

Month 6: **SEO** & **Social Media**

Connecting Search Engine Optimization with Automated Social Publishing
Workflows in WordPress.

Content is fire. Social media is gasoline. SEO
is the compass that tells you where to
ignite it.

THE DIGITAL PUBLISHING MANTRA



Mastering WordPress SEO

Moving beyond writing good content to ensuring search engines understand, index, and rank your website.

| The SEO Ecosystem



Technical SEO

The foundation. Includes XML sitemaps, robots.txt, SSL certificates, schema markup, and ensuring fast page load speeds through caching and image optimization.



On-Page SEO

The content. Crafting compelling meta titles, keyword-rich descriptions, proper heading hierarchy (H1, H2, H3), and semantic URL structures (permalinks).



Off-Page & Social

The authority. Building high-quality backlinks and leveraging social media sharing to drive traffic and signal content relevance to search engines.

| Harnessing SEO Plugins

WordPress is inherently SEO-friendly, but specialized plugins like **Rank Math**, **Yoast SEO**, or **DefiniteSEO** are required to fully control your SERP presence.

- ▶ **Live Content Analysis:** Get real-time feedback on keyword density, readability, and title length as you write.
- ▶ **Automated Sitemaps:** Automatically generate and submit XML sitemaps to Google Search Console.
- ▶ **Schema Builders:** Add structured data (Articles, Products, FAQs) without touching any code.
- ▶ **Builder Integration:** Edit SEO metadata directly within visual page builders like Elementor.

 SEO dashboard analytics abstract technology dark mode

| The Anatomy of an Optimized Post

Meta Data & Structure

Title Tags: Keep between 50-60 characters. Place your primary keyword as close to the beginning as possible to maximize click-through rates.

Meta Description: Write a 150-160 character compelling summary. It acts as your organic ad copy in search results.

Permalinks: Use descriptive, readable URLs containing your keyword (e.g., /wordpress-seo-guide instead of /?p=123).

Keyword Strategy

Long-Tail Keywords: Target specific phrases with lower competition and higher intent (e.g., "easy vegan smoothie recipe" instead of "smoothies").

Semantic Search (LSI): Include related terms and synonyms naturally in your text to help search engines understand the broader context of your page.

Internal Linking: Connect related content within your site to establish a logical hierarchy and spread link equity.



Social Media Synergy

Bridging the gap between your website's content and your audience's social feeds.

The Open Graph Protocol

Controlling the Preview

When you paste a link into Facebook, Twitter, or LinkedIn, they look for Open Graph (OG) tags in your HTML to generate the preview card. SEO plugins allow you to set specific images, titles, and descriptions just for social media sharing.

Why it Matters

A missing OG image results in a broken or random picture being shared, drastically reducing click-through rates. Tailoring social meta data ensures your content looks professional and engaging across every network.

| Automating the Social Workflow



AI Marketing Agents

Use specialized AI tools (like NoimosAI or Skott) integrated into your workflow. They can take a published WordPress post, generate tailored social captions for 5 different platforms, and schedule them automatically.



Auto-Publishing Plugins

Connect WordPress directly to platforms like LinkedIn, X, and Facebook. The moment you hit 'Publish' on a blog post, it immediately pushes the link out to your social audiences without manual copy-pasting.



Content Repurposing

Establish a system where long-form SEO articles are broken down into smaller "micro-content" pieces (threads, carousels, short videos) to maximize the lifespan of your initial

| The Complete Lifecycle

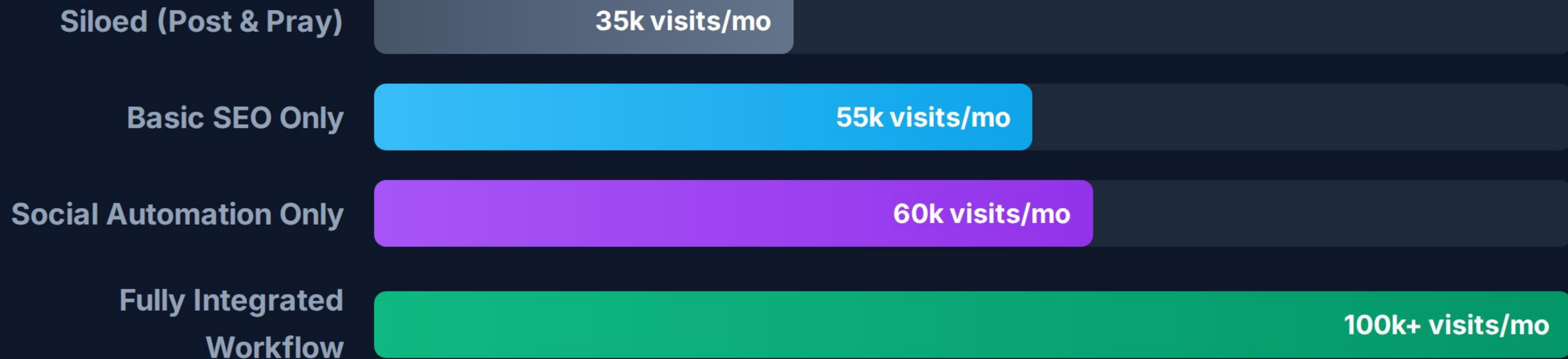
2. Optimization

Use Rank Math/Yoast to refine meta tags, add internal links, and set Open Graph social images.

4. Analysis

Monitor search rankings and social engagement to refine future content strategies.

Traffic Impact: Siloed vs. Integrated



An integrated approach creates a compounding effect. Social media drives immediate traffic and engagement signals, while technical SEO builds long-term, sustainable organic growth.

Questions?

Thank you for attending Month 6: Extending WordPress.



| Image Sources



Thumbnail
for

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