

Grow group and discoverability

10/29/2024 9:36 am PDT

Heylo can help group leaders find new members for their group. An admin can publish the group and make it public, and other members can discover the group through [Heylo Discover](#) and search engines like Google.

The more a group uses Heylo, the more visible the group becomes. More info is provided to search engines like Google, higher member groups with more events are ranked higher in Heylo discover, and more members have the group on their profile.

Heylo Discover

Heylo Discover is a list of groups that can be sorted by search and by location. Public groups are also visible on [member's profiles](#), and other members of their groups can find the group. Group discovery through members is the most common path for new members to discover your group through Heylo.

Search engines like Google

When your group is published set to public, Heylo can publish the group and public events to search engines like Google. Any search on Google or another search engine will display the [group profile](#) or [event](#) if the key terms match. Events are also integrated with [Google Event Search](#). Only the information designated by the admin or host are displayed.

Best practices for search engines like Google

To maximize the chances of your events appearing on Google, group leaders should:

- Use clear and concise titles for events
- Include detailed descriptions about their group
- Set a precise event location and time

To publish a group:

1. Finish [customizing](#) your group branding and preview
2. Navigate to group admin settings, and then "Appearance"

3. Edit Discoverability under "Publish" to "Public"

4. Save changes

To publish an event

1. Confirm the group discoverability setting is "public", per above

2. [Create or edit an event](#)

3. Update the [event permissions](#) to make the event "public"
