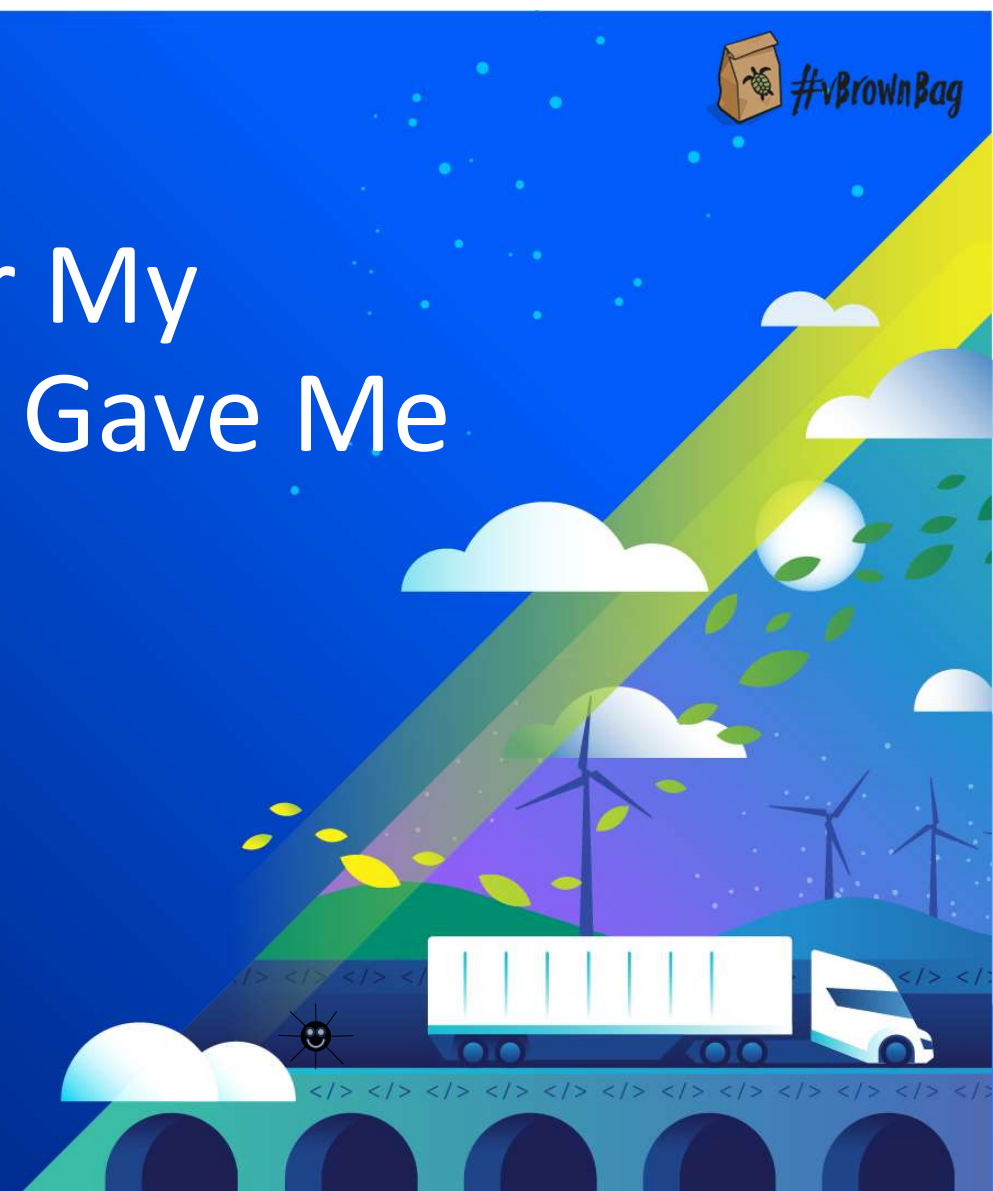


vmware® EXPLORE



# The SEO Strategies for My Community Blog That Gave Me Six-Pack Abs

[VMTN3082LV]



# Tony

Has been virtualized for seventeen years. He has been architecting and building solutions for organizations large and small. Tony is also a senior principal technical marketing engineer at Dell focused on software defined storage. He is an adjunct professor at K-State teaching systems administration and managing a small lab. Discover more at [wondernerd.net](http://wondernerd.net)



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# Agenda

- The Recipe for Six Pack Abs
- What is SEO and Why it Matters
- Flexing SEO Muscles
- Titles & Headings Make Things Look Good
- Links & Pictures or It Didn't Happen
- Sex Sells and Other Keywords
- Don't Game the Spiders 🕸
- Giant Tools

*Please See me following the session for questions*

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## The Recipe for Six Pack Abs

*“Online I live in Malibu  
I pose for Calvin Klein, I've been in GQ  
I'm single and I'm rich  
And I've got a set of six pack abs that would  
blow your mind”*

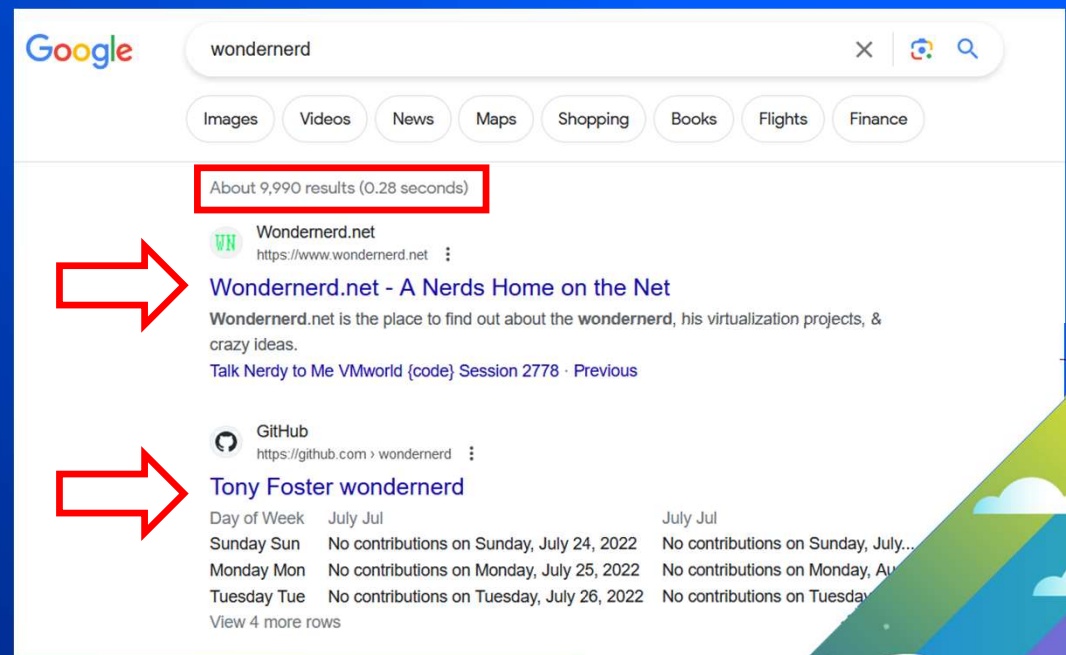
*Brad Paisley – Online  
<https://www.lyricshall.com/lyrics/Brad+Paisley/Online/>*



<https://www.youtube.com/watch?v=UE6iAjEv9dQ>

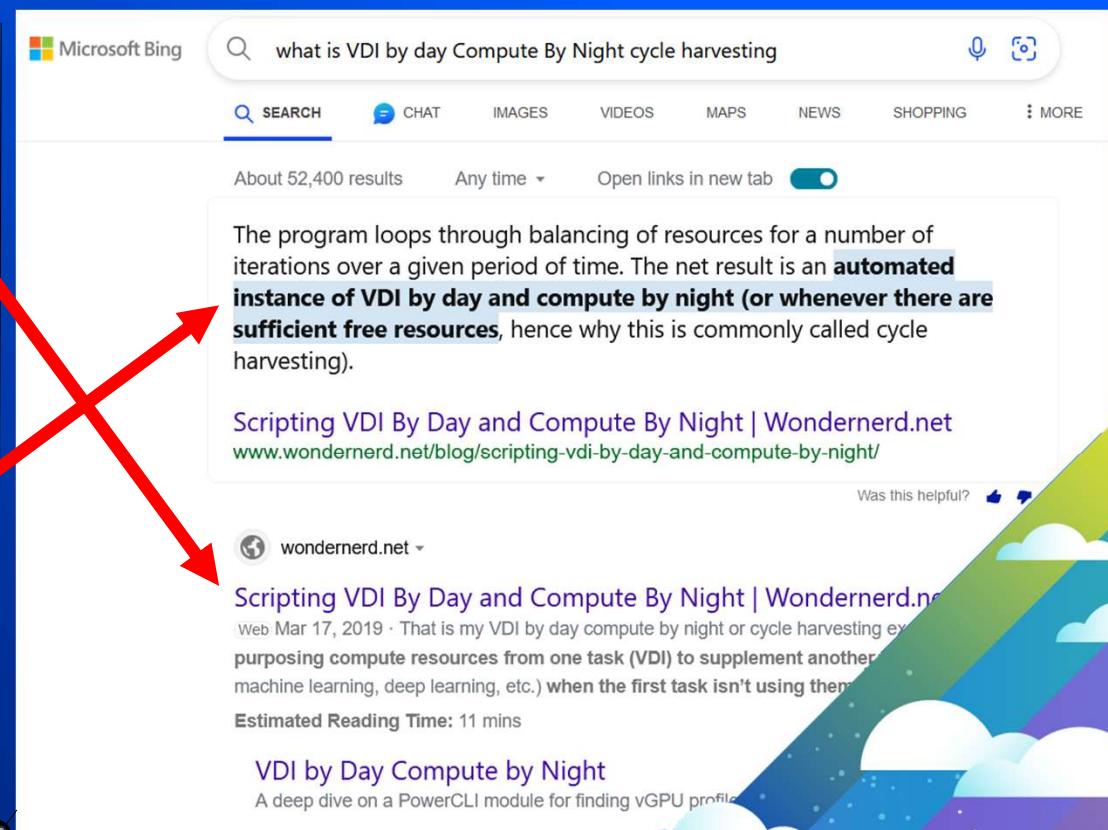
# What is SEO and Why it Matters

- Search Engine Optimization = SEO
- All about making your site/blogs look good to search engines
- The better it looks the higher you rank

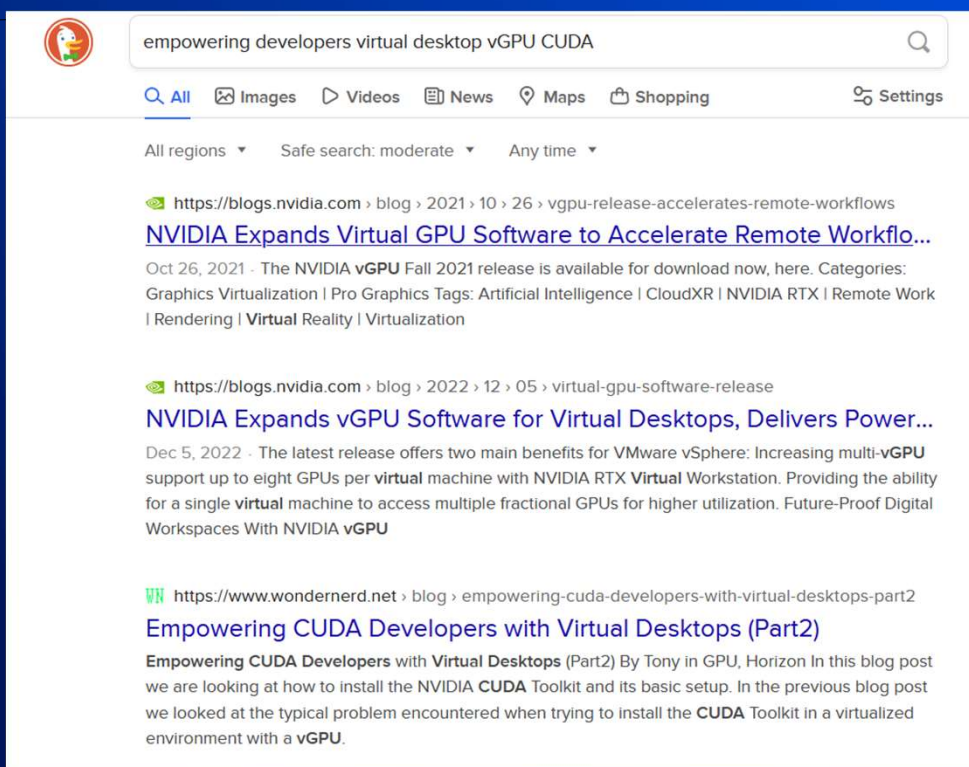


# Titles & Headings Make Things Look Good

- Title is the most important item
- First thing a human reader sees
- Correlated with content
- Headings separate
- Makes it easier to navigate
- Logical chunks



# Flexing SEO Muscles – Content is King

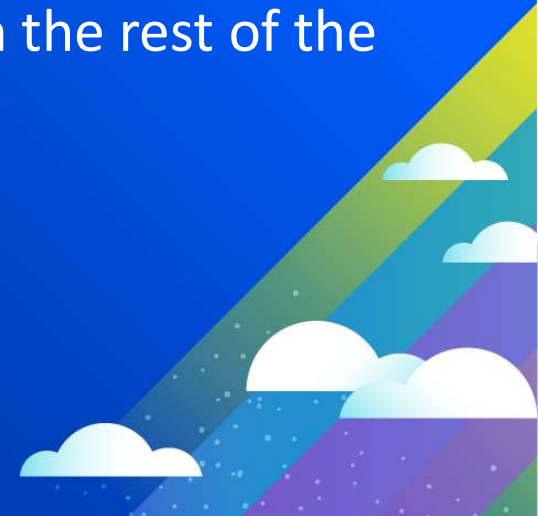


empowering developers virtual desktop vGPU CUDA

All regions Safe search: moderate Any time

- <https://blogs.nvidia.com/blog/2021/10/26/vgpu-release-accelerates-remote-workflows>  
**NVIDIA Expands Virtual GPU Software to Accelerate Remote Workflo...**  
Oct 26, 2021 - The NVIDIA vGPU Fall 2021 release is available for download now, here. Categories: Graphics Virtualization | Pro Graphics Tags: Artificial Intelligence | CloudXR | NVIDIA RTX | Remote Work | Rendering | Virtual Reality | Virtualization
- <https://blogs.nvidia.com/blog/2022/12/05/virtual-gpu-software-release>  
**NVIDIA Expands vGPU Software for Virtual Desktops, Delivers Power...**  
Dec 5, 2022 - The latest release offers two main benefits for VMware vSphere: Increasing multi-vGPU support up to eight GPUs per virtual machine with NVIDIA RTX Virtual Workstation. Providing the ability for a single virtual machine to access multiple fractional GPUs for higher utilization. Future-Proof Digital Workspaces With NVIDIA vGPU
- <https://www.wondernerd.net/blog/empowering-cuda-developers-with-virtual-desktops-part2>  
**Empowering CUDA Developers with Virtual Desktops (Part2)**  
Empowering CUDA Developers with Virtual Desktops (Part2) By Tony in GPU, Horizon In this blog post we are looking at how to install the NVIDIA CUDA Toolkit and its basic setup. In the previous blog post we looked at the typical problem encountered when trying to install the CUDA Toolkit in a virtualized environment with a vGPU.

- Searches: Title + first paragraph
- Do the same keywords appear?
- Is it logical ( A → B → C )
- Does it match the rest of the content



# Links & Pictures or It Didn't Happen

- What supports your content?
- Additional information
- Is the content similar?
- Rank of connected content
  
- Pictures get scanned too



GPU, vGPU, computer, CPU, Network, chat GPT, GPT, LLM, large language model, layers, hidden layer, cell, quantum, Quantum computing, qubit, inferencing, machine learning, AI, generative AI...



# Sex Sells and Other Keywords



- Rank higher with sex, controversy, outlandish statements, or power words
- Include product keywords in the title
- KISS ☀️
- Meta Keywords
  - Modern search engines less reliant
  - CMS use for group/search



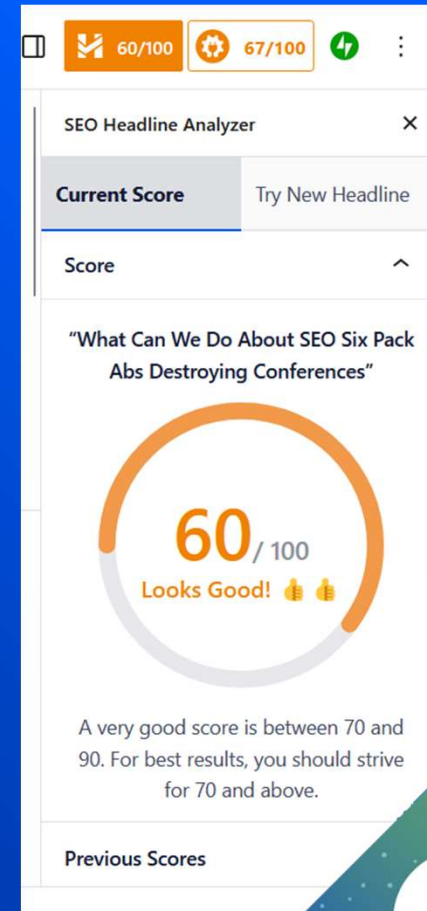
## Don't Game the Spiders ☀️

- Spiders used to catalog the Internet for search engines
- Rank content, accuracy, readability, links, etc.
- Search engines weed out those who game
  - Lower search ranking
  - Not even listed



# Giant Tools

- Make life easier
- Provide real-time feedback
- Automate insertion of key phrases and keywords
- Yoast – <https://yoast.com/wordpress-seo/>
- All in One SEO - <https://aioseo.com/>



# Your Own Six Pack

- Create good titles and headings
- Match content with to your titles and headings
- Be edgy – Sex Sells
- Pick keywords wisely
- Don't game the spiders
- Leverage SEO tools for your blogs



# Thank You!

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