

Published based on [WordPress Blog Training Tip - How To Maximise Your SEO Ranking](#)

WordPress Blog Training Tip - How To Maximise Your SEO Ranking

WordPress is one of the world's major and most widely used blogging software system. When it comes to SEO it is one of the hottest programs that you can use.

This is part of a series of tip articles just about using WordPress for maximizing 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 doing blogging for Search Engine Optimization purposes compared to gaining traffic purposes, then you can ONLY locate your blog in one place and one place only - On your site!

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

Placing your blog on a sub web will not give you the same SEO advantage as having them as a sub-folder on your website. Sub webs may be treated different by different search engines - the result outcome will be unclear.

If your blog is currently on WordPress.com or Blogger.com then consider quickly to move it and it's contents to your physical website. Shifting a WordPress.com hosted site to your own WordPress site hosted by you is easy - do a database backup and then set up WordPress on your internet site and then restore the contents. Moving a Blogger site to a WordPress site is not that easy. If you want to learn how to do this then just Google - "moving a blogger blog to wordpress" and you will get some good hints on how to do this.

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 experienced client ranking drop after adding a lot of new content in the form of a blog to a clients sites. Adding a hit of new content 'dilutes' your current site content if the new content is NOT Search Engine Optimization optimized for the keywords that you want to rank for. SEO 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 existing ranking position.

Find out more about the available [SEO Singapore](#) and [SEO trainings](#). This article, [WordPress Blog Training Tip - How To Maximise Your SEO Ranking](#) has free reprint rights.

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