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# WORDPRESS SEO BASICS

ALLAN FUELLING | PRONETINDY.COM

Contact: Allan Fuelling  
P: 317-663-3885 / [afuelling@pronetindy.com](mailto:afuelling@pronetindy.com)  
[www.pronetindy.com](http://www.pronetindy.com)



EXIT

# THE OVERVIEW

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## BASIC SEO TOPICS

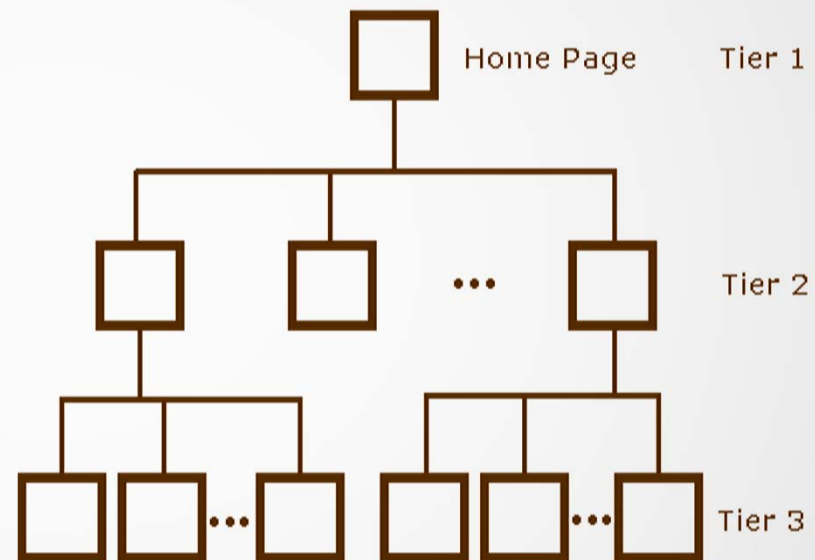
- Site Structure
- Keywords / Meta Tags
- Title Tags
- Meta Description
- WordPress SEO Plugins



# SITESTRUCTURE

## CONTENT IS STILL KING!

- Can visitors digest your homepage in 5-8 seconds?
- Engage the reader. Just write for the visitor first. Using Persona's is a great method.
- Convert Visitors. Do you have a sting CTA?



# SITESTRUCTURE

## URL's & PERMALINKS

- Do not use special characters and numbers.
- Case sensitive? NOPE
- Try to use keywords



### Permalink Settings

Permalink structure updated.

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

#### Common settings

<input type="radio"/> Default	<code>http://bymasterbankruptcy.pronetindy.com/?p=123</code>
<input type="radio"/> Day and name	<code>http://bymasterbankruptcy.pronetindy.com/2011/05/02/sample-post/</code>
<input type="radio"/> Month and name	<code>http://bymasterbankruptcy.pronetindy.com/2011/05/sample-post/</code>
<input type="radio"/> Numeric	<code>http://bymasterbankruptcy.pronetindy.com/archives/123</code>
<input checked="" type="radio"/> Custom Structure	<input type="text" value="/%postname%/"/>

# SITESTRUCTURE

## INTERNAL LINKS

- Point link-backs to content within our site.
- Use keywords that describe the page.
- Are there irrelevant words in your anchor text? "Click Here" " Read More"
- WordPress 3.1 – Built in internal linking!

✖

Insert/edit link

*Enter the destination URL*

URL

Title

Open link in a new window/tab

---

▼ Or link to existing content

Search

Giving	PAGE
Products / Services	PAGE
Contact Us	PAGE
About Us	PAGE
<b>Why Transaction Movement?</b>	PAGE
Coming Soon	PAGE
Hello world!	2011/04/02

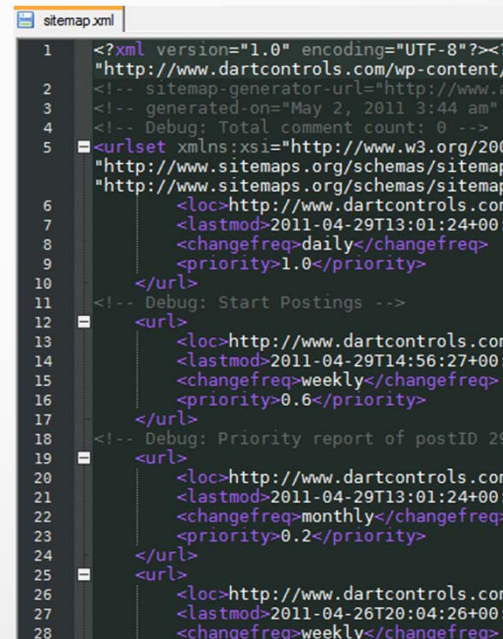
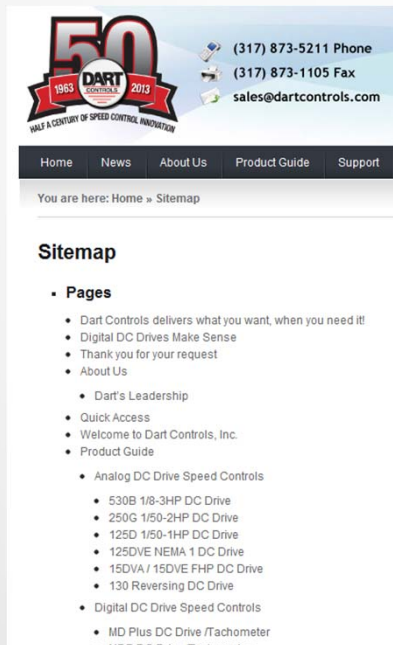
[Cancel](#)

[Add Link](#)

# SITESTRUCTURE

## SITEMAPS

- One for the Users – HTML sitemap contains links to ALL pages within a site.
- One for the Search Engines – Build XML sitemap & set up Google Webmaster Tools



# KEYWORDS/**META TAGS**

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## **META KEYWORDS HAVE NO SEO VALUE**

- Research your keywords & place them throughout the site. 5%-7% keyword saturation.
- Keyword research tools

<http://adlab.msn.com/>

[Yahoo! Site Explorer tool](#)

# TITLETAGS

- Don't use the same title on EVERY page
- Title's should contain keywords from content

## On-Page (Keyword-Specific) Ranking Factors

### 1. Keyword Use Anywhere in the Title Tag

66% very high importance

8% moderate consensus



### 2. Keyword Use as the First Word(s) of the Title Tag

63% high importance

11.3% light consensus



<http://www.seomoz.org/learn-seo/title-tag>



# META DESCRIPTION

- The little snippet of info that describes your page.
- Create unique meta description tags for EVERY page of your site.
- Should you add keywords? Duh...

Twitter / Matt Cutts: Some great info about the ...  
 Twitter is a free social messaging utility for staying connected in real-time.  
[twitter.com/mattcutts/status/1527796737](#) - 11k - [Cached](#) - [Similar pages](#)

Twitter / Matt Cutts: I posted with my Chrome st ...  
 Twitter is a free social messaging utility for staying connected in real-time.  
[twitter.com/mattcutts/status/1443779322](#) - 11k - [Cached](#) - [Similar pages](#)

Twitter / Matt Cutts: Jimmy Wales giving up on W ...  
 Twitter is a free social messaging utility for staying connected in real-time.  
[twitter.com/mattcutts/status/1425684144](#) - 11k - [Cached](#) - [Similar pages](#)

Twitter / Matt Cutts: Google & IBM cooperate on ...  
 Twitter is a free social messaging utility for staying connected in real-time.  
[twitter.com/mattcutts/status/1179004639](#) - 11k - [Cached](#) - [Similar pages](#)

Twitter / Matt Cutts: A friend and I are on a Sc ...  
 Twitter is a free social messaging utility for staying connected in real-time.  
[twitter.com/mattcutts/status/1391147730](#) - 11k - [Cached](#) - [Similar pages](#)

**Titles all truncated**

**Meta descriptions all the same**

<http://www.seomoz.org/learn-seo/meta-description>

# SEO PLUGINS

- A list of my favorites & Must-haves!

## *XML Sitemap Generator for WordPress 3.2.4*

Your sitemap will be refreshed in 2 seconds. Depending on your blog size this might take some time!

### Result of the last build process, started on May 2, 2011 6:19 pm.

Your [sitemap](#) was last built on **May 2, 2011 6:19 pm**.

Your sitemap ([zipped](#)) was last built on **May 2, 2011 6:19 pm**.

Google was **successfully notified** about changes.

Bing was **successfully notified** about changes.

Ask.com was **successfully notified** about changes.

The building process took about **0.51 seconds** to complete and used 27.19 MB of memory.

If you changed something on your server or blog, you should [rebuild the sitemap](#) manually.

If you encounter any problems with the build process you can use the [debug function](#) to get more information.

- Make sure your .htaccess is writable. Then what?

# SEO PLUGINS

- Submit your sitemap!!!!

Google webmaster tools

dartcontrols.com [« Back to Home](#)

[Dashboard](#)  
[Messages](#)  
[Site configuration](#)  
**Sitemaps**  
[Crawler access](#)  
[Sitelinks](#)  
[Change of address](#)  
[Settings](#)  
[Your site on the web](#)  
[Diagnostics](#)  
[Labs](#)

### Sitemaps

Submit a Sitemap to tell Google about pages on your site we might not otherwise discover.

Submitted URLs  
**120**  
 120 URLs in web index

Submit a Sitemap Show submissions: [By me \(1\)](#) - [All \(1\)](#)

Sitemap	Status	Type	Downloaded	URLs submitted	URLs in web index
<input type="checkbox"/> <a href="#">/sitemap.xml</a>	✓	Sitemap	May 2, 2011	120	120

[Delete](#)

[Download this table](#)  
[Download data for all sites](#)

- Get indexed in days versus weeks.

# SEO PLUGINS

- Redirects
- **Why would I want to use this instead of .htaccess?**
- Ease of use. Redirects are automatically created when a post URL changes, and it is a lot easier to manually add redirections than to hack around a .htaccess

## Redirection

Redirection is a WordPress plugin to manage 301 redirections and keep track of 404 errors without requiring knowledge of Apache .htaccess files.

[Description](#) [Installation](#) [FAQ](#) [Screenshots](#) [Other Notes](#) [Changelog](#) [Stats](#)

Source URL:

Target URL:

Type:  Method:

Regex:

*Simple interface to add a redirection*

Type	URL / Position	Count	Last Access
301	<a href="#">/old/location</a>	0	<input type="button" value="X"/>
pass	<a href="#">/something/else</a>	0	<input type="button" value="X"/>

[save order](#)

*A graphical interface to manage all your redirections*



# SEO PLUGINS

- Regular ol' .htaccess file with 301 redirects

```

1 # BEGIN WordPress
2 <IfModule mod_rewrite.c>
3 RewriteEngine On
4 RewriteBase /
5 RewriteCond %{REQUEST_FILENAME} !-f
6 RewriteCond %{REQUEST_FILENAME} !-d
7 RewriteRule . /index.php [L]
8 </IfModule>
9
10 # END WordPress
11
12 redirect 301 /internetconfig/catalog/mdp_plus.pdf http://www.dartcontrols.com/ca
13 redirect 301 /internetconfig/catalog/15dvarevaseries.pdf http://www.dartcontrols
14 redirect 301 /internetconfig/catalog/dpwseries.pdf http://www.dartcontrols.com/ca
15 redirect 301 /internetconfig/catalog/catalog2008.pdf http://www.dartcontrols.com
16 redirect 301 /InternetConfig/Application%20Notes/Rewind%20Reel.pdf http://www.da
17 redirect 301 /products2.asp?group=cdc-ana http://www.dartcontrols.com/products/ar
18 redirect 301 /products2.asp?group=cdc-dig http://www.dartcontrols.com/products/d
19 redirect 301 /products2.asp?group=c-anadig http://www.dartcontrols.com/products/c
20 redirect 301 /products2.asp?group=tach-dig http://www.dartcontrols.com/products/p
21 redirect 301 /products2.asp?group=cdc-blde http://www.dartcontrols.com/products/b
22 redirect 301 /products2.asp?group=cdc-bat http://www.dartcontrols.com/products/ba
23 redirect 301 /products2.asp?group=pwm-dc http://www.dartcontrols.com/products/ba
24 redirect 301 /products2.asp?group=sens-spd http://www.dartcontrols.com/products/s
25 redirect 301 /products2.asp?group=access http://www.dartcontrols.com/products/ac
26 redirect 301 /products2.asp?group=mot-bdc http://www.dartcontrols.com/products/st
27 redirect 301 /main.asp http://www.dartcontrols.com/
28 redirect 301 /aboutus.asp http://www.dartcontrols.com/about-us/
29 redirect 301 /news.asp http://www.dartcontrols.com/category/news/
30 redirect 301 /products.asp http://www.dartcontrols.com/products/

```



# SEO PLUGINS

## SEO Friendly Images

How does SEO Friendly Images work?

It replaces your image tags and adds ALT and TITLE tags which are essential for search engine optimization. This will result in more users to your site from the image search results.

Type:	JPEG Image
Size:	Unknown (not cached)
Dimensions:	222px x 44px
Associated Text:	crown rewards card

Block Images from newcityhallmark.com

**Media Preview:**



**Alt Tag**



# SEO PLUGINS

## WP Super Cache

<http://wordpress.org/extend/plugins/wp-super-cache/>

This plugin generates static html files from your dynamic WordPress blog. After a html file is generated your webserver will serve that file instead of processing the comparatively heavier and more expensive WordPress PHP scripts.

### WP Super Cache Status

- ON** WP Cache and Super Cache enabled
- HALF ON** Super Cache Disabled, only legacy WP-Cache
- OFF** WP Cache and Super Cache disabled
- Don't cache pages for logged in users.
- Proudly tell the world your server is Digg proof! (places a m
- Clear all cache files when a post or page is published. (This
- Cache rebuild. Serve a supercache file to anonymous users for very busy websites with lots of comments. Makes "directly c
- Coarse file locking. You probably don't need this but it may *cause your server to lock up in very rare cases!*
- List the newest cached pages (may be expensive to run on
- Mobile device support using [WordPress Mobile Edition](#).

# SEOPUGINS

## SEOPressor

<http://www.seopressor.com/>

**Top 5 Posts with the highest SEOPressor scores correlates positively to be the Top 5 landing pages in Google Analytics**

*POSTs*

Begin Date  Month  Day

Score (%)	Title
44.16	How To Conceive a Boy - Is It Possible?
40.26	How Can An Ovulation Calendar Help You Time Your Pregnancy?
40.26	Sex Positions to Help Conceive a Boy
36.36	What Is The Shettles Method And How Can You Use It To Choose The Se
35.06	Ways To Conceive A Boy   Conceiving

**Landing Pages**

Entrances **4,433**  
% of Site Total: 100.00%

Google Analytics

Page

Rank	Page
1.	/
2.	/how-can-an-ovulation-calendar-help-you-time-your-pregnancy/
3.	/what-is-the-shettles-method-and-how-can-you-use-it-to-choose-the-se
4.	/ways-to-conceive-a-boy/
5.	/how-to-conceive-a-boy-is-it-possible/
6.	/sex-positions-to-help-conceive-a-boy/

SEOPressor



# SEO PLUGINS

## Scribe SEO

<http://scribeseo.com/>

*Scribe* By Copyblogger Media

## SEO Made Simple

- ✓ *Optimize content faster*
- ✓ *Choose great keywords*
- ✓ *Preserve reader engagement*
- ✓ *Build quality links*
- ✓ *Increase targeted traffic!*

# SEOPLUGINS

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- /ways-to-conceive-a-boy/
- /how-to-conceive-a-boy-is-it-possible/
- /sex-positions-to-help-conceive-a-boy/

SEOPressor

# WORDPRESS **SEO**

## Learn More



<http://yoast.com/articles/wordpress-seo/>

<http://yoast.com/wordpress/seo/>



WordPress SEO  
*by Yoast*

# LEARN **SEO**

Please Read This!!

<http://www.seomoz.org/beginners-guide-to-seo>

**WELCOME** **SITE RANKING** indexing

## THE BEGINNERS GUIDE TO SEO

TRAFFIC Web Results

New to SEO? Need to polish up your knowledge? The Beginner's Guide to SEO has been read **over 1 million times** and provides comprehensive information you need to get on the road to professional quality SEO.

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118 **review**  
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<b>CHAPTER 2</b> <i>How People Interact With Search Engines</i>	<b>CHAPTER 7</b> <i>Growing Popularity and Links</i>
<b>CHAPTER 3</b> <i>Why Search Engine Marketing is Necessary</i>	<b>CHAPTER 8</b> <i>Search Engine Tools and Services</i>
<b>CHAPTER 4</b> <i>The Basics of Search Engine Friendly Design &amp; Dev.</i>	<b>CHAPTER 9</b> <i>Myths &amp; Misconceptions About Search Engines</i>
<b>CHAPTER 5</b> <i>Keyword Research</i>	<b>CHAPTER 10</b> <i>Measuring and Tracking Success</i>



# THANK YOU

IT HAS BEEN A PLEASURE!

