



# **How to Optimize Your WordPress Site Without Having to Hire an SEO Specialist**

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## **Ready to Optimize Your Own WordPress Website?**

Great! In implementing this information-packed cheat sheet you will do just that without the need to hire an SEO specialist and as a bonus save your hard-earned money in the process.

Generally speaking, optimizing a WordPress website isn't really rocket science **but** it requires a level of ingenuity, know-how and research time to really pull it off.

Please note that the goal of this document **is not** to claim that SEO specialists aren't a vital part of the SEO ecosystem: they are! But **most people** will definitely benefit and also be completely satisfied with simply knowing and implementing *the basics* of SEO on their WordPress websites: that is the purpose of this document.

## **Why Listen to Me?**

I have run Otter Creative Studio, a web design and development company full time for now almost a decade.

I turned a passion into a six-figure business by providing personalized services to multiple clients in a number of areas including web design and development, graphic design, and on-site SEO.

## Why Should You Optimize Your Website?

Let's talk and focus on Google for the rest of this cheat sheet as it is the most important search engine there is.

Google wants its users to find relevant information based on their searches. Whether someone is looking for *best Italian pizza near me* or *what to do in Japan in December* Google wants them to find that information in the least amount of clicks.

This is what SEO really is! Google wants to help people find *your website information, services, and products* quickly and by minimizing frustration. Happy searches turn into long-term users of the search engine giant after all and it can make your website climb up the ladder of optimal ranking heaven.

Keywords play an important role in the optimization game but SEO is primarily **not** about them, nor how carefully crafted they are, but about **converting** those searches into *your blog readers, customers and shoppers* and eventually provide them with more of that same thing the searched for down the road.

## What Determines Website Ranking?

Let's start by asserting that **no one** but the search engines themselves knows how their algorithm\* works!

Search engines index or store **pages of a website** rather than websites and this is why you often land on a page other than the homepage of a site you just clicked on to visit.

Ranking depends on a number of factors but on-page elements such as the **page title** and its **META description** are two of the most important and with this cheat sheet you will learn how to implement these on your WordPress website today.

## **Pro SEO Tip - Website Content**

One of the best-long term SEO strategies you could implement right after optimizing your page titles and META descriptions is by creating content for your website.

While creating content, focus on delivering **value** to your website visitors or audience—and I mean by *valuable* content **worth** reading!

Creating content simply for SEO purposes is a lost cause. Google has gotten smart about this over the last few years and lets be honest, no one likes to waste time with strategies that are not going to work.

Whether you need to write a blog post or create a new page for your website, make sure that whatever you put in it is something your readers will appreciate and could probably take action on it, just like this very cheat sheet!

*\*Learn more about the Google algorithm! <https://www.google.com/search/howsearchworks/algorithms/>.*

## Step 1 • Keyword Research

Keyword research means that you need to find *ideal search terms* or *keywords* your potential blog readers, customers or shoppers are actually using to find stuff online.

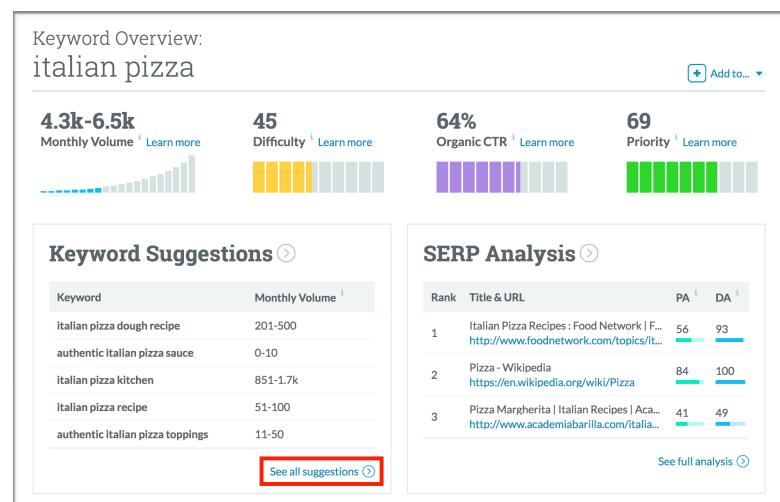
*Italian pizza* and *things to do in Japan* are considered keywords and could potentially be used on the right websites to drive people to find the *best Italian pizza near me* and *what to do in Japan in December* respectively.

Get it?

The rule of thumb is to find **one** keyword for each publicly available page or post on your website and that this keyword matches the content within the page as closely as possible.

There are plenty of tools to properly conduct keyword research but the one we will use is called Keyword Explorer—go ahead and click on the link! We are going to let this tool help us out with suggestions of keywords you could use on your website so proceed and write down an initial list of 3 - 10 keywords that closely match what you or your business does.

Using the *Italian pizza* as our example, we begin our research by typing the keyword in the search box and then, when the results come up, we will click on the **see all suggestions** option.



On the next screen you will be given a list of suggestions based on the keyword we entered.

There are many ways to interpret the data shown but what I like to start with is by sorting the keywords by *monthly volume* to give me an idea of what search terms are actually being used on a monthly basis:

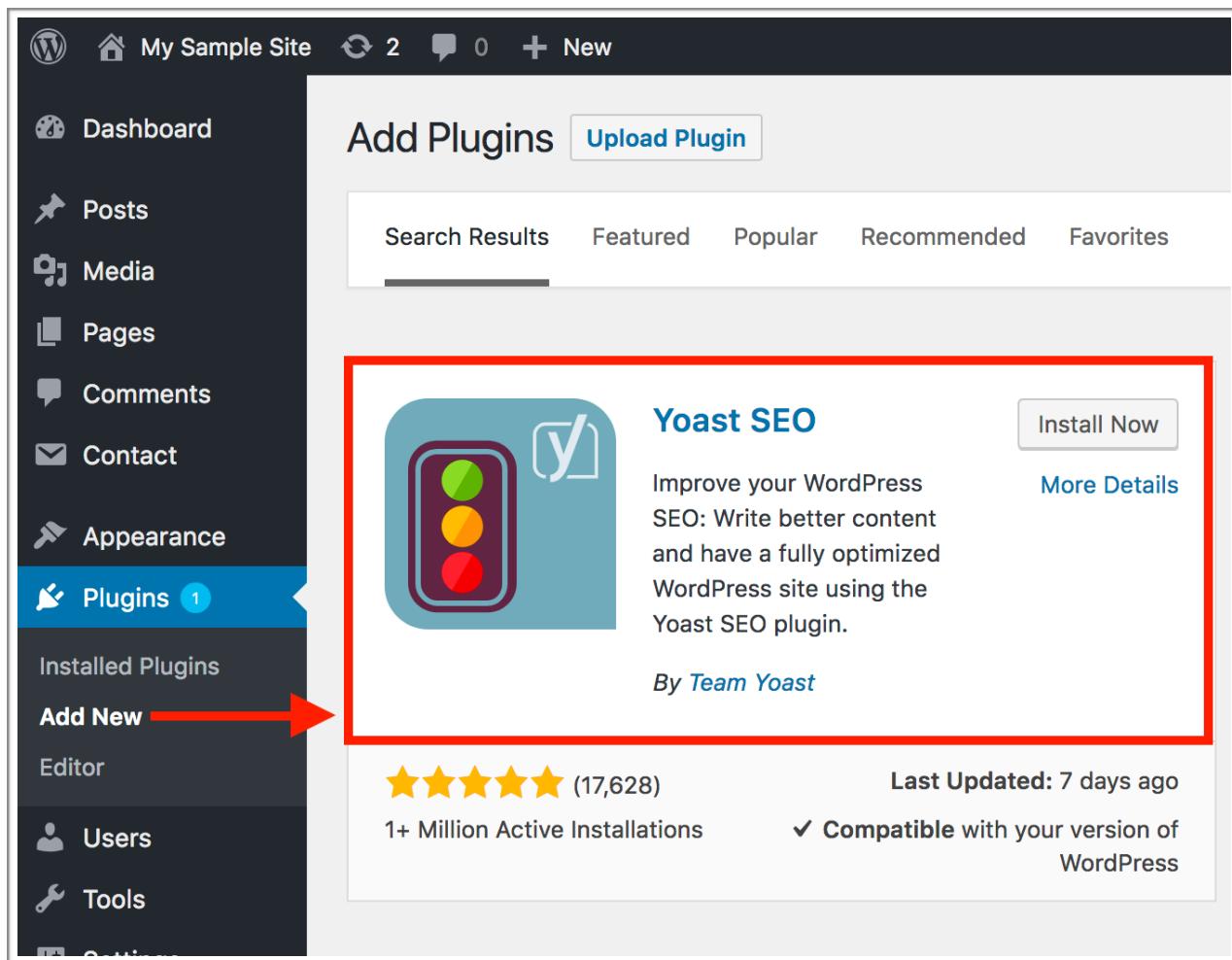
All Keyword Suggestions	Relevancy	Monthly Volume	Search
<input type="checkbox"/> italian pizza	● ● ● ● ● ●	4.3k-6.5k	
<input type="checkbox"/> italian pizza dough recipe	● ● ● ● ● ●	201-500	
<input type="checkbox"/> authentic italian pizza sauce	● ● ● ● ● ●	0-10	
<input type="checkbox"/> italian pizza kitchen	● ● ● ● ● ●	851-1.7k	
<input type="checkbox"/> italian pizza recipe	● ● ● ● ● ●	51-100	

Use these suggestions to help you craft a list that you can use to optimize your WordPress website's pages and posts.

## Step 2 - WordPress SEO Plugin

Our next step is to install a WordPress SEO plugin to help us optimize our website with the keywords chosen for your research.

There is more than one plugin you could use but we are going to work with one known as Yoast SEO. While on the administration of your WordPress website, under the **plugins** section *search, install and activate* the Yoast SEO plugin.

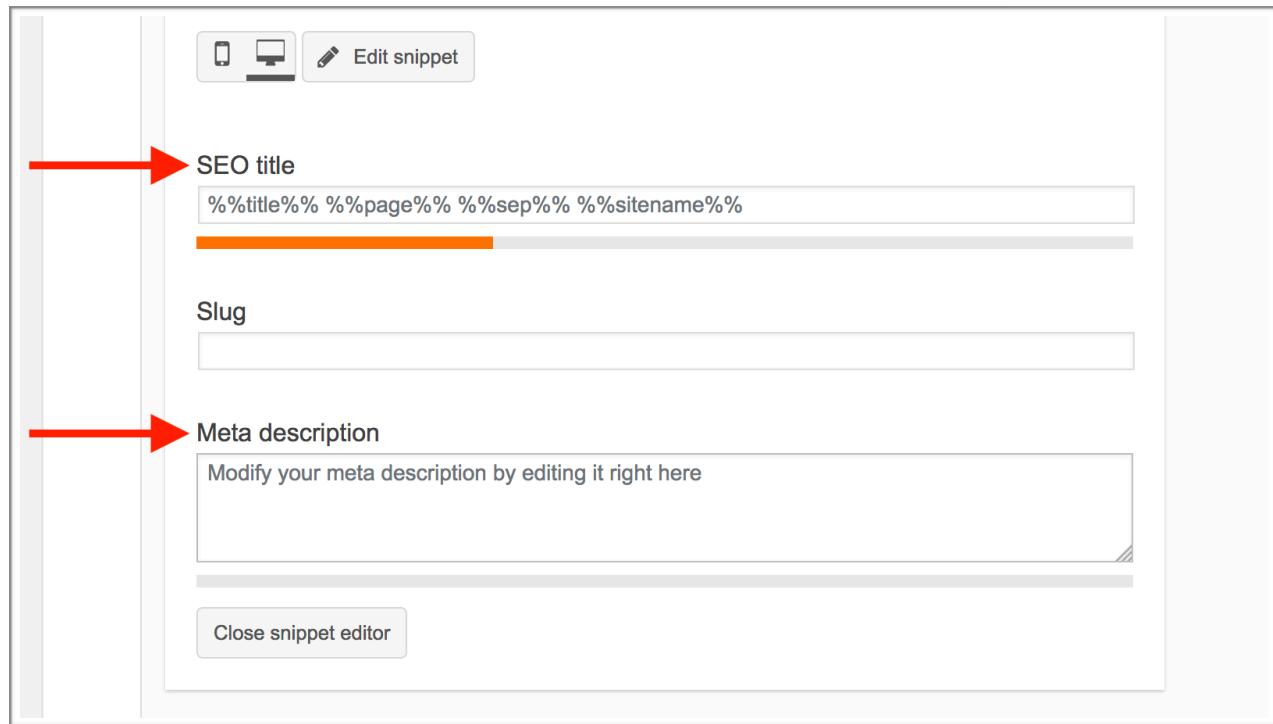


Yoast SEO is **packed** with settings you can tweak to help your website. The plugin comes with *out-of-the-box* default configuration for the entire website that is good enough to start but we are going to kick things up a notch.

## Step 3 - Optimizing Your Pages & Posts

The **most** important aspect of optimizing a website, but not the only one, is to optimize each page and post individually. Luckily, Yoast SEO makes it really easy for us to do this!

Visit any page or post on your website, let's start with the homepage. While in editing mode, scroll down until you see the Yoast SEO section where we are going to focus on two areas: the **SEO title** and the **meta description** of the page or post.



The SEO title and meta description are the lingo for the link you click on Google to visit a page and the text that accompanies it, see below for an example:

Best Authentic italian pizza in Los Angeles, CA - Yelp ← SEO title  
[https://www.yelp.com/search?find\\_desc=authentic+italian+pizza&find\\_loc...](https://www.yelp.com/search?find_desc=authentic+italian+pizza&find_loc...) ▾  
Los Angeles, CA 90035 Phone number (310) 271-2255. ... Our business specializes in having the best pizza in LA. ... Looking for good authentic Italian food in the conejo valley. ← META description

Now we need to craft the title and description of our page. In order to do this, we need to select a keyword for our page that we can use and we are going to continue with our *Italian pizza* example.

The rule of thumb is to craft a title that is **65** characters or less and a description that is **150** characters or less. This is because Google will truncate the rest of it so we must be careful that these are created following the rules to maximize their potential.

When many programs have the ability to keep track of character count, I like to use [LetterCount](#) as it is easy and fast.

We are going to use *Italian pizza kitchen* as shown on the actual suggestions we got from [Keyword Explorer](#) as our selected homepage keyword. So following the limits mentioned above, a potential title for our page could be:

*Best Italian Pizza Kitchen - Delicious Pizza Delivered!*

...or:

*Francesco's Italian Pizza Kitchen - Italian Food Restaurant*

...or:

*Francesco's - San Diego's Italian Pizza Kitchen*

Get it?

Now, what about the META description?

The description is your opportunity to **describe** the link your visitors are about to click on, so make sure it is relevant! I tend to keep it as short and sweet as possible so that my visitors can read it, and get hooked on, as quickly as possible.

So a potential description for our page could be:

*Francesco's Italian pizza kitchen is located right in the heart of San Diego. Come and enjoy it in our authentic atmosphere or order online!*

Easy, isn't it?

Once you are done creating your ideal page or post SEO title and META description, paste it directly in the Yoast SEO section within the page or post you are working on and then save the document for the new changes to apply.

Crafting a title and META description for each page and post depends on your particular business and goals. Go ahead, explore and see what you can come up with!

## **Converting Readers, Customers & Shoppers**

**Congratulations!** You now have optimized your own website and even if it is to a basic level you are *definitely ahead* of most folks out there trying to figure this out.

On-site optimization can enhance your website's reach and organic ranking over time so *blog readers, customers and shoppers* looking for what you have can find it.

SEO isn't about keywords but about **conversions** so you will have to work on your WordPress website design, user friendliness and overall business strategy as when your audience finds you that's when **your website** has to do the rest of the job!

## **Boost Your Wordpress Website Strategy**

There are many things you can do with your WordPress website to benefit your overall strategy yet the most frequent question I heard from those managing their own website is **where** to go when they need help.

Have you ever found yourself in that position?

When there are plenty of WordPress related blogs, websites, courses and tutorials out there, there isn't a *single, unified, consistent, all-inclusive system* you can rely on that also can provide the support that you need when you needed it.

This is why Otter Creative Studio's mission is to help you overcome whatever challenges you are facing with your WordPress website and beyond.

## **Further WordPress Support**

Interested in taking things to the next level? Cool! I can't wait to help you with your project.

Please contact me directly @ <https://www.ottercreativestudio.com/#contact-us>.

## **Cheat Sheet Feedback**

I would love if you can tell me if this cheat sheet helped you! Please contact me @ <https://www.ottercreativestudio.com/#contact-us> and let me know!