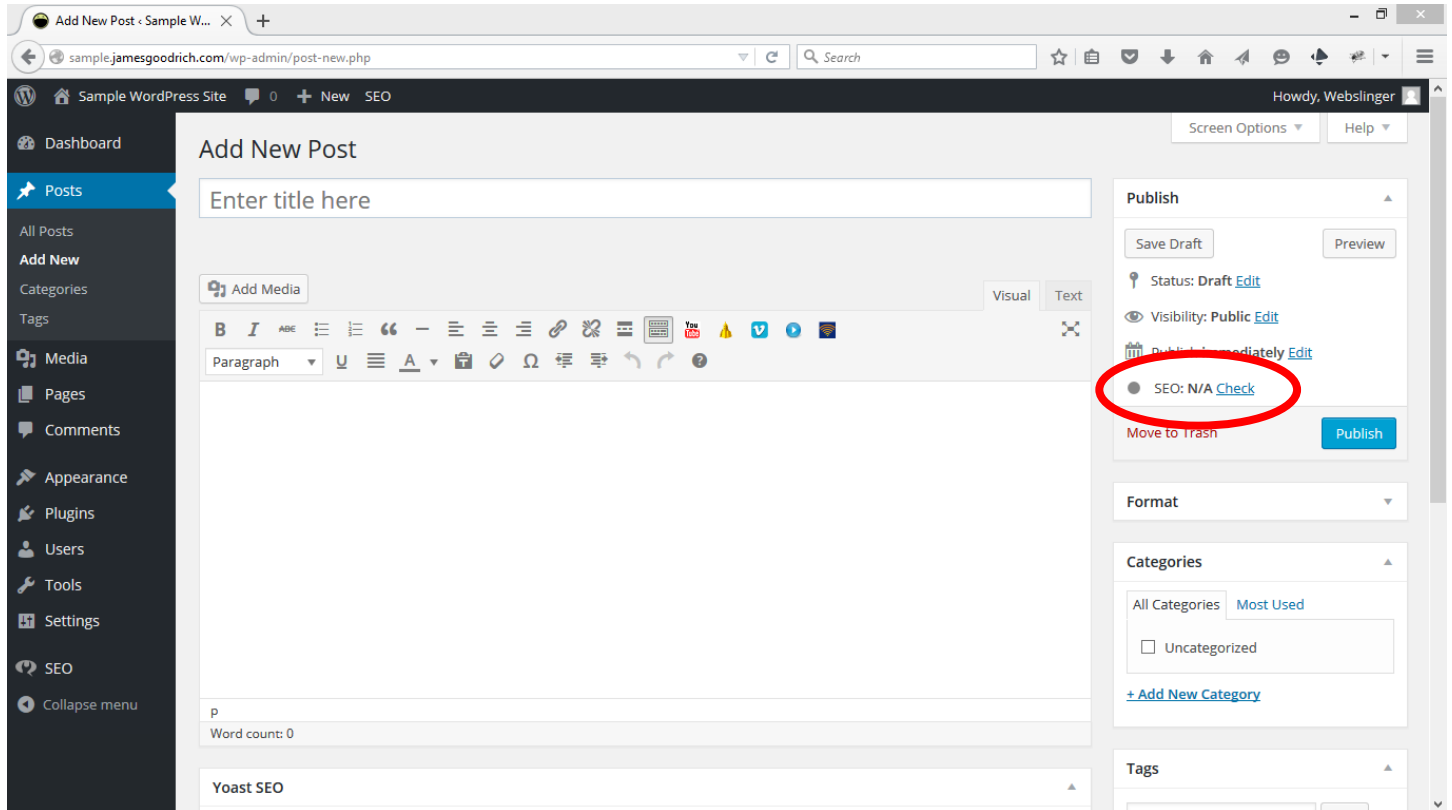


Yoast SEO Plugin for WordPress

This guide will deal with the use of the **Yoast SEO** plugin for WordPress and includes some SEO (Search Engine Optimization) best practices. This guide is built so you can run through the steps on your own at any time.

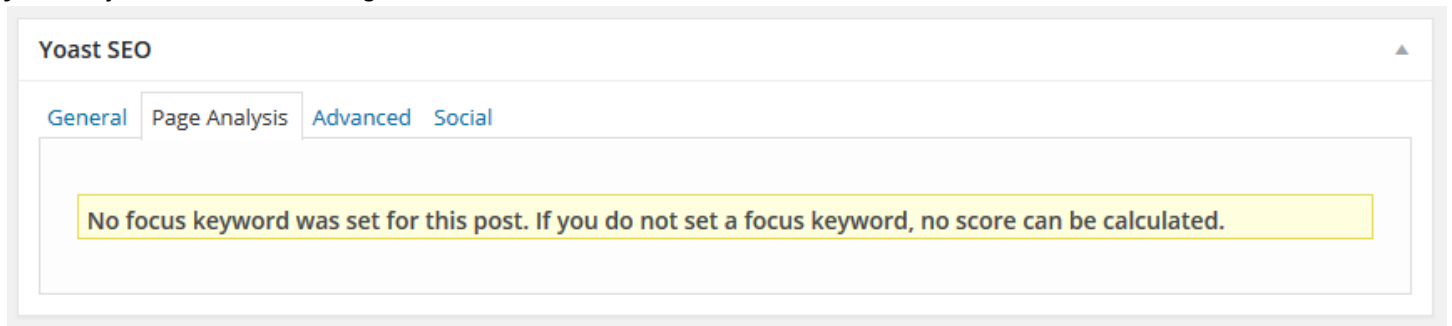
Accessing the SEO Interface

When you create a new post, the Add New Post window opens. In the **Publish** box on the right side of the page you will see **SEO: N/A Check** with a gray dot next to it.



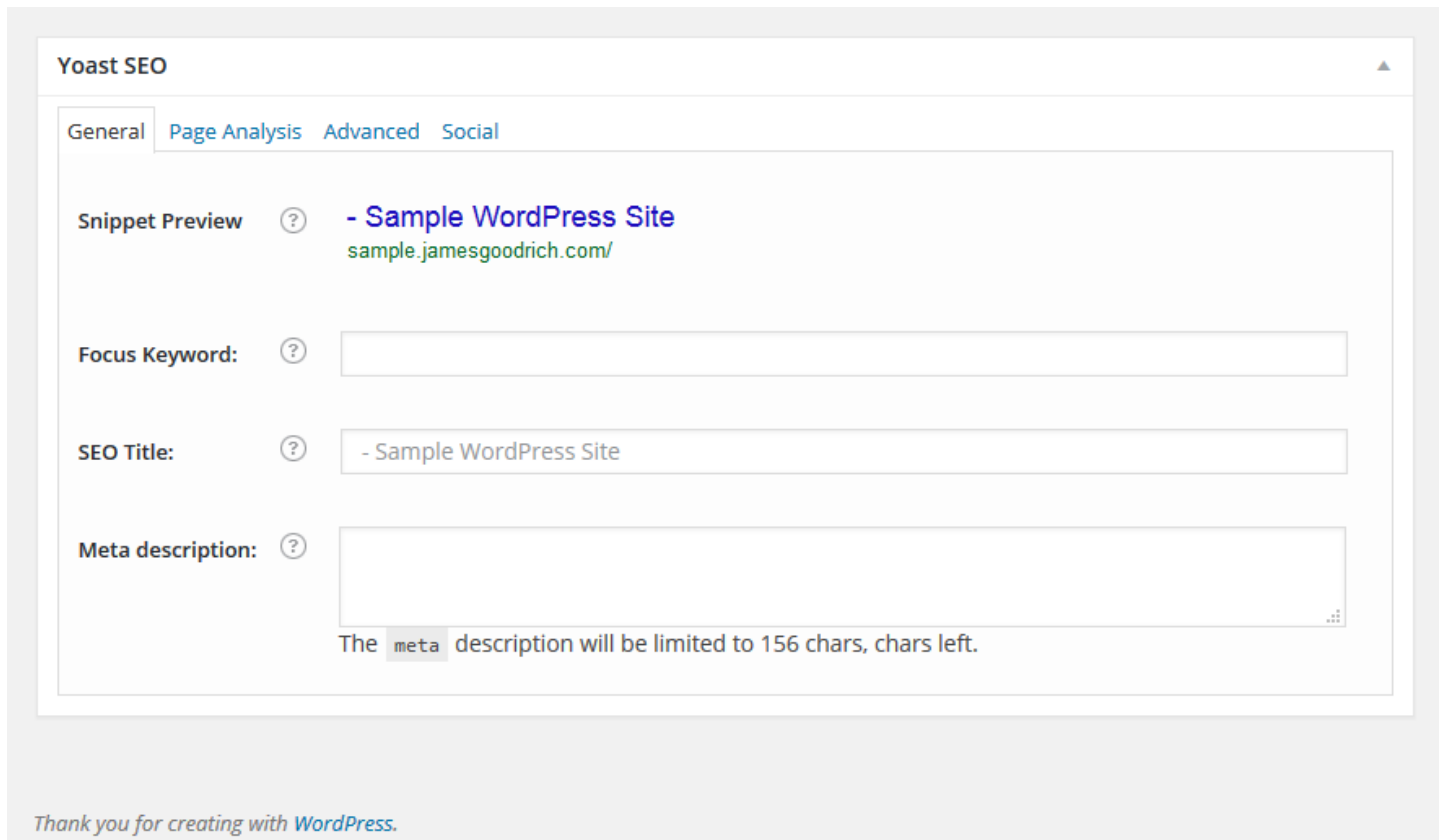
Click or Tap the **Check** link

- This will take you to the bottom of the Add New Post and the Page Analysis tab of the **Yoast SEO** section with a “**No focus keyword...**” error message.



To set a focus keyword, click or tap the **General** tab in the upper left corner of the **Yoast SEO** box
- This will open the General tab of the Yoast SEO section

NOTE: When you view the **General section** for the first time, the **Snippet Preview** will show what the search results would be based what is in the title, URL and text area of the post/page. The **Focus Keyword** will be blank, the **SEO Title** will show what is in the title area of the post/page and the site title and the **Meta description** is blank.



The four areas of the **General Section** are:

Snippet Preview

This sections shows you what displays as the search results of a Google search. The example above is blank, but if you have information in the event itself, it will display what would be pulled by Google by default.

Focus Keyword

This is a word or phrase about the event and is the basis for the scoring of the SEO on the event itself. It should be a combination of:

- Specific to your post/page (longtail)
- Audience targeted (Who are you most trying to reach with this post or page?)
- Audience friendly language (What words would they use to search for this conference?)

As you begin to type, a drop box with possible keywords will appear, these are results from Google Suggest and will change real time. Once the focus keyword is filled out, the event will be ranked based on its usage and additional factors.

SEO Title

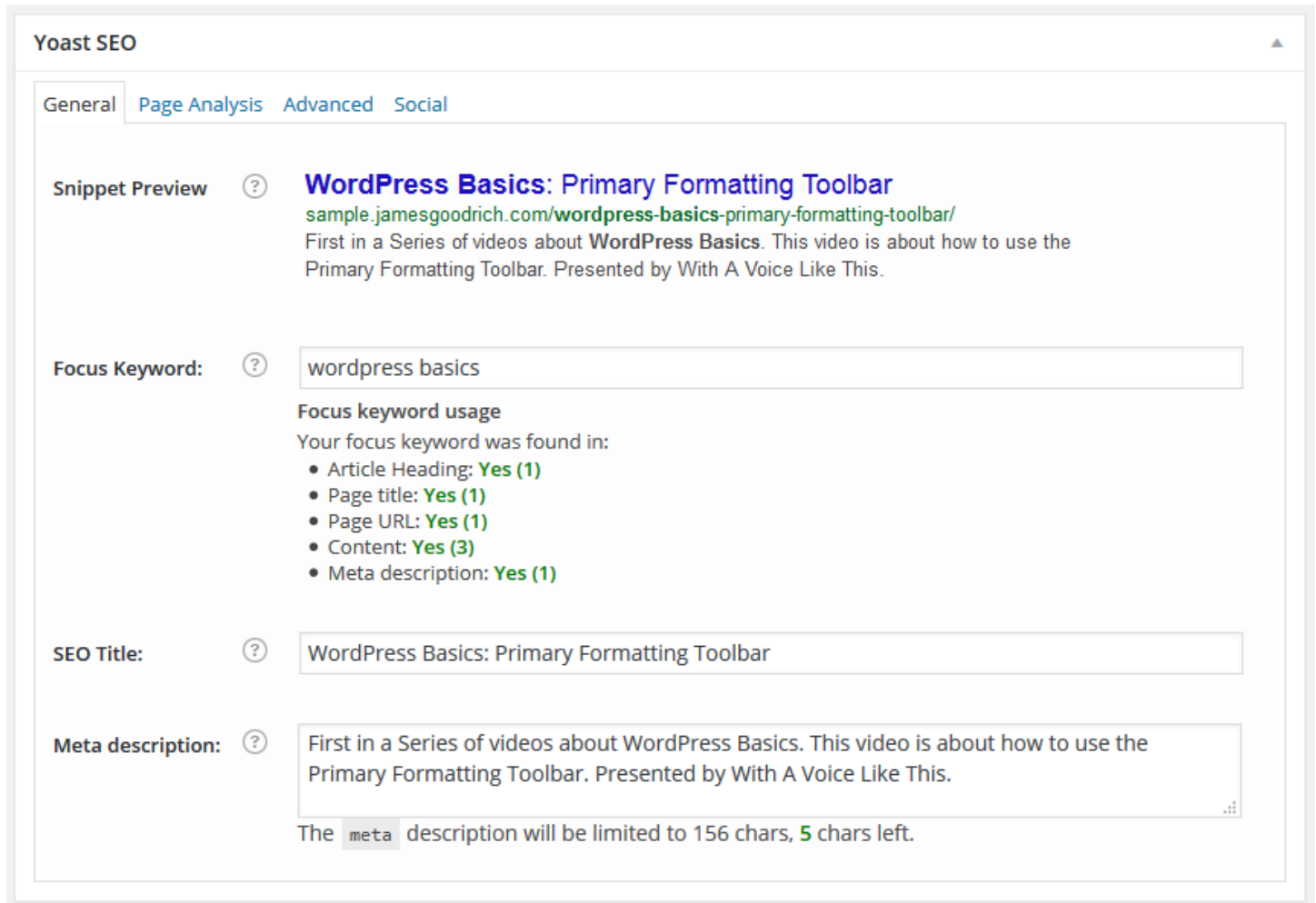
This is the Title that will show in the search results. It defaults to the title of the event. Recommended length of a title is 40 – 70 characters. If the title is too long, it is cut off and an ellipsis (the three dots "...") is added to the end. For good

SEO it's not recommended to have a title that is too long. By default, WordPress adds the site name to the end of every title.

Meta description

This is a brief description about the post or page. The section is limited to 156 characters and by default pulls from the beginning of the event, so it is best to have a short, descriptive paragraph about the event ready to place here for anyone searching the web to help them know what the event is about immediately.

The following is an example of a completed General section with a good ranking:

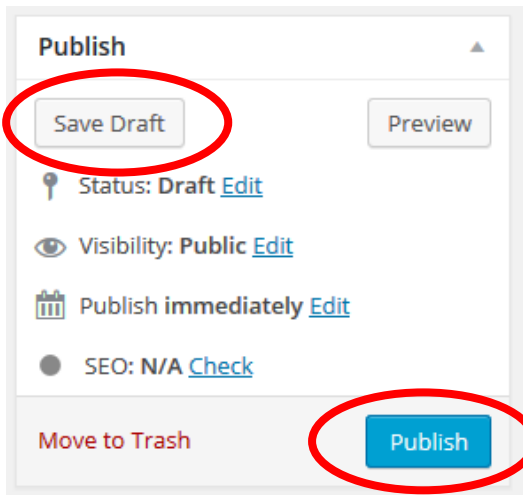


The screenshot displays the Yoast SEO plugin interface for a post titled "WordPress Basics: Primary Formatting Toolbar". The interface is divided into four tabs: "General", "Page Analysis", "Advanced", and "Social". The "General" tab is active, showing the following fields and their values:

- Snippet Preview:** Displays a preview of the search result snippet for the post. The title is "WordPress Basics: Primary Formatting Toolbar" and the meta description is "First in a Series of videos about WordPress Basics. This video is about how to use the Primary Formatting Toolbar. Presented by With A Voice Like This."
- Focus Keyword:** The keyword "wordpress basics" is entered. Below this, a "Focus keyword usage" section indicates that the keyword was found in: Article Heading (Yes 1), Page title (Yes 1), Page URL (Yes 1), Content (Yes 3), and Meta description (Yes 1).
- SEO Title:** The title "WordPress Basics: Primary Formatting Toolbar" is entered.
- Meta description:** The meta description "First in a Series of videos about WordPress Basics. This video is about how to use the Primary Formatting Toolbar. Presented by With A Voice Like This." is entered. A note below the field states: "The meta description will be limited to 156 chars, 5 chars left."

To start (or update) the SEO scoring, enter a focus keyword in the **Focus Keyword** field, then go to the top of the post/page and click or tap one of the following buttons in the Publish section in the upper right of the page:

- Save Draft – recommended if you haven't already published the post/page
- Publish – least recommended as the first step
- Update – Use when the event is already published, the Update button replaces the Publish button



NOTE: Clicking or tapping to Save, Publish or Update to show the scoring will not be necessary starting late October or November of 2015. The upcoming upgrade will change to real time updating once you enter a focus keyword.

-Once you have entered a focus keyword and saved it, you will see one of the following 4 SEO scoring indicators:

- SEO: Good
- SEO: OK
- SEO: Poor
- SEO: Bad

To improve your score, click or tap the **Check** link to the right of your indicator

- The screen will return to the **Page Analysis** tab of the **Yoast SEO** plugin.

NOTE: The circled phrase “**focus keyword**” in the example below is replaced with the actual keyword you use.

Yoast SEO

General Page Analysis Advanced Social

To update this page analysis, save as draft or update and check this tab again.

- There are 1 words contained in the body copy. This is far too low and should be increased.
- No meta description has been specified, search engines will display copy from the page instead.
- The keyword / phrase **focus keyword** does not appear in the page title.
- No images appear in this page, consider adding some as appropriate.
- The keyword doesn't appear in the first paragraph of the copy, make sure the topic is clear immediately.
- The page title contains 30 characters, which is less than the recommended minimum of 40 characters. Use the space to add keyword variations or create compelling call-to-action copy.
- The keyword / phrase does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!
- No outbound links appear in this page, consider adding some as appropriate.
- No subheading tags (like an H2) appear in the copy.
- You've never used this focus keyword before, very good.

IMPORTANT: Don't forget to save your revisions/changes or they will be lost and you will have to start over!

Some SEO targets:

- 300 word minimum in the event/article
- Use of focus keyword (target is 2.5 – 5% for entire post/page) in these areas:
 - Title
 - URL
 - Content
 - Meta description
- Use of subheading tags (H2, H3, H4, H5 or H6) Think outline headings!
- Outbound links
- 40 - 70 character Page title length
- Uniqueness of focus keyword
- Use of images (photos, graphics)
- Readability of content based on the [Flesch reading ease scale](#)

NOTE: these targets are not hard and fast rules, different combinations will still score the good SEO ranking! The biggest factor in good SEO is to start with good content!

Conclusion

SEO works best when it is a habit, whether it's a page, article or post. **Yoast SEO** gives you an easy to use, logical framework to help develop SEO at every level.