

WordPress SEO

By Example

Permalinks

The permalink settings determine the URL structure for your posts

Google prefers short and precise URLs

Do not use URLs with unnecessary numbers or dates

How to Change the Permalink Settings from the Dashboard:

The screenshot shows the WordPress dashboard interface. On the left, a dark sidebar menu lists various site management options. The 'Settings' option is currently selected, as indicated by a highlighted background. Within the 'Settings' menu, the 'Permalinks' option is also highlighted with a cursor icon, indicating it is the active choice. The main content area of the dashboard features a 'Welcome to WordPress!' message and a 'Get Started' section with a 'Customize Your Site' button. To the right, there's a 'Next Steps' section with links to write a post, add an About page, and view the site. A central callout box prompts the user to 'Please Connect Jetpack', explaining its benefits like traffic stats and security features, and provides a 'Connect Jetpack' button. The bottom of the dashboard displays summary counts for posts and comments.

Dashboard

Welcome to WordPress!

We've assembled some links to get you started:

Get Started

Customize Your Site

or, change your theme completely

Next Steps

- Write your first blog post
- Add an About page
- View your site

Please Connect Jetpack

General Writing Reading Discussion Media Permalinks Private Site

Connect Jetpack

2 Posts 1 Comment

Quick Draft

Title

What's on your mind?

Save Draft

WordPress News

WordPress 4.6.1 Security and

WordPress 4.6.1 is now available we strongly encourage you to up

Permalink Settings

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URLs of your links. A [number of tags are available](#), and here are some examples to get you started.

Common Settings

Plain

`http://daviescoloringbook.com/seo/?p=123`

Day and name

`http://daviescoloringbook.com/seo/2016/09/21/sample-post/`

Month and name

`http://daviescoloringbook.com/seo/2016/09/sample-post/`

Numeric

`http://daviescoloringbook.com/seo/archives/123`

Post name

`http://daviescoloringbook.com/seo/sample-post/`

Custom Structure

`http://daviescoloringbook.com/seo /%postname%/`



Adds No Relevant
Information to Search
Engines

Permalink Settings

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URLs of your links. A [number of tags are available](#), and here are some examples to get you started.

Common Settings

- Plain `http://daviescoloringbook.com/seo/?p=123`
- Day and name `http://daviescoloringbook.com/seo/2016/09/21/sample-post/`
- Month and name `http://daviescoloringbook.com/seo/2016/09/sample-post/`
- Numeric `http://daviescoloringbook.com/seo/archives/123`
- Post name `http://daviescoloringbook.com/seo/sample-post/`
- Custom Structure `http://daviescoloringbook.com/seo /%postname%/`

Dates just add unnecessary information and distract from the post's keywords

Permalink Settings

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the SEO of your links. A [number of tags are available](#), and here are some examples to get you started.

Common Settings

- Plain `http://daviescoloringbook.com/seo/?p=123`
- Day and name `http://daviescoloringbook.com/seo/2016/09/21/sample-post/`
- Month and name `http://daviescoloringbook.com/seo/2016/09/sample-post/`
- Numeric `http://daviescoloringbook.com/seo/archives/123`
- Post name `http://daviescoloringbook.com/seo/sample-post/`
- Custom Structure `http://daviescoloringbook.com/seo /%postname%/`

I always go with post name in the permalink settings as it contains nothing more than the post's keywords.

Google AdWords Keyword Planner

- This tool can be your best friend when determining your targeted keywords
- You can use it to find similar keywords that people are searching for.
- You do not need to buy any Google Ads to use it, just make a free account.

‘Keyword Planner is like a workshop for building new Search Network campaigns or expanding existing ones. You can search for keyword and ad group ideas, get historical statistics, see how a list of keywords might perform, and even create a new keyword list by multiplying several lists of keywords together. A free AdWords tool, Keyword Planner can also help you choose competitive bids and budgets to use with your campaigns.’

adwords.google.com/keywordplanner

Keyword Planner

[Find keywords](#)[Review plan](#)Targeting [?](#)

All locations

English

Google

Negative keywords

Date range [?](#)

Show avg. monthly searches for: last 12 months

Customize your search [?](#)

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Your product or service

Your landing page

VA Loans

Get ideas

Modify search

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. [Dismiss](#)

Average monthly searches for all ideas.

10M – 100M[Ad group ideas](#)[Keyword ideas](#)

Search terms

Avg. monthly searches [?](#) Competition [?](#)

va loan

10K – 100K

High

Keyword (by relevance)

Avg. monthly searches [?](#) Competition [?](#)

mortgage calculator

1M – 10M

Medium

mortgage rates

100K – 1M

High

mortgage

100K – 1M

Medium

mortgage payment calculator

100K – 1M

Medium

loans

100K – 1M

High

va home loan

10K – 100K

High

home loan

10K – 100K

High

mortgage loan calculator

10K – 100K

Medium

interest rates

100K – 1M

Low

fha loan

100K – 1M

High

mortgage rates today

10K – 100K

High

Headings and Subheadings

- Include your target SEO keyword in beginning of title tag
- Strategic positioning of your keyword in your H1 and H2 tags helps Google find your content
- WordPress automatically gives the title of your page/post an H1 tag
- Use H2 tags to break up paragraphs while highlighting the key focus of your content. This helps with SEO as well as user readability

OPTIMIZE YOUR IMAGES

The goal of image optimization is to reduce the image size without damaging the quality of the photograph.

Large image files can slow down your loading speed and a slow site hurts SEO rankings.

Adobe Photoshop has a great ‘Save for Web & Devices’ Option.

If you don’t have photoshop there are free services out there. Just google ‘Free image optimization’. You will just have to manually upload the images.

Insert Media

x

Upload Files Media Library

All media items

All dates

Search



ATTACHMENT DETAILS



Qualifying-VA-Loan-e1474345782768.jpeg

September 20, 2016

99 KB

1200 x 799

[Edit Image](#)

[Delete Permanently](#)

URL

Title

Caption

Alt Text

Description

ATTACHMENT DISPLAY SETTINGS

2 selected

[Edit Selection](#) | [Clear](#)



[Insert into post](#)

The original file was 12MB and 5490 x 3660 px
Photoshop reduced it down to 99 KB and 1200 x 799px

Smiling young businessman shaking hands with a soldier - Stock ...



Essentials collection

\$12 for just this 1 credit image

Customers who stock up save more than 23% on average

Choose a plan

Includes our **standard license**.

Add an **extended license**.



Copyright: vid...det



Largest Size: 5490 x 3660 px | 18.3 x 12.2" @ 300.0 dpi

Stock photo ID: 63448683

Upload date: May 5, 2015

Title of the Image

Choose a file-name for the image that accurately describes it before uploading it to a CMS.

Do not upload it and then change the image name - at that point the damage is already done.

Include your SEO keyword in the title whenever possible and is relevant. Do not keyword stuff if it does not apply to your image.

Alt Tag

Always include an Alt tag on every image.

Make sure the alt tag includes your keyword and accurately describes the image for someone who is visually impaired

You would be surprised how many lazy web developers skip this step...

Using great alt tags is key to climbing the google image results

Do Not Duplicate Content

Publishing the same content in multiple places lowers the value of it on your website. You want your content be unique.

This is especially true with images when using Google Search.

You never know when Google can update its algorithm and it penalize your rankings for any duplicate postings

Other SEO Tips

SSL Certificates and Accurate whois domain information reflects a more secure website and can positively impact rankings

Always make sure the website is responsive and mobile friendly

Check your website's speed using Google's free Speed test

Use outbound links to authoritative sources but don't go overboard with them as it can distract from your content.

YOAST SEO Plugin

My favorite SEO tool. There are both free and premium versions.

They offer infinite documentation on the plugin, as well as SEO tips on their blog
: <https://yoast.com/>

For this example I am using the free version

Add Plugins

[Upload Plugin](#)[Help ▾](#)[Search Results](#)[Featured](#)[Popular](#)[Recommended](#)[Favorites](#)[Keyword ▾](#)

yoast seo

295 items



1

of 10



Yoast SEO

[Install Now](#)[More Details](#)

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using Yoast SEO plugin.

By Team Yoast

★★★★★ (1,975)

1+ Million Active Installs

Last Updated: 2 weeks ago

✓ Compatible with your version of WordPress



Remove Yoast SEO comments

[Install Now](#)[More Details](#)

Removes the Yoast SEO advertisement HTML comments from your front-end source code.

By Mitch

★★★★★ (0)

700+ Active Installs

Last Updated: 2 weeks ago

✓ Compatible with your version of WordPress



Meta Box for Yoast SEO

[Install Now](#)[More Details](#)

Add content of custom fields to Yoast SEO Content Analysis.

By Rilwis, ThaoHa

★★★★★ (0)

900+ Active Installs

Last Updated: 4 weeks ago

✓ Compatible with your version of WordPress



ACF Content Analysis for Yoast SEO

[Install Now](#)[More Details](#)

Ensure that Yoast SEO analyzes all ACF content including Flexible Content and Repeaters. Requires version 3.0 or later of Yoast SEO plugin.

By ViktorFroberg, marol87, pekz0r, angrycreative



Yoast SEO

[Description](#)[Installation](#)[Screenshots](#)[Changelog](#)[FAQ](#)[Reviews](#)

WordPress out of the box is already technically quite a good platform for SEO, this was true when Joost wrote his original [WordPress SEO](#) article in 2008 (and updated every few months) and it's still true today, but that doesn't mean you can't improve it further! This plugin is written from the ground up by Joost de Valk and his team at [Yoast](#) to improve your site's SEO on *all* needed aspects. While this [Yoast SEO plugin](#) goes the extra mile to take care of all the technical optimization, more on that below, it first and foremost helps you write better content. Yoast SEO forces you to choose a focus keyword when you're writing your articles, and then makes sure you use that focus keyword everywhere.

Premium Support The Yoast team does not always provide active support for the Yoast SEO plugin on the WordPress.org forums. One on

Version: 3.5

Author: [Team Yoast](#)

Last Updated: 2 weeks ago

Requires WordPress Version: 4.3 or higher

Compatible up to: 4.6.1

Active Installs: 1+ Million

[WordPress.org Plugin Page »](#)

[Plugin Homepage »](#)

AVERAGE RATING

★★★★★
(based on 1,975 ratings)

[Install Now](#)



But what does it do?

“ It incorporates everything from a snippet editor and *real time* page analysis functionality that helps you optimize your pages content, images titles, meta descriptions and more to XML sitemaps, and loads of optimization options in between.”

Yoast Settings

- Click the Y-SEO link on the sidebar
- Click Titles & Metas
- Ensure both readability and keyword analysis are enabled

The screenshot shows the Yoast SEO 'Titles & Metas' settings page. On the left, the WordPress sidebar is visible, showing the 'SEO' menu item selected. The main content area is titled 'Titles & Metas - Yoast SEO' and includes tabs for General, Homepage, Post Types, Taxonomies, Archives, and Other. A 'Help center' link is also present. Below the tabs, there's a section for 'Title Separator' with various symbols to choose from. A note explains that the chosen symbol will appear between the post title and site name in search results. There are sections for 'Enabled analysis' (Readability and Keyword analysis) which are both set to 'Enabled'. Descriptions for each state the removal of a tab from the metabox and disables related suggestions. At the bottom is a 'Save Changes' button.

Titles & Metas - Yoast SEO

General Homepage Post Types Taxonomies Archives Other

? Help center ▾

Title Separator

- — . • * * | ~ « » < >

Choose the symbol to use as your title separator. This will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in the search results.

Enabled analysis

Readability analysis

Enabled Disabled

Removes the readability tab from the metabox and disables all readability-related suggestions.

Keyword analysis

Enabled Disabled

Removes the keyword tab from the metabox and disables all keyword-related suggestions.

Save Changes

Yoast has tons of tutorials and online training. Just click the ‘Help Center’ link or visit yoast.com

The screenshot shows the Yoast SEO Help Center homepage. At the top, there's a navigation bar with tabs: General, **Homepage**, Post Types, Taxonomies, Archives, and Other. A red arrow points to the "Homepage" tab. Below the tabs is a "Help center" link with a question mark icon. On the left, a sidebar lists links: Video tutorial, Knowledge base, Email support, Template explanation, Basic Variables, and Advanced Variables. The main content area features a video player with a thumbnail showing a person standing on a rock with colorful kites in the background. The video title is "Yoast SEO for WordPress training - Titles & Metas: Hom...". To the right of the video are three large call-to-action buttons: "SEO copywriting training »" with a purple background, "Buy this course now!" with an orange arrow, and "Yoast SEO for WordPress training »" with a green background, followed by another "Buy this course now!" button. At the bottom, there are two boxes: one for "Need more help?" and one for "Want to be a Yoast SEO Expert?", each with a "Get Yoast SEO Premium »" link.

Editing Titles & Metas

- Option to set the title and meta description template for both pages and posts

Titles & Metas - Yoast SEO

General Homepage **Post Types** Taxonomies Archives Other

Help center ▾

Posts

Title template: %%title%% %%page%% %%sep%% %%sitename%%

Meta description template:

Meta Robots
index noindex

Date in Snippet Preview
Show Hide

Yoast SEO Meta Box
Show Hide

Pages

Title template: %%title%% %%page%% %%sep%% %%sitename%%

Meta description template:

Meta Robots
index noindex

Date in Snippet Preview
Show Hide

Use Meta-Keywords Tag?

Titles & Metas - Yoast SEO

General Homepage Post Types Taxonomies Archives **Other**

? Help center ▾

Sitewide meta settings

Subpages of archives

index noindex

If you want to prevent /page/2/ and further of any archive to show up in the search results, set this to "noindex".

Use meta keywords tag?

Enabled **Disabled**

I don't know why you'd want to use meta keywords, but if you want to, enable this.

Force `noodp` meta robots tag sitewide

Enabled **Disabled**

Prevents search engines from using the DMOZ description in the search results for all pages on this site. Note: If you set a custom description for a page or post, it will have the `noodp` tag regardless of this setting.

Save Changes



Using the Plugin on a Blog Post

Activating the Readability and Keyword analysis adds a Yoast SEO box to the bottom of all blog posts and pages.

The screenshot shows the Yoast SEO plugin interface for a blog post titled "Qualifying for a VA Loan in Three Easy Steps - My Blog" from the domain "daviescoloringbook.com". The interface includes sections for Readability, Keyword analysis, Snippet editor, Focus keyword, and Analysis.

Readability: Shows a score of 100% with a green bar. It includes a snippet preview of the post content: "Qualifying for a VA loan can be an easy process. Follow these three easy steps and start taking advantage of benefits you've earned serving our country." There is also an "Edit snippet" button.

Keyword: VA Loan

Snippet editor: Shows the snippet preview and edit button.

Focus keyword: VA Loan

Analysis:

- This page has 0 nofollowed link(s) and 4 normal outbound link(s).
- The images on this page contain alt attributes with the focus keyword.
- The meta description contains the focus keyword.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The focus keyword appears in 2 (out of 8) subheadings in the copy. While not a major ranking factor, this is beneficial.
- The keyword density is 2.4%, which is great; the focus keyword was found 20 times.
- The text contains 837 words. This is more than or equal to the recommended minimum of 300 words.
- The focus keyword appears in the first paragraph of the copy.
- The page title has a nice length.
- The focus keyword appears in the URL for this page.
- You've never used this focus keyword before, very good.

Using the Plugin

Pick a strategic ‘focus keyword’

Yoast will then calculate how relevant your focus keyword is to the content of your post and give you a breakdown in the form of keyword analysis

It will also score the content’s readability, which is nothing more than a reflection of how difficult the content is to read.

It displays the results like a stoplight. Green is good. Yellow means you need to do some work. Red means you need to rethink the keyword.



Yoast SEO Keyword Analysis:

Does your meta description include the keyword?

Keyword density - how often does the keyword appear in the content.

Is the focus keyword used properly in image alt tags?

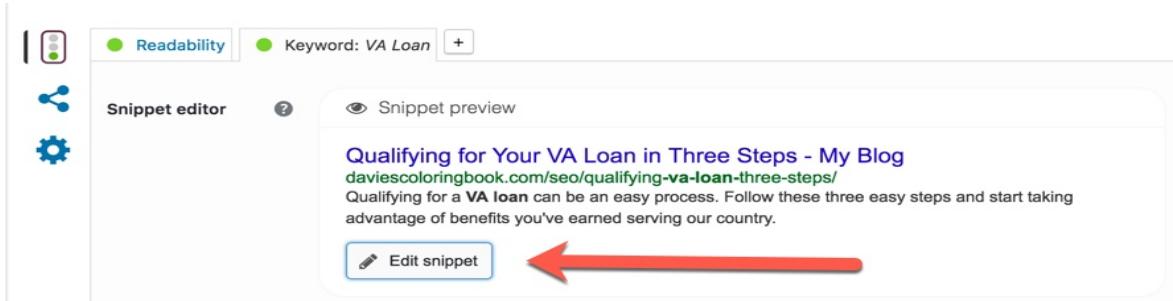
Does the URL contain the keyword?

Have you used the keyword before?

Do you have relevant outbound links?

How long is the post and length of title?

To customize the URL and/or meta description of a post click Edit Snippet:



The screenshot shows the Yoast SEO plugin's snippet editor interface. At the top, there are tabs for 'Readability' and 'Keyword: VA Loan'. Below these are icons for sharing and settings. The main area is titled 'Snippet editor' and 'Snippet preview'. The preview shows a title 'Qualifying for Your VA Loan in Three Steps - My Blog' and a URL 'daviescoloringbook.com/seo/qualifying-va-loan-three-steps/'. The preview text reads: 'Qualifying for a VA loan can be an easy process. Follow these three easy steps and start taking advantage of benefits you've earned serving our country.' A blue button labeled 'Edit snippet' is visible, with a thick red arrow pointing to it from the left.

Focus keyword VA Loan

Analysis

- This page has 0 nofollowed link(s) and 4 normal outbound link(s).
- The images on this page contain alt attributes with the focus keyword.
- The meta description contains the focus keyword.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The focus keyword appears in 2 (out of 8) subheadings in the copy. While not a major ranking factor, this is beneficial.
- The keyword density is 2.4%, which is great; the focus keyword was found 20 times.
- The text contains 840 words. This is more than or equal to the recommended minimum of 300 words.
- The focus keyword appears in the first paragraph of the copy.
- The page title has a nice length.
- The focus keyword appears in the URL for this page.
- You've never used this focus keyword before, very good.

Yoast SEO Keyword Analysis: Edit Snippet

The screenshot shows the Yoast SEO 'Edit Snippet' interface. At the top, there are readability and keyword analysis buttons. Below that, a snippet preview shows a blog post titled 'Qualifying for Your VA Loan in Three Steps - My Blog' from 'daviescoloringbook.com/seo/qualifying-va-loan/'. The snippet content is: 'Qualifying for a VA loan can be an easy process. Follow these three easy steps and start taking advantage of benefits you've earned serving our country.' A 'Edit snippet' button is visible. The main area contains fields for 'SEO title' (containing '%title% %page%% %sep%% %sitename%'), 'Slug' ('qualifying-va-loan'), and 'Meta description' ('Qualifying for a VA loan can be an easy process. Follow these three easy steps and start taking advantage of benefits you've earned serving our country.'). A 'Close snippet editor' button is at the bottom. At the very bottom, a 'Focus keyword' field is set to 'VA Loan'.

- Customizing the SEO title will override any standard permalinks settings
- Changing the slug adjusts the URL
- Editing the meta description changes the text underneath the URL that appears in search engines

You can also customize the snippet for a more targeted approach on Facebook and Twitter by clicking the (3-gear) icon below the stoplight:

The screenshot shows the Yoast SEO plugin settings for social sharing. A red arrow points to the 'Facebook Title' input field, which contains the text "Qualifying for Your VA Loan in Three Easy Steps". Below this, there is a note: "If you don't want to use the post title for sharing the post on Facebook but instead want another title there, write it here." To the left of the 'Facebook Title' section are icons for Facebook (f), Twitter (t), and a gear (settings). The 'Facebook Description' section below it contains the text "Qualifying for a VA loan can be an easy process. Follow these three easy steps and start taking advantage of benefits you've earned serving our country." with a note below: "If you don't want to use the meta description for sharing the post on Facebook but want another description there, write it here." At the bottom, the 'Facebook Image' section includes a file input field and an "Upload Image" button, with a note: "If you want to override the image used on Facebook for this post, upload / choose an image or add the URL here. The recommended image size for Facebook is 1200 x 630px."

To switch from Facebook to Twitter just hit the Twitter Icon:

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Help center ▾

 Twitter Title Qualifying for Your VA Loan in Three Easy Steps
If you don't want to use the post title for sharing the post on Twitter but instead want another title there, write it here.

 Twitter Description Qualifying for a VA loan can be an easy process. Follow these three easy steps and start taking advantage of benefits you've earned serving our country!
If you don't want to use the meta description for sharing the post on Twitter but want another description there, write it here.

Twitter Image If you want to override the image used on Twitter for this post, upload / choose an image or add the URL here. The recommended image size for Twitter is 1024 x 512px.

Yoast SEO: Readability

Yoast SEO

Help center ▾

Readability Keyword: VA Loan +

Analysis

- 12.1% of the sentences contain [passive voice](#), which is more than the recommended maximum of 10%. Try to use their active counterparts.
- The copy scores 61.1 in the [Flesch Reading Ease](#) test, which is considered ok to read.
- The amount of words following each of the subheadings doesn't exceed the recommended maximum of 300 words, which is great.
- None of the paragraphs are too long, which is great.
- 22.8% of the sentences contain [more than 20 words](#), which is less than or equal to the recommended maximum of 25%.
- 34.5% of the sentences contain a [transition word](#) or phrase, which is great.

What is Passive Voice?

Passive voice	Better alternative
This product can be bought in our webshop.	Customers can buy this product in our webshop.
The bags are checked by a security employee.	A security employee checks the bags.
The employees are informed about their financial contribution.	The manager informs his employees about their financial contribution.
All our posts are checked by a colleague.	A colleague checks all our posts.

“Passive voice occurs if the noun or noun phrase that would be the object of an active sentence (such as *Yoast SEO calculates your SEO score*) appears as thesubject of a sentence with passive voice (*The SEO score is calculated by Yoast SEO*).”

Source: <https://kb.yoast.com/kb/passive-voice/>

- Click the Eye next to a color for Yoast to highlight content that scores poorly or can be improved

In this example it will highlight sentences that have a passive voice:

Word count: 826 Draft saved at 8:17:00 pm.

Yoast SEO

Help center

Analysis

Readability Keyword: VA Lo +

12.1% of the sentences contain [passive voice](#), which is more than the recommended maximum of 10%. Try to use their active counterparts.

- The copy scores 61.1 in the [Flesch Reading Ease](#) test, which is considered ok to read.
- The amount of words following each of the subheadings doesn't exceed the recommended maximum of 300 words, which is great.
- None of the paragraphs are too long, which is great.
- 22.8% of the sentences contain [more than 20 words](#), which is less than or equal to the recommended maximum of 25%.
- 34.5% of the sentences contain a [transition word](#) or phrase, which is great.



If you're wondering if it's worth qualifying for a VA loan, the answer is a

resounding yes. VA loans are designed to make it easier for veterans to get into livable homes. It's easier to qualify for VA loans than it is for conventional loans, you get the best interest rates, you don't need a down payment, and you don't need mortgage insurance (which is significant addition to your monthly payments). These things add up to big savings for you.



STEP 1: SERVICE REQUIREMENTS

Passive Voice

There are actually three steps to qualifying for a VA loan. First, you must meet service requirements. Meeting the requirements makes you eligible for a VA loan, but it does not guarantee you one. Second, you verify your eligibility. Third, you qualify for a VA loan based on your financial situation.



There are two types of service requirements to consider when you're qualifying for a VA loan: wartime and peacetime. Just one of these two requirements must be satisfied.

Original Sentence: VA loans are designed to make it easier for veterans to get into livable homes.

VA LOAN BENEFITS

If you're wondering if it's worth qualifying for a VA loan, the answer is a resounding yes. VA loans help veterans get into livable homes as quickly as possible. It's easier to qualify for VA loans than it is for conventional loans, you get the best interest rates, you don't need a down payment, and you don't need mortgage insurance (which is significant addition to your monthly payments). These things add up to big savings for you.



- The color is now green.
- We successfully switched the voice from passive to active on the sentence.
- Repeat for any other offenses.

Yoast SEO

? Help center ▾

|   Readability 

 Analysis 



The copy scores 61.5 in the [Flesch Reading Ease](#) test, which is considered ok to read.

The amount of words following each of the subheadings doesn't exceed the recommended maximum of 300 words, which is great.

None of the paragraphs are too long, which is great.

22.8% of the sentences contain [more than 20 words](#), which is less than or equal to the recommended maximum of 25%.

33.3% of the sentences contain a [transition word](#) or phrase, which is great.

10% of the sentences contain [passive voice](#), which is less than or equal to the recommended maximum of 10%.



Special Note on Designing a Company's Employee Page

If you are ever designing a business' website that was a page with employee pictures

Use the highest quality camera you can find to take the photographs and optimize the image size.

Name the title of the image something similar to 'FirstName-LastName-PositionTitle'

Describe in the alt tag 'Headshot of John Doe, an Accountant at Tidal Music'

Watch the employee's rise above people with the same job title.

Google Results:

