

Training Tuesday

SEO Basics in Modern Campus CMS

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Tuesday, May 26th, 2026

A BIT OF “HOUSEKEEPING”



This webinar is being **recorded** and will be available on our support site



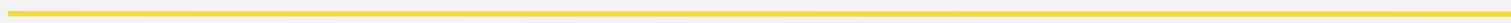
Use the **Q&A** for questions. Feel free to ask during the presentation.



I am working in a sandbox, but you can **follow along** in your own instance



Please complete our **survey** after the webinar



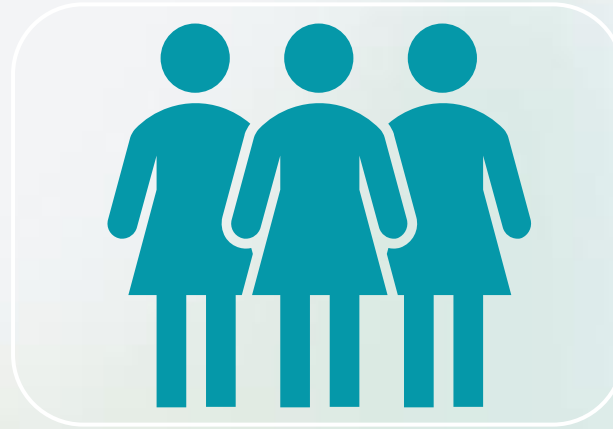
Agenda

- What is SEO?
- What matters for SEO
- How to apply it in your pages
- A simple approach you can reuse
- Tools that support you
- What not to focus on
- Resources
- Q&A

What is SEO?



Making your pages
easier to find in search



Helping the right
people find the right
content



Clarity and structure
matter most

SEO Is Changing, Not Disappearing



Good SEO still starts with helping people find and understand your content.

How Search Works (High-Level)

Find your pages (Crawl)

- Links, navigation, sitemaps



Understand your content (Index)

- Titles, headings, page structure, and context



Match pages to user searches (Rank)

- Relevance & clarity

Site Structure & URLs (High-Level)

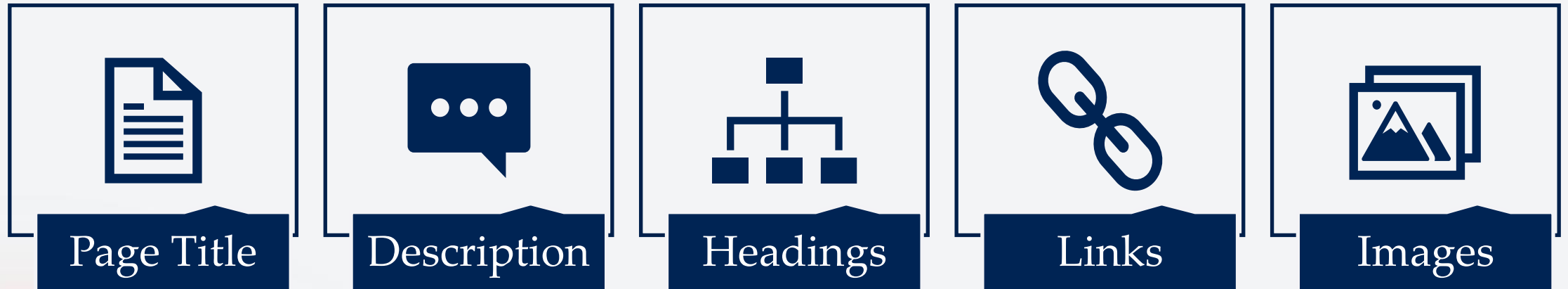
Organize pages
clearly

Group related
content

Simple,
descriptive
URLs

Avoid duplicate
pages

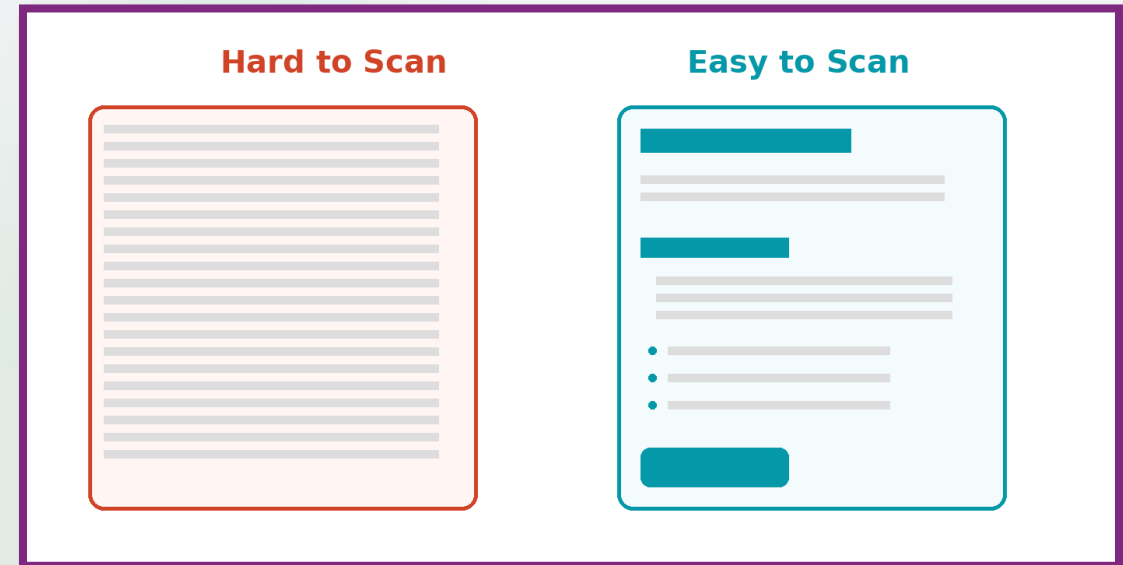
What You Can Improve on a Page



Search Intent: Focus pages on what users are actually trying to find.

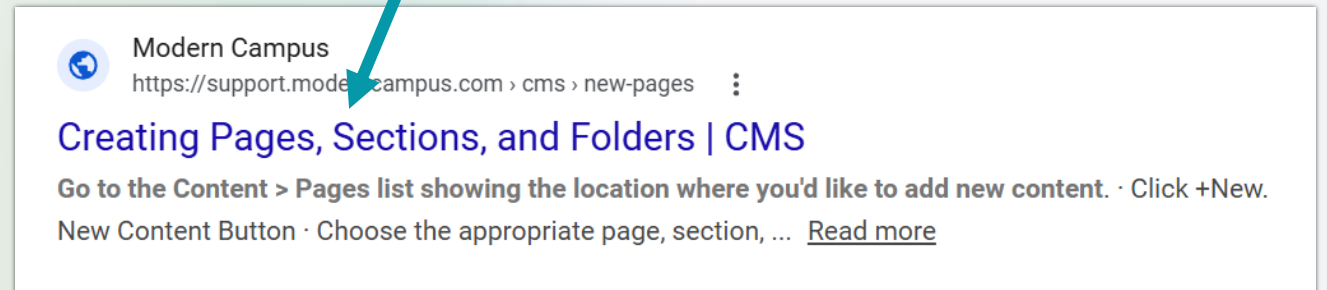
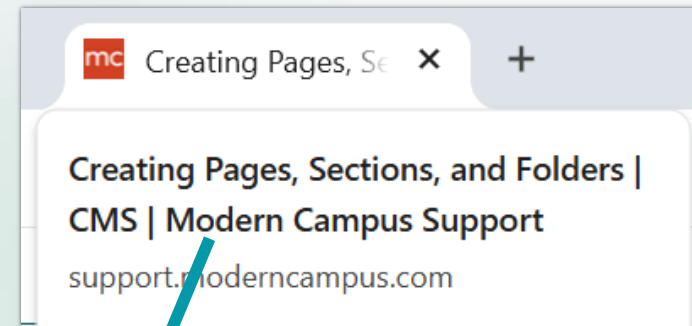
Helpful Content Matters

- Write for users first
- Keep content clear and organized
- Keep pages accurate and up to date
- Focus on useful, relevant information



Page Title

- Describes the page clearly
- Specific, not generic
- Appears in search results



Meta Descriptions

- Summarizes what the page is about
- May be used in search results
- Helps users decide whether to click

Weak Example:

- Undergraduate Business Programs page for prospective students.

Better Example:

- Explore our undergraduate business programs, including majors, admission requirements, and career paths.

Length Guidance: Visibility, Not Ranking

Page Titles

- Keep it clear and specific
- Avoid too long or too short
- **50–60 characters**

Meta Descriptions

- Write a clear, helpful summary
- Put the most important info first
- **140–160 characters**

Headings

- Use one clear H1
- Use H2s to organize content
- Helps users scan the page

Search the site... Go

Calendar | Directory | A-Z

Call us today (818) 555-9401
info@gallenauniversity.com

ABOUT ▾ ACADEMICS ▾ ADMISSIONS ▾ ATHLETICS ▾ CAMPUS LIFE ▾ NEWS


Campus Traditions at Gallena

GALLENA UNIVERSITY > CAMPUS LIFE > CAMPUS TRADITIONS

Campus traditions at Gallena bring students together through events, celebrations, and long-standing customs that shape the student experience and campus culture.


Homecoming

Homecoming at Gallena University, held each October, has quickly become a growing campus tradition that brings together students, alumni, faculty, and staff. The celebration includes a variety of events, beginning with the football game and continuing with a street parade, bonfire, 5K race, and other family-friendly activities. In just a few short years, Homecoming has expanded significantly, creating a vibrant "Welcome Back" experience that strengthens community and school spirit.




Painting "GU"

Gallena Peak is home to the large "GU," a landmark unmistakably visible from across campus and the surrounding area. Each fall, students take part in a long-standing tradition by hiking up the peak to apply a fresh coat of white paint to the "GU." The trek itself has become a rite of passage, drawing both new and returning students who want to be part of the experience. This annual event not only helps maintain a recognizable campus symbol but also brings the community together through a shared sense of pride, tradition, and connection to Gallena's history.



Varsity Band Concert

The GU Marching Band's director, James Baker, introduced this now-annual event in 1975 as a way to recognize band members for their hard work and dedication. What began as a small gathering of about 400 people in the Student Union Building has grown into a major campus event, with April performances now filling the Recreation Center. Audiences can expect high-energy shows featuring music, tightrope walkers, fireworks, video, and other dynamic elements that make this tradition a standout part of campus life.



Gallena University

- About
- Academics
- Admissions
- Athletics
- Campus Life
- News
- Blog
- Catalog
- Faculty Directory
- Social Media Mashup

Link Text

- Use descriptive link text
- Avoid “click here” or “read more”
- Tell users what they’ll get

Weak vs Better Examples

- ✗ Click here for deadlines
- ✓ View Fall 2026 application deadlines
- ✗ Learn more about aid
- ✓ Download financial aid checklist
- ✗ Learn more about programs
- ✓ Explore undergraduate degree programs
- ✗ Click here to sign up
- ✓ Register for campus tour

Images

- Add high-quality images near relevant text
- Add alt text to images
- Describe what's in the image
- Helps accessibility and clarity



Weak alt text

students studying



Better alt text

Four Gallena University students studying together at an outdoor table on campus

Common Mistakes to Avoid

Titles like **“Home”** or **“Programs”**

Missing or **vague descriptions**

Headings that **don’t follow a clear structure**

Links like **“click here”** or **“read more”**

Skipping a final review before publishing

A Simple Approach

Fix the basics

title, description, and headings
links and images

Check your work

review the page
run any available checks
preview the page as a user

Improve one thing

rewriting a title
fixing a link
clarifying a section

Tools that Help

Page Properties

- Titles, descriptions, metadata fields

Editor

- headings, links, images

Page Check

- spelling, links, W3C validation, accessibility

CMS Reports

- Broken Pages, Site Check, Custom Reports

Site Analytics Gadget

- identify high-traffic pages

Insights (if available)

- identify opportunities and issues

Title and Metadata

Title

Description

Tags

Publish - traditions.pcf

Final Check Schedule

Are you ready to publish?

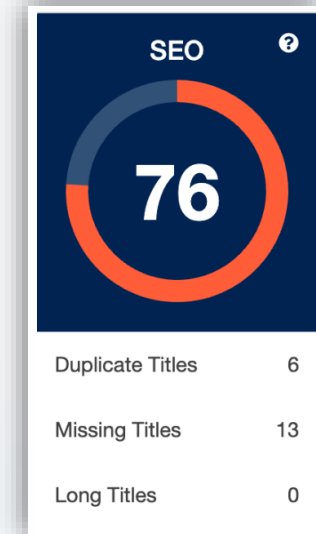
Double-check your page before publishing.

Spelling: [No errors found](#)

Links: [No errors found](#)

W3C Valid: [No errors found](#)

Accessibility: [Exceptions: 14](#)



Quick Manual Check

01

Read the page
from the top

02

Check links –
do they make
sense?

03

Scan headings
for clarity

04

Look at it like
a user

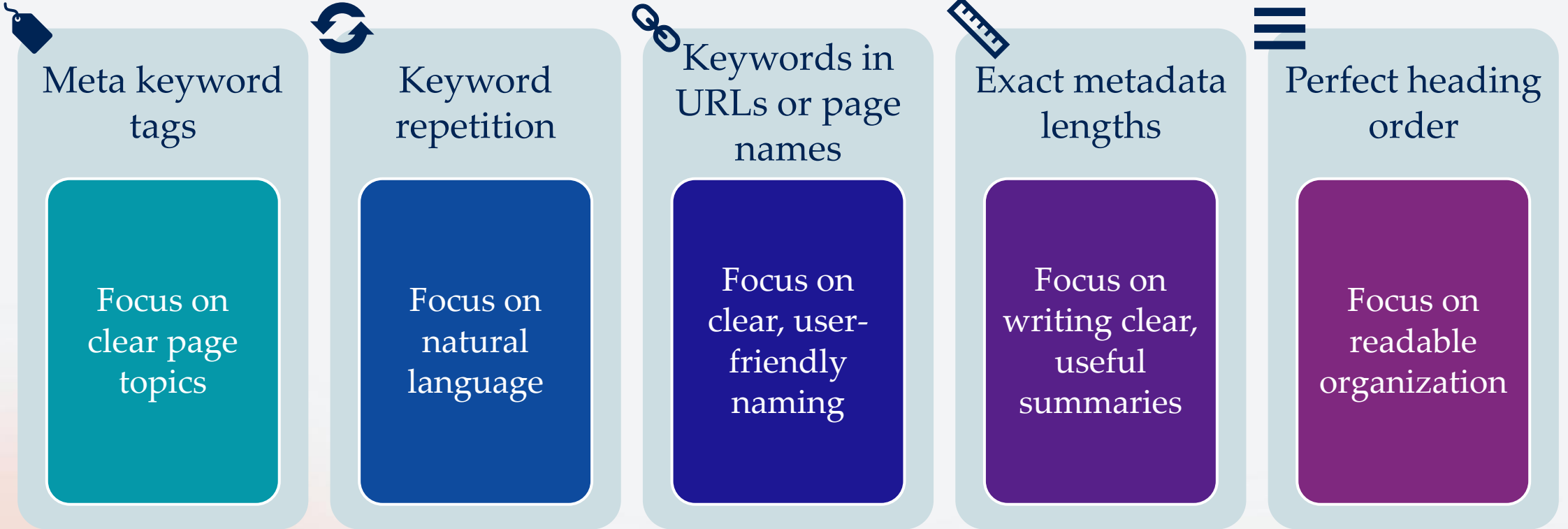
05

Preview
before
publishing

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LET'S SEE IT!

What Not to Focus On



Focus on creating clear, useful content for your audience.

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Q&A

Additional SEO Resources

Learn the Basics

- Google Search Central – SEO Starter Guide: <https://developers.google.com/search/docs/fundamentals/seo-starter-guide>
- Google: How Search Works: <https://www.google.com/search/howsearchworks/>

Writing for Search (Practical)

- Google: Creating Helpful, Reliable Content: <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>
- Google image SEO best practices: <https://developers.google.com/search/docs/appearance/google-images#descriptive-alt-text>

Quick Best Practices Google:

- Title Links in Search Results: <https://developers.google.com/search/docs/appearance/title-link>
- Google: Meta Descriptions: <https://developers.google.com/search/docs/appearance/snippet>

Generative AI Fundamentals:

- Optimizing your website for generative AI features on Google Search: <https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>
- Google Search's guidance on using generative AI content on your website: <https://developers.google.com/search/docs/fundamentals/using-gen-ai-content>

Post-Webinar Survey

- 2 minutes
- We love knowing what you like or would like improved!

* 4. On the following scale, how **helpful** and **informative** was the training *webinar?*

1 - Not Helpful 2 3 - Neutral 4 5 - Helpful

Additional comments to reflect your score.



Scan for a two minute
feedback survey

Other Questions?

- Email us at training@moderncampus.com
- Visit our [support site](https://support.moderncampus.com/cms/) (https://support.moderncampus.com/cms/)
- View all past [Training Tuesdays](https://support.moderncampus.com/cms/webcasts/training-tuesday.html) (https://support.moderncampus.com/cms/webcasts/training-tuesday.html)

The next Training Tuesday will be on

June 30, 2026

Marking the Occasion Using Layout Builder

Registration is now open!

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Thank you!