

# Module 3

## Lesson 2

SEO Basics



## SEO Basics

### SEO Basics Checklist

Select the long-tail keyword that you want your post to rank for

Include your keyword in your post title

Make sure your keyword forms part of your post URL

Include your keyword at least 1-2 times in the main body of your post

Use your keyword in your meta title and meta description (found on the edit screen of Wordpress if you have the Yoast plugin)

Add your keyword to the title and alt tags of your images