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## Teleseminar Dial-In Details

- Date:** Wednesday, March 19, 2008
- Time:** 12:00 Noon (Pacific) / 3:00 PM (Eastern)
- Dial In:** 1-419-400-0203
- Passcode:** 657950#
- Topic:** The Wizard Weekly – SEO, OYR, Driving Traffic
- Duration:** 30 minutes
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## Tips To Get The Most Out Of This Call

1. Print this Action Guide and Take Notes
2. Use these tips to improve your blog.
3. Take action NOW!

### Quote of the Call:

“WordPress is more than just software: it is a community, a rapidly evolving ecosystem, and a set of philosophies and opinions about how to create the best web experience.”

Matt Mullenweg  
Co-founder of WordPress



## WordPress: SEO, OYR, Driving Traffic

SEO - What is it?

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OYR - What in the world is that?

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Driving Traffic - What do we mean?

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**Built in SEO functions in WordPress**

Easy navigation through archives, categories, pages.

Tweaks you can make -

1. Custom Permalinks

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**2. Posts and page titles**

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**3. Text**

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**4. Category names**

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## 5. Images and ALT tags

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## OYR - Optimizing for Your Reader

Content, content, content

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## **Driving Traffic**

**Do SEO and OYR and traffic will happen.**

**Resources for your next steps:**

**The Blog Audit –**

**<http://thewordpresswizard.com/blog-audits-by-the-wordpress-wizard/>**