

## How To Set Up A WordPress Blog Properly For SEO Benefits

WordPress is one of the world's major and most widely used blogging software. When it comes to Search Engine Optimisation it is one of the hottest platforms that you can use.

This is part of a series of tip articles just about using WordPress for leveraging on Search Engine Optimization.

### **Tip: Make sure the blog is on YOUR site**

So often we are asked about adding a blog on another website such as Blogger or Wordpress.com which provides free blog hosting and has a high PR rank.

If you are using your blog to enhance your SEO then you HAVE to place your blog on your web site - it cannot exist on a different website.

Do not even think about using a sub-web such as <http://www.blog.myhappysite.com>. Why would you use a sub web anyhow unless if you want a cool blog URL.

Sub webs are part of your internet site but they are confusing from an SEO perspective. If you want to have the blog content 100% linked up with your website then make sure it is off a sub folder and NOT a sub web for example : <http://www.myhappysite.com/blog>.

Sub webs will not gain you the same Search Engine Optimisation SEO ranking benefits across all search engines because many search engines treat sub webs as a distinctly different website.

If your blog is presently hosted on [blogger.com](http://blogger.com) or [wordpress.com](http://wordpress.com) then you should think about to move it as soon as feasible if you want to raise your SEO position.

If you have some existing rankings for keywords on Google and Yahoo then you do need to be warned - adding a lot of new content may affect your ranking negatively at first.

We have had clients who had great ranking have their ranking drop through the floor when we added a large blog. Adding a hit of new content 'dilutes' your current site content if the new content is NOT SEO optimized for the keywords that you want to rank for. Search Engine Optimize the content before making it live to avoid this dilution effect. Taking the time to do this BEFORE you add it to your site will make a big difference to your immediate ranking position.

### About the Author

Learn more about the available [SEO Singapore](#) and [SEO Trainings](#).

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