



CHILD CARE

State Capacity Building Center

Ask Me Anything: Using Data to Inform Your Website

National Webinar

July 25, 2019

Introductions

- ◆ Child Care State Capacity Building Center
 - Karen Ruprecht, Managing Director
- ◆ ICF Next
 - Darren Goldberg, Digital Analytics Strategist
 - Josh DeLung, Digital Strategist





Poll

Web Traffic Questions



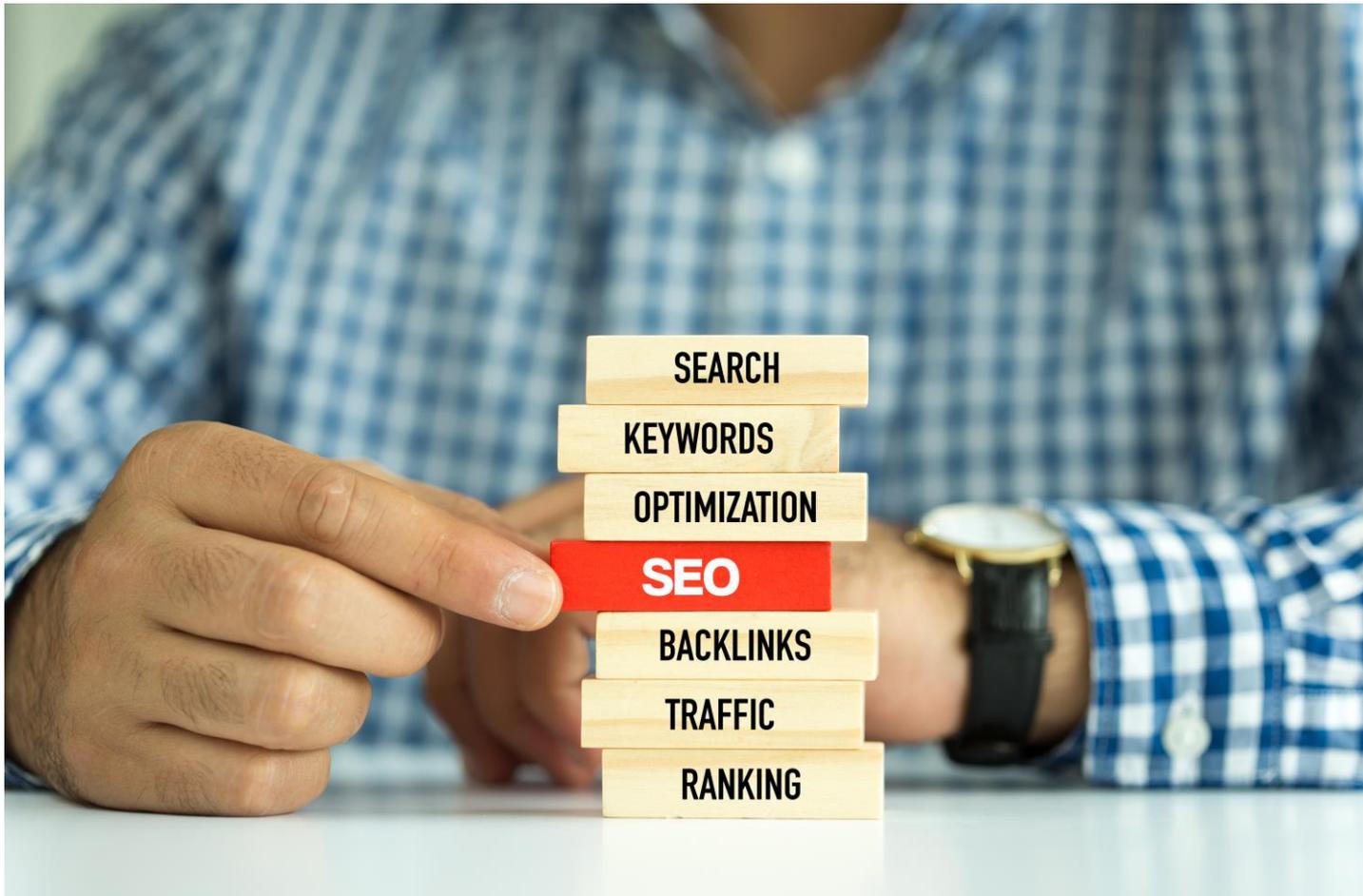
Guide for Measuring Web Traffic and Engagement



Search Engine Optimization (SEO) Questions



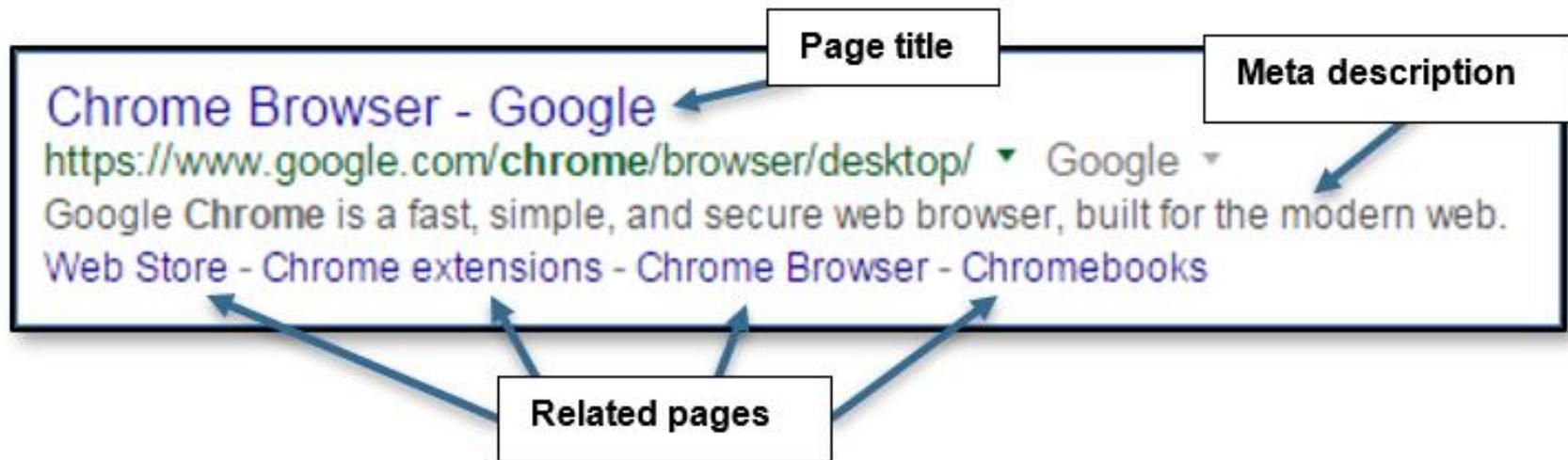
Guide to Increasing SEO



What Makes Up SEO?

- ◆ **Technical SEO:** changes you make to your website (mostly behind the scenes)
 - Metadata that speak to robots and maximize algorithms
- ◆ **Content SEO:** link building from other sites, mainly from social media and content marketing
 - Useful, usable, relevant content is the most important element

How the Elements Look on SERPs

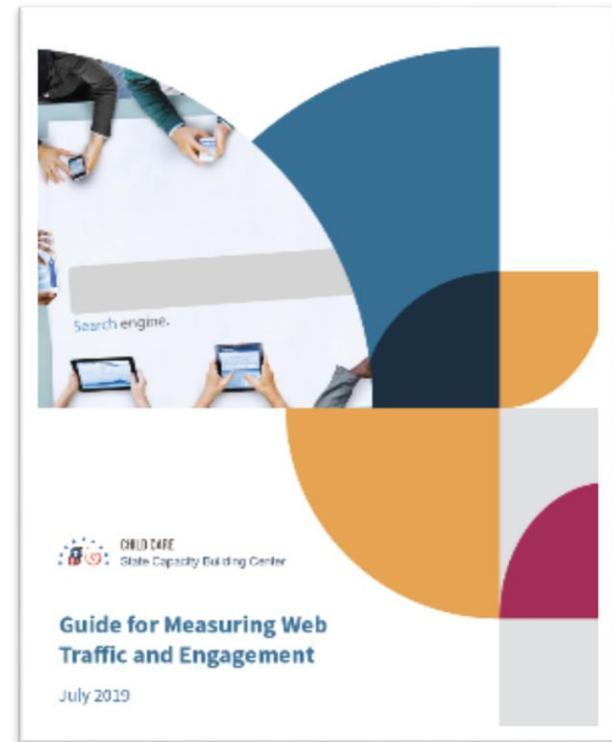


Source: Google. (n.d.). Single result on a SERP displaying title, URL, description, and related links [Search engine results]. Google Search. Retrieved from <https://www.google.com/>. Google and the Google logo are registered trademarks of Google LLC, used with permission.

Resource Guides



Child Care State Capacity Building Center, Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (2019). Guide for Increasing Search Engine Optimization, Consumer education webinar series [Web page]. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-webinar-series>



Child Care State Capacity Building Center,, Office of Child Care, Administration for Children and Families, U.S. Department of Health and Human Services. (2019). Guide for Measuring Web Traffic and Engagement, Consumer education webinar series [Web page]. Retrieved from <https://childcareta.acf.hhs.gov/consumer-education-webinar-series>

A close-up photograph of a person's hands typing on a laptop keyboard. The image is overlaid with a semi-transparent blue circle in the upper left corner. Inside this circle, the word "Poll" is written in a white, sans-serif font. The background is a blurred office setting with a laptop screen and other people's hands visible in the distance.

Poll

Next Hot Topic Webinar

Top 10 Actions to Improve Your Website Content and Design

August 8, 2019, 2:00–3:00 p.m. (ET)

- ◆ **Description:** this webinar will highlight best practices and examples in which states and territories enhanced their consumer education websites
- ◆ **Intended audiences:** state and territory CCDF Administrators, child care resource and referral agency staff, Preschool Development Grant grantees, early childhood training and technical assistance providers, quality improvement specialists, state and territory information technology and website development staff
- ◆ **Registration link:**
https://ccssn.adobeconnect.com/top_ten_improve_site_webinar/event/registration.html

Consumer Education Resources

- ◆ Early Childhood Training and Technical Assistance System website:
<https://childcareta.acf.hhs.gov/>
- ◆ Consumer Education Resource Page:
<https://childcareta.acf.hhs.gov/topics/consumer-education>
- ◆ SCBC Consumer Education Webinar Series:
<https://childcareta.acf.hhs.gov/consumer-education-webinar-series>

Stay Updated

Recordings of each webinar, as well as additional resources on each webinar topic, will be posted here:

<https://childcareta.acf.hhs.gov/consumer-education-webinar-series>

Early Childhood Training and Technical Assistance System

FOR FAMILIES

Search SEARCH

REOURCES FOR GRANTEES & PROVIDERS CENTERS & PARTNERS PROFESSIONAL DEVELOPMENT STATE DATA & STATISTICS

NATIONAL RESOURCES FOR FAMILY CHILD CARE

Explore online resources and written products that specifically address FCC settings.

LEARN MORE

The Office of Child Care supports its grantees in various ways. Among the most important is the Early Childhood Training and Technical Assistance System (ECTTAS). The system brings together resources from the Office of Child Care, the Office of Head Start, and their health partners to offer CCDF Administrators and their stakeholders information, tools, training, and other supports. [Learn more](#) about the ECTTAS.

**State Capacity Building Center
A Service of the Office of Child Care**

9300 Lee Highway
Fairfax, VA 22031

Phone: 877-296-2401

Email: CapacityBuildingCenter@icf.com

Subscribe to Updates

http://www.occ-cmc.org/occannouncements_sign-up/



ADMINISTRATION FOR
CHILDREN & FAMILIES