



# WordPress SEO by Yoast

Optimize for Google



DustinIsLive.com





# Today's GAMEPLAN

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- Ways to improve your Google ranking
- Add WordPress SEO by Yoast
- Link your Google+ account to WordPress





# Ways to Improve Your Google Juice





# Ways to Improve Your Google Juice

- Optimize your website (details soon)
- Link your Google+ account to your WordPress account
- Have a fast loading site
- Post content everywhere





Rookie **MISTAKE**

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Only Optimizing Their  
Sites for “SEO”





# Add WordPress SEO by Yoast Plugin





# Add WordPress SEO by Yoast Plugin

- Install Plugin
- Configure the plugin
- Tweak individual posts and pages to highlight it's content





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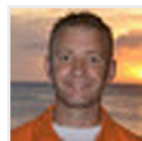
Not Optimizing **EVERY**  
Post and Page





# Link Your Google+ Account to WordPress

**Your Website Engineer with Dustin Hartzler**



[yourwebsiteengineer.com/](http://yourwebsiteengineer.com/) ▼

by Dustin Hartzler - in 255 Google+ circles

**Your Website Engineer:** A Resource for your WordPress Websites and Blogs.





# Link Your Google+ Account to WordPress

- Register for Google+ account
- Paste a link to your profile into WordPress
- Verify that it's working properly
- Link to other sites you contribute to





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# Not Making a Google+ Page





# Live Demo

Hands on Time





# Quick RECAP

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- Ways to improve your Google juice
- Added WordPress SEO by Yoast
- Linked our Google+ account to our WordPress website





# Questions?

[ConquerYourWebsite.com/vip](http://ConquerYourWebsite.com/vip)

