



Power up with Yoast SEO

This free sheet is provided by [WPMarmite.com](https://www.wpmarmite.com)



Power up with Yoast SEO

By WPMarmite

Thank you for reading the post about Yoast SEO and for downloading this exclusive sheet. Please read the following before publishing any new content on your site and avoid mistakes that could ruin your SEO.

*Enjoy your reading and see you soon on
WPMarmite.com!
Alex*



Having a site that loads quickly has a positive impact on the indexing of your pages by search engines (in addition, it is very important for the user experience).

To boost the loading speed of your pages, the WP Rocket plugin will be a precious ally.

If you want to return the favor for the Yoast SEO post and everything else we talk about in this sheet, [get WP Rocket using this link](#).

By doing so, WPMarmite will get a small commission that will reward our work (without costing you anything extra).

Thanks for your support!



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I. The 4 + 1 essential settings to start smoothly with Yoast SEO

By default, Yoast does things pretty well: most of the settings that the plugin activates allow you to start off on the right foot, without touching anything.

But beware: there are still a few options to fill in and/or modify for a fine-tuned configuration. Let's take a look below.

1. Edit the meta tags of the homepage

Go to *Content types > Homepage* in the Yoast SEO settings.

By default, variables are proposed in the area dedicated to the Title tag. Instead, fill in a title that will encourage the user to click on your content, so that he goes to your site.

Do the same for the meta description, just below:

Homepage

Determine how your homepage should look in the search results and on social media. This is what people probably will see when they search for your brand name.

Search appearance

Determine how your homepage should look in the search results.

SEO title

Insert variable

WPMarmite - Get the best out of WordPress - Start now!

Meta description

Insert variable

WPMarmite shares in-depth WordPress tutorials for beginners and honest reviews. Learn how to launch, manage and customize your site!



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And the result on the Google search results page:

https://wpmarmite.com › ... ⋮

Get the best out of WordPress - Start now! - WPMarmite

WPMarmite shares in-depth WordPress tutorials for beginners and honest reviews. Learn how to launch, manage and customize your site!

If you have defined a page as a homepage, and another as a blog page, you will have to go to these pages to indicate the titles and meta descriptions associated with them, through the Yoast SEO meta box.

And while you're at it, take the opportunity, in the part just below, to add an image, title and description "used when a link to your homepage is shared on social media".

You can reuse the texts of the meta tags of your homepage:

Social appearance

Determine how your homepage should look on social media.

Social image



Replace image

[Remove image](#)

Social title

Insert variable

WPMarmite - Get the best out of WordPress - Start now!

Social description

Insert variable

WPMarmite shares in-depth WordPress tutorials for beginners and honest reviews. Learn how to launch, manage and [customize](#) your site!



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2.Fill in the Knowledge Graph data

Now go to *General > Site Representation* in the Yoast SEO settings.

Start by specifying whether you are an organization or a person. Depending on your answer, you will not have the same options:

- **Organization:** here you can define your company name and logo.
- **Person:** Yoast will use the information you entered in your WordPress profile to use it in Google search results. Make sure they match your identity. 😊 As for an organization, you can also display an avatar or a logo. Upload a photo of yourself, for example.

Site representation

This info is intended to appear in [Google's Knowledge Graph](#).

Organization/person

Choose whether your site represents an organization or a person. [Learn more about the differences and choosing between Organization and Person](#).

- ☒ Organization
☐ Person

Organization

Please tell us more about your organization. This information will help Google to understand your website, and improve your chance of getting rich results.

Organization name

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Alternate organization name

Use the alternate organization name for acronyms, or a shorter version of your organization's name.

Organization logo



Replace image

[Remove image](#)



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3. Check the author archives and by date

Now we have to make the third setting. Here, go to the "Advanced" tab of the Yoast SEO settings.

Regarding the author archives settings, there are two possibilities:

- If you are the only person writing on your site, you can deactivate the author archives, because the content of this page would be identical to that of your blog and could cause a risk of duplicate content (i.e. penalize your SEO). In this case, filling in the title and description template would be useless.

Enable author archives



Disabling this will redirect the author archive to your site's homepage.

- If there are several people writing on your site, the author pages can be useful to your visitors. So you can activate them. As for the indexing, I recommend you to deactivate it, in order not to index the content.

Enable author archives



Disabling this will redirect the author archive to your site's homepage.

Search appearance

Determine how your author archives should look in search engines.

Show author archives in search results



Disabling this means that author archives will not be indexed by search engines and will be excluded from XML sitemaps. [Read more about the search results settings.](#)

Show author archives without posts in search results



Disabling this means that author archives without any posts will not be indexed by search engines and will be excluded from XML sitemaps.



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For date archives settings, it is advisable not to index them to avoid any risk of duplicate content. Do not disable them in order to give your visitors the freedom to browse your archives, unless you do not use the "Archives" widget.

Enable date archives



Date archives can cause duplicate content issues. For most sites, we recommend that you disable this setting.

Search appearance

Determine how your date archives should look in search engines.

Show date archives in search results



Disabling this means that date archives will not be indexed by search engines and will be excluded from XML sitemaps. We recommend that you disable this setting. [Read more about the search results settings.](#)

4. Provide information related to your social media

The fourth setting is related to social media. If you have social accounts, enter their URLs in the boxes provided in the "Other profiles" section of the "Site representation" tab of the plugin settings.

If you use Pinterest, add the verification code linked to your account in the "Site connections" tab.

Bonus: Link Yoast to the Google Search Console

In order to manage your site and track your SEO by providing a whole bunch of info (errors on your site, search analysis, links, indexing status, crawl errors, etc.), Google offers a handy free tool, which I recommend you use.

Its name? Google Search Console. To benefit from all the valuable information it provides, you must link it to your WordPress website.

Yoast SEO makes it very easy to do this, by copying and pasting a verification code.

To get it, click on the link provided in the "Site connexions" tab.



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Site connections

Verify your site with different tools. This will add a verification meta tag to your homepage. You can find instructions on how to verify your site for each platform by following the link in the description.

Baidu

Get your verification code in [Baidu Webmaster tools](#).

Bing

Get your verification code in [Bing Webmaster tools](#).

Google

Get your verification code in [Google Search console](#).

Pinterest

Claim your site over at [Pinterest](#).

Yandex

Get your verification code in [Yandex Webmaster tools](#).

II. The 5-step checklist before publishing any new content

The general settings of Yoast are done, perfect! Now let's move on to the individual settings to be made on each publication.

Is your [page](#) or [post](#) ready? Or have you just opened the WordPress editing interface to create your next post or page? Great.

Before you publish it, make sure you complete the steps below.

Step 1: Fill in your title and meta description tags

These two tags are very important in SEO, especially the Title tag.



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The latter explains to search engines what the content of your page is. Note: the "Title" tag is not the title of your content, which is present in a h1 tag in the code of your content.

As a reminder, you will find the "Title" and "meta description" tags on the search engine results page (SERP).

For example, if I type the keyword "impreza theme" on Google, I come across the WPMarmite post on the subject:



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<https://wpmarmite.com> › ... › WordPress Themes

Impreza theme: what's so impressive about it? [TEST] → Title

Mar 5, 2021 — **Impreza** is a premium "multi-purpose" theme allowing to create a website, whatever its niche (marketing, catering, sports, medical, business, etc ... → Meta description

After this reminder, let's go to the WordPress editing interface. Go to the bottom of your content, to the Yoast meta box.

To make it more concrete for you, let's assume that we want to optimize the "Title" and "meta description" tags of an article that we want to position on the keyword "impreza theme".

In the SEO tab, go to the "Google preview" box. Below, here is the final result that we will dissect:



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Google preview


Preview as:

☒ Mobile result ☐ Desktop result

wpmarmite.com › en › impreza-theme

Impreza theme: what's so impressive about it? [TEST]

Mar 5, 2021 — Check out our detailed test of Impreza, the top rated theme by its users on ThemeForest, among the themes with more than 70,000 sales.



SEO title

Impreza theme: what's so impressive about it? [TEST]

Slug

impreza-theme

Meta description

Check out our detailed test of Impreza, the top rated theme by its users on ThemeForest, among the themes with more than 70,000 sales.

Let's break it down into 3 parts:

1. The preview allows you to see how your tags will display on a search engine. The illustrative photo is the featured image associated with the article.
2. In the SEO title section, you have a box to fill in your famous "Title" tag. You can either insert variables or write the text of your choice (prefer the latter option). On a technical level, this tag must contain your keyword only once in a natural way, if possible at the beginning of the tag. A color bar indicates the supposed ideal length of the tag. If it is green, you are good. If it is not, it is either too short or too long. Adjust accordingly, knowing that the ideal length of a "Title" tag is around 60 characters at the time of writing (this may have changed by the time you read this).
3. Same principle and same work to do for the meta description tag, which is longer (155-160 characters maximum if you do not want it to be cut off in the search results).



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Goal: to be in the green. Insert your keyword once. The text should be as enticing as possible, to make the user want to click on your content. You can for example present a very brief summary of your content.

Tip: don't hesitate to use the pronoun "you" in your short text.

Hey, wait a minute!

Speaking of your "Title" and "meta description" tags, think about optimizing those of the pages that display your categories and tags, if you have a blog (see the screenshot on the right).

To do this, go to the editing page of a category or a tag (via the menu Posts > Categories or Posts > Tags).

Enter a title and a description that will be used instead of the default values specified in the "Taxonomies" tab of the Yoast SEO "Settings" menu.

And by the way, use the tips provided in the "Readability" and "Social" tabs to optimize your pages.

Yoast SEO

SEO Readability Social

Focus keyphrase ?

WordPress Themes

Google preview

Preview as:

☒ Mobile result ☐ Desktop result

wparmite.com › wordpress-themes

[Find the best WordPress themes for your needs - WPMarmite](#)

Your WordPress themes need to show you in your best light. Browse the WPMarmite selections and find the perfect ones for your projects.

SEO title

Find the best WordPress themes for your needs Separator Site title

Slug

wordpress-themes

Meta description

Your WordPress themes need to show you in your best light. Browse the WPMarmite selections and find the perfect ones for your projects.

Step 2: Check the readability of your text

For step #2, head to the "Readability" tab of the Yoast metabox:



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SEO Readability Schema Social Video

Analysis results ?

^ Problems (3)

- [Consecutive sentences](#): The text contains 2 instances where 3 or more consecutive sentences start with the same word. [Try to mix things up!](#)
- [Subheading distribution](#): 6 sections of your text are longer than 300 words and are not separated by any subheadings. [Add subheadings to improve readability.](#)
- [Transition words](#): None of the sentences contain transition words. [Use some.](#)

^ Good results (4)

- [Flesch Reading Ease](#): The copy scores 90 in the test, which is considered very easy to read. Good job!
- [Passive voice](#): You're using enough active voice. That's great!
- [Paragraph length](#): None of the paragraphs are too long. Great job!
- [Sentence length](#): Great!

As you can see on the above screenshot, Yoast identifies several issues and suggests improvements.

Use its recommendations to improve the readability of your content. To make your visitors' experience more pleasant (remember that they are the ones who will read your posts/pages), I advise you to:

- Write short sentences.
- Air your text: avoid big blocks of text. Use line breaks as soon as you can and different levels of titles (h2, h3, h4) to organize your content.
- Illustrate your words with images. You can add an illustration every 250 to 300 words, as long as it remains coherent.
- Use bold and italics to highlight certain elements in your text. The WordPress content editor offers a "Quote" block, for example, which is useful for highlighting certain points in your text.
- Use the active voice rather than the passive voice. It's more direct and less cumbersome in terms of style. Here are two concrete examples: *"I am creating a WordPress site"* (active voice). *"A WordPress site is created by Alex"* (passive voice).

If you follow these few guidelines, Yoast's readability analysis shouldn't be too bad. 😊 And remember: even if, after optimization, not all lights are green, it's okay.



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Step 3: Check the on-page optimization of your content

For the 3rd step of your checklist, head to the "SEO Analysis" sidebar of the "SEO" tab in the Yoast metabox:

SEO analysis
yoast seo

[+ Add synonyms](#)
[+ Add related keyphrase](#)

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses?[Go Premium! ▶](#)

Analysis results

Problems (2)

Keyphrase in subheading: [Use more keyphrases or synonyms in your H2 and H3 subheadings!](#)

Link keyphrase: You're linking to another page with the words you want this page to rank for. [Don't do that!](#)

Improvements (1)

Image Keyphrase: Out of 40 images on this page, 36 have alt attributes with words from your keyphrase or synonyms. That's a bit much. [Only include the keyphrase or its synonyms when it really fits the image.](#)

Good results (12)

Outbound links: Good job!

Images: Good job!

Internal links: You have enough internal links. Good job!

Keyphrase in introduction: Well done!

Keyphrase length: Good job!

Keyphrase density: The focus keyphrase was found 43 times. This is great!

Keyphrase in meta description: Keyphrase or synonym appear in the meta description. Well done!

Meta description length: Well done!

Text length: The text contains 5378 words. Good job!

Keyphrase in title: The exact match of the focus keyphrase appears at the beginning of the SEO title. Good job!

SEO title width: Good job!

Keyphrase in slug: Great work!

This is where you will find out if you have done some basic "on-page" optimizations correctly.

For your information, "on-page" SEO refers to all the content optimization on your page (Title and meta description tags, alt tags, keyword density, presence of the keyword in hn tags, internal linking, etc.).



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As for readability, focus on what Yoast shows as problematic (red light) or to improve (orange light).

I advise you to particularly check the following key points:

- The presence of your keyword in your hn tags (h2, h3, h4). The idea is to insert it naturally into some of these tags, without over-optimizing.
- Incorporating your main keyword in the first lines of your content. Ideally, your main keyword ("impreza theme", in our example) should appear in the first 100 words of your content.
- The density of your keyword: place your keyword naturally throughout your text, without overusing it.
- The presence of internal links. When relevant, make links to other content on your site, to strengthen the mesh.
- The presence of external links. Think of integrating a few links to other sites - external links -, if possible with authority and related to what you are talking about. If you're talking about WordPress themes, don't link to a gardening store. 😊

Step 4: Fill in the tags for social media

Even if you're not a fan of social media and posting galore, remember that your readers are able to share your content on their own social media.

In this case, you might as well make sure that the presentation of your content is pleasant and appealing: this can for example bring you substantial traffic.

To do this, think of filling in the inserts proposed in the "Social" tab of the Yoast metabox.

For the writing of the "title" and "description" tags, you can for example use the texts used for the "Meta title" and "Meta description" tags of your article.



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Finally, consider using an image to illustrate your post. This could be the featured image used for your article:

SEO

Readability

Schema

Social

Video

Facebook preview

Want to see how your content will look when it's shared on Facebook?
[Get Yoast SEO Premium to unlock social previews!](#)

Facebook image

Replace image

Remove image

Facebook title

Insert variable

Impreza theme: what's so impressive about it? [TEST]

Facebook description

Insert variable

Check out our detailed test of Impreza, the top rated theme by its users on ThemeForest, among the themes with more than 70,000 sales.

Step 5: Edit the slug of your content

Let's end this pre-publication checklist on Yoast with a somewhat barbaric term: the [slug](#).

A slug is the unique identifier of a publication (article, page or [custom post type](#)).

It is embedded in the URL of your publication, just after the domain name. For example, the slug below is: "impreza-theme":

<https://wpmarmite.com/en/impreza-theme/>

By default, WordPress generates one automatically each time a new content is created. To do this, it uses all the words in the title given to your page or post.



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For example, the default slug for the article "SEOPress review: a French SEO plugin" was: seopress-review-a-french-seo-plugin.

The problem is that this is not relevant for two reasons. First, it makes the URL not very readable and understandable for the reader (here it is: <https://wpmarmite.com/en/seopress-review-a-french-seo-plugin/>).

Second, it's not the most optimized for SEO.

To do better, I advise you to do the following:

- Use a slug that is as short as possible. A good practice is to put your keyword in it. For example, the slug for the WPMarmite article on SEOPress is simply "seopress-review".
- Always modify your slug BEFORE publishing your article, otherwise you will create a nice 404 error. If this happens to you, do a redirect using the [Redirection plugin](#).

To edit your slug, click on "URL" in the side menu of the content editor, then go to the "Permalink" field:

Post	Block	×
Summary ^		
Visibility	Public	
Publish	April 12, 2023 10:00 am UTC+0	
Template	Single	
URL	wpmarmite.com/en/seopress-review/	

URL

×

PERMALINK

The last part of the URL. [Learn more.](#)

[View Post](#)

<https://wpmarmite.com/en/seopress-review/>



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You've reached the end of this 5-step process. Now, in terms of SEO, your content needs to be neat. 😊 Go ahead and publish it!

Then, take some more time to read the next part. I'll go over some preconceived notions around SEO, as well as some mistakes you should definitely not make.

You will find a lot of advice to solve them, along with recommendations to start making progress in SEO.

III) 8 SEO mistakes not to make (and how to solve them)

Mistake #1: Believing that loading time improves your ranking on Google (and your SEO)

A slow loading site, nobody likes that. Your visitors, first, who will go elsewhere if your content takes a long time to load. But also the search engines, and especially Google.

To rank a page in its search engine, Google uses more than 200 criteria. Among them, there is the speed of your page.

However, despite some preconceived ideas and opinions spread on the web, the loading speed of your pages will not help you to rank better on Google.

As Daniel Roch (a WordPress SEO specialist at SeoMix) said, *"No SEO has proven conclusively that better loading time improves ranking"*.

The SEO impact of the loading time will be very low, but you should still take care of it to offer a good user experience.



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To optimize the loading time of your pages and posts, I recommend you to use the following plugins:

- **WP Rocket** is a very complete toolkit. This caching plugin will speed up the loading of your pages, and much more than that. Its options allow you to minify your [CSS](#) and [JavaScript](#) files, activate delayed loading of your images, clean your database, or activate preloading of the cache, links or fonts.
[Read our WP Rocket test on the blog.](#)
- **Imagify** to optimize the weight of your images, without reducing their quality. This plugin is essential, knowing that images are responsible for 50% of the loading time of a page.
[Read our Imagify test on the blog.](#)

Moreover, I advise you to host your site with a good host, i.e. one that offers high-performance servers. WPMarmite recommends [Bluehost](#) (affiliate link). Finally, you can test the loading speed of your pages with one of the following tools:

- [Pingdom](#)
- [GTmetrix](#)
- [Dareboost](#)

Mistake #2: Stuffing your content with keywords

Do you know about keyword stuffing? The practice of repeating your keyword in your content.

A word of advice: don't have fun doing this, or you'll be subject to a Google penalty.

In short, **write for your visitors and not for Google.**

Insert your keyword in your posts/pages in a natural way, without overdoing it.

You may wonder how many times you should include it in your content? There is no official rule on this like "your article is 1,500 words long, add your keyword 12 times inside".



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It's impossible to give you a precise answer, therefore. What we do know, however, is that Google punishes keyword stuffing, so you might as well not risk it.

What you should do is to use it strategically in key areas:

- In your Title and meta description tags.
- In your hn tags (h1, h2, h3, h4).
- In the slug of your URL.
- In the first 100 words of your article or page.

Then, make sure you include it several times neatly in the body of your content, without going overboard. Here again, I can't give you a precise estimation.

Remember that the longer your article is, the more often you can integrate your main keyword. In other words: don't include it 20 times in a 500-word article...

And, of course, don't hesitate to use synonyms and semantically related keywords.

Mistake #3: Believing you have to publish every day

No, turning yourself into a frantic content publishing maniac does not guarantee you to appear at the top of the search engine results.

Google favors quality over quantity. And, to be even more precise, it also tends to rank better long articles, which cover the entirety of a subject in the most exhaustive way possible.

[According to a study published by the marketing giant HubSpot](#), the ideal length of a blog post for SEO is between 2,100 and 2,400 words.

If you can, try to focus on creating the best possible resource on a given topic. Better a 4,000-word article once a month, rather than a daily logorrhea of 300-word articles built on fluff.

Mistake #4: Copying and pasting other people's content

This morning, laziness has taken over your body. You planned to write the ultimate resource on [the Elementor page builder](#), but you stumbled across a competing article that already has top-notch content on the subject.



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You just copy and paste the article and publish it as is on your blog. In the worst case, you will say that he copied you if someone catches you.

Of course, don't do that. Google does not appreciate duplicate content at all.

If it realizes that two pages are similar, it can figure out which one is the original publication and it will favor it in its results (it can penalize the offender or de-index his site, but this is relatively rare).

On the other hand, you could also have duplicate content on your site, without knowing it.

For example, your site may exist in several versions (e.g. in www and without www; in http and in <https>) and "force" Google to visit it several times, which is best avoided.

Copying and pasting other people's content is very bad. But what to do if it happens to you? Here are some levers to use in case of a problem:

- First use a dedicated tool like [Copyscape](#) to detect possible plagiarism.
- Contact the author of the copy (you can for example find his email in the legal mentions of his site, if he has one) to ask him to remove the content he stole from you.
- Contact the host of the site that copied you, if you don't succeed with the previous point.
- As a last resort, [report the page to Google](#).

Mistake #5: Not taking care of your links

Take care of your links, it is very important. You will see that this can be done through a few simple actions.

First of all, let's talk about [permalinks](#), which are the URL of a content (e.g. a page of your site).

Ideally, I recommend that you set your permalinks as soon as you have finished installing the WordPress core files.



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To do this, go to *Settings > Permalinks*. I advise you to check "Post name". Remember to save your changes to finish.

Common Settings

☐ Plain `https://wpmarmite.com/?p=123`

☐ Day and name `https://wpmarmite.com/2020/08/26/sample-post/`

☐ Month and name `https://wpmarmite.com/2020/08/sample-post/`

☐ Numeric `https://wpmarmite.com/archives/123`

☒ Post name `https://wpmarmite.com/sample-post/`

☐ Custom Structure `https://wpmarmite.com /%postname%/`

Available tags:

%year%	%monthnum%	%day%	%hour%	%minute%	%second%	%post_id%	%postname%
%category%	%author%						

Then, let's talk about internal links. **It is important, especially to facilitate the indexing work of search engines, to take care of the internal linking between your contents.**

For this, you can use a related posts plugin such as [Contextual Related Posts](#) or [YARPP](#) (but they are very greedy in resources, be careful). At the same time, make sure that there are no broken links on your site.

Google doesn't like this because it generates 404 errors that you can correct with the [Redirection](#) plugin, for example.

And what about external links? Add a few in your posts, in relation to their content. This will help Google better understand what your page is about, while showing that you are trying to create the most complete resource possible.

Finally, it is impossible to talk about links without mentioning the famous backlinks. These are links that other sites make to your content, quoting it.



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The more relevant you have (related to your topic), the better your chances of ranking on Google (other factors are of course taken into account).

[We explain several methods to get theme right here.](#) Now it's up to you!

Mistake #6: Getting in Google's way

Pander to Google and give it what it wants. The more you go against the best practices it recommends, the more likely you are to get a backlash from it.

This applies for example to permalinks, which I mentioned earlier. Also think about optimizing the tree structure of your site with, if possible, a well organized main menu.

Mistake #7: Believing that Google works for you

No, Google is not your humble servant and does not swear by you. It's all about profit.

You should know that **Google is part of a private company called Alphabet, whose objective is to generate a maximum of income.**

On the search engine, this is done through paid advertising with its Google Ads network.

But for Internet users to want to continue to put money into advertising, we must offer them a perfect showcase alongside the best possible content.

If they don't find what they are looking for, they will go elsewhere, turn away from advertising, and Google will earn less money.

Google Ads Overview How it works Cost FAQ Advanced campaigns Contact

1-844-245-2553* Chat Sign in Start now

Grow your business with Google Ads

Get in front of customers when they're searching for businesses like yours on Google Search and Maps. Only pay for results, like clicks to your website or calls to your business.

Start now Learn more

Call or chat to get set up by a Google Ads specialist.

1-844-245-2553*
*Mon-Fri, 9am-5pm ET

Chat

office supplies

Ad · wbmason.com

W.B. Mason - Office Supplies, Furniture, Coffee, and more

Shop today for all your office supply, furniture, and janitorial needs.



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Mistake #8: Not paying attention to the mobile version of your site

Having a [responsive](#) site (that adapts equally well on computer, tablet and smartphone) is essential.

For the user experience, of course, but also for your SEO. Since the first half of 2021, Google indexes and ranks all sites using their mobile version (and not the computer version, as was previously the case).

In conclusion: take care of this aspect. Don't worry: most WordPress themes are responsive... but to different extents.

That means you'll still have to make some basic adjustments for a perfect display.

Anyway, to know if your website pages are adapted to mobile browsing, don't hesitate to use the [Google Mobile-Friendly test](#).

As a conclusion to this PDF, I would end with an overall summary: don't play smart with Google.

For example, by testing the latest so-called trendy techniques. Of course, this may work in some cases, but you may also get a big slap in the face.

Take care of your content, write for your readers by trying to help them solve a problem, while being helpful, and everything will be fine.