



WordPress SEO With Yoast

Anca Mosoiu, March 2014

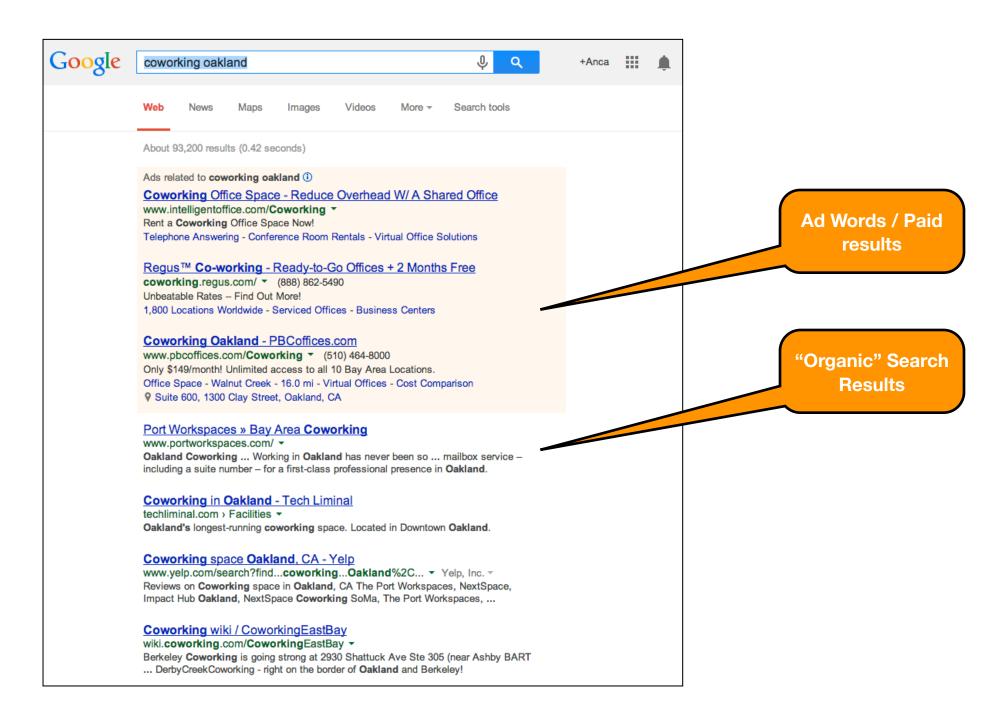
Overview

- SEO Basics
- WordPress and SEO
- Yoast
- Titles
- Descriptions
- Sitemap
- Review





Search Engine Basics





coworking oakland



Coworking in Oakland - Tech Liminal

techliminal.com > Facilities -

Oakland's longest-running coworking space. Located in Downtown Oakland.

Description

Title

Link

Bay Area Coworking Spaces: The Xconomy Guide | Xconomy



www.xconomy.com/.../the-xconomy-guide-to-bay-are... ▼ Xconomy ▼ by Wade Roush - in 2,588 Google+ circles

Feb 10, 2011 - Part of the problem with cataloging **coworking** spaces is that they tend to ... has nearly six acres under one roof on **Oakland's** Mandela Parkway.

New Co-Working Space Oakstop Focuses on Artistic Entrepreneurs ...
www.eastbayexpress.com/oakland/...co-working.../Cont... ▼ East Bay Express ▼
Feb 12, 2014 - Jennifer Johns, an Oakland-based soul singer, wanted to release her second album last September. But as the date approached, the project ...



How does search work?

· Crawl

 Examine a list of web pages, from previous crawls, sitemap submissions, etc

· Index

Examine each page, identify words and phrases, 'what is it about'.

Serve Results

Provide links to results based on relevance given search terms

You can use SEO to influence this

Indexing

- Good HTML formatting
- Keywords in title, URL, body of the content
- · Look out for:
 - "bad" tactics





WordPress + SEO

The Good News

HTML Output in Themes is frequently good (look for ones that are more reputable)

URL structure is under your control (permalinks)

Lots of helpful plugins

WordPress SEO, All-In-One SEO, built into themes, XML sitemap stuff, etc





Step 1: Permalinks



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```
<title>
Bay Area Coworking Spaces: The Xconomy Guide | Xconomy </title>
<!-- This site is optimized with the Yoast WordPress SEO plugin v1.4.24 -
http://yoast.com/wordpress/seo/ -->
<link rel="original-source" href="" />
<meta name="description" content="Building a company is hard enough---there&#039;s no
need to do it in lonely isolation. That&#039;s the realization hitting a growing
number of tech entrepreneurs see"/>
<link rel="canonical" href="http://www.xconomy.com/san-francisco/2011/02/10/the-
xconomy-quide-to-bay-area-coworking-spaces/" />
<link rel="next" href="http://www.xconomy.com/san-francisco/2011/02/10/the-xconomy-
quide-to-bay-area-coworking-spaces/2/" />
kink rel="author" href="google.com/+WadeRoush"/>
kink rel="publisher" href="https://plus.google.com/112993273861500254544"/>
```



Resources

- Definitive SEO Guide from Yoast: https://yoast.com/articles/wordpress-seo/
- Google SEO Starter Guide (google it!):
 - · http://static.googleusercontent.com/media/www.google.com/en/us/webmasters/docs/search-engine-optimization-starter-guide.pdf
- Google Webmaster Guide
 - https://support.google.com/webmasters/answer/35769
- How Google Indexes the Web
 - https://support.google.com/webmasters/answer/70897



Our Community

