

Wordpress SEO Optimized Content

1. short URLs

`yourdomain.com/target-keyword/`

2. Use LSI Keywords

- Basically, words that describe your content's topic.

Tip: Search for your own target keyword in google.

Then look at the bottom of that first page of results for the "searches related to" section.

There you will find related content in bold keywords.

- Added benefit of proper LSI execution is lower bounce rate.

3. Publish Longer Content tends to outrank shorter content

- contains more LSI keywords naturally
- google prefers longer content
- comprehensive answers to what people are searching for

4. Optimizing Title Tag for (target keyword in title) and use Click Thru Rank (CTR) in title.

- Include Numbers in title (they grab 36% more clicks)
- add brackets and/or parenthesis (boosts CTR up to 38%)

ie. "15 cool ways to do SEO [top ranked page authority]"

5. Use External Links

- 2-5 outbound links to quality resources to help your ideal audience in every post

6. Internal Links

- Link back to 2-5 of your own posts or pages that are related to the topic.

7. Maximize Page Speed

- Invest in Premium Hosting
- Use a CDN
- Optimize all content for speed

8. Include Multimedia

- charts, images, videos, screen shots

9. Time on Page

- The longer they stay the better

10. Publish Fresh/New Content Regularly (like a heartbeat)