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Blogs.IFAS SEO Guide

Search Engine Optimization (SEO) relates to the ranking of your content in search results. The higher your post appears in search result pages, the more web traffic it is likely to attract. Improve SEO by adding a keyword to your post that readers are likely to search for. Add a meta description to your post to capture readers' attention. Ensure the URLs of your posts describe your content in a few words. Use the Yoast SEO tool to enhance the searchability of your posts.

Make Your Posts Easier to Find in Search Results

1. Create the post.
2. Check how well a keyword performs using the [Search Console report](#) in your unit blog's D.A.D. Dashboard.
3. Add your keyword to your post (See helpful tips below on where to use the keyword).
4. Use the indicator in the **Yoast tool's SEO tab** to let you know how well your post is optimized. The indicator shows a happy, neutral or sad face in the following colors:
   🟢- Happy face; post will rank highly in search results, which means easier to find.
   🟠- Neutral; post is ok but not highly optimized.
   🔴- Sad; post will be hard to find in search results.

Helpful Tips - Keywords

- Target **one** keyword.
- Choose your keyword wisely; be sure it ranks high on SEO and is relevant to your post.
- Make sure your keyword reads smoothly throughout your post.
- Avoid "keyword stuffing"--repeating the keyword over and over again in an awkward way.
- Use the keyword in the following areas:
  - Title
  - In the intro (ideally the first sentence)
  - Two more times, with variation, in the body of the post
  - In the "alt" attribute of an image
  - Once in the URL/link
  - At least once in the meta description tag

More on Meta Description

- Meta description - the snippet/preview of text displayed under the title of a webpage or website in search results.
- While it does not affect ranking, it entices readers to click on your content.
- No meta description added will prompt search engines to generate snippets automatically, based on other information from the webpage.
- **Tip**: Make meta descriptions under 150 characters long (130-145 is best) and add one to every post.

SEO Tips for URLs

- Be sure the URL describes the content.
- The shorter, the better.
- Try to include a keyword in the URL.
- Use hyphens to separate words.

Create SEO-Ready Content

- Write content that is both appealing and useful.
- Add an attractive and engaging title to your post.
- Write about a subject matter that you specialize in or have vast knowledge in.
- Make sure to know who your audience is.
- Include what you offer in your bio on your author profile.
- Write a second post that is related to your first post (i.e. blog series) and link these posts to each other.
- Add a link to another author's post in your post, if the content is related.