Keywords and stuffing

Welcome to WordPress Demystified, week 2, SEO and being found. I wanted to talk a little about keyword stuffing and keywords. So keywords are the words that people type into a search engine to find you, and it used to be thought that it was specific words, like people would want to rank, in my case, WordPress, you know, type in WordPress and I want to get to number 1. Yeah, I never actually thought that, and it's also not realistic because so many other people are in WordPress, including WordPress themselves.

But what people were trying to do with their websites is stuff all the keywords that they thought people would type in into their website.

And Google and other search engines actually didn't take kindly to this, what was called keyword stuffing. And nowadays, especially with the rise of AI, things have changed. It's more likely that you're going to ask a question: why is my WordPress website showing error 404 or error 503? Or what is it that I've got a white screen of death on my website? It's more likely that we're going to ask a question.

So how can you use this? Well, you can have questions at the top of your blog posts. Your, you know, your blog post could be a question and then you have the answer to it. People like that. AI likes that as well.

You could have, if you're doing like a webinar for example and you're going to be answering certain questions on that webinar, Have the questions listed as subheadings on the registration page. People like to know what they're going to get from a webinar because they're giving up their time for it, and AI likes that as well, and Google likes that.

But in case you think I'm just gonna shove all these questions and all these keywords into the website, remember, be human first. This is that you be human and also your ideal clients are human. That goes with any responses you get from AI as well, by the way. If you're not in a particular project with all your things in it and your business in it,

any answer it gives you is going to be from out there in the universe. It's not necessarily going to be your ideal client.

So don't keyword stuff. Be human. React to it human to human.

And use questions. That's what most people search on. That's how you're going to be found.