

SEO

General Best Practices

- **Produce timely content** - more important for news cycle based things, if a trend is showing up that relates to your work then definitely produce content that links to/references that trend/issue/etc.
- **Keep producing content with the user (not Google bots) in mind** - write for humans, make it readable and scannable, varying descriptiveness/language for your search term
- **Optimize for E-A-T (Expertise, Authoritativeness, and Trust)** - write about what you know, with conviction, include why you're an authority/place of trust; be honest without overpromising
- **Avoid clickbait titles** - titles that promise something different or are excessively sensational
- **Include high-quality images that are 1200x minimum** - include quality stock photos/your own photos that have a large original image size (it need not be displayed that large, but the source file should have access to that larger size)
- **Optimize for mobile devices** - so much traffic is on mobile devices now, don't bloat your page with tons of other content unless you've managed to properly optimize load times, etc.; test on your own mobile device to see how it loads/looks
- **Use section headings (H2-H3) that are descriptive of the section below** - this helps Google's "passage indexing" for finding relevant content; without clear headings, it may be harder to rank for these displays
- **Page Speed (May need developer support for these as it's geek-ville)**
 - **Largest Contentful Paint:** This measures how quickly users see content.
 - **First Input Delay:** This measures how responsive a site is to user input like tapping a button or entering data in a form.
 - **Cumulative Layout Shift:** This measures how often elements of the page move around while the user is trying to read or interact with it.
- **Give a good User Experience (UX)** – Create a good site structure, fast loading speeds, informative content, relevant internal links, etc, so they don't go back to the SERPs to click on another URL
- **Include relevant links to your topic** – include related keywords and external links to content that is related to what you're writing about
 - For example, SEO is an acronym for several different entities like Search Engine Optimization, SEO Amsterdam Economics, Spanish Ornithological Society, and Seo Soo-kyoung.

- **Use synonyms and related terms:**
 - To make sure Google knows that a web page about SEO is focused on Search Engine Optimization and not the other options, it's important to include other entities on the page like "website traffic", "organic", "keywords", "algorithms," etc.
- **Fill out image information!** - often overlooked, use search phrases for all image alt tags, filenames, HTML titles, captions, etc.
- **Publish content that stands the test of time** - helps with long term SEO vitality, mean less updating of content b/c doesn't go out of style so fast as more trendy stuff might
- **What is your core specialty and what pieces of content can support it?** – these are called topic clusters; a core pillar would be "at home birth" where you have a central article/post around that topic and reference more nuanced/in depth articles that you also create that act like subtopics to your central topic/pillar

Getting Ideas

Best source for content that's SEO friendly: Track questions your customers/audience is asking you about, and/or info you've been searching for – e.g. Lola's Burning Ritual Post

Trends 2022

<https://www.rootandbranchgroup.com/seo-in-2022>

<https://seochatter.com/seo-trends>

<https://www.seerinteractive.com/blog/what-is-google-discover-how-do-you-optimize-for-it>

Free Training

<https://www.simplilearn.com/learn-seo-basics-skillup>

WordPress SEO

[RankMath SEO](#) (Our Fave - Free & Pro Versions)

[Yoast SEO](#) (Long time #1, but RankMath is much better)