

**WordPress Blog SEO Guidelines**  
*Including SEO by Yoast*

## WordPress

This section provides guidelines for the WordPress sections of the blog publication.

Note that all sections used must include a *Focus Keyword*. A Focus Keyword is used for rating the publication for search engine optimization (SEO). More information about this is provided in the [SEO by Yoast](#) section of this document.

Keywords from the Keyword List should be included in the blog. A *Focus Keyword* may differ from a *Keyword*; what is being marketed may need to be emphasized. If appropriate per marketing requirements, select a Keyword as a Focus Keyword. (A Keyword List will be available by July 1, 2013.)

## Page URL

The uniform resource locator (URL) is the "address" of the web page. By default, the URL includes the entire Article Heading of the blog as well as the predefined portion (location) of URL. The Article Heading portion of the URL can be edited; the predefined location cannot be changed. If the Article Heading is written correctly, editing the URL will not be necessary.

- The URL must include the Focus Keyword placed near the beginning of the URL.

## Article Heading

The *Article Heading* is the title of article page: the title the reader sees when viewing this article. By default, the entire Article Heading is included in the URL.

- The Article Heading must include the Focus Keyword placed near the beginning of the heading, within the first 70 characters. **Note**—The titles in a Google search are restricted to the number of characters that fit in a 512px wide single line of text, which can be less than 70 characters (68 characters seems typical).
- WordPress does not limit of the number of characters that can be used for an Article Heading. However, for both readability and search engine optimization, try to limit the Article Heading to 70 characters. If the Article Heading must be longer, ensure the keywords are placed within that range.

## Content

The content consists of text and pictures. To drive readers to the Total Phase products, links embedded to products discussed in the blog must be included.

### Text

- A blog must consist of approximately 400 words. If the subject requires significantly more than 400 words (600+), then the blog should be published as a series such as "Cheetah GUI Software – Part 1" and "Cheetah GUI Software – Part 2".
- Links embedded to Total Phase products (keywords) must be included. These links help drive the reader to the Total Phase web site. **Note**—In the article, only the first mention of product needs to be linked; a frequent reappearance of links could degrade their value. However, links can be re-listed at the end of the blog with brief descriptions of what the linked sites provide.
- The Focus Keyword must be included in the text, preferably multiple times.

### Pictures

- Each blog must contain at least one picture that is relevant to the subject of the blog.
- A description must be included in the "Alt" portion of the HTML markup of the picture. This description must include the Focus Keyword placed near the beginning of the description. There is no limit to the number of characters; however, the description should be relevant to the topic and brief.

## Categories

To publish a blog, at least one category must be selected (checked).

- Ensure the "Support" category is checked.
- When the content includes instructions or references to Total Phase documents that provide instructions, "Tutorials" can also be checked.
- Ensure no other categories are checked.

## Tags

In SEO ratings, tags are counted as links embedded in the page. When there are too many links, the page is evaluated as spam and loses significant ranking for web searches. Tags are only useful for internal company search engines. As a blog is used primarily for communicating to the public, an external audience, tags serve no purpose.

- Do not include tags in a blog.

## SEO by Yoast

This section provides the guidelines for Search Engine Optimization (SEO). Yoast is a plug-in application that was added to WordPress to help evaluate and improve the SEO rankings of the published blogs. This plug-in interacts with the sections of the blog that are relevant for search optimization.

### Snippet Preview

The *Snippet Preview* shows how search results will be displayed. The preview is based on the [SEO Title](#), [Page URL](#) and [Meta Description](#). The *Snippet Preview* is a display tool only; it cannot be edited. To change the appearance of the preview, change the SEO Title, URL and/or Meta Description.

### Focus Keyword

The *Focus Keyword* describes the main topic of the blog post. The Focus Keyword can be either a single word or a phrase. When possible, use a single word. Focus Keyword is used by SEO Yoast to evaluate the blog for SEO ranking. When the Focus Keyword is entered, Yoast will search through the blog and show where and how often the Focus Keyword is used in sections of the blog. **Note**—After changing an item, such as a title or description, you may need to hit return in the Focus Keyword text field to update the evaluation.

- To maximize the SEO rating, the Focus Keyword must be included in each of the following sections:
  - [Article](#)
  - Page Title ([SEO Title](#))
  - [Page URL](#)
  - [Content](#)
  - [Meta Description](#)
- The Focus Keyword must be close to the beginning of the text line. This position increases the likelihood a search engine will locate the blog when a search is made for that word (or phrase), and that the SEO ranking will be improved. **Note**—The placement of the Focus Keyword is less important for the Content; however, the Focus Keyword should be used as often as possible in the Content.

### SEO Title

The *SEO Title* (also known as *Page Title*) is the title displayed on the search results on a web page. This title should be separate from the Article Heading. **Note**—By default, the Article Heading is automatically copied into the SEO Title.

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- A maximum of 70 characters (including spaces) can be entered. To ensure searchability, limit the SEO Title to 68 characters.
- The SEO Title must include the Focus Keyword placed near the beginning of the title.

### Meta Description

A *Meta Description* is a brief summary of the topic of the content, which is displayed with the search result.

- Up to 156 characters (including spaces) can be used.
- Use as many of the allowed characters as possible.
- The Meta Description must include the Focus Keyword placed near the beginning of the description.