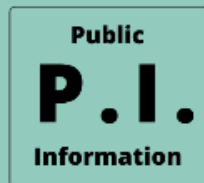


Getting the most of Yoast SEO Plug-in

Overview



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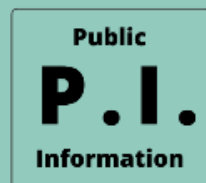
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Needed Knowledge to Understand this Video

- Basic understanding of Search Engine Optimization (SEO)
- Basic understanding of why your AA-related website needs SEO strategy
- You are looking to get an overview of how Yoast can help your website
- You have watched these videos (or read the presentations)
 - What is SEO Anyway?



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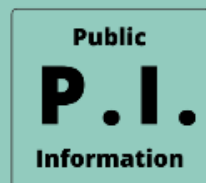
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How Does Yoast SEO Help Me?

Yoast SEO is an all-in-one SEO tool for websites built on WordPress

- Yoast describes your webpages to Google just by installing it
 - Yoast SEO automatically describes your pages using schema.org
 - This helps search engines to understand your website and your content
- Step-by-step guide to optimizing content on individual pages for SEO
 - This is where the keyword magic happens
- Yoast has a free version and a premium version
- This video provides an overview of the free version of Yoast
- For most AA websites the free version is very sufficient



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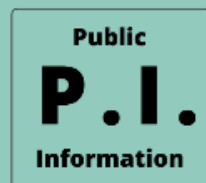
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Should we optimize every page on our site?

For AA-related websites – NO

- Think, Think, Think...
 - Is it important for those who do NOT know about AA to read this page?
 - About AA or how to stop drinking? YES – Optimize!!!
 - About Third Legacy Elections or Circle of Love Contributions? NO – Do not optimize
 - Is it important for those who know about AA to specifically read this page?
 - Can they find the information out another way?
 - Answer = yes: no need to optimize
- Many AA websites present information for current AA members
 - Some pages – YES
 - Most pages - NO



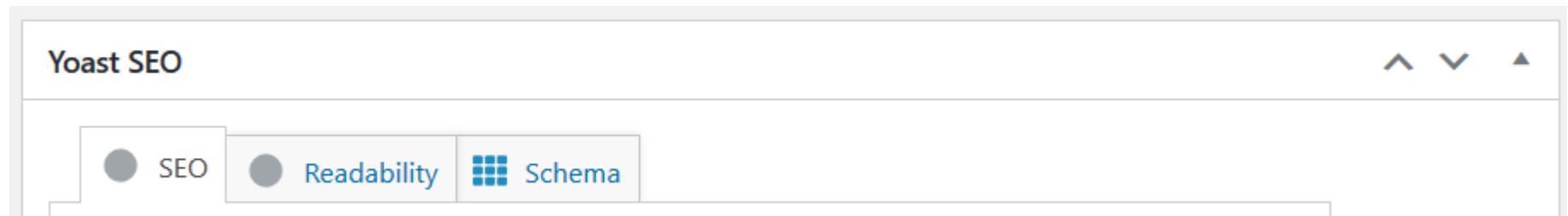
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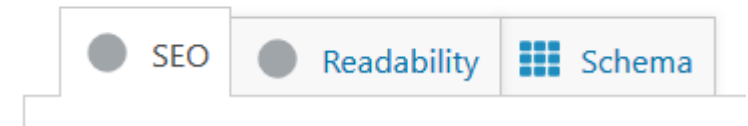
Yoast SEO Components (for each page)

- Three Sections to complete for each page
 - SEO
 - Readability
 - Schema



SEO Section

Yoast SEO

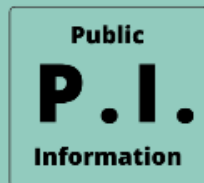


- Focus Keyphrase
- Google Preview
 - aka Snippet
 - aka Meta Description
- SEO Analysis
 - Specific info on what to fix
 - Green = Good
 - Orange = Needs Improvement
 - Red = Problem
- Cornerstone Content
- Advanced
 - Allow engines to show this page? (turn off for pages with no SEO)
 - Should search engines follow links?
 - Other features

SEO Section

The screenshot displays the Yoast SEO interface with the following components:

- Top Navigation:** Tabs for 'SEO', 'Readability', and 'Schema'. The 'SEO' tab is active.
- Left Panel (General Settings):**
 - Focus keyphrase:** A text input field with a 'Get related keyphrases' button below it.
 - Google preview:** A section for previewing search results.
 - Preview as:** Radio buttons for 'Mobile result' (selected) and 'Desktop result'.
 - Preview snippet:** A preview of a search result for 'nm-aa.org' with the title '- New Mexico AA Area 46' and a meta description: 'Nov 21, 2020 · Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.'
 - SEO title:** A field with a 'Title' button and a 'Separator' button. A progress bar is visible below.
 - Slug:** A text input field.
 - Meta description:** A text input field with the placeholder 'Modify your meta description by editing it right here'.
- Middle Panel (SEO analysis):**
 - SEO analysis:** A header with an expand/collapse arrow.
 - Links:** '+ Add synonyms' and '+ Add related keyphrase'.
 - Text:** 'Did you know Yoast SEO Premium of your keyphrase, like plurals and'.
 - Analysis results:**
 - Problems (3):**
 - Keyphrase length:** No focus keyphrase. [to calculate your SEO score.](#)
 - Meta description length:** No meta description. [display copy from the page instead.](#)
 - Text length:** The text contains 0 words. [Add more content.](#)
 - Improvements (1):**
 - SEO title width:** The SEO title is too long. [create compelling call-to-action.](#)
- Right Panel (Advanced Options):**
 - Cornerstone content:** A section with a 'Mark as cornerstone content' toggle (currently 'Off').
 - Advanced:**
 - Allow search engines to show this Page in search results?** A dropdown menu set to 'Yes (current default for Pages)'.
 - Should search engines follow links on this Page?** Radio buttons for 'Yes' (selected) and 'No'.
 - Meta robots advanced:** A dropdown menu.
 - Canonical URL:** A text input field.



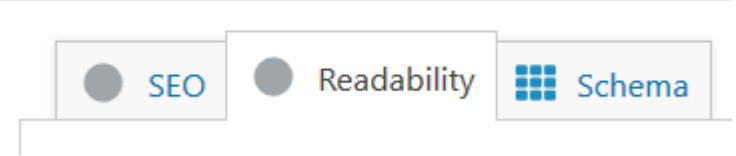
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Readability Section

Yoast SEO



- Transition Words
 - because | therefore | besides that
- Sentence Beginnings
 - Do not start consecutive sentences start with the same word
- Flesch Reading Ease
 - Scale 1-100
 - 60-70 is normal for web copy
- Paragraph Length
 - Break up text into short paragraphs
- Subheading Distribution
 - Break up text using subheadings
- Sentence Length
 - Sentences should be under 20 words
- Passive Voice
 - Active voice is better
 - Passive voice can be unclear
 - Passive voice is wordier

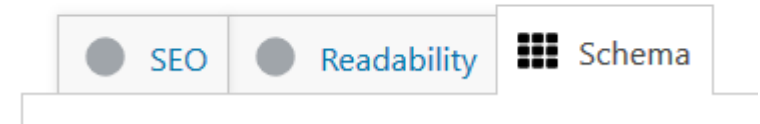
Schema Section

- What type of page or content is this?

Yoast SEO automatically describes your pages using schema.org

This helps search engines understand your website and your content. You can change some of these settings on a page by page basis.

Yoast SEO



Page Type	Description
Web Page	A normal web page. Our default setting for Pages.
Item Page	A page specifically about a single <i>item</i> or <i>thing</i> , such as a product or a hotel.
About Page	Your website's "About" page.
FAQ Page*	A page containing a list of questions and answers.
QA Page	A page containing a single question with multiple possible answers.
Profile Page	A page representing a person or user.
Contact Page	A page with a contact form.
Medical Web Page	A page containing medical information, diagnostic advice, or similar.
Collection Page	A page which contains a list of other pages; such as a post archive or blog overview.
Checkout Page	A page which is part of an e-commerce checkout process.
Real Estate Listing	A page which features information about a property for sale/rental or similar.
Search Results Page	A page which lists search results.

Schema Section

Yoast SEO

SEO Readability Schema

Yoast SEO automatically describes your pages using schema.org ?

This helps search engines understand your website and your content. You can change some of your settings for this page below.

What type of page or content is this? ?

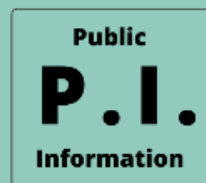
Page type

Default for Pages (Web Page) ▼

You can change the default type for Pages in your [Search Appearance Settings](#).

List of Videos & Presentations

- SEO Overview
 - What is SEO Anyway?
- Want to dig a little deeper?
 - Yoast SEO Plug-in – Overview
- Need to get started?
 - Install the Yoast SEO Plug-in
 - Install other recommended plug-ins
 - Getting the most of Google Analytics
 - Optimized Content: Why, What & How
- Ready to Optimize?
 - Yoast – Into Action video
 - Watch this video for a hands on view of optimizing a page
- Need a WordPress site?
 - WordPress Basics
- Need a Meeting List on your site?
 - Twelve Step Meeting List Plug-in
 - TSML feeds into Meeting Guide App



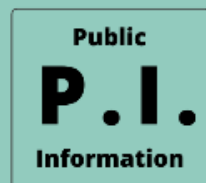
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Questions?

- Please contact Kerri K at seo4aa@keyelements.tv or
- Tim C. at picpceastbay@gmail.com



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