

“QUICK” GUIDE FOR WORDPRESS SEO

Bronson Quick



WHAT IS WORDPRESS?

- WordPress is an open source content management system
- WordPress powers **16.5%** of the top 1 million websites on the web
- **54.1%** of the top 1 million sites that use a CMS are powered by WordPress
- **22** out of 50 new domains purchased in the use WordPress



Isn't it time you switch to WordPress?

http://w3techs.com/technologies/history_overview/content_management/all

SEO & WORDPRESS

“If you do everything on WordPress
you’re pretty much automatically
covered as far as SEO”

- Matt Cutts, Head of the Webspam Team @ Google



ADVANTAGES OF A WORDPRESS SITE

- Search Engine Friendly URLs
- RSS Feeds
- Content Rich, Search Engine Friendly HTML
- Visitor Participation
- Scheduling of posts
- Ease of maintenance
- Extensibility (“there’s a plugin for that”)



One click plugin, theme and core updates!

CHANGE YOUR PERMALINKS



Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you

Common Settings

☐ Default

`http://www.sennza.com.au/?p=123`

☒ Day and name

`http://www.sennza.com.au/2012/06/26/sample-post/`

☐ Month and name

`http://www.sennza.com.au/2012/06/sample-post/`

☐ Numeric

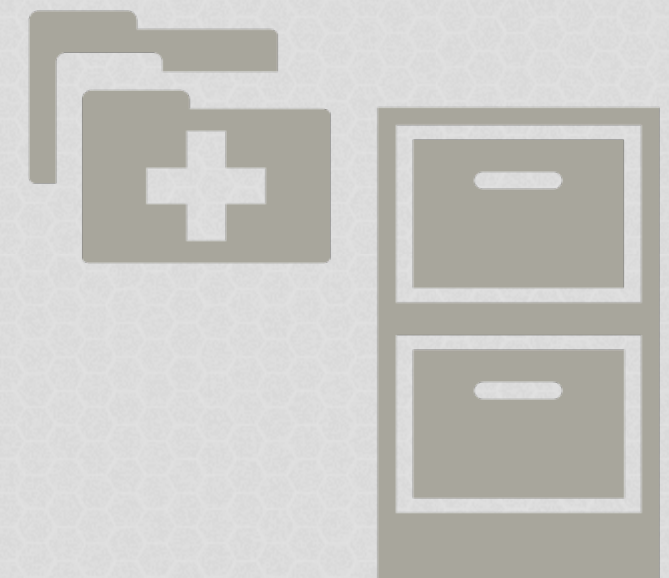
`http://www.sennza.com.au/archives/123`

☐ Post name

`http://www.sennza.com.au/sample-post/`

☐ Custom Structure

`/%year%/%monthnum%/%day%/%postname%/`



Under Settings -> Permalinks

WORDPRESS SEO BY YOAST

- Title and Meta Descriptions
- Take control of robots!
- Canonical URLs
- Breadcrumbs
- XML Sitemaps
- Twitter & Facebook Open Graph Data



The Best SEO plugin for WordPress!

<http://wordpress.org/extend/plugins/wordpress-seo/>

TITLE AND META DESCRIPTIONS

WordPress SEO by Yoast

General Page Analysis Advanced

Snippet Preview:

[Horoscopes - Mystic Medusa](#)
[mysticmedusa.com/horoscopes/](#) - [Cached](#)
Sensationally cool and accurate stars and astrology with daily, weekly and monthly **horoscopes** from the globally recognised Mystic Medusa

Focus Keyword:

horoscopes

Your focus keyword was found in:
Article Heading: **Yes (1)**
Page title: **Yes (1)**
Page URL: **Yes (1)**
Content: **Yes (9)**
Meta description: **Yes (1)**

Find related keywords

SEO Title:

Horoscopes - Mystic Medusa

Title display in search engines is limited to 70 chars, **44** chars left.
If the SEO Title is empty, the preview shows what the plugin generates based on your [title template](#).

Generate SEO title

Meta Description:

Sensationally cool and accurate stars and astrology with daily, weekly and monthly horoscopes from the globally recognised Mystic Medusa

The **meta** description will be limited to 156 chars, **20** chars left.
If the meta description is empty, the preview shows what the plugin generates based on your [meta description template](#).

TAKE CONTROL OF ROBOTS

WordPress SEO by Yoast

GeneralPage AnalysisAdvanced

Meta Robots Index:

Default for post type, currently: index

Meta Robots Follow:

☒ Follow ☐ Nofollow

Meta Robots Advanced:

None

NO ODP

NO YDIR

No Archive

No Snippet

Advanced meta robots settings for this page.

Include in Sitemap:

Auto detect

Should this page be in the XML Sitemap at all times, regardless of Robots Meta settings?

Sitemap Priority:

Automatic prioritization

The priority given to this page in the XML sitemap.

Canonical URL:

The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.

301 Redirect:

The URL that this page should redirect to.

CANONICAL URLS

WordPress SEO by Yoast

GeneralPage AnalysisAdvanced

Meta Robots Index:

Default for post type, currently: index

Meta Robots Follow:

☒ Follow ☐ Nofollow

Meta Robots Advanced:

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BREADCRUMBS

 Yoast WordPress SEO: Internal Links

Breadcrumbs Settings

☒ Enable Breadcrumbs

Separator between breadcrumbs:

Anchor text for the Homepage:

Prefix for the breadcrumb path:

Prefix for Archive breadcrumbs:

Prefix for Search Page breadcrumbs:

Breadcrumb for 404 Page:

☐ Remove Blog page from Breadcrumbs

Taxonomy to show in breadcrumbs for:

Posts:

Post type archive to show in breadcrumbs for:

Home > Blog > SEO

XML SITEMAPS

Yoast WordPress SEO: XML Sitemaps

XML Sitemap

☒ Check this box to enable XML sitemap functionality.

You can find your XML Sitemap here: [XML Sitemap](#)

You do **not** need to generate the XML sitemap, nor will it take up time to generate after publishing a post.

General settings

After content publication, the plugin automatically pings Google and Bing, do you need it to ping other search engines too? If so, check the box:

- ☒ Ping Yahoo!
- ☒ Ping Ask.com

Exclude post types

Please check the appropriate box below if there's a post type that you do **NOT** want to include in your sitemap:

- ☐ Posts
- ☐ Pages
- ☐ Media
- ☒ Folio Items
- ☒ Testimonials
- ☐ Simple URLs

Exclude taxonomies

Please check the appropriate box below if there's a taxonomy that you do **NOT** want to include in your sitemap:

- ☐ Categories
- ☐ Tags
- ☐ Format

Important for Search Engines!

SOCIAL - TWITTER & FACEBOOK

Facebook OpenGraph

☒ Add OpenGraph meta data

Add OpenGraph meta data to your site's `<head>` section. You can specify some of the ID's that are sometimes needed below:

Facebook Insights and Admins

To be able to access your [Facebook Insights](#) for your site, you need to specify a Facebook Admin. This can be a user, but if you have an app for your site, you could use that. For most people a user will be "good enough" though.

Currently connected Facebook admins:

[Lachlan MacPherson](#) - X

[Bronson 'WordPress' Quick](#) - X

Add Another Facebook Admin

Use a Facebook App as Admin

Clear all Facebook Data

Frontpage settings

Image URL:

<http://www.sennza.com.au/wp-content/themes/sennzaresponsive/imag>

Description:

WordPress Brisbane means sennza. We run the WordPress Brisbane

These are the image and description used in the OpenGraph meta tags on the frontpage of your site.

Default settings

Image URL:

<http://www.sennza.com.au/wp-content/themes/sennzaresponsive/imag>

This image is used if the post/page being shared does not contain any images.

Twitter

Additional data for people linking to you on social networks!

THANKS!

- Apply this to your WordPress site!
- Use WordPress SEO to turn the site you love into money!
- You've done a little bit of work yourself now it's time to rank even higher in Google
- Invest your money into professional keyword research and backlink building with Dejan SEO!



<http://www.sennza.com.au/>