



March 1, 2023

## White Space, Google Discover, and WordPress's National Vulnerabilities

Hello Ruth Ann,

February is a short month, and I initially labeled my newsletter draft "2.29.23." That wouldn't have triggered a report to the National Vulnerability Database (more on that below), but really, I just got used to writing "2023."

As a WordPress fan, I'm aware of the platform's vulnerabilities, and I'm careful about what plugins I use. Still, seeing one of its mainstays appear on the NVD was a surprise. Always update your plugins; even better, put them on auto-update.

Thanks to my new subscribers - I appreciate the support. I also have another newsletter you can check out and subscribe to on LinkedIn called the [Newsletter on Newsletters](#).

Til next week,

**Ruth Ann Monti**

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### Writing Tips

Isn't it great when you have a lot to write about? Make sure you get everything down in a document so that you aren't missing anything. Then, you edit.

Here's a critical editing point to remember, especially for writing published on the web: *white space is your friend*. Web content is often scanned. It's not consumed as thoroughly as an anticipated book.

So you have to make your content easy to take in. Keep your sentences and paragraphs short even when you have a lot to say. Try to limit your paragraphs to four or five lines and each sentence to two lines.

Break up your content with headers and subheaders. Not only does this help people scan your work, but they'll also see how well you organize your thoughts. Big bonus: search engines love to see H1 and H2 codes, too, and will reward your work with higher rankings.



## SEO/Content News

Do you know about Google Discover?

It's a mobile app that delivers hyper-personalized content based on your other Google and YouTube searches and where you clicked. It's only available for smartphones and tablets.



Google Discover is highly customizable and offers users the option to follow any site they land on. This makes it an SEO gold mine for news sites with a continuous feed. Local businesses can also benefit from Google Discover by frequently updating their sites with "helpful, reliable, people-first content," as its Google page advises.

Google Discover is free on Google Play and the App Store.

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## National Vulnerability

The National Vulnerability Database, or NVD, is one of the US Government's repositories that track threats to online resources. It also has a great, attention-grabbing name.



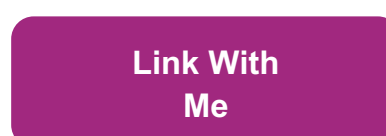
The NVD came to my attention when it reported two vulnerabilities in WordPress' All-in-One SEO plugin. About three million sites could be affected. If you use AIOSEO, be sure to update it.

Here are recent WordPress vulnerabilities NVD has reported. Last year, it listed more than 25,000 new bugs (vulnerabilities), according to [bankinfosecurity.com](http://bankinfosecurity.com). These are busy people!



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