



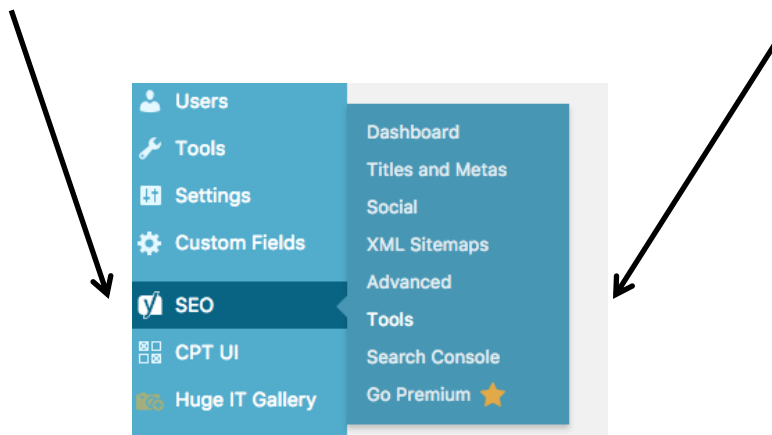
How to... Enhance your SEO

The Yoast Plugin within WordPress can help improve your SEO. You can provide an option of adding keywords and meta descriptions, which will help improve your rankings in search engines.

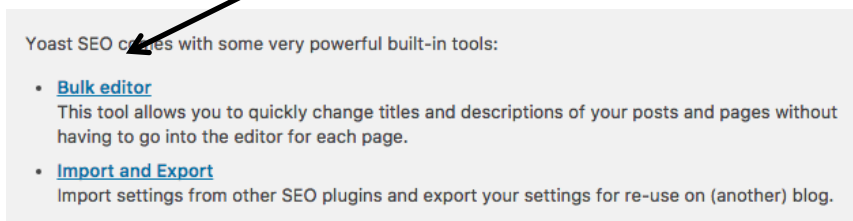
Pages

You can edit the Title and Description that appear on search engine results pages.

On your Dashboard, click on SEO (with a Y icon), then Tools.

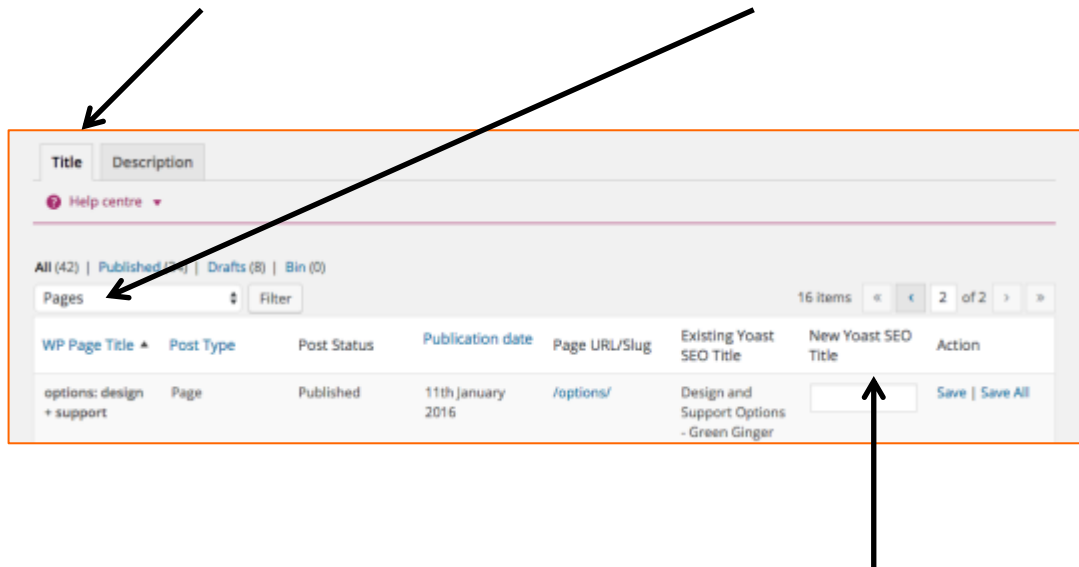


To edit all your meta titles (the information that shows up on search engines) and the meta descriptions (again, the more detailed description that shows up on the search results page), click on Bulk Editor



You can then edit the Meta Titles and Meta Descriptions on all your Pages and Posts

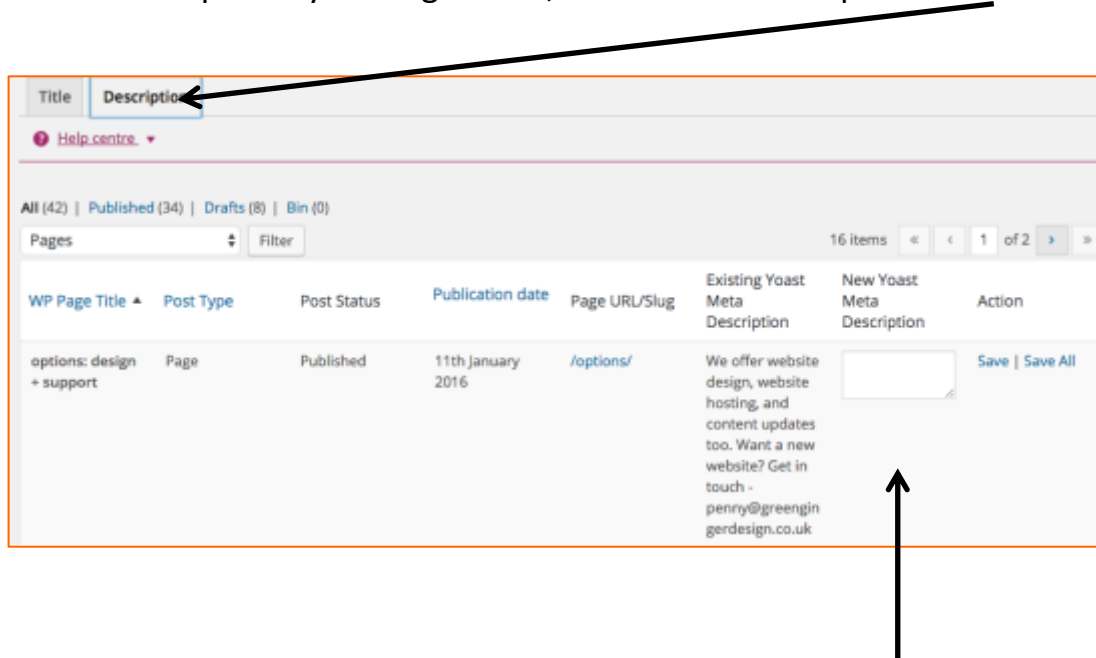
Select the Title tab at the top, and click on Pages in the left-hand box



For each page, you have the option of editing the Yoast SEO Title. This is the title that appears on a search engine page – it can be a longer version of your page title (50-60 characters).

Remember to Save!

When you have completed your Page Titles, click on the Description tab



For each page, you now have the option of editing the Yoast Meta Description. This is the description that appears below your page title on a search engine page – Yoast explains it in more detail here: [here](#).

Keep reading to find out how to edit the same information for Posts:

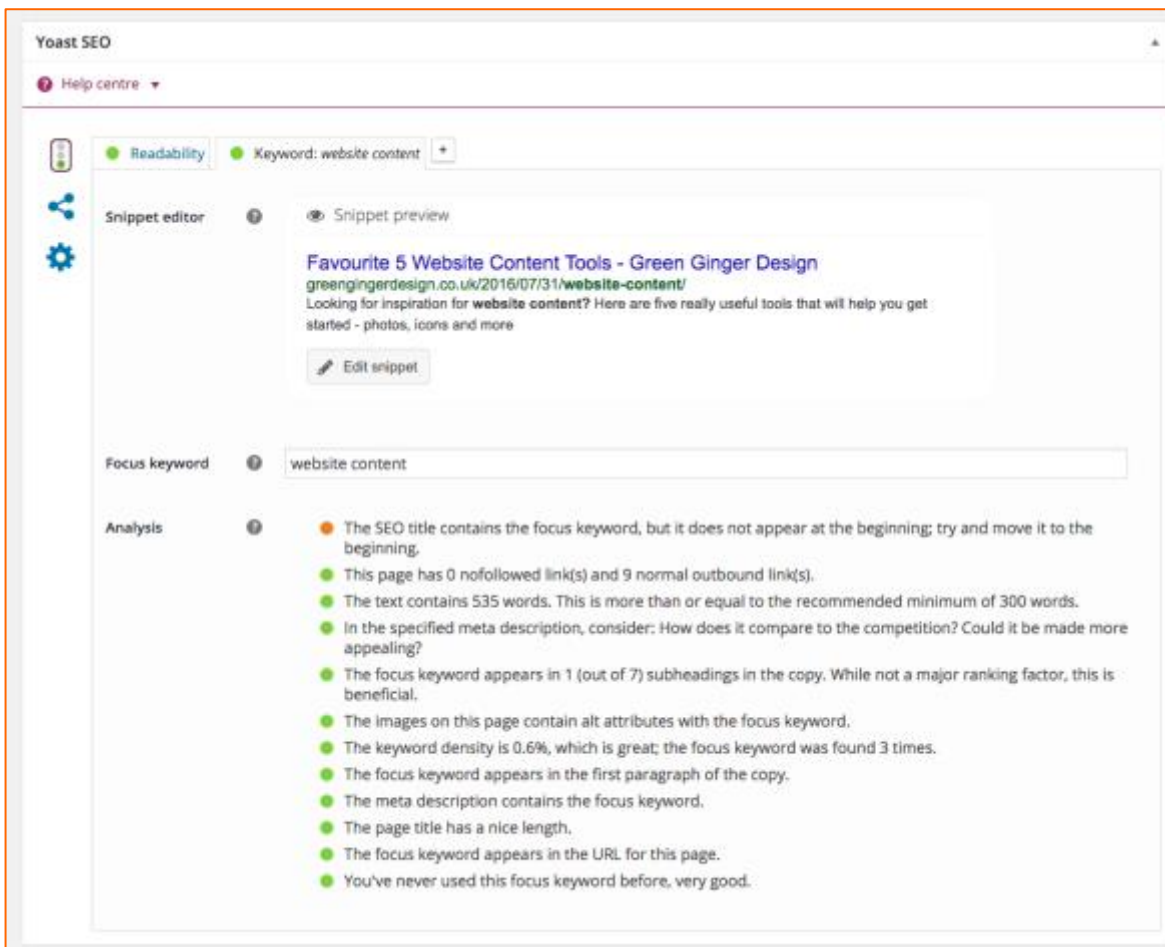
Posts

WordPress is really well set-up for blogs, or posts. You can edit the Post Title and Meta Description in the same way as you do for Pages – just click on Posts in the left hand box:



You can also check the SEO rating of your Post content.

At the bottom of your Post, you will see a Yoast SEO box:

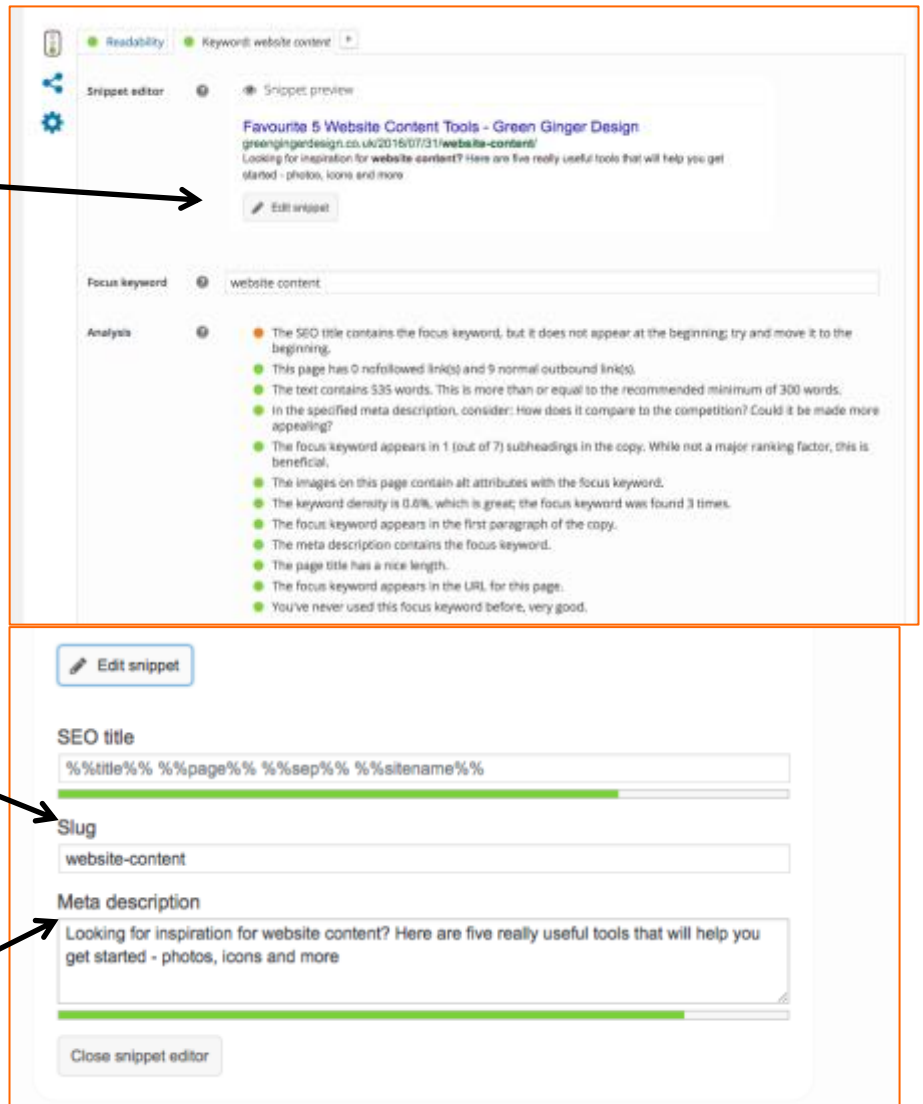


(Please note – this Yoast SEO box is also at the bottom of each Page. However, because your website is designed with Custom Fields, the Yoast PlugIn will not register the content on your pages, so will give it a poor score. This is only in the PlugIn, and *not how a search engine will rate your page.*)

The SEO Title is the same information that you can edit in the Tools (described above)

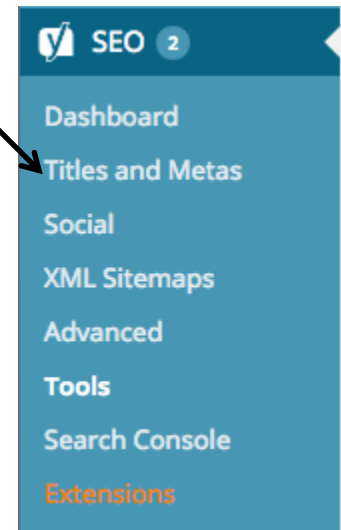
To have your page analysed, add a Focus Keyword/s – Yoast will then give you a score, and mark it red, amber or green. Change your text according to the suggestions made to improve your SEO rating.

If you click on “Edit Snippet”, you can edit the Slug (which is the name that appears in your URL – sometimes you might want to simplify this, compared to the actual title of your post) and Meta Description (which you can also do in Tools, as described above)



You can also add your social media profiles to your SEO, which means that search engines will connect your website with your social media accounts:

Click on Social, then add all of your social media accounts. You can add extra details for Facebook, Twitter and Google+.



SEO is a huge topic, and search engines continually update and change their algorithms to reflect this. This Plugin will optimise certain aspects of SEO, but before anything else, make sure your content reads well, make it original, and update it regularly.