

# What's Katie Up To?

# TOP SEO TIPS

## CHECKLIST

### 1. IN WORDPRESS ENABLE PERMALINKS "POST NAME"

> WordPress > Settings > Permalinks > Common Settings > Post Name

### 2. YOAST SEO PLUGIN

Use [Yoast SEO Plugin](#) to Optimize your Blog Post (check out my SEO BLOG POST: Checklist, it's a separate Freebie in the Library)

### 3. USE KEYWORDS IN:

- Titles
- Subtitles
- 1-2% of text in Blogpost
- Yoast SEO Keywords
- Meta Description
- Permalink
- Tags
- Picture Title before you upload to it to WordPress
- Picture Alt text in WordPress

### 4. IDENTIFY KEYWORDS WITH HIGH SEARCH VOLUMES & LOW COMPETITION

- Use Keyword Tools or Google Keywords
- Identify Keywords with High Search Volumes & Low Competition. As there is less competition on that topic, you will automatically rank higher in google search list
- Include the Keyword in your Blogpost Title

## 5. BE ACTIVE ON YOUR BLOG

Google and other search engines value blogs and websites which create more content. My suggestion is to set yourself a realistic schedule here. It does not help you if you start by posting daily but then totally crash after a month and are fed up with blogging. SEO is a long-term game! Often you will start seeing results only after 6 months or so!

- Create new content once a week
- Update older content

## 6. IMPROVE WEBSITE SPEED

Large images & videos are slowing your website down. This is not only frustrating for your readers but it also decreases your ranking on Google!

- Use [Page Speed Insight](#) to analyze your Site
- Use [WP Smush](#) to bulk smush your Image Sizes

## 7. META DESCRIPTION

- In the Yoast Plugin Box go to: > Keywords > SnipedPreview > Edit Sniped
- In the Meta Description, you can choose the Text that will appear under the Blog Post Title in Google Search! This is a great opportunity to attract new visitors!
- Include Keyword in Meta Description
- Consider Length of Meta Description. Aim for Green in the Yoast Ample System

## 8. LINKS

Back linking from other websites to your Website to establish yourself as an authority in your Blog Field! Google uses backlinks to your website to rank your blog. The more often & the better (more traffic, established) the other website linking to your site is, the higher google will rank your site and see it as a credible source!

- Try to Guest Post on other Blogs & Websites
- Get featured on other Websites

- Inbound Links: Include links to at least 1, better 3 other Posts or Pages of your Blog.
- Outbound Links: Include at least 1 link to another website or blog, or product! Ideally, here you should link for example to an affiliate product you are promoting!
- Use Social Media to link to your Blog or Website
- Never link to bad (unreliable) websites: It will damage your google “reputation” ;)

### 9. MAKE WEBSITE MOBILE FRIENDLY

Personally, I discovered that over 50% of my readers access my blog through a mobile device. This is a number which will probably even increase in the future. Mobile friendly Websites are ranked higher in Google. Thus;

- Invest in a Blog Theme which is Mobile friendly
- Preview your Mobile version and adjust accordingly to achieve user friendliness