

How to ... | Understand SEO

SEO stands for **Search Engine Optimisation**. Search providers use it to match and rank posts in their results. The better a post's SEO, the higher its ranking.

This checklist ensures your post is SEO ready.

Header | Key to grasping SEO is the way search engines (Google, Bing, etc.) work differently from traditional media. Headlines with puns and jokes don't work. Instead the **header** states the obvious and always in this format: **CATEGORY | Brief Description of the Subject**. For guidance on header length, see next **How to** section ...

Caption | The caption should include what SEO calls a **keyphrase**. This is the word/s most likely to be typed into a search engine relating to the topic. It is not the category. It is very specific and ideally should be unique to the post. In WP's **Gutenberg Editor** insert a standard paragraph block > add text > use the drop-down menu > select *small* (the default setting is *normal*). This is **captions** the **featured image**.

Stand-First | This is the brief introductory summary, appearing immediately after the caption and typographically distinct from the rest of the article by being **bold**, but not *italicised*. This should also include the keyword / phrase. Stylewise, please observe the **SUBJECT** before **WRITER** rule.

Body-Copy | You can overdo things however. The keyword / phrase should be used sparingly in the main copy, not more than twice per 500 words of text.

Header

HEADER | SEO Works Best as a Header Statement

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Caption

The 'Featured Image' caption does not need to follow suit, but for SEO purposes, it must include the keyphrase.

Stand-First

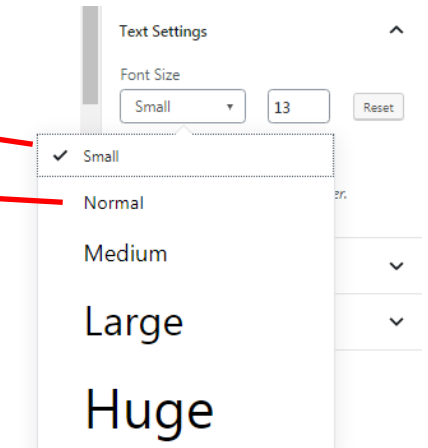
For max SEO props, use a bold – not italicised – stand-first to introduce and elaborate upon the topic. This is best done in two sentences, the second of which should always identify the SUBJECT before the WRITER.

Body-Copy

Aim to include the keyphrase no more than twice in every 500 words of copy which follows. This should keep search engine providers happy. They are hip to such transparently obvious tricks as flooding copy with the keyphrase.

You have spotted the keyphrase in this exemplar, right?

How to ... | Adjust Text Size

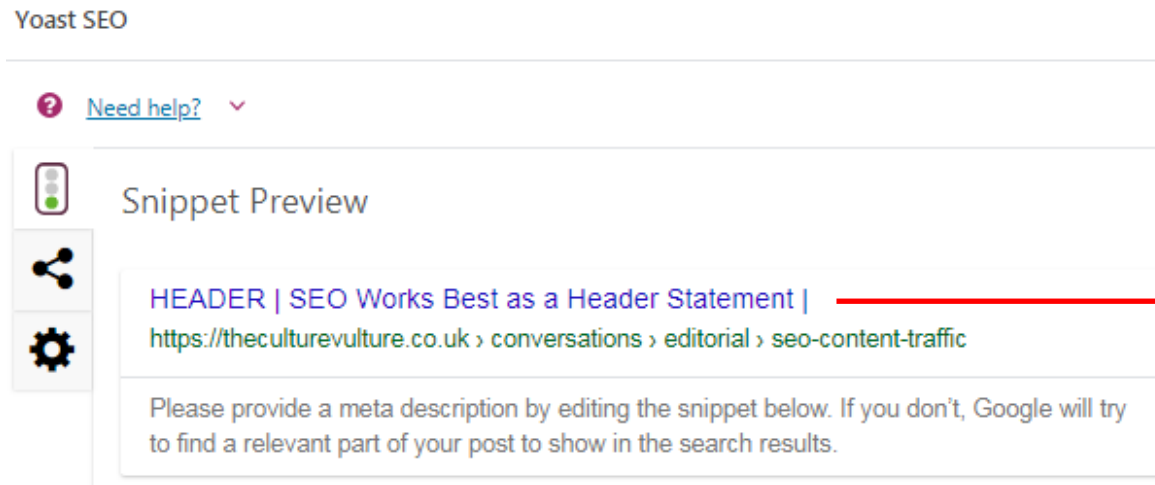


How to ... | Understand the Yoast interface in the Wordpress Dashboard

We use the **Yoast SEO** plug-in to manage search engine optimisation. It can be found beneath where you type in the dashboard.

Follow these steps to complete the Yoast SEO tasks. Don't be put off. They are actually quite easy, and Yoast tells you what to do if you get stuck.

SNIPPET PREVIEW



How to ... | fix SEO title width

The ideal SEO title width is shown in blue.

Ignore this **meta description** request.

Ignore **READABILITY**. It will most likely be **RED** and will drive you mad trying to please it. Don't even try.

FOCUS KEYPHRASE



Introducing the Focus Keyphrase

The face should turn **green**.

This is the word/s most likely to be typed into a search engine relating to the topic. It is not the category. It is very specific and ideally should be unique to the post.

How to ... | Understand the YOAST interface in the Wordpress Dashboard (continued...)

YOAST helpfully generates a checklist of **Analysis results** with steps required.

Analysis results

^ Problems (1)

- [Meta description length](#): No meta description has been specified. Search engines will display copy from the page instead. [Make sure to write one!](#)

^ Improvements (1)

- [Image alt attributes](#): Images on this page do not have alt attributes that reflect the topic of your text. [Add your keyphrase or synonyms to the alt tags of relevant images!](#)

^ Good results (10)

- [Outbound links](#): Good job!
- [Internal links](#): You have enough internal links. Good job!
- [Keyphrase in introduction](#): Well done!
- [Keyphrase length](#): Good job!
- [Keyphrase density](#): The focus keyphrase was found 2 times. This is great!
- [Previously used keyphrase](#): You've not used this keyphrase before, very good.
- [Text length](#): The text contains 378 words. Good job!
- [Keyphrase in title](#): The exact match of the keyphrase appears at the beginning of the SEO title. Good job!
- [SEO title width](#): Good job!
- [Keyphrase in slug](#): Great work!

Understanding the YOAST Analysis

Ignore.

Add the keyphrase to the **alt text box** when you upload an image into the dashboard.

Outbound links = links to other websites

Internal links = links within **culture culture**

Type keyphrase into the caption. YOAST does not distinguish between blocks.

Editing the slug is covered in **How to** Add and Format Copy / Images in Gutenberg