Hello I'm Guy Cook this is The Guy R Cook Report I want to thank all the patrons that support the podcast we're able now to have it be a written document a video on YouTube as well as the show notes that we're gonna look at right now talk about today so the audio is gonna be enhanced with audacity and thanks for taking time out of your day okay appreciate it the five on-page SEO elements to optimize the WordPress and there's a little bit of gravy on most potatoes is from digital marketer well we've got them twice in two days anyway let's look and see what the five topics are and those elements are contained in this blog post and we'll have this video up on the YouTube channel so you can see it there okay the five on page SEO elements as you read in the show notes the Lion of the jungle as it were for a plugin for SEO is Yoast SEO plugin for WordPress that's it that's all you have to do get that one and you're halfway there and the five on-page SEO factors you want to consider when you're creating your blog post and measuring it is the slug we'll talk about that in a minute the body text the images the title tag meta description and there's a little bonus at the end of this post unless you read that at your druthers okay so it talks a little bit about the Yoast SEO plug-in here and then it gets into alright one of these five on-page SEO factors now before you set up any of your SEO they've encouraged you up here at the top and I'll make a mention over here is to download their customer avatar worksheet it's free and get a clear idea of who you're after we're here at how to sell to those people and more it's a great document and keep tracking this post you'll see how many times they reference to get the customer avatar worksheet so the number one they start off with optimizing the slug and if you've used WordPress at all you know that that's the permalink they've got if they're rendering of where you put your title ok there's the first one that we see equal actually it's the second one the customer avatar worksheet graphic the on-page SEO factor number two is to optimize the body text now you want your body text to be natural and have a flow to it which also want to use

your keyword in there so work on that and there's some samples there they can give you to make it naturally fit within the body of your post in your blog it's going to be much better for optimizing the images if you've got an image that's an apple then say that it's an apple don't give it a gobbledygook bunch of numbers dot jpg for people that are trying to figure out what that's about use the keyword in your alt tag and if you're not sure what the image alt tag is you can look that up on Google and they'll tell you the factors that they list is number four is to optimize the title tag of course you're going to do that that's old-school SEO but still it's it here is one of the five to do on page to make it rule that's the earlier that you get the target keyword appears in the title tag the more impact it will have on your SEO and so make sure that your phrase that pays I call it sometimes and then this is this will see five off page SEO elements make that into the title so that when the dust settles and the smoke clears they're going to hey this must be about on-page SEO right the Meta Description in the page is what appears in the search engine results and that's that little blurb right below the title you'll see and do a search for your content and remember we've often written if it isn't tested it doesn't work so do a search and see if your SEO is performing and giving you a bang for the buck the gravy on the potatoes as it were as he's written a little extra in this post and it starts off that let me get down here the bonus tactic right here and I've highlighted there in the text but I haven't set it out loud to encourage you to go to the YouTube channel and see what that's about okay so we've got the link in for this five on-page SEO elements from digital marketers and we'll go back to the show notes okay we talked about what's your SEO plugin you want to have and we said that's Yoast but we didn't talk about as being a patron and the pledge of $1 a month that's right $1 a holler as graphics right there on the side bar and then summary was the Yoast plug-in there's some of the big things it does it'll let you create a sitemap of your site it'll verify Google Webmaster Tools now known as Google search console with they still call it Webmaster Tools for some reason imagine that creates breadcrumb navigation it'll let you edit your robots.txt file maybe you're not used to doing that and it's built right into the plugin and you can set up pages that are no indexed pages like you don't want to index your disclaimer of some sort or maybe it's the terms and conditions you don't need to be indexed because it's just it's once they get to the site then they're gonna read that if they need to and did you notice in that notes the three different colors that the get your

worksheet buttons were if you're looking at that customer avatar worksheet will have the link there in the show notes there it is right there and you download it from digital marketer and then you'll find out a little bit more about marketing digitally I hope you've enjoyed this podcast episode and I hope that you're able to get five on-page SEO elements that work for you it's been a great day I hope you enjoyed this episode.

It's a wrap.