

WordPress SEO Made Easy (& Common Misconceptions)

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Hi, I'm Bhanu
Ahluwalia 😄

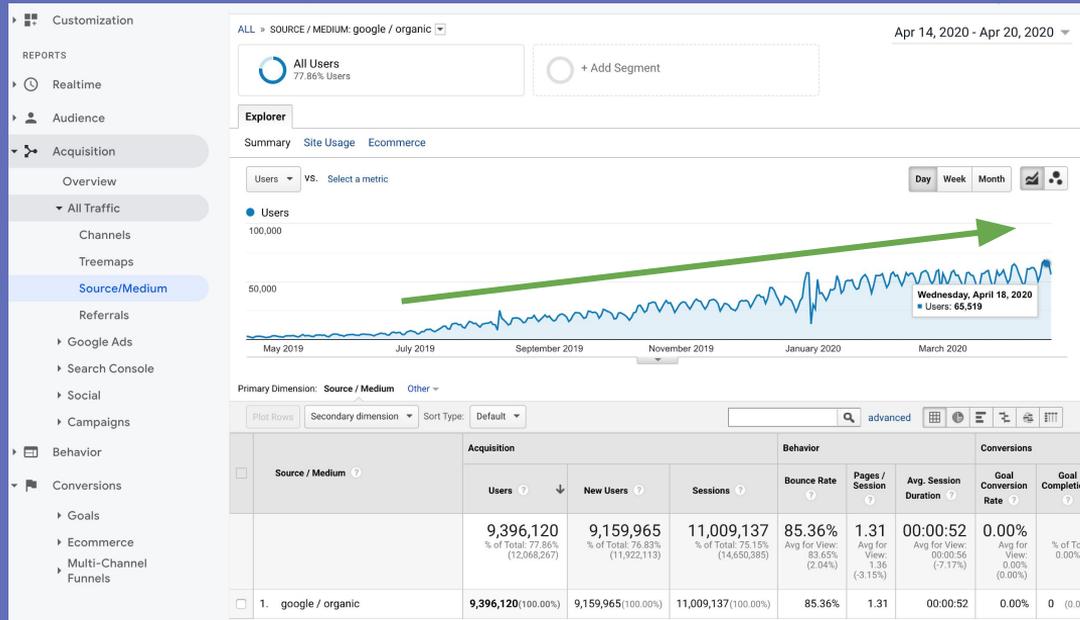
I'm one of the founders and partners of both Rank Math and MyThemeShop.



Rank Math is a WordPress SEO plugin that has gained over 300,000 active installs in less than 1.5 years. It has over 1,000 five-star reviews on the WordPress.org plugin repository.



But now, let's talk about WordPress SEO 🤓



Here's what I am going to talk about today:

- ✓ What is SEO?
- ✓ Why is it important?
- ✓ Challenges involved with doing WordPress SEO
- ✓ How SEO Plugins help with SEO?
- ✓ How to setup an SEO plugin correctly?
- ✓ Common misconceptions of SEO
- ✓ Dominating your niche & driving easy traffic from Google

So, What Exactly is SEO?

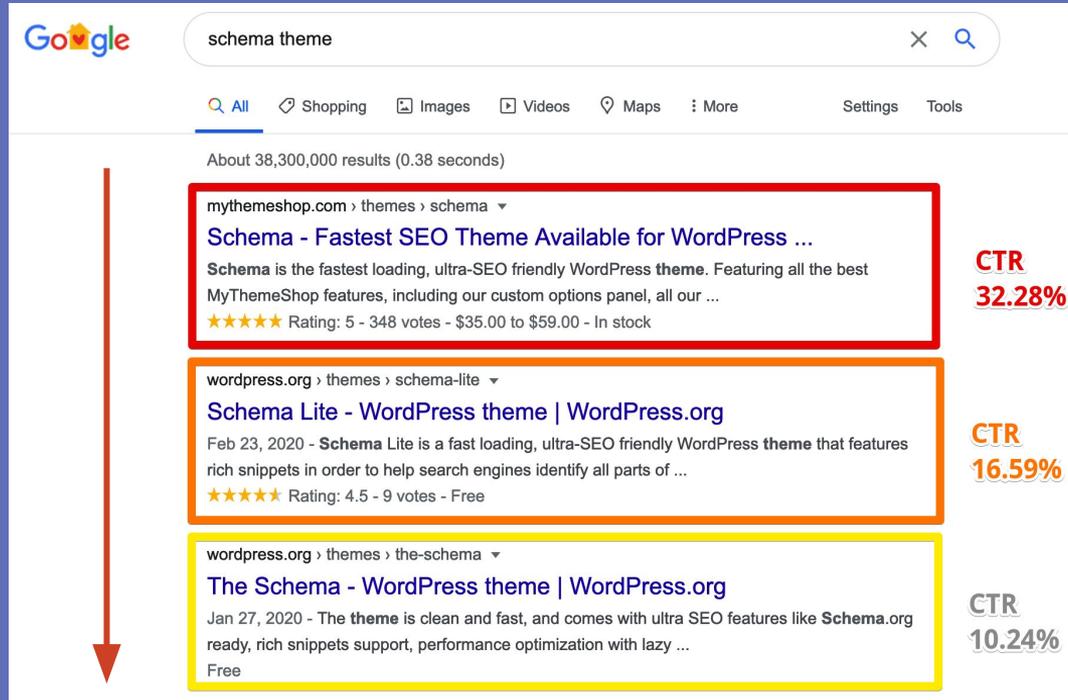


Why SEO is Important?



- 🔥 Targeted traffic
- 🔥 Highly Converting/engaging
- 🔥 Traffic is free (almost)

Average CTR on the first Page of Google



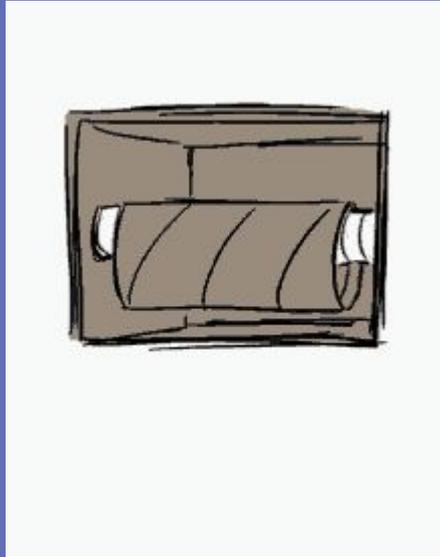
Source: advancedwebranking.com

Challenges involved with doing WordPress SEO



1. WordPress by default does not provide SEO options
2. Install **multiple plugins** for complete SEO suite
3. Most SEO plugins do not have clear setup guides
4. Developers (not SEOs) create most of themes/plugins

How SEO Plugins help with SEO?





How to setup an SEO plugin correctly?

Common misconceptions of SEO

- Redirect all 404 pages to the homepage
- Creating too many internal links with exact match of your target keyword
- Cramming your target keyword as filename, alt text of all images on a page
- Just adding Schema improves ranking
- More pages = more rankings
- Add nofollow to all external links



Dominating your niche & driving easy traffic from Google

1. Rating Schema is NOT dead.
2. Use FAQ Schema wisely
3. Internal linking is the key to success
4. Bird eye view of top ranking keywords
5. Social Media Hack

Helpful Links:

- Rank Math Setup Tutorial: <https://rankmath.com/kb/how-to-setup/> or <https://youtu.be/dTvZuMRzW4w>
- What is SEO: <https://mythemeshop.com/blog/what-is-seo/>
- Keyword Planner: <https://mythemeshop.com/blog/keyword-research/>
- Keyword Research: <https://mythemeshop.com/blog/what-is-seo/>
- Elementor SEO: <https://rankmath.com/blog/elementor-seo/>



Thank you for your time! ❤️

