

Search Engine Optimization For WordPress Secrets

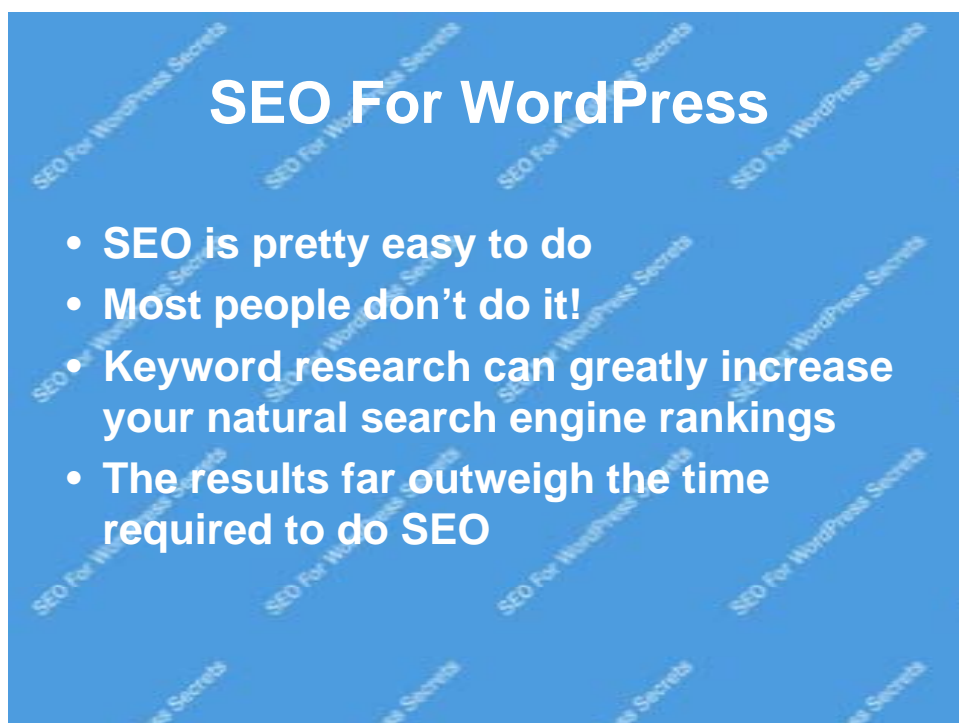


By Matt Bush

WHY SEARCH ENGINE OPTIMIZATION FOR WORDPRESS IS SO IMPORTANT

Search engine optimization (SEO) is very important if you ever want to gain decent rankings in the search engine. Even though the word “SEO” can sound terribly intimidating, actually applying it to your blog is no where near as hard as it sounds. All you have to do is invest some initial time into learning the basics, and soon your blog will be better than 90% of the others out there, simply because you have SEO.

Here are just a few of the many reasons why SEO for WordPress is so important:



To learn more about the advantages of WordPress optimization, please refer to video #1.

THE BASICS OF ON-PAGE OPTIMIZATION

Before we go any further, I would like to review with you the basic principles of on-page optimization. As we move forward in the videos, I will be applying each of these (along with many more advanced concepts) to a blog.

Basic On-Page Optimization

- **Keyword Research**
- **Actual Page Name**
- **Title Tags**
- **Meta Tags**
- **Header Tags**
- **Bold, Italics, & Underlining**
- **Keyword Usage**
- **Proper Link Structure**

To learn more about the basic overview of on-page optimization, be sure to check out Video #2.

THE POWER OF KEYWORD RESEARCH

If you aren't doing proper keyword research before you plan and write your blog post, you are taking a stab in the dark at your post becoming popular. Just writing on your niche isn't enough, you need to be spending time researching and discovering the best keywords to target.

The basic premise of keyword research involves finding keywords that have:

1. A reasonable amount of searches per day/month
2. A reasonably low amount of competition on the internet for that specific phrase.

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