

# 6 WordPress SEO Hacks to 4X Your Organic Traffic in 2020

by [Plugin Poets](#)



# Introduction

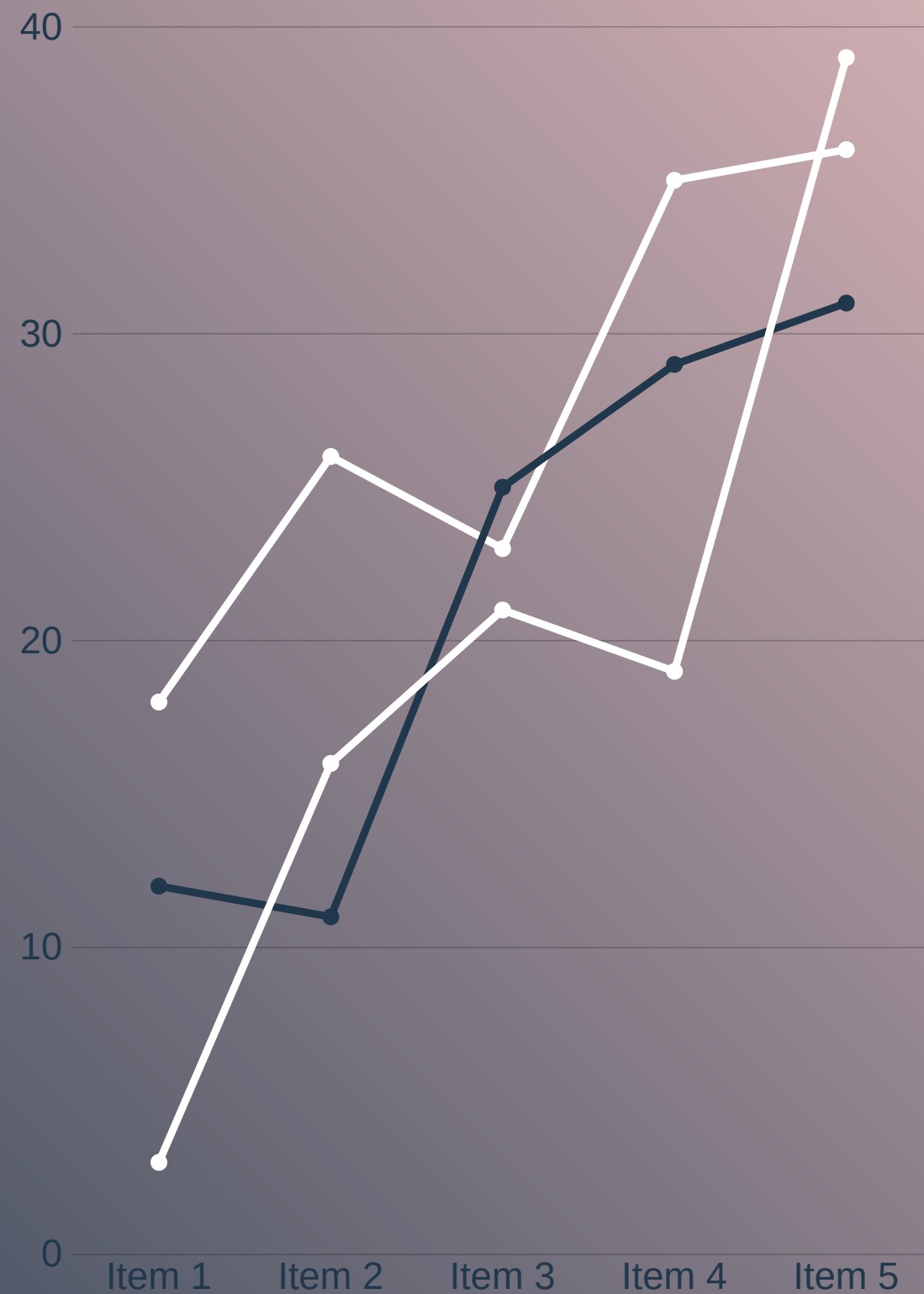
Many WordPress site owners think SEO is hard - and that's why they neglect it. However, it's a great way to gain organic traffic.

Here are 6 WordPress SEO hacks to raise your organic traffic 4X in 2020. Let's get started!

# 1. Use Smart Keywords

Our first hack is to not just use any words - use smart keywords. It's very important to choose words relevant to your content.





## Some techniques on how to choose smart keywords:

- Spend time with [keyword research](#)
- Use words with high search density but low competition
  - Use simple words
    - Use words that are relevant to your niche

There is a lot of free software on the internet for this.  
You can read [this](#) and [this](#) for more information.

## 2. Write Engaging Meta Titles and Meta Descriptions

When people search on Google, your site will come up. If your title and description are engaging, more people will click through to your site.

This makes Google say "this site is relevant, because more people click on it". As a result, Google will rank your site higher. More traffic for you!



See image below to know where you can see meta title and meta description.

The image shows a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text 'google.com'. Below the search bar are navigation links: 'All', 'Videos', 'Images', 'Maps', 'News', 'More', 'Settings', and 'Tools'. Below these links, the search results are displayed. The first result is for 'www.google.com'. The search result is enclosed in a light blue rounded rectangle. A red arrow points from the text 'Meta Title' to the word 'Google' in the search result. A blue arrow points from the text 'Meta Description' to the text 'Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking ...' in the search result.

Google

google.com

All Videos Images Maps News More Settings Tools

About 17,360,000,000 results (0.46 seconds)

www.google.com

Google

Search the world's information, including webpages, images, videos and more. Google has many special features to help you find exactly what you're looking ...

Meta Title

Meta Description

An excellent meta title and description should:

hold your  
smart  
keywords

describe your  
content

be unique

spark  
curiosity so  
users click  
on it

be direct  
to the  
point

The only difference is in the number of characters you can use for each.

### **Meta Title**

50-60  
characters

### **Meta Description**

155-160  
characters



# 3. Responsive Design

Our third hack revolves around design. WordPress comes with a wide selection of [themes](#) depending on your needs.

Remember the design of your site should be aligned with your niche.



# When is a design responsive?

1. When it responds to the users' actions properly.
2. When it adapts to the users' device i.e mobile, screen size, etc.

Your visitors are there not just for the design but also to read the content you created. This then leads to our next hack ...

# 4. High-Quality Content

People visit your site for the content, and not for the pretty design.





# TRAITS OF HIGH-QUALITY CONTENT

## *Original*

Add personality to your content.

## *Informative*

Answer your visitors' questions.  
Address their needs.

## *Credible*

Use original research.  
Add reviews or testimonials.  
Increase trustworthiness.

## *Engaging*

Talk as if you're talking to a friend.  
Use a lively tone.

You should keep creating high-quality content for your visitors. We repeat, for your visitors, and not for any search engines like Google.

It's important you produce content which addresses your readers' need.

Create content so good it:

- Helps your visitor solve their problems
- Makes your visitor want to tell their friends about your site

# 5. Use Social Media

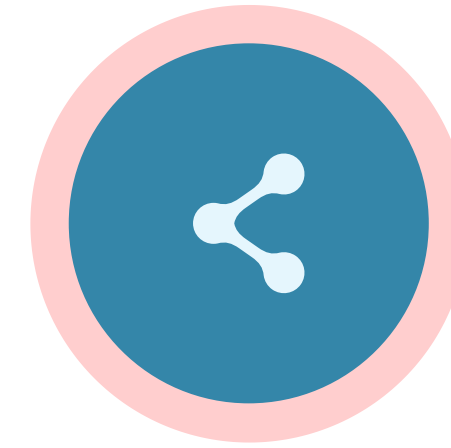
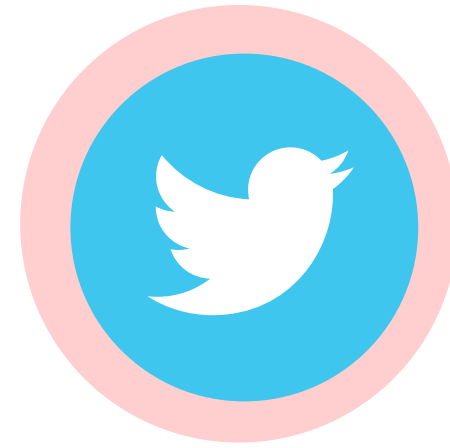
We are now in the age of social media and this helps:

**Build a  
wider  
audience**

**Lead to  
business  
exposure**

**Generate  
organic  
traffic**





Your high-quality content will lead to returning visitors. They will share your content with others via social media.

**Remember:**

Social media shares = Exposure = Organic traffic

## **6. Create High-Quality Content Regularly**

Having quality content is one of the ways you can establish returning visitors.





If you don't create high-quality content regularly, your chances of getting returning visitors will be really low. This would affect your chance of growing and getting more organic traffic.

Try to find a schedule and commit to it when uploading content to your site.



These SEO hacks will help your WordPress site rank higher on Google and get more traffic and sales.

Here's to more traffic!

# About Us

[PluginPoets.com](https://PluginPoets.com) is the #1 provider of [premium WordPress plugins](#) and [ready-made WordPress sites](#).

Our mission is to help online entrepreneurs like you build WordPress sites that get traffic and sales.

Check out our [free online-business training](#) - and 2X your online business in half the time.

# **SOCIAL MEDIA LINKS**

