

# “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](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

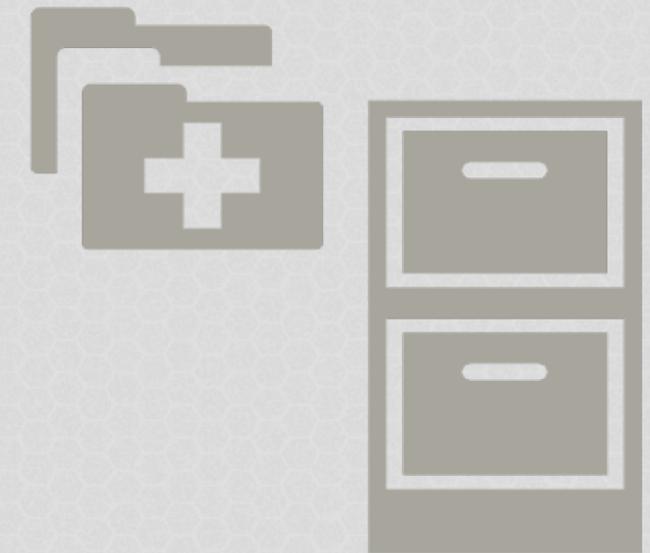


## Permalink Settings

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

### Common Settings

- |                                               |                                                               |
|-----------------------------------------------|---------------------------------------------------------------|
| <input type="radio"/> Default                 | <code>http://www.sennza.com.au/?p=123</code>                  |
| <input checked="" type="radio"/> Day and name | <code>http://www.sennza.com.au/2012/06/26/sample-post/</code> |
| <input type="radio"/> Month and name          | <code>http://www.sennza.com.au/2012/06/sample-post/</code>    |
| <input type="radio"/> Numeric                 | <code>http://www.sennza.com.au/archives/123</code>            |
| <input type="radio"/> Post name               | <code>http://www.sennza.com.au/sample-post/</code>            |
| <input type="radio"/> Custom Structure        | <code>/%year%/monthnum%/day%/postname%/</code>                |



*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/](https://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

General Page Analysis **Advanced**

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

General Page Analysis **Advanced**

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.

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301 Redirect:   
The URL that this page should redirect to.

# 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.senna.com.au/>