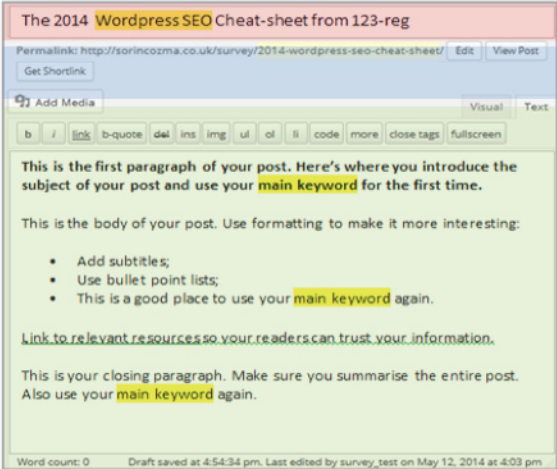


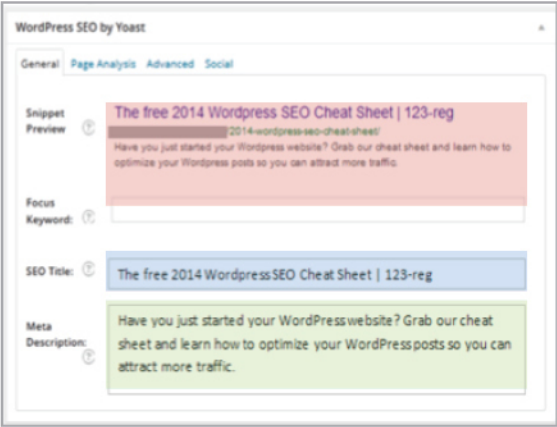
WordPress Optimisation: **Getting the Basics Right**



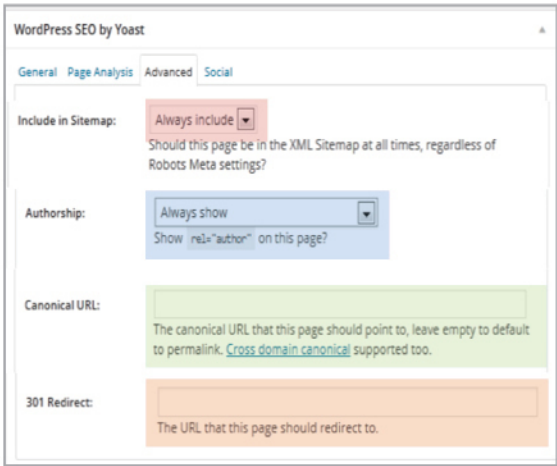
- POST TITLE**
 - Keep it short and catchy.
 - Include main keyword.
- PAGE URL**
 - Created from your title.
 - You can EDIT it.
 - Include the main keyword in the URL.
 - Remove any special characters like punctuation marks, currency or hash tags and ampersand signs.
 - Remove stopwords like "a", "and", "the" etc so you won't get long URLs.
- POST BODY**
 - Use your main keyword at least three times in the body
 - Use it more if required but don't overdo it.
 - The text must be informative and easy to read.

Optimising Your WordPress Posts with **Yoast**

Yoast is one of the most popular SEO plugins for optimising WordPress websites. Free, easy to use and packed with tens of powerful features and options, it's clear why so many choose to use this plugin.



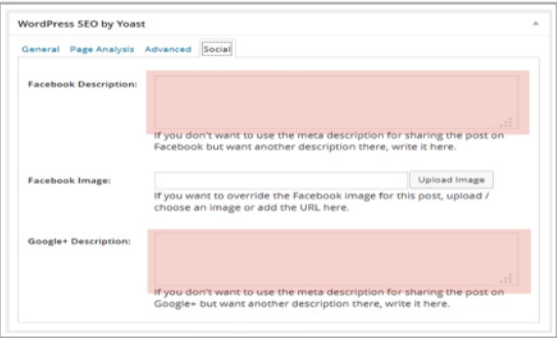
- SNIPPET PREVIEW**
 - What information your website will show in search engine result pages
 - Customise it by filling in the SEO Title and Meta Description fields.
- SEO TITLE**
 - Keep your titles at about 60 characters including spaces
 - Make sure your main keyword is present at the beginning of the title.
- META DESCRIPTION**
 - Keep it at around 150 characters including spaces.



- GET FOUND**
 - Make sure the new post is present in the sitemap.
 - Use authorship for your posts so Google can match your G+ profile to your posts.
 - Add the post's URL as the canonical URL to make sure there are no duplicate content issues.
 - If you want to get rid of an old article, don't delete it, just use the 301 redirect field by adding the URL of a newer article that treats a similar subject as the old one.



- IMAGES**
 - TITLE**
 - What users see when hovering the mouse over the image.
 - ALTERNATIVE TEXT OR ALT TAG**
 - What search engines see about your image. This is used by search engines to understand an image. This text should be descriptive and coincide.
 - CAPTION**
 - Text that appears under the image in your post.



- SOCIAL SHARING**
 - Add a different description to show on Facebook when sharing your post's URL. Since it's social media, you can go for a friendlier text.