

Advanced Blog Training: June 2020

Optimizing Posts for SEO With Yoast SEO Plugin

&

Using Text Links to Benefit Your Company Website and Increase Lead Flow



By Dave Foreman & Brittany Farley



Yoast SEO is a FREE search engine optimization plugin for WordPress. Meet the highest technical SEO standards with the Yoast SEO plugin.

Our favorite Yoast SEO features:

- Google preview
 - SEO title
- Meta description
 - SEO analysis

Yoast SEO's Google preview tool allows you to see what your blog post title and description will look like in Google search engine results

Google preview

Preview as:

☒ Mobile result ☐ Desktop result

 <https://www.erpsoftwareblog.com> › 2020 › 06 › azure-c...

Azure Cloud Saves Global Non-Profit: Remote Work & COVID-19 - ERP Software Blog

Microsoft Azure enabled the non-profit's remote workforce and new staff to safely and securely access apps and files from a web browser, laptop or mobile.



Google preview

Preview as:

☐ Mobile result ☒ Desktop result

Azure Cloud Saves Global Non-Profit: Remote Work & COVID-19...

<https://www.erpsoftwareblog.com/2020/06/azure-cloud-saves-global-non-...> ▼

Microsoft Azure enabled the non-profit's remote workforce and new staff to safely and securely access apps and files from a web browser, laptop or mobile.

SEO Title & Meta Description

Yoast SEO


☒ SEO ☐ Readability ☐ Social

Focus keyphrase ?

Google preview


Preview as:

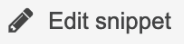
☒ Mobile result ☐ Desktop result

 <https://www.erpsoftwareblog.com> › 2020 › 06 › everyo...

Everyone Talks About Digital Transformation, But What The Heck Is It? - ERP Software Blog

Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.



 Edit snippet

Click the 'Edit snippet' button to access the SEO title and meta description fields.

SEO title + Insert snippet variable

Title Page Separator Site title

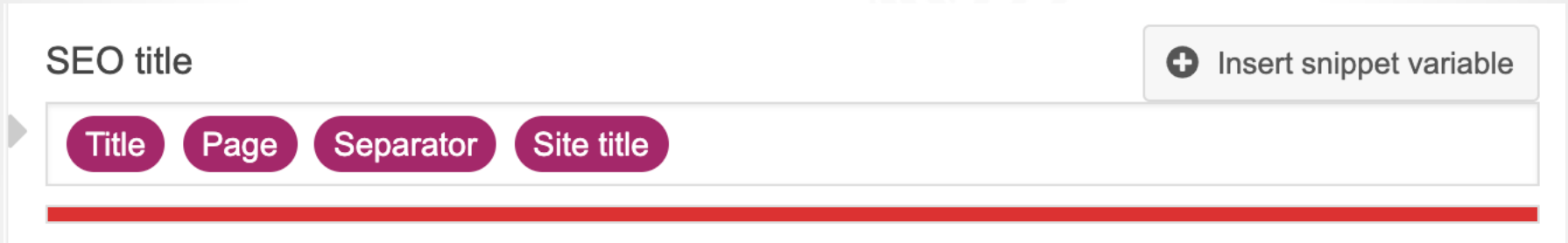
Slug

azure-cloud-saves-global-non-profit-remote-work-covid-19

Meta description + Insert snippet variable

Microsoft Azure enabled the non-profit's remote workforce and new staff to safely and securely access apps and files from a web browser, laptop or mobile.

SEO Title

A screenshot of an SEO title builder interface. At the top, there's a label "SEO title" and a button with a plus icon and the text "Insert snippet variable". Below this is a horizontal bar containing four purple rounded rectangular buttons labeled "Title", "Page", "Separator", and "Site title". A red horizontal line is positioned below the buttons.

SEO title

+ Insert snippet variable

Title Page Separator Site title

OPTIMAL TITLE WIDTH FOR SEO:

Google recommends a 50-60 character length for SEO

Google has a fixed width of 600px for titles

SEO TITLE OBJECTIVES:

1. It must help you rank for a keyword
2. It must make the user want to click through to your page

SEO Title

SEO title + Insert snippet variable

Title Page Separator Site title

SEO Title Components: The SEO title field will be pre-populated with these elements:

- 1. Title:** The title will automatically be pulled from the title at the top of the blog post

Azure Cloud Saves Global Non-Profit: Remote Work & COVID-19

Permalink: <https://www.erpsoftwareblog.com/2020/06/azure-cloud-save...te-work-covid-19/>

Edit

SEO Title

Preview as:


☒ Mobile result ☐ Desktop result

 <https://www.erpsoftwareblog.com> › 2020 › 06 › everyo...

Everyone Talks About Digital Transformation, But
What The Heck Is It? - ERP Software Blog

Please provide a meta description by editing the snippet below. If you don't, Google will try to find a relevant part of your post to show in the search results.



 Edit snippet

SEO title

Title

Page

Separator

Site title

2. Page

3. Separator

4. Site title

All of these variables can be deleted if needed. If your post title isn't optimized for SEO, you should create an optimized title here.

SEO Title

Should my post title and SEO title be the same?

Not necessarily. Sometimes, you may opt for a longer post title for the blog than what your SEO title will allow for. For example:

September 20, 2019 by [AKA Enterprise Solutions](#)



Make Your Asset Management Firm More Competitive with Data Sets and Advanced Analytics

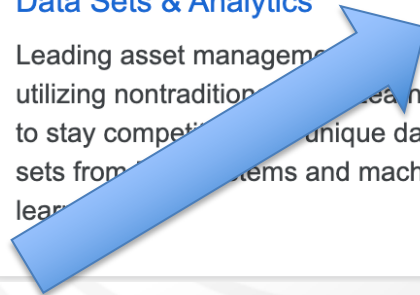


Post Title

<https://www.erpsoftwareblog.com> › 2019 › 09 › make-y...

Making Asset Management Firms Competitive: Data Sets & Analytics

Leading asset management firms are utilizing nontraditional data sets to stay competitive. Learn how to stay competitive with unique data sets from IoT systems and machine learning.



SEO Title

SEO Title: Best Practices

What are the elements of a GOOD SEO title?

- Include important keywords first
- Think about what people would search to find your post
- Numbers and dates: they tend to pop out at you

CHECKLIST



SEO Title: Best Practices

What are the elements of a GOOD SEO title?

- Use action words when it makes sense — buy, find, download, search, listen, watch, learn, and access
- People often search in question format – format your title as a question when it makes sense

CHECKLIST



SEO Title: What Are People Searching?

How do I know what people are searching so I can compose the best SEO title possible?

Google has a built-in auto-suggest tool for searches. Simply go to Google and start typing what you want to search for and common related searches will appear in a list:

Google

- Microsoft Dynamics for nonprofit
- microsoft dynamics for nonprofits
- microsoft dynamics for nonprofit **organizations**
- microsoft dynamics **365** for nonprofits
- microsoft dynamics **crm** for nonprofits
- microsoft dynamics **crm** for nonprofit **organizations**
- microsoft dynamics **crm** for nonprofits and **ngos**
- microsoft dynamics **gp** for nonprofits
- microsoft dynamics nonprofit **pricing**
- microsoft dynamics nonprofit **accelerator**
- microsoft dynamics nonprofit **solution**

SEO Title: What Are People Searching?

Google Search Engine Results: Organic Ranking Competition

When researching a keyword phrase, keep long-tail keywords in mind. You have a better chance of ranking for a keyword with less competition.

Google

microsoft dynamics partners

 All  News  Images  Videos

About 47,000,000 results (0.62 seconds)

VS.

Google

microsoft dynamics gold partners business central

 All  News  Images  Videos  Shopping  More

About 4,030,000 results (0.66 seconds)

Competitor Keyword Research



SpyFu is a paid keyword research tool that helps you to uncover which keywords your competitors are ranking for organically on Google and via Google Ads.



View Your Own Keyword Data

See which keywords you are already gaining traffic for and use this data to formulate your SEO strategy. Keyword Hero integrates with Google Analytics.

SEO Title Tag Preview Tool by

Let's go back to Google's 600px width limit for titles...

The Yoast SEO plugin is a fantastic tool, but occasionally, titles with wide letters (like W) may put you over the pixel width limit even though you are within the suggested 50-60 character limit.

SEO Title Tag Preview Tool by

The Title Tag Preview Tool by Moz is another tool you can use when writing your SEO title. This tool measures pixel width rather than characters.

Enter your title below to see how it would appear in Google's search results.

Title Tag Preview Tool

Check

example.com > Books > A Tale of Two Springfields

It was the best of times, it was the blurst of times, it was the ...

Display titles in Google results have a 600-pixel width limit, but most are truncated before that at the nearest word break. Moz recommends keeping your titles under 60 characters.

Meta Description for SEO

When your meta description and SEO title are within the recommended character limit range, you will see the bar below each turn to green from red or orange



Meta description

 Insert snippet variable

Business Central integrates with other D365 apps, allowing sales reps to quickly review sales numbers, enter in quotes, and see customer issues or concerns.

yoast SEO for everyone

Meta Description: Best Practices

Meta description

 Insert snippet variable

Business Central integrates with other D365 apps, allowing sales reps to quickly review sales numbers, enter in quotes, and see customer issues or concerns.

- Include keywords / keyword variations or synonyms
- Meta description length should be 156 characters or less
- The meta description serves as advertising copy: a short, relevant summary of what a post is about
- Include a call-to-action here
- Offer enough information that people feel comfortable going to your site to read more



Meta Description: Best Practices

If you don't write a custom meta description for your post, Google will automatically populate a meta description in your search engine results listing. Google will pick a snippet from the page containing the keyword used in the query.

We recommend taking the time to write a unique meta description for each post you publish.



SEO Analysis

To get the most out of the SEO analysis, you'll have to enter a focus keyphrase first. The focus keyphrase is the phrase you'd like your post to rank for.

**Determine this by doing your own keyword research.*

😊 SEO analysis
Dynamics 365 Payroll Integration

[+ Add synonyms](#)
[+ Add related keyphrase](#)

Did you know Yoast SEO Premium also analyzes the different word forms of your keyphrase, like plurals and past tenses?

[Go Premium! ▶](#)

Analysis results

^ Problems (2)

- [Internal links](#): No internal links appear in this page, [make sure to add some!](#)
- [Keyphrase in subheading](#): [Use more keyphrases or synonyms in your higher-level subheadings!](#)

^ Improvements (2)

- [Keyphrase in introduction](#): Your keyphrase or its synonyms appear in the first paragraph of the copy, but not within one sentence. [Fix that!](#)
- [Keyphrase in title](#): The exact match of the keyphrase appears in the SEO title, but not at the beginning. [Try to move it to the beginning.](#)

^ Good results (10)

- [Outbound links](#): Good job!
- [Keyphrase length](#): Good job!
- [Keyphrase density](#): The focus keyphrase was found 3 times. This is great!
- [Keyphrase in meta description](#): Keyphrase or synonym appear in the meta description. Well done!
- [Meta description length](#): Well done!
- [Previously used keyphrase](#): You've not used this keyphrase before, very good.
- [Image alt attributes](#): Good job!
- [Text length](#): The text contains 696 words. Good job!
- [SEO title width](#): Good job!
- [Keyphrase in slug](#): More than half of your keyphrase appears in the slug. 1



SEO Analysis: *Green Feedback Bullets*

Which SEO Analysis results are most important?

KEYPHRASE RESULTS:

- **Keyphrase in title/meta description:** Optimize your title and meta description with keywords.
- **Keyphrase length:** You want this to be more than one word; it should be a keyword phrase.
- **Keyphrase in introduction and subheading:** it is very important to include your keyword phrase at the beginning of your post. This signals to Google that it is an important keyword phrase.
- **Keyphrase density:** Google needs to understand what your blog is about. Don't overuse keywords on purpose, but make sure your focus phrase appears throughout the post.
- **Keyphrase in slug:** Make sure your keyword phrase is included in your post URL



SEO Analysis: *Green Feedback Bullets*

Which SEO Analysis results are most important?

OTHER KEY RESULTS TO OPTIMIZE FOR:

- **Meta description/title length:** Make sure you have a unique meta description (up to 156 characters in length) and post title (50-60 characters in length). If either of these are too short or too long, you won't get a green feedback bullet from Yoast.
- **Text length:** 300 words is the minimum for SEO, but we recommend 500+ words when possible.
- **Image alt attributes:** Each image *should* have an alt text. Not just for SEO purposes, but also because blind and visually impaired people won't otherwise know what the image is about.
- **Outbound links:** Outbound links most definitely matter for SEO!



Outbound Links

Outbound links are links from one website to another, while inbound links are links from one website to another page or post on that same website.

For the ERP, CRM and Cloud Blogs, we recommend including outbound links to your company's website for SEO.



Outbound Links: Old Posts

Best practices for linking back to old blog posts on your company's website:

- Link to old posts that are relevant to the new post to help you prove your point and to drive traffic to old posts, giving them new life



- Hyperlink text with keywords you want to rank high for

Outbound Links: Web Pages

Links are one of the best ways to direct Google spiders through your site

- Always include a link to your contact page with a call to action to contact you
- Link to relevant pages on your website—i.e. your Business Central page if your post is about Business Central



Outbound Links: Web Pages

- Try to include an outbound link above the fold
- Less is more; don't overwhelm your reader with links
- Don't be afraid to link to external resources like Microsoft articles, etc.



Outbound Links



How many outbound links should I include in each post?

This is a question we get often and there is no absolute number of links as a minimum or maximum.

A good rule of thumb is 2 to 5 external links per post

Internal Links

For the purposes of this presentation, we focus more on outbound links to your company website. However, if you have another post on the ERP, CRM or Cloud blogs (yours or another member's) you'd like to reference in your new blog, link away!



ERP SoftwareBlog

Microsoft Dynamics vendors provide comparisons and opinions to professionals in the ERP/Accounting software selection process

[Home](#)[Members](#)[Microsoft Dynamics ERP](#)[Industry Di](#)

Everyone Talks About Digital Transformation, But What The Heck Is It?

June 22, 2020

[CAL Business Solutions, Inc](#)

I bet everyone in business these days has heard the term “Digital Transformation” thrown around a time or two. Even in these times of “Stay at Home”, digital transformation is still mentioned often. A recent study by Price Waterhouse Cooper found that “86% of CEOs say digital transformation is their number one priority.” Clearly, it [...]

[continue reading...](#)



Why Architecture Firms are Choosing JOVACO Project and Microsoft Dynamics to Support Their Operations

June 22, 2020

[JOVACO Solutions](#)

An architecture firm of over 500 employees offering multiple services has acquired multiple smaller firms over the past couple of years. Everyone had their own way of reporting, working and understanding the numbers coming out of the system. In addition to this, they were having a hard time obtaining a complete picture of what was [...]

[continue reading...](#)

Rewriting Content & Linking

All content posted on the ERP, CRM and Cloud Blogs should be UNIQUE!

Many of our members choose to publish an original blog on their own website and post a uniquely written summary a complete rewrite of the original post on the group blogs. We encourage you to do this!

Link back to your original blog with relevant hyperlinked text

COPYSCAPE

Copyscape is a very helpful tool for comparing duplicate content. If you have rewritten or summarized an original blog to post on the group blogs, this tool will help you to see how unique your rewritten content is.

Aim for a duplicate content percentage of 30% or below. The lower the percentage, the better.

<https://www.copyscape.com/compare.php>

COPYSCAPE

Compare Articles or Web Pages

Enter any two web pages or articles below to see how they match up.

You can also check your content against the entire Internet with [Copyscape Premium](#).

Item 1

Enter a URL:

Or paste text:

Item 2

Enter a URL:

Or paste text:

For questions, contact:

David Foreman

dave@interactivelimited.com

Brittany Farley

brittany@interactivelimited.com

Phone: 888-800-0999