



SEO Playbook

Welcome to the

Bread SEO Playbook

Search Engine Optimization is an ongoing, concentrated process of formatting the content on your website to be indexed and highlighted by search engines. Though some of this happens organically, ranking for highly competitive, highly trafficked keywords requires thoughtful and strategic engagement. There are many factors that play into how a website ranks in search engines and no silver bullet to promise page-one rankings. However, there are some fundamental, intentional best practices that can help bread.org continue to rank highly for current keywords and compete for new opportunities. In the document below we will cover some basic SEO definitions, highlight general best practices and identify some specific keyword opportunities for Bread for the World.

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Definitions

Backlink

A hyperlink that points from one website to another. Backlinks portray trust to search engines by showing that the content on one website is worth sharing. Particularly powerful when coming from highly credible websites like news outlets, nonprofits and government organizations.

Keywords

Specific words or phrases in a query that search engines use to connect users to relevant websites in their database.

LSI Keywords

Latent semantic indexing keywords. Essentially, synonyms for your keywords that search engines use to determine what your page is about.

Meta Description

The short, 160-character description that search engines show in results. Consider it your elevator pitch to get users to click on your website.

Meta Title

The 50-55 character title that appears in search engine results.

<https://www.bread.org> ⋮

Meta Title → **Bread for the World: We Speak Up to End Hunger**

Meta Description → **Bread for the World** is a Christian advocacy organization urging U.S. decision makers to do all they can to pursue a world without hunger. Our mission is to ...

Query

A question, phrase or command used to navigate a search engine

Featured Snippet

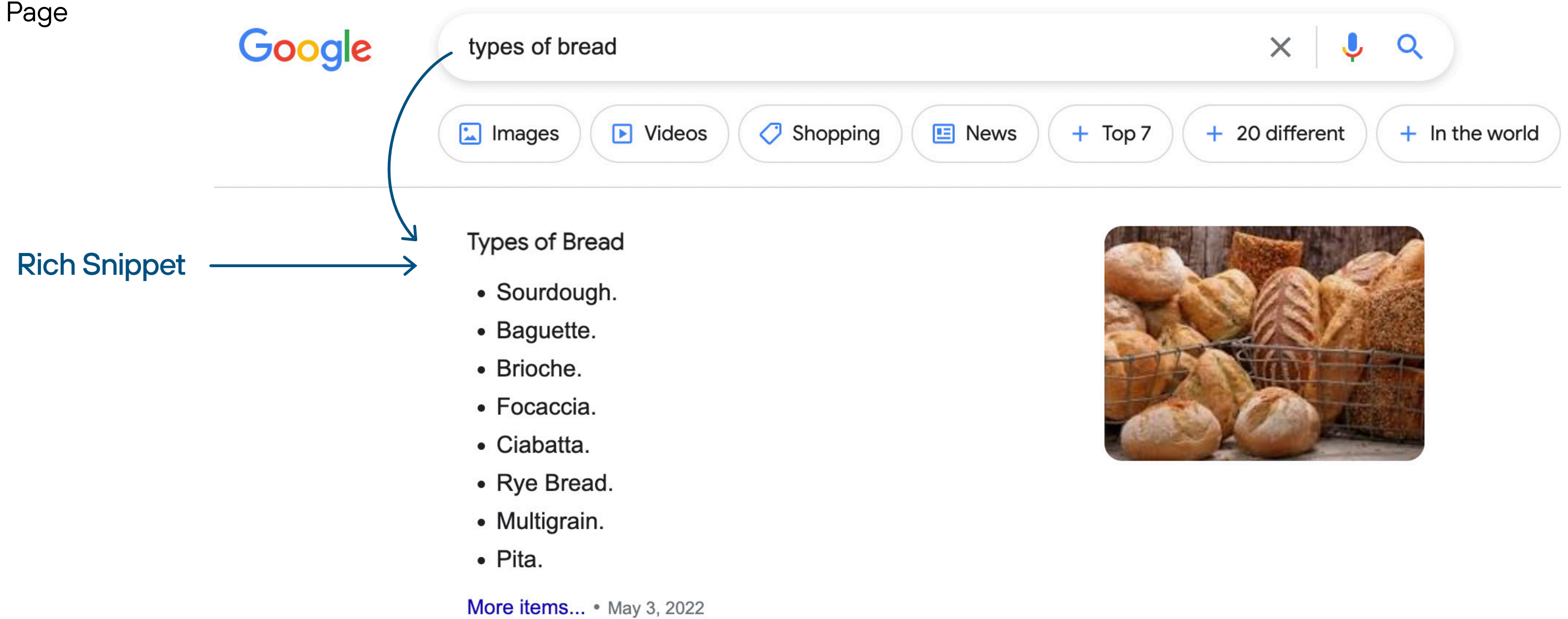
An additional piece of dynamic content that appears along with common search results, typically on Google. Nearly any website can appear in a rich snippet depending on the structure of the site and the keywords used. Typically appears before any websites in search results.

SEO

Search Engine Optimization

SERP

Search Engine Results Page



Keyword Research

List of keywords:

- **World Hunger**
- **Hunger**
- **Domestic Hunger**
- **Hunger in America**
- **Global Hunger**
- **How to solve world hunger**

- **World hunger solutions**
- **Extreme hunger**
- **What causes hunger**
- **Food insecurity**
- **World hunger facts**
- **How much would it cost to end hunger**

SEO Best Practices

#1) Write for people first.

In 2022, Google released its “Helpful Content Update,” which effectively penalizes content written specifically to rank well in search engines. According to Google, you should answer the following questions as you are assembling content that you want to rank for:

- Do you have an existing or intended audience for your business or site that would find the content useful if they came directly to you?
- Does your content clearly demonstrate firsthand expertise and a depth of knowledge (for example, expertise that comes from having actually used a product or service, or visited a place)?
- Does your site have a primary purpose or focus?
- After reading your content, will someone leave feeling they’ve learned enough about a topic to help achieve their goal?
- Will someone reading your content leave feeling like they’ve had a satisfying experience?

#2) Authoritative content is optimized to rank.

Research shows that content between **1,900-2,000 words** ranks significantly higher in search results than websites with less than 1,800. When you have flexibility on a word count, always shoot for a higher volume.

#3) Don’t guess which keywords are best; research.

Keyword research seems daunting and tedious, but really it only takes a couple of minutes and can make a dramatic difference in your SEO. Here are some good tools to help you quickly and easily find good keywords:

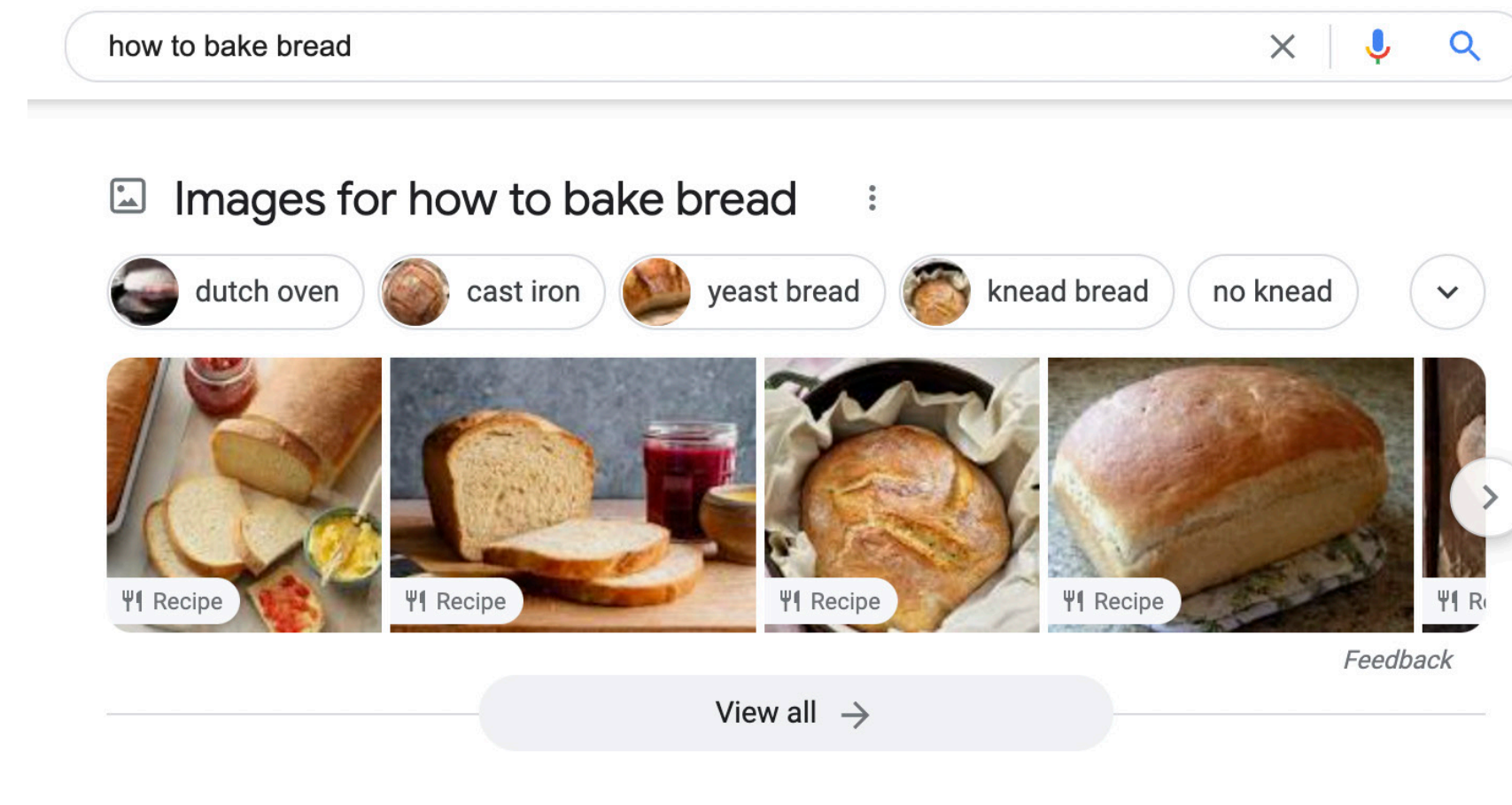
- [Answer the Public](#)
- [Keywords Everywhere](#)
- [Google Trends](#)
- [Quora](#)
- [Google Ads Keyword Research Tool](#)

#4) Keyword stuffing is not effective.

Use your keyword and related synonyms generously, but not excessively. Keyword stuffing – using your keyword as much as possible – can get your page penalized and actually decrease your rankings.

#5) Images and videos make a difference.

Search engines are starting to prioritize images, videos, audio, even tweets in search results, so including them on your page increases the chances that they will be shown. Additionally, multimedia increases the amount of time a person spends on your page, which is a ranking factor. →

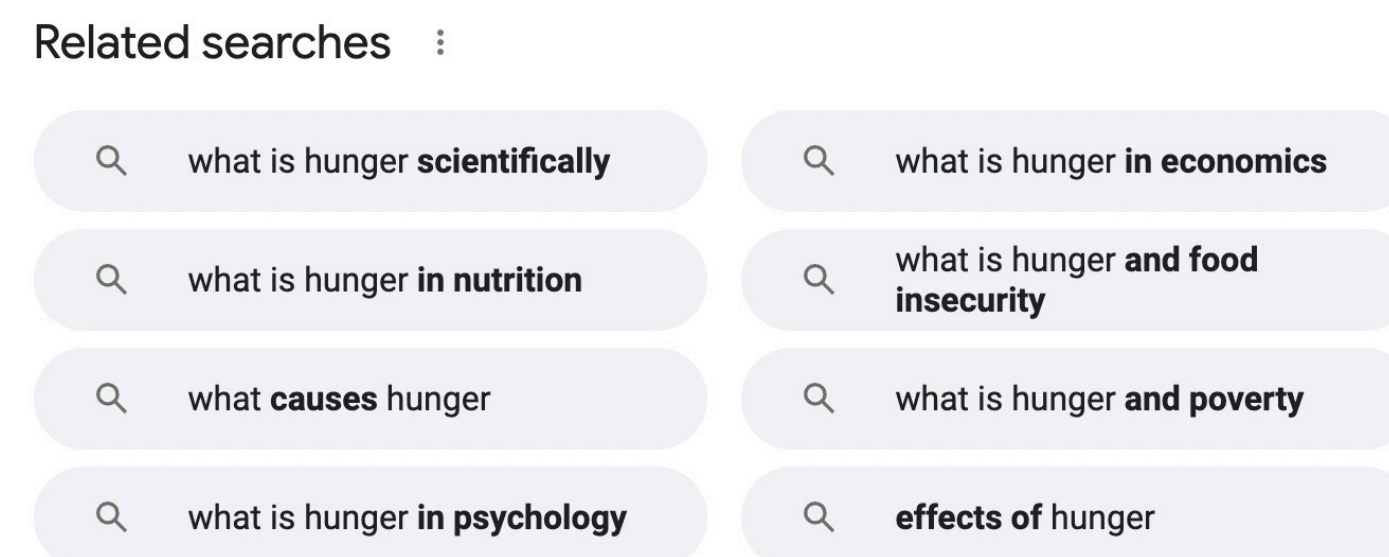


#6) Always ask for a backlink.

Anytime your content is featured on a website, you should always ask for the editor to include a hyperlink back to your homepage at the first mention of your name.

#7) Optimize your title. →

When writing a title for a post, be sure to think about how it's going to appear in search results and optimize it to help it appear for things that people are actually looking for. A good way to do this is to type your target keyword in Google and scroll down to the bottom of the search results. Here you will see a list of other actual queries that users are using. Use these to inform what your title should be.



#8) Use your target keyword within the first 100 words.

Search engines use the first 100 words of your content to get an idea of what the page is all about, and using your target keyword early makes a pretty strong case.

#9) Create an SEO friendly URL.

Google only gives weight to the first 3-5 words in a URL, and short URLs have been shown to rank better. Always include your target keyword in your URL.

#10) Think about your meta titles and descriptions.

Meta titles/descriptions don't need to vary much (or at all), but they should be thought through. If you don't include a title or description, Google will create one based on the first couple of sentences of your content. Use your target keyword at least once and summarize your content in a short, digestible fashion.

#11) Include internal and external hyperlinks.

Google loves connections. Connections between pages help it understand what your page is about and make it easier to rank. Additionally, linking to high-quality, external sources (think news outlets, government websites, nonprofits, etc.) tells Google that you've done your research and are trying to deliver high-quality content to your readers.

SEO Checklist

Stage	Items to Check Before Posting	Complete?
Planning	Determine Relevant Keywords - Search Opportunities	<input type="checkbox"/>
Development	Incorporate target keyword within the first 100 words	<input type="checkbox"/>
	Include Subheadings to break up content and thoughts	<input type="checkbox"/>
	Include external, outbound links to authoritative sources	<input type="checkbox"/>
	Consider your title: Include your keyword in your title and try to keep the length to 60 characters	<input type="checkbox"/>
	Write a 150 character description of your article that will be included in search results. It can follow this format: This is a [content overview]. Learn how to get [specific benefit] from this [content description].	<input type="checkbox"/>
Imagery	Are there opportunities to include graphics/original images in this article?	<input type="checkbox"/>

Technical Analysis

World Hunger

Volume
8.1K

Keyword Difficulty
82%
Hard
This keyword will demand 201 high-authority referring domains and well-optimized content to start ranking for it.

Global Volume
18.2K

US	8.1K
IN	1.3K
PH	1.3K
CA	1.0K
AU	720
UK	720
Other	5.1K

Intent
Informational

Results SF
383.0M +2

CPC \$3.12 **Com.** 0.10

PLA 0 **Ads** 1

Trend

Hunger

Volume
22.2K

Keyword Difficulty
90%
Very hard
The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.

Global Volume
311.7K

DK	49.5K
IN	49.5K
US	22.2K
PH	14.8K
DE	12.1K
BR	8.1K
Other	155.5K

Intent
Informational Transactional

Results SF
1.6B +4

CPC \$2.61 **Com.** 0.01

PLA 0 **Ads** 0

Trend

Domestic Hunger

Volume
40

Keyword Difficulty
36%
Possible
A competitive keyword to rank for. You will need well-structured and unique content.

Global Volume
80

UK	40
US	40
BR	0
CA	0
CO	0
EG	0

Intent
Informational

Results SF
25.3M

CPC \$0 **Com.** 0.06

PLA 0 **Ads** 0

Trend



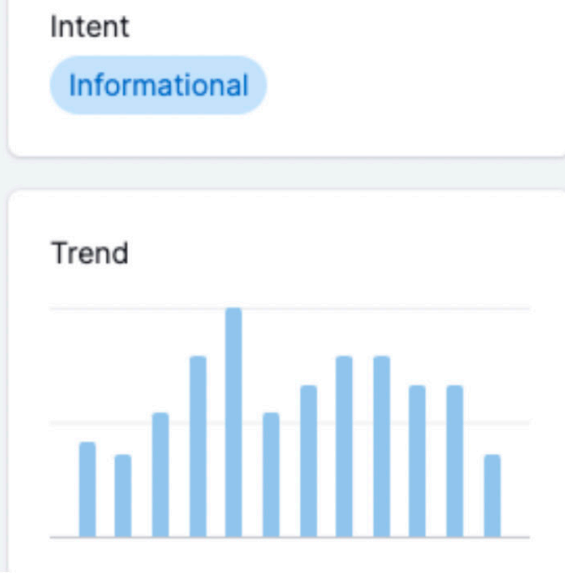
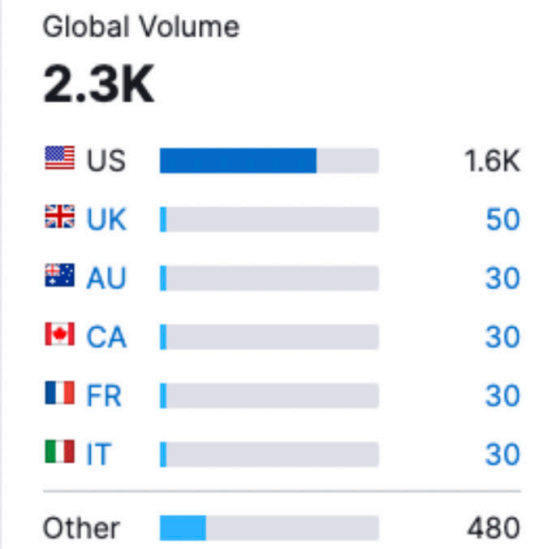
Hunger in America

Volume
1.6K

Keyword Difficulty
88%

Very hard

The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.



Results SF
203.0M +3

CPC
\$3.64

Com.
0.09

PLA
0

Ads
0

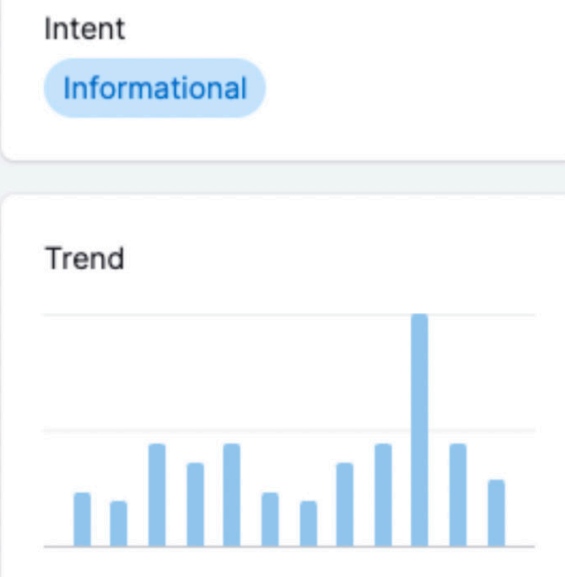
Global Hunger

Volume
320

Keyword Difficulty
79%

Hard

This keyword will demand 220 high-authority referring domains and well-optimized content to start ranking for it.



Results SF
146.0M +3

CPC
\$4.92

Com.
0.13

PLA
0

Ads
0

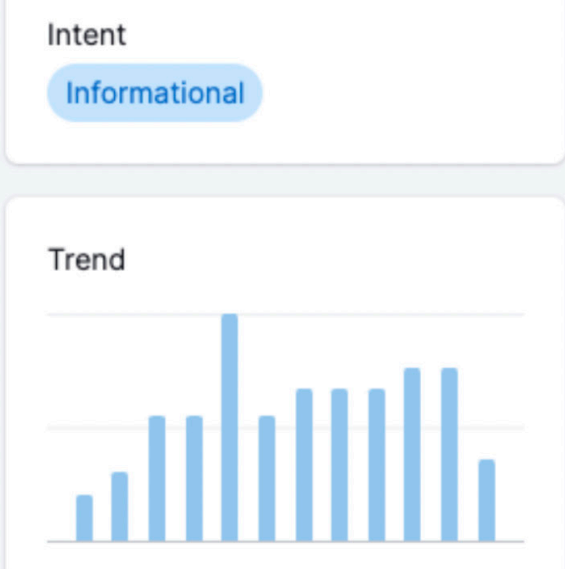
How to Solve World Hunger

Volume
720

Keyword Difficulty
69%

Difficult

You will need to have 92 referring domains and optimized content to compete here.



Results SF
22.0M +1

CPC
\$3.81


Com.
0.08

PLA
0

Ads
0

World Hunger Solutions

Volume
260 

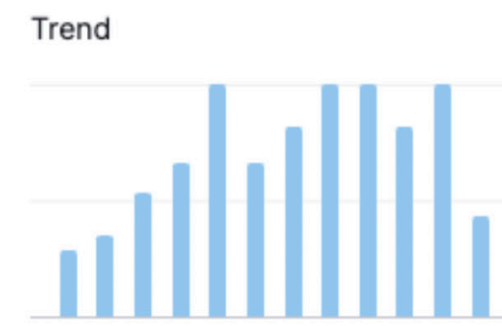
Keyword Difficulty
64% 
Difficult

You will need to have 73 referring domains and optimized content to compete here.

Global Volume
1.2K

 US	260
 PH	110
 CA	50
 AU	30
 FR	30
 IT	30
Other	640

Intent
Informational




Results
40.4M    +1

CPC
\$5.50 Com.
0.08

PLA
0 Ads
0







World Hunger Facts

Volume
880 

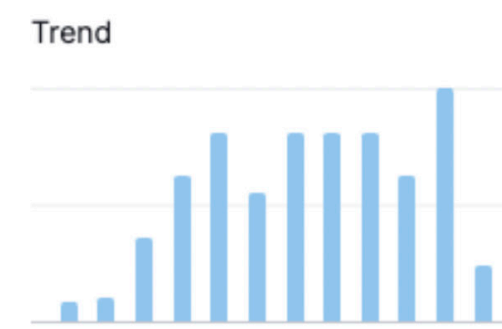
Keyword Difficulty
65% 
Difficult

You will need to have 75 referring domains and optimized content to compete here.

Global Volume
1.9K

 US	880
 CA	110
 UK	110
 AU	90
 ES	50
 FR	40
Other	630

Intent
Informational




Results
81.7M    +2

CPC
\$5.97 Com.
0.08

PLA
0 Ads
0

Extreme Hunger

Volume
880 

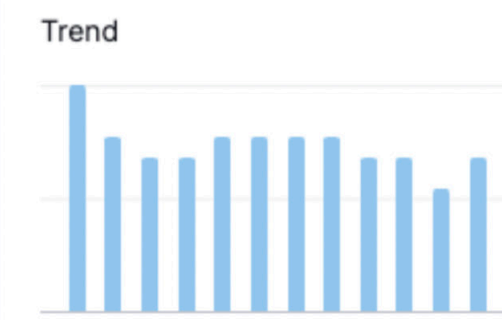
Keyword Difficulty
45% 
Possible

A competitive keyword to rank for. You will need well-structured and unique content.

Global Volume
3.5K

 US	880
 UK	480
 PL	260
 DE	170
 IN	170
 CA	140
Other	1.4K

Intent
Informational




Results
85.4M    +1

CPC
\$1.59 Com.
0.02

PLA
0 Ads
0

What Causes Hunger

Volume
390 

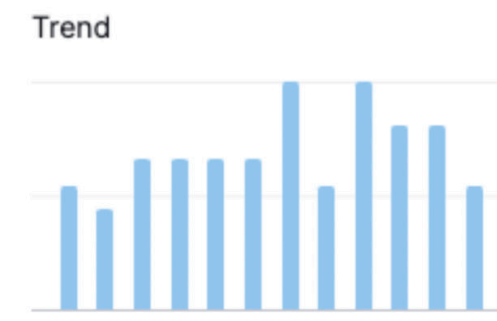
Keyword Difficulty
62% 
Difficult

You will need to have 63 referring domains and optimized content to compete here.

Global Volume
1.0K

 US	390
 PH	140
 IN	110
 UK	40
 AU	30
 IT	30
Other	300

Intent
Informational



Results
0     +1

CPC
\$3.20 Com.
0.03

PLA
0 Ads
0

Food Insecurity

Volume
22.2K 

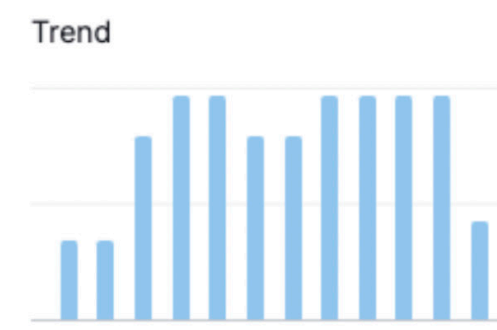
Keyword Difficulty
88% 
Very hard

The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.

Global Volume
36.4K

 US	22.2K
 CA	2.4K
 PH	2.4K
 AU	1.3K
 IN	1.0K
 UK	1.0K
Other	6.1K

Intent
Informational




Results
107.0M     +2

CPC
\$2.08 Com.
0.04

PLA
0 Ads
0







World Hunger Facts

Volume
880 

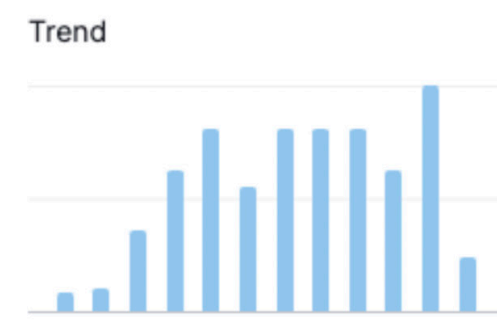
Keyword Difficulty
65% 
Difficult

You will need to have 75 referring domains and optimized content to compete here.

Global Volume
1.9K

 US	880
 CA	110
 UK	110
 AU	90
 ES	50
 FR	40
Other	630

Intent
Informational




Results
81.7M     +2

CPC
\$5.97 Com.
0.08

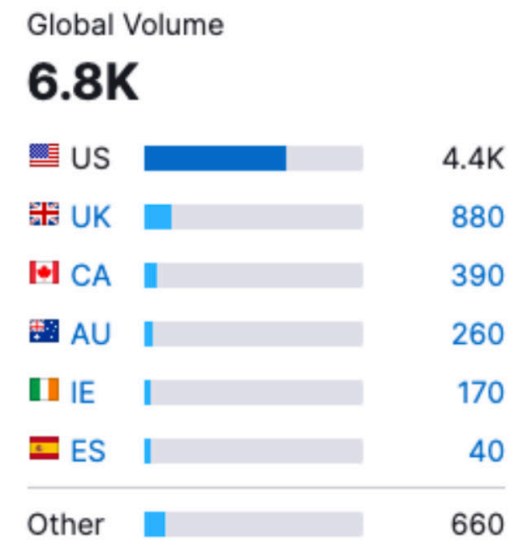
PLA
0 Ads
0

How Much Would it Cost to End World Hunger

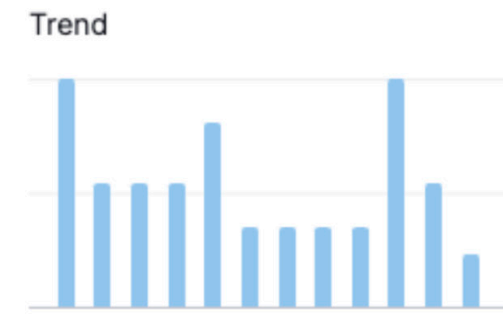
Volume
4.4K 🇺🇸

Keyword Difficulty
54% 
Difficult

You will need to have 31 referring domains and optimized content to compete here.



Intent
Informational



Results
60.9M 🏠 🔗 🕒 ⚙️

CPC
\$2.70

Com.
0.01

PLA
0

Ads
0

