5 SEO TIPS

AND
7 PLACES TO SUBMIT YOUR BLOG
FOR ORGANIC INDEXING

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ADD META DATA

Add a Meta Title and Meta Description all of your posts and pages on your blog. If your blog is built on WordPress use a free SEO plugin such as the Yoast SEO Plugin. This will make adding your Meta Data simple and you won't need to use code.

Meta titles are critical because they are what someone searching on Google or Bing will see as the clickable title. Meta Descriptions are the summary that the surfer will see under the clickable link (Meta Title).

Note: Each post and page should have unique Meta Data.

reference: https://support.google.com/webmasters/answer/35624?hl=en

> Your meta title does not have to be the same as your page title. For example, "About Us" may make a lot of sense but it is not of value to a search engine. On the search engine something like "Learn more about the I Teach Blogging Gal" would be add more value.

Delete All Unused Pages

When you create a new website or revise an old one, it is not uncommon to wind up with old unlinked sub-pages. When search engines index through your blog, these lost pages will be found and indexed. If you don't want to delete pages because of previous indexing, redirect them but DO get rid of them.

An example of this scenario could be a page for a previous offer or product that you are no longer selling. Also, you may have an old About Us page or a page that you were just experimenting with. These are the kind of pages that you want to redirect to your new content.

Reference: There is a free WordPress Plugin for redirects: https://wordpress.org/plugins/wp-redirects/

IF YOU ARE NOT READY TO COMMIT TO LETTING GO OF THAT CONTENT BUT DON'T WANT THE WORLD TO FIND IT, JUST UNPUBLISH THE PAGE. PLEASE NOTE THAT IF SOMEONE CLICKS A LINK THAT IS NOW UNPUBLISHED IT WILL AUTOMATICALLY REDIRECT TO A 404 PAGE, WHICH LEADS US TO TIP THREE.

Have a Sexy 404 Page

It is common for blogs not to have a useful 404 page. By creating a custom 404 page, your blog can stand out from the crowd. You might be telling yourself, "All my navigation works, so why bother." Bloggers, search engines, and friends don't always type your links correctly. "Say it isn't so!" Trust me, you would rather have them land on a 404 inside your website, than a misdirect page back to your host provider. For examples of creative 404 pages, [read this…](#)

> **Welcome to my 404 Page. Normally I would say that I am so sorry for you landing here but I am glad that you found me.**

Here is a [broken link to my blog](#), go ahead and check out my custom 404 page.

YOU CAN USE A FREE WORDPRESS PLUGIN CALLED [404 PAGE](#) TO EASILY CHOOSE YOUR 404 PAGE.

PRE-WRITE YOUR META DESCRIPTION

While you are painstakingly writing every word of brilliant copy on your blog, go ahead and take the time to pre-write your meta description. That paragraph is going to be pushed to hundreds of search engines so take your time on this.

When writing your meta description, include your <u>focus keyword</u> if possible. Keep in mind that meta descriptions are for the humans, so make it enticing and informative.

Curious how your meta description looks on Google? Try using their free Structure Data Testing Tool: http://www.google.com/webmasters/tools/richsnippets

EVERY PAGE AND EVERY POST NEEDS A UNIQUE META DESCRIPTION. DO NOT JUST COPY AND PASTE ACROSS MULTIPLE PAGES. THIS CAN BE A TIME-CONSUMING PAIN IN THE ASS BUT THAT IS SEO.

CHECK YOUR BLOG IN ALL BROWSERS

It's typical to only check sites in the one or two browsers that you use frequently. Unfortunately, not all browsers load pages the same. Check and make sure your blog works and displays correctly. I recommend http://www.browsershots.org as it will test and display your site on nearly 100 different browser versions.

While you are checking out your site, don't forget about mobile. It's equally important to know what your site looks like on common mobile devices, such as smartphones, tablets and even wearable devices. Here is a free tool to reference: http://www.brickandmobile.com/mobile-emulator/.

> IT WILL BE IMPOSSIBLE FOR YOUR BLOG, FONTS OR COLORS TO LOOK EXACTLY THE SAME IN EACH BROWSER. THE KEY IS TO MAKE SURE THAT IT LOADS PROPERLY AND IS NOT BROKEN.

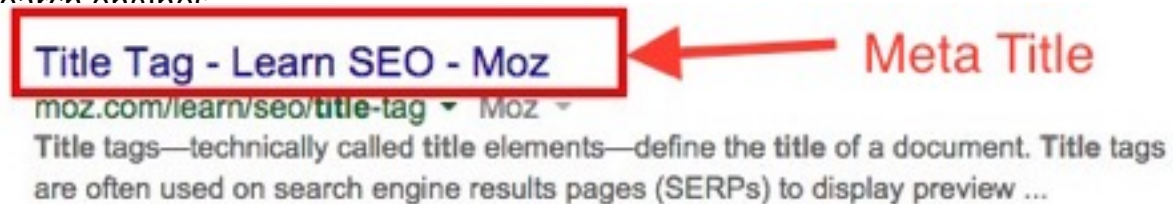# 7 PLACES TO SUBMIT YOUR BLOG FOR ORGANIC INDEXING

1. [Google ADD URL](#)

2. [Yahoo/Bing](#)

3. [Submit Express](#)

4. [Free Web Submission](#)

5. [All Site Cafe](#)

6. [Add Me](#)

7. [Add Pro](#)

These seven sites will add and feed your new listing into 200-300 other directories. Depending on the nature of your blog, there may be products or service-specific-search-engines you may want to also consider. The process of getting your URL listed is a relatively slow one. It may take 4-10 weeks before your blog url starts showing up everywhere.

FAQ

What is a focus keyword? Think of the focus keyword as the topic of your page or post. A good post doesn't have multiple topics, it explores one topic. If you enter a focus keyword, the Page Analysis functionality will use that as input for its analysis of your post. It can only do this for one focus keyword at a time. Source: Yoast

What is a meta title? A meta title is the blue underline phrase that people see on the search engines.

Title Tag - Learn SEO - Moz   ← Meta Title

moz.com/learn/seo/title-tag ▾ Moz ▾

Title tags—technically called title elements—define the title of a document. Title tags are often used on search engine results pages (SERPs) to display preview ...

What is a meta description? A meta description is the sentence under the meta title on a search engine.

What is a redirect? When a reader clicks on link A and they are redirected to a new link. An example of this could be when you have purchased a domain with your name but you want it to point to your blog. In such a case, you set yourname.com to redirect to yourblog.com, so the viewers see content at yourblog.com even if they type in yourname.com.

POSITIVE SEO RESULTS REQUIRE TIME AND PATIENCE

The most important thing to remember is that you do not want to game the search engines. The world of SEO is different now and it comes down to serving your humans with good and valuable information.

To read the accompanying blog post please visit:
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