



# WordPress SEO With Yoast

Anca Mosoiu, March 2014

# Overview

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

# Search Engine Basics

Google  +Anca

Web News Maps Images Videos More Search tools

About 93,200 results (0.42 seconds)

Ads related to **coworking oakland**

**Coworking Office Space - Reduce Overhead W/ A Shared Office**  
[www.intelligentoffice.com/Coworking](http://www.intelligentoffice.com/Coworking)  
Rent a **Coworking** Office Space Now!  
Telephone Answering - Conference Room Rentals - Virtual Office Solutions

**Regus™ Co-working - Ready-to-Go Offices + 2 Months Free**  
[coworking.regus.com/](http://coworking.regus.com/) (888) 862-5490  
Unbeatable Rates – Find Out More!  
1,800 Locations Worldwide - Serviced Offices - Business Centers

**Coworking Oakland - PBCoffices.com**  
[www.pbcoffices.com/Coworking](http://www.pbcoffices.com/Coworking) (510) 464-8000  
Only \$149/month! Unlimited access to all 10 Bay Area Locations.  
Office Space - Walnut Creek - 16.0 mi - Virtual Offices - Cost Comparison  
Suite 600, 1300 Clay Street, Oakland, CA

**Port Workspaces » Bay Area Coworking**  
[www.portworkspaces.com/](http://www.portworkspaces.com/)  
**Oakland Coworking** ... Working in **Oakland** has never been so ... mailbox service – including a suite number – for a first-class professional presence in **Oakland**.

**Coworking in Oakland - Tech Liminal**  
[techliminal.com](http://techliminal.com) Facilities  
**Oakland's** longest-running **coworking** space. Located in Downtown **Oakland**.

**Coworking space Oakland, CA - Yelp**  
[www.yelp.com/search?find...coworking...Oakland%2C...](http://www.yelp.com/search?find...coworking...Oakland%2C...) Yelp, Inc.  
Reviews on **Coworking** space in **Oakland, CA** The Port Workspaces, NextSpace, Impact Hub **Oakland**, NextSpace **Coworking** SoMa, The Port Workspaces, ...

**Coworking wiki / CoworkingEastBay**  
[wiki.coworking.com/CoworkingEastBay](http://wiki.coworking.com/CoworkingEastBay)  
Berkeley **Coworking** is going strong at 2930 Shattuck Ave Ste 305 (near Ashby BART ... DerbyCreekCoworking - right on the border of **Oakland** and Berkeley!

Ad Words / Paid results

“Organic” Search Results

Title

Link

Description

[Coworking in Oakland - Tech Liminal](#)

[techliminal.com](#) > [Facilities](#)

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

[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

## [Bay Area Coworking Spaces: The Xconomy Guide | Xconomy](#)



[www.xconomy.com/.../the-xconomy-guide-to-bay-are...](http://www.xconomy.com/.../the-xconomy-guide-to-bay-are...) ▾ Xconomy ▾

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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.

```
<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's no
need to do it in lonely isolation. That'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-guide-to-bay-area-coworking-spaces/" />
<link rel="next" href="http://www.xconomy.com/san-francisco/2011/02/10/the-xconomy-
guide-to-bay-area-coworking-spaces/2/" />
<link rel="author" href="google.com/+WadeRoush"/>
<link 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

