

Sobering facts ...

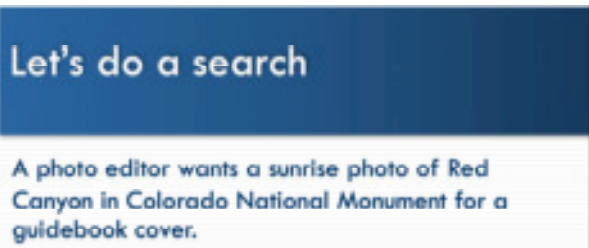
- There are over 1.8 BILLION Websites.
- 14,000 new Websites are added daily.
- 75 million pro photographers* (with website)

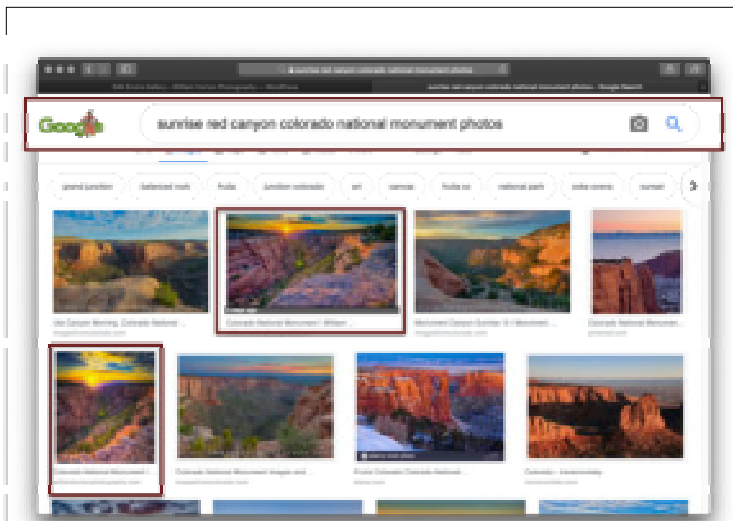
* back of the envelope calculation from Quora

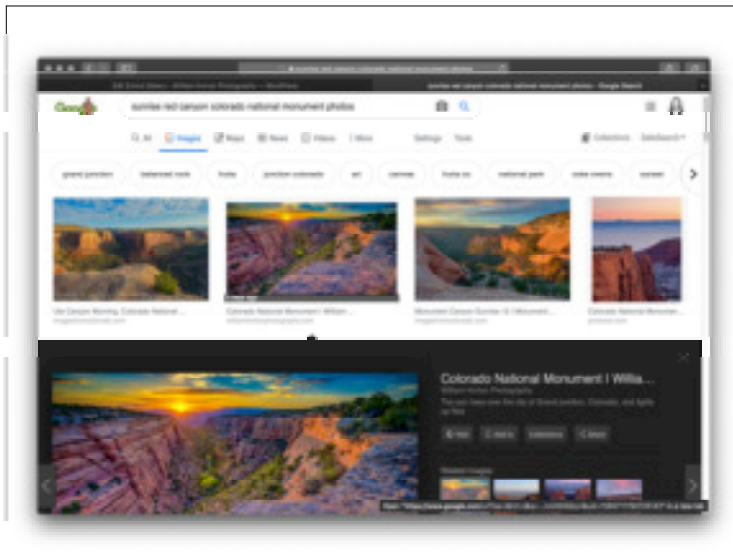
How do our clients find us?

- Yahoo Search's market share is about 2%.
- Bing Search's market share is about 2.5%.
- Google Search's market share is over 92%.

So ... Google drives how we design our Websites and implement our SEO.









What is the take-away?

Identify the terms people will use to find your post and use those terms throughout your content.



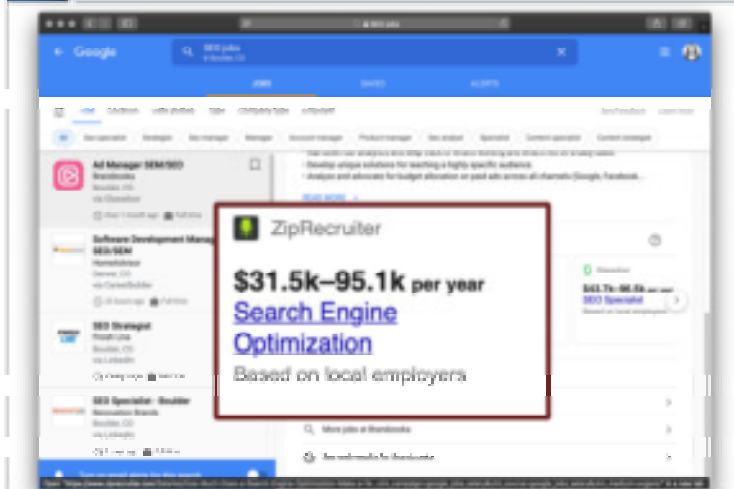
What is SEO?

AKA: Search Engine Optimization

Search Engine Optimization is ...

SEO is a methodology to improve the ranking of Web content in the search results of Google or other search engines.

SEO is a full-time job





... but it's NOT my day job!

So, what can I do to improve the odds that my content will be found by people who matter to my business?

You should concentrate on ...

- **SEO copywriting**, using effective keywords and phrases throughout your content and structure it for easy comprehension.
- **Handcrafted metadata** for *all* your content that is both complete and enticing.
- **Up-to-date XML sitemap** for all posts and pages you want found by Google.
- **Mobile-friendly content** that displays seamlessly on *any* device.



SEO copywriting

Optimizing the written word

SEO copywriting elements

That is, what does Google look at when their bots evaluate a page?

- Title
- Headings
- Outbound links (to other Internet sites and other pages within your site)
- Inbound links (from within your site and from other sites)
- Active voice
- Simple sentences
- Length of text

Start with your keyphrase

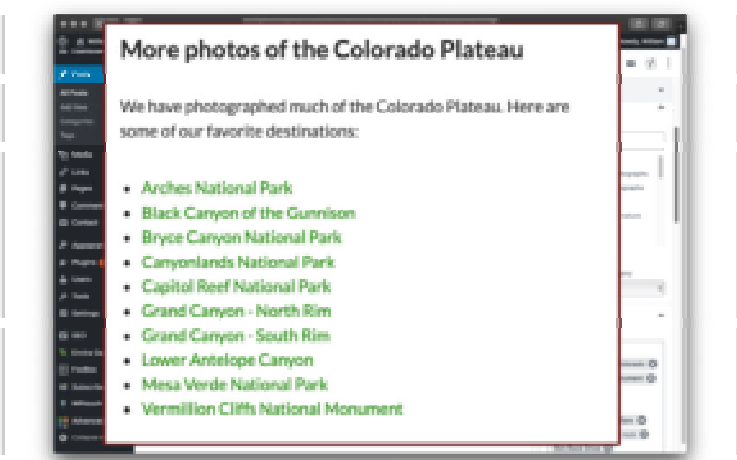
The title

Headings

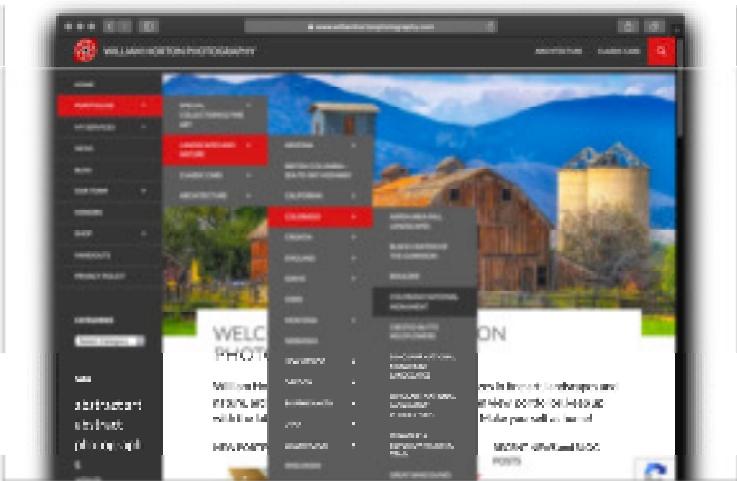
Outbound links to Internet sources



Outbound links to other site pages



Inbound links from within your site



Keyphrase analysis

Eng (version 4.1.1)

Keyphrase distribution: Uneven. Some parts of your text do not contain the keyphrase or its synonyms. [Distribute them more evenly.](#)

Good read (1.1.1.1)

Outbound links: Good job!

Internal links: You have enough internal links. Good job!

Keyphrase in introduction: Well done!

Keyphrase length: Good job!

Keyphrase density: The focus keyphrase was found 8 times. This is great!

Keyphrase in meta description: Keyphrase or synonym appear in the meta description. Well done!

Meta description length: Well done!

Previously used keyphrase: You've not used this keyphrase before, very good.

Keyphrase in subheading: 3 of your higher-level subheadings reflect the topic of your copy. Good job!

Image alt attributes: Good job!

Text length: The text contains 380 words. Good job!

Keyphrase in title: The exact match of the keyphrase appears at the beginning of the SEO title. Good job!

SEO title width: Good job!

Keyphrase in slug: More than half of your keyphrase appears in the slug. That's great!



Handcrafted metadata

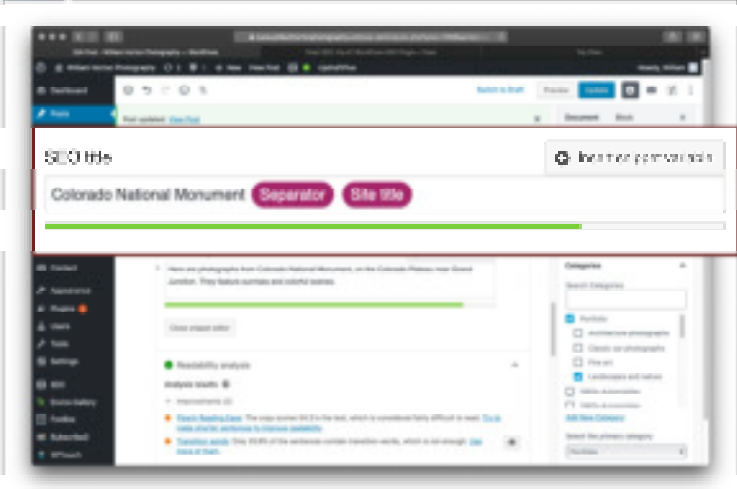
Writing information about your content, including images

Metadata

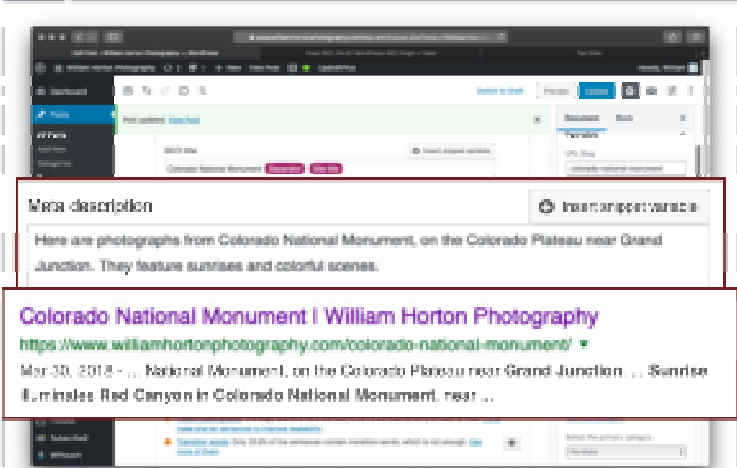
Here is the metadata that is important to Google when their bots evaluate a page.

- Meta-title (SEO title) for posts and pages
- Meta-description for posts and pages
- Image ALT text
- Slug (Web link)

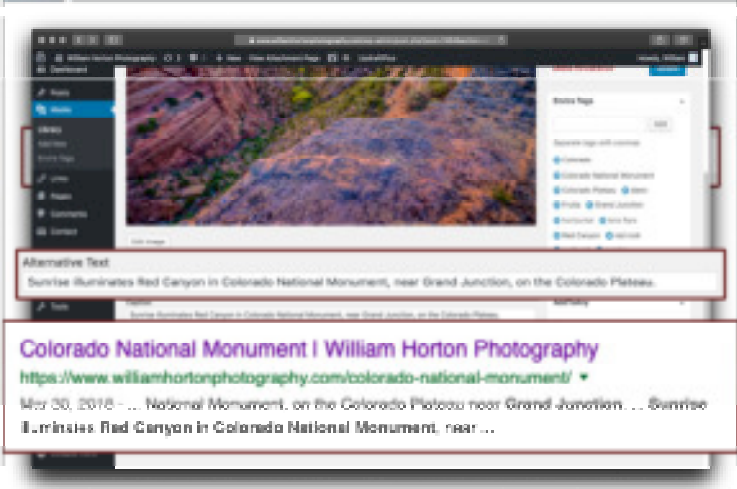
Meta-title (SEO title)	<p> 1. Meta-title (SEO title) 2. Meta-description 3. Meta-keywords 4. Meta-robots 5. Meta-viewport 6. Meta-charset 7. Meta-og:title 8. Meta-og:description 9. Meta-og:image 10. Meta-og:url 11. Meta-og:type 12. Meta-og:site_name 13. Meta-twitter:card 14. Meta-twitter:site 15. Meta-twitter:creator 16. Meta-twitter:description 17. Meta-twitter:image 18. Meta-twitter:url 19. Meta-twitter:title 20. Meta-twitter:player 21. Meta-twitter:player:width 22. Meta-twitter:player:height 23. Meta-twitter:player:theme 24. Meta-twitter:player:theme:color 25. Meta-twitter:player:theme:color:hex 26. Meta-twitter:player:theme:color:rgb 27. Meta-twitter:player:theme:color:rgba 28. Meta-twitter:player:theme:color:hex:8 29. Meta-twitter:player:theme:color:rgb:8 30. Meta-twitter:player:theme:color:rgba:8 31. Meta-twitter:player:theme:color:hex:12 32. Meta-twitter:player:theme:color:rgb:12 33. Meta-twitter:player:theme:color:rgba:12 34. Meta-twitter:player:theme:color:hex:16 35. Meta-twitter:player:theme:color:rgb:16 36. Meta-twitter:player:theme:color:rgba:16 37. Meta-twitter:player:theme:color:hex:24 38. Meta-twitter:player:theme:color:rgb:24 39. Meta-twitter:player:theme:color:rgba:24 40. Meta-twitter:player:theme:color:hex:32 41. Meta-twitter:player:theme:color:rgb:32 42. Meta-twitter:player:theme:color:rgba:32 43. Meta-twitter:player:theme:color:hex:40 44. Meta-twitter:player:theme:color:rgb:40 45. Meta-twitter:player:theme:color:rgba:40 46. Meta-twitter:player:theme:color:hex:48 47. Meta-twitter:player:theme:color:rgb:48 48. Meta-twitter:player:theme:color:rgba:48 49. Meta-twitter:player:theme:color:hex:56 50. Meta-twitter:player:theme:color:rgb:56 51. Meta-twitter:player:theme:color:rgba:56 52. Meta-twitter:player:theme:color:hex:64 53. Meta-twitter:player:theme:color:rgb:64 54. Meta-twitter:player:theme:color:rgba:64 55. Meta-twitter:player:theme:color:hex:72 56. Meta-twitter:player:theme:color:rgb:72 57. Meta-twitter:player:theme:color:rgba:72 58. Meta-twitter:player:theme:color:hex:80 59. Meta-twitter:player:theme:color:rgb:80 60. Meta-twitter:player:theme:color:rgba:80 61. Meta-twitter:player:theme:color:hex:88 62. Meta-twitter:player:theme:color:rgb:88 63. Meta-twitter:player:theme:color:rgba:88 64. Meta-twitter:player:theme:color:hex:96 65. Meta-twitter:player:theme:color:rgb:96 66. Meta-twitter:player:theme:color:rgba:96 67. Meta-twitter:player:theme:color:hex:104 68. Meta-twitter:player:theme:color:rgb:104 69. Meta-twitter:player:theme:color:rgba:104 70. Meta-twitter:player:theme:color:hex:112 71. Meta-twitter:player:theme:color:rgb:112 72. Meta-twitter:player:theme:color:rgba:112 73. Meta-twitter:player:theme:color:hex:120 74. Meta-twitter:player:theme:color:rgb:120 75. Meta-twitter:player:theme:color:rgba:120 76. Meta-twitter:player:theme:color:hex:128 77. Meta-twitter:player:theme:color:rgb:128 78. Meta-twitter:player:theme:color:rgba:128 79. Meta-twitter:player:theme:color:hex:136 80. 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Meta-twitter:player:theme:color:rgb:312 147. Meta-twitter:player:theme:color:rgba:312 148. Meta-twitter:player:theme:color:hex:320 149. Meta-twitter:player:theme:color:rgb:320 150. Meta-twitter:player:theme:color:rgba:320 151. Meta-twitter:player:theme:color:hex:328 152. Meta-twitter:player:theme:color:rgb:328 153. Meta-twitter:player:theme:color:rgba:328 154. Meta-twitter:player:theme:color:hex:336 1</p>
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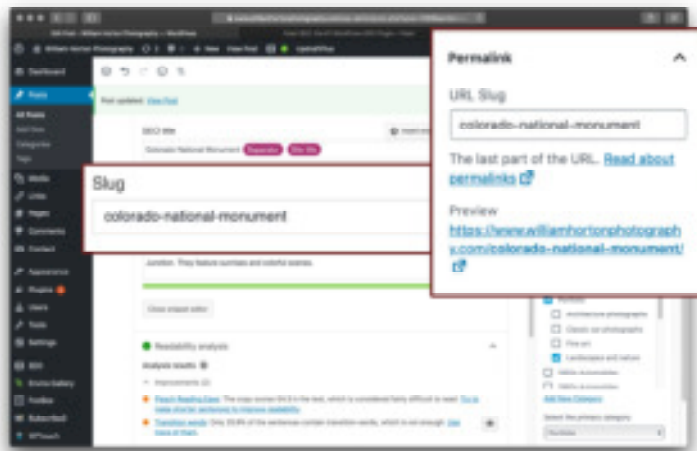
Meta-description



Metadata for images



Slug (the page's specific URL)





XML sitemap

XML sitemap

Acts as a roadmap of your site.

Sitemap	Last Modified
https://yoast.com/post-sitemap.xml	2018-10-03 16:52 +02:00
https://yoast.com/page-sitemap.xml	2018-10-03 17:11 +02:00
https://yoast.com/yoast_plugins-sitemap.xml	2018-10-03 16:04 +02:00
https://yoast.com/yoast_dev_article-sitemap.xml	2018-09-21 12:12 +02:00
https://yoast.com/yoast_courses-sitemap.xml	2018-10-03 16:59 +02:00
https://yoast.com/yoast_jobs-sitemap.xml	2018-09-27 15:50 +02:00
https://yoast.com/yoast_events-sitemap.xml	2018-10-03 09:48 +02:00
https://yoast.com/yoast_employees-sitemap.xml	2018-09-25 11:42 +02:00
https://yoast.com/category-sitemap.xml	2018-10-03 16:52 +02:00
https://yoast.com/post_tag-sitemap.xml	2018-10-03 16:52 +02:00
https://yoast.com/yoast_dev_category-sitemap.xml	2018-09-21 12:12 +02:00
https://yoast.com/yoast_jobs_category-sitemap.xml	2018-09-27 15:50 +02:00
https://yoast.com/author-sitemap.xml	2018-10-01 21:44 +02:00
https://yoast.com/video-sitemap.xml	2018-10-02 10:02 +00:00

Sub XML sitemap

URL	Images	Last Mod.
https://yoast.com/yoastcon-2017/	1	2017-06-13 16:35 +02:00
https://yoast.com/interview-with-ka	1	2017-06-13 16:34 +02:00
https://yoast.com/interview-marcus	1	2017-06-13 16:33 +02:00
https://yoast.com/seo-basics-what	1	2017-06-13 16:20 +02:00
https://yoast.com/case-study-seo-s	1	2017-06-13 15:30 +02:00
https://yoast.com/cornerstone-con	1	2017-06-12 13:58 +02:00
https://yoast.com/writing-blog-crea	1	2017-06-12 13:48 +02:00
https://yoast.com/handling-stopwo	1	2017-06-09 15:52 +02:00
https://yoast.com/5-tips-improve-re	1	2017-06-09 15:39 +02:00
https://yoast.com/ask-yoast-buy-m	1	2017-06-08 15:25 +02:00
https://yoast.com/domain-names-s	1	2017-06-08 14:45 +02:00
https://yoast.com/yoast-seo-4-9/	1	2017-06-07 16:29 +02:00
https://yoast.com/ultimate-guide-b	1	2017-06-06 14:42 +02:00

How do I create an XML sitemap?

Let a plug-in do it.

This is one of the benefits of using a plug-in to help with your SEO.

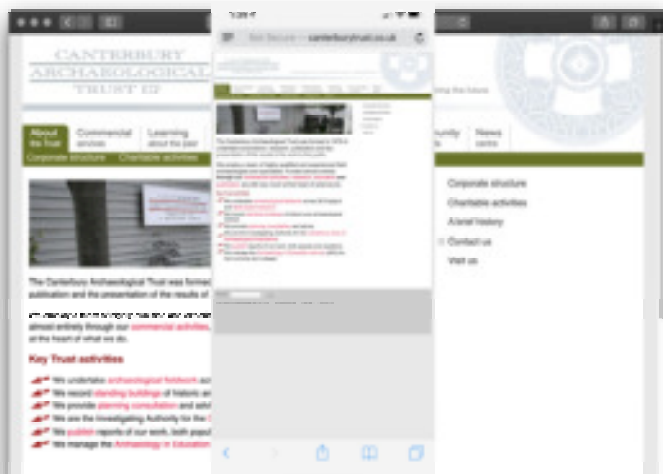
Yoast SEO creates and continually updates the XML sitemap so I do not have to.

There are other third-party plug-ins and sites that will generate a sitemap.

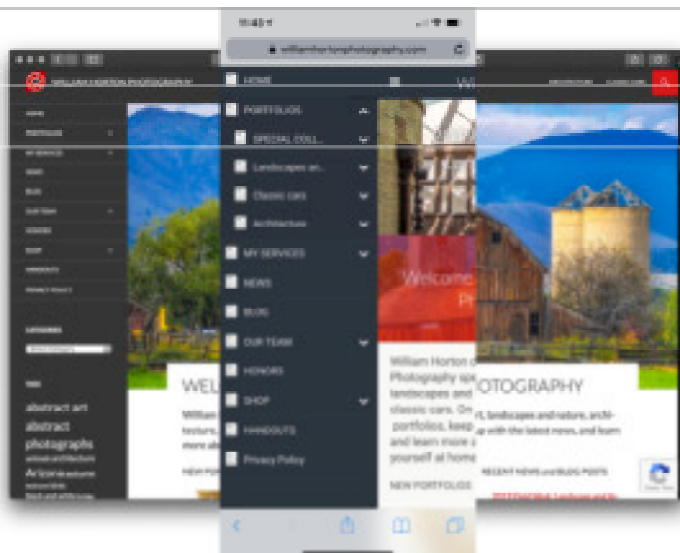
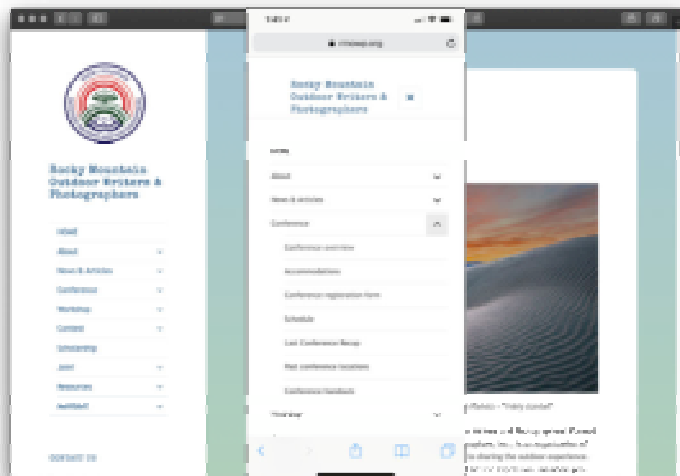


Mobile-friendly content

Mobile-UNfriendly



Mobile-friendly





Special issues

... for writers, for photographers, and for both

SEO tips for creative writers

Write an optimized page that *introduces* your work.

- Include keyphrases and synonyms such as:
 - Genre (fantasy, thriller, mystery, dystopia)
 - Form (short story, novella, essay)
 - Locale (Rocky Mountains, London, New York)
 - Time period (future, middle ages, 1920's)
- Illustrate your content with a photo, drawing, or diagram from your work. Be sure to add metadata to the graphic.
- Link to your work: Amazon, Blurb, BookBaby; to a PDF; or to a separate post.

SEO tips for photographers

In addition to *always* filling in the ALT text ...

Add a plug-in to Wordpress that enables deeplinking.

This ensures that every photo and photo gallery has a Google-friendly URL that appears in the XML sitemap.

Envira Gallery Pro:
enviragallery.com

Strategies for getting inbound links

Incoming links to your site, specific posts, and images adds credibility to your site - ranking your site higher.

- Write guest articles and include the URL for your site, relevant post, or graphic.
- Get listed in online directories.
- Post to Facebook and Instagram with links back to your site.
- Ask your friends in the business to link to your site.
- _____
- _____

Increase page-load speed

Add a plug-in to Wordpress that renders and stores frequently accessed pages. This is called caching.

W3 Total Cache:

wordpress.org/plugins/w3-total-cache/

Increase image-load speed

This is a special problem for photographers with numerous galleries

Add a plug-in to Wordpress that automatically reduces the file size of uploaded photographs.

This fix directly affects how fast your page loads.

reSmush.it Image Optimizer:

reSmush.it

Increase site speed

Link your hosted site to a Content Delivery Network (CDN), such as Cloudflare.

Cloudflare:

www.cloudflare.com/

This article "[How to Use Cloudflare to Speed Up Your Site](#)" shows how to connect Cloudflare to GoDaddy.



Questions?
