



# QUICK WORDPRESS SEO GUIDE

THE BASICS OF YOAST AND WHY YOU SHOULD BE USING IT

[CONTENTFAC.COM](http://CONTENTFAC.COM)

# WHY SHOULD YOU USE YOAST?

If you're using WordPress, a good deal of best SEO practices are already being followed on your website (provided WordPress has been installed in a top-level directory – meaning your posts look like this: “www.mysite.com/blogpost-is-here.html” and not like this: “www.mysite.com/blog/blog-is-here.html”).

Yet, there is more that can be done – and [Yoast](#) can do it all for you.

While Yoast does have a premium version, even the free version is worth using. If you're using WordPress, we consider it a must-have.

This guide will not cover the setup of Yoast, but you can read a fairly complete guide on that [here](#). After it's installed, we also suggest you comb through the official [configuration guide](#).

Once everything is ready, you'll see a box at the bottom of all your posts that will look like this:

Readability | Keyword: *blog content writing*

Snippet editor | Snippet preview

8 Signs You Should Outsource Your Blog Content Writing  
www.contentfac.com/8-signs-outsource-blog-content-writing/  
Blog content writing is a major part of SEO (& your digital marketing strategy). If your content isn't delivering results, it may be time to outsource.

Edit snippet

Focus keyword |

Meta keywords |

If you type something above it will override your [meta keywords template](#).

Analysis | This is the content analysis, a collection of content checks that analyze the content of your page. [Learn more about the Content Analysis Tool](#).

- The focus keyword doesn't appear in the first paragraph of the copy. Make sure the topic is clear immediately.
- The keyword density is 0.2%, which is too low: the focus keyword was found 9 times.
- The SEO title contains the focus keyword, but it does not appear at the beginning; try and move it to the beginning.
- This page has 0 nofollowed link(s) and 36 normal outbound link(s).
- The focus keyword appears in 2 (out of 7) subheadings in the copy. While not a major ranking factor, this is beneficial.
- The images on this page contain alt attributes with the focus keyword.
- You've never used this focus keyword before, very good.
- The meta description contains the focus keyword.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The page title has a nice length.
- The focus keyword appears in the URL for this page.
- The text contains 4289 words. This is more than or equal to the recommended minimum of 300 words.

### Let's break down what you're seeing here:

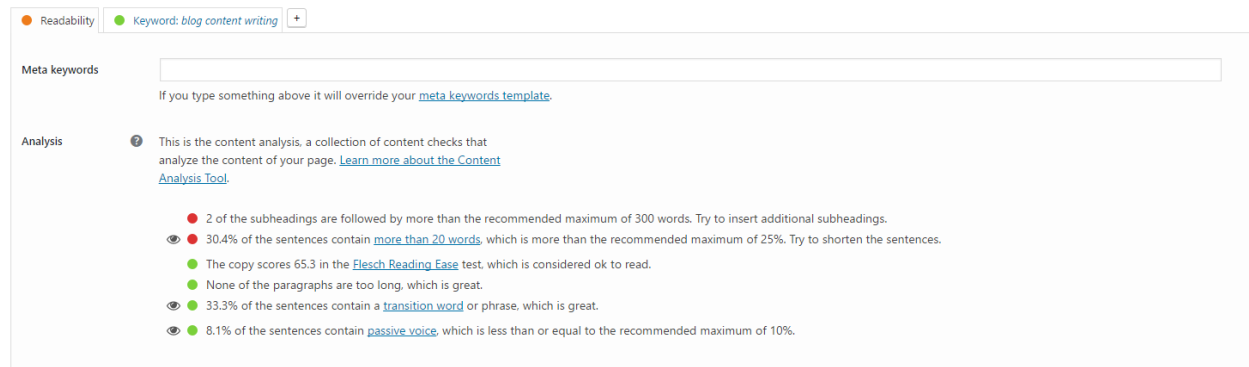
- Snippet Editor:
  - Preview: This is exactly what it sounds like – the preview of the Google search snippet that will display in a Google search. This is what a visitor will see – it's the bit that will convince them to click the link.
  - (*When "Edit snippet" is clicked*)
    - SEO Title: This is the meta title that Google uses to generate the title in the snippet (here, it's "8 Signs You Should Outsource Your Blog Content Writing"). Titles should be no more than 55 characters.
    - Slug: This is the part of the URL that someone would use to find this post. In this case, it's "8-signs-outsource-blog-content-writing." This should contain the keyword, if possible.
    - Meta description: The meta description is the text that goes in the snippet box under the title. Here, you should convince your potential reader why they should click this link! This should be under 160 characters.
  - Focus keyword: You might have multiple keywords in your post, but this is the keyword you want to focus on. If you are trying to rank for a specific keyword (and you should be), this is where you need to type it in.
  - Meta keywords: Back in the day, search engines used to figure out keywords not by "crawling" the site, but instead by looking at what keywords were in the meta tags (which are invisible tags at the top of every website – you can only see them if you look at a website's code). Nowadays, this isn't how things work, and meta keywords are considered obsolete – but they are still used, as Google does technically still count them. We suggest filling this out with one or two relevant keywords anyway, as it can't hurt.
  - Analysis: Yoast will automatically analyze your post for SEO best practices. Here's what it looks at:
    - Does your focus keyword appear in the first paragraph of your copy?
    - What is the post's keyword density?

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- (In other words, how many times does the keyword appear compared to other words?)
- Does the SEO title contain the keyword? Is it in the front of the title?
  - (This might seem granular, but it can make a difference.)
- Do you have nofollow links?
  - (A nofollow link is a link that is specially tagged so that Google – and other search engines – won't count it as a net-positive for whatever site is being linked to. Sometimes webmasters mark links posted in comment boxes as nofollow to discourage spam.)
- Do you have outbound links?
  - (Google likes generous websites!)
- Does the focus appear in subheadings?
- Do your images have the keyword in their alt text?
- Have you ever used this keyword before?
  - (It should be noted that focusing on a keyword more than once isn't necessarily a bad thing – although it's good to have a diverse group of focus keywords over time.)
- Does the meta description contain the keyword?
- How does your meta description compare versus others?  
Could it be made better?
  - (In other words, is it getting cut off? Does it contain the keyword? Is it too short? Use all of the characters you can to your advantage!)
- What is the page title's length?
  - (The above description rules apply here, too.)
- Does the focus keyword appear in the URL of the page?
  - (This is the slug!)
- How long is the text?
  - We suggest over 2,000 words. Yoast simply suggests over 300! The longer, the better – provided the content itself isn't just being stuffed for length.

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In addition to the basic SEO rules Yoast checks your post against, it also analyzes it for readability – which Google has recently implemented into their algorithm. Here is what you see if you click that tab:



### Breaking that down:

- Meta keywords: Same as above.
- Analysis:
  - Is the text under your subheadings too long?
    - (Yoast suggests under 300 words, but as you can tell here, we slightly disagree. Try to find a balance: don't toss subheadings everywhere, but use them relatively liberally.)
  - Are your sentences too long?
    - (If over 25% of your sentences have more than 20 words, Yoast thinks you should shorten them. Aim for short, snappy sentences, but be aware that more complex topics will require longer sentences.)
  - What is the text's score in regards to the [Flesch Reading Ease](#) test?
  - Do enough of your sentences contain transition words?
    - (Think words/phrases like: again, moreover, although, but, while, not to mention, likewise, regardless, etc.)
  - How much passive / active voice is present?
    - (Active voice is always better. [Here's a great article](#) about what this means.)

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Yoast won't do everything for you, but it will keep you honest. If you run all of your posts through Yoast, you'll likely do better overall in the search rankings. With that said, just because it says you're wrong doesn't mean that you necessarily are. Much like spellcheck, sometimes mistakes are made. Use it more as a guide than a rigid set of rules.