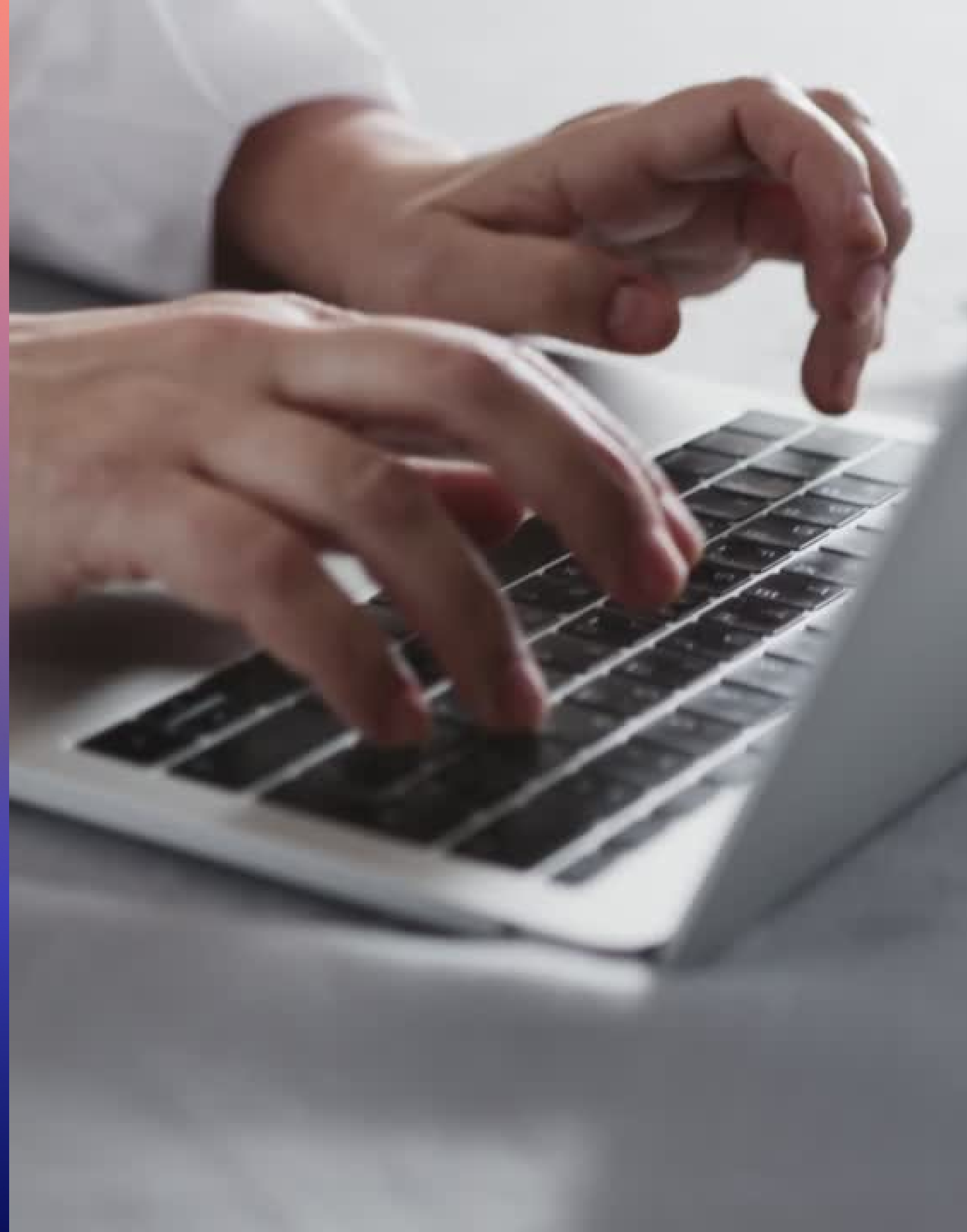


# My League Online: Engagement Tips & Tricks





# Today's Agenda

- Introductions
- Overview
- Security Update & Questions
- Engagement Tips
- Demo New Offerings







# Meet the Team:

Benny Joseph  
Amaris LeBron  
Elizabeth Leslie

Contact us via email: [mylo@lwvc.org](mailto:mylo@lwvc.org)







# Security & SEO

## **Benny Joseph**

COO/Head of Delivery for Cheppers USA

- Started with Cheppers September 2019
- Immediately worked with LWVC upon contract execution
- Nearly 20 years of technical & management experience in healthcare, telecom, and education industries.



# Security & SEO<sup>o</sup>

## Security Overview

Search Engine Optimization the process of improving the quality and quantity of website traffic to a website or a web page from search engines.







# Tips & Tricks

- Key words, meta tags, alt text
- Top 3 mistakes
- Other recommendations



# Meta Tags & Keywords

Publishing options

Draft (Current)

Menu settings

Not in menu

Authoring information

By alebron on 06/22/2018

Meta tags

Page title: [node:title] | LWVC  
MyLO  
Content rating: safe for kids  
Content type: article  
Page type: Article

☐ Promoted to front page  
☐ Sticky at top of lists

MODERATION NOTES \*

Edited by LWVC-Demo.

Provide an explanation of the changes you are making. This will help other authors understand your motivations.

MODERATION STATE

Draft (Current)

Set the moderation state for this content.

Save

View changes

WYSIWYG

Body with Embed Code

No Paragraphs added yet. Select a Paragraph type and press a button below to add one.

Use this to insert embed code (e.g. YouTube, Vimeo, Facebook or Twitter widget, Eventbrite, Pa

Add 3rd Party Embed Code (HTML)

Add Additional Formatted Text

ATTACHMENTS

Attach media

Browse

Tags





# Images

- Alt text/accessibility/seo
- Copyright
- Canva/faces



# Alt Text Location

## Show in the Media Library \*

- ☒ Yes, display in the media library
- ☐ No, I am the only person who should be able to use this media

## Alt Text \*

Alternative text is used by screen readers, search engines, and when the image cannot be loaded. By adding alt text you improve accessibility and

## Title Text

Title text is used in the tool tip when a user hovers their mouse over the image. Adding title text makes it easier to understand the context of an



# Top Mistakes

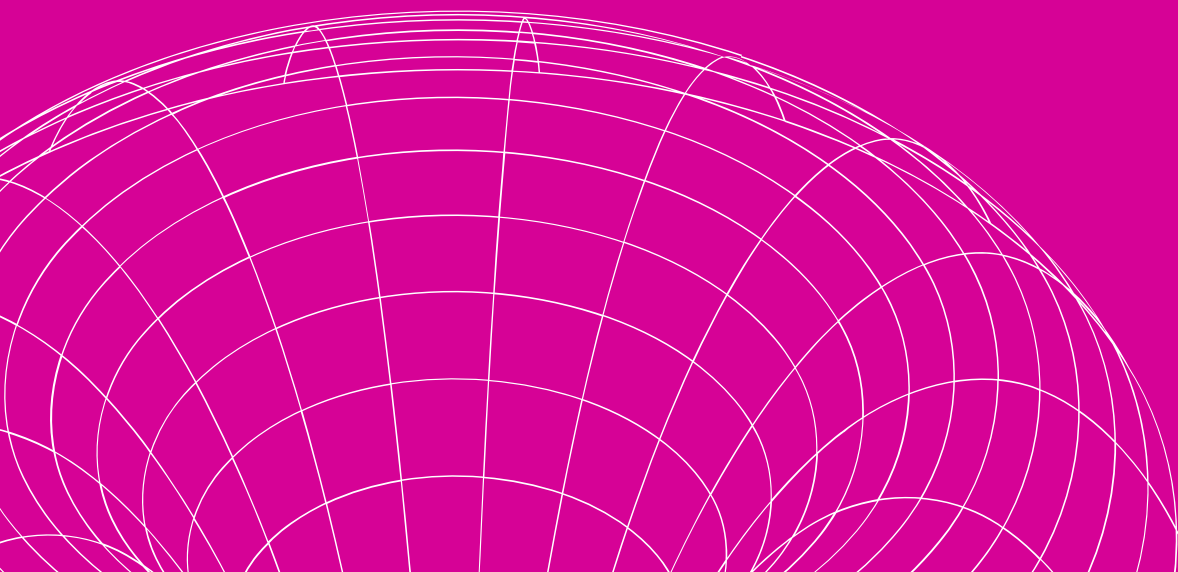
- Headings
- Too many PDFs (mobile is king)
- Changing link title





# Website Communications

BITE  
SNACK  
MEAL





The header features a pink background with several hand-drawn lightbulbs in orange, red, green, and purple. A blue pencil is positioned diagonally on the right side. The words "BEST PRACTICE" are written in a large, blue, hand-drawn font across the center.

# BEST PRACTICE

**Cross linking**

**Social media sidebar**

**Google Analytics**



# New Feature Demo!

- Subscribed Content Manipulation





## Demo Site Subscribed Articles

### We're Going Virtual: LWVC Convention 2021!



Submitted by California in January 2021

#### News

Join us June 7-13 for events and League business!



De-emphasize this item on front page



Promote this item to front page

[Read more](#)

### Take Action: Improve Voter Registration at the DMV



Submitted by California in May 2021.

#### Action Alerts

Demand a More Inclusive System to Strengthen Our Democracy



Highlight this item on front page



Promote this item to front page

[Read more](#)

ifornia!

[Read more](#)

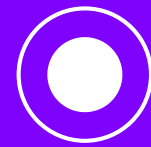
### Take Action: Support DC Statehood (S51)

Submitted by the US / LWV / LWV

Job Posting



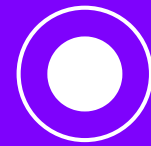
# MyLO Contact Information



[mylo@lwvc.org](mailto:mylo@lwvc.org)



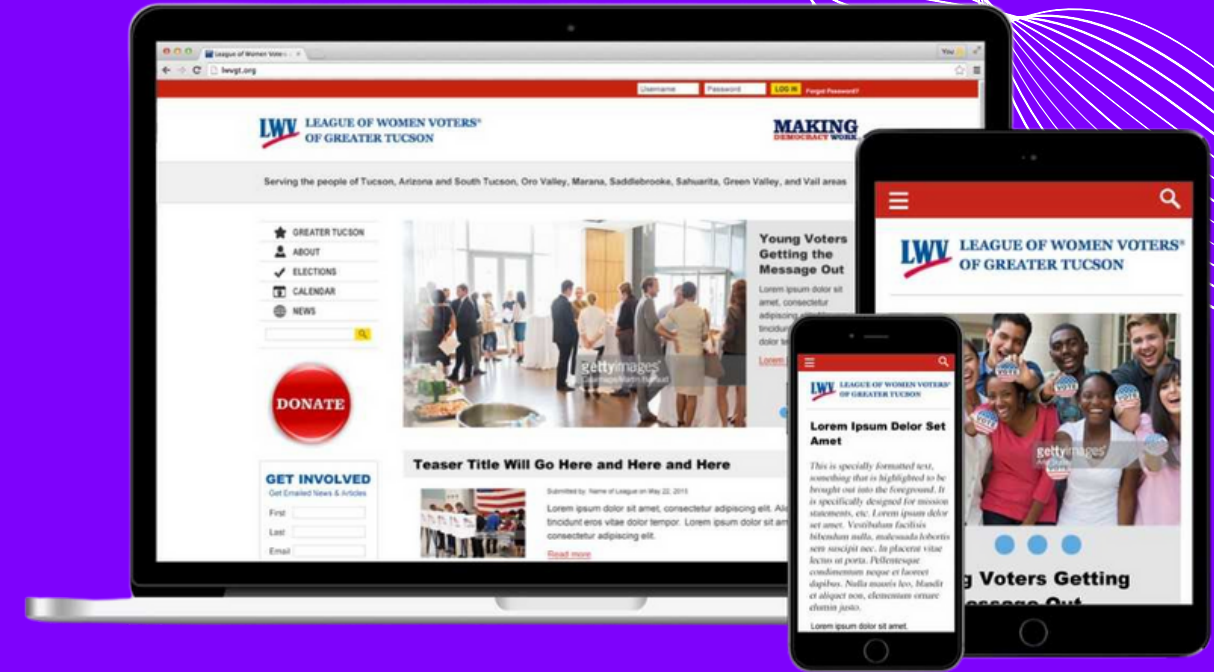
[my.lwv.org](http://my.lwv.org)



916-442-7215



Google Group Support







Office Hours 7/2 @ 12

**LWV** LEAGUE OF WOMEN VOTERS'  
OF CALIFORNIA



