it may provide its own tracking and analytics software. This may be better than any other off-the-shelf solutions. Otherwise, the most well known way to do this is with Google Analytics.

Since the focus of this book is not Google Analytics, there isn't a full setup guide here. However, a good place to start is the website [analytics.google.com](https://analytics.google.com). What it will do is give you a piece of code to run when any page of your website is loaded by a visitor, and it reads information about them. To make things easier, some website editors will invite you to connect your website to it. If you get stuck, articles and video tutorials can help.

The home of Google analytics shows a graph of visitors over a selected time period, and a real time display of users in the last thirty minutes.



The home screen of Google Analytics.



If you search around, you can get much more information, including number of visitors from general locations, and tech information such as operating system and device type. If you play with it enough, you can even get it to show you what sites your traffic comes from, and therefore, what part of your marketing funnel is being most effective.

With the information gathered from trackers like Google Analytics, you are armed with information that can affect how you change your website, as well as the rest of your digital marketing strategy. You may realize that all of your traffic is coming from social media sites with a link to your site on them. Or perhaps people are beginning to memorize your site's domain and typing it in by heart. Analytics software brings us data, and with data, we can make better decisions.

A final consideration is that depending on your location in the world, specifically in the EU/EEA, you may need to provide a notification about cookies, bits of information stored on a visitor's computer used for many reasons, including tracking. In fact, if you created your site with a website editor, and you are inside a region under the General Data Protection Regulation, chances are you need a notification anyway, since your website editor has tracking cookies in place. If you would like to research this, check out the sources cited in this paragraph.

## Search Engine Optimization

Imagine you are driving down a street in your city. As you approach a stoplight, however, there is a person there who has the special job of listening to what a person wants, and telling them information about different places to fulfill what the driver needs. They give each person a list of possible options. For example, a person drives up and asks "Where can I buy some flowers?" they respond, "Well, Rose's Flower Shop has some nice flower, here are the pictures of a couple," and they show their phone to the driver. "They sell Roses, tulips, and carnations, as a sign inside their stores says. Bluewater Florist is another good option nearby, they have purple and blue flower and they are open until 8." When a driver asks "Where can I buy groceries?"

They respond, “Sally’s Groceries has a good selection and are only a few minutes away. And then there is Walmart of course.”

This directing of people and answering their questions is similar to what a search engine does. Search engines have anywhere from thousands to trillions of entries scanned, so when someone uses it to search, the engine looks through its database to find the best result. The most famous search engines are Google, Yahoo, Bing. Search engines can be found in many other places however, consider for example the searching feature on Apple Maps and virtual assistant software like Siri or Alexa, they too are powered by a search engine.

If search engines don’t direct people to you, how will anyone find you? The two other ways of users finding you are other websites linking to yours, or people typing in the URL directly, but these may not account for much, so you want to be present on search engines. To robotics teams, its nice to get this traffic, and for many businesses, search engine traffic is vital to their existence and commerce.

Search engine optimization, or SEO, is the process of making your website appear to many people, and to the right people, on search engines. What can we do to be higher up in the search for more people? SEO can tell us.

The truth about the field of SEO is that you could spend your whole life studying it, and not really know much in the grand scheme of things. It is such a big topic that it could easily be the subject of a college degree. Even what you think you know may be wrong, which makes experimenting with SEO confounding, although it isn’t really a surprise, since the algorithm that runs search engines is a super complicated computer program with artificial intelligence, perhaps similar in complexity to social media algorithms that choose who sees what. So in this light, this section is only going to scratch the surface and provide some basics about SEO, it is not an exhaustive look at the subject.

## **How Does SEO Work?**

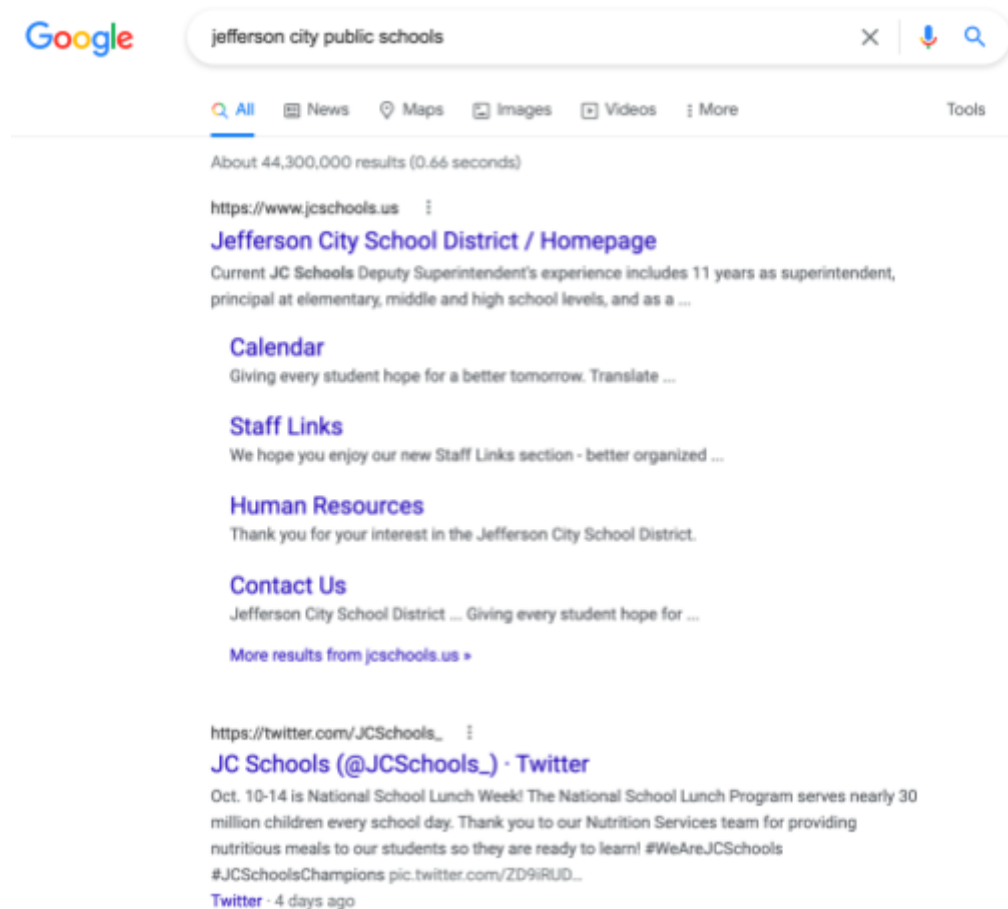
When a user performs a search, the search engine looks through its database to find results.

Many search engines do not release their algorithm to the public, including Google, but SEO

experts still have a pretty good idea what factors they take into account. Let's explore some of these:

## Relevancy

The results that come back are highly geared to give you what you want. Google wants to make their searchers happy so they keep searching with Google.



There are no surprises with these results given the query.

## Authority

Google wants to make sure that it promotes websites that know what they're talking about. Therefore, it keeps track of several levels of authority.

One level is domain authority. This is the level of authority that Google gives to your domain, which in turn reflects on how well each page on your website will do on search. The higher the domain authority level, the better all your pages will do.

The other authority level is a page-by-page authority. Each page of your site can go up and down irrelevant of what the other pages are doing. So if you have a great page on your website, it may rise to a high level of authority, while other pages have a low level of authority.

These two authority levels work together, so although a page may do well because of its page authority, it will be held up if the domain authority isn't great.

How do you obtain high levels of authority? There are probably many factors, but we know what some of the main ones are.

When other websites post a link to your website, this can transfer some of the authority level of that website to yours. If Wikipedia, for example, which has a super high domain authority, were to link to your site in several places, you are probably golden. What this does is tell Google "Hey, Wikipedia thinks the RoboRaiders website is so good that its directing its visitors to it," and so Google then thinks your website is good. This process of getting links to your website from outside sites is known as Link Building.

Link Building is touted as the most important way to build up domain and page authority, however there are rules that you are supposed to play by. If another website links to your, without asking them to, great. If you ask them to, thats ok as well. But do not offer to pay them to link to you, since Google has stated this is not cool. That ruins the point of Google's authority algorithm if people are getting cheated authority to their website.

## Value

You may have a website with very high authority, but if people don't get a good experience when they visit your pages, that will negatively impact your SEO. If you pages are cluttered and the wording is hard to understand, people won't be able to get the full value out your content.



Page Bouncing is bad.

If people don't like the web page they land on, they may only glance at it before returning back to Google. Google will then see that they only spent a short time on your page, and lower your ranking on their search.

It is for this reason that SEO expert Brian Dean at Backlinko says that his #1 SEO tip for higher rankings is to “Create a website that people love!” If you have content of great quality, and the format in which it's laid out is very helpful to the readers, you are in a great position to have your page views go up.

### Technical SEO & Content Specifics

Imagine a store with some amazing products on their shelves. However, customers never show up at the store, because they can't find it. Their address number is not stated found anywhere around the outside of the store, so everyone from their biggest fans, to the postal service, can find it. Nor is there a sign on the outside that declares the name of the store to anyone passing by.

The store can have its greatest products. They can even run advertisements in the local paper about their great deals. However, everyone who tries to find it only gets a headache.

The store is losing customers because they haven't put in the information they need to make themselves found. Sure, their selection may be great, and their advertising may be effective. But they haven't provided the basic pieces of information to make themselves found even by those who want to patronize them.

Technical SEO is similar to this. You can create great content, but if you don't fill out the right fields, Google won't know how to show your pages, and your entries on search will look very uninviting to those who find them.

A good place to start is to make sure that a page's main topic can be found in several places. SEO expert Brian Dean with Backlinko suggests several places the topic, or keyword as he calls it, should be present. It should be found in the page URL, title at the top of the page, and perhaps in a subtitle, and in the first 100 words of body text. It should also be in the “title tag”, a data field present in the code for a webpage, but not visible on the page itself.

## ROBOCAMP RESOURCES

### What are RoboCamps?

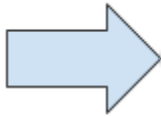
RoboCamps are one-week camps for 4th through 8th grade students. The



To no surprise, this page will score highest in searches similar to “Robocamp Resources”.

The title tag is also important because what Google Search shows as the title of a page will probably be the exact text of the title tag, so if you mess it up, it will look bad on Google. Below is a humorous example of this.

Waaaa?



Methods

The fastest and most effective method - inlingua Aareland

It is clear I did not put enough information into this title tag. “Methods” is vague to the extreme. Methods about what? And what is the title of this website?

Another invisible field is the Meta Description. They used to be a big deal, but now most search engines no longer use it to affect the ranking of your website. However, meta descriptions may be used by Google to fill the text for the “snippet”, the text in each search result that goes below the website link. Google will fill the snippet with a “justification”, text from the website to justify why that result showed up. So the meta tag provides an additional place for Google to look for justification text. For this reason, SEO experts say to always fill out the meta tag, because it could provide a great justification in a snippet, which could result in more clicks to your website. And this increased clickrate will in turn, boost your ranking on the search pages.

https://www.rollarobotics.com

## Friends of Rolla Robotics

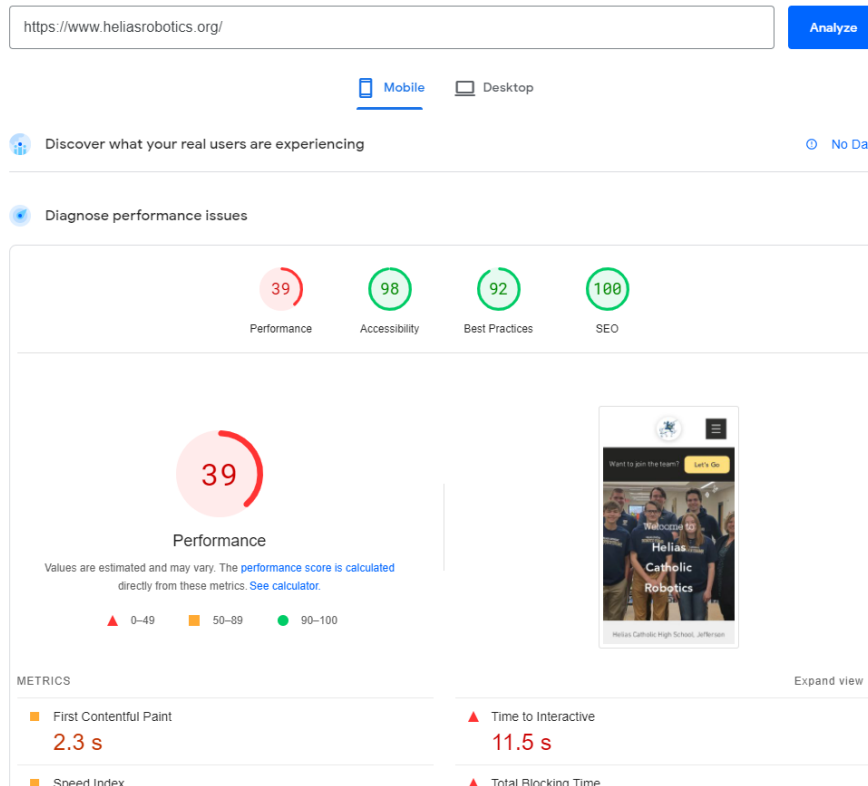
See what our energy-inspired season is all about and learn how you can bring STEM inspiration, holistic skill building, and FUN **robotics** activities to our ...

A “snippet” which contains a “justification”. I searched “Rolla Robotics” and Google tries to justify why it chose this result for me, bolding the word “robotics.”

Your search presence won't matter much if your page takes 60 seconds to load. The load speed of your website can be very important, becoming more so as it receives increasing amounts of traffic. Although you have the most leeway to change things regarding pagespeed if you hand-coded your website, in most situations there is at least a little one can do to improve this. One great example is to decrease the number of objects that have to load when the page is loaded. If you have a page a hundred where to load each video requires a call to a video hosting service like YouTube, that page is going to get quite slow.

As you test page load speed, make sure your test is fully featured. In a perfect world, you would test it on a computer, a mobile device, on fast wifi, slow wifi, and cell service. There are also many websites that will break down your performance issues into different areas so can see exactly what causes your problems. One well known one is Google's Page Speed Insights.





Hmm, according to Page Speed Insights, I have some improvements to make.

A high ranking website also needs its content maintained. Remove content that is duplicated elsewhere on your website. And content that is out of date and serves no purpose should be deleted. The webpage of the latest trends in your industry of 2005 needs should be removed from where search engines will see it.

Below a page's title on Google search will be the "snippet". Google changes the snippet based on what the search query is, and uses the snippet to try to justify to the user why Google is suggesting it. The text in the snippet can either come out of the page's text, which Google has read and stored, or out of the "meta" field, another field that is invisible on a website, but read by an search engine reading the code files themselves. It is known that the content of the meta field doesn't impact your ranking on search at all. However, having a meta field provides Google with

something to show to searchers, and if the meta field is really good, perhaps making a better snippet than any text on the webpage, it may use it. For this reason, SEO experts suggest having a meta, even though it won't affect your height on search.

## **A Couple Lessons about SEO**

Imagine your site has been on Google for six months. Now, are now starting a new blog on the site. You are super excited about new traffic it could get you, after all, your blog covers things useful to your community, and that other FIRST teams might find useful. You make three blog posts to get you started, and you use Google Search Console to specifically request Google to insert them. Sure enough, a couple days later, they are appearing on Google.

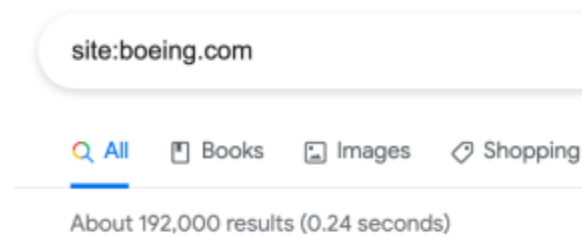
So after a couple months, you once again check the traffic to your site, including your new blog pages. To your surprise, your blog pages haven't increased the hits to your site, in fact, the number of times they have been clicked on Google is zero. This disappoints you, since you thought people would like the information in the posts. What did you do wrong?

Remember that you can never be sure that a target audience will find your information on a search engine, and also on social media. Perhaps no one has been searching for the information that you provided. And if they haven't, search engines aren't going to let you force it on them.

But there is a much more likely reason why no one has seen your blog posts, your domain authority isn't all that high. Your blog post may directly answer a searcher's query, and explain it much better, even being more enticing to click on in a search engine, however, the search engine's are hesitant to send many people your way, since your website's domain itself doesn't have authority.

If one of your articles is about stringing a linear slide lifting system, and someone Googles "How to string a linear slide for FTC", your article should come up right? Or at least it should come up along with other articles from the websites of other FTC teams. But what if some giant company, let's say Boeing, has an article on their website about something similar to stringing a linear slide lifting system. Boeing's article may be about something a little different than what the searcher was looking for, but their article is ranked higher than that of any FTC

team because their domain authority is so much higher. We don't have exact numbers, but it's likely that over a hundred thousand people visit Boeing's website each day, probably from all over the world. Boeing's website has thousands and thousands of articles on Google, so they also have a much higher chance of getting a high domain authority.



It appears there are around 192,000 boeing.com web pages on Google.

Does your team have anything like this?

Because of all this, Google trusts Boeing's website much more than it trusts your team's and thus, any article put on their website gets an immediate boost over yours, through domain authority.

Of course if someone Googles "How to string a linear slide FTC *RoboRaiders*" (assuming you are the RoboRaiders) your article will probably come up. Google sees immediately that it's you the searcher is looking for, and easily provides the website.

Remember, Google typically tries to provide the best results for what the user is searching for, even if this is rather cutthroat. For example, a page on your website about a mentored First Lego League will certainly not be able to beat the First Lego League page on the official FIRST website for a search for "First Lego League". It probably shouldn't either, do you think someone Googling just "First Lego League" wants to hear about your site in particular, instead of the official FIRST FLL page? Probably not, and Google isn't going to be fooled into putting your page first. If someone wants to see the FLL page on your website, they can search "First Lego League RoboRaiders" and yours will probably pop right up.

Some people have a whole plan to move up based on increasing domain authority.

Start early start often in seo, google wants you to take time to move up the rankings.

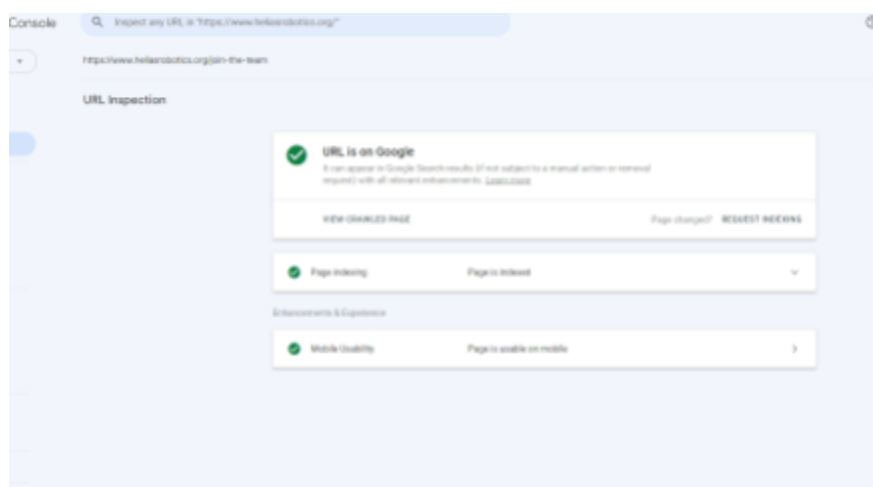
## Google Search Console

If your website isn't known to Google, there's a great amount of possible traffic that it is missing out on. To find out if it is on Google, you may search "site:your\_site.com" to see if Google has any pages of your site indexed, or to be more realistic, enter a query that should, in your opinion, lead people to your website. If your site already appears, great! Google may have discovered your site through a link from another site.

But if not, you're invisible to Google searchers. If this is the case, a good place to start would be the Google Search Console. This is a Google syndicated website and is the official way to communicate with the search engine about your site's SEO.

First, you have to sign up for Google Search Console, which will involve proving you own the domain.

Perhaps its most useful feature is the Inspection/Submit tool. Type in a URL of your site in the top bar, and you can see what its status is as far as being on Google.



Our page is on Google!

From here, you can request that the page be index/reindexed by Google.

Another useful feature is submitting a sitemap. This is a file that contains links to webpages on your site, or links to other sub-sitemaps, giving a search engine all the links to every page on the site! You don't have to hope that a search engine will discover the pages by looking and links.

## Google Business Profile

Clicking onto your website to get information is tedious and requires multiple steps for searchers. What if someone could see your information without leaving Google.

That is what Google Business Profiles are for. If your business has one, there will be a sort of “card” on Google when it knows someone is looking for your business.

The image shows two side-by-side screenshots of Google search results. The top screenshot shows a search for 'FRC Team 1619, Longmont CO'. The results include a snippet from team1619.org, a snippet from Facebook, and a prominent Google Business Profile card for 'Up-A-Creek Robotics'. The card features a photo of the team, a map, a 4.5-star rating with 12 reviews, and the address: 950-998 S Sherman St, Longmont, CO 80501. A white box labeled 'Business Profile' is overlaid on the card. The bottom screenshot shows a search for 'Camdenton LASER 3284'. The results include a suggestion 'Did you mean: camdenton 4h lasers', a snippet from laser3284.org, and a snippet from Facebook. A white box labeled 'No Business Profile' is overlaid on the search results.

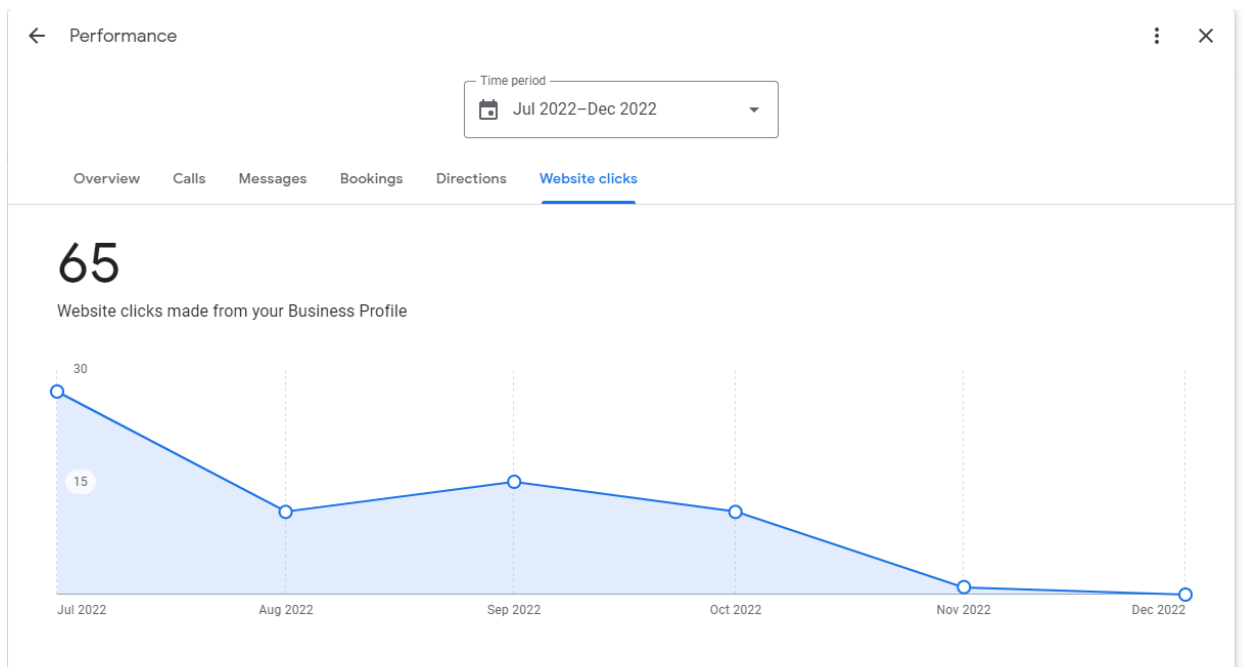
The Google Business Profile produces the card on the right.

What if you have a card like the top picture but you don't remember creating a GBP? Google could have detected your existence from other means and created one for you. And it probably fill in your data from what it scraped from your website.

You can create one at <https://business.google.com/create> or look up a business on Google Search and click a link resembling "Own this business?" Assuming you already have a Google account, you will then fill out some information about your business.

Then you will have to verify your Google Business Profile, proving that you really do own that facility, and that you aren't just some random person trying to gain control of someone else's profile. There are several ways to do this, but the most common by far is by sending a postcard through the mail containing a code, which once you receive and enter into the GBP website, proves you own the business.

Among the many perks of creating and maintaining a Google business profile for your group is editing the pictures for your group, a possible boost to your Google presence, and data seeing how your website is performing.



With there seeming to be no negatives in creating one, it is a very good idea for your team to have one.

In digital marketing, you are working in a space where you don't anything for certain. You don't know how many views your post will get, or how many views your website will have. You don't know, assuming you post twice a week, how many followers your pages will have in a year. There is much playing by ear. Even you think you know something, "That post won't perform well because of x y and z," sometimes things work differently than we expect. This is not like writing a computer program to multiply two numbers. This is a highly finicky and crazy up and down space you are operating in. You can never predict anything.

Pictures with lots of excitement, especially in one place, like jammed packed with excitement, are best.

The more the better when it comes to taking pictures and videos for digital marketing use. Take lots of them. And if you are shy with a camera or asking for people's picture, that is something you should work at overcoming. Once you know that you have someone's permission to take their picture, take lots. Note that for people under 18, it is their parent who truly has permission about their picture being taken.

, look at a picture when they won't look at text, then

What if there's a card but you haven't made a business profile. Then Google figured out you existed somehow, and filled in information about you, but you haven't gone in and taken control of the data which you need to do.

<https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/micro-moments-consumer-behavior-expectations/>

Mention unsplash

Nobody wants to read on facebook, they want to see, and be entertained. Don't make your picture, or at least your main picture, something that is boring and they have to read it.

On unsplash, it's a great idea to site sources, to be a gracious professional, or to be above reproach

Sans means without,

You should be consistent with your fonts from page to page. If there is a title of each other at the top, each title should have the same font. To learn an extensive amount about fonts, a great source to check out is the Google Fonts knowledge center. Their content can take you much, much farther in the study of fonts than we do here.

**Industrial Strength Bricks**    *Industrial Strength Bricks*  
*Miss Fritty's Daycare*    **Miss Fritty's Daycare**

Depending on how you hosted the website, the process

The Bible's Sabbath day can be a complicated topic to explain. We must first make a distinction, the Jewish Sabbath day is today's Saturday, though after Christ's resurrection, many Christians wanted the day of rest to be Sunday. So, God's people are to keep the Sabbath holy, but does this forbid people from doing Sabbath work? We can get a hint from Jesus's words in Mark 2:27, "The Sabbath was made for man, and not man for the Sabbath. The Son of Man is Lord even over the Sabbath." The Sabbath is a day for people to rest and refresh themselves, however, how we do this is between us and God.



There are also practical constraints in keeping the Sabbath. For example, if we want electricity on Sunday, some people need to spend the day running power plants, or as Dusty mentioned in his sermon, if we'd like to eat out after church, restaurants need Sunday waiters. We also can't let the fact that it's Sunday make us rest so much that we can't do good for other people.

You may want to start with a domain  
what However, if all the store does is

<https://productmint.com/ipsy-business-model-how-does-ipsy-make-money/>

<https://www.forbes.com/sites/natalierobehmed/2015/10/05/how-michelle-phan-built-a-500-million-company/?sh=7d7688608c4a>

<https://www.youtube.com/user/FIRSTTechChallenge>

<https://1418.team/outreach>

<https://www.team4909.org/outreach.html>

<https://www.frc2468.org/aboutoutreach>

<https://www.frc4131.org/community>

<https://sites.google.com/a/northwoodk12.com/thunder-robotic/outreach>

<https://moefrc.org/outreach>

<https://static1.squarespace.com/static/586e6c73b3db2bba412e767c/t/59f7e221ec212d5a70e22f35/1509417506215/Outreach+Slides.pdf>

<https://frc624.org/outreach-2/>

<https://www.team2404.org/outreach>

<https://twcarobotics.com/outreach/>

<https://girlsofsteelrobotics.com/outreach/>

<https://frcteam573.com/outreach/first-outreach-2>

<http://team1967.ndsj.org/wp-content/uploads/2015/09/OutreachBinderPages.docx.pdf>

<https://www.fhsemit.org/community>

<https://redstormrobotics.com/frc/outreach/>

<https://outreach.engineering.columbia.edu/content/columbias-first-robotics-team>

[http://www.team3313.com/?page\\_id=119](http://www.team3313.com/?page_id=119)

<https://kinsta.com/blog/professional-email-address/>

<https://raventools.com/marketing-glossary/top-level-domain/>

<https://www.hostingadvice.com/how-to/best-static-web-hosting/>

<https://fonts.google.com/knowledge>

<https://www.godaddy.com/garage/10-tips-for-choosing-the-perfect-domain-name>

<https://blog.hubspot.com/marketing/best-website-designs-list>

<https://blog.hubspot.com/website/bad-vs-good-design>

<https://www.flyhyer.com/>

<https://blog.hubspot.com/website/main-website-navigation-ht>

<https://www.jimdo.com/blog/fixing-website-navigation-bar/#:~:text=A%20good%20rule%20of%20thumb,for%20people%20to%20read%20through.>

<https://medium.com/eightshapes-llc/information-architecture-lenses-8a3929a10>

[6dd](#)

<https://www.orbitmedia.com/blog/website-navigation/>

<https://www.orbitmedia.com/blog/website-footer-design-best-practices/>

<https://blog.hubspot.com/website/website-footer#:~:text=What%20is%20the%20of%20of,an%20email%20sign%20Dup%20form.>

<https://blog.icons8.com/articles/website-footer-design/>

<https://research.com/software/mobile-vs-desktop-usage>

<https://www.dreamhost.com/blog/how-to-optimize-your-site-for-mobile/>

<https://developer.chrome.com/docs/devtools/device-mode/>

<https://www.cookieeyes.com/blog/google-analytics-gdpr/>

<https://www.datadrivenu.com/gdpr-compliance/>

<https://consent.guide/google-analytics-cookie-consent/>

<https://www.cookiebot.com/en/google-analytics-gdpr/>

<https://www.iubenda.com/en/help/24536-countries-consent-cookies>

<https://backlinko.com/hub/seo/bounce-rate>

<https://www.constantcontact.com/blog/how-to-create-a-google-my-business-profile/>

<https://www.brightlocal.com/learn/google-business-profile/getting-started/verifying-google-business-profile/#:~:text=Some%20businesses%20may%20be%20given,in%20the%20message%20from%20Google.>

<https://support.google.com/business/answer/7107242?hl=en>

## **Industrial Strength Bricks**

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