



FEMPRENEURS
UPLIFTING WOMEN SMES

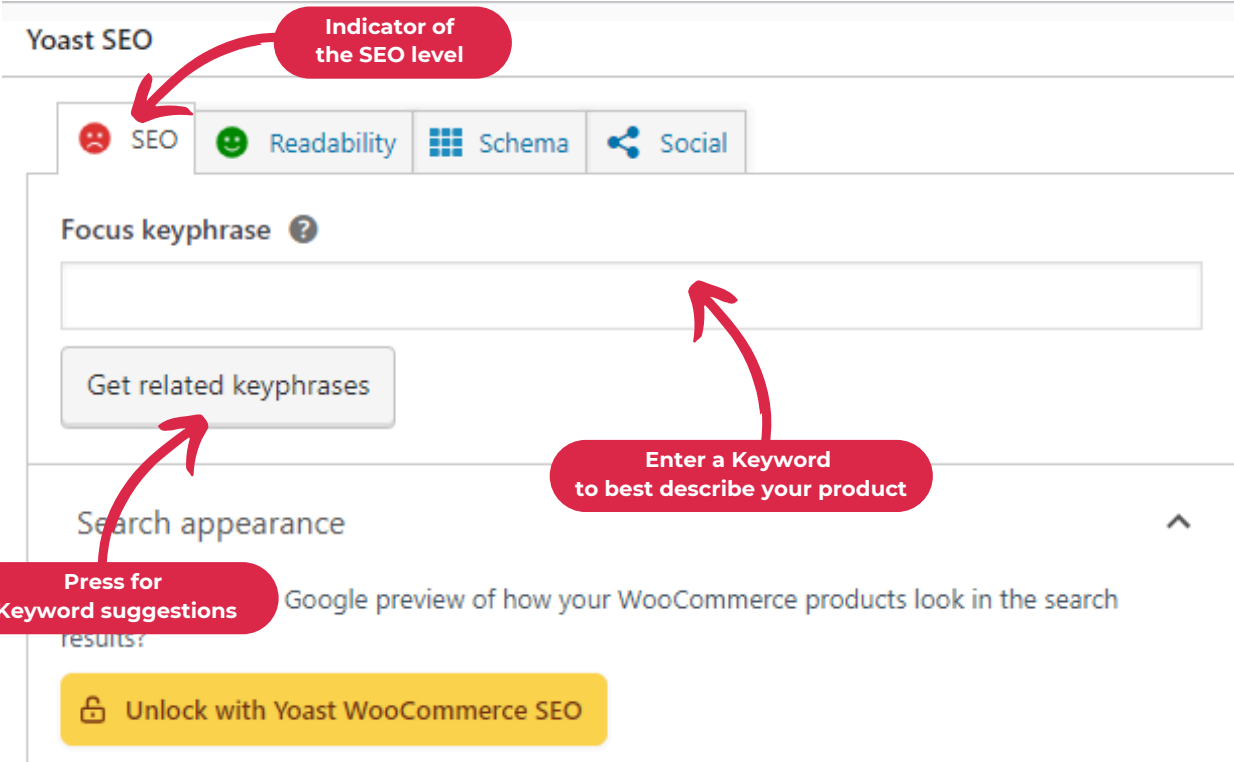
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SEO GUIDELINE

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GUIDE TO ADDING SEO

EXAMPLE OF ADDING SEO TO YOUR PRODUCT



Yoast SEO

Indicator of the SEO level

SEO Readability Schema Social

Focus keyphrase ?

Get related keyphrases

Press for Keyword suggestions

Enter a Keyword to best describe your product

Search appearance

Google preview of how your WooCommerce products look in the search results?

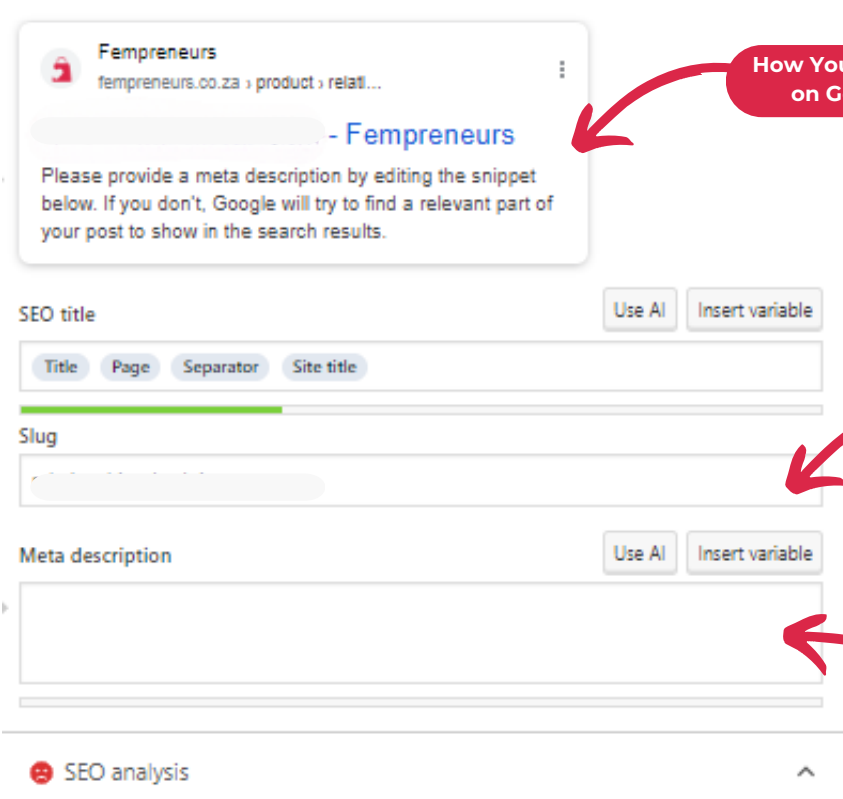
Unlock with Yoast WooCommerce SEO

KEY TIPS

- Make sure to enter a keyword/focus keyphrase that best describes your product for SEO purposes.
- An example is if you are selling clothing a keyword could be 'Red Dress'.
- If you need help with best selecting a keyword you can press the 'get related keyphrases' for more suggestions.
- The colour of the face next to the SEO tab indicates how well you've entered the SEO details.

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EXAMPLE OF ADDING SEO TO YOUR PRODUCT



The screenshot shows the SEO configuration interface for a product. At the top, a preview box displays the product name and a meta description. Below this are input fields for the SEO title, slug, and meta description, each with 'Use AI' and 'Insert variable' buttons. A 'Title' dropdown menu is also visible. At the bottom, there is an 'SEO analysis' section. Three red callout boxes with arrows point to specific elements: 'How Your Product Shows on Google Results.' points to the preview box; 'The SEO URL based on your product title' points to the slug field; and 'Provide a brief description for Google Results.' points to the meta description field.

KEY TIPS

- Add a brief product description of your product which will show on Google results.
- An example if you are selling a red dress is “Gorgeous red dress perfect for evenings and events”
- The slug is the SEO url that will show on Google results.
- The SEO analysis will provide you with guidance on how to improve the SEO section for your product.