

Sarah's Social Strategy

SUPER SEO SECRETS

**WANT A BETTER UNDERSTANDING OF SEO AND HOW IT WORKS?
WELL, HERE ARE SOME THINGS YOU NEED TO KNOW...**

SEO

- Yoast Plugin, available through WordPress, will help guide you through the SEO process.
- Focus Keyword(s) ties together the SEO title and meta description. Basically, it's the entire focus of your blog post and SEO.
- SEO title's primary job is to tell visitors and search engines what they can expect from the web page (in the most concise way).
- Meta Description describes the content of your page for the benefit of users and search engines.
- Slug is the URL, which is generated/connected to the blog title, but you should delete smaller words such as... a, and, at, the, etc.
- Internal/External links are best in the last paragraph and it's an opportunity to showcase your social media platforms and your service/product/contact pages.
- Images are best when the alt description is filled in with the focus keyword.
- Text Length: 300+ is much better for the word count.
- Tags function like hashtags.
- Categories help you to classify your posts, so that readers can search them using the widget. You can do this by using product names, specialties or services offered, etc.

Ready to conquer keyword ranking?

