



SEO 101

WITH BOBBY
WARREN

ABOUT BOBBY

Bobby Warren is an award-winning journalist who left the industry after three decades to start Wooster Media Group LLC, a search engine optimization, content creation, and social media management company. Wooster Media Group works with bloggers, publishers and businesses across the country to improve SEO and content. He and his wife, Wendi, live with their pets in Wooster, Ohio.

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[00:00:08.380] - Liz Stapleton, Host

We hear the term SEO all the time in the blogging world, everyone says it's important, but most. But for most, it's a riddle, wrapped inside a mystery, inside of an enigma. And if you try to search SEO for beginners, you might break the Internet. I'm just kidding!

[00:00:24.280] - Liz

Welcome to the Blogger Breakthrough Podcast. I'm your host, Liz Stapleton. And thanks for letting me into your day. In this episode, we're going to hear some of the down and dirty basics of SEO from Bobby Warren, which he shared during the 2021 Blogger Breakthrough Summit. Let's get to it.

[00:00:38.810] - Bobby Warren

SEO stands for search engine optimization. So SEO is very detailed. It covers a broad spectrum of things. When I analyze a site and for those bloggers out there, you know, they need to make sure that they're using their header tags properly, the H1 through H6. I generally never get lower than H3, sometimes I go down to H4, but header tags signal to Google that this piece is structured, that H1 is more important than H3 and they signal the intent of the page

[00:01:16.720] - Liz

And the H1 is the title. So they shouldn't be marking any of their content that they're writing as H1, it's just the title, correct?

[00:01:23.320] - Bobby

Yeah, H1, H1 is kind of what's considered the main headline of your page, but it could be different than your meta title. So you have a page title and a meta title. So for example, we go to, you go to my website. There might be a H1 that says once you land on that page, the page title says, you know, Seven Ways to Use SEO Strategies to Boost Your Website on Google Rankings. So that page title is like this big but.

[00:02:03.340] - Bobby

For SEO, you only want it that big. So so your meta title, which a lot of people can change with your Yoast plug-in, so your meta title might be shorter and your page title might be longer. The length of the page title doesn't matter, but the meta title does so...

[00:02:23.560] - Liz

And I believe Yoast automatically will pull in whatever your header title is, but you can go on edit of that. So when you go to post settings on Yoast, it should have a meta title section and that's where you would change that. Just for anyone who really doesn't know.

[00:02:37.700] - Bobby

Yeah, yeah. And and interestingly enough, I don't use Yoast, but it's like the number one plug-in, but I don't use it. So with SEO you learning about your header tags, your meta title tags, meta descriptions, alt text, canonical links. So there's just so much there's so much involved with site maps, Google Analytics, Google Search Console. And I know there are other search engines out there like Bing and Yahoo! But for the most part in the United States, you're looking at Google.

[00:03:15.280] - Bobby

They have like over 90% of the search market. So SEO incorporates so many different things. You can't be an expert at everything. And I try not to. And what where I've really been kind of focusing in on is really content and content optimization.

[00:03:39.010] - Liz

Hopefully, this episode has helped to provide some clarity on what SEO is so you can start to optimize your content for those search engines. To learn more about SEO from Bobby and our other speakers, to be sure, head over to bloggerbreakthrough.com/PodcastDeal to get access to all the 2021 Summit sessions. Be sure to join me next time when we learn what it takes to build a nurture sequence that will keep your readers coming back.

[00:04:02.770] - Liz
I'll catch you then.