



Welcome to Boom Learning's SEO Tips for Publishers! We want to help you increase the visibility of your decks on our search engine using our best practices. Here is what you need to know for success!

We index the following pieces of content for Decks in our store:

- Title
- Description
- Keyword Tags
- Subject
- Author Pen Name
- Grade

What is important:

- Word order. Word order matters. Put your most important keywords at the beginning of your description. We weight an exact phrase match higher than individual matching keywords.
- Rare words. If the word being searched is not very common in the index but occurs in some content, the relevancy result will be higher. In other words, 'math' may appear 1000's of times throughout the index, so having the word 'math' in the title may not benefit relevancy that much as it does not help narrow the results, but 'crepuscular' might not occur often at all, so searches for 'crepuscular' may get a bonus of relevancy for content that contains that word.
- More concise content. All other factors being equal, we award relevancy on shorter content over longer content (for titles, descriptions etc). A search for 'bake a cake' will return a deck titled 'bake a cake' ahead of 'bake a cake and share it with your friends'.

What's not:

- Except for their presence in exact phrase matching, we do not index certain, short, common words, like 'a', 'the', etc.
- We also do not give any bonuses for the excessive use of keywords. Repetitions of keywords will not benefit the search relevancy, and may even generate a penalty.

We recommend Publishers write full, accurate, and concise, representations of their content without attempting to stuff content with repetitive keywords they think might influence search results.



At Boom Learning, we understand that getting your decks indexed and visible on our search engine is important. Our system is designed to index content at different intervals to ensure relevancy. While it can be tempting to constantly update the content fields to try and speed up the process, it's important to know that there will always be a lag between publishing the deck and when it appears in search results. So sit back, relax, and let our system work its magic!