# SEO: get your platform found

Email & marketing · https://schoolyland.com/docs/seo-get-found/

Your platform ships with **Rank Math Pro** configured, with sitemaps generated and the technical basics handled. What's left is the part only you can do: content that answers what your audience searches for.

## What's already done for you

- An XML sitemap that search engines read automatically.
- Clean titles and meta descriptions with sensible defaults.
- Fast hosting: page speed is a ranking factor, and it's part of why your platform runs on fast, isolated hosting.

## The few habits that produce most of the results

1. **One page, one topic.** Each important page should answer one clear search intent. Your course page targets "your-topic course"; a blog post targets one question people actually ask.
2. **Write the title like a search result.** When editing any page, the Rank Math box lets you set the SEO title and description (the text people see on Google). Say what the page is, plainly, with the words your audience uses (not your internal jargon).
3. **Publish answers, not announcements.** "3 things I learned this week" ranks for nothing. "How long does it take to learn X" ranks. Your students' most common questions are a ready-made content calendar.
4. **Internal links.** When a post mentions your course topic, link to the course page. Search engines follow links to understand what matters on your site.

## Using Rank Math day to day

When you edit a page, Rank Math shows a score and suggestions for your focus keyword. Treat it as a checklist, not as the final word: a natural, useful page with a 70 score beats a keyword-stuffed page with a 95. The built-in suggestions (keyword in title, in first paragraph, image alt text) are the ones worth doing.

## What to expect

SEO is compounding and slow: a new site typically sees meaningful search traffic after months of consistent publishing, not weeks. It's the cheapest traffic you'll ever get, but it accumulates gradually rather than paying off all at once. If you need buyers this month, email your list and use direct outreach; let SEO build in the background.

## Let the AI carry the boring parts

Your connected assistant can draft meta descriptions, suggest focus keywords, audit a page against Rank Math's checklist, and turn one FAQ into a structured article, all in conversation. See Connect your AI.