

VOX

THE VOICE OF COLUMBIA • JULY/AUGUST 2022

Dog Daze

BROADWAY'S
REALLY BUILDINGS

You'll be as happy as
one of the **local**
pets (p. 22) with
summer activities
CoMo-style, including
fresh **margaritas**
(p. 26), homemade

Social and Audience Strategy Presentation

Ashley Faber, Javier Pio,
Emily Hood, Grace Ann
Natanawan, Gillian Koptik,
Neeve McMillin, Julia Williams



Enjoy 50% off Pri

Ad by Prime Acces

FEATURED



CITY LIFE



Vox Picks for December

This month's picks

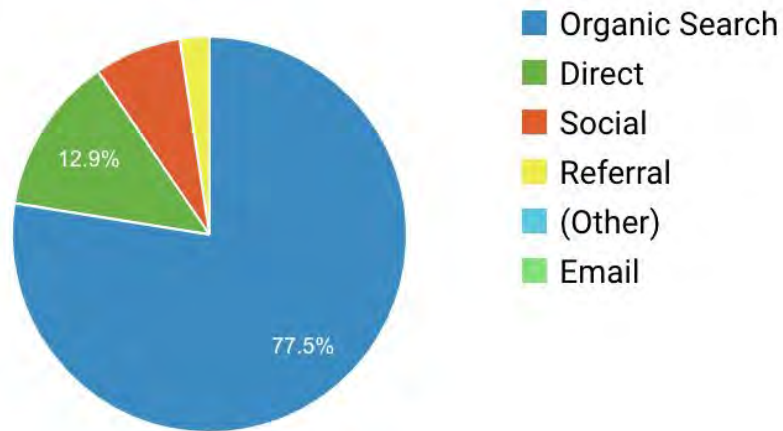
04

WEBSITE AND SEO

Why is SEO important for Vox?

SEO is the largest driver of traffic to Vox's website.

Top Channels



Data from Aug. 29-Nov. 26

https://www.pinterest.com › jilliancreel › teachertok

550 Teachertok ideas in 2022 | teaching classroom, teacher ...

Nov 7, 2022 - Explore Jillian Creel's board "teachertok" on Pinterest. See more ideas about teaching classroom, teacher classroom, teaching.

https://www.facebook.com › hashtag › teachertok

#teachertok - Explore | Facebook

Nov. 16 challenge- Give a warm hug! We often underestimate the value of a simple hug!
#teachertok #teachergram #teacherbesties #365challenge #positivity.

https://www.voxmagazine.com › news › people › teachert...

TeacherTok: How teachers are getting creative in the ...

Nov 6, 2022 — Columbia Public School teachers share how TikTok has given them a creative outlet to decompress and educate online.



https://www.voxmagazine.com › magazine › teachertok-h...

How teachers are getting creative in the classroom

Nov 6, 2022 — Stephanie Coyle found herself making a TikTok account after she noticed her students were flocking to TikTok to get information.



Some stories are ranking great...

...but others could rank better.

roots n blues



<https://www.stlmag.com> › culture › music › roots-n-blu... ⋮

Roots N Blues announces 2022 festival lineup

Apr 1, 2022 — The annual **blues** fest in Columbia, Missouri, will feature Wilco, Jon Batiste, Chaka Khan, **and** more.

<https://www.facebook.com> › ... › Live Music Venue ⋮

Roots N Blues Festival - Home | Facebook

Three Days of music on two stages in Columbia, Missouri | Midwest food, crafts & libations |... Stephens Lake Park, Columbia, MO 65201.

<https://jambands.com> › news › 2022/04/03 › roots-n-bl... ⋮

Roots N Blues Festival Shares 2022 Artist Lineup: Wilco, Jon ...

Apr 3, 2022 — **Roots N Blues** Festival has shared the artist lineup for the 2022 iteration of the Columbia, Mo. event, happening on Oct. 7 through 9 at ...

<https://en.wikipedia.org> › wiki › Roots_N_Blues_Festival ⋮

Roots N Blues Festival - Wikipedia

The festival features international, national, regional **and** local artists, both established **and** emerging, from the genres of **roots**, **blues**, gospel, country, folk ...

<https://www.amazon.com> › Roots-N-Blues-Retrospectiv... ⋮

Roots N' Blues: Retrospective 1925-1950 - Amazon.com Music

Roots N' Blues: Retrospective 1925-1950 ; 4, Cross Cut Saw Blues - Tony Hollins ; 5, Black Snake Blues - Peter Cleighton ; 6, Step It Up and Go - Black Cats and ...

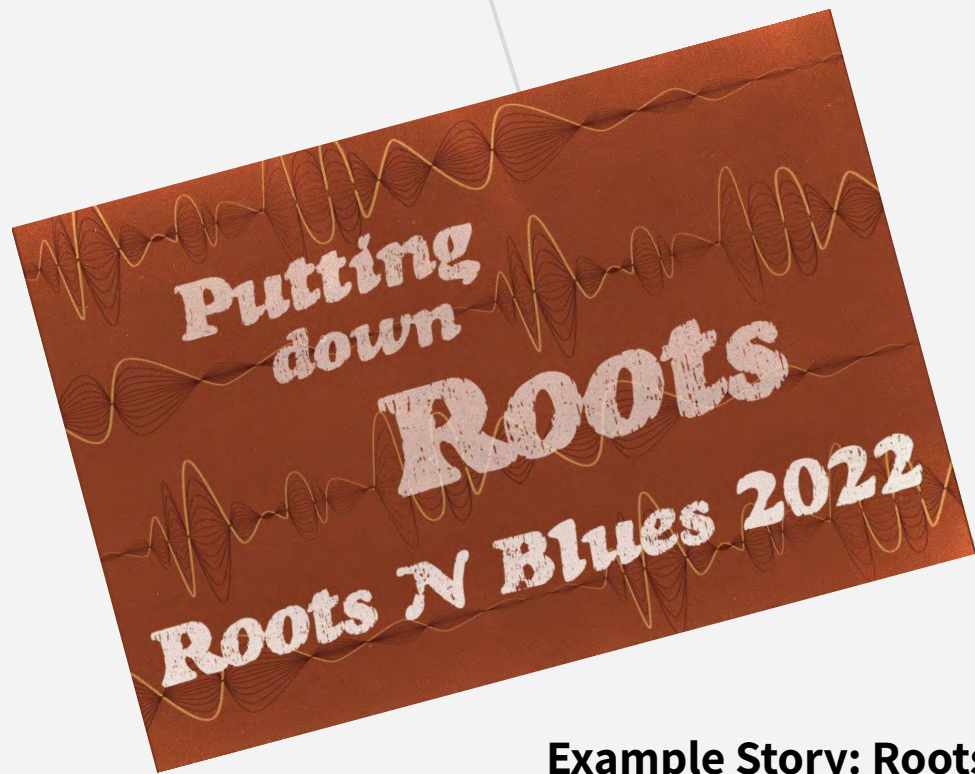
★★★★★ Rating: 4.9 · 15 reviews · \$99.99 · 30-day returns

SUGGESTION:

Create an SEO plan to own coverage of major Columbia events, like the True/False Film Festival.

**Sometimes what's
best for SEO isn't the
best editorial decision.
That's okay!**





Keyword Research

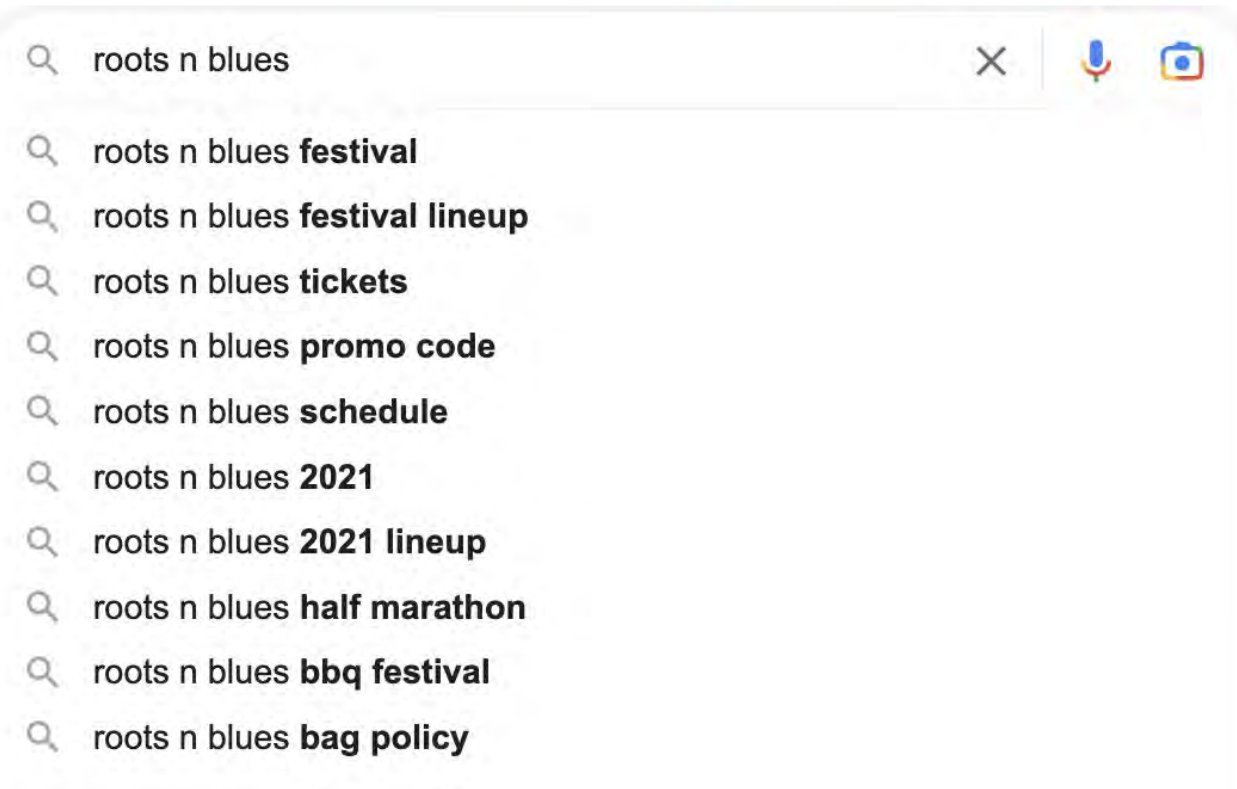
What do people want to know about Roots N Blues?

- A tool to find story ideas and make sure stories get seen
- Do research while **planning your coverage** and **packaging a story**

Example Story: Roots N Blues 2022: Putting Down Roots

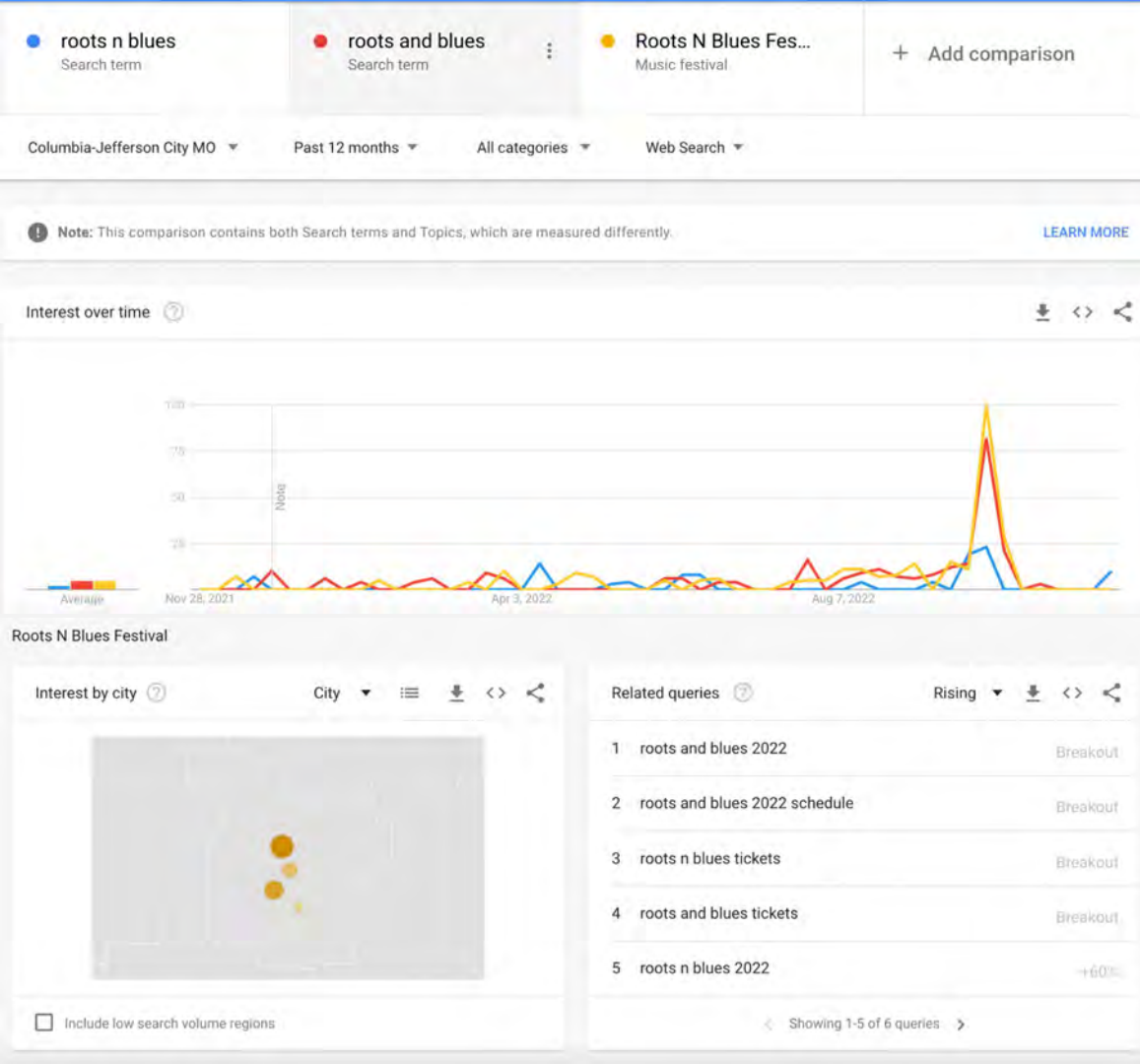


Keyword Research



Use **incognito mode on Chrome** to see what people are searching about a topic.

Keyword Research



Google Trends

- Compare keyword popularity
- Find other related searches

FEATURED

Roots N Blues 2022: Putting down roots

celebration of all things roots music strives to increase the fest's musical diversity while rediscovering the true definition of

SEP 29, 2022 [Comments](#)

Important Keywords to include in SEO

- Roots and Blues
- Roots and Blues 2022
- Roots N Blues
- Festival
- Schedule
- Lineup



How important are certain story elements to ranking well in Google?

(From most to least important)

01

SEO Title

The headline that appears when an article appears in search and at the top of a tab.

02

SEO Description

The blurb that appears under a story on Google.

03

Regular Headline

The headline that appears on the top of the page on the website.

04

Time and Updates

How quickly was this story published?
How often has it been updated?

05

Links and Hyperlinks

Hyperlinks to your site and other sites

06

Subheadings

Using H3 or H4 tags on Blox for longer stories that include keywords

07

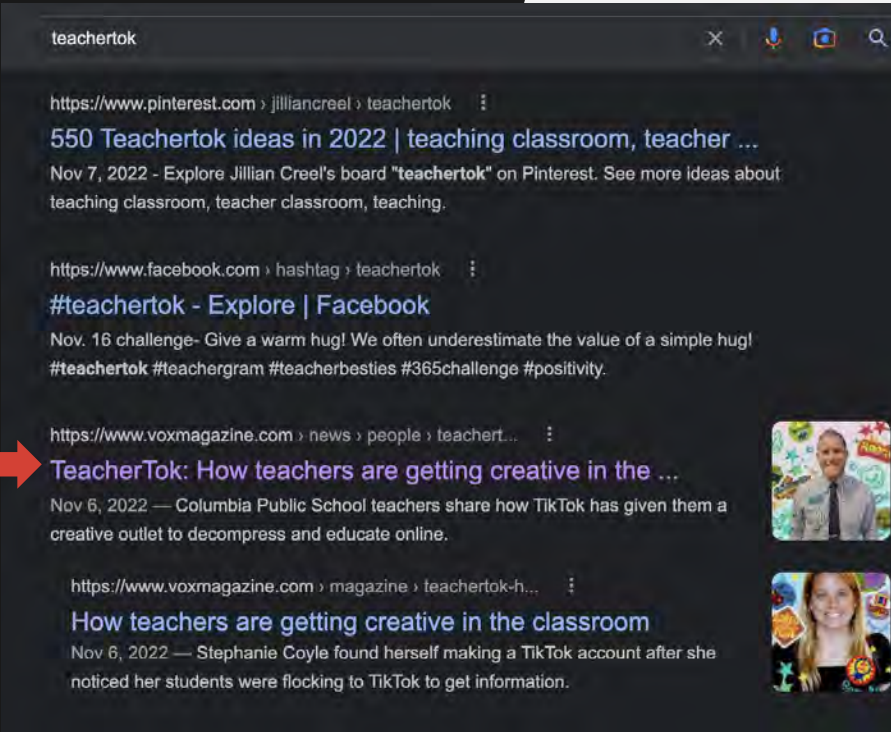
Page URL

Keywords listed in the URL

08

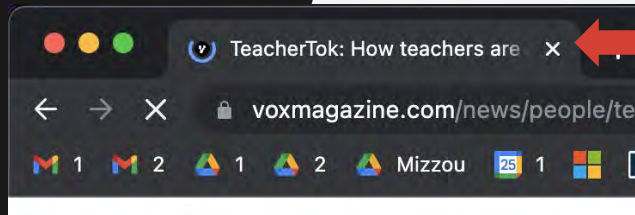
SEO Keywords

In the "Keyword" section of Blox



SEO TITLE

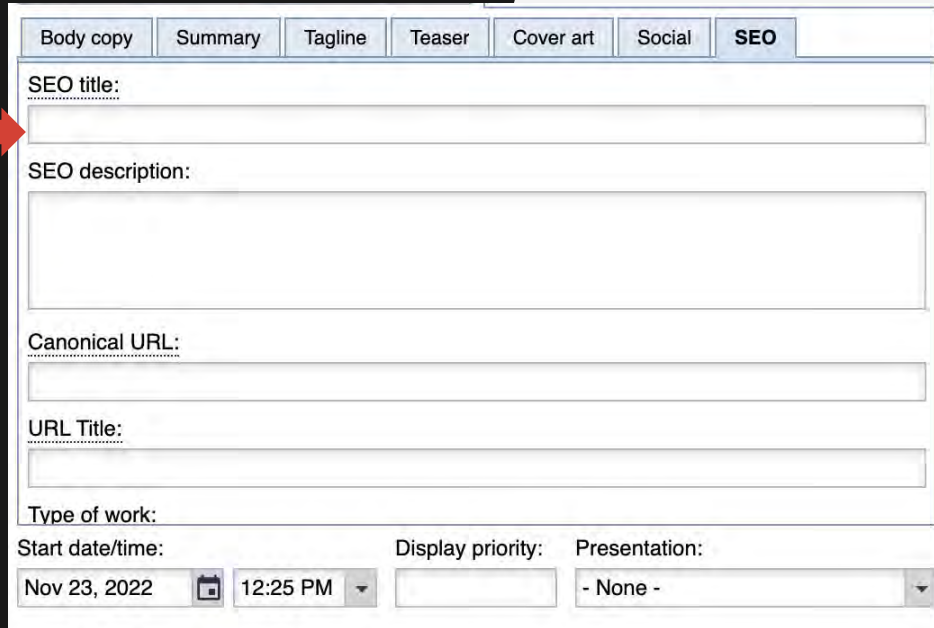
- Include your priority keywords **as close to the front**
- **Get as close to 60 characters** without going over
- **Make it different from the regular headline**
- **Keep things conversational**



SEO TITLE

On Blox

- SEO Tab -> SEO Title



The screenshot shows a web interface with several tabs: 'Body copy', 'Summary', 'Tagline', 'Teaser', 'Cover art', 'Social', and 'SEO'. The 'SEO' tab is active. Below the tabs are four text input fields: 'SEO title:', 'SEO description:', 'Canonical URL:', and 'URL Title:'. A red arrow points to the 'SEO title' field. At the bottom, there are three fields: 'Start date/time' (with a calendar icon and a dropdown showing '12:25 PM'), 'Display priority' (with an empty dropdown), and 'Presentation' (with a dropdown showing '- None -').

SEO Title for This Story

Priority keywords are at the beginning



2022 Roots N Blues Festival: What to know

Underline = keyword

41 characters

SEO DESCRIPTION

- Another opportunity to include more keywords
- As close to (but not over) 155-160 characters
- Conversational while drawing people into the result
- Avoid repeating keywords when it makes sense

teachertok

https://www.pinterest.com › jilliancreel › teachertok

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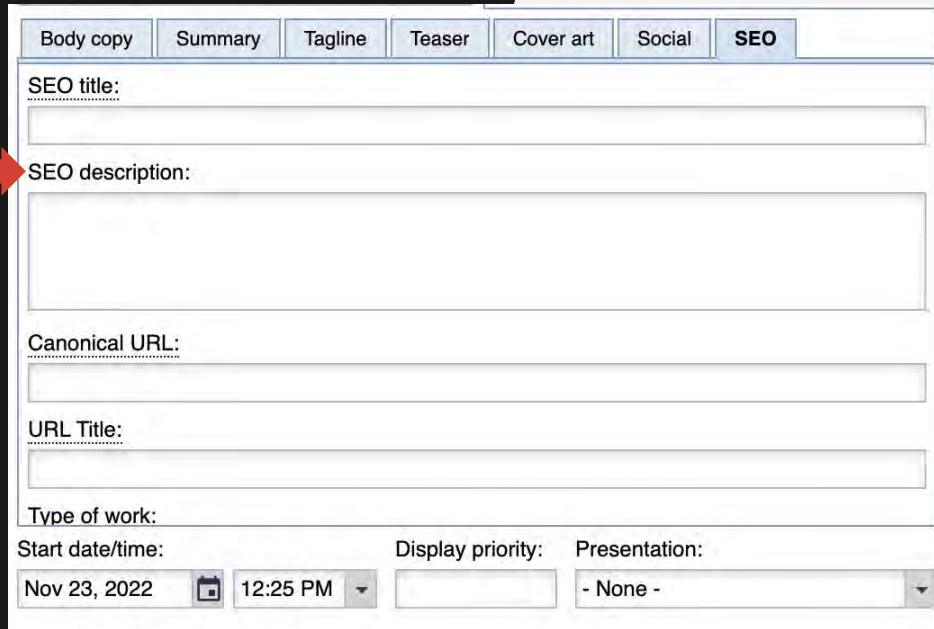
https://www.voxmagazine.com › magazine › teachertok-h...

How teachers are getting creative in the classroom

Nov 6, 2022 — Stephanie Coyle found herself making a TikTok account after she noticed her students were flocking to TikTok to get information.



SEO DESCRIPTION



The image shows a screenshot of a web form with several tabs: Body copy, Summary, Tagline, Teaser, Cover art, Social, and SEO. The SEO tab is selected. The form contains the following fields:

- SEO title: [Text input field]
- SEO description: [Text input field, highlighted with a red arrow]
- Canonical URL: [Text input field]
- URL Title: [Text input field]
- Type of work: [Text input field]
- Start date/time: [Date and time picker showing Nov 23, 2022, 12:25 PM]
- Display priority: [Text input field]
- Presentation: [Dropdown menu showing - None -]

On Blox

- SEO Tab -> SEO description

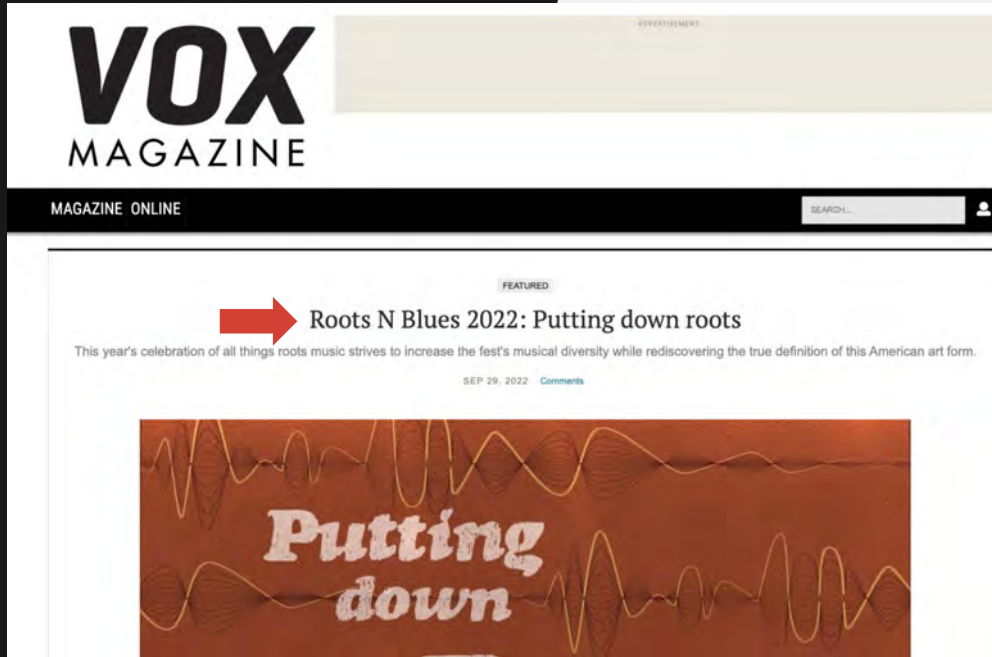
SEO Description for This Story

Find the artists in this year's lineup, the history behind the festival's Roots music and the dining options you must fit in your Roots and Blues schedule.

Underline = keyword

155 characters

STORY HEADLINE



- Displays at top of page on website
- 85 characters or less
- Try to use as many different keywords from the SEO Title and Description when possible
- **Should still be keyword rich and conversational** — different from print headline writing

STORY HEADLINE

Article: St. Louis, county and Dome board reach agreement t

Title: 86
St. Louis, county and Dome board reach agreement to split \$519 million Rams settlement

Byline: Authors: + -
By Jason Rosenbaum - St. Louis Public Radio
No authors are associated with this asset

Body copy Summary Tagline Teaser Cover art Social **SEO**

SEO title:

SEO description:

On Blox

Title of the asset

Headline for This Story

Here's everything you need to know about the 2022 Roots N
Blues festival lineup

Underline = keyword

72 characters

LINKS, HYPERLINKS AND SUBHEADINGS

- Links to your own site and links to other sites
- Shows your page contains lots of valuable information
- 3-5 words
- 3-5 links per 500 words
- **The words you pick for your hyperlinks matter** — tells Google where that link leads

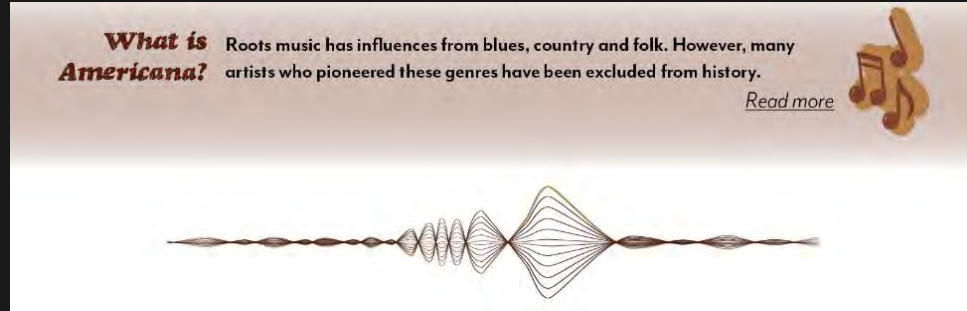
What is Americana?

Roots music has influences from blues, country and folk. However, many artists who pioneered these genres have been excluded from history.

[Read more](#)



A few wording changes would make this page more effective from an SEO perspective.



- 1. Change this image to paragraph text and headings**
- 2. Add alt text to this image that describes the text**
 - This is great for inclusivity!
- 3. More specific hyperlink**

**A few wording changes would make this page more effective
from an SEO perspective.**

Read more



...have been excluded from history.

Barbecue ←

BIG DADDY'S BBQ

Columbia-based restaurant [Big Daddy's BBQ](#) will be offering brisket, pulled pork, pulled chicken, ribs, slaw dogs and hot dogs at Roots N Blues. Any of its meats can be paired with a variety of sides, including coleslaw, baked beans, potato salad and potato chips. Restaurant owner Fontella Henry recommends the pulled pork nachos, which begin with a pile of tortilla chips and include cheese, your choice of pulled pork, chicken or brisket, BBQ sauce, baked beans, coleslaw and jalapeños. Henry says the restaurant's ribs are also a big seller, but the nachos are not to be missed.

SUBHEADINGS

- Use a “Heading” tag in the body copy of a story on Blox — **not bolded font**



Questions?



Thank you!

Sources

<https://recurpost.com/blog/best-time-to-tweet/>

<https://napoleoncat.com/blog/what-is-a-good-engagement-rate/>

https://blog.hootsuite.com/social-media-demographics/#TikTok_demographics

[https://blog.hootsuite.com/instagram-best-practices/#Instagram Stories best practices](https://blog.hootsuite.com/instagram-best-practices/#Instagram_Stories_best_practices)

<https://blog.hootsuite.com/inclusive-design-social-media/>