How to ... | Understand SEO

SEO stands for Search Engine Optimisation. Search providers use it to match and rank posts in their results. The better a post's SEO, the higher its ranking.

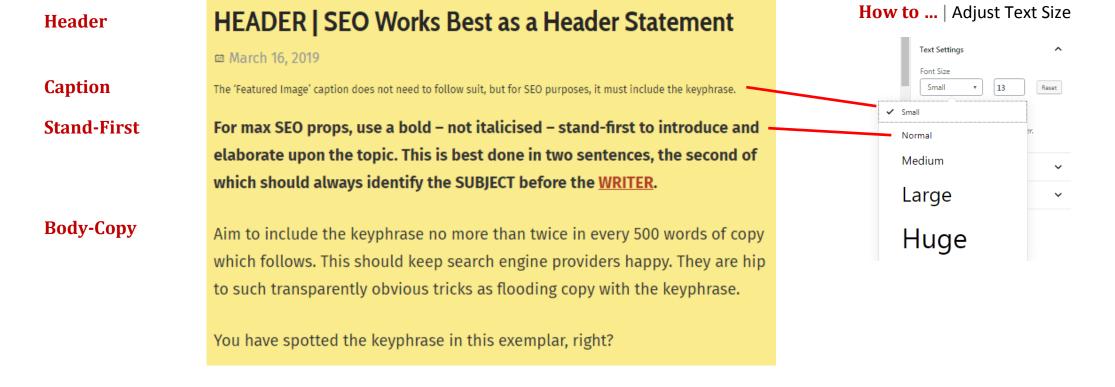
This checklist ensures your post is SEO ready.

Header | Key to grasping SEO is the way search engines (Google, Bing, etc.) work differently from traditional media. Headlines with puns and jokes don't work. Instead the **header** states the obvious and always in this format: **CATEGORY** | **Brief Description of the Subject.** For guidance on header length, see next **How to** section ...

Caption | The caption should include what SEO calls a **keyphrase**. This is the word/s most likely to be typed into a search engine relating to the topic. It is not the category. It is very specific and ideally should be unique to the post. In WP's **Gutenberg Editor** insert a standard paragraph block > add text > use the drop-down menu > select *small* (the default setting is *normal*). This is **captions** the **featured image**.

Stand-First | This is the brief introductory summary, appearing immediately after the caption and typographically distinct from the rest of the article by being **bold**, but not italicised. This should also include the keyword / phrase. Stylewise, please observe the **SUBJECT** before **WRITER** rule.

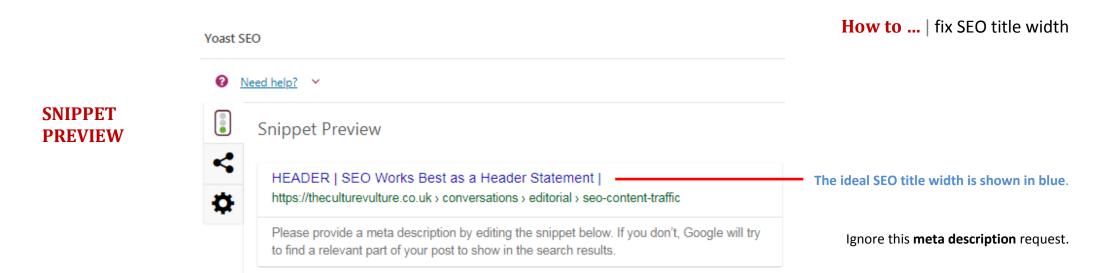
Body-Copy | You can overdo things however. The keyword / phrase should be used sparingly in the main copy, not more than twice per 500 words of text.



How to ... Understand the Yoast interface in the Wordpress Dashboard

We use the Yoast SEO plug-in to manage search engine optimisation. It can be found beneath where you type in the dashboard.

Follow these steps to complete the Yoast SEO tasks. Don't be put off. They are actually quite easy, and Yoast tells you what to do if you get stuck.



Ignore **READABILITY**. It will most likely be **RED** and will drive you mad trying to please it. Don't even try.



How to ... | Understand the YOAST interface in the Wordpress Dashboard (continued...)

YOAST helpfully generates a checklist of **Analysis results** with steps required.

