



SEO Tips & Tricks

HOW TO IMPROVE SEO ON MOXIWEBSITES



What is SEO?

SEO or “Search Engine Optimization” is the practice of improving web content’s ability to perform well in the organic non-paid advertising space of search engines such as Google.

The main goals of improving your SEO should be: proving to search engines that your site is ensuring that your site is delivering crawlable pages that allow a clear value proposition to anyone searching for it.

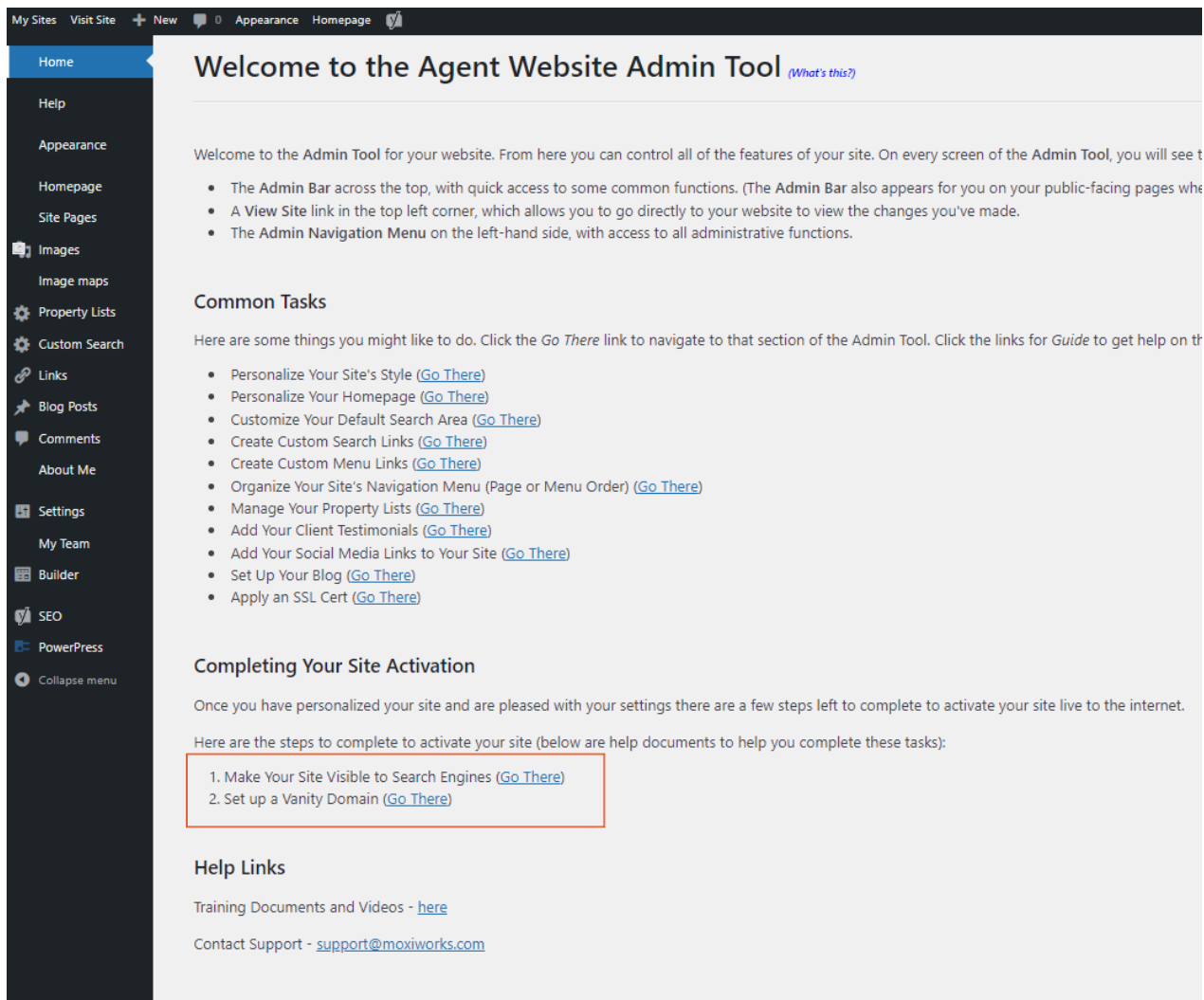
WHAT IT IS & WHAT IT'S NOT

- ✓ Constantly evolving in order to provide the best information and deliver to target audiences
- ✓ Designed to mostly accommodate Google because Google is the dominant search engine .
- ✓ Indexing sites to ensure that the information deserves a higher ranking. By supplying unique information, a user is providing a value to search engines to rank it higher.
- ✗ Paid advertising. Google Ads can deliver PPC (paid per click) ads via AdWords.
- ✗ A “one and done” activity. It requires upkeep and update to make sure a site is worthy of a higher ranking.
- ✗ A total solution but a piece of digital strategy. A user should still depend on organic growth by sharing their website on marketing materials.

How to Improve SEO on MoxiWebsites

Launching your MoxiWorks Admin Tool will provide an outline of MoxiWebsite opportunities a user can do to customize their MoxiWebsite.

The following two sections, titled “Completing Your Site Activation,” will be discussed in detail in this guide.



The screenshot displays the MoxiWorks Admin Tool interface. On the left is a dark sidebar with a navigation menu containing items like Home, Help, Appearance, Homepage, Site Pages, Images, Image maps, Property Lists, Custom Search, Links, Blog Posts, Comments, About Me, Settings, My Team, Builder, SEO, PowerPress, and a Collapse menu button. The main content area has a top navigation bar with 'My Sites', 'Visit Site', '+ New', a notification icon, 'Appearance', and 'Homepage'. Below this, the header reads 'Welcome to the Agent Website Admin Tool' with a '(What's this?)' link. The main text welcomes the user and lists three key features: the Admin Bar, the View Site link, and the Admin Navigation Menu. It then lists 'Common Tasks' such as personalizing the site's style, homepage, search area, and navigation menu, as well as managing property lists and adding testimonials. A section titled 'Completing Your Site Activation' states that a few steps remain to activate the site. It lists two steps: '1. Make Your Site Visible to Search Engines (Go There)' and '2. Set up a Vanity Domain (Go There)'. At the bottom, there are 'Help Links' for training documents and support contact.

My Sites Visit Site + New 0 Appearance Homepage

Home

Welcome to the Agent Website Admin Tool (What's this?)

Welcome to the Admin Tool for your website. From here you can control all of the features of your site. On every screen of the **Admin Tool**, you will see the following:

- The **Admin Bar** across the top, with quick access to some common functions. (The **Admin Bar** also appears for you on your public-facing pages when you are logged in.)
- A **View Site** link in the top left corner, which allows you to go directly to your website to view the changes you've made.
- The **Admin Navigation Menu** on the left-hand side, with access to all administrative functions.

Common Tasks

Here are some things you might like to do. Click the *Go There* link to navigate to that section of the Admin Tool. Click the links for *Guide* to get help on the task.

- Personalize Your Site's Style ([Go There](#))
- Personalize Your Homepage ([Go There](#))
- Customize Your Default Search Area ([Go There](#))
- Create Custom Search Links ([Go There](#))
- Create Custom Menu Links ([Go There](#))
- Organize Your Site's Navigation Menu (Page or Menu Order) ([Go There](#))
- Manage Your Property Lists ([Go There](#))
- Add Your Client Testimonials ([Go There](#))
- Add Your Social Media Links to Your Site ([Go There](#))
- Set Up Your Blog ([Go There](#))
- Apply an SSL Cert ([Go There](#))

Completing Your Site Activation

Once you have personalized your site and are pleased with your settings there are a few steps left to complete to activate your site live to the internet.

Here are the steps to complete to activate your site (below are help documents to help you complete these tasks):

1. Make Your Site Visible to Search Engines ([Go There](#))
2. Set up a Vanity Domain ([Go There](#))

Help Links

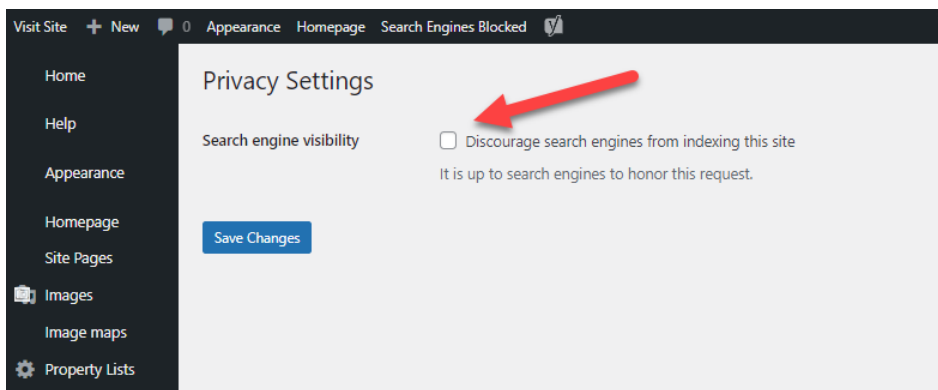
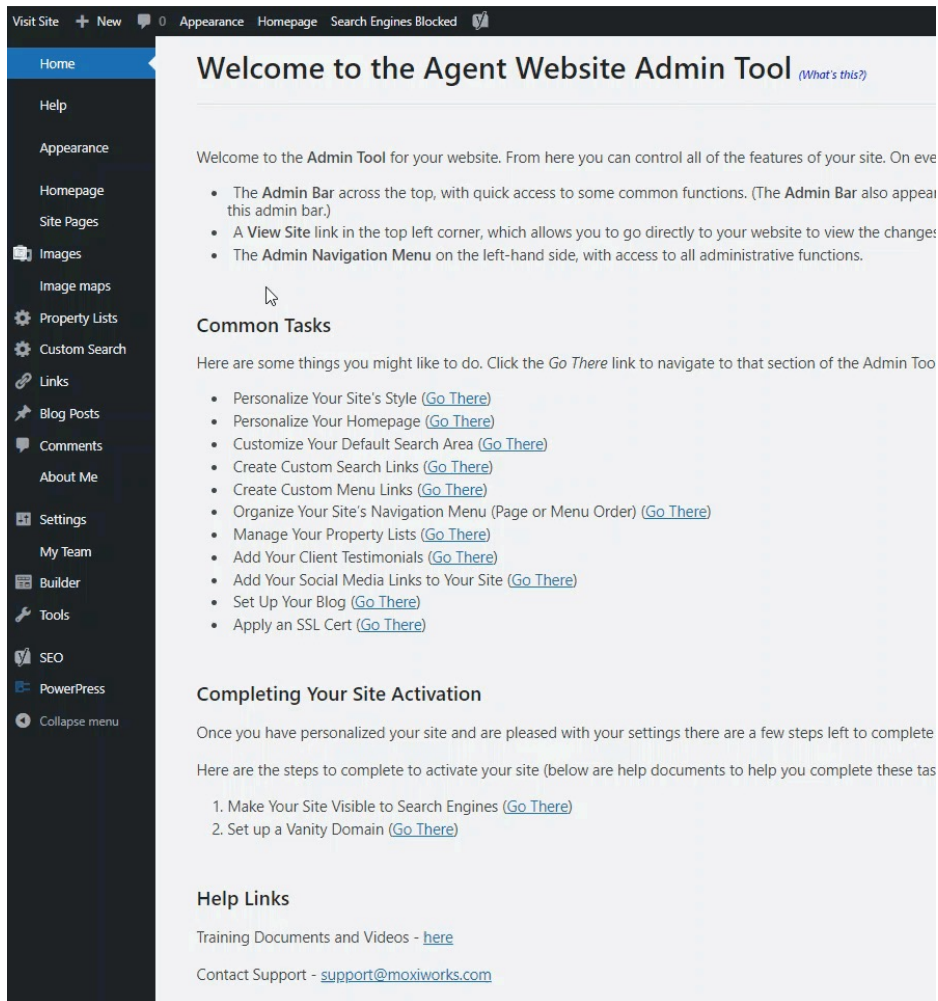
Training Documents and Videos - [here](#)

Contact Support - support@moxiworks.com

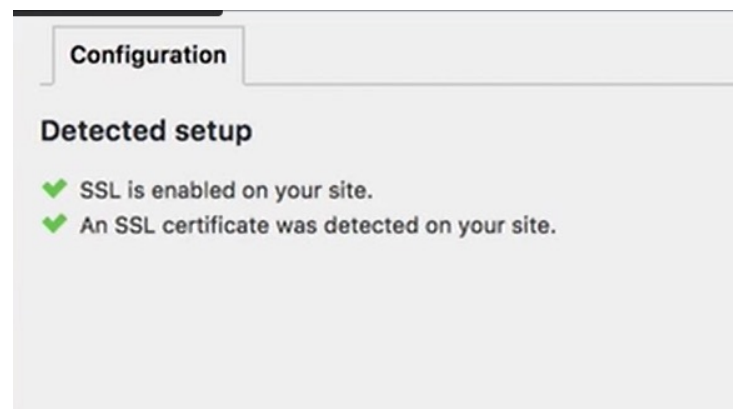
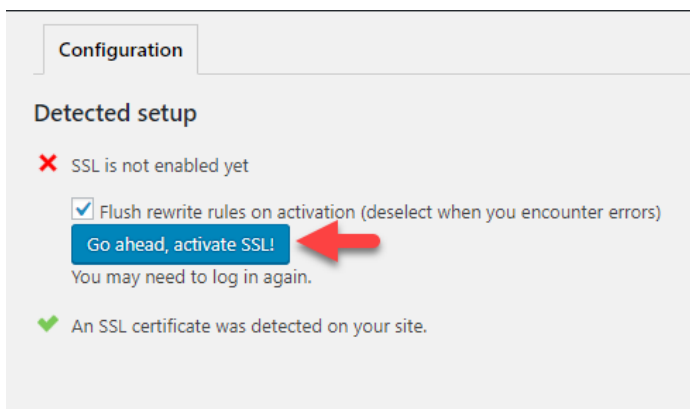
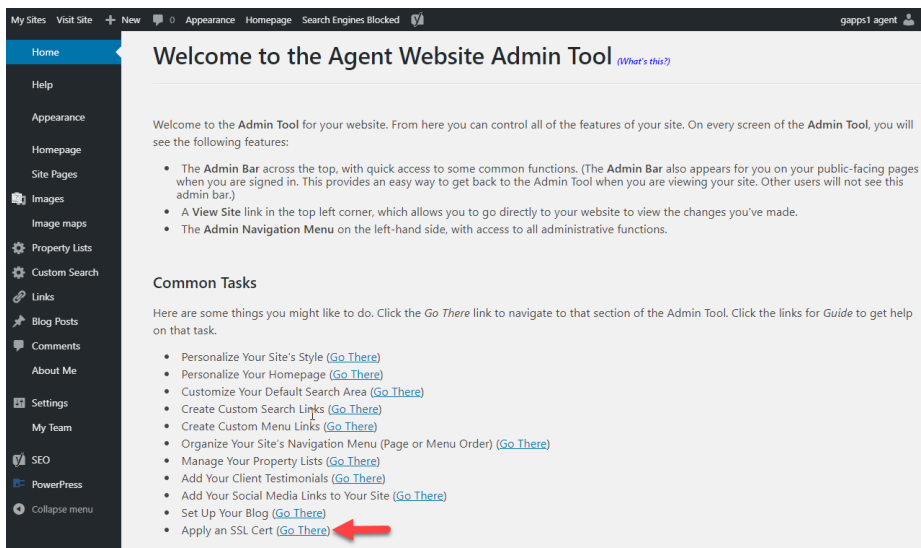
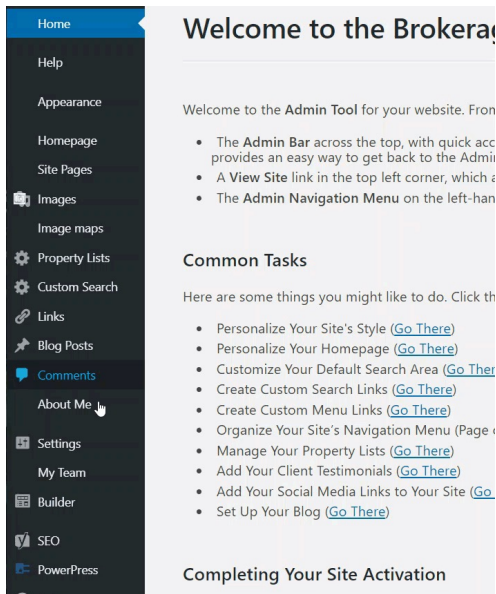
Make Your MoxiWebsite Visible to Search Engines

By completing your MoxiWebsite activation, you are telling Google that you are ready to launch your site to be seen.

1. Navigate into the 'Settings' menu and go to the 'Privacy Settings'
2. Uncheck the box next to the 'Search Engine Visibility'
3. Save changes



4. Next, navigate to the 'Apply SSL' button, or look for it in the 'Settings' navigation bar



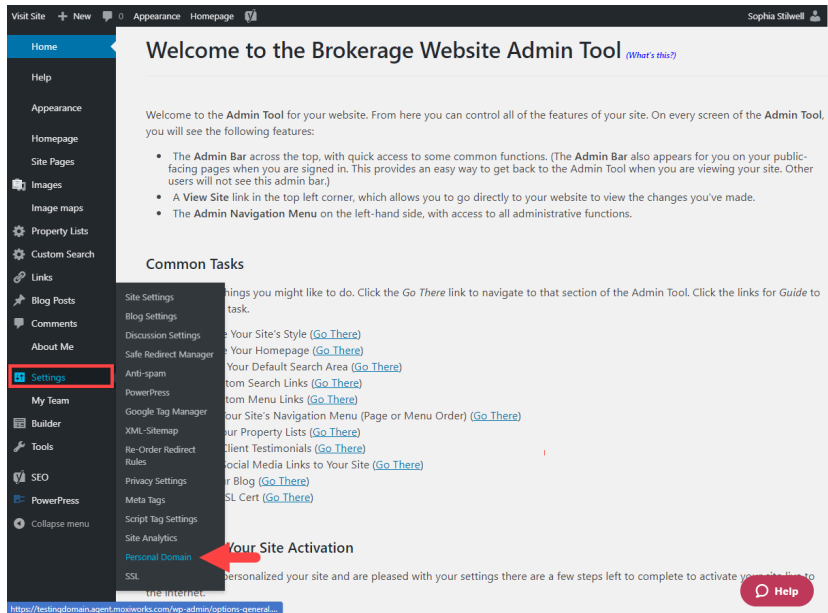
5. Select 'Go Ahead', Activate SSL

6. Once it is completed it will show green checks

How to Set Up a Vanity Domain

A MoxiWebsite can have up to 10 domains pointed at it.

1. Go to 'Settings' and select 'Personal Domain'



2. Add the domain name to the Domain Name field, excluding 'www', choose if you would like this domain name to be the primary for your website once completed, and then select 'Continue'
3. Once you click 'Continue' MoxiWorks will send an email with instructions

Domain Mapping

Here you can manage the domains linked to your MoxiWorks website, allowing you to:

- Connect and re-direct other domains, so that visitors to any connected domains see your MoxiWorks website content.
- Set your primary domain, so that visitors to any connected domain are forwarded to your preferred address (usually a branded or custom URL), e.g.: "megbroker.agent.moxiworks.com" forwards to "mybrand.com".

It's important to note that a connected domain must be verified before you can select it as your primary, and that you cannot remove your primary or original domain, or any domain that is in the process of verifying.

Also check your brand requirements on vanity domains before adding them.

Domain	Verification Status	Manage	Remove
dawnm.agent.moxiworks.com	Verified	Primary	
mwtraining.agent.moxiworks.com	Verified	Set as Primary	

Add a domain

Type in the domain to be connected to your MoxiWorks website, excluding "www."

e.g.: mybrokerage.com

☐ Set this as my primary domain once verified

- You will need to change some information about your domain name with your domain host (e.g. GoDaddy, Google Domains, Network Solutions, etc...)
- Follow the instructions in the email you received (in the previous step) to add the correct A and CNAME records. *Reference: [Where do I find the CNAME and A record that I need to enter into my registrar?](#)*
- Most domain hosts or registrars will also have instructions on their support sites to show you how to make these changes
- Below are links to the most widely used domain hosts:
 - [GoDaddy](#)
 - [Google Domains](#)
 - [Network Solutions](#)

Domain Mapping

Here you can manage the domains linked to your MoxiWorks website, allowing you to:

- Connect and re-direct other domains, so that visitors to any connected domains see your MoxiWorks website content.
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Domains connected to this website

Domain	Verification Status	Manage	Remove
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mwtraining.agent.moxiworks.com	Verified	Set as Primary	

Add a domain

Type in the domain to be connected to your MoxiWorks website, excluding "www."


e.g.: mybrokerage.com

☐ Set this as my primary domain once verified

- Please be aware that domain name changes may take 24-36 hours to update throughout the Internet. Once finished updating, your domain name will connect to your MoxiWebsite for anyone who goes to the address.

Verify your domain

Once DNS records have been updated within your domain host, initiate your domain verification by clicking the button below:

[Verify Domain](#)


What happens next?

We will email you to confirm when your domain has been verified (we'll also let you know if there is an issue with doing so).

Once verified, your domain will be connected to your Moxi website, and we'll automatically enable it's SSL certificate, if available.

If you selected this to be your new primary domain, this will also be automatically updated at this point.

You can also update your primary domain selection at any time from your list of connected domains.

Once you complete the steps above, anyone who has your vanity or custom domain name can visit your MoxiWebsite. And if you selected to automatically set as primary when verified, this step is taken care of for you. However, if you did not choose to have your new domain name set as primary in step number 1 above, then the website URL displayed in the address bar will remain the original URL until you select a different Primary Domain.

To set your custom domain as your Primary display address:

1. Navigate to the 'MoxiWorks Website Admin'
2. Click on 'Settings'
3. Choose 'Personal Domains' from the drop-down menu as shown in the first step above
4. Find your custom domain name located under the 'Domains' connected to this website at the top of the page
5. Select 'Set as Primary' under the 'Manage' column

Domain Mapping

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It's important to note that a connected domain must be verified before you can select it as your primary, and that you cannot remove your primary or original domain, or any domain that is in the process of verifying.

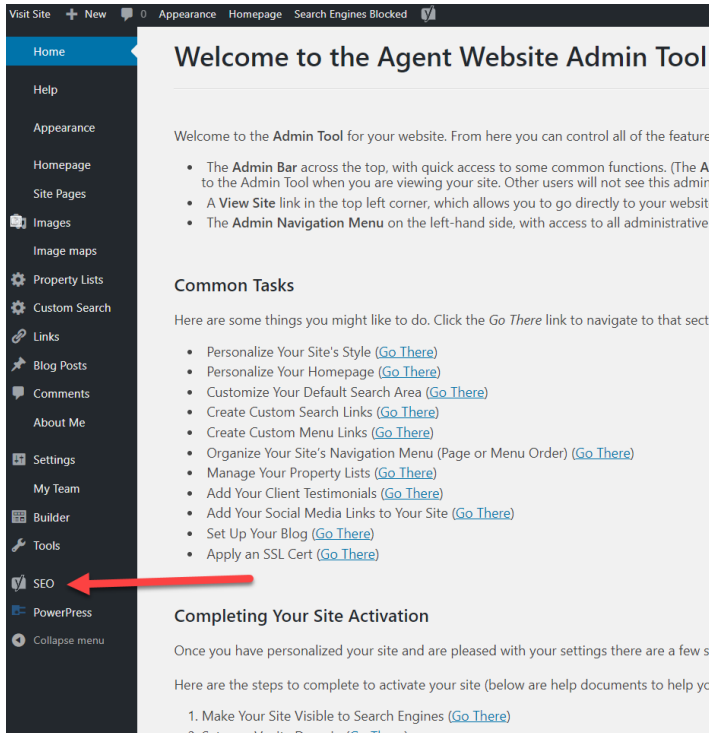
Also check your brand requirements on vanity domains before adding them.

Domains connected to this website

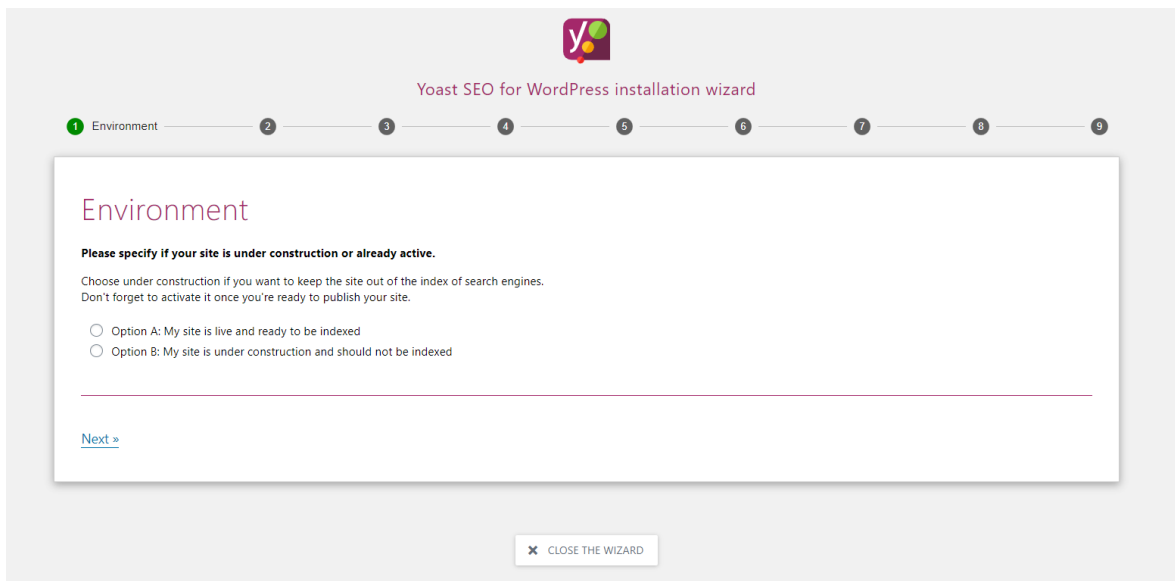
Domain	Verification Status	Manage	Remove
anicedomain.org	Verification in progress (20mins ago)		
bigredcar.co	Verified	Primary	
bluesports.com.au	Verification failed ?	Verify	Remove
mymoxiwebsite.com	Verified	Set as primary	
nonverified.net	Not verified	Verify	Remove

Yoast Plug in

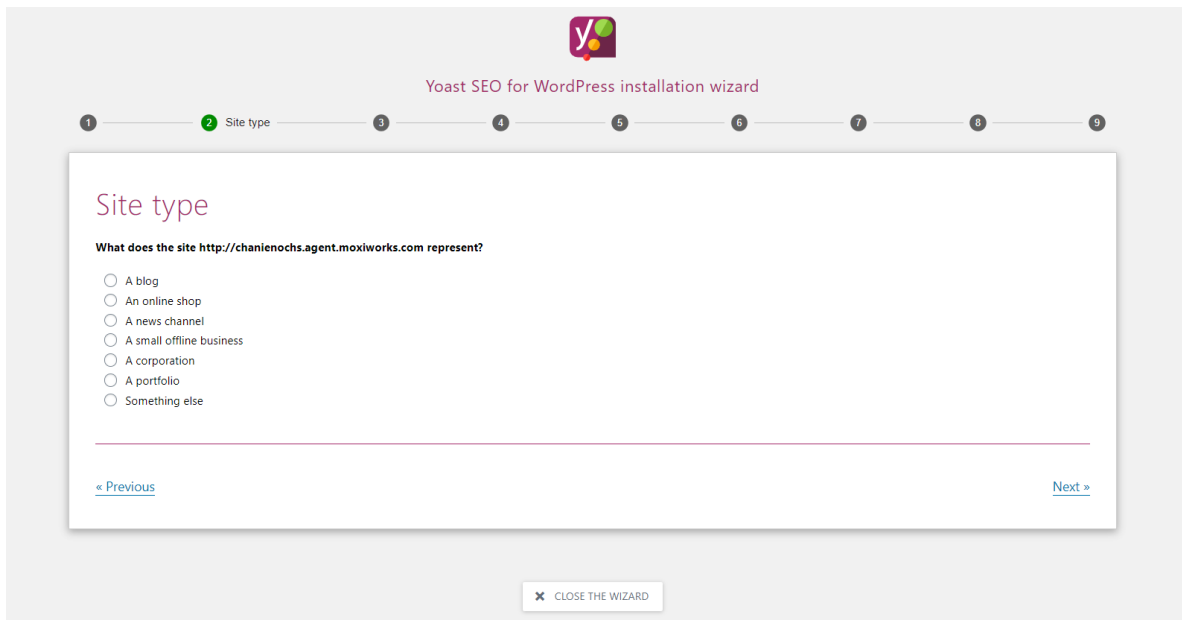
The Yoast Plug in is integrated with MoxiWorks to help optimize website traffic and site visibility. 1. To access, select the 'SEO' from the menu



2. Choose the type of environment your website is in. Select 'Option A: My site is live and ready to be indexed to continue'

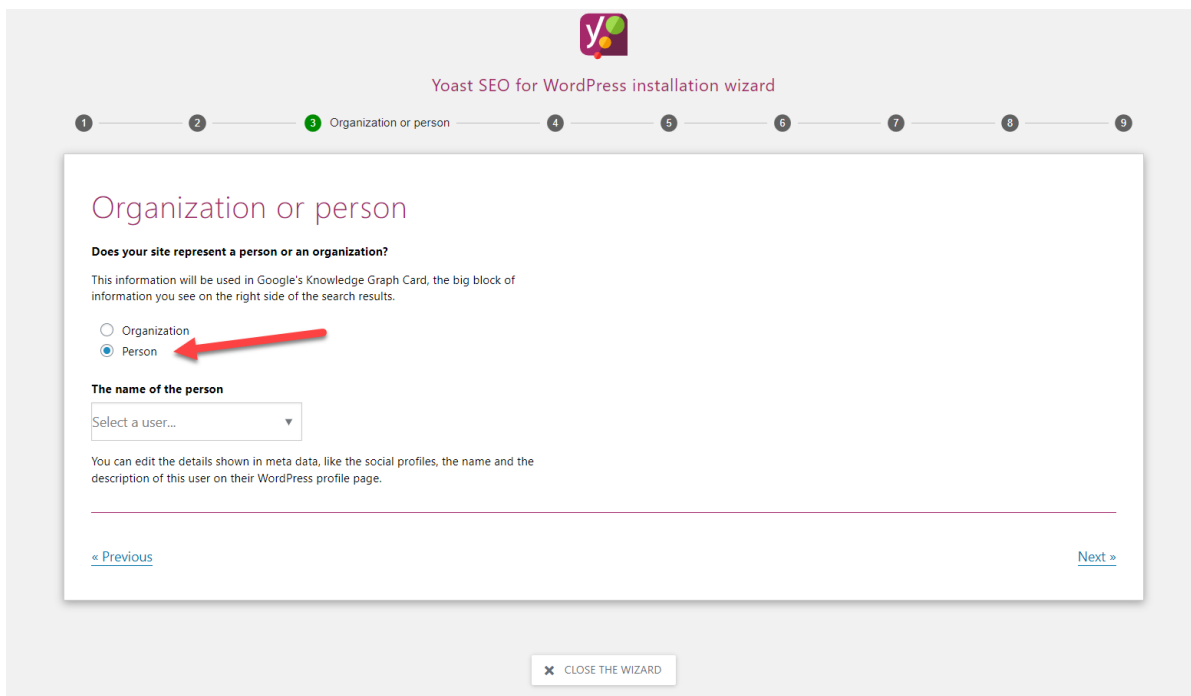


3. Select what type of site it is



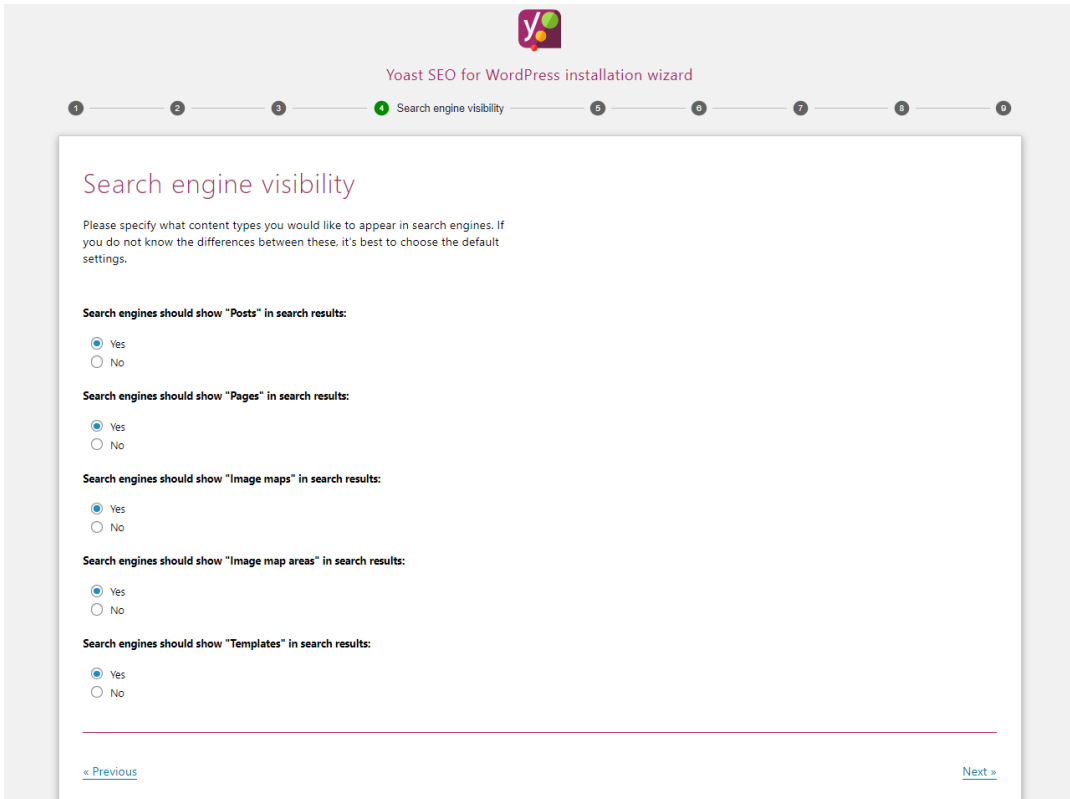
The screenshot shows the 'Site type' step of the Yoast SEO installation wizard. At the top, the Yoast logo is followed by the title 'Yoast SEO for WordPress installation wizard'. Below this is a progress bar with steps 1 through 9; step 2 is highlighted. The main content area is titled 'Site type' and asks 'What does the site http://chanienochs.agent.moxiworks.com represent?'. It lists seven options: 'A blog', 'An online shop', 'A news channel', 'A small offline business', 'A corporation', 'A portfolio', and 'Something else'. All options are unselected. At the bottom left is a '« Previous' link, and at the bottom right is a 'Next »' link. A 'CLOSE THE WIZARD' button is located at the very bottom center.

4. Specify if you are setting this website up as a person or an organization. Agents should select 'Person'. Select your name from the dropdown menu if you are setting the website up as a person. If you are setting up the website as an organization, fill out the organization name, logo, and social media URLs.



The screenshot shows the 'Organization or person' step of the Yoast SEO installation wizard. The progress bar at the top shows step 3 highlighted. The main content area is titled 'Organization or person' and asks 'Does your site represent a person or an organization?'. It explains that this information is used in Google's Knowledge Graph Card. There are two radio button options: 'Organization' and 'Person'. The 'Person' option is selected, and a red arrow points to it. Below this, there is a section titled 'The name of the person' with a dropdown menu labeled 'Select a user...'. A note at the bottom states: 'You can edit the details shown in meta data, like the social profiles, the name and the description of this user on their WordPress profile page.' At the bottom left is a '« Previous' link, and at the bottom right is a 'Next »' link. A 'CLOSE THE WIZARD' button is located at the very bottom center.

5. Continue to the next page to specify your SEO

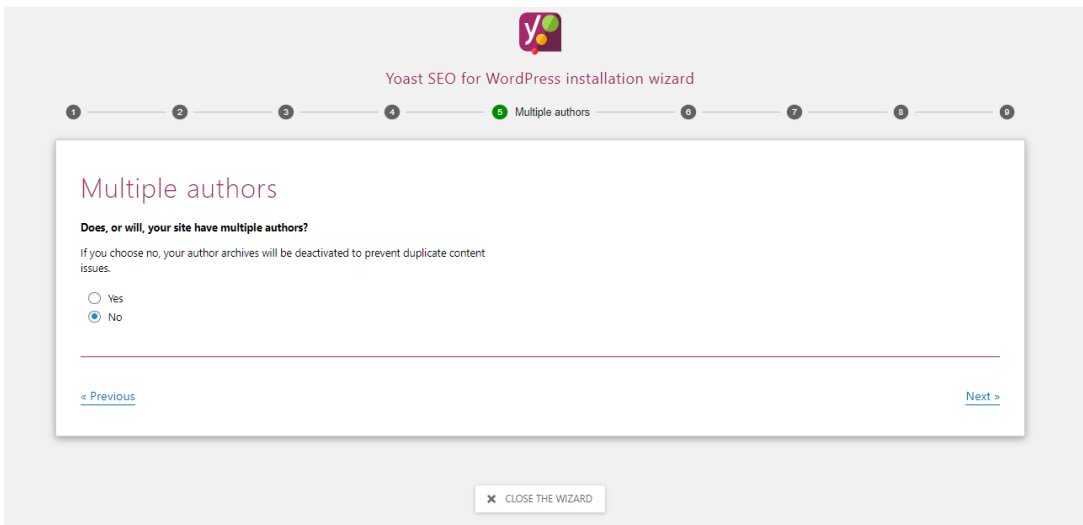


The image shows the 'Search engine visibility' step of the Yoast SEO for WordPress installation wizard. At the top, there is a progress bar with 9 steps, where step 4 is highlighted. The main heading is 'Search engine visibility'. Below it, a paragraph explains that the user should specify content types to appear in search engines, with a note that default settings are best if unsure. There are five sections, each with a radio button for 'Yes' (selected) and 'No':

- Search engines should show "Posts" in search results:** ☒ Yes, ☐ No
- Search engines should show "Pages" in search results:** ☒ Yes, ☐ No
- Search engines should show "Image maps" in search results:** ☒ Yes, ☐ No
- Search engines should show "Image map areas" in search results:** ☒ Yes, ☐ No
- Search engines should show "Templates" in search results:** ☒ Yes, ☐ No

At the bottom, there are links for « Previous and Next ».

6. Specify if your site will have multiple authors

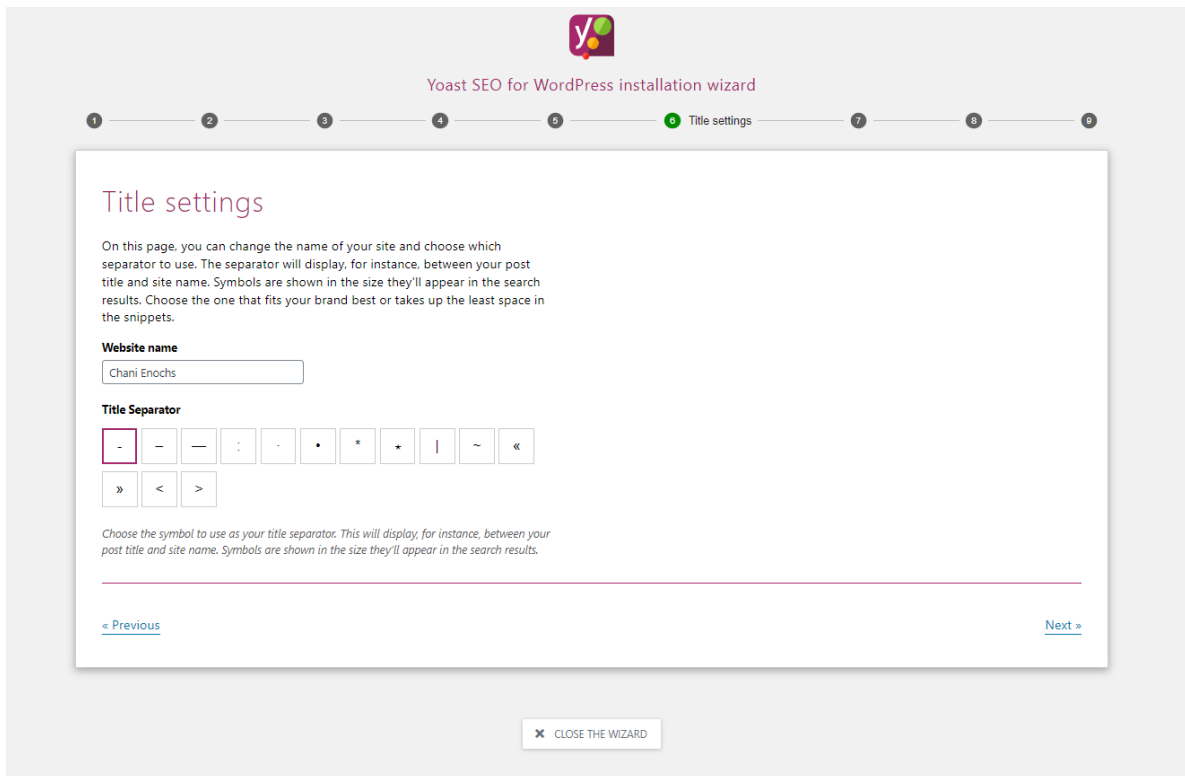


The image shows the 'Multiple authors' step of the Yoast SEO for WordPress installation wizard. At the top, there is a progress bar with 9 steps, where step 5 is highlighted. The main heading is 'Multiple authors'. Below it, a paragraph asks 'Does, or will, your site have multiple authors?' and explains that if 'no' is chosen, author archives will be deactivated to prevent duplicate content issues. There are two radio buttons: 'Yes' and 'No' (selected).

At the bottom, there are links for « Previous and Next ».

At the very bottom of the wizard, there is a button labeled 'X CLOSE THE WIZARD'.

7. Select your title settings



The image shows the 'Title settings' screen of the Yoast SEO for WordPress installation wizard. At the top, the Yoast logo is centered, with the text 'Yoast SEO for WordPress installation wizard' below it. A progress bar at the top indicates the current step is 6, 'Title settings', out of 8 steps. The main content area has the heading 'Title settings' and a paragraph explaining that users can change their site name and choose a title separator. Below this, there is a 'Website name' input field containing 'Chani Enochs'. Under 'Title Separator', there is a row of 12 buttons with different symbols: a hyphen, an equals sign, a colon, a period, an asterisk, a plus sign, a vertical bar, a tilde, and a left double quote. Below these are three buttons: a right double quote, a less-than sign, and a greater-than sign. A note at the bottom of the separator section says: 'Choose the symbol to use as your title separator. This will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in the search results.' At the bottom of the screen, there are links for '« Previous' and 'Next »', and a 'CLOSE THE WIZARD' button.

Yoast SEO for WordPress installation wizard

1 2 3 4 5 6 Title settings 7 8

Title settings

On this page, you can change the name of your site and choose which separator to use. The separator will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in the search results. Choose the one that fits your brand best or takes up the least space in the snippets.

Website name

Title Separator

[-] [=] [:] [.] [*] [+] [|] [~] ["]

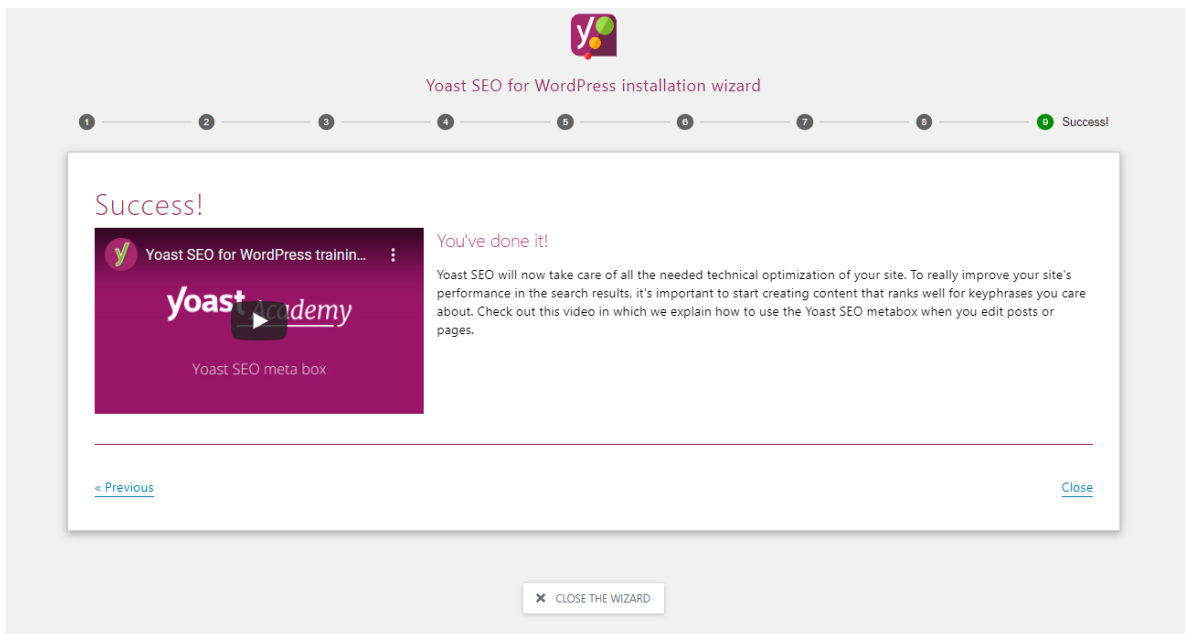
[>] [<] [>]

Choose the symbol to use as your title separator. This will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in the search results.

[« Previous](#) [Next »](#)

[CLOSE THE WIZARD](#)

7. Continue your selections until you get to the success screen



The image shows the 'Success!' screen of the Yoast SEO for WordPress installation wizard. At the top, the Yoast logo is centered, with the text 'Yoast SEO for WordPress installation wizard' below it. A progress bar at the top indicates the current step is 8, 'Success!', out of 8 steps. The main content area has the heading 'Success!' and a video player showing a 'Yoast Academy' video titled 'Yoast SEO for WordPress trainin...'. To the right of the video, the text 'You've done it!' is displayed, followed by a paragraph explaining that Yoast SEO will now take care of all the needed technical optimization of the site and that it's important to start creating content that ranks well for keyphrases. At the bottom of the screen, there are links for '« Previous' and 'Close', and a 'CLOSE THE WIZARD' button.

Yoast SEO for WordPress installation wizard

1 2 3 4 5 6 7 8 Success!

Success!

You've done it!

Yoast SEO will now take care of all the needed technical optimization of your site. To really improve your site's performance in the search results, it's important to start creating content that ranks well for keyphrases you care about. Check out this video in which we explain how to use the Yoast SEO metabox when you edit posts or pages.

[« Previous](#) [Close](#)

[CLOSE THE WIZARD](#)

Tips to Drive Organic Traffic to Your Site

Driving organic traffic to your site means getting people to visit your website without paying for ads. This can be done by optimizing your website for search engines, creating high-quality content, and promoting your website on social media.

Update profiles

- Is your URL on your print materials (business cards, signs, post cards, flyers, sign riders, etc.)?
- Is it on your brand account profiles?
- Is it on your social media accounts?
- Make a social media calendar for yourself: post weekly Property Lists and/or Custom Searches every few days
- Share blog content weekly
- Share custom pages
- Build pages about the home buying/selling process



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