

## Yoast SEO

### Why the Yoast plugin is installed on your website:

Search Engine Optimisation (SEO) is an incredibly important element of any website.

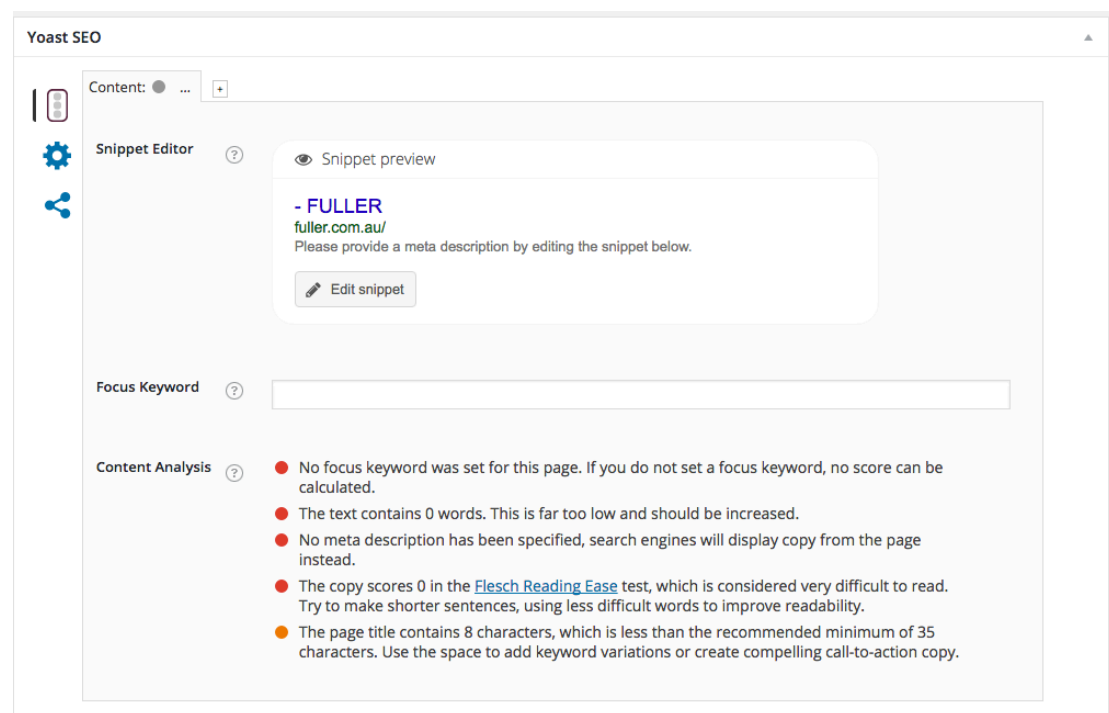
There are a number of different ways to optimise your website, but the most effective SEO starts at the website building stage.

For the best SEO outcomes your website content pages must be optimised with metadata at the 'backend' of the site, including: *Keywords*, *Titles*, *Meta Descriptions* and SEO friendly URLs (*Slugs*).

The Yoast plugin is the easiest to use and statistically best performing Wordpress platform for entering this data. To ensure the best results FULLER has installed the Yoast SEO plugin to your website.

### How to use the SEO Yoast Plugin:

On a blank page or post Yoast looks like this:

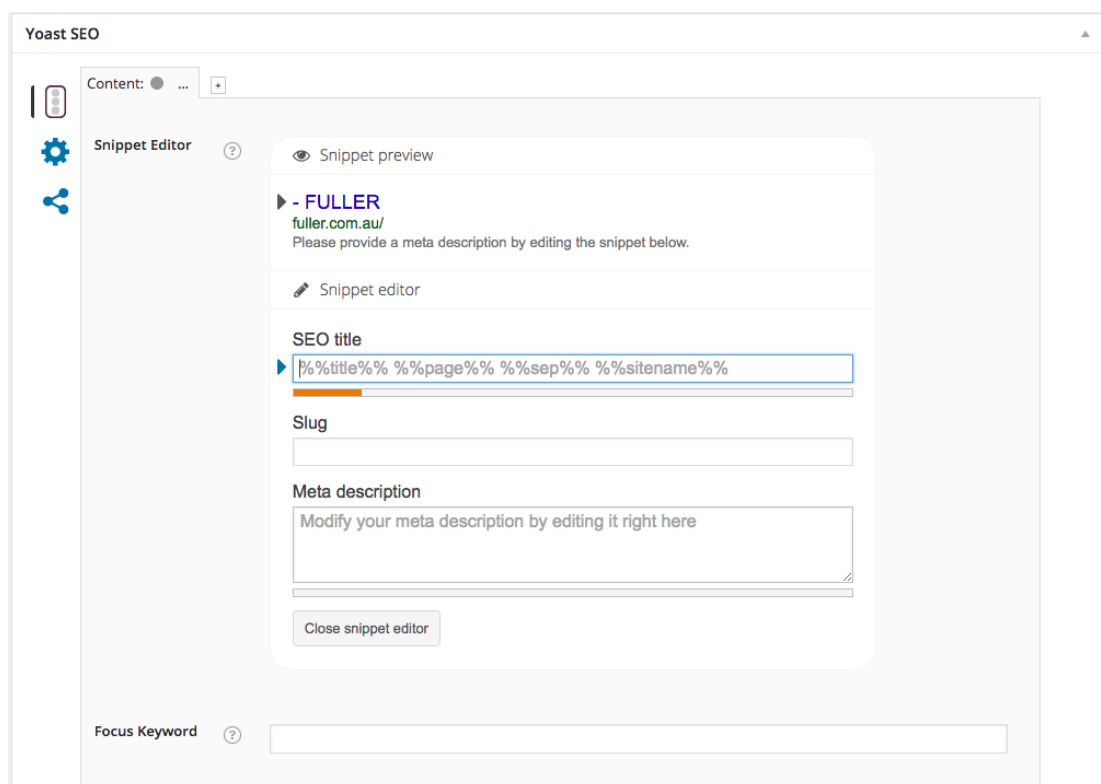


As you add content to your page or post the *Snippet preview* will automatically generate copy from the beginning of the first paragraph.

To edit your *Meta Title*, *Meta Description* and *Slug* click on the *Edit Snippet* button. It's important to note that all three of these sections should be edited for the best SEO results (rather than just automatically generated).

Enter your chosen keyword into the *Focus Keyword* text box then click on the *Edit snippet* button to fill in your SEO elements. For this exercise our Keyword will be "Brand Strategy".

When you click on the Edit snippet button the following will appear:



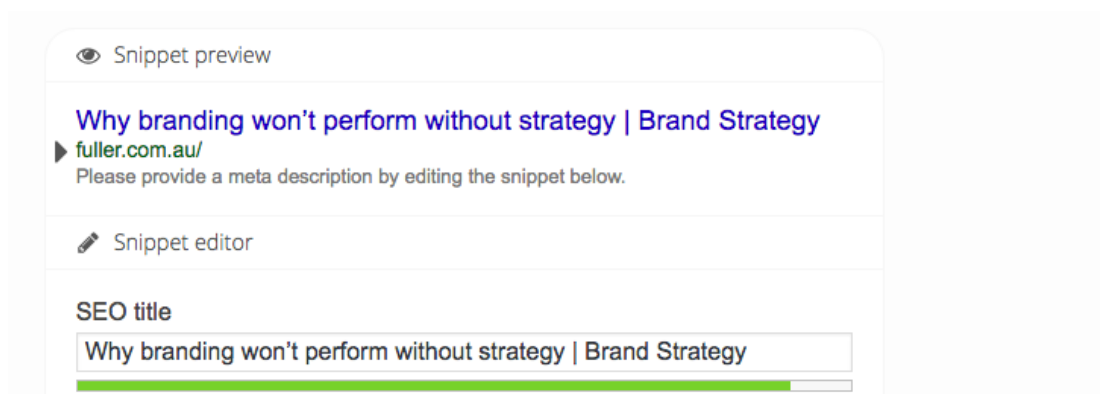
### SEO Title:

This should be a short, snappy version of your content title. It should also contain your *Keyword* and should be written in a way that encourages people to click through and read more.

The *Title* cannot be longer than 60 characters – anything longer will be cut off in the Search Engine Results Pages (SERPs).

As you type you will see the orange completing, if the content is too short the line will appear orange or red, as you reach a more suitable title length the line will turn green and if you go over the 60 character limit it will turn orange again.

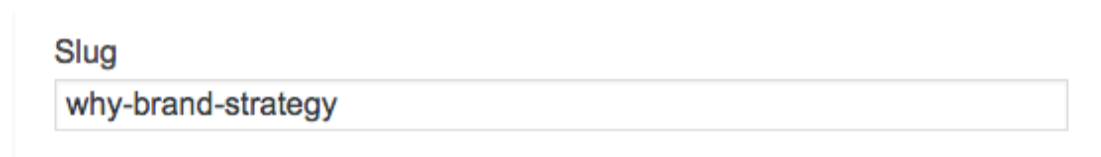
When you have created the perfect title for SEO it should look like this:



## Slug:

Your *Slug* is what appears in the URL bar (after your domain name) and gives both search engines and website users a snapshot of what to expect from the content page. It should be short and to the point, and it should always include your *Keyword*.

When complete, your *Slug* should appear like this:



## Meta Description:

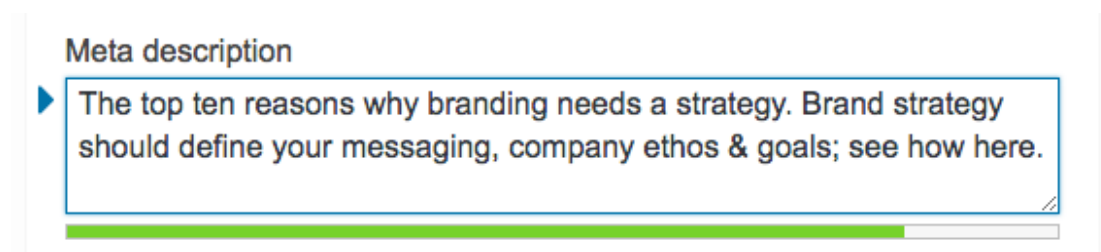
The *Meta Description* is the content that appears on the SERP to encourage users to choose your website over another listing.

It is one of the most important elements of SEO as it will impact your Click Through Rate (CTR) and subsequently the amount of traffic your site receives.

Your *Meta Description* should be around 160 characters long, and should include different variations of your *Keyword*. It should also be written in a way that encourages people to click through and read more.

Like the *Title* text-box the slider will move from orange to green to orange again as you progress from too many characters to just the right amount.

Once complete, the Meta Description should appear like this:



A complete *Snippet* should look like this:

Content: ● Brand Strategy +

Snippet Editor ?

Snippet preview

**Why branding won't perform without strategy | Brand Strategy**  
fuller.com.au/why-brand-strategy/  
The top ten reasons why branding needs a strategy. **Brand strategy** should define your messaging, company ethos & goals; see how here.

Edit snippet

Focus Keyword ?

Brand Strategy

Content Analysis ?

- The copy scores 45.9 in the [Flesch Reading Ease](#) test, which is considered difficult to read. Try to make shorter sentences, using less difficult words to improve readability.
- The text contains 335 words, this is more than the 300 word recommended minimum.
- The focus keyword appears in the URL for this page.
- The keyword density is 1.8%, which is great; the focus keyword was found 6 times.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The meta description contains the focus keyword.
- The images on this page contain alt tags with the focus keyword.
- The page title is between the 35 character minimum and the recommended 65 character maximum.
- The focus keyword appears in the first paragraph of the copy.
- The focus keyword appears in 1 (out of 1) subheadings in the copy. While not a major ranking factor, this is beneficial.
- You've never used this focus keyword before, very good.
- The page title contains the focus keyword, at the beginning which is considered to improve rankings.

## Other SEO Techniques:

Now that you have completed your Snippet, the Yoast Plugin will test all of your content against your keyword and give you a ranking of red, orange or green.

This is a simple way to see how well you have used your *Keyword* in the content and in the SEO metadata.

For the most effective SEO, all content on your website should include:

- One secondary title or sub-heading – the Yoast plugin will call this an *H2 title*.
- Your *Keyword* mentioned once in the first paragraph, and then one or two more times within the rest of the copy.
- At least one image within the page – with the *Keyword* mentioned in the title of the image.
- Easy to read content – dot points, numbers, bold text, italic text, short and long form sentences.

## Conclusion:

By installing the Yoast plugin and following these simple steps when creating and uploading your website content, you will be well on your way to achieving the ultimate SEO for your website.