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Many of our long-time clients fondly remember PODI's newsletters highlighting our latest services and the innovative ways our clients are using technology on the Web. We've resurrected the concept for 2018 and today's topic is Search Engine Optimization (SEO).
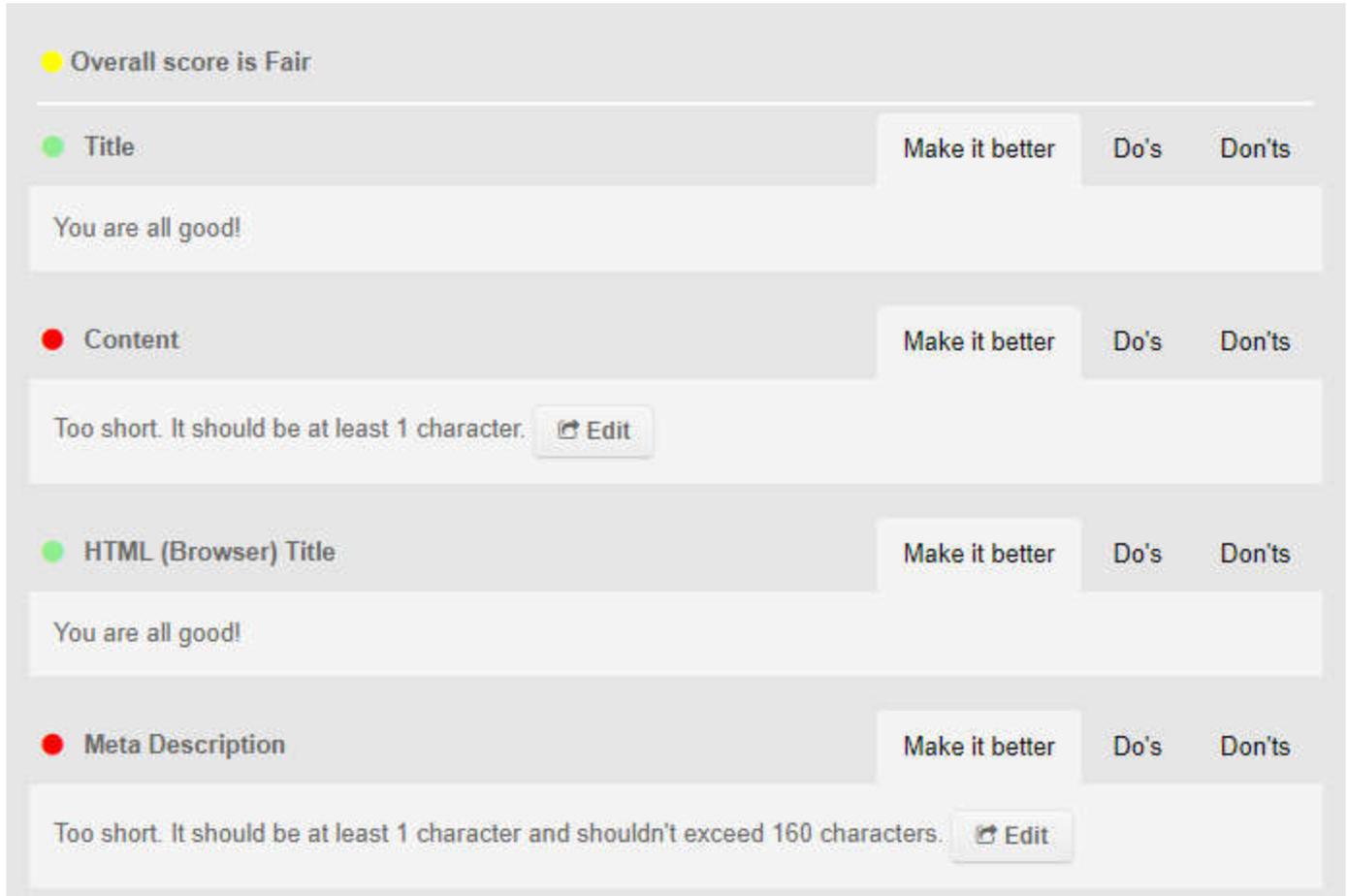
All organizations want to increase visibility, improve their Google search rankings and drive traffic to their websites. Maybe your Board has asked about your SEO strategy or why your site isn't ranked higher in a Google search? PODI clients, like most organizations, struggle to keep abreast, let alone ahead, of the ever-changing SEO standards.

But the fact is that there are some fundamental items that all web pages should have: a clear page title with matching browser title, succinct, relevant content, and an appropriate set of meta description/tags. While reasonably painless to implement these basic best practices, most organizations simply don't do it.

PODI can help get your organization get up to speed with SEO. Our new Mura add-on is now available to clients who use our Mura CMS. With our new SEO Guidance service, you'll see a new column in the admin Site Manager which visually shows how you are doing on key SEO requirements, page-by-page.

	Title	SEO	Objects	Display	Template	Nav	
⊕ ▾	📄 Home	🟢	↓	✔	🗒	✔	0
⊕	📄 About Us	🟡	•	✔	•	⊘	
⊕	📄 Member Benefits	🟡	↓	✔	•	⊘	
⊕	📄 Foundation	🟢	↓	✔	•	✔	
⊕ ▸	📁 Member Directory	🟢	↓	✔	•	✔	
⊕ ▸	📁 Annual Meeting	🟡	↓	✔	🗒	✔	1
⊕	🗒 Contact Us	🟡	↓	✔	•	✔	1

Clicking on one of the SEO dots will explain the ranking, provide a list of Do's and Don'ts, as well as a direct link to make changes.

This feature can be added to your current Mura setup without any downtime for you. And it is designed to be dynamically updated to reflect the latest SEO recommendations from Google and other industry leaders.

We want to hear from you – let us know if you are worried about SEO and think that this add-on can help you. Or take advantage of our full SEO consulting services for projects that go beyond these in-page analytics.

And finally, feel free to contact Paul, Ellen, or Marie about any of our other services listed below. We can give you a full demo, description, and pricing.

- **Publications Manager** – keep your documents organized and easily searched, using advanced search capabilities directly on the website.

- **Activity Insights** – gain insights into how well you're serving your membership by tracking member activity on your website. Not only provides insights into document downloads, but can tell you which members and member companies downloaded the documents. A great tool for member retention!

- **Education Modules** - showcase and manage education offerings to your members. PODI clients use this module for tracking credits and certification.

- **Forum** – increase member engagement by providing a vehicle that allows members to communicate with each other. Our solution allows members to use their existing single sign-on to access a members-only forum where discussions can be limited to specific member groups, topics…whatever works for you!

- **Meeting micro-sites** – cast a spotlight on your next meeting and make sure that your attendees have the latest information on their phone, tablet, or laptop – without you having to enter data multiple times.

- **Form Filter** – our unique service that is ensuring that your online forms don't get spammed … or worse.

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