Search Engine Advertising Strategy & Audit Brighton College

http://www.brightoncollege.com

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Introduction

Search marketing is one of the most profitable mediums to drive traffic on one website.

The Brief

The Scope of this audit concerns the ongoing optimization of http://www.brightoncollege.com in order to increase the organic listing and natural visibility of the website.

The objectives of running search engine marketing campaigns for Brighton College website are multiple:

- ✓ Increase of the website natural ranking in search engine results pages using generic and long tail keywords.

This will impact the website traffic of course but also the ***College Brand Awareness***.

- ✓ Drive As much targeted traffic and leads as possible on the website

If the website is visible in search engines results on relevant queries this should drive some good quality traffic, leads and business.

- ✓ Increase the business coming from the website

Ultimately, the goal of search marketing campaign is to increase the share of the online business in the company turnover.

Note:

The t*echnical audit has been performed on the New Development version or the website (*http://www.beta.brightoncollege.com/*), link popularity audit performed on the current version of the website (*http://www.brightoncollege.com*).*

General Audit

Introduction

There are different parameters that have an impact on the ranking a website can acquire in search engine results pages:

- **Server side parameters**
These parameters are the one in relation with the domain name registration, the hosting geographic location and the server side set up of the website (URLs, redirections …)

- **"Onsite" or "On Page" parameters**
Parameters related to the way the website has been implemented as well as the relevancy of website texts.

- **"Offsite or Off page" parameters**
There are 2 main website offsite parameters: The competition within the website semantic area and the website link popularity.

- **Client side parameters**
Client side parameters are related are the one in relation to the internet users browsing set up and browsing history. These parameters won't be audited in this document as none of the optimization I will perform will have an impact on them. Nonetheless, it is important to know that they have a significant impact on the search engine results pages.
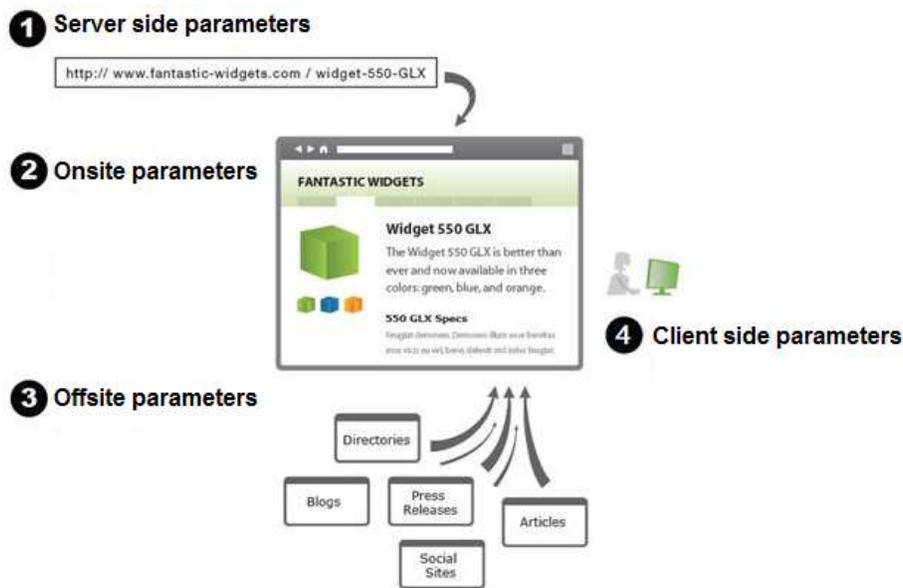
General audit of the website is based on the data gathered by the analysis of the website crawlability, indexation status, some of the offsite and server parameter that could prevent it from acquiring some rankings within major search tools results pages.

Crawl & index

The more pages one website has in search engine index, the more chances it has to acquire rankings.

The current version of the website does not seem to have any specific crawling problem which is not really surprising for a WordPress Base website. I have crawled the website with SEM tools and it detected more than 250 pages and posts.

Server parameters

Registration

ICANN Registrar: TUCOWS.COM CO.
Created: 2003-10-15
Expires: 2013-10-15   Backorder Now or Hire a domain broker
Updated: 2012-03-21

Server Data

IP Address: 216.187.95.6   Reverse-IP | Ping | DNS Lookup | Traceroute
ASN: AS13768
IP Location: 🇨🇦 - British Columbia - Richmond - Idigital Internet Inc
Response Code: 200
Domain Status: Registered And Active Website

The college domain name has been registered in **2003** this is not a new website but this isn't a very "old" one with regards to Search engines parameters and compared to some of the competition in the education field. (ashtoncollege.com → 1999, vcc.ca → 2001 but vccollege.ca → 2009)

For search engines it's a sign of relevancy to have an "old website", it means that the entity behind the website is financially solid and that it has history. The current domain name is not going to be considered as a young website but it has less history than some of the other players in the education business.

The website is hosted in Richmond (BC, Canada), or the server on which the website is hosted is displaying a Canadian IP address.

For promotion of Brighton College services in Canada, the server set up is **OK** ✓

URL Redirections

www. Vs. Non www. version

HTTP/1.1 301 Moved Permanently =>
Date => Sat, 24 Nov 2012 00:16:25 GMT
Server => Apache
X-Powered-By => PHP/5.3.8
X-Pingback => http://www.brightoncollege.com/xmlrpc.php
Location => http://www.brightoncollege.com/
Vary => Accept-Encoding,User-Agent
Content-Length => 0
Connection => close
Content-Type => text/html; charset=UTF-8

The website non www. URL – http://brightoncollege.com is 301 redirected to http://www.brightoncollege.com - **OK** ✓

404 pages management

The website CMS is handling 404 responses properly - Nonexistent page display a "personalized" 404 error page facilitating internet users task into finding their way back on the website and the Http header response is **OK-** ✓
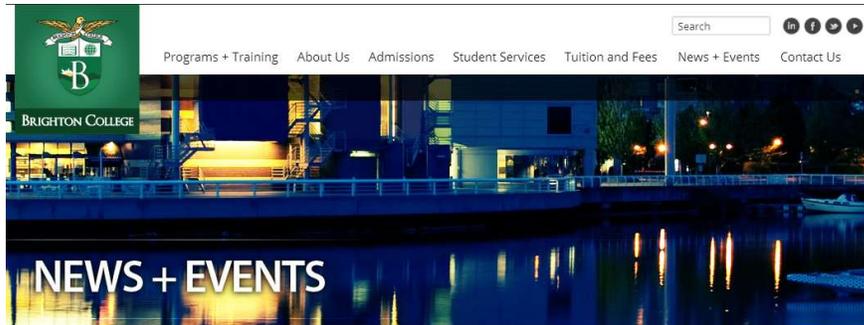
Website Architecture Review (URLs)

Historically, URLs (**U**niversal **R**esource **L**ocator) have had a major role in the search engine relevancy algorithm. Then with the rise of dynamic websites against static ones URLs have slowly lost part of the impact they had on one website ranking. Google especially has dramatically decreased the impact of friendly URLs within its algorithm.

Still, it is important to show search engines some static URLs with relevant keywords:

- First of all, URLs continue to be a major ranking factor for Yahoo and Bing (almost 30% of the search market).

- URLs are one of the information displayed in search engine results pages

Rewritten URLs have been properly implemented on the new version of the website.

Some very nice efforts have been done as well in order to keep a coherent conformity between the URL of the Old version of the website and the URLs of the new version.

OK - ✓

Page per page 301 redirections have been implemented between URLs of the "current" version of the website and URLs of the "new" version of the website whenever modified.

For example:
The following post on the current version of the website -
http://www.brightoncollege.com/local-news/2010-already-a-record-year-for-exports-to-china/
Becomes
http://www.beta.brightoncollege.com/2010-already-a-record-year-for-exports-to-china/ on the new version of the website.

The "/local-news/" category has been lost but the following URL
http://www.beta.brightoncollege.com/local-news/2010-already-a-record-year-for-exports-to-china/
is 301 redirected towards http://www.beta.brightoncollege.com/2010-already-a-record-year-for-exports-to-china/

OK - ✓

A complete audit of the URLs that were modified on the new version of the website were performed in order to ensure they are properly redirected and it show that redirection process has been properly implemented.

OK - ✓

Note: when a large number of redirections are performed on a website server this could have an impact on its downloading speed. Since Google and the other search engines are taking in account the website speed, this might have an impact on the website's rankings.

Redirections should be limited to the minimum.

Pages technical & semantic audit

Overall Optimizations

Website footer

All 3 of the College campus contact details should be listed on every single page of the website, using Micro data.

```
<div itemscope itemtype="http://schema.org/CollegeOrUniversity">
<span itemprop="name">Brighton College – Vancouver Campus</span>
   <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
     <span itemprop="streetAddress">688 West Hastings, Suite 200</span>
     <span itemprop="addressLocality">Vancouver</span>
<span itemprop="addressRegion">BC</span> <span itemprop="postalCode">V6B 1P1</span>
<span itemprop="addressCountry">Canada</span>
   </div>
Phone: <span itemprop="telephone">604-901-5131</span>
Fax: <span itemprop="faxNumber">604-681-5898</span>
Email: <span itemprop="email">study@brightoncollege.com</span>

</div>

<div itemscope itemtype="http://schema.org/CollegeOrUniversity">
<span itemprop="name">Brighton College – Burnaby Campus</span>
   <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
     <span itemprop="streetAddress">4538 Kingsway, Suite 305</span>
     <span itemprop="addressLocality">Burnaby</span>
<span itemprop="addressRegion">BC</span> <span itemprop="postalCode">V5H 4T9</span>
<span itemprop="addressCountry">Canada</span>
   </div>
Phone: <span itemprop="telephone">604-227-3833</span>
Fax: <span itemprop="faxNumber">604-430-5638</span>
Email: <span itemprop="email">study@brightoncollege.com</span>

</div>

<div itemscope itemtype="http://schema.org/CollegeOrUniversity">
<span itemprop="name">Brighton College – Surrey Campus</span>
   <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
     <span itemprop="streetAddress">13450 – 102 Avenue, Suite 295</span>
     <span itemprop="addressLocality">Surrey</span>
<span itemprop="addressRegion">BC</span> <span itemprop="postalCode">V3T 5X3</span>
<span itemprop="addressCountry">Canada</span>
   </div>
Phone: <span itemprop="telephone">604-430-5608</span>
Fax: <span itemprop="faxNumber">604-430-5638</span>
Email: <span itemprop="email">study@brightoncollege.com</span>

</div>
```

Please feel free to modify styling with regards to the website look and feel.

The three campuses addresses should be spread on 3 different pages.

The contact us (http://www.beta.brightoncollege.com/contact-us/) page should present a quick summary of how to contact Brighton college in general

Addresses, phone numbers and maps should be spread on 3 different pages, one for each location. Contact details will be implemented within micro formats (see page above for details).

For example
http://www.beta.brightoncollege.com/contact-us/vancouver-campus/
http://www.beta.brightoncollege.com/contact-us/burnaby-campus/
http://www.beta.brightoncollege.com/contact-us/surrey-campus/

Website Speed

Website downloading speed may have an impact on its ranking potential within Google. As a general rule, it is recommended to make the best possible efforts to optimize the website's pages downloading time.

The beta version of the website is a little slow and several actions could be implemented I order to fasten the website downloading speed.

Cache

Please implement the following in the website .htaccess file.

This script should leverage on Browse caching.

```
<IfModule mod_expires.c>
  ExpiresActive On
  ExpiresDefault "access plus 1 seconds"
  ExpiresByType text/html "access plus 1 seconds"
  ExpiresByType image/gif "access plus 2592000 seconds"
  ExpiresByType image/jpeg "access plus 2592000 seconds"
  ExpiresByType image/png "access plus 2592000 seconds"
  ExpiresByType text/css "access plus 604800 seconds"
  ExpiresByType text/javascript "access plus 216000 seconds"
  ExpiresByType application/x-javascript "access plus 216000 seconds"
</IfModule>

<IfModule mod_headers.c>
    <FilesMatch "\.(ico|pdf|jpg|jpeg|png|gif)$">
        Header set Cache-Control "max-age=2592000, public"
        Header unset Last-Modified
    </FilesMatch>
    <FilesMatch "\\.(css)$">
        Header set Cache-Control "max-age=604800, public"
    </FilesMatch>
    <FilesMatch "\\.(js)$">
        Header set Cache-Control "max-age=216000, private"
    </FilesMatch>
    <FilesMatch "\\.(xml|txt)$">
        Header set Cache-Control "max-age=216000, public, must-revalidate"
    </FilesMatch>
    <FilesMatch "\\.(html|htm|php)$">
        Header set Cache-Control "max-age=1, private, must-revalidate"
    </FilesMatch>

    Header append Vary User-Agent
</IfModule>

<IfModule mod_gzip.c>
    mod_gzip_on Yes
    mod_gzip_dechunk Yes
    mod_gzip_item_include file \.(html?|txt|css|js|php|pl)$
    mod_gzip_item_include handler ^cgi-script$
    mod_gzip_item_include mime ^text/.*
    mod_gzip_item_include mime ^application/x-javascript.*
    mod_gzip_item_exclude mime ^image/.*
    mod_gzip_item_exclude rspheader ^Content-Encoding:.*gzip.*
</IfModule>
```

Images optimization

Brighton College should think about optimizing the size and "weight" of the images, especially the "program header" images which are huge:

Serving scales images – in the header image size is 2500 x 590px. It would be better to serve images that are scaled to the size of most screens (1024 x 242px)

Images Optimzation – Image weight could be downsized by compressing them and optimizing them –
I have managed to downsize the http://www.beta.brightoncollege.com/wp-content/themes/brighton/images/program-headers-hospitality.jpg from 222kb to 123kb with no loss of quality with http://www.imageoptimizer.net/Pages/Home.aspx

Navigation menu fixes

Some of the links in the navigation menu are not pointing to the right pages – some fixes will be required.

In the program section

Link to "business" is pointing to http://www.beta.brightoncollege.com/business-management/ and should point to
http://www.beta.brightoncollege.com/programs/business-management/

The "Adv Bus" link is pointing to http://www.beta.brightoncollege.com/advanced-business/ and should point to http://www.beta.brightoncollege.com/programs/advanced-business/

The "autocad" link is pointing to http://www.beta.brightoncollege.com/computer-aided-design/ and should point to http://www.beta.brightoncollege.com/programs/computer-aided-design/

The "engineering" link points to http://www.beta.brightoncollege.com/engineering/ and should point to http://www.beta.brightoncollege.com/programs/engineering/
 - there is an un necessary is 301 redirection that can be removed here.

The "hospitality management" link point to
http://www.beta.brightoncollege.com/hospitality-management/ and should point to
http://www.beta.brightoncollege.com/programs/hospitality-management/

The "International trade" link points to
http://www.beta.brightoncollege.com/international-trade/ and should point to
http://www.beta.brightoncollege.com/programs/international-trade/

The "info tech" link points to http://www.beta.brightoncollege.com/information-technology/ and should point to
http://www.beta.brightoncollege.com/programs/information-technology/

The following pages look like they are some sort of campaign landing pages – if so; Brighton College should prevent their crawl in order to avoid potential duplicate content issues:

http://www.beta.brightoncollege.com/business-management/
http://www.beta.brightoncollege.com/advanced-business/
http://www.beta.brightoncollege.com/computer-aided-design/
http://www.beta.brightoncollege.com/engineering/
http://www.beta.brightoncollege.com/international-trade/
http://www.beta.brightoncollege.com/hospitality-management/
http://www.beta.brightoncollege.com/information-technology/

If Brighton College has any other type of Campaign landing page – preventing their crawl is required.

Social media Icons fixes

Links in the social media Icons need to be fixed:

FaceBook link has a spelling mistake – it points to
http://www.facdebook.com/brightoncollege instead of
http://www.facebook.com/brightoncollege

Linkedin link points to
http://www.beta.brightoncollege.com/s%22http:/ca.linkedin.com/company/brighton-career-college%22 and should points to https://www.linkedin.com/company/brighton-career-college

Homepage

The Homepage of one's website is its window to the entire world; this is the page potential customers' first visit when landing on the website and even before doing any business. In SEO, the website's homepage also is the most important page as it is the one which is the more likely to acquire a rankings using generic key sentences and the one with the best link popularity.

As such, the website's homepage **MUST** be carefully optimized from top to bottom.
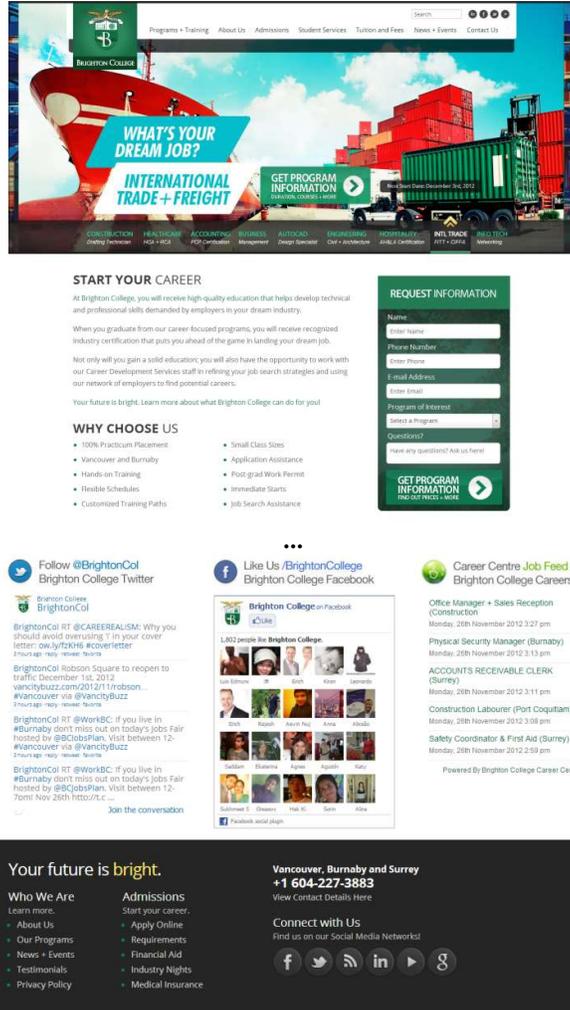
Homepage header

Page header contains usually the first information read, indexed and sometimes displayed by search engines.

Page title

If properly implemented, page Title should be **the first information displayed to internet users** in SERPs[1].

Title on the beta version of the website is:

```
<title>Brighton College - Career College Vancouver, AutoCAD Training, Healthcare
CareersBrighton College | Your future is bright.</title>
```

Current title on the homepage is too long – probably because of the default set up of your WordPress CMS – Slight modification of the header file will be required.

Suggested title:

```
<title>Brighton College - Vancouver Career College – AutoCAD training, healthcare
careers<title>
```

Description

When containing the keywords searched by internet users, the Meta description is the second information that appears in search engines natural results.

Meta description tag is not implemented on the beta version of the website's homepage

Description tag can have up to 250 characters (spaces included). As the description tag could be displayed into search engines results pages it should be a coherent sentence that contain keywords but which is also attractive.

Suggested Description:

```
<meta name="description" content="Brighton College is a professional career college
in Vancouver. We offer Healthcare training programs, Business courses,
Architecture, AutoCAD training and Hospitality management courses. Our career
college programs start throughout the year."/>
```

Keywords

Keywords tag does not have any more real impact in search engines relevancy algorithm but, when you build a puzzle you put all the pieces on the table.

[1] **S**earch **E**ngine **R**esults **P**age**s**

Suggested Keywords:

```
<meta name="keywords" content="career college, cad training,  autocad training,
accounting courses , payroll administration courses,  business management courses,
office administration courses, hospitality management training, CAREER COLLEGE, CAD
TRAINING,  AUTOCAD TRAINING,  ACCOUNTING COURSES , PAYROLL ADMINISTRATION COURSES,
BUSINESS MANAGEMENT COURSES,OFFICE ADMINISTRATION COURSES, HOSPITALITY MANAGEMENT
TRAINING"/>
```

Homepage content

Home page main content

Current homepage content is composed out of one static section and different dynamic ones with the display of the latest blog posts extracts; last job offers last tweets and events.
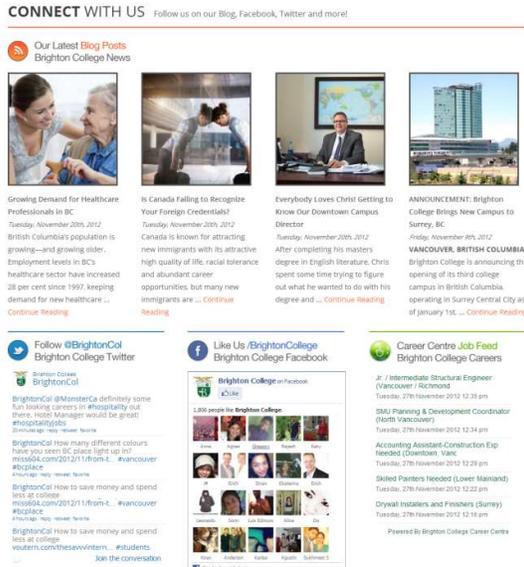
Current dynamic vs. static content ratio of the page is more or less 40%. Meaning that the page is displaying 40% of dynamic content that potentially changes every day or week and could weaken or strengthen the "focus" of the page on the keywords Brighton College would like to promote.

Having some dynamically generated content on the website's homepage is a good thing, it shows the website is alive and up to date. Google will crawl the website more often and the website will react faster to Search engines optimizations.

It is important for the homepage to display a "stable" content, which is not going to change too much, as it will affect the page relevancy and rankings.

It would be a good thing to display a little less dynamic content on the page by limiting the display of the dynamic sections:

- Last 3 tweets instead of 4
- 15 FB friends instead of 20
- Last 3 job postings

Content structure

Current Homepage structure of the website displays the pros and cons of WordPress default set up

<u>Headings</u>

There are 6 different levels of headings (<h1> to <h6>) with different importance.
The headings should be used just to emphasize the content of your page. DO NOT PUT ALL YOUR CONTENT INTO <hn> tags.

- <h1> - only one per page this is the page Editorial Title
- <h2> - Up to 4 per page (more or less like a paragraph title)
- <h3> - Up to 6 per page (for important words in the page, so it's easy to see the main structure of the page AND some key indicators on the content itself)

As much as possible, the heading tags should be implemented in their natural order.

EX.

```
<h1>Title</h1>
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sed magna vel lectus gravida
egestas id non tortor. Donec ac lectus dolor, in sodales neque.

<h2>Sub Title</h2>
 Ut commodo diam id nunc pulvinar nec auctor odio aliquam. Nullam arcu quam, consectetur sit
amet venenatis in, tempor nec libero.

<h3>Sub Sub title<h3>
Fusce et sollicitudin quam. Curabitur lacinia tempor aliquam. Nullam quis metus quis purus
ultrices dictum sit amet vel enim. Mauris venenatis consectetur tortor quis eleifend.
Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Mauris
sit amet consequat erat.

<h2>Sub title</h2>
Proin at sem ac elit semper aliquam eu vitae ipsum. Nunc et purus odio. Proin fringilla elit
at lectus congue lacinia. Curabitur sed malesuada turpis. Quisque porta nisi vel tellus
faucibus ac lobortis quam eleifend.
```

Homepage content structure would need some modification in order to adapt the last search engines updates regarding the emphasis of the important keywords.

- Reorganization of the headings
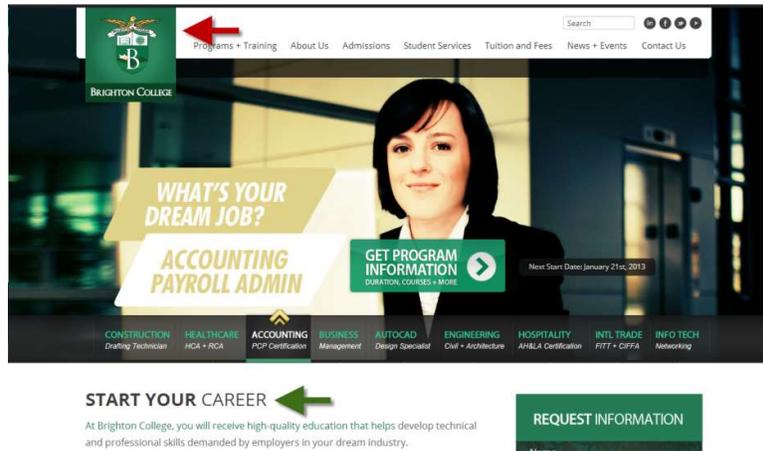
- <h1> tag on the logo should be removed

- <h1> should be placed on "Start Your Career" and the content of this tag might change

- <h3> heading on "Why Choose us" should be replaced by an <h2> tag and the text replaced by "Why choose Brighton College"

- <h3> heading on "Event at our School" should be replaced by an <h2> tag and the text replaced by "Events at Brighton College"

- <h3> heading on "Connect with Us" should be replaced by an <h2> tag and the text replaced by "Connect with Brighton College"

Currently, website's heading tags in the code display attributes such as *Id=""* or *class=""* or sometimes styles are directly defined in the tag.

Because of past SEO abuses performed with heading tags it is now recommended to define the styles of these tags within CSS and not to implement any attribute within the tag.

Ex. ✔ **<h1>** *instead of* ✖ **<h1 style="font-size:12px;color:#18584b;">**

Internal pages

"Programs" page

URL: http://www.beta.brightoncollege.com/programs/

Suggested Title
Vocational Education Programs at Brighton College – Vancouver

Suggested Description
Brighton College offers career training and vocational programs in AutoCAD, business management, information technology and web marketing, computerized accounting, civil design, architectural technician, healthcare and hospitality management.

Programs page template will need some modifications:

- <h1> tag on the logo should be removed

- <h1> should be placed on "Programs" and the content of the tag might be changed

- <h3> heading content in "Programs" Boxes might need some modifications depending on the keywords Brighton college wants to promote

"Programs" Templates pages

URL: http://www.beta.brightoncollege.com/programs/*

Template used for the different "Program types" will need some modifications:

Example for the "Construction" page
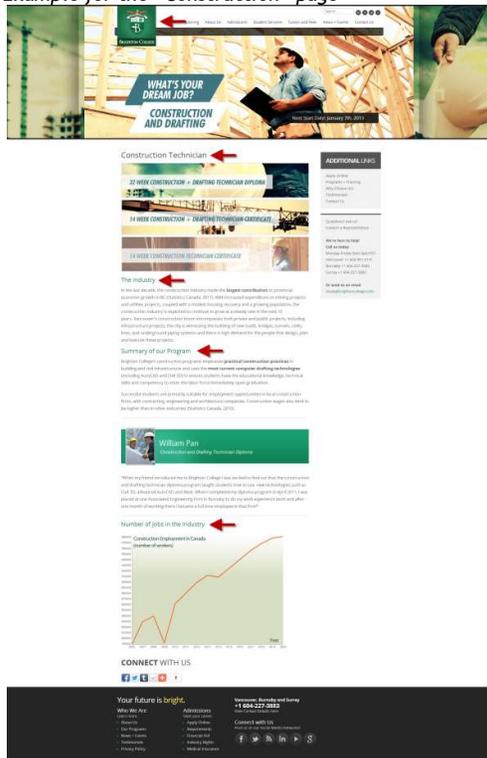
- <h1> tag on the logo should be removed

- Meta information needs to be properly implemented (description and keywords tag) and properly populated

- A **breadcrumb trail** should be implemented in the page as well as the pages implemented lower in the category

For Example → *Home* >> *Training Programs* >> *Construction*

- <h1> should be placed on "Construction Technician" and the content of the tag might be changed to "Construction Training Programs"

- <h4> heading content in "The industry", "Summary of our Program" and "Number of jobs in the Industry", should be replaced by <h2> tags and the content of these tags might need some modifications depending on the keywords Brighton college wants to promote – in the construction program example it could be "***The Construction Industry***", "***Summary of our Construction Training Program***" and "***Number of jobs in the Construction industry***"

"Programs" details Templates pages

URL: http://www.beta.brightoncollege.com/programs/category/*

Template used for the different "Program types" will need some modifications:

Example for the "Construction diploma" page

- <h1> tag on the logo should be removed

- Meta information needs to be properly implemented (description and keywords tag) and properly populated

- A **breadcrumb trail** should be implemented in the page as well as the pages implemented lower in the category

For Example → *Home* >> *Training Programs* >> *Construction* >> *construction and drafting technician diploma*

- <h1> should be placed on "Program Overview" instead of the <h3> currently in place and the content of the tag might be changed to "*Construction and Drafting technician diploma*"

- <h3> heading content in "Employment Opportunities" and "Courses Description" are OK

- **IE7 styling should be removed – IE7 was only 3.5% of the browsers market share in 2012 – IE7 styling code is redundant code shows some errors as the images displayed are the Business management ones.**

It also creates potential display bugs as the JQuery managing the course details does not work properly as well as the slider download (please see screen shot below - Browser IE9)

Program details pages content

There is a high similarity ratio between some of the program details pages:

For example –

http://www.beta.brightoncollege.com/programs/construction-technician/construction-and-drafting-technician-diploma/

is 84% similar to

http://www.beta.brightoncollege.com/programs/construction-technician/construction-and-drafting-technician-certificate/

and 82% similar to

http://www.beta.brightoncollege.com/programs/construction-technician/construction-technician-certificate/

in another category

http://www.beta.brightoncollege.com/programs/healthcare/resident-care-attendant-rca-diploma/

shows 80% similarity with

http://www.beta.brightoncollege.com/programs/healthcare/resident-care-attendant-rca-diploma/

80% and above similarity ratio are noticeable for Accounting section, Business section, advance business section, autocad section, international trade, and network admin section - the section showing the highest similarity ratio being hospitality with 90% similarity between the pages.

76% similarity ratio is noticeable for engineering section.

Brighton College will need to rewrite these pages in order to decrease the similarity ratio at least below 60% between the pages of a section.

Blog

Blog post templates will need some modifications in order to emphasize the keywords that are already in the posts better.
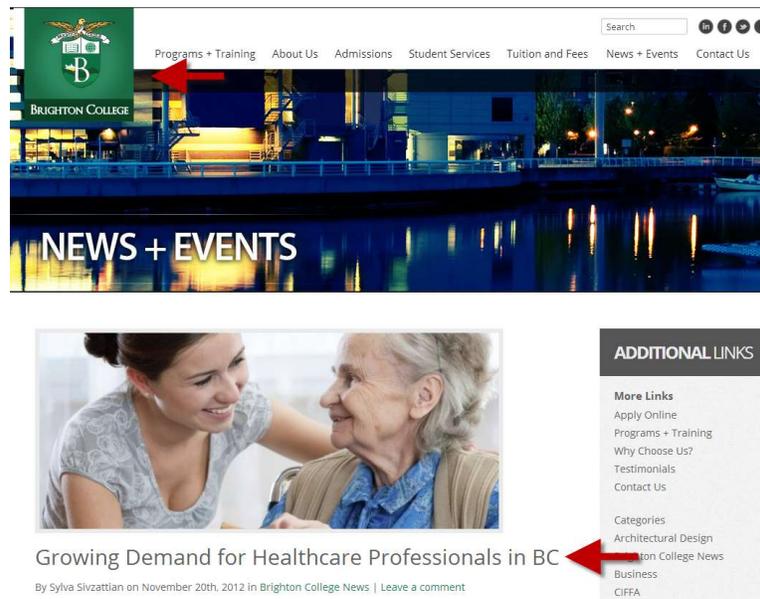
- <h1> tag on the logo should be removed and placed on the post's editorial Title

- Meta information needs to be properly implemented (description and keywords tag) and properly populated

- Heading implemented on "Leave a reply" and "Connect with us" should be removed

- Implementation of the authorship process for the article to get better visibility in search engines especially if Brighton college start to have multiple authors and articles written by some of the teachers / consultants

  - First You must ask the blog contributors to open and fill out a Google+ Accounts https://accounts.google.com/ServiceLogin?service=oz&continue=https://plus.google.com/?gpsrc%3Dogpy0%26tab%3DwX%26gpsrc%3Dogpy0&hl=en-GB

  - Add a link to your domain in the 'contributor to' section of your account

  - Add Author name in the link following "Written By"

Results should allow the display of the Author's picture in the SERPs [2]

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[2] SERPs = Search Engines Results Pages

Website link popularity

SEO has now become a known practice and it is more and more common to see websites with an equivalent level of technical and semantic optimizations competing for the best rankings on the same keywords. Because of this competition, implementing a good content on a search friendly website might not be sufficient to keep good positions in SERPs.

The link popularity of one website refers to the number and the quality of the inbound links a website can have. Every single link pointing to one website can be compared to a vote for this website to get some rankings and the more it has the better.

The website link popularity is OK even though it could be improved especially when compared to some of the competitors like ashtoncollege.ca for example which have less links in absolute numbers but coming from more domains and more diversified domains.

SeoMoz Open site Explorer shows a total of 4,783 inbound links coming from only 184 different domains

Recommendation

- Brighton College needs to continue the efforts put into external link building campaign to improve the quality and the quantity of the incoming links.

- Brighton College should consider contacting partners, providers and possibly alumni to negotiate the implementation of a link exchange policy.

- It would be great if some of the Brighton College teachers and or consultants could link them from their blogs, social media profiles and possibly websites.

- Brighton College could start a Press releases campaign for the launch of the new website.

- It would be a great thing if the teachers and consultant of Brighton College could participate into a guest blogging campaign, providing some articles in their areas of expertise to external blogs, platforms, forums etc …

- Brighton College should consider reviewing its Yellow pages listing http://www.yellowpages.ca/bus/British-Columbia/Vancouver/Brighton-College/7725584.html?what=brighton%20college&where=vancouver,%20BC&cli=1,1&le=10f337ed354|10f337ed1ae|10f337ed20e|10f337ed324|10f337f1781|10f337ed226 as I did not notice the display of a link to the website.

Other Offsite Recommendations

Google Place Page

Brighton College Google place pages should be optimized.

Vancouver Campus page shows no images or videos

Burnaby Campus page should be edited and point to www.brightoncollege.com instead of www.brightoncollege.ca

There is no Google place listing for the Surrey Campus. One listing should be claimed and optimized.

Google local profile pages tend to rank better when they are reviewed by internet users. Some Review would be needed and Brighton College should incentivize its student into posting some public reviews on their campus Google local listing.

The regularity of review posting is more important than the absolute number of reviews – it would be good to have 2 to 3 reviews per month.
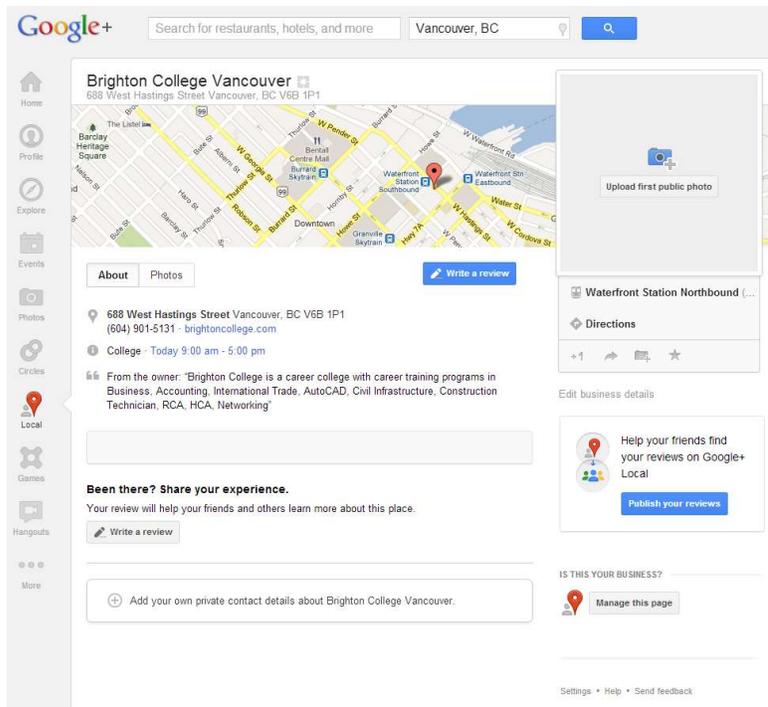
Google +1 Button

Brighton College should consider seriously the implementation of a Google +1 Button. If it does not have any impact yet on one website ranking, +1 button may become one of the parameter taken in account someday within the relevancy algorithm.

https://developers.google.com/+/plugins/+1button/

+1 button may also have a role in the results display on Search Engines Results pages when people are logged to their Google account.

Bing and Yahoo Business Portal

Brighton College should claim and optimize its business page on Bing and Yahoo

Bing: https://www.bingbusinessportal.com
Yahoo: http://listings.local.yahoo.com

Social media

Social media footprint of Brighton College is OK. Frequency of publication is good especially on twitter and FaceBook on which I notice almost daily engagement with friends and fans on FaceBook and daily postings on Twitter.

Google + page could be more up to date as the last post on Google platform was on September 28th.