Post optimisation

Post title:
• Keep it as brief as possible, while still accurately describing what the post is about
• Your main keyword should occur naturally in the title

Page URL
• Should be formed automatically from your title, but you can edit it
• Your main keyword should occur naturally in the URL
• Don’t include special characters such as punctuation or currency symbols
• Remove stop words such as “a”, “and”, “the” and so on to keep the URL short

Post body
• Don’t stuff keywords into your text - they should occur naturally
• Use related keywords in headings, but again don’t force things
• Make sure your post is clear, informative, easy to read and lives up to its title

Image optimisation

Caption
• This will appear under the image in the post

Alternative text
• Sometimes called the alt tag
• This text is used by search engines to understand what your image is about
• It may also appear if a user’s browser can’t load the image
• It may be read aloud if a visitor is using accessibility software
• Make sure your alt tags are concise and descriptive

Title
• The title will appear when a user moves their cursor over the image
• Make sure you give images descriptive titles when uploading them
You can write a custom snippet/meta description that Google may display when your post appears in search results. Use the snippet to expand on your title and further describe what the post is about. Try to include your main keyword (or a close variant, like in this example). Remember not to force it. You can use around 150-155 characters for your snippet. Yoast will tell you if you’ve used too many. Avoid duplicate snippets/meta descriptions.

Including a focus keyword doesn’t make any difference to your SEO, it only helps Yoast perform its analysis.

Don’t worry too much about Yoast’s keyword analysis - remember, keywords should occur naturally and close variants or synonyms of your main keyword are much more desirable than keyword stuffing. Prioritise your readers over SEO considerations.

Yoast allows you to edit the title, description and image that appear when you share your post on Facebook. If you don’t enter anything here, it will use the post title, meta description and featured image if there is one, or the first image in your post if there isn’t.