

SEO TIPS & TRICKS

How to Improve SEO on MoxiWebsitesSM



WHAT IS SEO?

SEO or “Search Engine Optimization” is the practice of improving web content’s ability to preform 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.

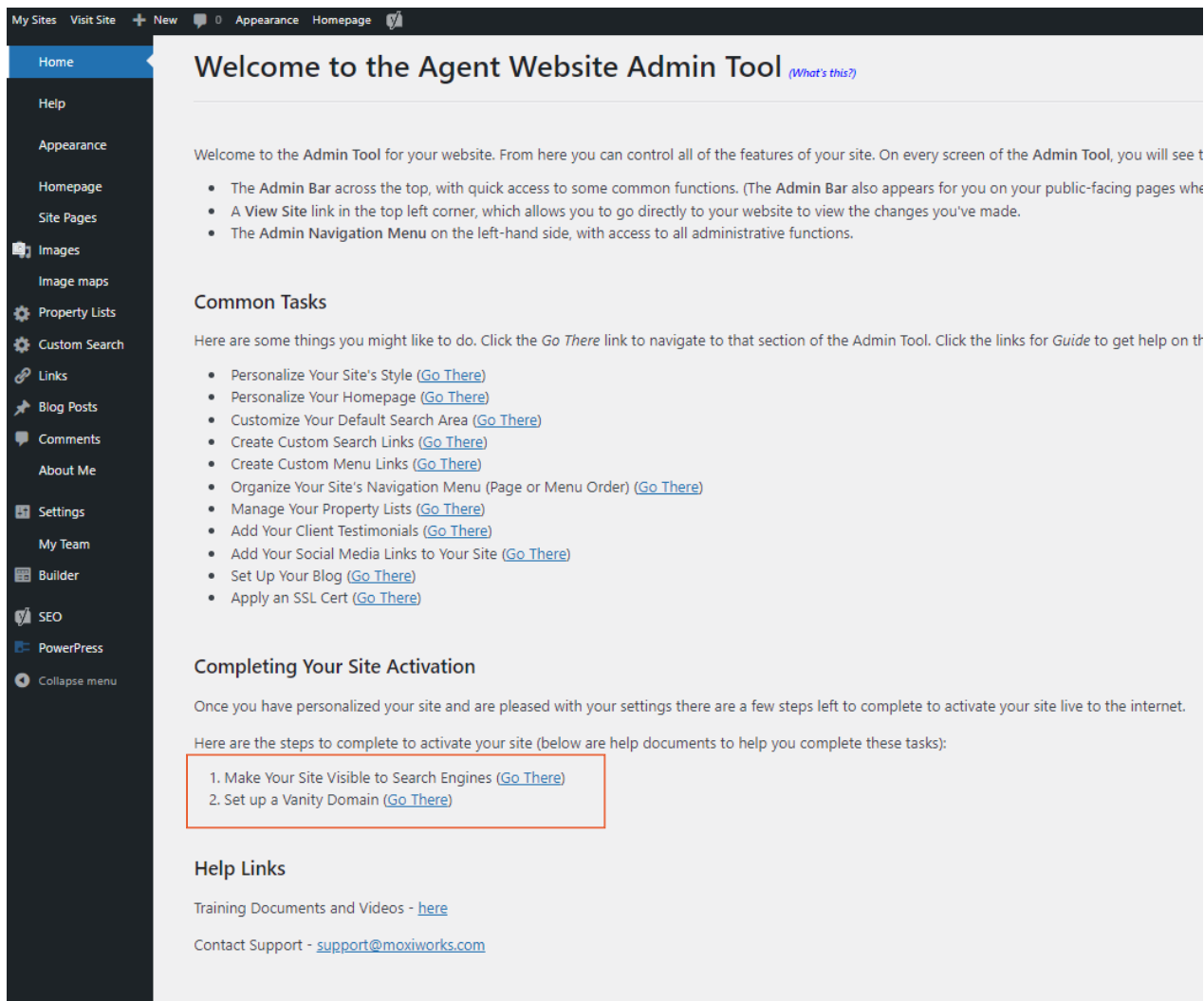
WHAT IT IS & WHAT IT’S NOT

- ✓ 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 MOXI SITES

Launching your Moxi Admin Tool will provide an outline of Moxi website opportunities a user can do to customize their Moxi site.

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



The screenshot displays the Moxi Admin Tool interface. The top navigation bar includes 'My Sites', 'Visit Site', '+ New', '0', 'Appearance', and 'Homepage'. The left sidebar contains a menu with items: 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 Collapse menu. The main content area is titled 'Welcome to the Agent Website Admin Tool' and includes a 'What's this?' link. Below the welcome message, there are sections for 'Common Tasks' and 'Completing Your Site Activation'. The 'Completing Your Site Activation' section lists two tasks: '1. Make Your Site Visible to Search Engines (Go There)' and '2. Set up a Vanity Domain (Go There)'. The 'Help Links' section provides links for training documents and support contact.

My Sites Visit Site + New 0 Appearance Homepage

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 topic.

- 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](#)

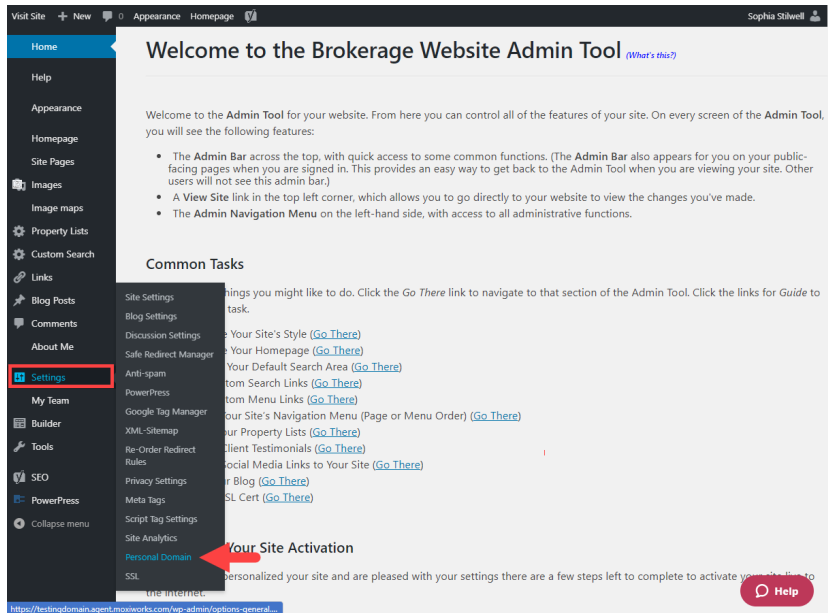
Contact Support - support@moxiworks.com



HOW TO SET UP A VANITY DOMAIN

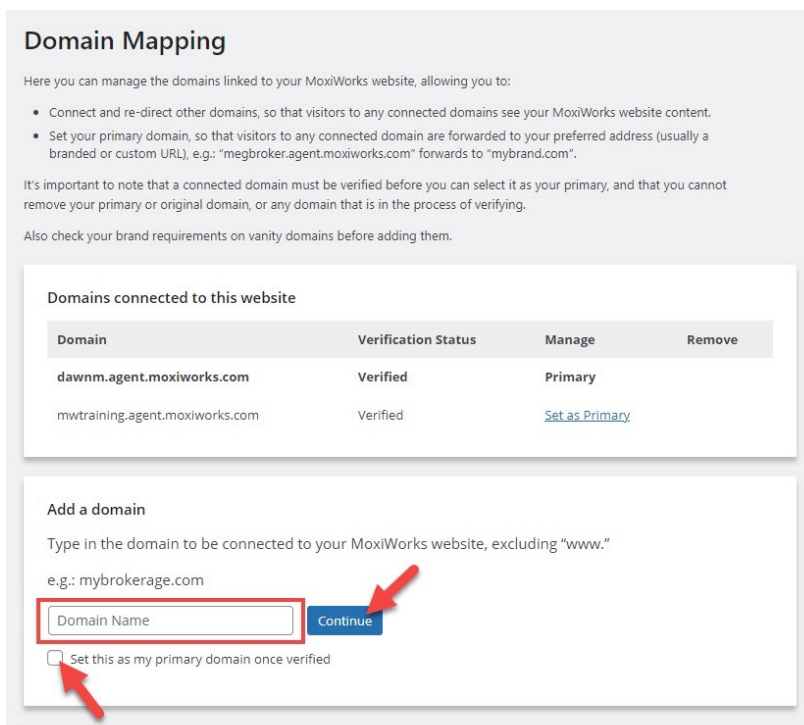
A Moxi website can have up to 10 domains pointed at it.

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' Moxi will send an email with instructions



- 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.
- 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.

Domains connected to this website

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



- 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 MoxiWorks website 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 MoxiWorks site. 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

Domain Mapping


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

Domains connected to this website

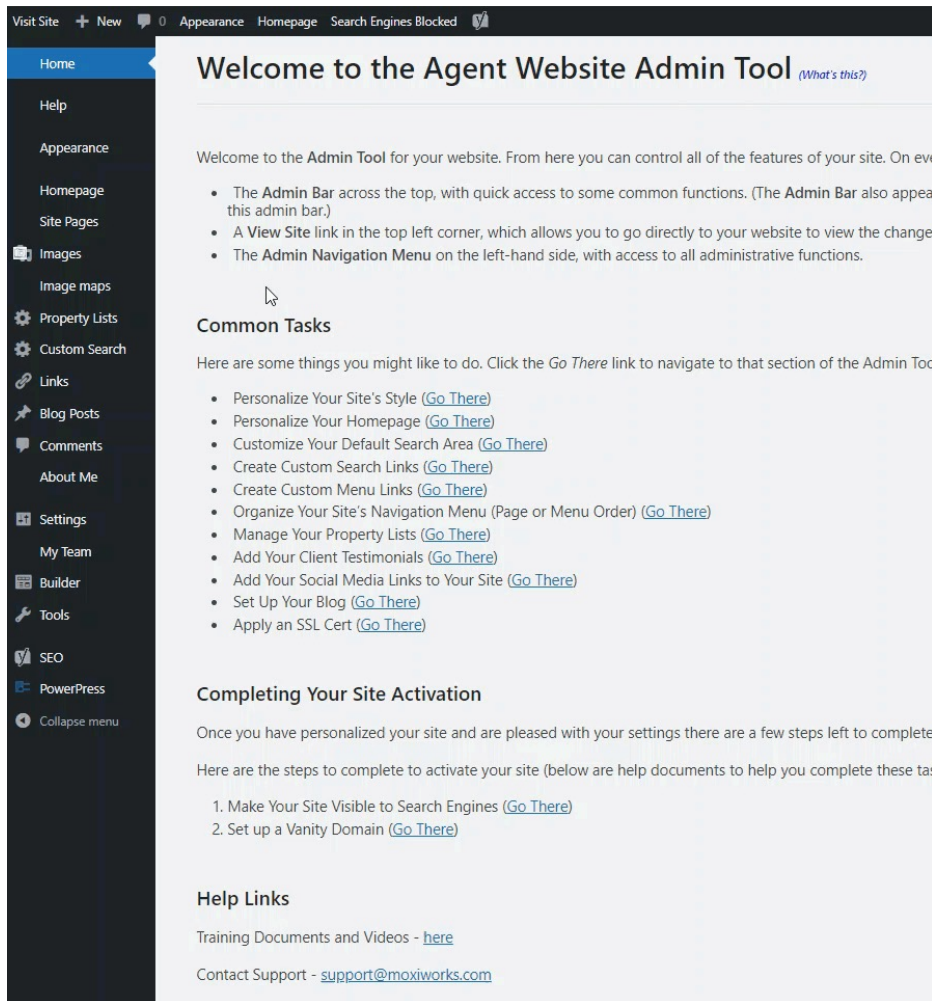
Domain	Verification Status	Manage	Remove
anicedomain.org	Verification in progress (20mins ago)		
bigredcar.co	Verified	Primary	
bluesports.com.au	Verification failed 	Verify	Remove
mymoxiwebsite.com	Verified	Set as primary	
nonverified.net	Not verified	Verify	Remove



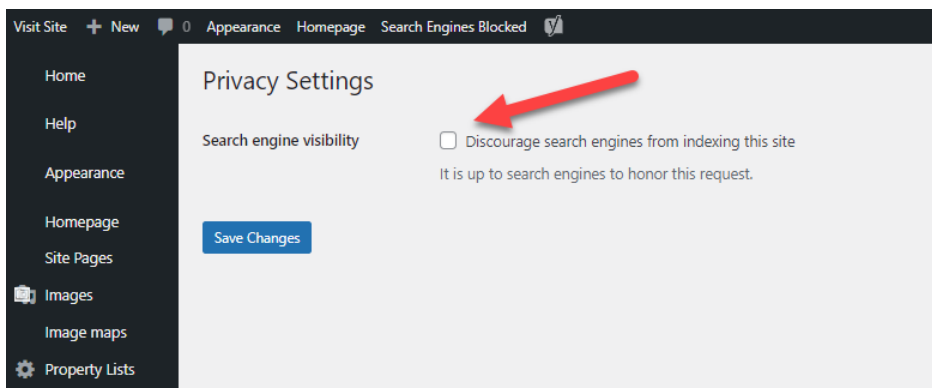
MAKE YOUR SITE VISIBLE TO SEARCH ENGINES

By completing your Site 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



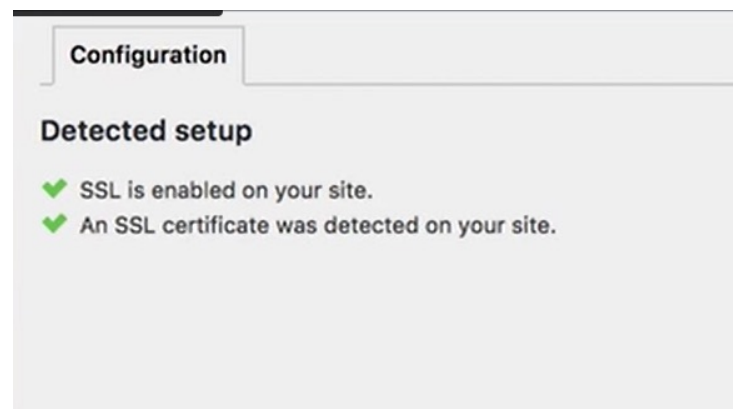
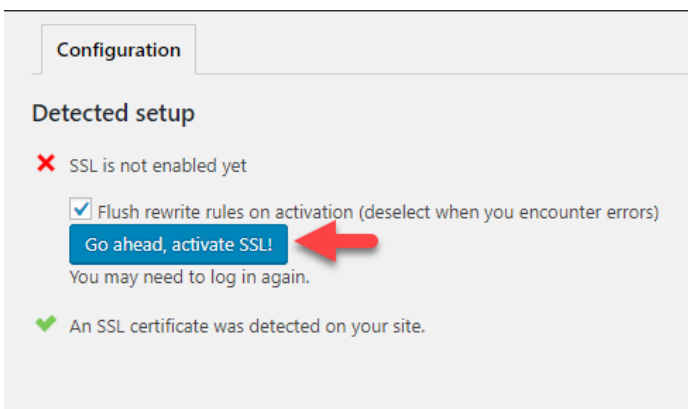
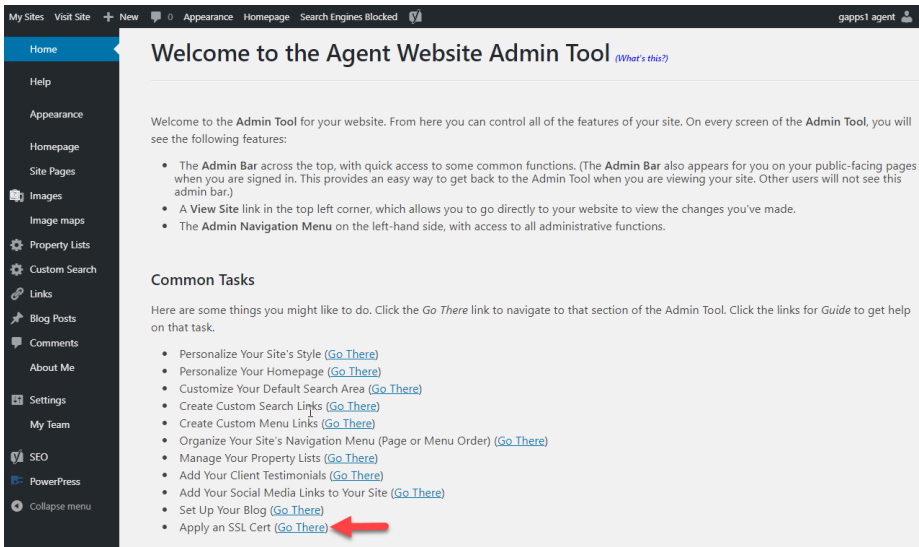
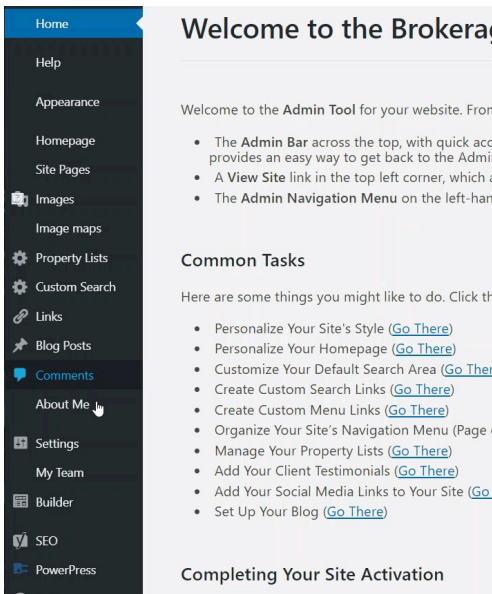
The screenshot shows the 'Welcome to the Agent Website Admin Tool' dashboard. The left sidebar contains a navigation menu with items like Home, Help, Appearance, Homepage, Site Pages, Images, Image maps, Property Lists, Custom Search, Links, Blog Posts, Comments, About Me, Settings, My Team, Builder, Tools, SEO, PowerPress, and Collapse menu. The main content area has a header 'Welcome to the Agent Website Admin Tool' with a '(What's this?)' link. Below the header is a welcome message and a list of features: Admin Bar, View Site link, and Admin Navigation Menu. A 'Common Tasks' section lists various actions like 'Personalize Your Site's Style', 'Organize Your Site's Navigation Menu', and 'Apply an SSL Cert'. A 'Completing Your Site Activation' section lists steps: 'Make Your Site Visible to Search Engines' and 'Set up a Vanity Domain'. At the bottom, there are 'Help Links' for training documents and support contact.



The screenshot shows the 'Privacy Settings' page. The left sidebar is the same as in the previous screenshot. The main content area is titled 'Privacy Settings' and contains a section for 'Search engine visibility'. There is a checkbox labeled 'Discourage search engines from indexing this site' which is currently unchecked. A red arrow points to this checkbox. Below the checkbox is the text 'It is up to search engines to honor this request.' and a blue 'Save Changes' button.



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



5. Select 'Go Ahead', Activate SSL

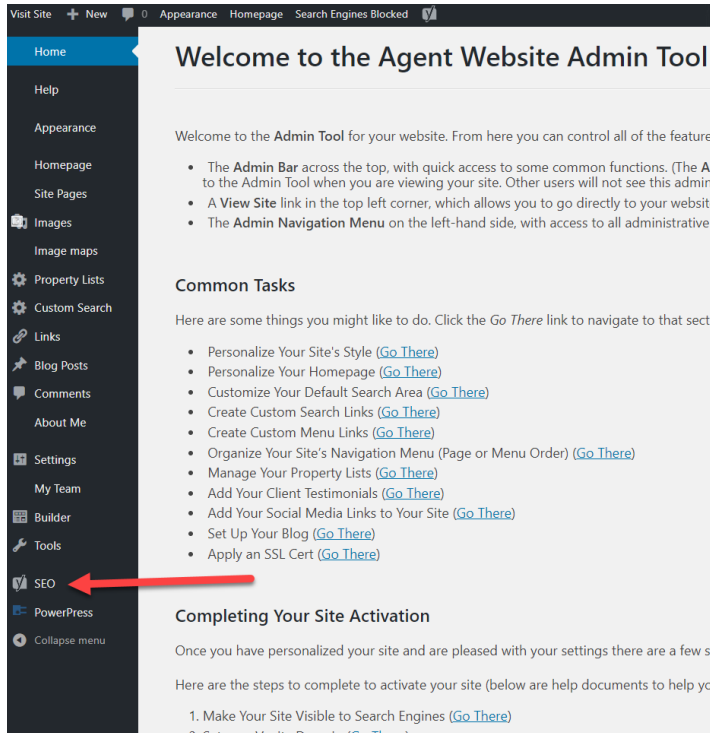
6. Once it is completed it will show green checks



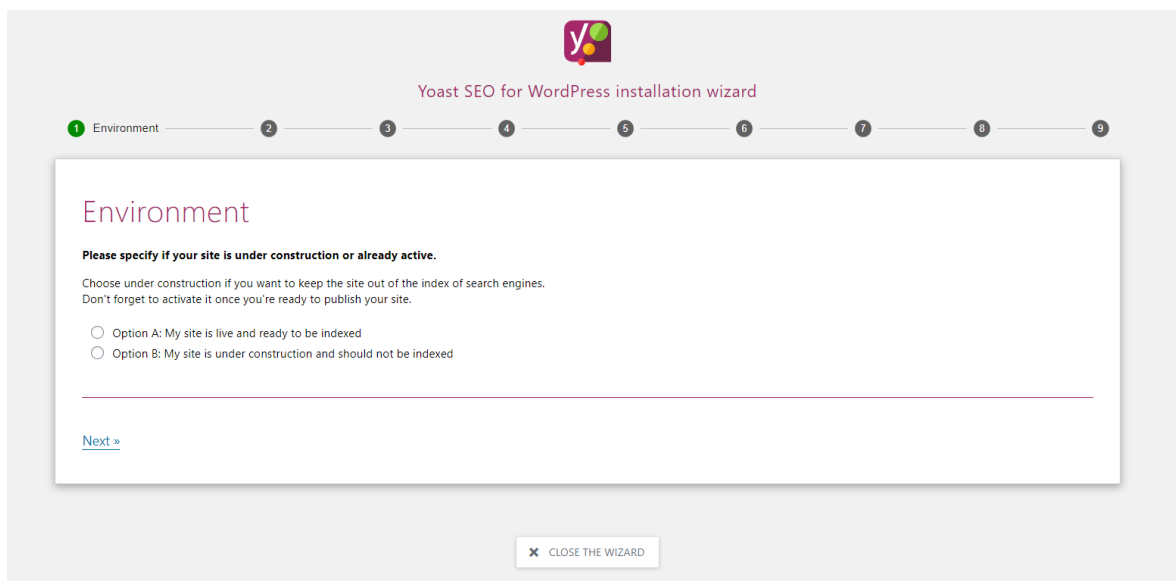
YOAST PLUG IN

The Yoast Plug in is integrated with Moxi to help optimize website traffic and site visibility.

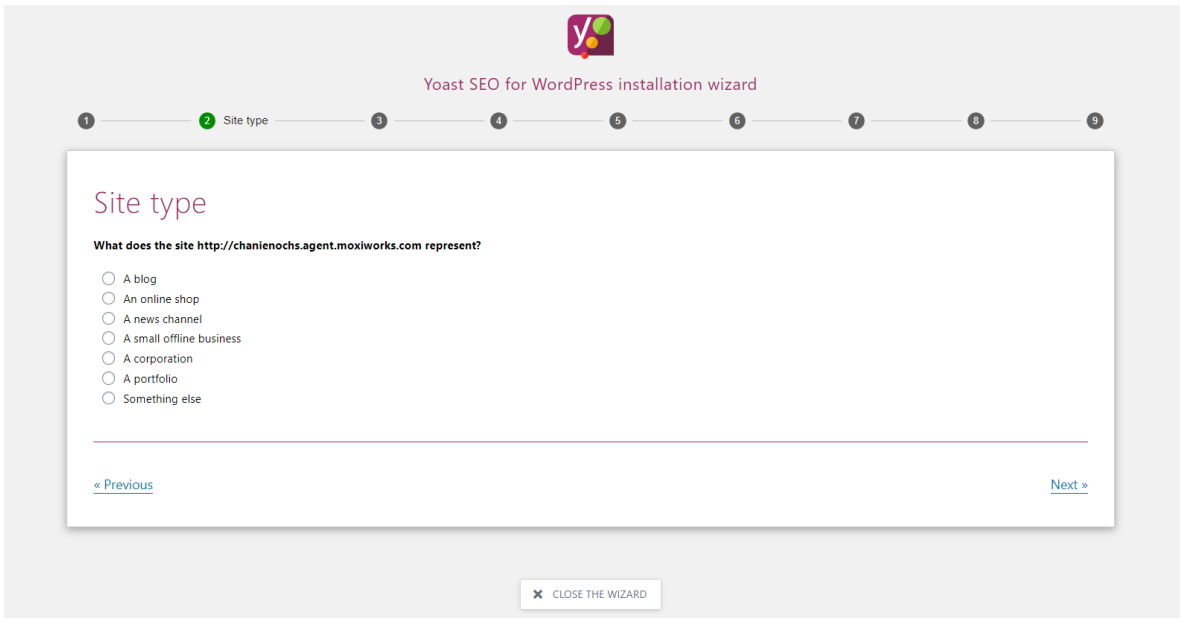
1. To access, select the 'SEO' from the menu



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

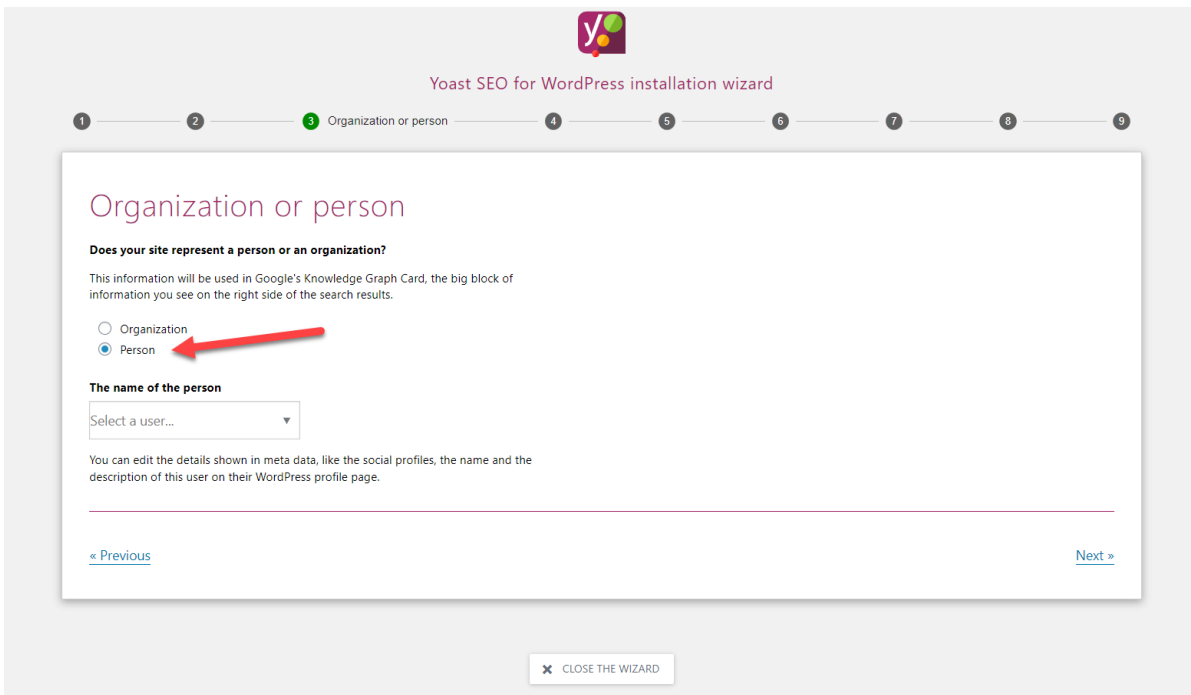


3. Select what type of site it is



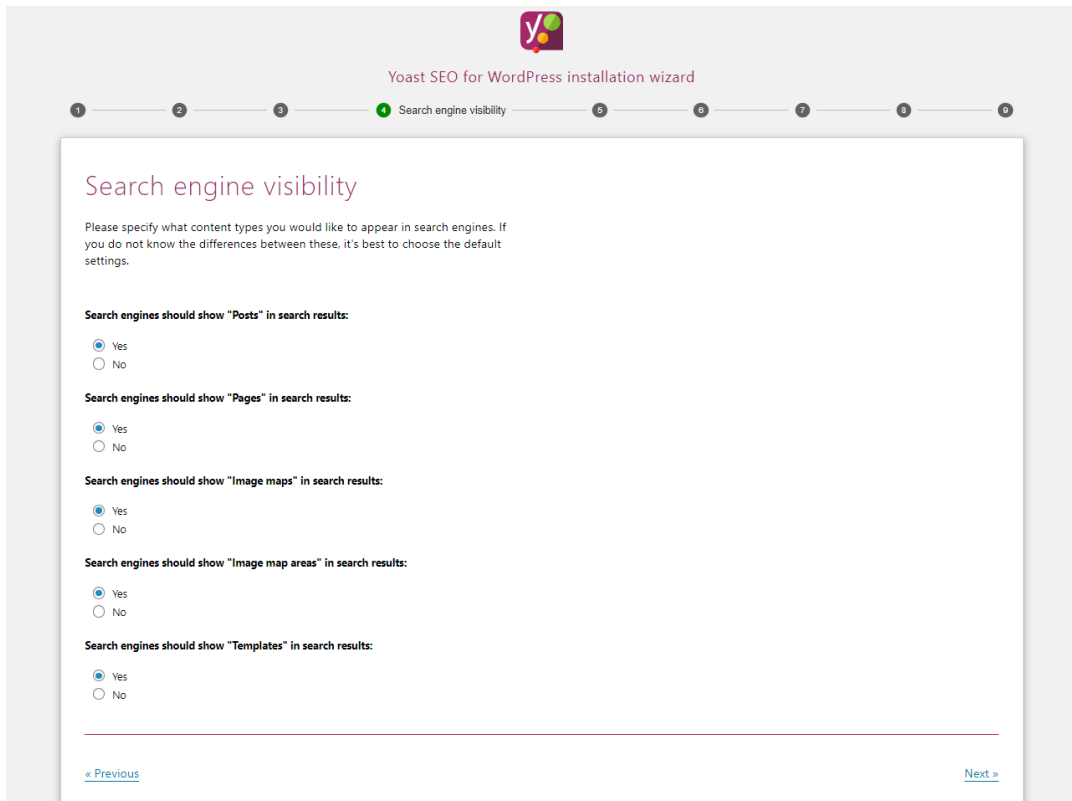
The screenshot shows the 'Site type' step of the Yoast SEO for WordPress installation wizard. At the top, the Yoast logo is visible, followed by the title 'Yoast SEO for WordPress installation wizard'. A progress bar at the top indicates the current step is 2, 'Site type', with steps 1 through 9 shown. The main content area is titled 'Site type' and asks 'What does the site http://chanienochs.agent.moxiworks.com represent?'. Below this question are seven radio button options: 'A blog', 'An online shop', 'A news channel', 'A small offline business', 'A corporation', 'A portfolio', and 'Something else'. At the bottom of the content area, there are two links: '« Previous' on the left and 'Next »' on the right. Below the content area is a 'CLOSE THE WIZARD' button with a close icon.

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 for WordPress installation wizard. At the top, the Yoast logo is visible, followed by the title 'Yoast SEO for WordPress installation wizard'. A progress bar at the top indicates the current step is 3, 'Organization or person', with steps 1 through 9 shown. The main content area is titled 'Organization or person' and asks 'Does your site represent a person or an organization?'. Below this question is a sub-question: 'This information will be used in Google's Knowledge Graph Card, the big block of information you see on the right side of the search results.' There are two radio button options: 'Organization' and 'Person'. A red arrow points to the 'Person' option. Below the radio buttons is a section titled 'The name of the person' with a dropdown menu labeled 'Select a user...'. Below the dropdown menu is a note: '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 of the content area, there are two links: '« Previous' on the left and 'Next »' on the right. Below the content area is a 'CLOSE THE WIZARD' button with a close icon.

5. Continue to the next page to specify your SEO

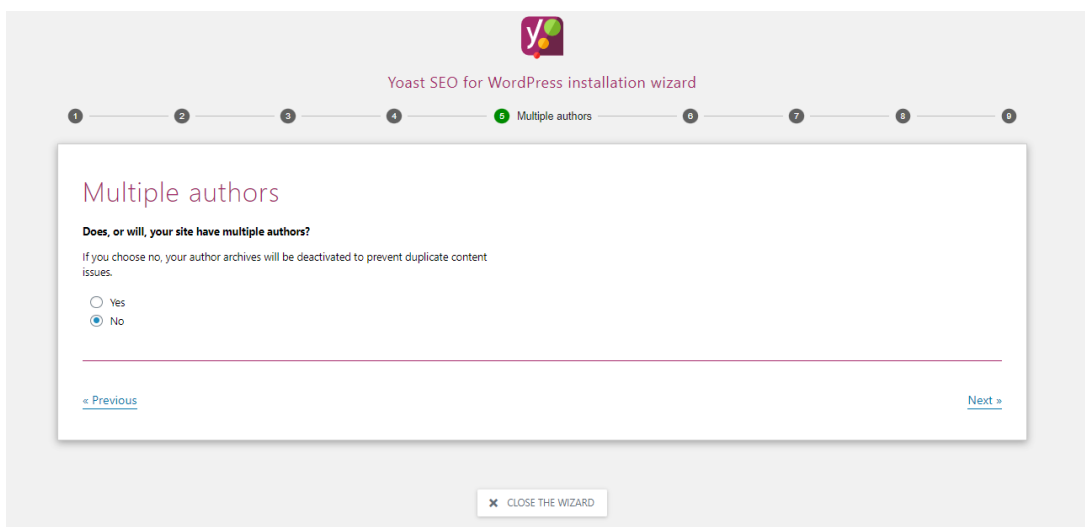


The screenshot shows the 'Search engine visibility' step of the Yoast SEO installation wizard. At the top, the Yoast logo is on the left, and the title 'Yoast SEO for WordPress installation wizard' is centered. Below the title is a progress bar with nine steps; step 4, 'Search engine visibility', is highlighted in green. The main content area has a heading 'Search engine visibility' and a paragraph: 'Please specify what content types you would like to appear in search engines. If you do not know the differences between these, it's best to choose the default settings.' 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

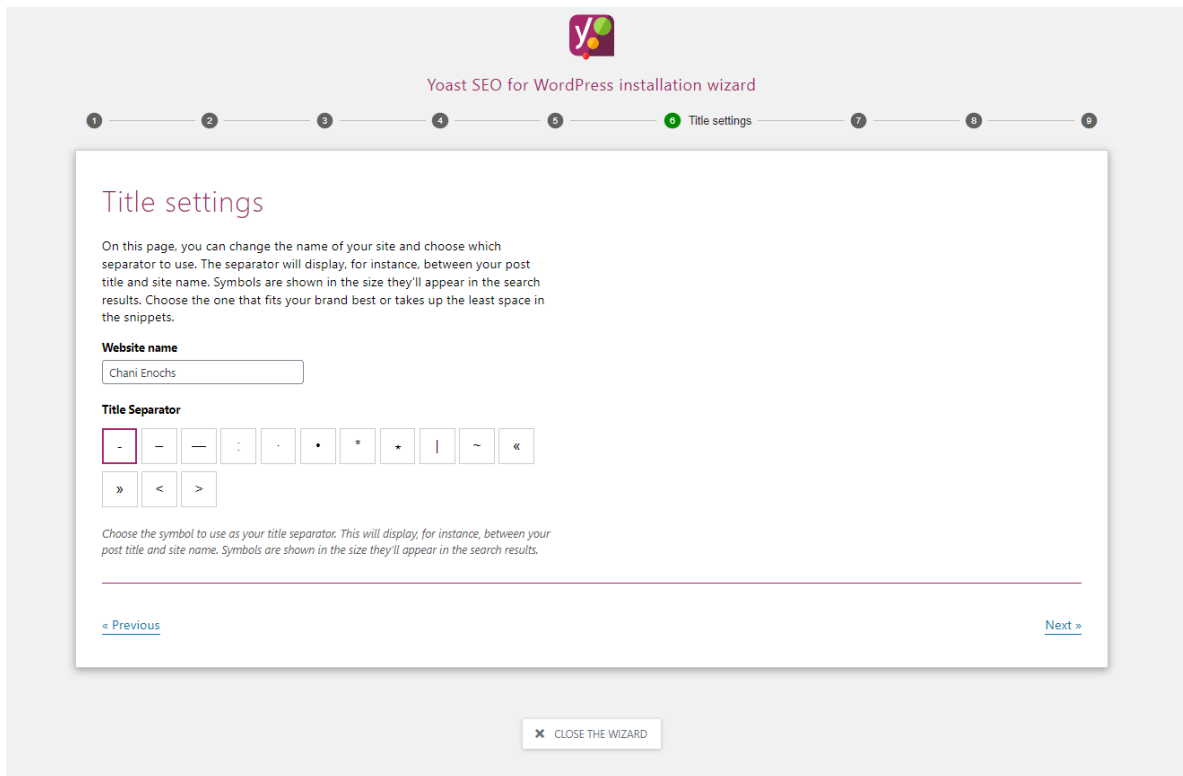
At the bottom left is a link '< Previous' and at the bottom right is a link 'Next >'. A horizontal line is positioned above the bottom links.

6. Specify if your site will have multiple authors



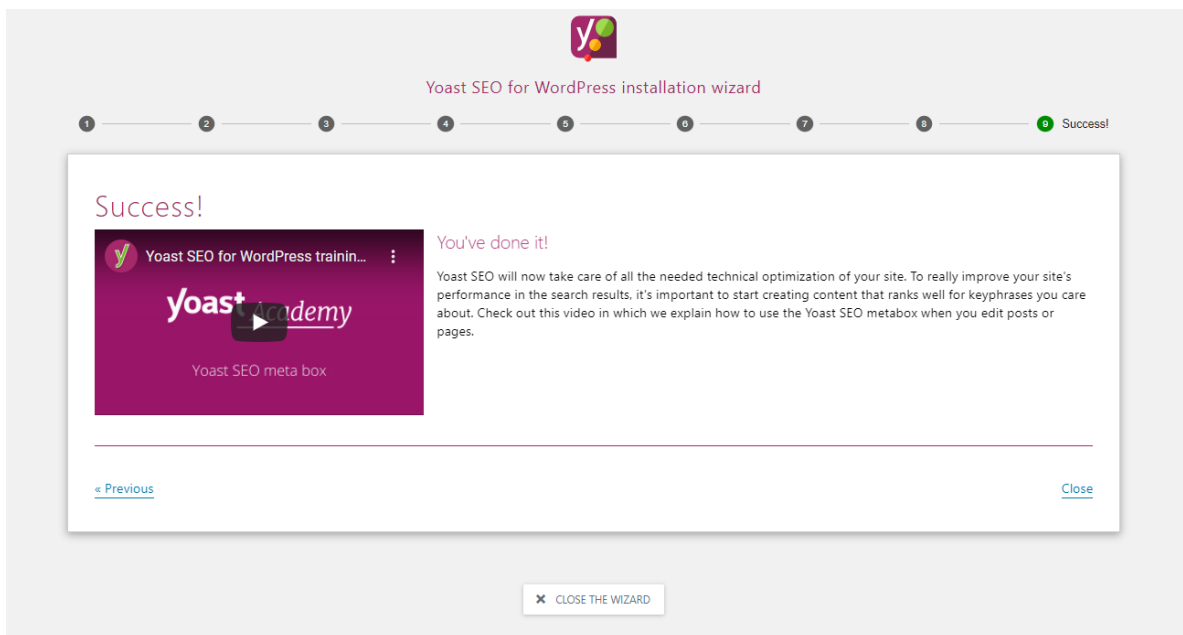
The screenshot shows the 'Multiple authors' step of the Yoast SEO installation wizard. At the top, the Yoast logo is on the left, and the title 'Yoast SEO for WordPress installation wizard' is centered. Below the title is a progress bar with nine steps; step 5, 'Multiple authors', is highlighted in green. The main content area has a heading 'Multiple authors' and a bolded question: 'Does, or will, your site have multiple authors?'. Below this is a paragraph: 'If you choose no, your author archives will be deactivated to prevent duplicate content issues.' There are two radio buttons: 'Yes' (unselected) and 'No' (selected). At the bottom left is a link '< Previous' and at the bottom right is a link 'Next >'. A horizontal line is positioned above the bottom links. At the bottom center of the wizard is a button with a close icon and the text 'CLOSE THE WIZARD'.

7. Select your title settings



The screenshot shows the 'Yoast SEO for WordPress installation wizard' at step 6, 'Title settings'. The progress bar at the top indicates steps 1 through 8, with step 6 highlighted. The main content area has a heading 'Title settings' and a paragraph explaining that users can change their site name and choose a separator. Below this, there is a text input field for 'Website name' containing 'Chani Enochs'. Under 'Title Separator', there is a row of 12 symbols: a hyphen, a colon, a period, an asterisk, a vertical bar, a tilde, and a left-pointing chevron. Below these are three navigation arrows: a right-pointing chevron, a left-pointing chevron, and a right-pointing chevron. A paragraph below explains that the chosen symbol will appear between the post title and site name in search results. At the bottom of the content area are links for '« Previous' and 'Next »'. A 'CLOSE THE WIZARD' button is located at the bottom center of the wizard window.

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



The screenshot shows the 'Yoast SEO for WordPress installation wizard' at step 9, 'Success!'. The progress bar at the top indicates steps 1 through 9, with step 9 highlighted. The main content area has a heading 'Success!' and a video player showing a 'yoast+ Academy' video titled 'Yoast SEO meta box'. To the right of the video, there is a message: '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.' At the bottom of the content area are links for '« Previous' and 'Close'. A 'CLOSE THE WIZARD' button is located at the bottom center of the wizard window.



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

FOR HELP & TO LEARN MORE

Contact

Caitlin Spikes

Product Operations Specialist – Moxi Product Suite

Caitlin.Spikes@anywhere.re

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