



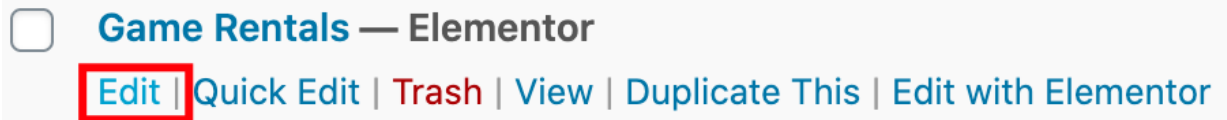
## [ Rank Math SEO ] SOP

### What is Rank Math?

From their website: “Rank Math is the swiss army knife of SEO tools for WordPress. It gives you complete control over your entire website’s on-page SEO.” Basically it’s a plugin that helps streamline creating and fixing SEO for your web pages.

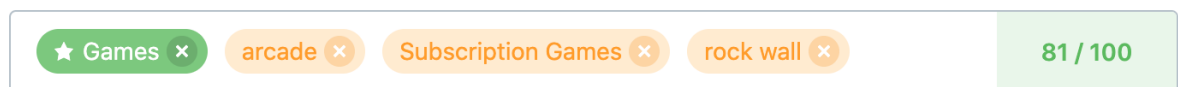
### How to Use it

1. Log into your wordpress website
2. Navigate to Pages - In this example we’re going to use the new Game Rentals page - Click on “Edit”



3. Scroll down a little bit and then you’ll see Rank Math - the first thing we’re going to do is add the “Focus Keywords” these are the keywords that describe the page.

#### Focus Keyword



Insert keywords you want to rank for. Try to [attain 100/100 points](#) for better chances of ranking.

4. Next is the snippet - this is what is shown in Google search results. Rank Math shows you what your snippet looks like for both Mobile and Desktop results. Click on Edit Snippet to make

changes.

Preview



RankMath  

 All

 Images

 Videos

 News

 More

Settings

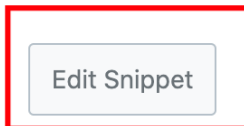
Tools

About 43,700,000 results (0.32 seconds)

### Weekly, Monthly & Subscription Games Rentals | Ampa...


<https://www.ampaevents.com/game-rentals/> ▼


Get the family outside with fun, outdoor activities & games. Rent a Mobile Rock Climbing Wall or Giant Tricycles for the neighborhood! Call 804-358-5451!




5. When you are making changes the bar underneath the title and description will turn green once you get into a “safe” character limit. Titles should be 70 characters or less, and descriptions should be 160 characters or less. There will be some content already populated by the plugin that you can keep or remove. Once you are done making changes click on “Close snippet” to save your

changes.

**Title**  58 / 60


Weekly, Monthly & Subscription Games Rentals %page% %sep% %sitename% 


This is what will appear in the first line when this post shows up in the search results.

**Permalink**  40 / 75

game-rentals









This is the unique URL of this page, displayed below the post title in the search results.

**Description**  153 / 160

Get the family outside with fun, outdoor activities & games. Rent a Mobile Rock Climbing Wall or Giant Tricycles for the neighborhood! Call 804-358-5451! 


This is what will appear as the description when this post shows up in the search results.

- 6. Once you make your title and description changes you can view your SEO Analysis for that page - click on the little down arrow to see what changes you may need to make.

Basic SEO		
Additional		
Title Readability		
Content Readability		

- 7. Here are the main parts that need to be looked at - most of this is very easy to fix pretty quickly - you can also adjust your focus keyword at this point to see if that helps.

**Basic SEO** × 1 Error

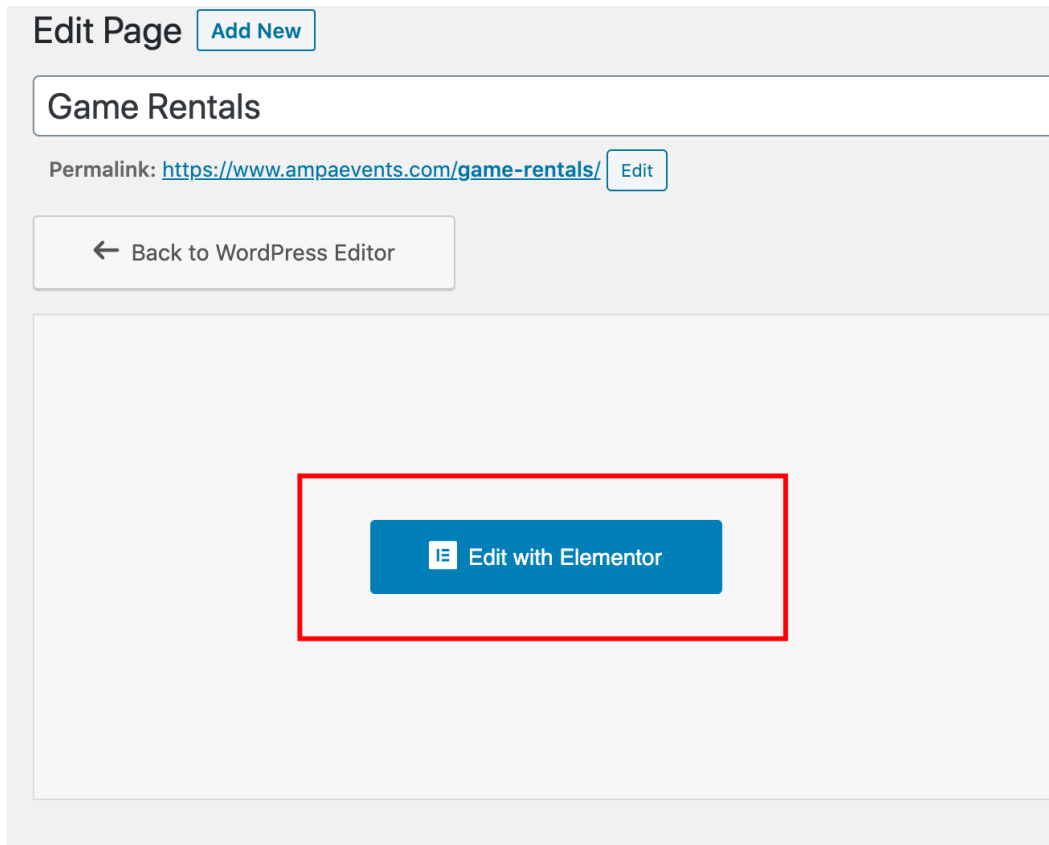
- ✓ Hurray! You're using Focus Keyword in the SEO Title. ?
- ✓ Focus Keyword used inside SEO Meta Description. ?
- ✗ Focus Keyword not found in the URL. ?  **never change this**
- ✓ Focus Keyword appears in the first 10% of the content. ?
- ✓ Focus Keyword found in the content. ?
- ✓ Content is 639 words long. Good job! ?

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**Additional** × 2 Errors

- ✓ Focus Keyword found in the subheading(s). ?
- ✗ Add an image with your Focus Keyword as alt text. ?
- ✓ Keyword Density is 2.03, the Focus Keyword and combination appears 13 times. ?
- ✓ URL is 40 characters long. Kudos! ?
- ✓ Great! You are linking to external resources. ?
- ✓ At least one external link with DoFollow found in your content. ?
- ✓ You are linking to other resources on your website which is great. ?
- ✗ You have [already used](#) this Focus Keyword.

8. Now that I know what needs to be worked on, I'm going to edit the page with Elementor

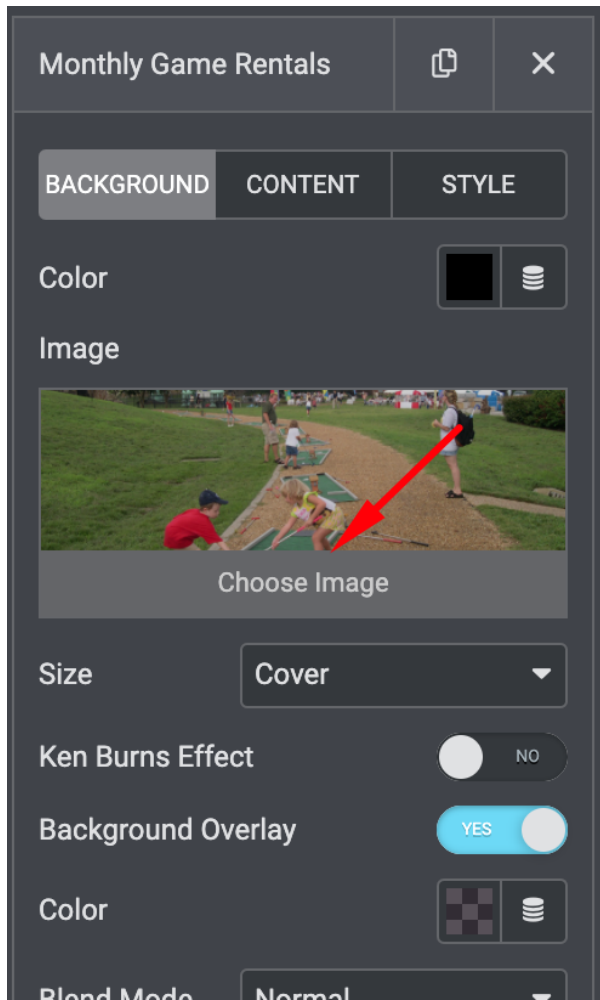


The screenshot shows the WordPress 'Edit Page' interface for a page titled 'Game Rentals'. At the top left, there is a header with 'Edit Page' and an 'Add New' button. Below this, the page title 'Game Rentals' is displayed in a text box. Underneath the title, the permalink is shown as <https://www.ampaevents.com/game-rentals/> with an 'Edit' button next to it. A 'Back to WordPress Editor' button with a left-pointing arrow is located below the permalink. The main content area is mostly empty, with a large blue button in the center that says 'Edit with Elementor'. This button is highlighted with a red rectangular border.

9. First thing I'm going to do is edit the slides to make sure that the images have ALT tags - once you add ALT tags to an image you **DO NOT** have to do it again if the same image appears somewhere else on the website or page you're working on. Click on the image to select that section and then click on the slide that you want to edit in the sidebar.



10. When you click on the slide that you want to edit in the sidebar - hover over the image and then click on “Choose Image”



11. The image will already be selected and all you need to do is fill in the ALT Text field - the text that I used was: "Kids playing a Putt Putt Game outside rented from Ampa Events" If you know the exact name of a product go ahead and add it here as well in a way that makes sense.

Search

**ATTACHMENT DETAILS**

**PUT-PUT.jpg**  
May 11, 2020  
398 KB  
1500 by 844 pixels  
[Edit Image](#)  
[Delete Permanently](#)


Alt Text   
Describe the purpose of the image. Leave empty if the image is purely decorative.

Title

Caption

## 12. Click “Insert Media” to save.

ATTACHMENT DETAILS



PUT-PUT.jpg  
May 11, 2020  
398 KB  
1500 by 844 pixels  
[Edit Image](#)  
[Delete Permanently](#)

Alt Text  Describe the purpose of the image. Leave empty if the image is purely decorative.

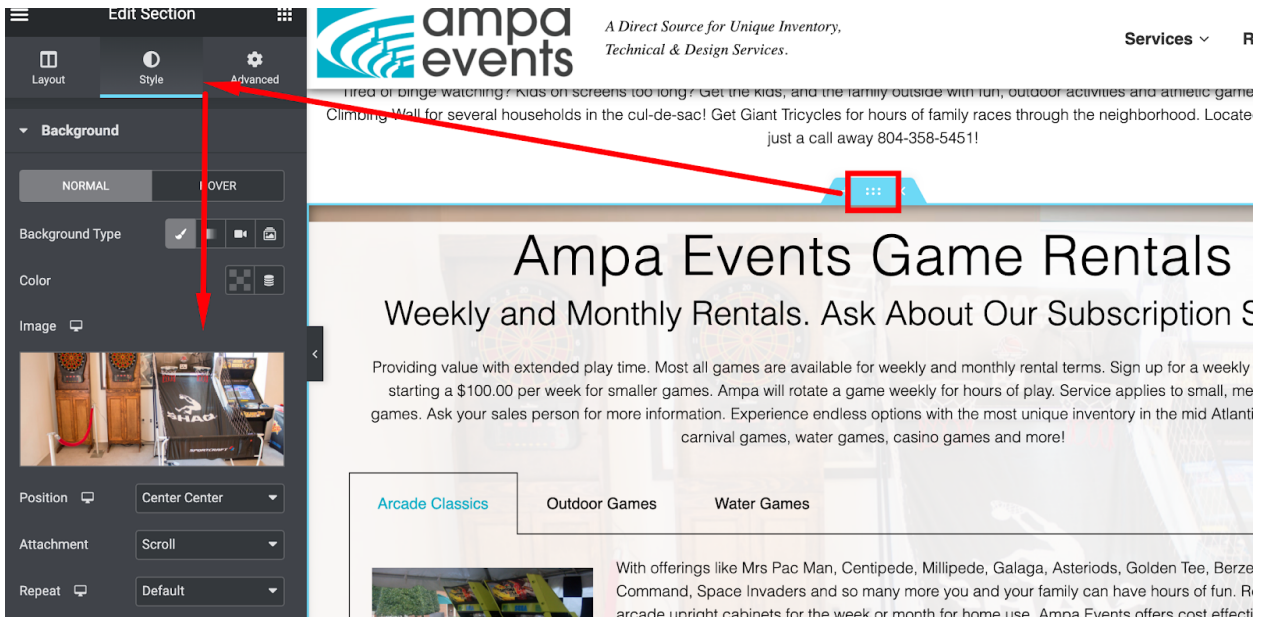
Title

Caption

Description

[Insert Media](#)

## 13. If you need to edit an image that’s in the background of a section, scroll down to the section and then click the dots in the middle to select that particular section. Then click on “Style” and you’ll be able to edit the image the same way you did for the sliders.



The screenshot shows the 'Edit Section' interface for the 'Ampa Events Game Rentals' section. The 'Style' panel is open, showing options for Background (NORMAL, COVER), Background Type, Color, Image, Position (Center Center), Attachment (Scroll), and Repeat (Default). A red arrow points from the 'Style' panel to the 'Background' image field. Another red arrow points from the 'Background' image field to a three-dot menu icon on the website header, which is used to select the section for editing.

**amp events**  
A Direct Source for Unique Inventory, Technical & Design Services.

Services ▾ R

Tired of binge watching? Kids on screens too long? Get the kids, and the family outside with fun, outdoor activities and athletic game Climbing Wall for several households in the cul-de-sac! Get Giant Tricycles for hours of family races through the neighborhood. Locate just a call away 804-358-5451!

# Ampa Events Game Rentals

## Weekly and Monthly Rentals. Ask About Our Subscription S

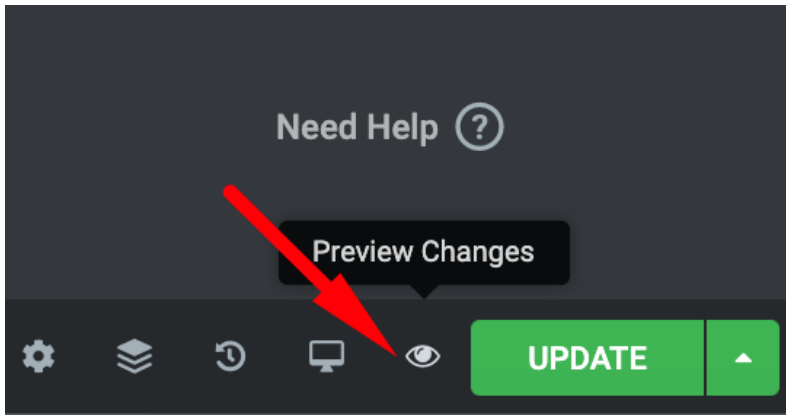
Providing value with extended play time. Most all games are available for weekly and monthly rental terms. Sign up for a weekly starting a \$100.00 per week for smaller games. Ampa will rotate a game weekly for hours of play. Service applies to small, me games. Ask your sales person for more information. Experience endless options with the most unique inventory in the mid Atlanti carnival games, water games, casino games and more!

[Arcade Classics](#) [Outdoor Games](#) [Water Games](#)

With offerings like Mrs Pac Man, Centipede, Millipede, Galaga, Asteroids, Golden Tee, Berze Command, Space Invaders and so many more you and your family can have hours of fun. R arcade upright cabinets for the week or month for home use. Ampa Events offers cost effecti

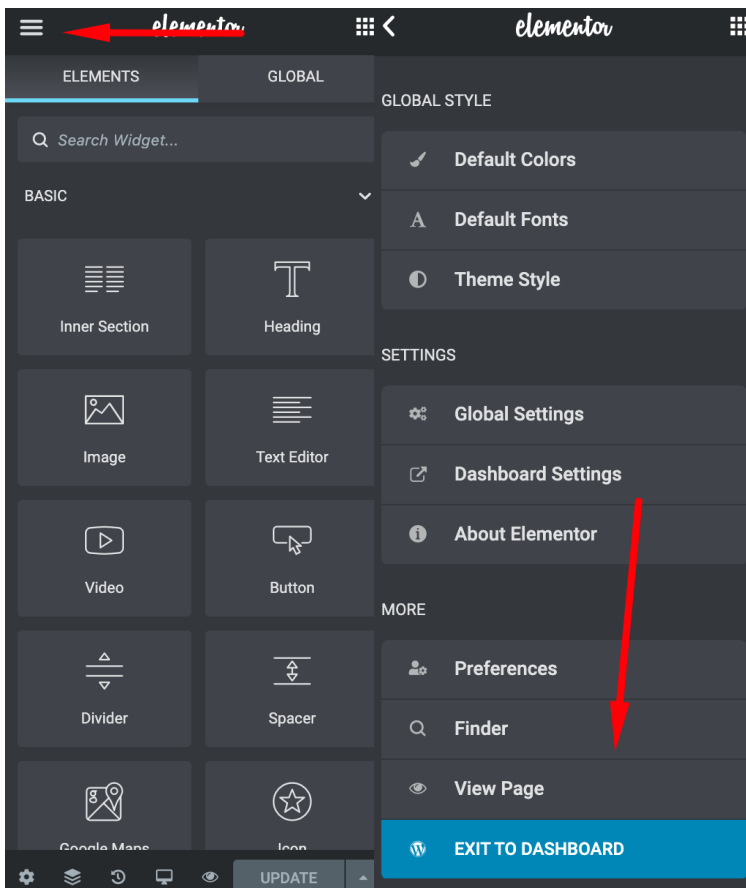
## 14. Once you are done making changes to the images click on the little eye icon to preview your changes - this is just to make sure that nothing “broke” on the front end and everything still looks the same





15. If everything looks good - go ahead and click that “Update” button.

16. To get back to the page itself - click on the three bars in the upper left - and then click on “Exit to Dashboard”



17. You may not be able to always make the update that Rank Math is suggesting that you make. For example - if it tells you to update

the URL **DO NOT DO THIS** - if you do you will break the link to the page

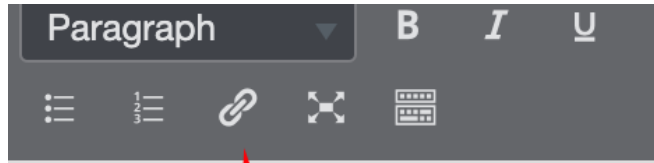
 Focus Keyword not found in the URL. 

18. Another suggestion that Rank Math may have is for “external resources” or links to other pages. If you do add some links, try to do so towards the end of the page and either to Ampa’s social media pages, something else that is related to Ampa Events, or to vendors/clients that you have worked with in the past.

 Great! You are linking to external resources. 



19. To add a link, go to the section that needs the link added and then highlight the text that you want to link.

1. Then click the little link icon.
2. Then insert your link and click the little gear icon.
3. Then check the little “Open Link in New Tab” box. This way a new tab will open and people won’t completely leave your page.
4. Preview your changes and click on the links to make sure that they work.



Rock Festivals like the [Rolling Rock Town Fair](#) and numerous regional concert series in Va Beach, DC and Richmond. Over the past 20 years, it has been a pleasure providing games and activities for all types of clients, including schools, churches,

[all types of clients,](#)

5039/services/?service\_id=1306231949452910  

orporate picnics and more.

### Insert/edit link

Enter the destination URL

URL

Link Text

Open link in a new tab

Or link to existing content

Search

No search term specified. Showing recent items.

Game Rentals	PAGE
Bounce House 10x10	PRODUCT
Hiring Packet	PAGE

20. Now that we've added links we're almost done with this page! It looks like the last thing that needs to be done is update the content a little bit so that it doesn't have too many instances of the keyword - we need to remove it from 5 different places in the text, use your best judgement here.

✔ Keyword Density is 2.03, the Focus Keyword and combination appears 13 times. ?

21. Now that we've updated some of the copy on the website we now have a score! While we can always try our best to get a 100% - Try to aim for 80 or higher!

#### Focus Keyword

★ Games ×	arcade ×	Subscription Games ×	rock wall ×	81 / 100
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Insert keywords you want to rank for. Try to [attain 100/100 points](#) for better chances of ranking.