

How to use plugins to optimize your WordPress site for Google (SEO)

SEO stands for Search Engine Optimization, and it means to make your site as friendly to the search engines as possible. Your goal is to get your site to rank higher in the search results. This is one of the best ways to get traffic to your blog.

For the purposes of this tip, we will look at the plugins that can be simply added to make your site more powerful or relevant in the eyes of Google. All WordPress blogs will benefit from the following plugins:

[All In One SEO Pack](#) - This is a very popular plugin for WordPress and most savvy users have it installed. It will help you handle your META and TITLE tags, automatically, as well as let you specify these tags for each page or post. It is simple to use and can run as is, once you install it. You will have to go to the settings, to enable this plugin though.

[Google XML Sitemaps](#) - This plugin will create a sitemap for your website. A sitemap is something that Google values, and with a blog it is especially important. This plugin will also notify the search engines when your sitemap changes. For example, when you add a new post.

[Yet Another Related Posts Plugin](#) - This plugin will automatically link to other related posts at the bottom of your posts. This will hopefully keep people on your site. From an SEO outlook, it helps by funneling search engines through all of your content. Makes your posts easier to find for sites like Google.

These SEO plugins will help in all search engines at least somewhat although currently Google has such an overwhelming market share that it is far and away our target

[SEO Friendly Images](#) - When it comes to SEO, the ALT and TITLE tags of your pictures matter. The ALT tag describes your image to search engines and the TITLE tag produces the tooltip when a user hovers over the picture. This plugin will automatically fix the alt and title tags of your pictures according to the options you set.

[ShareThis](#) - This plugin will add a ShareThis button to you posts. This will allow people to share your posts in a number of ways. The SEO benefits might not be apparent right away, but if people are sharing your post it may be generating backlinks. Add that to the fact that Google is moving towards a more real time based search. If your blogpost is being virally posted to Twitter and Facebook, it could mean it popping up at the top of searches.

[FD Feedburner Plugin](#) - Feedburner is a great blogging tool. It basically controls your RSS feed. Many people find a Feedburner RSS feed more professional, so it helps for first impressions. It also lets you track the people that subscribe to your RSS feed, To top it off Google now owns Feedburner, and using it could potentially boost your site's relevance in Google. Considering all of the other benefits, it is basically a no brainer to add Feedburner to your site. This plugin will help with the process.

[Easy Policy Privacy](#) - If you use Google AdSense you need a privacy policy, but here is something people might not know, a privacy policy can help your Google rankings. I know this because it came straight from a meeting at the Toronto Google offices and that is the one tidbit they were willing to share. This plugin has some templates that make it really simple.

There are a lot of plugins available for WordPress but if you are using all of these listed ones, you will have a leg up over other bloggers.

Install them today, and learn all you can about how to use them. You will thank me when your site is ranking higher than ever on Google!