

## 4 Wordpress plug-ins for SEO

The whole purpose of a content and social media strategy is to bring attention to your website. You can't do that if you aren't applying a solid SEO strategy. Guy Sheetrit, SEO expert and CEO at Over the Top SEO, recommends these Wordpress plugins to make that task easier—and the outcome more successful:

**All in One SEO Pack.** Makes it super simple to optimize your Wordpress site, even if you are a beginner to SEO. It provides support for Google Analytics, creates advanced canonical URLs to improve SEO value, and automatically generates metatags. It also sends notifications to search engines whenever you change your site.

**Yoast SEO.** Yoast is similar to All in One SEO pack, making optimization a cinch. It automatically generates title and meta descriptions and provides internal linking suggestions. Plus, you can optimize your webpages with keywords and synonyms. Another huge benefit: The bulk editor allows you to make large-scale edits to your site.

**AMP for Wordpress.** Easily create a lighter, stripped-down version of your website so that it can be viewed on mobile devices. Your website will load faster, and you retain the ability to fully customize the AMP version of your website.

**SEO Internal Links Plugin.** Proper internal linking increases your page authority and rankings. With this plugin, you can easily set your own keywords, interlink your blog posts, establish nofollow attributes and ensure links open in a new window.

— Adapted from ["Top WordPress Plugins to Improve SEO in 2018,"](#) Guy Sheetrit, [www.business.com](http://www.business.com).