

The Basics: Search Engine Optimization

A few simple ways to improve search results for your site

1. Make sure your department/page title shows in Page Title Prefix
2. HTML <H3> header 3 on department home page contains department title
3. Key words related to your department are used in body text on home and other pages.

Keywords in play

scu dot edu home:

SCU, university, universities, catholic university, college, colleges, Santa Clara, Jesuit, law school, business school, engineering, graduate programs, college admissions, financial aid, computer engineering, electrical engineering, mechanical engineering, civil engineering, executive MBA, part-time MBA, arts and sciences, professional development, ethics research, de saisset, Paul Locatelli, Catholic, education, graduate, undergraduate, masters, MBA, higher education, higher learning, Silicon Valley, Broncos, ethics, California Mission, San Jose, news, events, Admissions, california, Jesuit university, Santa Clara University

CAS:

Santa Clara University, Office of the Dean, Dean's Office, Academics, Scholarship, College Initiatives, Enrichment, Faculty & Staff Resources, dean, mission statement, message from the dean, dean's list, meet the staff, contact us, departments, programs, majors, minors, student achievement, UGRD Summer Program, undergraduate, high school outreach, faculty, students, publications, honors and awards, arts, sciences, California Studies, invest in the college, Osher Lifelong Learning, Center of Performing Arts, public lectures and workshops, student creative expression, protocols, procedures, program review and assessment, chairs resources, reservation, wiegand room, employment opportunities, dean, Atom W Yee, senior associate dean, Paul Fitzgerald

sj, associate dean Greg Corning, Stephen Lee, senior assistant dean, Kathleen V Schneider, assistant dean, Sue Khalipa, Mitch Grieb, Andrea Saade, ramos center, Atom Yee, cas, college of arts and sciences, Greg Corning, Kathleen Schneider, Paul Fitzgerald, Rafael Ulate

Engrg:

Santa Clara University, SCU, university, universities, jesuit university, catholic university, college, colleges, Santa Clara, Jesuit, law school, business school, engineering, graduate programs, college admissions, financial aid, computer engineering, electrical engineering, mechanical engineering, civil engineering, executive MBA, part-time MBA, arts and sciences, professional development, ethics research, de saisset, Paul Locatelli, Catholic, education, graduate, undergraduate, masters, MBA, higher education, higher learning, Silicon Valley, Broncos, ethics, California Mission, California, San Jose, news, events, community based projects, project based learning,

Biz:

Santa Clara University, SCU, university, universities, jesuit university, catholic university, college, colleges, Santa Clara, Jesuit, law school, business school, engineering, graduate programs, college admissions, financial aid, computer engineering, electrical engineering, mechanical engineering, civil engineering, executive MBA, part-time MBA, arts and sciences, professional development, ethics research, de saisset, Paul Locatelli, Catholic, education, graduate, undergraduate, masters, MBA, higher education, higher learning, Silicon Valley, Broncos, ethics, California Mission, California, San Jose, news, events, business

ECP:

Santa Clara University, SCU, university, universities, jesuit university, catholic university, college, colleges, Santa Clara, Jesuit, law school, business school, engineering, graduate programs, college admissions, financial aid, computer engineering, electrical engineering, mechanical engineering, civil engineering, executive MBA, part-time MBA, arts and sciences, professional development, ethics research, de saisset, Paul Locatelli, Catholic, education, graduate, undergraduate, masters, MBA, higher education, higher learning, Silicon Valley, Broncos, ethics, California Mission, California, San Jose, news, events,

JST:

Santa Clara University, SCU, university, universities, jesuit university, catholic university, college, colleges, Santa Clara, Jesuit, catholic, theology