

SEO for Posts

January Webinar - Jen Kehl [Beyond Blog Design](#)

Webinar Link

*Please do not share this webinar link, it is for people who paid to be part of the webinar. If you know someone who would benefit, I will be offering a copy of the webinar plus notes for \$10.

https://youtu.be/2xx_yeA6mWk

Reminders

Keyword Phrases

1. Use keyword planner to find new versions of keywords.
<https://adwords.google.com/KeywordPlanner>
2. Free Keyword Planner available at <http://keywordtool.io/>

Links

3. Internal - linking between articles within your blog.
4. Inbound - high quality links from other sources to your blog.
5. Outbound - links to sources outside your blog.
6. Nofollow - links that tell Google not to follow to the source. These are for any links that go to somewhere you are getting paid to write, you get paid for a sale, or that you got anything free to write about.
7. Create a nofollow link like this:
`Article Example`

Optimize Old Posts

1. Add keyword phrases
2. Change snippet site title (using Yoast)
3. Change meta description (using Yoast)
4. NEVER change permalinks on live posts/

Hacks

1. Add a Top Posts widget. Jetpack has a perfect one built in.
2. Add a Related Posts. Jetpack has one of these too!

Resources

- **Nofollow plugin** <https://wordpress.org/plugins/nofollow/>
- **Privacy Policy Website**
https://www.freeprivacypolicy.com/?utm_expid=87121688-80.N8vjK9CKTKymv5TrIH03sw.0&utm_referrer=https%3A%2F%2Fwww.google.com%2F

Videos

- Install Yoast on your blog <https://www.youtube.com/watch?v=IYRbmQ2Dwy8>
- Using Yoast in your posts <https://www.youtube.com/watch?v=7uiVu9L1fxk>
- Setting up WordPress
 - Basics + Akismet <https://www.youtube.com/watch?v=x3aTgCugCuM>
 - Setting up Jetpack <https://www.youtube.com/watch?v=CDrwHvmzF68>
 - Important WordPress settings
<https://www.youtube.com/watch?v=IRb9AGSAJAY>

Important Posts

- How to add Categories to Your Menus
<http://beyondblogdesign.com/2016/01/18/6-easy-steps-to-create-a-drop-down-list-of-categories-in-your-main-menu/>
- How to create a clickable image using Jetpack
<http://beyondblogdesign.com/2015/12/07/adding-clickable-images-using-jetpack/>
- And many more on the [BeyondBlogDesign](#) site.

And don't forget you can always check in to my Beyond Blog Design Tech Support Facebook group.

<https://www.facebook.com/groups/424667174376960/>