



Teleseminar Dial-In Details

- Date:** Wednesday, May 28, 2008
- Time:** 12:00 Noon (Pacific) / 3:00 PM (Eastern)
- Dial In:** 1-419-400-0203
- Passcode:** 657950#
- Topic:** The Wizard Weekly – What’s All This About Optimization
- Duration:** 30 – 45 minutes
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Tips To Get The Most Out Of This Call

1. Print this Action Guide
2. Use these tips to develop your blog.
3. Take action NOW

Quote of the Call: “**Search engine optimization** is the art and science of publishing information and marketing it in a manner that helps search engines understand your information is relevant to relevant search queries.”

~The SEO Book~



What's Optimization Anyway?

Make it easy for the Search Engines.

Make it easy for your readers.



More Optimization Tips

Permalinks -

Post and Page Titles -



Text -

Category Names -



Images and Alt Tags -

Resources for your next steps:

The WordPress Dashboard - Your Mission Control -

<http://www.wordpressmissioncontrol.com>

HeadSpace2 Plugin

<http://urbangiraffe.com/plugins/headspace2/>

The SEO Book

<http://thewordpresswizard.com/recommends/SEOBook>