MAY 4, 2011

WORDPRESS
SEOBASICS

ALLAN FUELLING | PRONETINDY.COM

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

THE**OVERVIEW**

BASIC SEO TOPICS

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

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

SITE**STRUCTURE**

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?

Home Page — Tier 1

Tier 2

Tier 3

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT
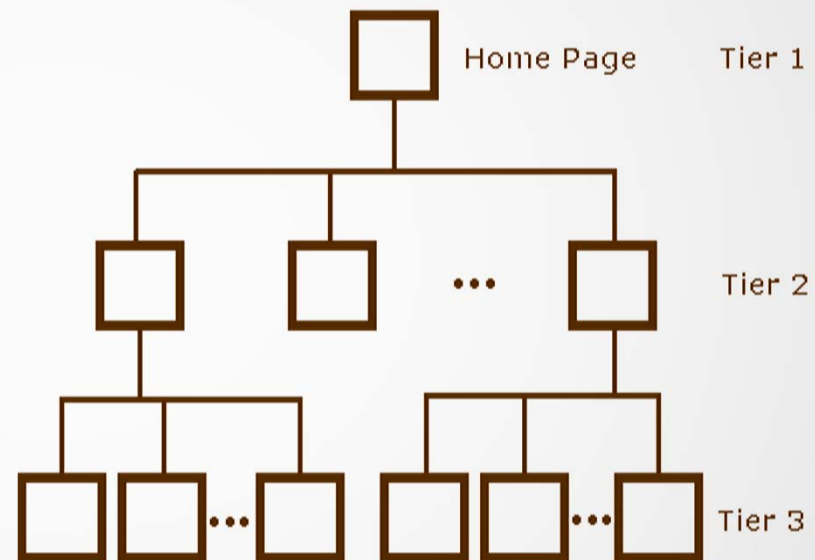
SITE**STRUCTURE**

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

- Default — http://bymasterbankruptcy.pronetindy.com/?p=123
- Day and name — http://bymasterbankruptcy.pronetindy.com/2011/05/02/sample-post/
- Month and name — http://bymasterbankruptcy.pronetindy.com/2011/05/sample-post/
- Numeric — http://bymasterbankruptcy.pronetindy.com/archives/123
- Custom Structure — /%postname%/

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

SITE**STRUCTURE**

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 | http://transactionmovement.com/why-transaction-move

Title | Why Transaction Movement?

☐ Open link in a new window/tab

▼ *Or link to existing content*

Search

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

Cancel   Add Link

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com
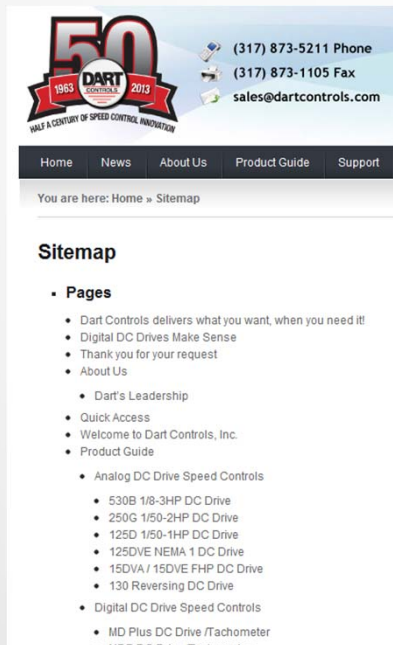
EXIT

SITE**STRUCTURE**

SITEMAPS

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

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT
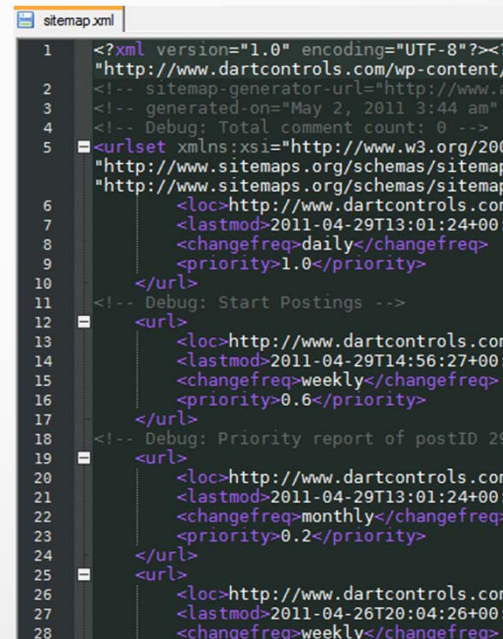
KEYWORDS/**META TAGS**

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**

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

TITLE**TAGS**

- 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

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

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...

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

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

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?

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

SEO**PLUGINS**

- Submit your sitemap!!!!

- Get indexed in days versus weeks.

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

SEO**PLUGINS**

- Redirects
- **Why would I want to use this instead of .htaccess?**
- Ease of use. Redirections 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: Simple redirection **Method:** 301

Regex:

Add Redirection

Simple interface to add a redirection

Type	URL / Position ▽	Count	Last Access	
301	/old/location	0		✖
pass	/something/else	0		✖

save order

A graphical interface to manage all your redirections

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

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/cat
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/a
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/
20   redirect 301 /products2.asp?group=tach-dig http://www.dartcontrols.com/products/
21   redirect 301 /products2.asp?group=cdc-bldc http://www.dartcontrols.com/products/
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/
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/s
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/
```

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

SEO**PLUGINS**

SEO Friendly Images

How does SEO Friendly Images work?
It replaces your image tags and ads 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.

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

SEO**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

☐ 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.

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

SEO**PLUGINS**

SEOPressor

http://www.seopressor.com/

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

SEO**PLUGINS**

Scribe SEO

http://scribeseo.com/

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

SEO**PLUGINS**

SEOPressor

http://www.seopressor.com/

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

WORDPRESS**SEO**

Learn More

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

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

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

LEARN**SEO**

Please Read This!!

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

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT

THANKYOU

IT HAS BEEN A PLEASURE!

Contact: Allan Fuelling
P: 317-663-3885 / afuelling@pronetindy.com
www.pronetindy.com

EXIT