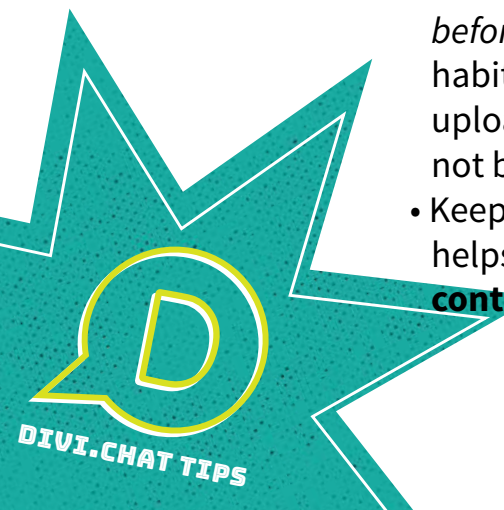# DIVI & SEO BEST PRACTICES CHEATSHEET

1.

Headings

- **Page vs post** - We tend to think of posts and pages as separate entities. To search engines, they are not. Every post/page should take advantage of h1, h2, h3 tags (use h4 - h6 if appropriate).
- **h1** - <h1> tags are very important in a "content-friendly" SEO world. Header tags give structure and readability to your content. **Each page should have one h1 heading with the keyword.**
- **h1 on a page** - When creating a PAGE in Divi, you will want to include a POST TITLE module at the top of your page to generate the <h1> tag or add one manually via your text editor.
- **h1 on a post** - When creating a POST in Divi you will want to make sure that the POST TITLE setting in the DIVI POST SETTINGS box is set to SHOW. This will make sure your post has the necessary <h1> tag. The other option is to use the POST TITLE module if using the builder.
- **h2** - There should be several h2's on your page, think of how you had to create an outline for school papers and using heirarchy to show importance in your structure.
- **h3** - If you can squeeze in an h3 with an LSI, that is good too (a similar phrase but not an exact match of your keyword). This site will help you get started: http://lsigraph.com/

2.

Images

- Images inserted into the **Text Module** will pull the image's ALT and TITLE attributes from the WordPress media library settings you already have.
- If you are using the **Image Module**, you will want to be sure to fill in those two fields, as the module does not pull those from the media library.
- Be sure to **include keywords in your image file names**, if possible, *before* uploading to the media library, something that can become a habit over time. If you are using images on multiple pages or you are uploading a whole bunch of images at one time this would probably not be worth the effort.
- Keep in mind the idea of making sure your images are SEO-friendly helps, but won't necessarily make or break your site. **Focus on good content foremost**.

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Images (cont.)

- **For local SEO** geo-tag and add EXIF data with a tool like Photoshop or Google Photos (previously Picasa). This embeds your address / location into the EXIF data on the images and adds strength to the site. You can also use 2-3 keyword tags to the images but don't stuff or overoptimize. Make sure to also set the ALT tag to match the KW/phrase for the page on which the image appears.

3.

Advanced SEO – Using schema.org Microdata markup

We didn't get a chance to touch on this much in episode 23, but spending some time on researching the information below will help with page rankings and UX as well. Using Microdata will make your search engine listings much more friendly and enticing via "Rich Search Results."

Divi doesn't natively handle this, but check out our **Helpful Links** section to learn how to get started.

What is it?

- If you've ever searched for a product, movie or place to eat, you've sometimes seen that within search results you immediately see ratings, prices, locations, etc. This is especially prominent if Wiki has a listing for what you are searching for.
- Microdata is simply an extra set of HTML tags and classes that search engines use to better understand what your page is about.

Where to use it?

- Creative works, such as books movies, music, recipes, TV shows...
- Audio, image and video objects
- Events and organizations
- People, places, local businesses, restaurants, etc.
- Products, offers, reviews and ratings

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4.

Misc...

- **Yoast** - Set ONE keyword or phrase per page, each with a unique meta descripton. Use the built-in color indicator as a guide, but don't ever force the content to get the green. The content should read like it is written for a normal speaking human, not contrived for a search engine.

- **Footer** - Include NAP (name, address, phone) and a Google map embed. Include links to Privacy policy and Terms and Conditions page (there are free templates online).

- **Reviews** - Huge! Ask prior customers to leave reviews for you on Google and/or Yext. Spread out the requests though. You don't want to get 20 reviews in a week. Anything that Google perceives as gaming the algorithm will get you penalized and it's ridiculously hard to climb back out of the penalty box.

- **Links** - You'll get some automatically when you set up citations but also, if there are venues or vendors that you regularly work with, ask for a link on their site. Again, you don't want too many, too fast or it could raise a flag with Google.

- **Social Media** - When posting, include relevant (keyword) hashtags and a link to your site, with the full *http://www* address. If an image is included on the post, use one that has been geo-tagged and optimized if possible (not super important but it helps, especially if your KW is moderately competitive). Post often and try to use open ended questions that will encourage engagement from viewers. The algorithm is such that the more engagement a post gets, the wider audience the platform will display your subsequent posts to, which builds organic growth.

- **Offsite** - Submit your sitemap to google using Webmaster Tools dashboard. Also submit to a ton of other search engines here: http://www.freewebsubmission.com/ (Note: A handful of these will fail but don't sweat it. The ones that always fail are some obscure search engines/directories that don't matter).

- **Divi's Shortcodes** - In a nutshell **YES Google can read your content**, don't worry about this!

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Be sure to watch the full episode and subscribe!
https://youtu.be/hXPMVOuL0a4

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HELPFUL LINKS

Keyword Research Links

- https://adwords.google.com/home/tools/keyword-planner/
- http://keywordtool.io/
- https://moz.com/explorer
- http://longtailpro.com/
- http://lsigraph.com/
- https://www.semrush.com/
- https://ahrefs.com/
- https://www.spyfu.com/

Advanced Schema

- From WPMU Dev: https://premium.wpmudev.org/blog/schema-wordpress-seo/
- schema.org introduction: http://schema.org/docs/gs.html
- Google Developers discussing products:
  https://developers.google.com/search/docs/data-types/products
- Google search on WordPress schema markup:
  https://www.google.com/search?q=wordpress+schema+markup&oq=wordpress+schema

Misc

- Google Algorithm Change History: https://moz.com/google-algorithm-change
- Yoast Guide: https://yoast.com/wordpress-seo/
- SEO Articles on ET Blog: https://www.elegantthemes.com/blog/?s=seo&x=0&y=0

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Be sure to watch the full episode and subscribe!
https://youtu.be/hXPMVOuL0a4