

# Search Engine Optimization

## Post by "Cassius" of August 24, 2019 at 8:31 AM

Today I changed the title of the home page from the "Here our highest good is pleasure..." to a generic "The Epicurus and Epicurean Philosophy Discussion Forum" in hopes that this will help make discovery of the forum easier on search engines.

I also will experiment further with a little google targeted advertising to see if we can increase our findability to those who might be looking for us.

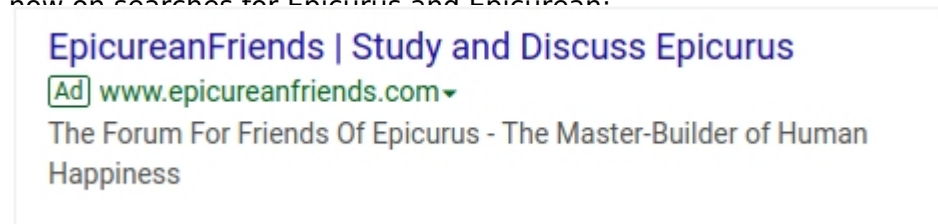
I will probably create a graphic for the right sidebar to preserve the "Here our highest good..." phrase on the home page.

Suggestions on these kinds of things are always welcome.

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## Post by "Cassius" of August 25, 2019 at 9:19 AM

I have also signed up for another 30 day test run using Google search ads. The limit of characters is very small, so this is the best I have come up with so far, and what is running right now on searches for Epicurus and Epicurean:



## Post by "Godfrey" of August 25, 2019 at 11:45 AM

For a test, I just googled epicurus on my phone. After hitting "more results" four times we still hadn't shown up.

When I googled epicurean, New Epicurean showed up on the 3rd "more results" ? but no Epicurean Friends.

Not sure if it matters, but I've got Google set to not store my searches. This, I think, would make my searches similar to someone who is doing a first time search for Epicurus or Epicurean.

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**Post by "Cassius" of August 25, 2019 at 3:01 PM**

Thank you Godfrey. It is very frustrating that it shows up so far down but not sure how to deal with that. I'm working on it but if anyone has any ideas, let me know!

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**Post by "Godfrey" of August 25, 2019 at 3:30 PM**

Sorry, I've got no idea. I just wanted to provide some data to assist your efforts. 👍

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**Post by "Cassius" of August 25, 2019 at 5:34 PM**

Thanks Godfrey. In the past I didn't focus on publicity because I was not sure we had things organized properly and I didn't want to publicize our growing pains. At this point I think we've made a lot of progress, and I would not be embarrassed for people to see the current state of the forum, so I think it's time to get serious about publicity. 😊