

Local SEO strategies for nonprofit events and campaigns

There are numerous techniques within search engine optimisation (SEO) and digital marketing strategies can greatly enhance your endeavours in promoting nonprofit events and campaigns online. These range from straightforward additions of text on your webpage to adhering to precise technical specifications.

We will go through 10 ways you can increase your online visibility, each with benefit and effort scores. The scoring ranges from 1-10, with 1 being the least and 10 being the most benefit/effort.

We will conclude with a checklist to help you work through the tasks you need to complete.

Benefit

This refers to the positive outcomes you expect to achieve from implementing SEO strategies, such as improved search engine rankings, increased website traffic or enhanced brand visibility.

Effort

This refers to the resources, time and work required to execute and maintain effective SEO strategies.

RESOURCE

Keyword Research

Start by researching keywords related to your nonprofit's mission, the event or the campaign. Use tools like Google Keyword Planner, SEMrush or Ubersuggest to identify relevant keywords with decent search volumes.

Focus on long-tail keywords that are specific to your event or campaign, such as "volunteer opportunities in [your town]" or "fundraising event for [cause] in [location]."

Benefit	10
Effort	3

On-page Optimisation

Ensure your website is optimised for local searches by including your nonprofit's name, address and phone number (NAP (Name, Address, Phone)) on every page, typically in the footer.

Create dedicated landing pages for your events and campaigns, each optimised with relevant keywords, event details and a clear call-to-action.

Incorporate schema markup to help search engines understand your nonprofit's information, such as event dates, locations and descriptions.

Benefit	10
Effort	4

RESOURCE

Local Listings and Directories

Claim and optimise your nonprofit profiles on local business directories like Google My Business, Yelp, Bing Places and any relevant industry-specific directories.

Ensure your NAP information is consistent across all platforms to build trust with search engines and potential donors/volunteers.

Encourage satisfied volunteers, donors and attendees to leave positive reviews on these platforms to improve your nonprofit's visibility and credibility.

Benefit	7
Effort	6

Content Creation

Produce high-quality, engaging content related to your nonprofit's mission, events and campaigns.

This could include blog posts, videos, infographics or social media updates. Incorporate local keywords naturally within your content, focusing on providing value to your local audience while promoting your events and campaigns.

Benefit	9
Effort	9

RESOURCE

Local Relationships

Reach out to local businesses, community organisations and media outlets to build relationships and secure backlinks to your nonprofit's website.

Participate with content on local blogs or news websites to increase your nonprofit's visibility within the community and improve your search engine rankings.

Benefit	5
Effort	5

Social Media Engagement

Leverage social media platforms like Facebook, Twitter and Instagram to promote your events and campaigns to a local audience.

Use geo-targeting features to reach people in specific geographic areas and engage with local influencers and community groups to amplify your message.

Benefit	5
Effort	3

RESOURCE

Mobile Optimisation

Ensure your website is mobile-friendly as a significant portion of local searches are conducted on mobile devices.

Optimise load times, streamline navigation and use responsive design to provide a seamless experience for users accessing your website from smartphones and tablets.

Benefit	10
Effort	8

Monitor and Analyse

Regularly monitor your nonprofit's online presence using tools like Google Analytics, Google Search Console and social media analytics platforms.

Track key metrics such as website traffic, keyword rankings and engagement levels to evaluate the effectiveness of your Local SEO strategies and adjust as needed.

Benefit	7
Effort	5

Charity/nonprofit events and campaigns SEO/digital checklist

Task	What you need to do	
Keyword Research	<p>Start by researching keywords related to your nonprofit's mission, the event or the campaign. Use tools like Google Keyword Planner, SEMrush or Ubersuggest to identify relevant keywords with decent search volumes.</p> <p>Focus on long-tail keywords that are specific to your event or campaign, such as "volunteer opportunities in [your town]" or "fundraising event for [cause] in [location]."</p>	<input type="checkbox"/>
On-page Optimisation	<p>Ensure your website is optimised for local searches by including your nonprofit's name, address and phone number (NAP (Name, Address, Phone)) on every page, typically in the footer.</p> <p>Create dedicated landing pages for your events and campaigns, each optimised with relevant keywords, event details and a clear call-to-action.</p>	<input type="checkbox"/>
Local Listing & Directories	<p>Claim and optimise your nonprofit profiles on local business directories like Google My Business, Yelp, Bing Places and any relevant industry-specific directories.</p> <p>Ensure your NAP information is consistent across all platforms to build trust with search engines and potential donors/volunteers.</p> <p>Encourage satisfied volunteers, donors and attendees to leave positive reviews on these platforms to improve your nonprofit's visibility and credibility.</p>	<input type="checkbox"/>
Content Creation	<p>Produce high-quality, engaging content related to your nonprofit's mission, events and campaigns. This could include blog posts, videos, infographics or social media updates.</p> <p>Incorporate local keywords naturally within your content, focusing on providing value to your local audience while promoting your events and campaigns.</p>	<input type="checkbox"/>
Local Relationships	<p>Reach out to local businesses, community organisations and media outlets to build relationships and secure backlinks to your nonprofit's website.</p> <p>Participate with content on local blogs or news websites to increase your nonprofit's visibility within the community and improve your search engine rankings.</p>	<input type="checkbox"/>
Social Media Engagement	<p>Leverage social media platforms like Facebook, Twitter and Instagram to promote your events and campaigns to a local audience.</p> <p>Use geotargeting features to reach people in specific geographic areas and engage with local influencers and community groups to amplify your message.</p>	<input type="checkbox"/>
Mobile Optimisation	<p>Ensure your website is mobile-friendly as a significant portion of local searches are conducted on mobile devices.</p> <p>Optimise load times, streamline navigation and use responsive design to provide a seamless experience for users accessing your website from smartphones and tablets.</p>	<input type="checkbox"/>
Monitor & Analyse	<p>Regularly monitor your nonprofit's online presence using tools like Google Analytics, Google Search Console and social media analytics platforms.</p> <p>Track key metrics such as website traffic, keyword rankings and engagement levels to evaluate the effectiveness of your Local SEO strategies and adjust as needed.</p>	<input type="checkbox"/>