

SEO with WordPress

Learn how to use the power of Wordpress SEO *correctly*

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We Will Cover

- Brief SEO Education
- Retrofitting an Existing Site
- Building a New Site
- The Importance of Site Load Speed
- Measure Results

But First...

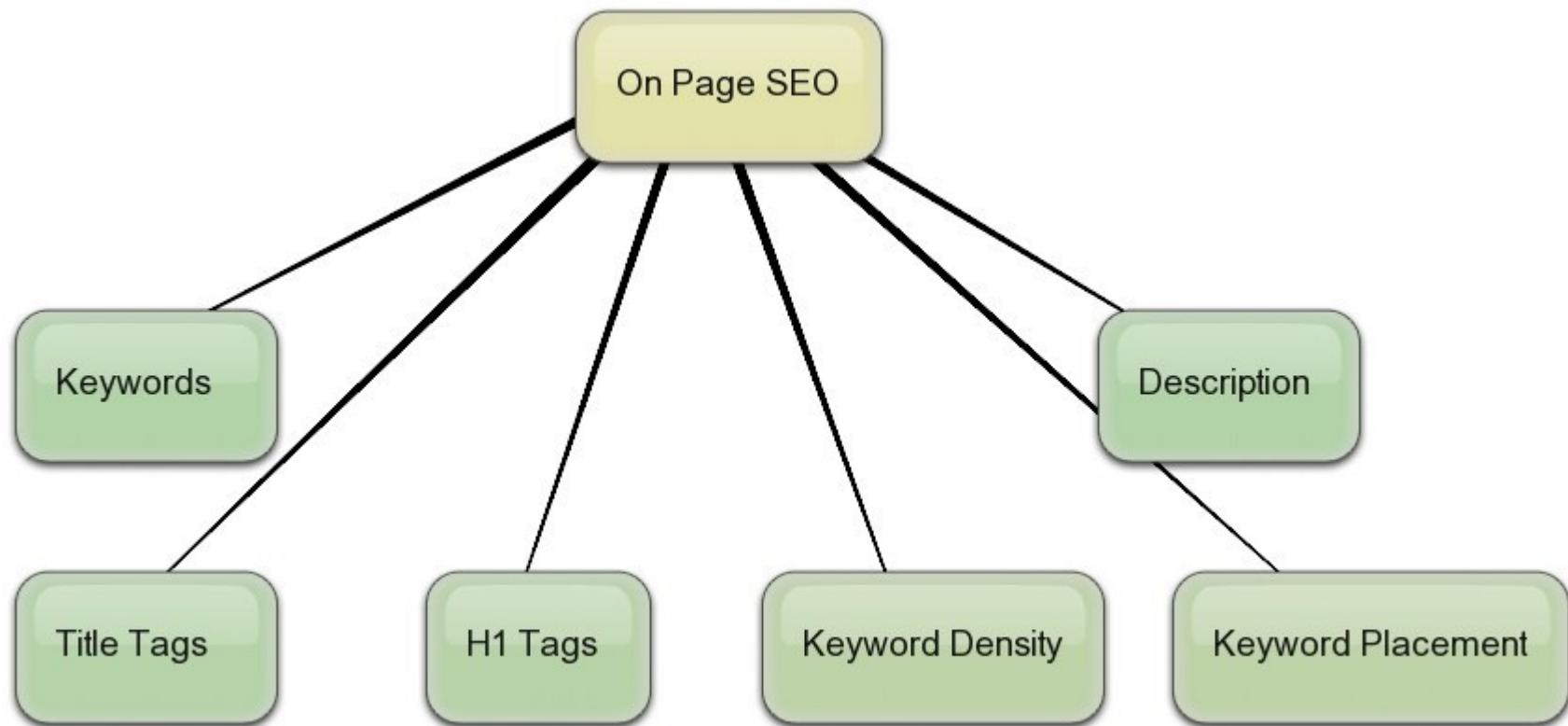
What is SEO?

The process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.

SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

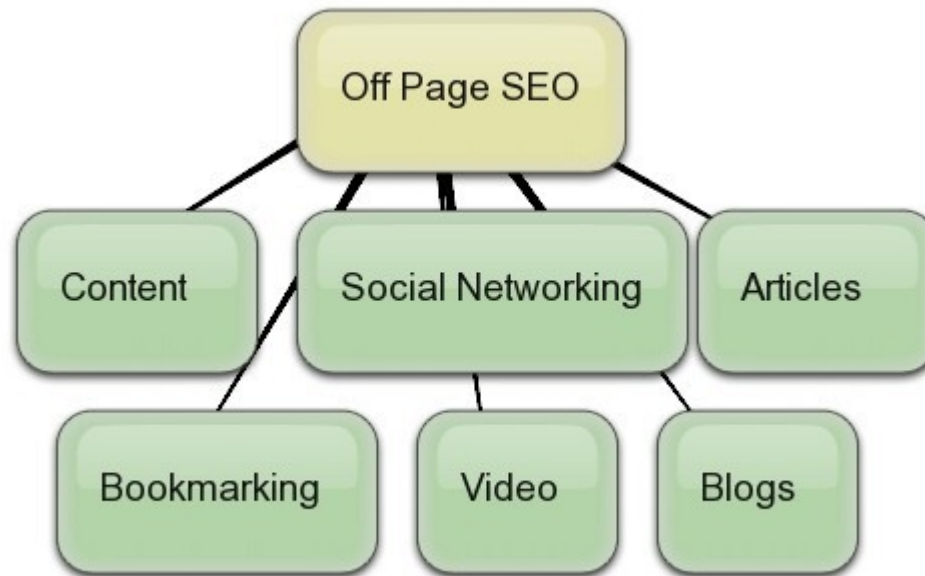
On Page SEO

What search engine crawlers can discern from the content and structure of your site.



Off Page SEO

What search engines can determine about the linking structure of other sites, and the sites inter-related to those sites, in relation to your site.



Site Setup

- Permalink Structure
/%category%/%postname%/ or /%postname%/
- Set the Doctype: Page Title|Site Name (biz name)
- Use of Breadcrumbs
- H1, H2 and H3.. Bold and sentence placement to importance css
- Page Meta Title and Description
- Category Meta Title and Description
- Sitemaps and Robots text file are important
- Redirect Plugin or htaccess redirects
- Broken Link Checker (website or plugin details end of slides)

Site Setup continued

- noindex/nofollow Option on Pages/Posts
- Validation Code for Webmaster Tools in Google and Bing
- Install Google Analytics
- Google Voice and Call Back Button for keyword tracking
- Google Authorship- set in profile and google publisher
<http://www.copyblogger.com/wordpress-google-authorship/>
- Facebook and twitter integration if desired

Google Profile URL

<https://plus.google.com/101117830194444636290>

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Site Setup to Avoid

- Javascript Is Not Read by the Search Bots- if you need the content read; otherwise Javascript can hide unrelated content
- Text in Images Is Not Read
- Urls with 2+ Dynamic Parameters; `url.com/page.php?id=4&ck=34rr&user=%tom%`
- Url with More than 3 Keywords;
`Http://www.url.com/category/keyword1-.Keyword2-keyword3-keyword4/`

Site Setup to Avoid continued

- Orphaned Pages and Posts
- Pages Requiring a "Session Id" or Cookie to Enable Navigation
- Pages Requiring a Login if you Need the Content read by bots
- Pages That Re-direct Before Showing Content
- Cloaking- One Result to the Visitor a Different Result to the Bots
- Same color background as fonts

SEO Projects All Begin with **Keyword Research**

Without this you are wasting your time with the rest of the SEO steps.

There is a difference between site traffic volume and conversion. You can bring traffic to your site with SEO but optimized for the wrong keywords you likely won't see conversions.

Google keyword suggestion tool or Wordtracker:
<https://freekeywords.wordtracker.com/>

Type into the search box and see suggestions

Scrape from competitor sites

Implement the SEO

Always Refer to you Keyword Research List

- Use Keywords in the Permalink
- Author Keyword Rich Meta Title for Pages, Posts and Categories
- Author a Page/Post/Category Description Which Will Encourage Clicks
- Use related key phrases in the content
- Name Image Files to Match the Keywords
- Use Alt and Title Tags for the Images
- Sitelinks- Keyword in Anchor Text and Text Directly Before and after the Link - *No "Click Here"*

New Site Design Process

In Addition to the Techniques Listed Earlier

- From the Keyword Research, What Categories Could the Site Include
- Competitive Analysis - How Well SEO'd Are the Competitor's Sites, How Much Are They Paying for PPC and How Many Other Sites Compete for the Same Keyword Space. Compare the Two and Determine What Your Site must Include and What it Should Focus On
- Silo the Site Content Using the Categories and Determine Related Pages and Categorize the Navigation. Some Navigation May Only Be in the Sidebar and Not the Top Navigation.

Silo with Keywords

- Match groups of families together in the keyword report
- Choose best phrases for categories
- Assign keywords to those categories
- Determine pages which will use the keywords
- Include your sales funnel in your page levels
- Design cross linking of internal pages
- These pages become your google analytics funnel and goals

New Site Design Process

In Addition to the Techniques Listed Earlier

- Know Where Your Content and Navigation Will Show in the Source Code. Bots Start at the Top Assuming the Most Important Information Is at the Top.
- Include Your Social Properties- Get Facebook, LinkedIn, Twitter and Youtube Pages
- Use Video and Audio as Well as Content.
- Focus 2 Keyword Phrases per Post
- Use Redirect Plugin or htaccess to Move SEO Juice from Old to New Pages

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Page Titles and Descriptions

Pages, Posts and Categories

Page titles are very important for your search ranking. Keywords do not need to be repeated verbatim throughout a piece of content. In a headline, in particular, you want to use a keyword (or keywords) in a way that makes the most sense to your audience. The goal should be to write a stellar headline (somewhere between 4-9 words) that clearly explains what a piece of content is about. Use an H1 tag for the page title. Use H2 for secondary organization of content, perhaps before a bullet list.

Description is NOT used for your search ranking but it is usually displayed by the search engines under your title and is used by the reader to decide if they are going to visit your page. The keywords for the search maybe highlighted in the SERPs.

Page Titles and Descriptions

Pages, Posts and Categories

Name	<input type="text" value="Wordpress SEO"/> <small>The name is how it appears on your site.</small>
Slug	<input type="text" value="wordpress-seo"/> <small>The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.</small>
Parent	<input type="text" value="None"/> <small>Categories, unlike tags, can have a hierarchy. You might have a Jazz category, and under that have children categories for Bebop and Big Band. Totally optional.</small>
Description	<input type="text" value="WordPress comes READY to embrace search engines but HOW you accomplish high rankings is still up to each site's content to use the power correctly."/> <small>The description is not prominent by default, however some themes may show it.</small>
Genesis Archive Options	
Display Title/Description	<input checked="" type="checkbox"/> Display Category title at the top of archive pages? <input checked="" type="checkbox"/> Display Category description at the top of archive pages?
Genesis SEO Options and Settings	
Custom Document <small><TITLE></small>	<input type="text" value="Wordpress SEO - how to build, rebuild and fix your Wordpress site for top search results"/>
<small>DESCRIPTION</small> Description	<input type="text" value="WordPress comes READY to embrace search engines but HOW you accomplish high rankings is still up to each site. Learn how to use the power of Wordpress correctly."/> <small>The description is not prominent by default, however some themes may show it.</small>
<small>KEYWORDS</small> Keywords	<input type="text" value="Wordpress"/> <small>Comma separated list</small>
Robots Meta	<input type="checkbox"/> Apply <small>NOINDEX</small> to this archive? <input type="checkbox"/> Apply <small>NOFOLLOW</small> to this archive? <input type="checkbox"/> Apply <small>NOARCHIVE</small> to this archive?

Category and Child Pages

- If possible, display the category description on the archives page
- Link home page widgets to pages using featured page widget and excerpts on pages
 - add to functions.php in theme- `file:add_post_type_support ('page', 'excerpt');`
- Hierarchical design of page parents and children
 - Services example: All services are on their own child page with Services page as the parent.
 - Display the children page on the parent page with title link to child page <http://www.federal-law.com/practice-areas/>

Site Speed

- How quickly your site load is measured for SEO
 - Google page speed check:
<http://pagespeed.googlelabs.com>
 - Test plugins
<https://wordpress.org/plugins/p3-profiler/>
 - W3 Total Cache
<http://wordpress.org/plugins/w3-total-cache/>
 - Google Libraries (CDN delivery of JavaScript AJAX and more) <http://wordpress.org/extend/plugins/use-google-libraries/>
 - Deflate css and html files

Site Speed continued

- Optimize Social Buttons <http://www.w3-edge.com/weblog/2011/02/optimize-social-media-button-performance/>
- WP Smush.it <http://wordpress.org/plugins/wp-smushit/>
- Lazy Load <http://wordpress.org/plugins/lazy-load/>
- Gravatar local cache
<http://wordpress.org/plugins/gravatarlocalcache/>
- Test the load time <http://tools.pingdom.com/fpt/>
- Jetpack Photon and deactivate any jetpack modules that are not being used

Measure Results

- Know Which Keywords Bring Traffic and Which Convert into the Correct Action for Your Business
- Use tools like <http://www.myseotool.com/>
- Which Pages are Ranking for You

1800 ada exchange diet Tag	no match	38
1800 calorie Tag	no match	no match 2345
1800 calorie - ada Tag	no match	23
1800 calorie ada Tag	no match	23
1800 calorie ada diet Tag	no match	33
1800 calorie ada diet menu Tag	no match	no match 2345
1800 calorie ada diet Tag	no match	33
1800 calorie daily carb intake Tag	no match	no match 2345
1800 calorie diabetes exchange diet	no match	46
1800 calorie diabetic Tag	no match	no match 2345

SEO Plugins

- yoast.com/wordpress/seo/
- wordpress.org/extend/plugins/seo-ultimate
- Scribe - Premium Plugin scribeseo.com/
- Before changing SEO plugins migrate your current SEO efforts wordpress.org/extend/plugins/seo-data-transporter/

Sitelinks Plugins

- Seo Auto Links & Related Post

When the Meta Keywords are Found in a Page/Post, it Will Automatically Convert into Internal Links

wordpress.org/extend/plugins/seo-alrp/

- OR Related Posts - Yet Another Related Posts Plugin

wordpress.org/extend/plugins/yet-another-related-posts-plugin/

- Efficient Related Posts

wordpress.org/extend/plugins/efficient-related-posts/

Track Search Box Plugins

Know the Keywords Entered at your Site

- If you have a Search box on your blog, Search Meter automatically records what people are searching for = New Keyword
wordpress.org/extend/plugins/search-meter/
- [Add Custom Google Search](#) – Purchase from Google, Implement in the Theme (\$100 year free with Ads)
- Or setup google analytics to track the query string

Analytics Plugins

- Google Analytics
wordpress.org/extend/plugins/google-analytics-for-wordpress/
If you want to track scrolls and swipes follow these tips:
- Google Analytics Dashboard
wordpress.org/extend/plugins/google-analytics-dashboard/
- Woopra real-time Web tracking and analysis application
wordpress.org/extend/plugins/woopra/

Sitemap Plugins

- In the Yoast SEO plugin or:
- XML Sitemap & Google News Sitemap Feeds
<http://wordpress.org/plugins/bwp-google-xml-sitemaps/>
- Google XML Sitemaps <http://wordpress.org/plugins/google-sitemap-generator/>
- Google XML Sitemap for Videos
<http://wordpress.org/plugins/xml-sitemaps-for-videos/>
- Google XML Sitemaps for Multisite

Additional Plugins

- Redirection wordpress.org/extend/plugins/redirection/ or htaccess rules
- Broken Links Checker
<http://wordpress.org/plugins/broken-link-checker/> (turn on to use then off- resource hog) or use <http://brokenlinkcheck.com>
- Breadcrumbs – May Be in Your Theme
- Canonical Tag – May Be in Your Theme
- Rel Nofollow Checkbox can be added to your outbound links
<http://wordpress.org/plugins/rel-nofollow-checkbox> or Ultimate Nofollow <http://wordpress.org/plugins/nofollow/>
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Stay in the Know

- Website Magazine (printed and online)
<http://www.websitemagazine.com/>
- Keyword research: <http://www.wordtracker.com/blog/>
- SEO design solutions blog, Wordpress design
<http://www.seodesignsolutions.com/blog>
- Matt Cutts of google: <http://www.mattcutts.com/blog/>
- Link Assistant <http://www.link-assistant.com/>
- SEO Moz <http://moz.com/blog>

SEO with WordPress

Search Engine Optimized

WordPress Websites and Blogs

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