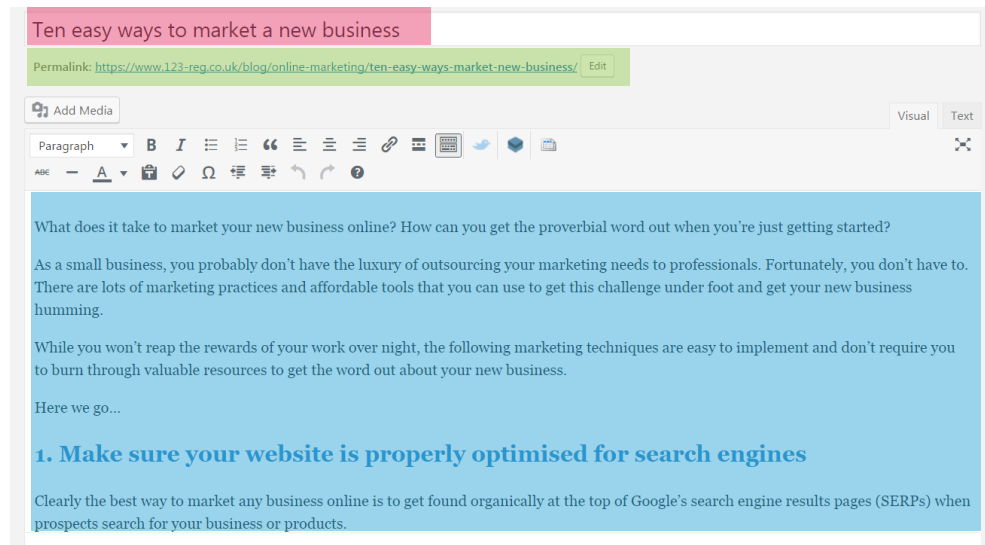


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Post optimisation

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

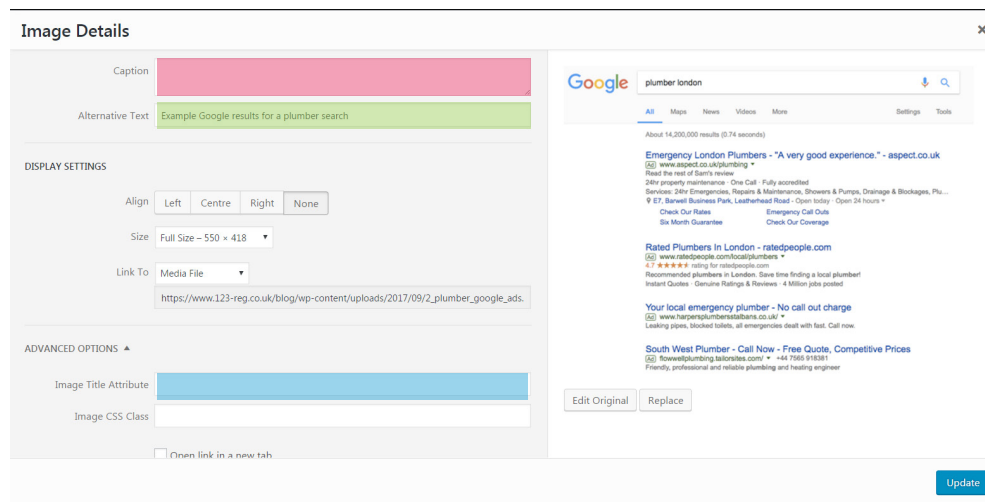


Image optimisation

Caption

- This will appear under the image in the post

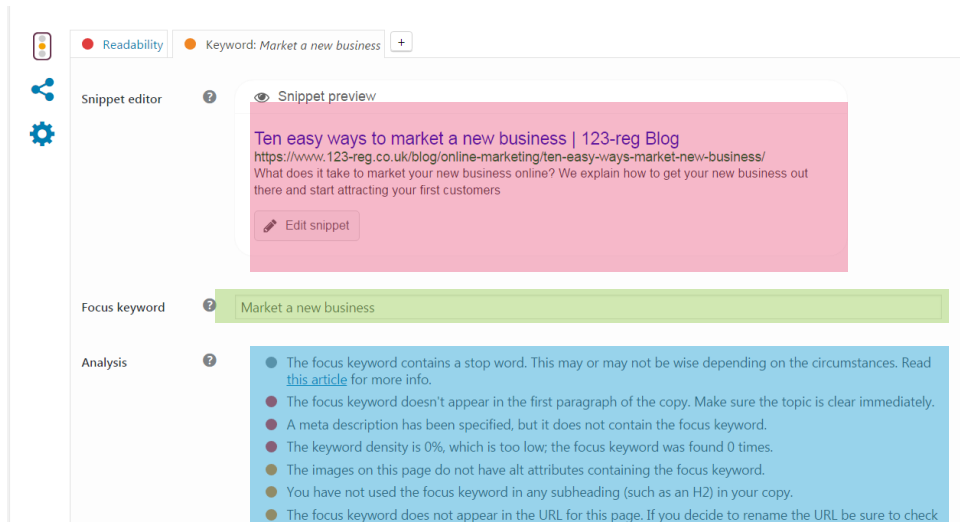
Alternative text

- 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

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Making the most of Yoast

Snippet editor

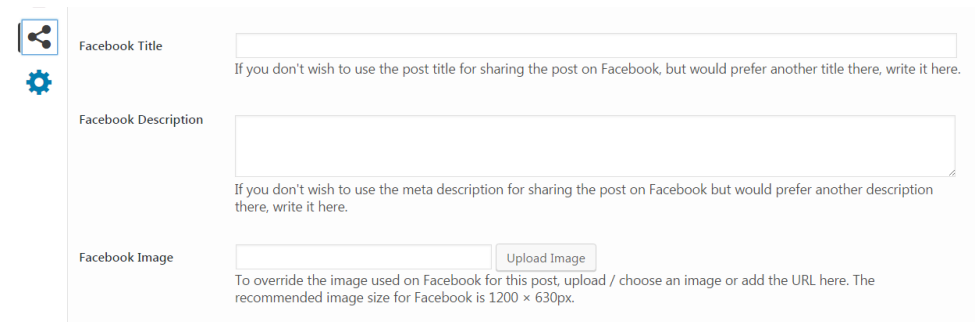
- You can write a custom snippet/meta description that Google may display when your post appears in search results
- Use the snippet to expand on your title and further describe what the post is about
- Try to include your main keyword (or a close variant, like in this example). Remember not to force 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

Focus keyword

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

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.



Facebook

- 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.