Dr. Ida Rolf Institute

Digital Marketing, Website & Foundation Initiatives

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This document is intended to inform numerous stakeholders (alumni, the board, staff, contractors, etc.) of our activities in support of The Dr. Ida Rolf Institute.

**Background Information**

The Dr. Ida Rolf Institute (DIRI) sets high standards for candidates, students in training, and members as reflected by its Code of Ethics, Standards of Practice, and Continuing Education. Established in 1971, The Rolf Institute is a nonprofit corporation, organized and existing under the laws of California and Colorado. DIRI has four international licensees with regional offices in Germany, Brazil, Japan and Canada that offer programs compatible with trainings sponsored in the U.S.

Rolfing® is a registered trademark owned by the school and closely affiliated with the general field of structural integration. It is our understanding that DIRI trains about 70% of all structural integration students. Many of the other schools were founded by DIRI graduates (i.e. Tom Myers). A great deal of historical information is found online including at <https://rolf.org/history.php> which tells a little of Dr. Ida Rolf’s fascinating story.

**Value of a Somatic Education**

It is the author’s experience that a ‘Somatic Education’ is the key to an empowered life. Furthermore, the authors observe that structural integration results in a healthier, happier and more personally fulfilled human being. How is this so?

In Ancient Greece, the philosopher Socrates famously declared that “the unexamined life was not worth living.” Asked to sum up what his philosophy could be reduced to, he replied: ‘Know yourself.’ Aristotle also said: “Knowing yourself is the beginning of all wisdom.”

The modern problem of viewing the mental as superior to the physical is credited to the 17th-century French philosopher René Descartes. Culturally, the western world adopted the theory that the mind is distinct from the body and immaterial. Modern scientific research is disproving this claim. Current research supports our understanding that the ‘mind’ is distributed throughout the body.

Modern culture approaches health of the body as a series of things you do to your body, eat nutritious food, work out your respiratory system, muscles, sleep well, go see your doctor, etc. Ancient Eastern empirical health philosophies are based upon observation followed by action. A somatic education trains an individual to know thyself in a bodily sense. For more on the difference between Eastern and Western philosophies of health, one can refer to <https://thechalkboardmag.com/difference-bewteen-western-eastern-medicine/>. A somatic education is a holistic combination of both points of view.

**Website Overview**

The current website, rolf.org caters to a diverse set of users including, students, graduate members, teachers, clients, etc. The website is strong informationally and allows the school to operate with a small staff. Unfortunately, it was developed without a leadership team member having knowledge of traditional or semantic SERP / SEO technology.

The front-end team Studio-Oi is out of Australia and has a strong branding (marketing), print and graphic design background. They are in charge of social media and their offsite marketing activities are included in an appendix. The school makes use of a “Software as A Service” (SAAS) system called Memberleap to manage course and member operations. Unfortunately, the two teams encountered challenges in working together resulting in suboptimal outcomes.

For example, no one was actively monitoring Google Search Console and numerous page indexing errors and a damaged robots.txt file prevented optimal search results. This screenshot is from 12/13 and progress has been made to overcome these challenges.



In order to resolve all issues, Mr. Winston first introduced a business model used in the Google analytics toolset. The DIRI front end team is now working from an understanding of user Acquisition, Engagement, Retention and Monetization. The next step was to introduce the team to Google’s EEAT model for semantically constructed websites. For those who wish to explore these concepts further, here is a set of articles.

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| **Semantic Seo**[Guide to Semantic SEO](https://www.smamarketing.net/blog/optimize-a-page-semantic-seo)[EEAT Explained](https://kalicube.com/learning-spaces/faq/seo-glossary/e-e-a-t-in-seo-a-simple-explanation/)[Transparency in NEEAT](https://kalicube.com/learning-spaces/faq/brand-serps/what-are-the-kpis-for-the-kalicube-process/#transparency-in-neeatt)[Topical Authority in SEO](https://www.youtube.com/watch?v=RQDtuS0qktY)[Semantic SEO Explained](https://www.youtube.com/watch?v=6BumOzfekWE)[Semantic Triples](https://marketbrew.ai/the-benefits-of-using-semantic-triples-in-seo#:~:text=Semantic%20triples%2C%20also%20known%20as,a%20predicate%2C%20and%20an%20object) | **SERP / Knowledge Panels**[Kalicube Videos](https://thebrandserpguy.com/talks/brand-serps-talks/)[Kalicube Articles](https://kalicube.com/learning-spaces/faq/brand-serps/)[Rank Higher than Wikipedia](https://upqode.com/how-to-rank-higher-in-serps-than-wikipedia-pages/) | **Google Resources**[Developers Tools - Structured Data](https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data)[Search Generative Experiences Guide](https://www.aztekweb.com/blog/post/the-google-sge-guide-what-it-means-for-businesses/)[Creating Helpful Content](https://developers.google.com/search/docs/fundamentals/creating-helpful-content) |

**Business Objectives & Website Upgrade**

The three principal website monetization business objectives are: meet targeted student enrollment, send traffic to our members websites and to improve the financial support (donations) the school receives from alumni and Rolfing® clients. Down the road, it will become possible to also gain support from high net-worth donors as well as charitable foundations. To support all three of these goals, the authors recommend an overhaul of the existing website. Restructuring the website will dramatically enhance http://rolf.org’s ability to ‘acquire’ substantially more website traffic.

Digital marketing is also very dependent on offsite activities designed to grab attention, generate curiosity, and encourage the public to click through or search for our website at a later date. Studio-OI is preparing a debrief on our current social media activities. Coordination with the SFI Journal website and other partner organizations can help us to strategically ‘grow the pie.’

**Experiential (Behavioral) vs Informational Model**

It is the authors’ experience that recommendations for individuals to pursue structural integration and body awareness often are not acted upon. The medical ‘quick fix’ approach to health is so ingrained culturally, few can step out of the common disempowering, fear-based model. Few recognize that they are the author of many quality-of-life issues. The website upgrade will experiment with more visceral approaches to communicating the benefits of a somatic education. For example, the following slogan could improve ‘engagement:’

**“In most any given moment the state of my mind is ephemeral. The state of my body, fundamental. Experience Rolfing!”**

DIRI leadership already understands that many students are recruited after they have ‘experienced Rolfing®’ We are simply proposing to incorporate this knowledge as a primary website strategy. We will not remove the extensive information that already exists.

**The Rapid Application Development Method**

The current website’s navigation attempts to cater to all DIRI user classes. Without familiarity, it is exceedingly difficult for a new user to absorb and comprehend what is being presented. Google has best practice guidelines that need be followed to rank highly in the search engine results pages (SERP). <http://rolf.org> is missing a form of metadata (structured data) that is only visible to the search engines. At this time the backend SAAS Memberleap architecture does not support inclusion of structured data in the course catalog and member directory pages. We are working closely with Vieth Consulting to identify technical solutions to improve business objective outcomes.

We are in process of splitting the site into a number of distinct ‘subwebs.’ These areas will enhance the ‘experience’ of each specific category of user. Subwebs allow us to implement required technology and to enhance user acquisition, engagement, retention and monetization. We are generally migrating important ‘public’ content to the new subwebs so that we can optimized web pages to create positive marketing, technical and user experience objectives / outcomes.

The Rapid Application Development Method (RAD) is a way to inform and solicit feedback from stakeholders while the site is being built. You can follow along with our progress at health.rolf.org.

Education.rolf.org is dedicated to optimizing the student acquisition process. Extensive upgrades are in process to better educate Google on who would be interested in exploring a career in Rolfing®.

Health.rolf.org/homepage.html is dedicated to increasing the general public awareness of how the Rolfing® Ten Series can improve their health and quality of life. Find a Rolfer will move over to this subweb. We will establish what Google terms ‘topical authority’ for both the institute and its membership. New content strategies will focus on the engagement and retention aspects of Google best practices. As the number one topical authority in the world on Rolfing®, we have the opportunity to better support member’s marketing successes.

Foundation.rolf.org is dedicated to the institute’s alumni and charitable fundraising efforts. These pages will foster a greater sense of community.

**Content Strategy**

This section will assume a basic knowledge of structured data and the semantic web from the article links posted above. <https://developers.google.com/search/docs/appearance/structured-data/search-gallery> contains a list of structured data markup that Google search supports. Although we do not have control over SERP outcomes, we do improve likely results by adopting ‘People First Content,’ EEAT and structured data methods. Out of the numerous types of structured ‘content’ available, a few immediately stand out as initial priorities for the rolf.org upgrade. Offered certification courses, webinars and CEU type activities are all calendar based and benefit from structured data. Our member directory can be immediately update to improve topical authority for our members (drive more traffic to their practice). Structured data or ‘leapfrogging’ approaches may help downplay the Wikipedia slander. Review snippets are very impactful… We will be working with Kalicube to determine appropriate website and offsite content. A video blog or vlog would be extremely effective way to rapidly improve our offsite reach and expand external partnerships…

**Membership & Alumni Participation**

At the appropriate time and in an appropriate way we need to reach out to our graduates and encourage them to engage with our new and approved digital marketing strategy. The most important contributions they can make will include on and offsite reviews of their education, participation in offsite social media campaigns (share content) and contribute content for our newsletter, blog, etc.

**Scope of Work**

At this time, Mr. Winston has stepped up as frontend project manager and is working directly with Christina Howe and the existing technical team to set goals and establish time lines for publishing many essential website improvements. Kayla Ann McGowan and others have been supporting and contributing ideas on how to best represent the greatest good for all concerned. At this time many details are still being worked out and technical team responsibilities optimized….

**Rolf.org (Memberleap)**

Introducing structured data on Rolf.org has a number of technical / cost challenges. Chris Vieth and I have begun to explore solutions. It is our intention to limit cost and preserve as much of the existing work as is possible while still addressing the business goals above. The current Bootstrap template which is used to build website pages hit end of life in 2019. It is generally a best practice to keep technology up to date.

At some point in the future DIRI should verify data backup and disaster recovery procedures. It would be nice to have a technical and policy manual so future IT professionals have a basis for understanding technology being utilized, staff roles and outsourced relationships. An overview of current project requirements can be found in Appendix A.

**Kalicube**

In order to get support in navigating through a myriad of critical marketing and technical details, it is our intention to retain Kalicube (https://kalicube.com/) on a consulting contract. Kalicube is a recognized top 5 Brand SERP / SEO digital marketing firm in the world. Here you can see the initial conversation with Kalicube’s CEO Jason Barnard <https://ro.am/recordings/play/524102b8-bcda-498f-8e99-4a3a84220b58?pwd=rEyqSKtYGxVfV7J00bzDyF5ZjTLKIE>. (I have since trimmed my moustache and gotten a haircut.)

Kalicube is a full-service firm that understands and educates firms in how to navigate the ‘marketing funnel (<https://www.semrush.com/blog/marketing-funnel/>). The Kalicube about page provides a summary of the firm and the page itself provides outstanding clues in how to implement Google best practices.

The set of goals for our initial contract are website specific. Phase two will continue to help us develop offsite strategies (social media, articles, etc.). In phase one we are asking that they help our team 1) by verifying our assessments and plans to improve the https://rolf.org website. 2) help establish our content upgrade priorities. In this phase the DIRI team will produce relevant documentation and Kalicube personnel will review our plans and make suggestions. Our technical team is currently assembling the documentation required.

**Appendix A – Vieth Consulting**

Teamwork between Mr. Winston and Vieth Consulting was initially handicapped by asymmetrical knowledge of current status and future project requirements. Although this handicap remains, frontend and backend team inefficiencies are being resolved. Project priorities keep shifting as new information, financial resources and staff capabilities are discovered. Now that communication is improved and the asymmetrical knowledge gap diminishing, we fully expect operational efficiencies to improve.

**Current Activities**

In addition to cleaning up robots.txt and other page indexing issues identified above, Vieth staff has created a program to allow us to rapidly transfer pages to the new subweb architecture. Information and sample procedural methods have been provided that will allow the frontend team to work independently on ‘Find a Rolfer.’ Upgrading this component is mission critical and is moving to health.rolf.org.

At this time, project management is very challenging due to a lack of technical information as well as information concerning project resources. Mr. Winston is directing the existing team to work on critical path activities using RAD methodology which provides the following key benefits:

Reduced cost and project delivery time.

Better risk management.

Less manual coding and shorter testing times.

Constant, relevant, and real-time user feedback.

Key goals of current investigations are to understand how to avoid duplicate data entry, preserve DIRI staff access to the CMS and to provide an expanding frontend technical team independence to use development tools they have already mastered. It is important to preserve current technical support roles.

**Discovery & Scope of Work**

In order to set phase one project goals, project management requires understanding of costs in order to meet budget limitations. Until discovery is complete it is challenging to set phase one goals. At this time, a few items are of critical discovery importance.

1. How can we go live? Is it as simple as replacing the navigation? A model for the new website navigation is under development at https://health.rolf.org/diri.html.
2. In the event a few of the data input forms are moved over to the new subwebs, can we implement a handshake via a query string to return to a designated page.

<form method="POST" action="prospect2.php?pgname=health.rolf.org/sample.php" onSubmit="">

Project managers are currently envisioning a 2-phase approach to improving the website. The number one goal for Phase One will be to ensure that the anticipated summer changes in Googles search technology will not further damage but enhance DIRI’s digital marketing exposure. We also will enhance the topical authority of all of our members as experts in Rolfing® (healing). Finally, Phase One will correct frontend metadata and will at least start to address critical semantic web content issues.

We have received an ~$800 bid to add structured data to our catalog of courses. It would be time beneficial not to move this feature over to education.rolf.org. However, we have yet to discover how subwebs coexist navigationally with the existing site? Furthermore, does it matter if the subwebs and the existing site diverge to some extent in graphical appearance?

**Appendix B – Studio-OI**

**Current Activities**

Studio-Oi is also working on identified critical path activities utilizing the RAD methodology. Staff are completing a spreadsheet to include metadata to improve website traffic acquisition. This spreadsheet allows us to efficiently move essential marketing pages over to education.rolf.org. Discovery found numerous large images that were detrimental to our web pages loading on mobile devices (lost traffic). Project managers have requested documentation of target potential students and social media activities in order for the new website to properly support marketing’s efforts.

**Discovery**

As with Vieth Consulting, discovery is also incomplete. Project goals are difficult to set because resource availability is unknown. We must discover how an expanded team will work together using shared business processes and resources. What role should Studio-OI have in the membership and foundation subwebs which will have new team leadership? Determine how best to utilize SFIJournal.org to benefit both entities.

**Next Steps**

Correct image and video descriptions so Google can make use of these ‘assets.’

Manage transferred education.rolf.org page CSS cleanup with new Bootstrap developer (temp).

Help Develop Subweb Home Pages and Implement Overall Content Strategy to comply with Google EEAT requirements.

**Appendix C - Kalicube**

**Proposed Scope of Work**

**Review of our Student Acquisition Marketing Plan**

Studio-Oi will be providing an overview of current activities…

**Outline Timing of Actions to Support Phase One Website Upgrade**

What are the critical website issues we should address before Google’s summer update?

**Make Suggestions to Help Prioritize Content Strategy**

In alphabetical order, the following appear to be priority semantic web / structured data opportunities to benefit rolf.org.

Article

Course Info – Course List

Discussion Forum

Education Q&A

Fact Check (Wikipedia?)

Learning Video -

Profile Page (Member Directory)

Review Snippet

Video (Vlog)

Which of the above activities should be pursued in phase one to best support DIRI’s stated business goals?

**Provide Recommendation Best Practices for Using Google Adwords and Analytics Data**

We do not currently have a staff member versed in these systems.

**Provide recommendations on how to clean up our digital (Google) ecosystem.**

Why do we see claim business and a staff member sees herself as the rolf.org owner? Are there duplicate accounts in the Google knowledge graph?

**Participate in Phase One Final Review**

Verify multiple entity page structured data for DIRI, Rolfing® and Dr. Ida Rolf.

Verify structured data examples we will supply for key web pages and modules. Review our semantic web strategy.

**Advise us on Video Capture Toolset / Hosting**