

# What Is WordPress SEO- the Effortless Way

Let's discuss this,

## What is WordPress SEO?

WordPress SEO is the process of optimizing a website so that it ranks higher in search engine results.

The goal is to bring in more ensuring leads by ensuring your site appears on the first page of search engine results when people look for something related to your business or industry.

## Why WordPress SEO is important?

SEO's role in digital marketing is so important. First, search engine optimization (SEO) is crucial to all websites because more than seventy percent of the traffic on the web comes from search engines like Google, Bing, and Yahoo.

Second, SEO allows you to build relationships with customers before they ever visit your website—and that's what we call "pre-qualified leads".

Third, SEO makes it easier for customers to find you when they are ready to buy something; this helps you win more business by making it simple for people who need your products or services to discover you when they are looking for them.

How do I SEO my WordPress site?

## Basic WordPress SEO

In this blog, I am helping you to learn about some WordPress

SEO basics with Rank Math SEO plugin.

A short intro about [Rank Math](#) SEO,

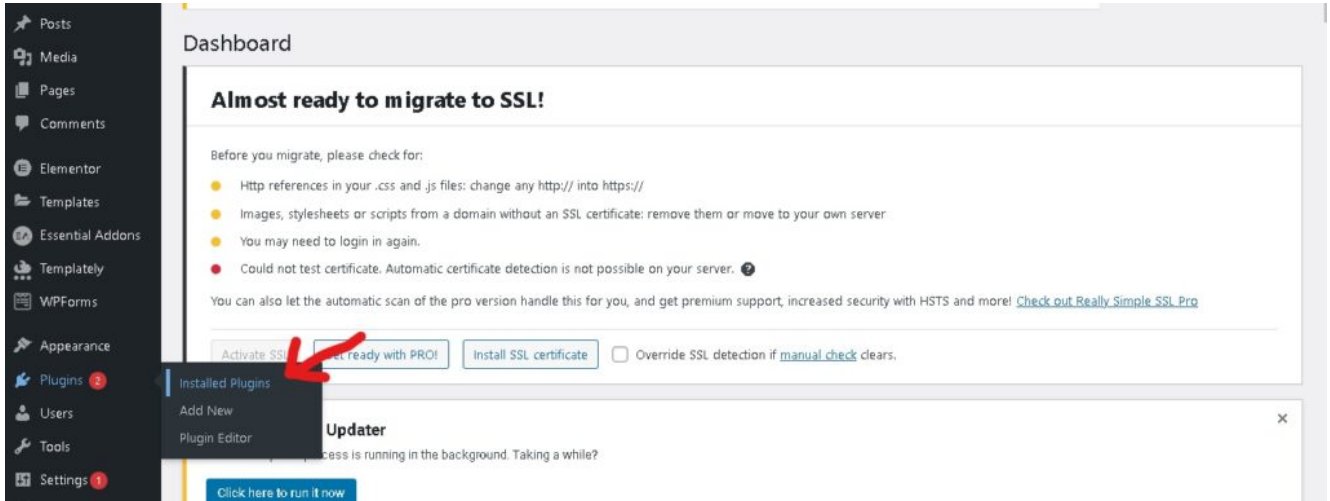
Rank Math SEO is one of the best SEO plugin on WordPress. Rank Math helps in the optimization of content with some google ranking criteria.

It's a very helpful plugin to optimize our content without too much effort.

## Rank Math SEO Tutorial

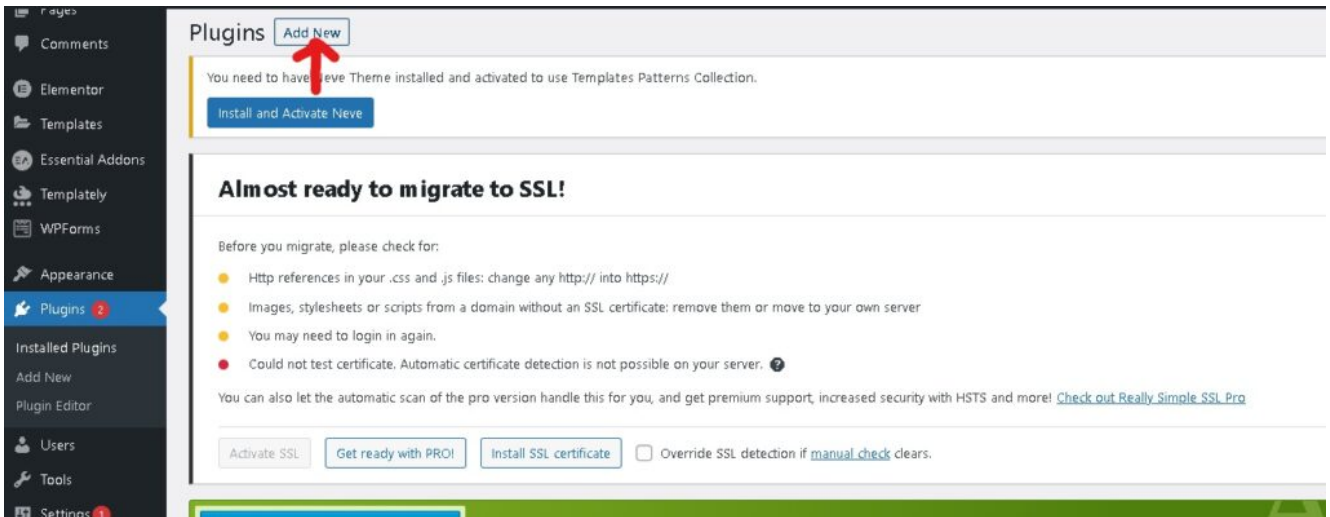
So, let's begin our [Rank Math](#) SEO tutorial by setting up this plugin.

First of all, we need to install to [Rank Math SEO](#) plugin. For this, as shown in the screenshot, go to the "Plugins" section and click "Installed Plugins" to install the plugin.



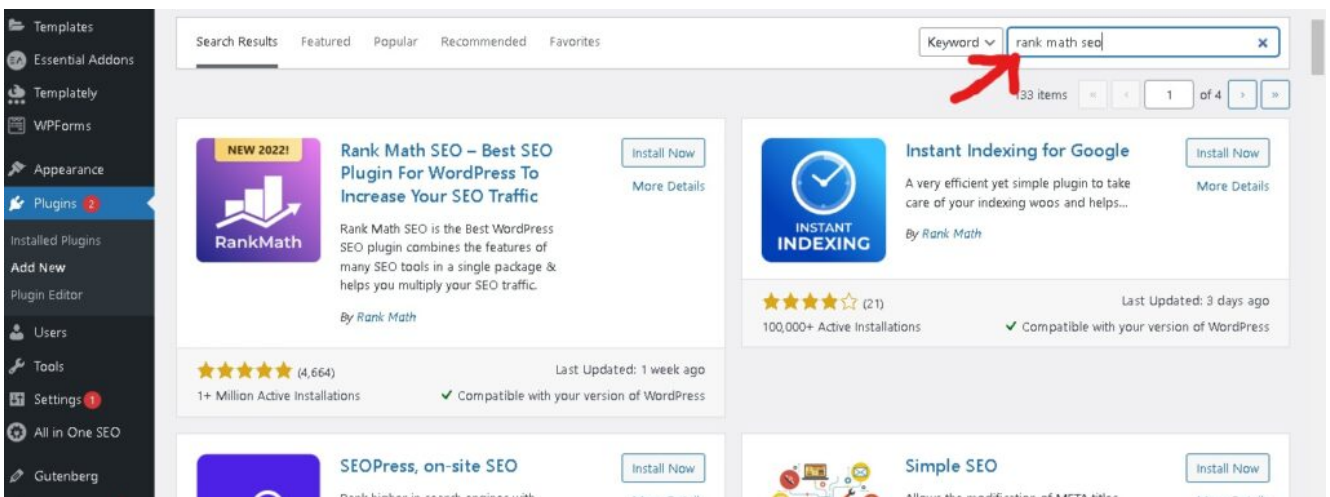
Installing the Rank Math WordPress SEO plugin

After these steps, see there is a button called "Add New", just click on that and we will redirect you to another page where we can find our plugin.



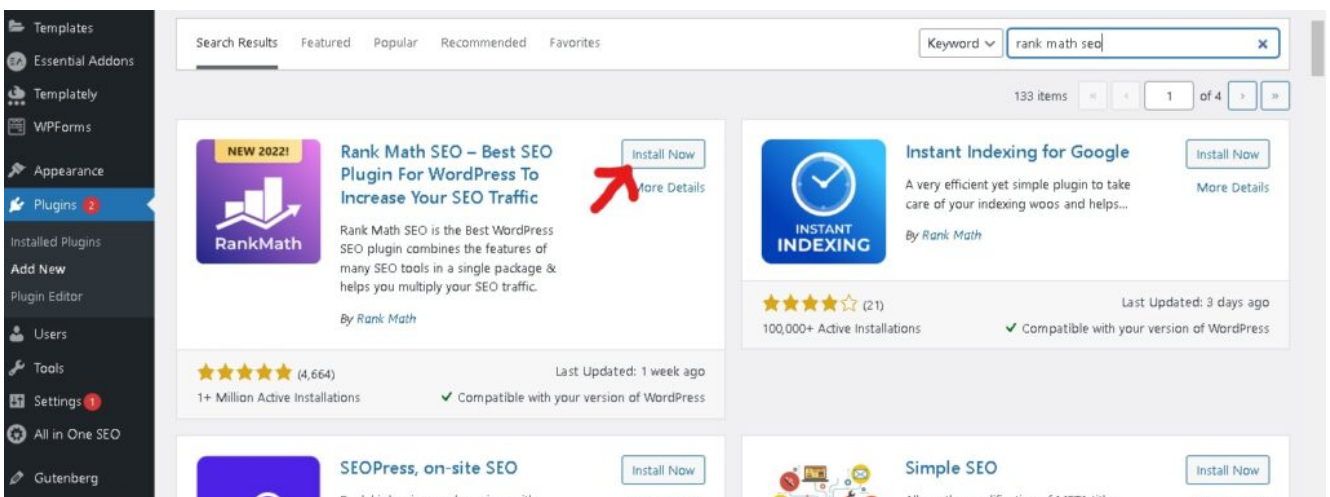
## Add New Plugin

At the top, in the right corner, there is a search box. Type “rank math SEO” to find our plugin for installing it on our website.



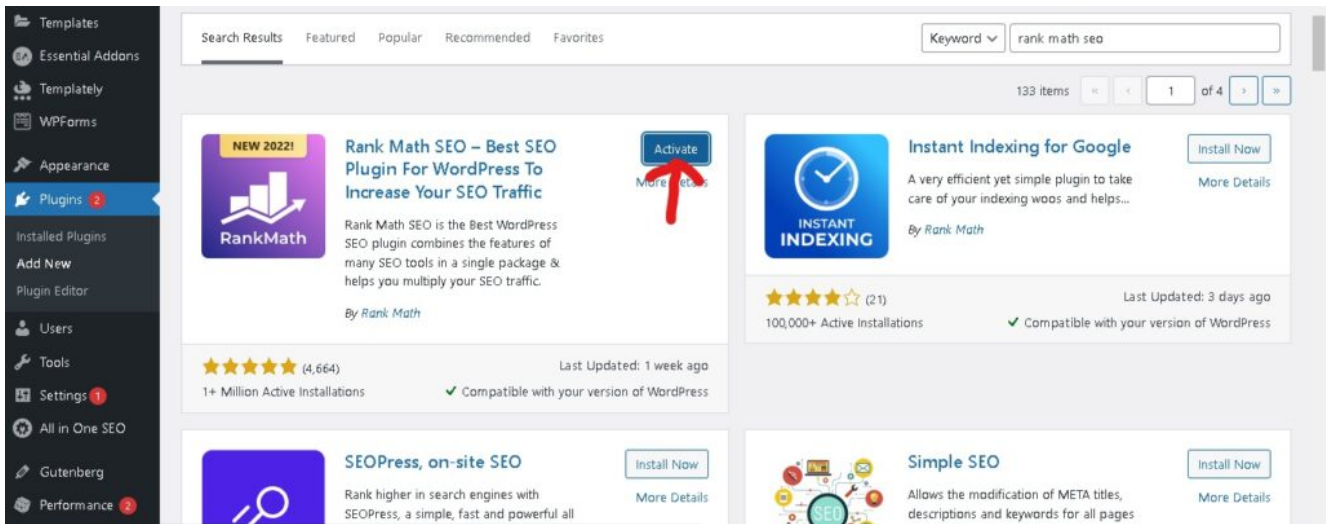
## Search for Rank Math SEO Plugin

Now as the plugin description box appears, there is an “Install Now” button, click it to install the plugin.



## Install Rank Math SEO plugin

After installing it, we have to activate the Rank Math SEO plugin to our website for doing our SEO tasks. For this just click on the “Activate” button and congrats SEO buddies, you have successfully installed and activated the Rank Math SEO plugin now we will be able to do great SEO work.



## Activate the plugin

As we activated the plug will see this type of interface on your WordPress Dashboard.

First of all, Rank Math has both free and pro versions as per our necessity.

For this Rank Math SEO tutorial, we will use the [free version](#) so that we will be fand familiar with Rank Math then move to the pro best because it's the good investment you will ever make it.

As I already had both free and paid versions, on my two websites, so I am skipping now by clicking on the button “Skip” (which was provided below in the left corner). But you can create your free account by clicking on “Connect Your Account”.

## Connect FREE Account

By connecting your free account, you get keyword suggestions directly from Google when entering the focus keywords. Not only that, get access to our revolutionary SEO Analyzer inside WordPress that scans your website for SEO errors and suggest improvements. [Read more by following this link.](#)

Connect Your Account

Skip Now

Connect your Account

Let's move to the second step.

Here we have to choose the mode to make our SEO tasks easier with Rank Math.

There are three types of modes- easy, advanced, and custom. The first two are available with the free version and the custom mode needs a pro version to access it.

But we are using a free account so let's choose "Advanced" mode for controlling our every SEO task.

After this, click on "Start Wizard".

Easy

For websites where you only want to change the basics and let Rank Math do most of the heavy lifting. Most settings are set to default as per industry best practices. One just has to set it and forget it.

Advanced

For the advanced users who want to control every SEO aspect of the website. You are offered options to change everything and have full control over the website's SEO.

Custom Mode **PRO**

Select this if you have a custom Rank Math settings file you want to use.

**Note** You can easily switch between modes at any point.

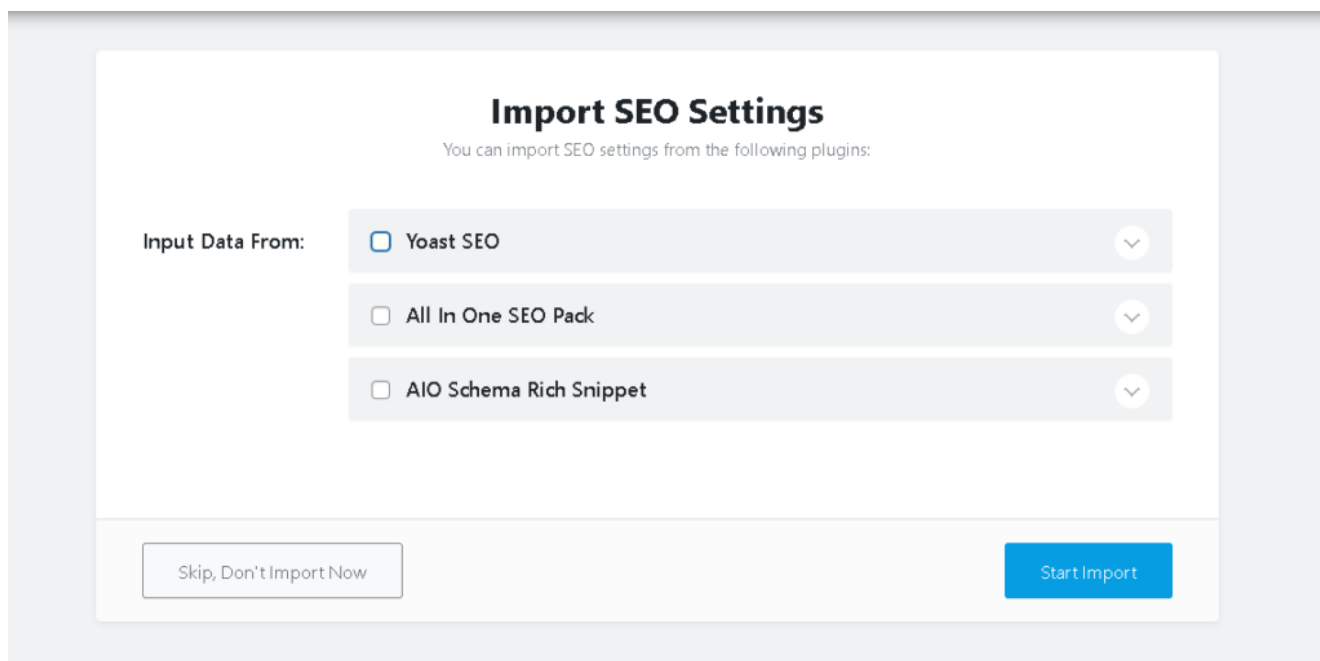
 Your website is compatible to run Rank Math SEO [More](#)

Start Wizard >

## Advanced Mode

Now next work is to import the SEO settings, This setting allows you to import your previous SEO tasks data from the following plugins if it was installed previously.

As we didn't have any SEO plugin installed previously, we will click on the "Skip, Don't Import Now" button and continue to the next step.



**Import SEO Settings**  
You can import SEO settings from the following plugins:

Input Data From:

- Yeast SEO
- All In One SEO Pack
- AIO Schema Rich Snippet

Skip, Don't Import Now      Start Import

## Import SEO settings

This next step is about describing our website.

For a better understanding of our website for search engines, select about website type- personal blog, a small business website, and more.

The second is to add our website or company's logo.

Lastly, for Default social share image helps you when you share a post or page on social media if a featured image is not used in the post or page, this default image will be shown then.

All done, check the "Save and Continue" button.

The screenshot shows a configuration form with the following elements:

- Work Era is a...:** A dropdown menu with "Personal Blog" selected.
- Logo for Google:** A button labeled "Add or Upload File". Below it, text specifies: "Min Size: 160X90px, Max Size: 1920X1080px. A squared image is preferred by the search engines."
- Default Social Share Image:** A button labeled "Add or Upload File". Below it, text explains: "When a featured image or an OpenGraph Image is not set for individual posts/pages/CPTs, this image will be used as a fallback thumbnail when your post is shared on Facebook. The recommended image size is 1200 x 630 pixels."
- Navigation:** "Skip Step" button on the left and "Save and Continue" button on the right.

## Your website details

The next move is to connect google accounts like Google Search Console and Google Analytics.

If you already set up accounts on Google Search Console and Google Analytics just connect with Rank Math for better results.

For setting up, press the "Connect Your Rank Math Account" and after this, it will need access to your Gmail account which was linked with the Rank Math free account. Give access and done.

(If you need detailed knowledge about Google Search Console and Google Analytics, write "Yes I Wanted" in the comment section.)

After connecting to Google services, move toward the "Save And Continue" button.

## Connect Google™ Services

Rank Math automates everything, use below button to connect your site with Google Search Console and Google Analytics. It will verify your site and submit sitemaps automatically. [Read more about it here.](#)

Connect Your Rank Math Account

### Benefits of Connecting Rank Math Account

- ✓ Verify site ownership on Google Search Console in a single click
- ✓ Track page and keyword rankings with the Advanced Analytics module
- ✓ Easily set up Google Analytics without using another 3rd party plugin
- ✓ Automatically submit sitemaps to the Google Search Console
- ✓ Free keyword suggestions when entering a focus keyword
- ✓ Use our revolutionary SEO Analyzer to scan your website for SEO errors
- ✓ [Learn more about the benefits of connecting your account here.](#)

## Connect Google Services

- ✓ Automatically submit sitemaps to the Google Search Console
- ✓ Free keyword suggestions when entering a focus keyword
- ✓ Use our revolutionary SEO Analyzer to scan your website for SEO errors
- ✓ [Learn more about the benefits of connecting your account here.](#)



We do not store any of the data from your Google account on our servers, everything is processed & stored on your server. We take your privacy extremely seriously and ensure it is never misused. [Learn more.](#)

Skip Step

Save and Continue

## Verify your Site

Before this page setup tutorial let me explain,

## What is a sitemap in SEO?

Search engines use sitemaps to help improve the way they crawl and index your website.

A sitemap acts as a blueprint of your website, showing search engines where all of your content is located.



Search engines can use this information depending on their search algorithm.

By creating and submitting a sitemap to search engines, you can improve your SEO efforts by providing more information for them to use.

Now you get it what is a sitemap?

As you see I enable sitemaps so that our content will index on search engines effectively.

I also enable settings like Include Images for better image indexing.

Next are Public Post Types and Public Taxonomies which are also ticked for inclusion in sitemaps.

All done. "Save And Continue".

Sitemaps

XML Sitemaps help search engines index your website's content more effectively.

**Include Images**

Include reference to images from the post content in sitemaps. This helps search engines index your images better.

**Public Post Types** [Select / Deselect All](#)

Posts  Pages

Landing Pages

Select post types to enable SEO options for them and include them in the sitemap.

**Public Taxonomies** [Select / Deselect All](#)

Categories

Select taxonomies to enable SEO options for them and include them in the sitemap.

[Skip Step](#) [Save and Continue](#)

Sitemaps

Yet, the final setup process;-)

As you see I enable two options only not all.

Reason if we enable “Nofollow External Links” it means we are also ignoring the valuable external link from high authority websites too.

Our last “Save And Continue” button, let’s click it joyfully.

Automate some of your SEO tasks like making external links nofollow, redirecting attachment pages, etc. [Learn More](#)

**Noindex Empty Category and Tag Archives**



Setting empty archives to `noindex` is useful for avoiding indexing of thin content pages and dilution of page rank. As soon as a post is added, the page is updated to `index`.

**Nofollow External Links**



Automatically add a `rel="nofollow"` attribute for external links appearing in your posts, pages, and other post types. The attribute is dynamically applied when the content is displayed, and the stored content is not changed.

**Open External Links in New Tab/Window**



Automatically add a `target="_blank"` attribute to external links appearing in your posts, pages, and other post types. The attributes are applied when the content is displayed, which does not change the stored content.

Skip Step

Save and Continue

Automation SEO tasks

Hurray! Our site is ready to have a great environment. Congrats SEO buddies.

And don’t forget to enable the auto-update option to save a little bit more time.

Now click on the “Return To Dashboard” option.

✓ **Your site is ready!** [Tweet](#) [Share](#)

Enable auto update of the plugin



Learn more

★ [Know more about the PRO version](#)

f [Join FREE Facebook Group](#)

🎓 [Rank Math Knowledge Base](#)

🌐 [Get 24x7 Support](#)

[Return to dashboard](#)

[Proceed to Help Page](#)

[Setup Advanced Options](#)

Setup completion

## Page Optimization With Rank Math SEO Plugin

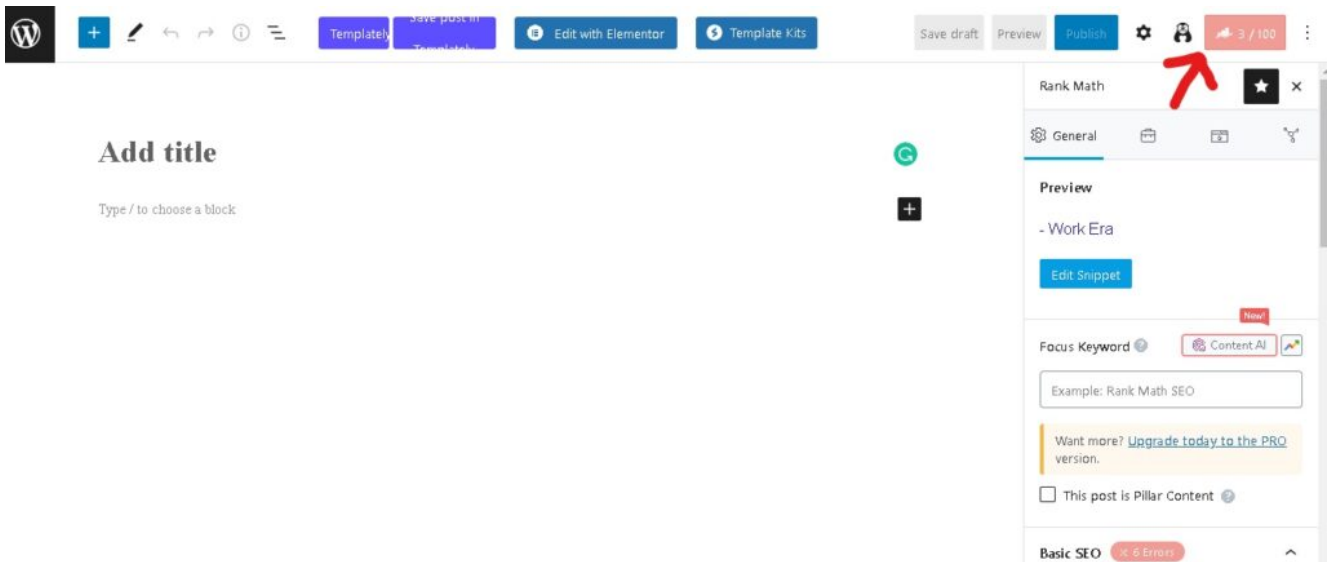
Now let's understand some Rank Math SEO plugin methods for optimizing pages and posts.

As shown in the image on the top in the right corner, there is a scoreboard, it helps you to know about the efforts you made for SEO by checking the criteria that Rank Math uses for optimizing posts and pages according to Google ranking factors.

As this post was a demo it shows 3 out of 100.

But when we update our "Focus Keyword" and add that focus keyword in the meta description, title, body, headings, subheadings, alt tag in the image, and more.

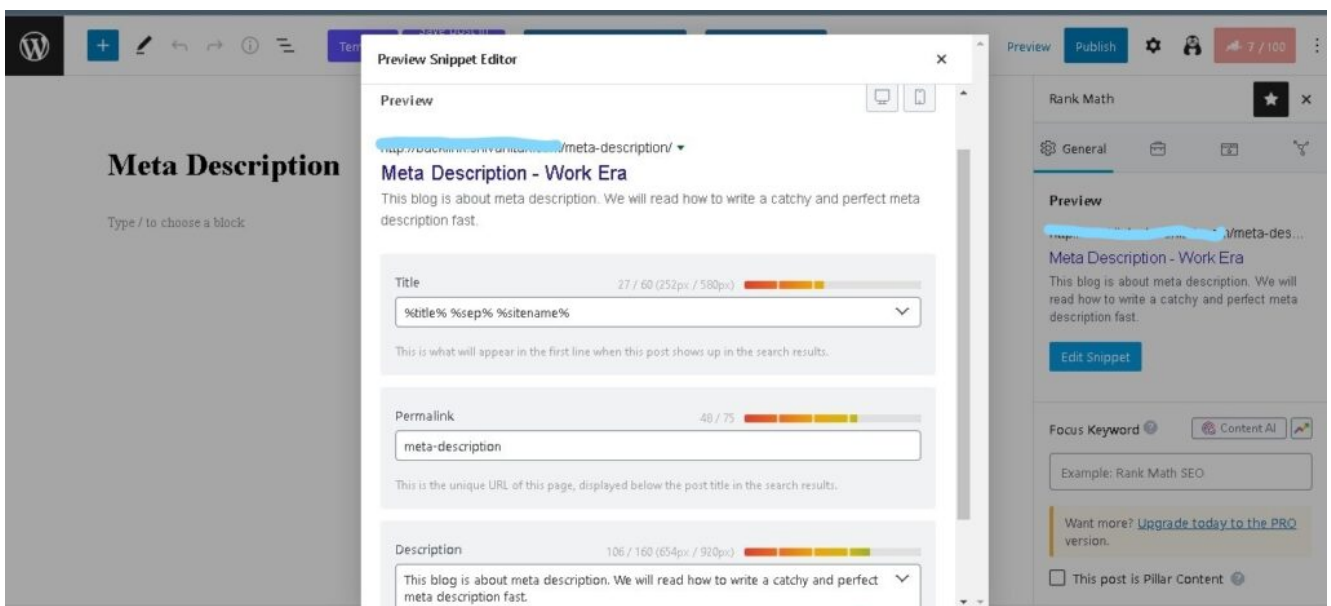
It gradually increases our scoreboard too.



## Rank Math SEO Metabox

When you clicked on “Edit Snippet”, it opens a box like this.

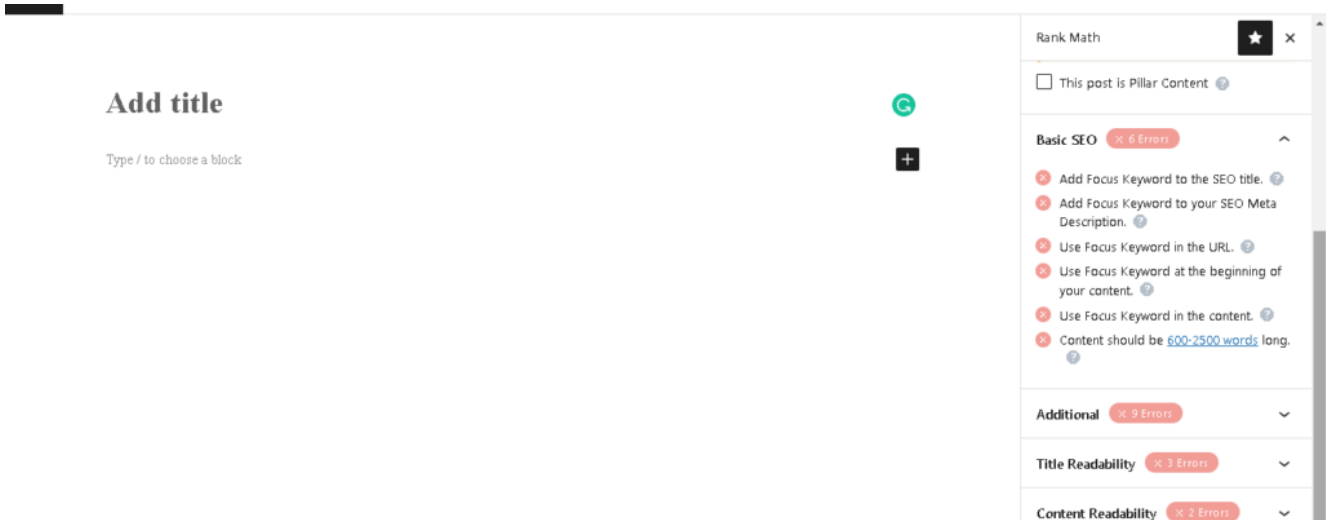
This box allowed you to edit your snippet and preview, what your title, page URL, and meta description look like on Google.



## Snippet Box Preview

After Snippet is a dropdown box of ‘Basic SEO’ containing some important factors like focus keywords in title, meta description, URL, introduction, whole content, and content total words.

This all includes ‘Basic SEO’ from the Rank Math SEO plugin.



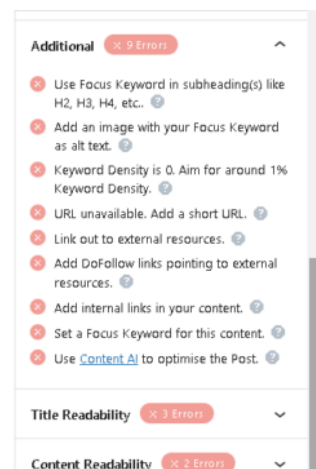
## Basic SEO

Even having more additional factors too that Google considers.

These factors include focus keywords in subheadings, image alt text, URL, external links, internal linking, and keyword density. (I'm trying hard to provide more detailed information on all the Google's 200 factors, keep me motivated in the comment section:-)

Add title

Type / to choose a block



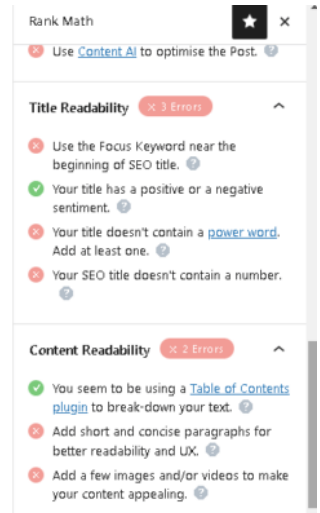
## Additional SEO

The last two drops down are about Title Readability and Content Readability.

Now it is seen that Our SEO tasks are done easily with this Rank Math SEO plugin and with a free account too what if we [upgrade to the pro version](#), which means greatly optimized websites.

## Add title

Type / to choose a block



Title and Content Readability

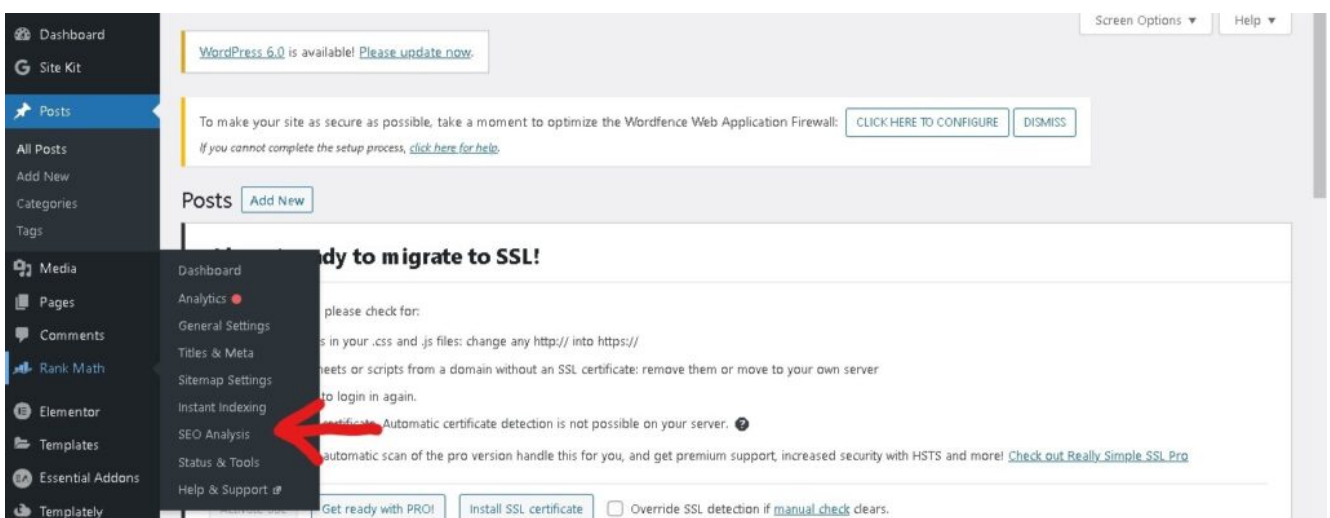
# Rank Math SEO Tutorial- SEO Analysis

One question, I think you have in your mind. How do we know what we are lacking in the SEO efforts that disallow us to rank on the search engines?

With the help of Rank Math SEO's SEO Analysis.

Let's do it...

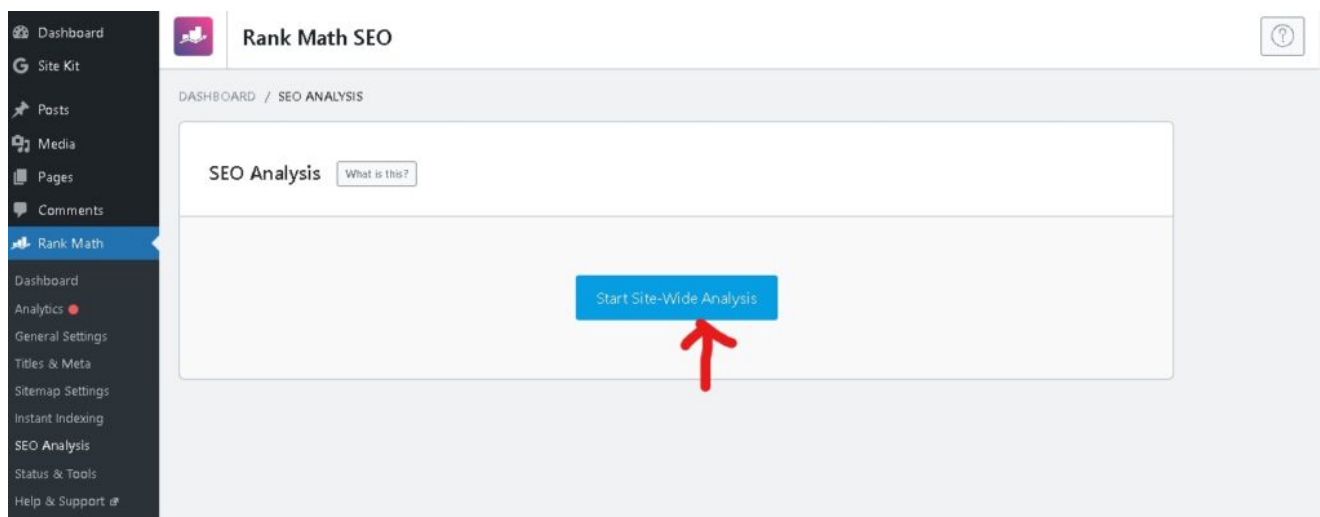
Hover over the "Rank Math" and select the option "SEO Analysis".



Rank Math's SEO Analysis

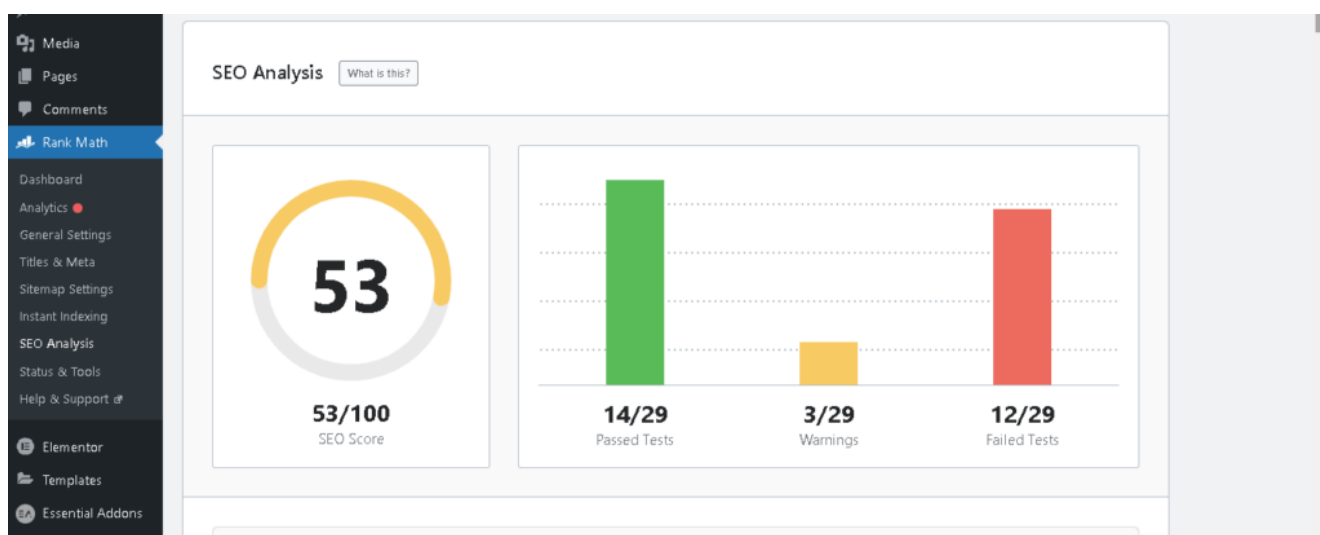
Click on the "Start Site-Wide Analysis" button and relax for a few minutes.

Rank Math SEO is analyzing our website.



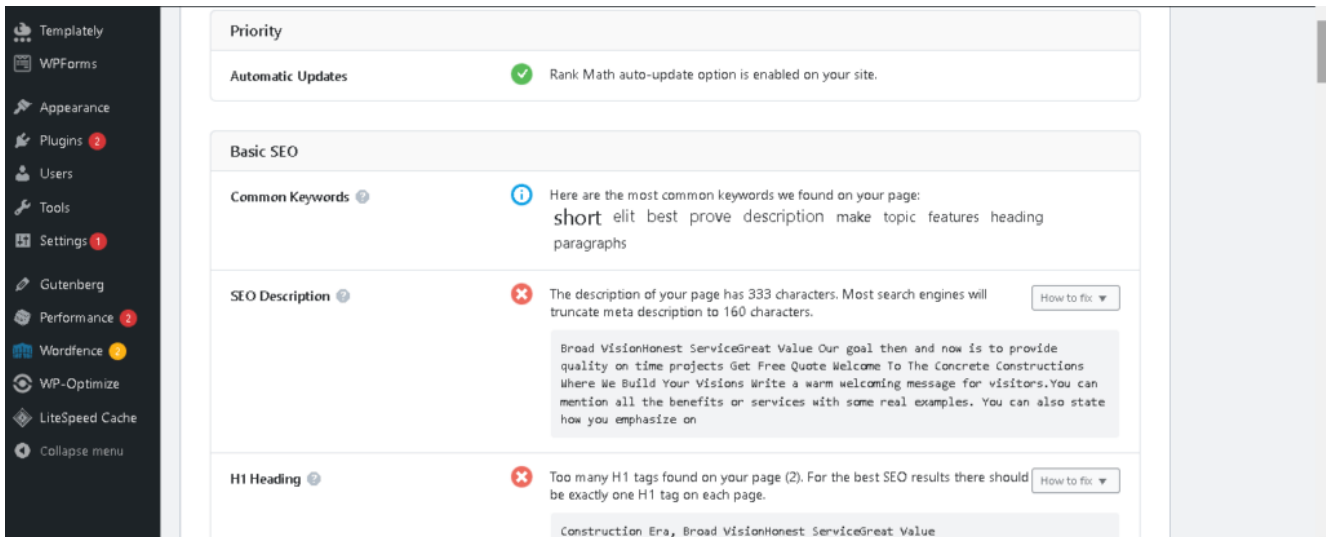
### Start Website SEO Analysis

Once done, it shows a dashboard containing the SEO Score of our website and including errors, and warnings also.



### SEO Score

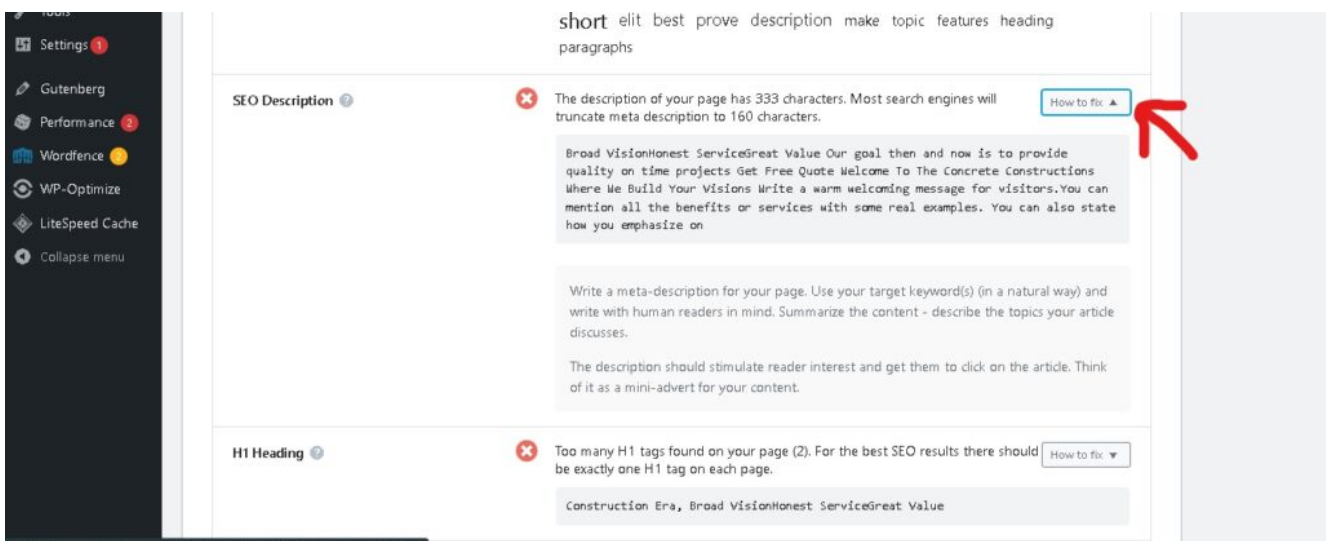
Scroll down and you will get more details about what is good and what needs to improve.



## SEO tasks

Now you think that with SEO Analysis we know the errors but how do we improve it?

Very simple my SEO buddies, in the right side there is an option "How to fix", click on that and it will suggest how we can fix these errors.



## How to fix

Congratulations SEO buddies, you learn a lot about the Rank Math SEO plugin today.

[Learn more about Rank Math SEO from their valuable blogs.](#)

## Summary-

Let's remind all the topics of this blog-



- What is WordPress SEO- Website optimization process.
- Why WordPress SEO is important- 70% of all traffic comes from search engines.
- Rank Math SEO Tutorial- plugin installation, Rank Math SEO Wizard Setup, Page optimization hints, and SEO analysis.

WordPress SEO is one of the most important things to understand in modern marketing.

It will greatly increase your traffic and conversions.

That's why I love WordPress SEO!

Meet Shivani, a WordPress SEO expert who is constantly working on optimizing websites for search engines such as Google, Bing, Yahoo, and more.

If you like what is WordPress SEO? and the Rank Math SEO tutorial, comment below if you want more rank math SEO tutorials in more detail.