

**Optimizing
Your Website:**
Increasing
impact through
your online
presence



Adopt a Pet

Agenda

1. Search Engines
2. Web Crawlers
3. Search Results
4. Volunteers



Reference and learning links!

Search Engines

“Just Google it” -
Everyone

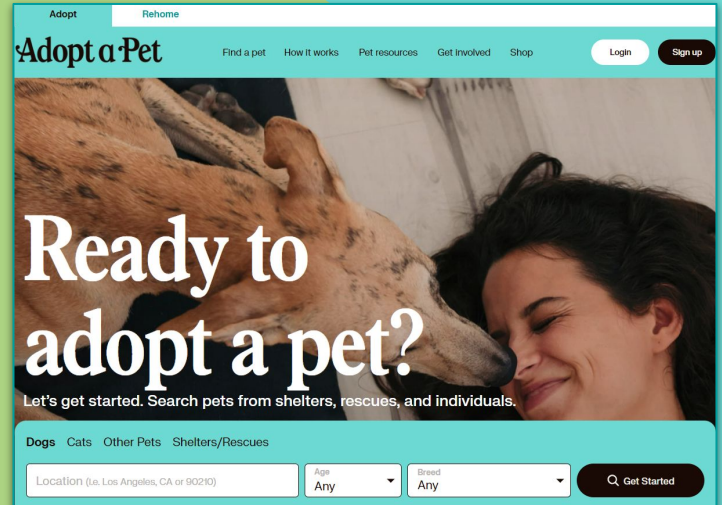


Search Engines

Search is the single largest online traffic source, driving well **over 50%** of most industries' traffic.



Search
Engine



Online Traffic Stats

90%

of web search volume comes from **Google**

8X

more traffic driven by **Google** than all social media networks combined

53%

of social media traffic comes from **Facebook**

96%

of 18-64 year olds use the internet compared to **75%** of those **over 65 yrs**

86%

of households with incomes under **\$30K** use the internet compared to **98% of \$50K+**

73%

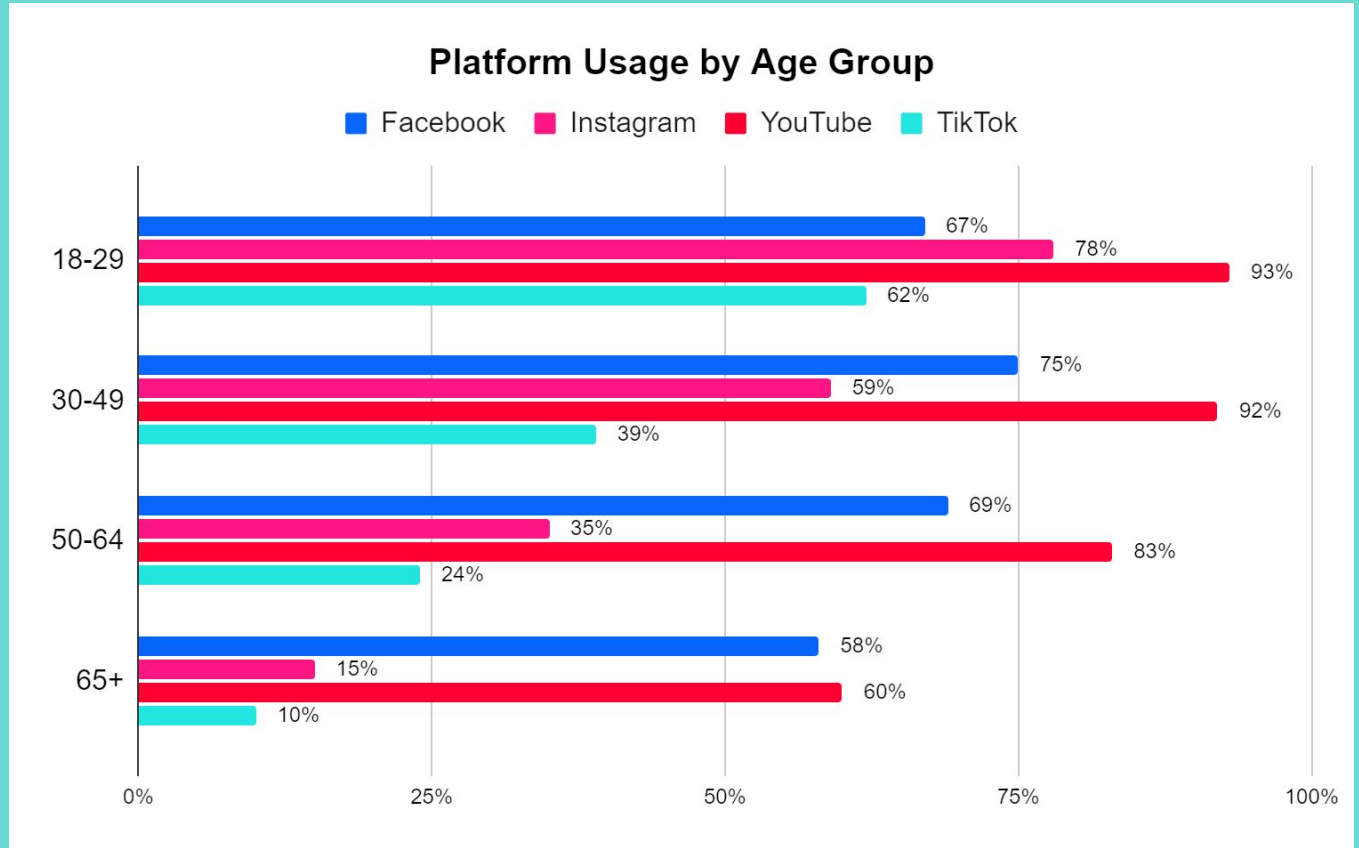
of users start on a SmartPhone, start on a **PC/Laptop**



Social Media Usage

Does platform matter?

Keep in mind what **audience** you are trying to reach when adding content to the various social media platforms



Google Trends Fun-tivity! (trends.google.com)

Surrender

**Pet
Acquisition**

Lost & Found

Helping Pets

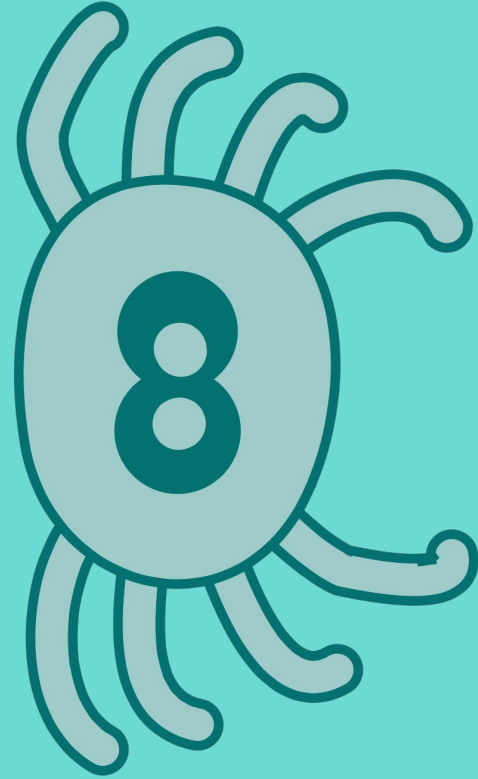
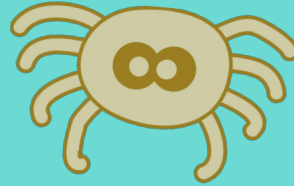
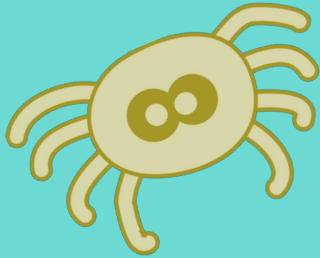
Web Crawlers

"If you want to live and thrive, let the spider run alive." - Chinese proverb



Web Crawlers

- Web crawlers are like spiders. Spiders spin webs to catch prey. Web crawlers spin webs of links to catch websites.
- Also known as spiders or search engine bots



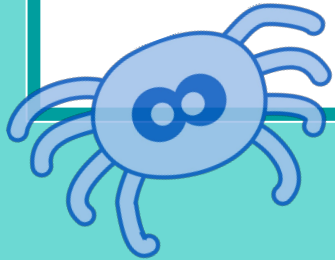
Authors index books, crawlers index the internet

What is it?

Tells what page to find specific information in the book in alphabetical order

Index

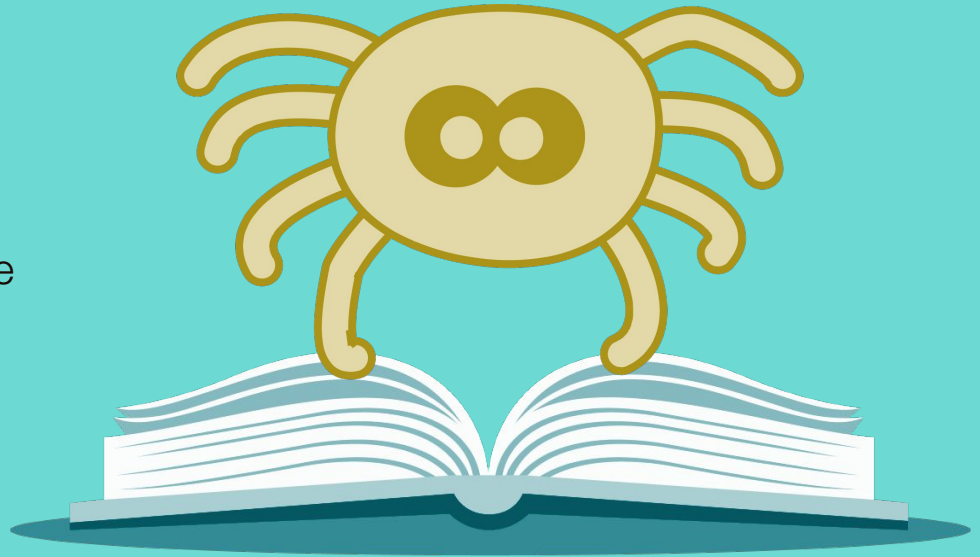
A	
Alligator_____	29, 30
Amphibian_____	20
Animal_____	21, 22
B	
Bear_____	32, 33
Black Bear_____	34
Bullfrog_____	21
C	
Clownfish_____	6
Crocodile_____	34



Sources estimate that only 40-70% of the internet is indexed for search...and that's billions of web pages!

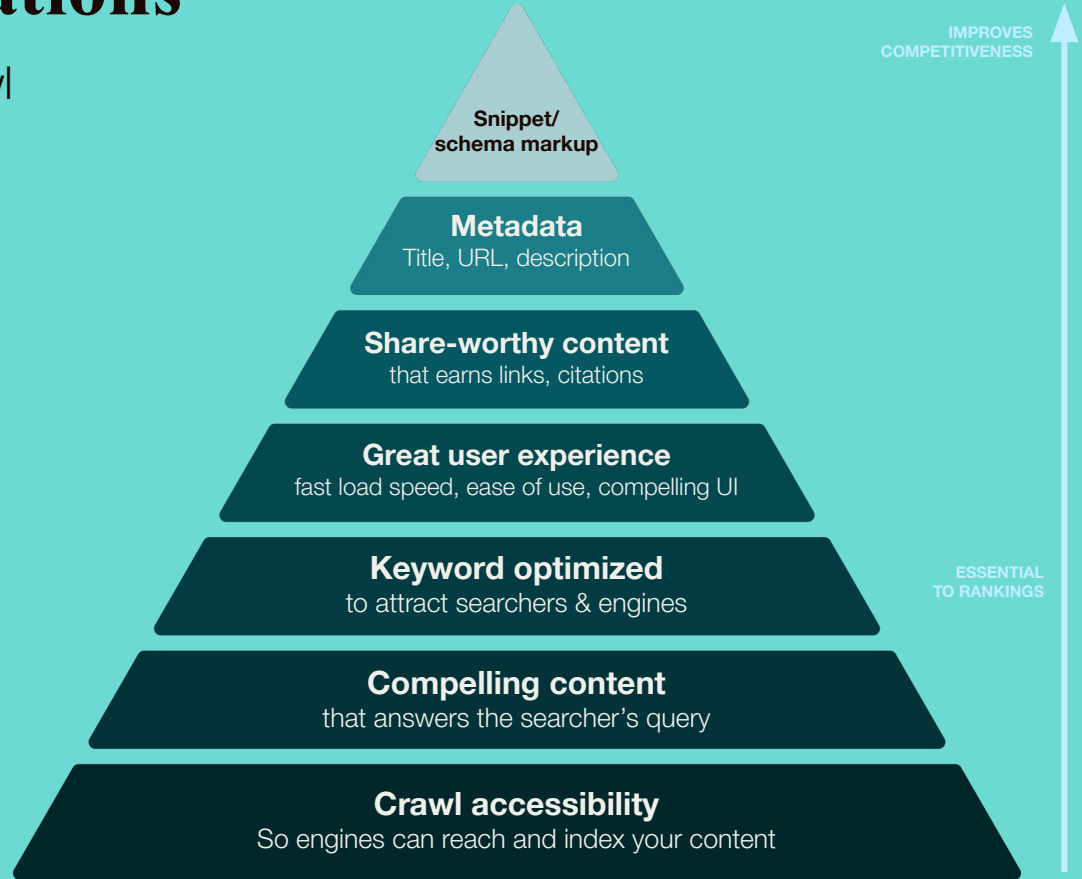
Crawler Behavior

- Start with a list of known websites. They follow the links on these websites to find new websites.
- Only follow links that they have not seen before. This helps to prevent them from getting stuck in loops.
- Keep track of the websites that they have visited. This helps them to avoid visiting the same website multiple times.
- Can be programmed to follow different rules.



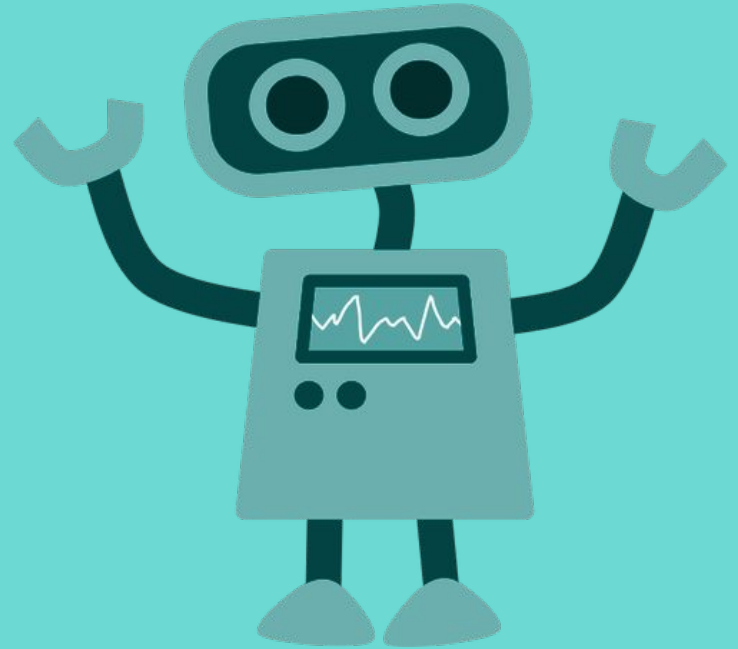
Additional Considerations

1. Allowing search engines to crawl your site
2. High quality, relevant and compelling content
3. User experience including bounces and clicks, website loading speed
4. Number and quality of websites that link to your website
(AAP helps your site!)
5. Metadata



Allowing crawler access - ROBOTS

- The robots.txt url includes the information the crawlers need to access your site
- There are many crawlers so some many be disallowed via the robots.txt
- Not all urls may be given access to the crawler



Robots.txt

- Allowed to crawl all URLs on the site

```
User-agent: *  
Disallow:
```

- Allowed to crawl all URLs regardless of the file name or directory

```
User-agent: *  
Allow: /
```

- Allowed to crawl all URLs except those in the sitemap

```
User-agent: *  
Disallow:  
Sitemap: https://example.com/sitemap.xml
```

A sitemap is a file that provides information about the pages, videos, and other files on your website, and the relationships between them. It's essentially a roadmap for search engines, helping them understand the structure and content of your site.

Robots.txt

```
← → ↻ 🏠 🔒 animalhumanenm.org/robots.txt

User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: https://animalhumanenm.org/wp-sitemap.xml
```

```
← → ↻ 🏠 🔒 sfhumanesociety.org/robots.txt

User-agent: *
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: https://sfhumanesociety.org/wp-sitemap.xml
Sitemap: https://sfhumanesociety.org/sitemap.xml
```

```
← → ↻ 🏠 🔒 wmranch.org/robots.txt

User-agent: *
Allow: /

# Optimization for Google Ads Bot
User-agent: AdsBot-Google-Mobile
User-agent: AdsBot-Google
Disallow: /_api/*
Disallow: /_partials*
Disallow: /pro-gallery-webapp/v1/galleries/*

# Block PetalBot
User-agent: PetalBot
Disallow: /

# Crawl delay for overly enthusiastic bots
User-agent: AhrefsBot
Crawl-delay: 10

Sitemap: https://www.wmranch.org/sitemap.xml

# Auto generated, go to SEO Tools > Robots.txt Editor to change this
```



wp- in URL = Wordpress site



**Established in 2008 as a separate
501c3 to help more dogs get adopted.**



Our Vision

We see a day when all
dogs are safe, secure,
cared for, fed well, and
loved



Our Mission

Supporting 501c3
organizations
working to end pet
homelessness
by helping dogs
in need find
loving homes



Our Impact

Grants



6,200+

grants given out to caring, committed shelters and rescue organizations



800,000+

dogs helped



\$12M+

donated

Best Practices



**BARK TO BASICS:
CREATIVE ADOPTION
IDEAS FOR DOG
ADOPTIONS**

Maximize dog exposure in your community for more adoptions



**BUILD YOUR DOG
ADOPTION
SUPER HIGHWAY**

Increasing engagement with your community to get more pets adopted faster



Thought Leadership



Shelter Advisory Council



Collaborative Partnerships



Dogs & Data Initiative



Working Together

Apply for a Grant

Application cycle typically opens from March – April each year

<https://www.pedigreefoundation.org/shelters-grant/> for more information.

Sign up for the PEDIGREE Foundation Newsletter

<https://www.pedigreefoundation.org/> and scroll to the bottom of the page.

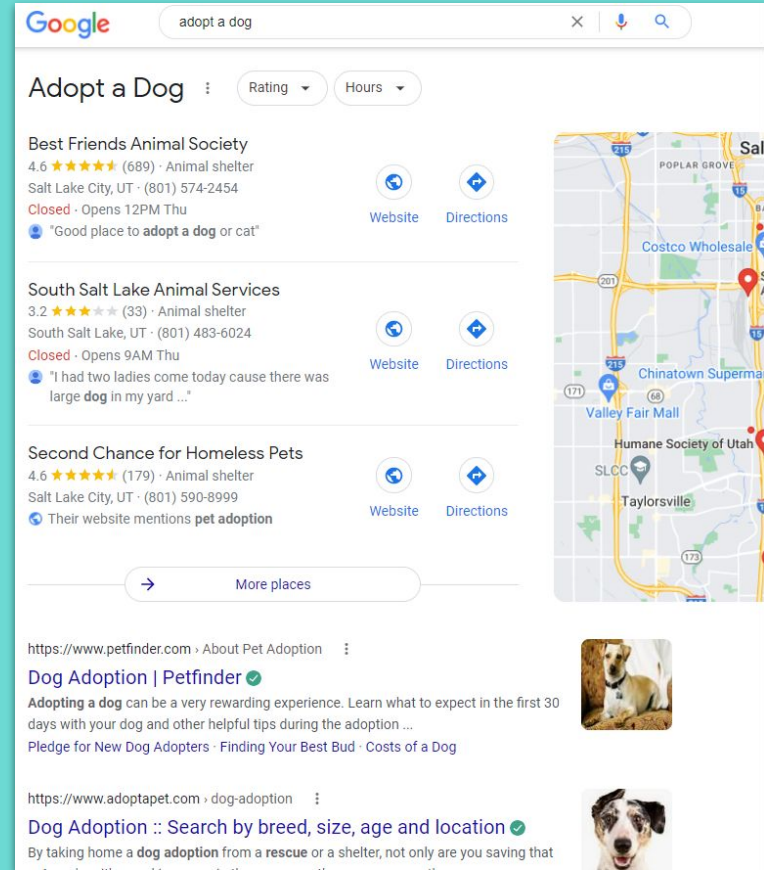
Search Results

"The journey of a thousand miles begins with a single step." - Lao Tzu



Index Logic

- Crawler adds data from the page excluding filler words (a, an, the)
- When term is searched, the search engine goes through its index and displays the **most relevant** results based on the **indexed data**
- Location of user for “**near me**” – IP address, Google profile

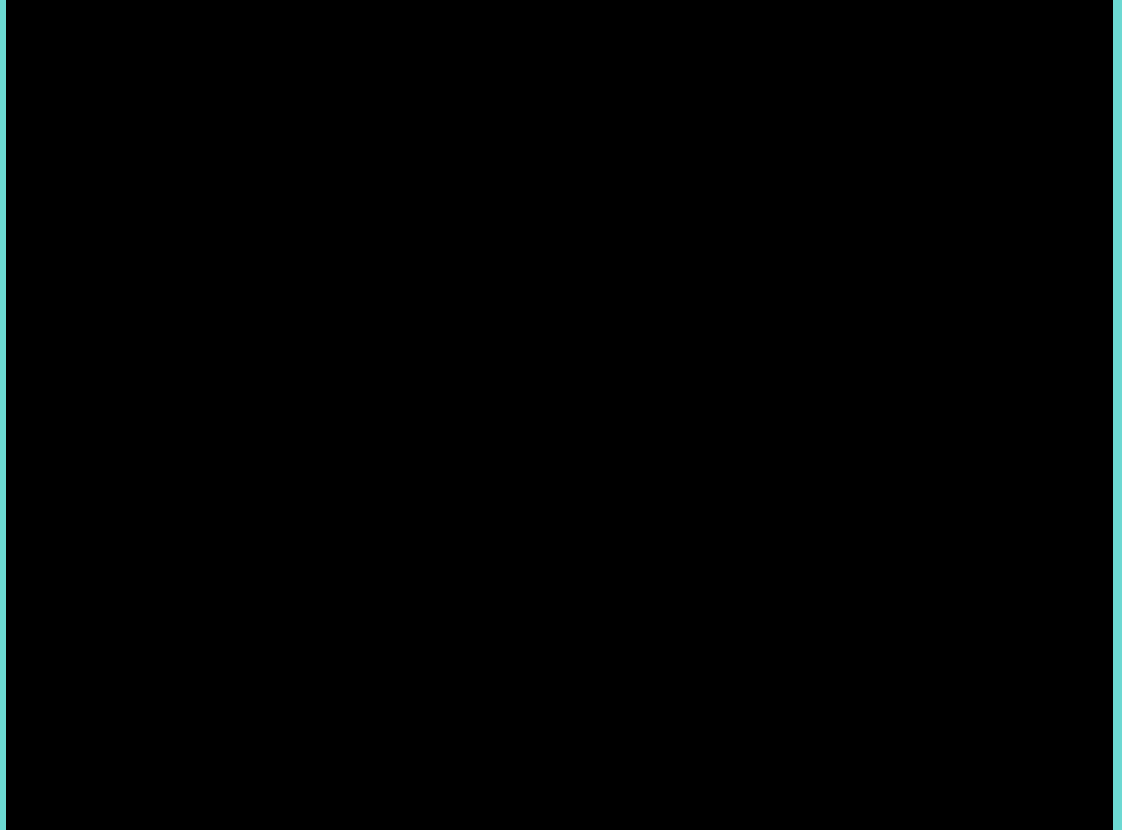


Search Engine Results Page (SERP)

Understanding the layout of the search results page:

Results Page Stats:

- Only **9% of users** make it to the **bottom** of the first page of results
- **59%** of users visit a **single page** during their visit



User Behavior Tools





Evaluating how users are interacting with your website can help drive changes and even better **optimization**

- Use **heat mapping** tools to see where users are clicking on your site
- Use **recording tools** to see the user journey through your site
- Launch on-site **surveys** and collect **feedback** prior to exit
- Collect **NPS scores**











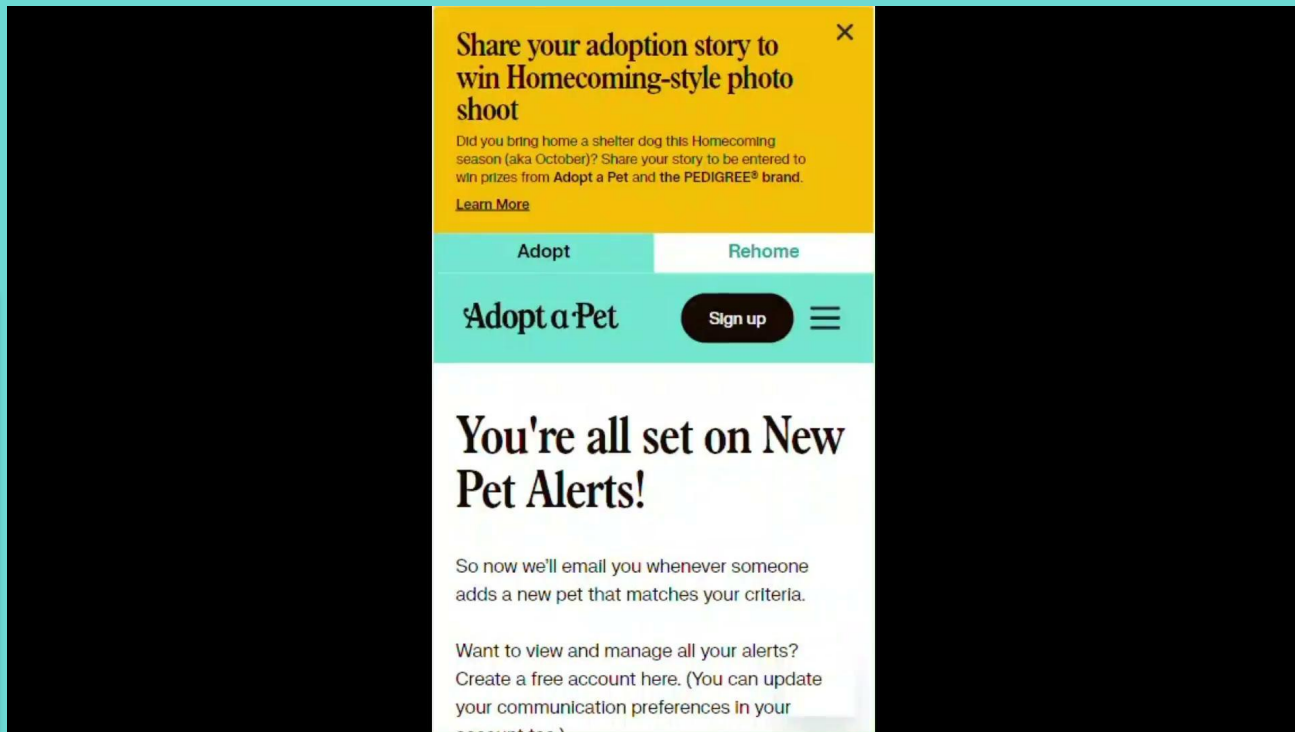
User Behavior Tools

Recording actions

 48	 16
Clicks	Text input
 0	 0
Rage clicks	U-turns

Session info

-  12135436 - New user
-  United States
-  41 minutes ago - Oct 21, 09:57
-  Phone (393 x 647)
-  Google 334.0.674067880
-  iOS 17.6
-  <https://www.google.com/> 




Share your adoption story to win Homecoming-style photo shoot ×

Did you bring home a shelter dog this Homecoming season (aka October)? Share your story to be entered to win prizes from Adopt a Pet and the PEDIGREE® brand.

[Learn More](#)

Adopt Rehome

Adopt a Pet [Sign up](#) 

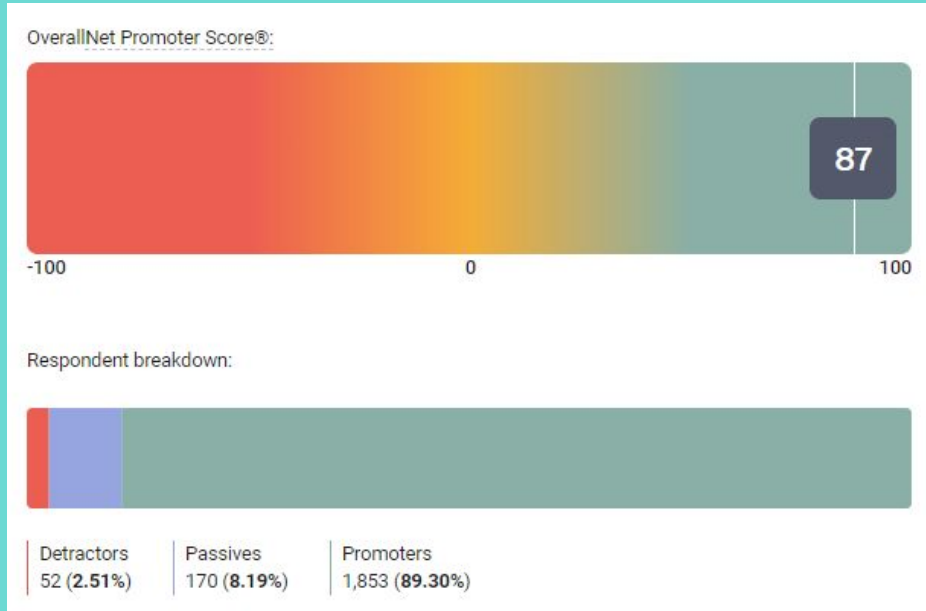
You're all set on New Pet Alerts!

So now we'll email you whenever someone adds a new pet that matches your criteria.

Want to view and manage all your alerts? Create a free account here. (You can update your communication preferences in your account too.)



User Behavior Tools



How long have you been thinking about Rehoming your pet?

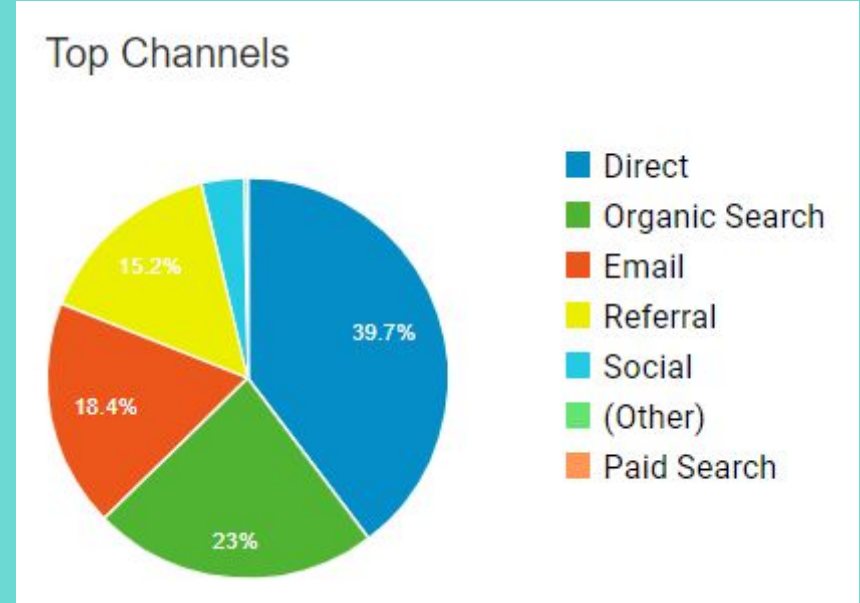
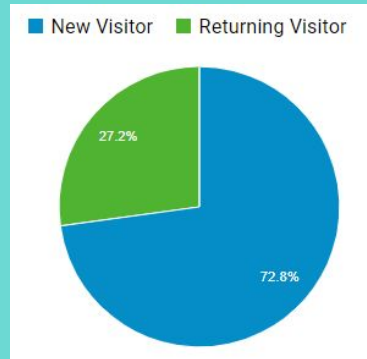
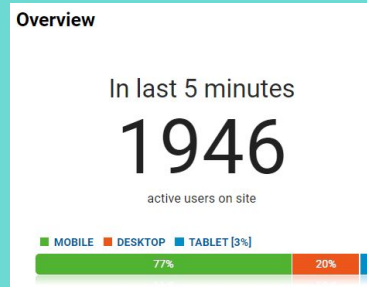
- Less than 1 week
- 1-2 weeks
- 2-4 weeks
- 1-2 months
- More than 2 months

Next

Google Analytics

If you want to see where your site traffic is coming from, implement **Google Analytics**.

You can then see where your traffic is originating – i.e. search, direct, referral, and social media.



Volunteers

"It is better to ask
for help than to
struggle in vain."
- Plato



Recruiting Volunteers

Make sure your volunteer ask calls out a need for experience with

- Search Engine Optimization (SEO)
- Website User Experience (UX)

If your website is built using a content management system (CMS), like Wordpress for example, include that in your volunteer job description



Recruiting Volunteers

Where can you find potential support?

- **Local community college students** may be looking for projects and opportunities for school credit and boosting their resumes
- If volunteers aren't a viable option, platforms like **Upwork** and **Fiverr** may be able to connect you to low cost support
- **Volunteers can be anywhere!** Your virtual volunteering opportunity is not limited by location

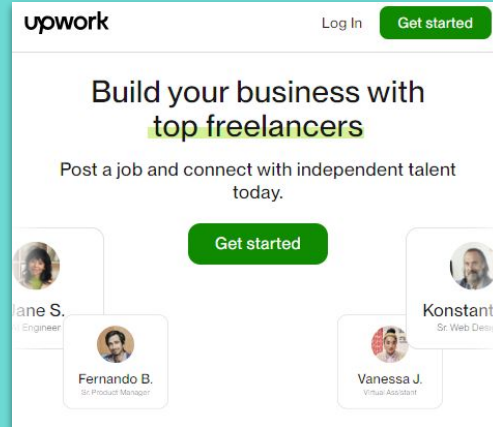


UTAH TECH UNIVERSITY

Off-Campus Service Opportunities

SERVICE & VOLUNTEER OPPORTUNITIES

Here are links to several organizations and resources to help you get involved in volunteering in the community.



upwork

Log In Get started

Build your business with top freelancers

Post a job and connect with independent talent today.

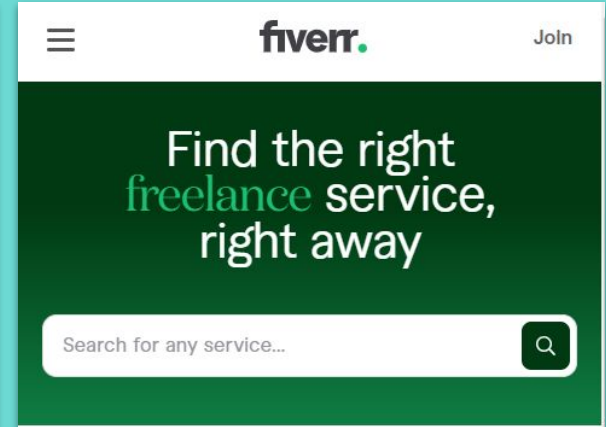
Get started

Jane S. Engineer

Fernando B. Sr. Product Manager

Konstantin Sr. Web Designer

Vanessa J. Virtual Assistant



fiverr.

Join

Find the right freelance service, right away

Search for any service...

Organization Scorecard

Is your organization doing the following?

1



- Language consistent with user search terms
- Your Robots.txt file is allowing crawler access
- You're using user behavior tools (GA)
- Location on search results page
- You know where to ask for expert help

5



Adopt a Pet

Thank you!

April Huntsman, CAWA

helpdesk@adoptapet.com

