

Could not see how to get to forum again so sent this to admin@toastmastersclubs.org

Hi Team,

Just over 2 weeks ago I asked the question as to why my Toastmasters Club Website does not appear in a google search using the keywords <Toastmasters Toowoomba> This is the most obvious keywords that a person would use to find a Toastmasters Clubs in Toowoomba.

SteveTheTechie very kindly directed me to

<https://support.toastmastersclubs.org/doc/item/improving-google-ranking> which was very useful and I have actioned what I could make of those instructions with regards to Inserting keywords, the site's Description and the Club name as per that document.

It has been a great source of frustration that no matter how much content I put on the site it still does not appear anywhere up to page 28. Page 28 is the last page that google produced with those 2 keys words on the date I did the research ie 9<sup>th</sup> April 2019.

There must be a reason, so I have undertaken hours of research to see where other sites in Toowoomba appear in a search, compared URLs and have also paid for someone to look at the site to establish what might be a hindrance.

Below is a screen shot of the source code of the site. According to the SEO expert the fact that the word Toowoomba does not appear in the <title> is a problem.

```
<meta http-equiv= pragma content= no-cache >  
<meta http-equiv="expires" content="0">  
<title>Business Focus Toastmasters - Personal Development, Self Confidence & Fun</title>  
<meta name="description" content="Toastmasters Club in Toowoomba. We help members improv
```

Do you agree? Can this is changed?

Also I'm curious to know why there are two different URLs that point to the site, see below

Name of club: Toowoomba Business Focus Toastmasters

<https://9665.toastmastersclubs.org/>

<https://businessfocus.toastmastersclubs.org/>

Also below is a list of the URL's for all active Toastmasters Clubs and the result of a manual investigation of the results on Google using the same two keywords.

<https://toowoomba.toastmastersclubs.org/> first page on google

<https://toowoombacity.toastmastersclubs.org/> first page on google

<https://darlingdowns.toastmastersclubs.org/> not found up to page 28 on google

<https://southerncross.toastmastersclubs.org/> not found up to page 28 google

<https://compass.toastmastersclubs.org/> not found up to page 28 google

<https://ttclub.toastmastersclubs.org/> not found up to page 28 on google

Is it a coincidence that Clubs with a URL that has the word Toowoomba in it google fine. Those that don't are nowhere to be found?

I understand you probably get dummies like me asking what you might think is a dumb question so I would really appreciate you help and feedback.

Kind Regards

Margaret Marshall

End of email sent 11<sup>th</sup> April.

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<https://9665.toastmastersclubs.org/meetourmembers.html> page 9

<https://9665.toastmastersclubs.org/downloads.html> page 12

<https://9665.toastmastersclubs.org/directions.html> page 14

<https://businessfocus.toastmastersclubs.org/ClubEvents.html> page 19

<https://businessfocus.toastmastersclubs.org/downloads.html> page 20

<https://businessfocus.toastmastersclubs.org/index.cgi> page 20

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compus tm on page 12 too

<https://7893.toastmastersclubs.org/>

<https://compass.toastmastersclubs.org/> when search for the club ok

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