

# The Blogger Breakthrough Podcast

[00:00:04.190] - Liz

Hey, boss, welcome to the Blogger Breakthrough Podcast, I'm your host, Liz, from Elizabethstapleton.com and founder of the Blogger Breakthrough Summit.

[00:00:10.910] - Liz

Today we're talking about onsite SEO with Mariah Magazine, who was one of our awesome speakers at the 2020 Summit. Remember, if you want to make sure you're notified when registration of our next Summit in 2021 opens. Be sure to be on the Blogger Breakthrough Summit newsletter email list. The link to that is in our show notes or you can go to [BloggerBreakthrough.com/newsletter](https://BloggerBreakthrough.com/newsletter) and sign up there.

[00:00:31.850] - Liz

Now let's dive in.

[00:00:33.680] - Liz

So let's go ahead and dive in because we're going to be discussing what you can... Things you can do and some quick fixes you can even do for on site SEO. But what is let's start off because I think some people may be confused. What is on site SEO versus "off site" SEO, I guess.

[00:00:51.390] - Mariah

OK, so on site and off site, it can also be referred to as like on page and off page. So on site. On page is more so the things that you have control over. It's the things on your website specifically. It's those SEO titles, the meta descriptions, your content itself, like your blog posts.

[00:01:16.820] - Mariah

It's all of those things on off site actually has more to do with the promotion of your website and kind of like how authoritative Google sees you.

[00:01:28.250] - Liz

So it's like getting back links and things like that.

[00:01:31.180] - Mariah

Yeah. Yeah. It's like how your what's the word that I'm... The authority, your reputation, your online reputation, how Google sees that. So people don't realize that that is a whole other piece to the puzzle. So, so many people focus on like when you mention SEO everybody's like keywords, keywords, content, keywords, content, keyword great, wonderful writing blog posts is probably one of the best ways to grow your SEO and your search rankings. And you do have control over that.

[00:02:03.560] - Mariah

The other huge powerhouse in terms of like growing your SEO and getting better rankings, is that off site SEO.

[00:02:12.020] - Mariah

And I've noticed being in the online space that, like a lot of people are actually talking about that they're not talking about like the promotion of your blog posts because that has something to do with it, too. So it's like you spend all of this time creating these blog posts and getting them perfect, making sure that, like your your keyword is in your title and you're mentioning it here and, you know, all of these really great things, but nobody is seeing it.

[00:02:38.810] - Mariah

So it's like, how much is it really helping you? And that's because you're missing that off page SEO portion, that promotion part. So I always tell my clients that you should be spending twice as much time promoting your content as you do creating it. A lot of people are like, what? You know what I mean? Like there is, oh, there was always that like um...

[00:03:02.810] - Liz

It's like the 80/20 rule.

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[00:03:04.130] - Mariah

Yeah. Yeah, exactly. So it's like you really want to spend a lot more time promoting it. It's not good enough to go ahead and click publish on a blog post or create three blog posts a week and then promote none of them and then expect your SEO rankings to skyrocket. It's like nobody's seeing this so much content out there about like you have to take it from like a more strategic point of view. It's like, how do I get people to see this content?

[00:03:30.950] - Mariah

So that's like the biggest difference between on site and off site.

[00:03:36.980] - Liz

Yeah, yeah. And we do have sessions on promoting with social media and so definitely check those out for sure.

[00:03:44.940] - Mariah

Yeah that's helpful.

[00:03:47.030] - Liz

Yeah. Yeah. So one thing, like when I first started blogging I was told, OK, use Yoast. Right, OK. And I would try to make the lights green and I mean that's a whole other story. But then it wasn't it to like way later and I was like oh there's like settings and all of my freebies are totally searchable in Google, which is not what I want, you know. So can you kind of share sort of I mean, Yoast and what similar plugins like that can do in terms of things you can adjust to make sure Google is finding what you want it to find and how you can tell if it's not?

[00:04:25.250] - Mariah

Yeah, yeah, for sure.

[00:04:26.610] - Mariah

OK, so the biggest thing that I want to mention about Yoast is that at the end of the day, Yoast is a tool. Yeah. So I know that so many people like the green light and everything like that and they kind of beat themselves up for not getting that green light. And then they're like, which keywords should I put in the focus keyword box? And it's like that keyword that you put in is only how Yoast is reading your content and giving you an analysis

[00:04:55.600] - Liz

It's not actually telling Google "Hey this is the keyword for this post."

[00:04:57.990] - Mariah

Yeah, and like, that's a huge misconception. It's like well what keyword do I put in here, I was like, well, Google is also going to like, see what the main idea of your content is. So, like, I would rather you spend more time really focusing on creating that content that Google thinks is helpful for your target audience. You know what I mean here.

[00:05:20.930] - Mariah

What was that?

[00:05:21.530] - Liz

Instead of trying to get a green light for one key word, when in reality Google may if it's a quality post Google may rank it for multiple keywords.

[00:05:28.900] - Mariah

Yes. Yeah, exactly. So that's a huge thing. Is that, like, SEO really is a tool. And then especially like if people are using Squarespace, they don't get to use Yoast. Yeah. So people are like a Squarespace that is good and it's like Yoast as a tool. Yoast is a pretty good... Yoast is a really awesome tool that WordPress uses. But at the end of the day, it really is about your content and your website itself.

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[00:05:51.950] - Mariah

But there are some settings in Yoast that you definitely want to pay attention to.

[00:05:57.160] - Liz

OK, so from here on the session there was a screenshare which isn't as helpful on a Podcast, but hopefully this little snippet gave you a bit of insight when it comes to what you can control SEO wise. Be sure to join me next week when I'll be sharing a snippet from Allison Baggerly's 2020 Blogger Breakthrough Summit session on how to batch Instagram stories.

[00:06:15.320]

I'll catch you then.