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

[VMTN3082LV]

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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

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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

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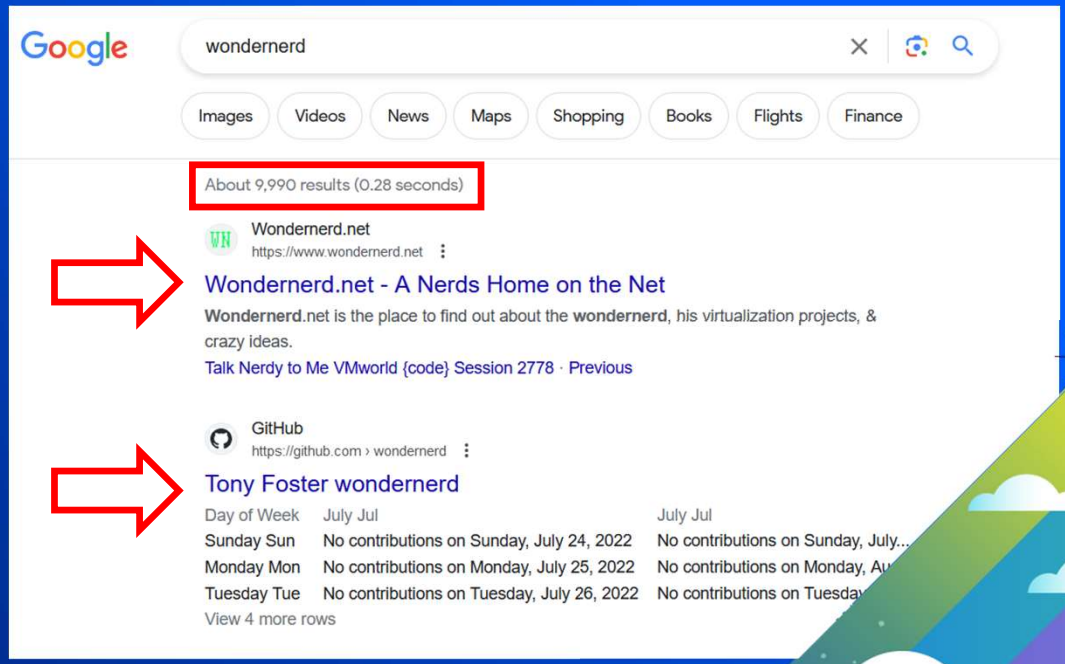
What is SEO and Why it Matters

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



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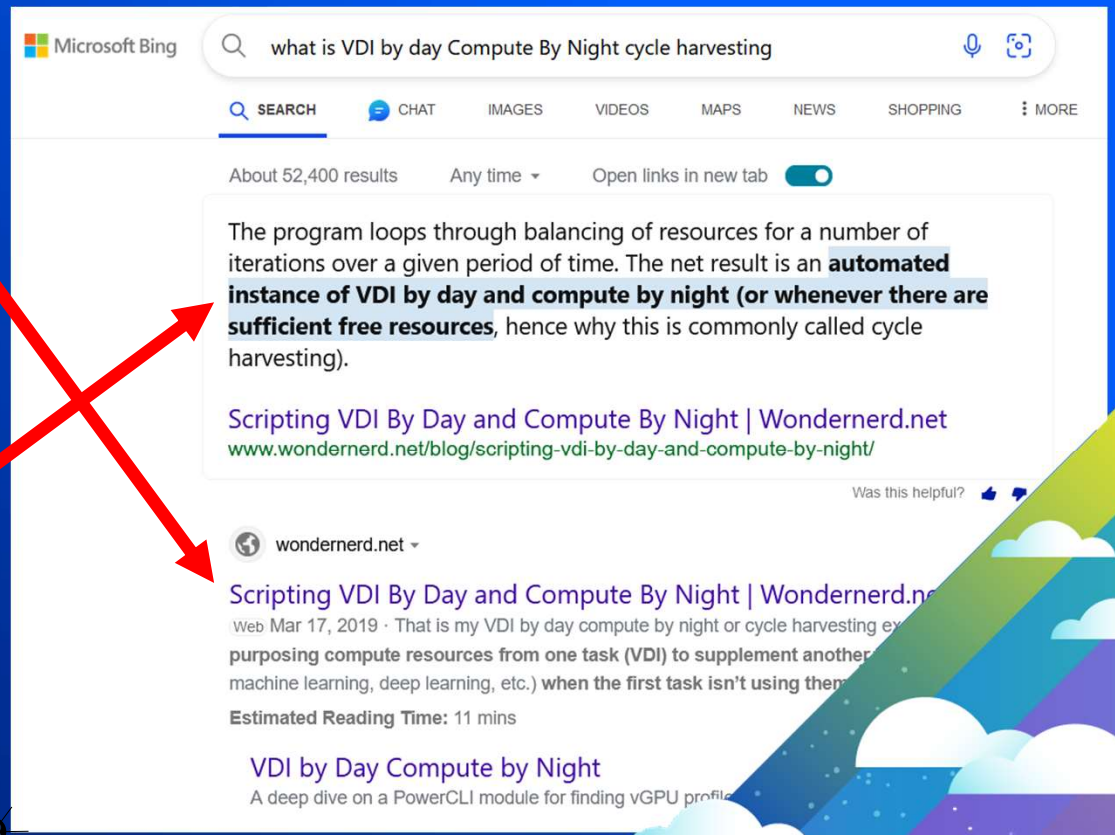
Titles & Headings Make Things Look Good

- Title is the most important item
- First thing a human reader sees
- Correlated with content

- Headings separate
- Makes it easer to navigate
- Logical chunks



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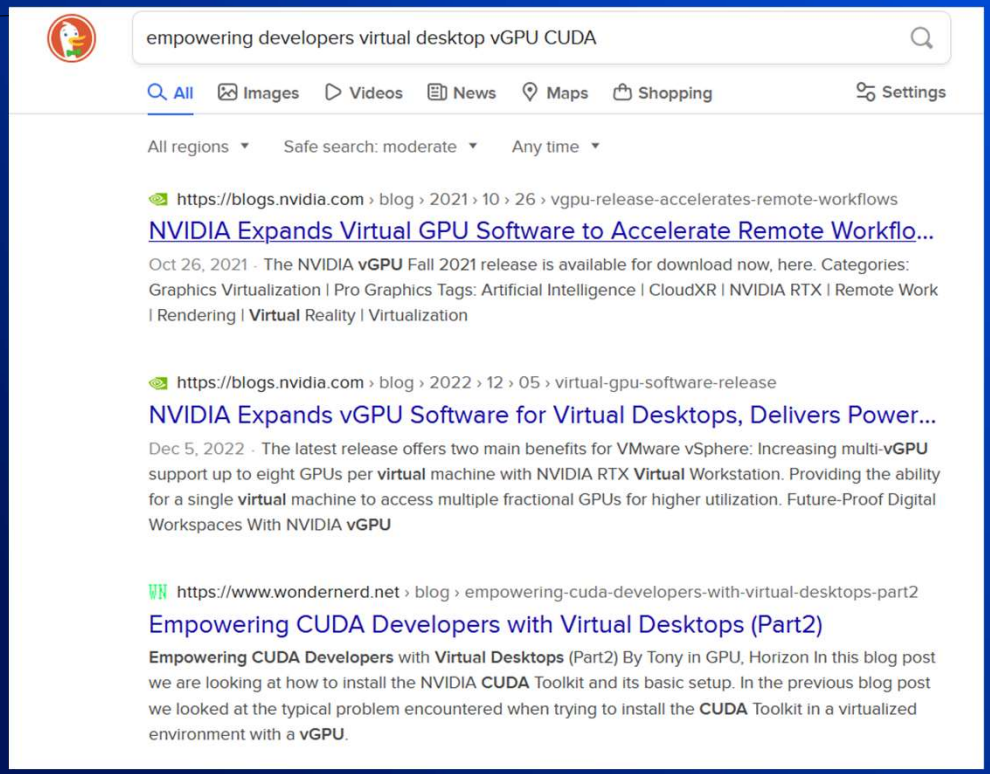
Flexing SEO Muscles – Content is King



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

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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…

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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

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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

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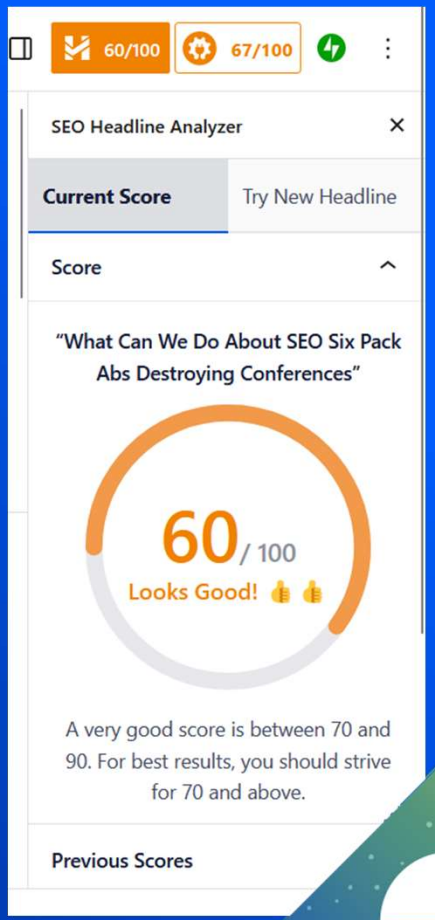
Giant Tools

- 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/



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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

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Thank You!

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