WordPress & SEO: A Technical talk
Baltimore WordCamp / 10.18.14
Hi, I’m Arsham.
Co-founder of WebMechanix, 100% nerd

- **Analytics Junkie**
  Tracking stuff, using the data to make decisions

- **SEO/UX Nerd**
  Optimizing user & search engine experience

- **WordPress Developer**
  Building on top of an already awesome platform

- **Team Evangelist**
  Growing and having fun with our smart team

@WebMechanix
@Arshammm
#WCBalt
Cool, so what’s SEO?

SEO

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine’s “natural” or un-paid (“organic”) search results.

Search engine optimization - Wikipedia, the free encyclopedia
Why show up organically?

- Uptown Top Ranking: Taking this spot equates to an average CTR of 36.4%.
- Moving down merely one place sees an average CTR of 12.5%.

Google Targets Sites Using Private Blog Networks With Manual Action Ranking Penalties

Penguin – What Happens Next?

What Is The Google Pigeon Update?

Buffer saw a 90% drop in Google traffic but recovered after Google fixed an unconfirmed bug.

[Infographic] Google’s 200 Ranking Factors

Panda 4.1 (#27) — September 23, 2014

Panda 4.1 Algorithm Update: Google Gleans Deeper
Let’s make it simple

Google's mission is to organize the world's information and make it universally accessible and useful. Our company has packed a lot into a relatively young life. Since Google was founded in 1998, we've grown to serve millions of people around the world.

Company – Google
https://www.google.com/about/company/
Your mission...

Make it (super) easy for users and search engines to access, understand, and digest your website (content).
Three layers of SEO

1. The internet aka “off-site”
2. Your website aka “on-site”
3. Your webpage aka “on-page”
Off-site in 2 minutes

Visit the site above and choose the options to fit your scenario.

Start with low time to execution (1), high value impact (2), and low dependencies (3).

Do many strategies at once. Win.
On-page SEO
Start with keywords

Your product or service

<table>
<thead>
<tr>
<th>Keyword (by relevance)</th>
<th>Avg. monthly searches</th>
<th>Competition</th>
<th>Suggested bid</th>
<th>Ad impr. share</th>
<th>Add to plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>wordpress seo plugin</td>
<td>880</td>
<td>Low</td>
<td>-</td>
<td>0%</td>
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<tr>
<td>wordpress seo tips</td>
<td>260</td>
<td>Medium</td>
<td>$8.20</td>
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<tr>
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<td>90</td>
<td>High</td>
<td>$3.49</td>
<td>0%</td>
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<td>70</td>
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</tr>
</tbody>
</table>

http://adwords.google.com/keywordplanner
Keywords, not “blind blogging”

Search for keyword "wordpress seo" found 338 results

<table>
<thead>
<tr>
<th>Keyword Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wordpress seo</td>
</tr>
<tr>
<td>Wordpress seo tips</td>
</tr>
<tr>
<td>Wordpress seo yoast</td>
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<tr>
<td>Wordpress seo tools</td>
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<tr>
<td>Wordpress seo optimi</td>
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<tr>
<td>Wordpress seo plugin reviews</td>
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<tr>
<td>Wordpress seo premium</td>
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<tr>
<td>Wordpress seo title</td>
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<tr>
<td>Wordpress seo plugin 2014</td>
</tr>
<tr>
<td>Wordpress seo plugin reviews</td>
</tr>
<tr>
<td>Wordpress seo premium</td>
</tr>
</tbody>
</table>

http://keywordtool.io/
Anatomy of a well optimized page

**H1 (HEADER) TAG**
Include target keyword verbatim within the header tag. Blend in other words if needed for readability.
- Weight = 10 (must do)

**INVISIBLE SEO POINTS**
(in order of importance)
Keyword to be included in...
- Weight = 10

**PAGE TITLE**
Use target keyword as first words, move branding to back.
- Weight = 10

**PAGE META DESCRIPTION**
Prominently, at least once, no more than twice, include variation as well if possible.
- Weight = 8

**SEARCH ENGINE OPTIMIZATION TIPS**
Looking for more traffic to your website? Enjoy these free Search Engine Optimization Tips, courtesy of MySite, the clear leader in Mobile User Management.


**SEARCH ENGINE OPTIMIZATION CHECKLIST**
- Require hasellus aliquam magna in aliquam lobortis
- Lorem dui ornare libero nec gravida lacs diam sed quam
- Nunc ut sapien id sapien faucibus cursula lorem

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Ut mollis consequat lectus.

**URL**
Include only target keyword verbatim within the page's URL. Avoid using other words if possible.
- Weight = 10 (must do)

**TEXT**
Include keyword verbatim within first 90 visible characters, no more than twice within first 500 characters.
- Weight = 10 (must do)

Aim for 6-7% keyword density throughout remaining copy. Use free

Page format:
- Headlines
- Paragraphs
- Lists

Page URL
Title tag
Meta desc tag
WordPress plugins for SEO
Plugin: Custom Permalinks

Add Posts To Pages

Permalink: http://www.webmechanix.com/

wordpress-plugins/add-posts-

This is the permalink...
aka “slug”
aka “URL”
aka “web address”

SEO Weight = 10/10
UX weight = ?/10

https://wordpress.org/plugins/custom-permalinks/
Plugin: Custom Permalinks
For nested pages

Before:

Something Awesome!

After:

Something Awesome!

Notice how you can change the entire URL now.
Setting: Permalinks

- **Cleanest, least amount of waste, keyword closest to the root URL.**
- **SEO Weight = 10/10**
- **UX weight = ?/10**

Publishers, close your eyes.
Anatomy of a well optimized page

**Search Engine Optimization Tips**

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**Search Engine Optimization checklist**

- Require hasellus aliquam magna in aliquam lobortis
- Lorem dui ornare libero nec gravida lacus diam sed quam
- Nunc ut sapien id sapien faucibus cursula lorem

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Ut mollis consequat lectus.

**Page URL**

Include only target keyword verbatim within the page's URL. Avoid using other words if possible.

Weight = 10 (must do)

**Title tag**

**Meta desc tag**

**Page format:**
- Headlines
- Paragraphs
- Lists

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www.mysite.com/search-engine-optimization.html
Plugin: WordPress SEO by Yoast

Who saw that coming?

https://wordpress.org/plugins/wordpress-seo/

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using Yoast's WordPress SEO plugin.

Download Version 1.6.3
On page SEO using Yoast SEO Plugin

WordPress SEO by Yoast

Snippet Preview

Plugin: Add Posts to Pages in Wordpress
Looking to add posts to pages in WordPress? Try this plugin. Choose categories & tags of posts, thumbnails, and use full posts or just the title.

Focus Keyword: add posts to page

Focus keyword usage
Your focus keyword was found in:
  • Article Heading: Yes (1)
  • Page title: Yes (1)
  • Page URL: No
  • Content: Yes (2)
  • Meta description: Yes (1)

SEO Title: Plugin: Add Posts to Pages in Wordpress

Meta Description:

Looking to add posts to pages in WordPress? Try this plugin. Choose categories & tags of posts, thumbnails, and use full posts or just the title.
The meta description will be limited to 156 chars, 11 chars left.
Doesn’t answer your question. Arsham get slap on wrist.

YES! Thank you LinkedIn!
*High Five*
Anatomy of a well optimized page

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- Nunc ut sapien id sapien faucibus cursus lorem

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Ut mollis consequat lectus.

---

**URL**
Include only target keyword verbatim within the page's URL. Avoid using other words if possible.

Weight = 10 (must do)

---

**Invisible SEO Points**
*(in order of importance)*
Keyword to be included in...

---

**Page Title**
Use target keyword as first words, move branding to back.

Weight = 10

---

**Page Meta Description**
Prominently, at least once, no more than twice, include variation as well if possible.

Weight = 8

---

**Page Format:**
- Headlines
- Paragraphs
- Lists
Break up your content with headings (great to SEO too)!

Use bulleted and numbered lists to display information.

Add Posts to Pages

This page is dedicated to the usage of the WordPress plugin: Add Posts to Pages

Plugin Usage:
Anatomy of a well optimized page (2)

Other VERY important attributes

**LINK ARCHITECTURE**

Link to and from parent pages/related pages using relevant keywords within anchor text (linking from parent pages not shown here, but equally important).

Weight = 10 (must do)

---

**ON-PAGE LINK**

Include target keyword within the anchor text of at least one link (but not more than two) that appears on the body of the page.

Weight = 10 (must do)

It's preferable that the keyword phrase (or a variation) is contained on the page being linked to, i.e. try to link to a relevant page.

---


Learn more about Search Engine Optimization Techniques

- Go back to Web Marketing Resources Overview
- Go back to the MySite.com Home Page

---

```
<div class="mugshot">
</div>
```
Plugin: Yet Another Related Post Plugin

Yet Another Related Posts Plugin (YARPP)

Display a list of related posts on your site based on a powerful unique algorithm. Earn money by including sponsored content!

Download Version 4.2.4

https://wordpress.org/plugins/yet-another-related-posts-plugin/
Plugin: Yet Another Related Post Plugin

Configurable with options, visit the settings page to adjust.

Ultimately it outputs this at the bottom of your post.

Related Posts:

1. **GMAIL: Send/Compose Email withOUT Opening Inbox**

2. **How To: Play YouTube Videos in Background of iPhone [VIDEO]**

3. **How To: Play Snake On YouTube Video**
Plugin: Add posts to pages

Easily add posts to pages. Add posts anywhere on the page (top, bottom, middle). Filter by category, tag, and choose number of posts to show.

https://wordpress.org/plugins/add-posts-to-pages/
Plugin: Add posts to pages (shortcode)

In the post editor:

**Examples:**

Show the latest 2 posts from the "Website Development" category:

[add_posts category=website-development show=2]

What it looks like on the page:

- Your Website May Have a Weight Problem
- 7 B2B Email Marketing Tips for Optimizing Campaigns on Mobile

When you visit the “Website Development” page, the 2 posts on the top are the same as the 2 bullet points that the plugin pulled.
Anatomy of a well optimized page (2)

Other VERY important attributes

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Internal linking

Image alt tags

```
<div class="mugshot">
</div>
```
Using alternative tag on images

No plugin needed, just discipline 😊

Image Details

Caption
Find the category slug and use that in the add_posts shortcode to show posts from a certain category

Alternative Text
edit wordpress category

Use the “alternative text” to describe the image.
Anatomy of a well optimized page (2)

Other VERY important attributes

5 Internal linking


Learn more about Search Engine Optimization Techniques

Go back to Web Marketing Resources Overview
Go back to the MySite.com Home Page

6 Image alt tags

<<div class="mugshot">
</div>>
Plugin: Shareaholic (social sharing)

https://wordpress.org/plugins/shareaholic/
On page SEO using Yoast SEO Plugin

- The keyword doesn't appear in the first paragraph of the copy, make sure the topic is clear immediately.
- The keyword density is 0%, which is a bit low, the keyword was found 0 times.
- The keyword for this page contains one or more stop words, consider removing them. Found 'to'.
- The images on this page do not have alt tags containing your keyword / phrase.
- The page title contains keyword / phrase, but it does not appear at the beginning; try and move it to the beginning.
- The keyword / phrase does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!
- The page title contains 39 characters, which is less than the recommended minimum of 40 characters. Use the space to add keyword variations or create compelling call-to-action copy.
- The copy scores 60.6 in the Flesch Reading Ease test, which is considered OK to read.
- This page has 4 outbound link(s).
- Keyword / keyphrase appears in 1 (out of 8) subheadings in the copy. While not a major ranking factor, this is beneficial.
- There are 431 words contained in the body copy, this is more than the 300 word recommended minimum.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The meta description contains the primary keyword / phrase.
- You've never used this focus keyword before, very good.

On page SEO guideline... use this like you use the pointblankseo.com link building strategies.

Grain of salt.
On-site SEO
You want to be found on the web. We want to help.

Get data, tools and diagnostics for a healthy, Google-friendly site.

Sign in to Webmaster Tools

1. Submit sitemap

- Data highlighter #SemanticSearch
- HTML improvements #MadeEasy
- Content Keywords #Relevancy

https://www.google.com/webmasters
Back to Yoast SEO

Dashboard
- Titles & Metas: General site settings, good for indexing what shows up in Google.
- Social: Social signals, very good for ranking.
- XML Sitemaps: Really good for indexing!
- Permalinks: Tread cautiously.
- Internal Links: Danger: requires developer.

Extensions
- Danger: Experts only.
Yoast SEO: Titles & Metas -> General

Titles & Metas - Yoast WordPress SEO:

**General**

**Sitewide meta settings**

- **Noindex subpages of archives**
  If you want to prevent /page/2/ and further of any archive to show up in the search results, enable this.

- **Use meta keywords tag?**
  I don't know why you'd want to use meta keywords, but if you want to, check this box.

- **Add noindex meta robots tag sitewide**
  Prevents search engines from using the DMOZ description for pages from this site in the search results.

- **Add noydir meta robots tag sitewide**
  Prevents search engines from using the Yahoo! directory description for pages from this site in the search results.

**Clean up the <head>**

- **Hide RSD Links**
- **Hide WLW Manifest Links**
- **Hide Shortlink for posts**
- **Hide RSS Links**
Yoast SEO: Titles & Metas -> Home

Probably the most important thing you can do for a new website.
If you check these boxes, Google will not index your site... and other bad things will happen.
These pages aren’t unique content, so they likely won’t rank... save Google the effort of indexing them by checking these boxes.

Unless you do something unique.
Yoast SEO: Titles & Metas -> Other

These pages aren't unique content, so they likely won't rank... save Google the effort of indexing them by checking these boxes. Unless you do something unique.
Yoast SEO: Social -> Facebook & Google

Associates your website with your Google+ page... guess who likes this?
Yoast SEO: Social -> Twitter card

Social - Yoast WordPress SEO:

Facebook  Twitter  Google+

Note that for the Twitter Cards to work, you have to check the box below and then validate your Twitter Card Validator.

- Add Twitter card meta data
  Add Twitter card meta data to your site's <head> section.

Site Twitter Username: webmechanix
The default card type to use: Summary with large image

WebMechanix @WebMechanix • Sep 19
You want these marketers on your team. They're eager. They're skilled. And they're awesome. #recruiting

Hire ready-to-work digital marketers trained by the WebMechanix team.
www.webmechanix.com

About Tom
Tom is creative, personable and has a great marketing platform under his belt. He has worked with SMBs, smaller businesses and throughout the region. Learn more
Yoast SEO: XML Sitemaps

XML Sitemaps - Yoast WordPress SEO:

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.

Sure, why not? #OneLessPlugin

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
Site speed optimization
Because fast is (usually) better

Impacts of faster sites/pages

Faster websites lead to higher visitor engagement, retention, and conversion. All the things you want!

Don’t you love it when a site loads quickly? Don’t you hate it when a site loads slowly or fails to load?!

Page load slowdown of one second could cost $1.6 billion in sales.

Slowing its search down by just 4/10’s of a second could lose 8 million searches per day.

Plugin: WP Smush.it

https://wordpress.org/plugins/wp-smushit/

https://wordpress.org/plugins/ewww-image-optimizer/
Plugin: W3 Total Cache

Web Performance Optimization for WordPress

Easy Web Performance Optimization (WPO) using caching: browser, page, object, database, minify and content delivery network support.

https://wordpress.org/plugins/w3-total-cache/
W3 Total Cache: General Settings

Makes it so WordPress doesn’t have to “build” the page every time someone visits. Think of it like a prefixe menu.

Combines JS & CSS files into one, reducing the number of “trips” your browser needs to make to the server. Less round trips, faster load!

Tells browser to save the static files. When user navigates or comes back, it loads from their computer. Deliver locally for speedy site.

BE CAREFUL: If you have a dynamic site (mobile, personalization, gated content, etc..) – Caching MAY NOT be a good idea.
W3 Total Cache: CDN

BE CAREFUL: Only cache static files.
Google PageSpeed module

Super techies only 😊

https://developers.google.com/speed/pagespeed/module
Testing your website speed

http://tools.pingdom.com/
https://developers.google.com/speed/pagespeed/insights/
Don’t forget...
Your mission...

Make it (super) easy for users and search engines to access, understand, and digest your website (content).
Questions?

Thanks for listening!

@webmechanix
@arshammm
#WCBalt

http://webmechanix.com