



THE WORDPRESS SEO BLUEPRINT

Crafting Headlines, SEO Titles & Meta Descriptions

HEADLINES

Your posts should ideally have much longer headlines than your pages. Your pages should use an exact keyword that describes exactly what the page is about and does not need to be lengthy. Your post titles on the other hand should contain keywords but should also describe what is covered in the tutorial. Including the year such as “2020” in the post title can also help boost click through rates.

Page Headline - *WordPress Project Consulting* (short but concise headline)

Post Headline - *15 Simple but Effective Steps to Secure your WordPress Website Against Hackers & Malware in 2019* (long and very descriptive headline)

SEO TITLES

A very common mistake a lot of people make when trying to optimize their titles is that they think of search engines first before actual readers. In other words they prioritize stuffing their titles with keywords forgetting to make them enticing for people to click on.

Your SEO title should typically be a shortened version of your post title.


Post Headline - *15 Simple but Effective Steps to Secure your WordPress Website Against Hackers & Malware in 2019*

SEO Title - *15 Simple but Effective Steps to Secure your WordPress Website*

META DESCRIPTIONS

It is recommended that you include your keywords/keyphrase here but the utmost priority in your meta description is to summarize the article and explain why people should read your article.

Meta description

 Insert snippet variable

This is the definitive guide where I am going to show you the most effective steps to secure your wordpress website against hackers.

Tip - Keep your meta descriptions to a maximum of 156 characters to ensure it shows up on the Google search results page.

Ultimately when it comes to writing out your headlines, titles and descriptions, it is important to remember that you are not just writing for the search engines. You are also writing for human beings who need to be enticed and encouraged to click on your links. Write for your intended audience first and then modify for the search engines.