

SEO Tips and Tools

Search engine optimization (SEO) is “the process of affecting the visibility of a website or a web page in a search engine’s “natural” or un-paid search results. In general, the earlier (or higher ranked on the search results page), and more frequently a site appears in the search results list, the more visitors it will receive from the search engine’s users. SEO may target different kinds of search, including image search, local search, video search, etc.”

Initial Tips on SEO for a post or page using a plug in on WordPress such as All in One SEO or Yoast WordPress SEO.

?	Title	How to Keep Your Sanity in the Book Publishing Process
		104 characters. Most search engines use a maximum of 60 chars for the title.
?	Description	Here is a topic many authors may be able to relate to: How to Keep Your Sanity During the Book Publishing Process! This video is a sneak peek into my presentation for the Author U Extravaganza, which is the premier event on book publishing. The
		289 characters. Most search engines use a maximum of 160 chars for the description.
?	Keywords (comma separated)	book publishing, book marketing, Author U, virtual author support, virtual assistant, virtual

Title

This is the title that the search engines display in their search results as the link to your site, so it’s **recommended to keep this 60 characters or less.**

Suggestion for blog titles:

4 Us: Unique, Ultra-Specific, Useful, Urgent

Description

This is the description that the search engines will display in their search results, and it shows beneath the title in search results. It is a concise explanation of the contents of the blog post or page. It is recommended to keep the **description to 160 characters or less and use sentences, not keyword combinations.**

Keywords

A keyword helps tell search engines what the topic of the post or a page is.

It is recommended to keep the amount of **keywords to a reasonable number (ex: 6-8) and they can be a keyword or keyword phrase.**

Try to create keyword phrases (ex: “angel hair pasta” rather than “pasta”) because detailed phrases have less competition – “long tailed keywords.”

Tools for Creating Titles and Headlines

<http://tweakyourbiz.com/tools/title-generator/>

Enter a topic, click submit and receive several options for titles to generate ideas for blog posts. Includes ideas such as business, lists, how tos, motivation, snark, best, etc.

<http://www.aminstitute.com/headline/>

This tool analyzes your title or headline to determine the Emotional Marketing Value (EMV). Your title is analyzed and scored based on the total number of EMV words it has in relation to the total number of words it contains.

In addition to the EMV score, you will learn which your headline most impacts: Empathetic, Intellectual or Spiritual.

Most professional copywriters' headlines will have 30%-40% EMV Words in their headlines, while the most gifted copywriters will have 50%-75% EMV words in headlines.

THOUGHTS ABOUT BLOGS

BLOG

The significance of the blog is that it is dynamic; it can be updated, and it allows the site visitor to communicate through the comment section attached to each individual blog entry or post. Search engines like dynamic content!

Blogs are SOCIAL MEDIA! Share a "teaser" and a link to your blog post on your social media accounts.

Format your blog posts:

Headings help separate key information or explain what is about to be read. They also break up long blog posts. Site visitors should be able to glance through a blog post and from reading the title and headings get a general summary of the content of that post.

Blogging is a way to express yourself and share your passion with the world. *There's room for everyone.* Maybe your blog will never be HUGE, but it can still make a huge impact on your readers. Focus on that. *You will always get the best response when you're being yourself.*

3 Core Factors for a Successful Blog:

1. Frequency of publications
2. Quality of publications
3. Shareability of publications

IMAGES IN BLOG POSTS

Three ways images can be used in blog posts to add value and impact include:

1. **Capture attention:** An image that draws attention can pull a skimmer deeper into the content itself.
2. **Summarize:** A summary image can be an infographic of the main points or a visual that recaps a key point.
3. **Call to action:** An image can be the difference between a sale/sign up and simply content on a web page. When images are used in blog posts to encourage the viewer to action, results increase!

TIPS FOR ADDING IMAGES TO BLOG POSTS – (PART OF SEO!)

1. Have a sentence or paragraph listed first instead of an image. Images are unreadable to search engines who can only read text.
2. Make sure the file name of your image is not generic (ex: IMG_46981.JPG) and includes a keyword or keyword phrase.
3. Give the image a title using a keyword or keyword phrase.
4. Fill in the Alt Text field for images. The Alt Text or Alternative Text is a text description of your image. You can use the same "keyword" title used to name your image/image file.
Ex: 5 Best Online Tools for Creating Images | Cornerstone Virtual Assistance
5. Consider adding a caption to your image. A lot of people don't read the content but read captions. (Do you do this with various publications whether online or in print?)

IMAGE TOOLS

Canva: <https://www.canva.com/>

LiveLuvCreate: <http://www.liveluvcreate.com/>

PicMonkey: <http://www.picmonkey.com/>

Wordle: <http://www.wordle.net/>

TIPS FOR BLOG POSTS

Permalink for your blog

A permalink (or permanent link) is a URL that points to a specific web page or blog post.

Check that your permalink is not set for the default on WordPress

(ex: <http://travellersblog.com/?p=123>)

Recommended structure: `/%category%//%postname%/`

*Consider not including the date in your permalink. Not having a date keeps the content more "evergreen." Some readers see a date and think the content may no longer be relevant when it really is.

IDEAS FOR BLOG POSTS

1. Interview an expert and break the interview into sections, creating each as a separate blog post. You can also audio or video record the interview. Video segments can be posted to your YouTube account and then embedded in the appropriate post.

Audio recordings can work in a similar fashion using a service such as [Audioboom](#). You can also use Audioboom to connect to iTunes and start your own podcast.

Remember to include a link to each previous post in the new posts to “connect” the interview segments and make it easy for site readers to find and click to each interview segment.

2. Re-purpose your blog posts and audio/video recordings through not only LinkedIn, Facebook and Twitter but Pinterest as well. Just list a “teaser” of the blog post on your social media and include a link to the full blog post. This drives traffic to your site.

3. LinkedIn allows you to “create a post” instead of just posting on your LinkedIn wall. Re-purpose your blogs through this feature. Make sure to include a resource box at the bottom of posts you publish on LinkedIn to make it easy for people to find you, your website and more of your content!

4. Pinterest: Create boards for specific topic areas you write about in your blog posts. Have the title of the board include keywords/keyword phrases. (Ex: Don't call the board Blog Posts; create a board title such as “Tips on Posting Images to Websites and Blogs.”

*You can post videos to Pinterest.

PLUG INS FOR WORDPRESS BLOGS (WordPress.org, not WordPress.com)

1. All in One SEO or WordPress SEO by Yoast
2. Click to Tweet
3. Broken Link Checker
4. Google Analytics
5. Shareaholic (makes it easy for site visitors to share your content on their social media)
6. Social Media Feather (adding share and follow social media icons to your site)
7. Akismet (checks your comments against the Akismet Web service to see if they look like spam or not)
8. Google XML Sitemaps (generates an XML sitemap for your sites, which helps search engines to better index your site)
9. Limit Login Attempts (limits the rate of login attempts on your site, helping prevent brute-force hacking on your site)