

What is SEO?

- Search Engine Optimization

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- Search Engine Optimization
- Although WordPress is already very **search engine friendly**, there are **a few small things** that you can do to **boost your SEO** results
- **Without** needing to hire a SEO expert!

What is SEO?

- By **implementing** these strategies, you can **greatly improve** your website's (or your client's) **visibility**.

Two components of SEO

Onsite
(things YOU can do on your site)
vs
Offsite
(things OTHERS can do off of your site)

**We will Focus on "Onsite"
Optimization!**

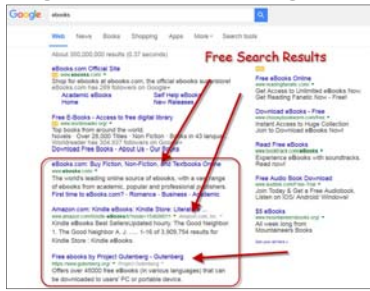
'Organic Search' vs. Paid Search

Organic Search

'Organic Search' = Free Listings on the Left

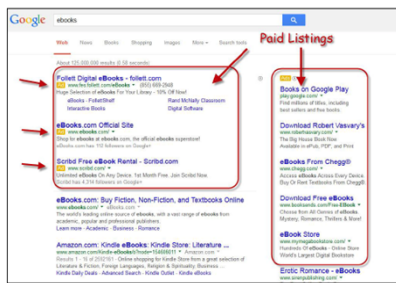
The screenshot shows a Google search for 'ebooks'. The search results are divided into two sections: 'Free Search Results' on the left and 'Paid Search Results' on the right. The organic results on the left include links to 'eBooks.com Official Site', 'Free E-books - Access to Free Digital Library', 'eBooks.com - Buy Fiction, Non-Fiction, PDF Textbooks Online', and 'Free eBooks by Project Gutenberg - Gutenberg'. The paid results on the right include 'Free eBooks Online', 'Download eBooks - Free', 'Read Free eBooks', 'Free Audi Book Download', and '33 eBooks'. Red arrows point from the text above to the organic results on the left and the paid results on the right.

Improving SEO Helps Your 'Organic Search'

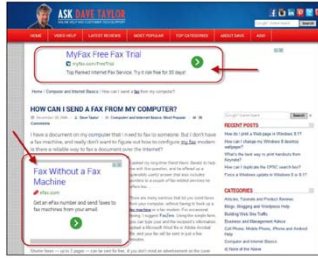


Paid Search (Google Adwords)

Paid Search (Google Ads) = the very top & right



Paid Advertising (AdSense Ads)

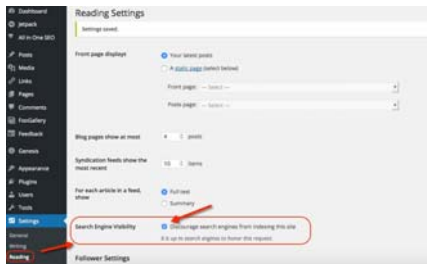


Doing Google Ads or other paid services is NOT SEO

How Will Google Find My Site?

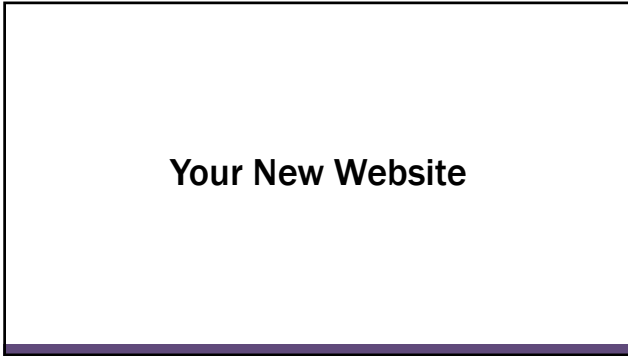
First Check the Settings Inside WordPress

Block or Unblock the Search Engines for Your Site

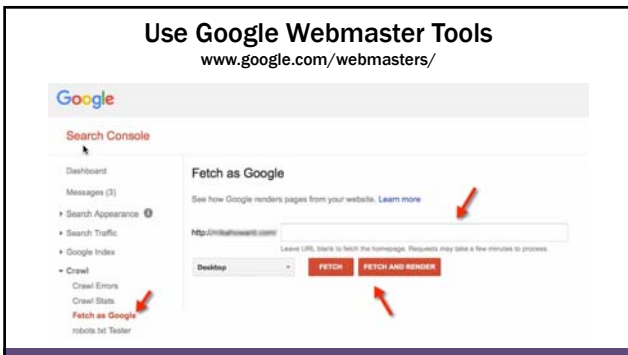


IMPORTANT!

If you are in my beginner Website Creation Workshop, DO NOT tell the Search Engines about your Student Project!!



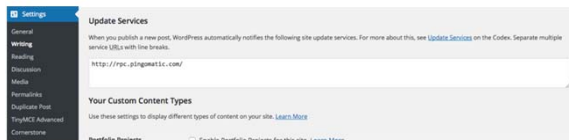




**You Will Need a Google Account:
gmail, or Google Plus, etc**

**Once Google Knows about your site,
Your New Content (pages/posts)
automatically gets added**

**WordPress Automatically Let Search Engines
Know!**



More info at https://codex.wordpress.org/Update_Services

Using Keywords on Your Site

What Are Keywords?

Your Keywords

- Your Keywords are **what people search on** to find your site. So brainstorm a lot of keyword ideas.

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- Your Keywords are **what people search on** to find your site. So brainstorm a lot of keyword ideas.
- Google has a **FREE** Keyword tool to research your keywords (Search for 'Google Keyword Tool')

It's OK to go Back and Update Keywords

- Google knows we are humans, so go back and update your old blog posts and add more keywords if you forgot to do it the first time around.

Keyword Tools

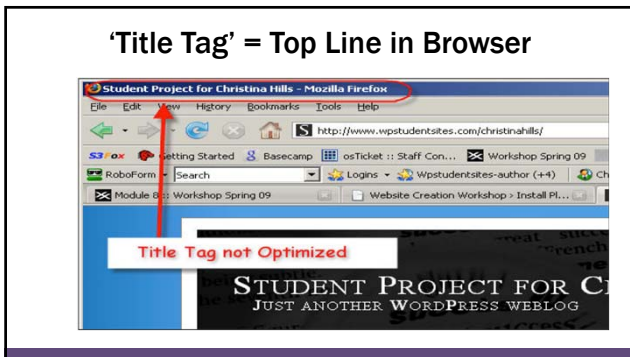
Google AdWords Keyword Planner
<https://adwords.google.com/select/KeywordToolExternal>

[Video] How to use Google AdWords Keyword Planner
<https://youtu.be/8Jyk-bGOeY>

WordTracker
<http://www.wordtracker.com/>

For SEO Use a Good 'Title Tag'

What Are 'Title Tags'?



'Title Tags' Show Up as the Blue Headlines in Free Search Results

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Amazon.com: Kindle eBooks: Kindle Store: Literature
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Title Tag

Example of a BAD 'Title Tag'

Student Project for Christina Hills - Mozilla Firefox

http://www.wpstudentites.com/christinahills/

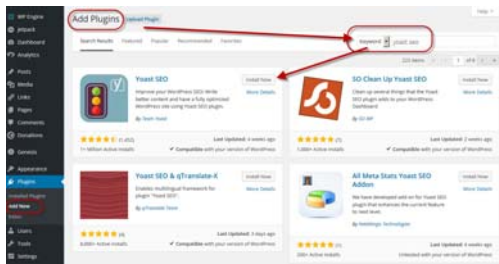
Title Tag not Optimized

STUDENT PROJECT FOR C
JUST ANOTHER WORDPRESS WEBLOG

How DO You Optimize Your 'Title Tag' for Better SEO Results?

Use the "Yoast SEO" Plugin!
(It's FREE!)

"YoastSEO" Plugin Installed in WordPress

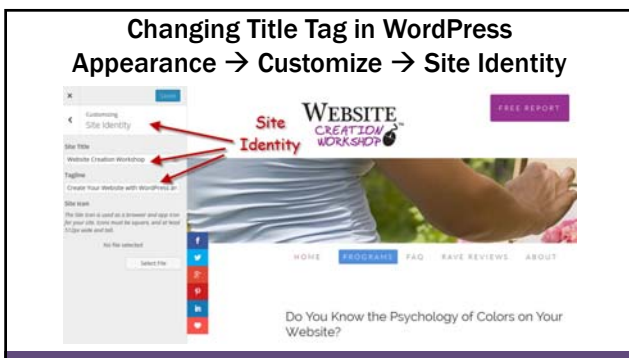


'Title Tag' Optimized

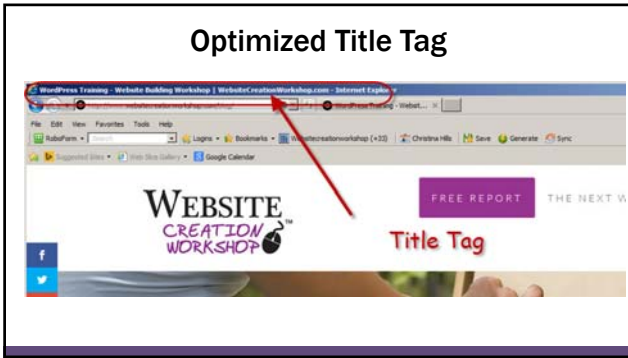


How to Set Your Website "Title Tag"





Optimized Title Tag



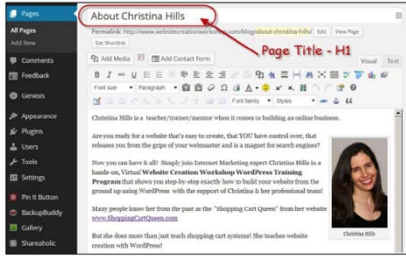
Article Title



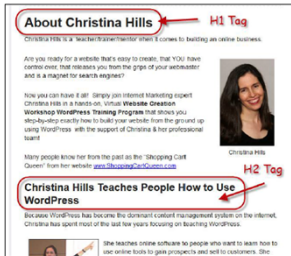
Page / Post Headlines (Titles)



Title



Headline "H" Tags

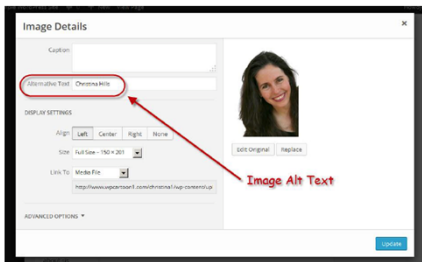


Optimizing Your Images in Your Pages/Posts

Image File Name



Image Alt Tag



Links

**What are
Internal Links?
vs.
External Links?**

**What are
Inbound Links?
vs.
Outbound Links?**

What are Inbound and Outbound Links?

- Inbound links: links coming to your website from other websites. Also called "backlinks."
- Outbound links: links on your site that are going to other websites.

Inbound and Outbound Link

Penny Imeson

Description: This is a site by Penny Imeson, Executive Director of The Heritage Museum, to increase awareness, draw in visitors, and inform members about the programming and activities at The Heritage Museum.



Outbound link on my site. To them, this is an inbound link.

www.theheritagemuseum.org

Website created with the help of the University of North Carolina at Chapel Hill's Center for Digital Learning and Innovation

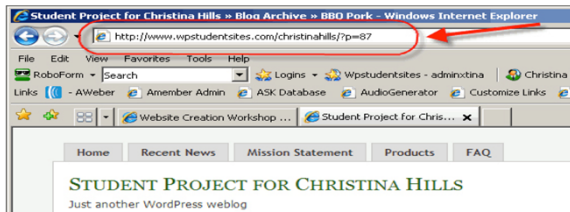
Inbound and Outbound Links and SEO

- Inbound links (“backlinks”) from quality sites play a big part in SEO.
- Outbound links are also looked at by Google when it tries to determine the nature of your site.

Have Good “Permalinks” URLs for Best SEO Results

What are “Permalinks” ?

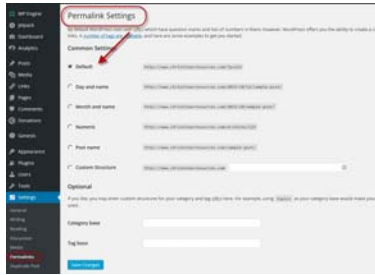
Permalinks are the URLs in Browser Windows



Example:

<http://www.yoursite.com/blog/?p=87>

The Default Permalinks Settings



So, Let's Make
"Pretty" Permalinks!

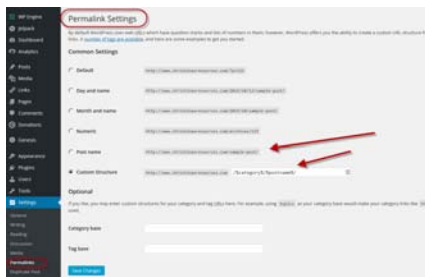
"Pretty" Permalinks with **Keywords** in the Link



Example:

<http://www.yoursite.com/recipes/bbq-pork>
vs.
<http://www.yoursite.com/?p=87>

Set Your Site for Custom “Pretty” Permalinks



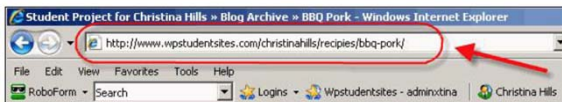
This Sets it For your whole site!

Setting Permalinks Individually on Your Pages/Posts

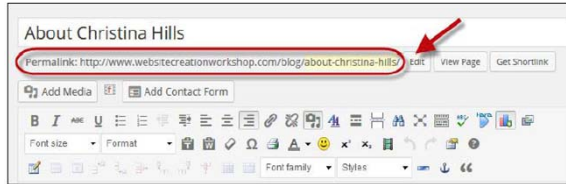
Default Permalinks of a WordPress Post



Pretty Permalinks of a WordPress Post



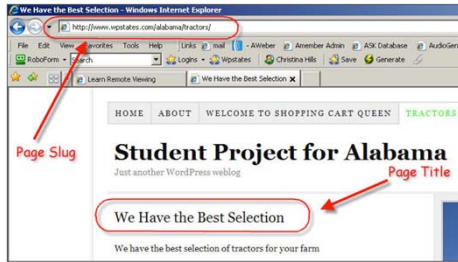
Editing Permalink



Use Keywords in 'Page Titles' and 'Page Slugs' (URLs)

What is a "Page Title" and a "Page Slug"?

'Page Title' is the Title of the Page
'Page Slug' is the URL



Page Title and Page Slug

- When you create a Page/Post, WordPress makes them the same

Page Title and Page Slug

- When you create a Page/Post, WordPress makes them the same
- But you can **improve your SEO** results on an individual basis by **editing the single Page or Post**

3 Things to Do in Every Post to Triple Your SEO Results

3 Things to Do in Every Post

- Get the Keyword in Your Headline

3 Things to Do in Every Post

- Get the Keyword in Your Headline
- Get the Keyword in Your Body Content

3 Things to Do in Every Post

- Get the Keyword in Your Headline
- Get the Keyword in Your Body Content
- Get the Keyword in Your Page Slug

Use Keywords In Your Blog Posts



Add a Google Sitemap for Improved SEO

What are "SiteMaps" ?

Site Map for Humans



Site Map for Search Engines

XML Sitemap

This is a XML Sitemap which is supposed to be processed by search engines like Google, MSN, Search and Y. It was generated using the Blogging-Software WordPress and the Google_Sitemap_Generator_Plugin by Arne. You can find more information about XML sitemaps on sitemaps.org and Google's [list of sitemap programs](#).

URL	Priority	Change Frequency
http://www.christinahills.com/	100%	Daily
http://www.christinahills.com/sitemap.xml	60%	Weekly
http://www.christinahills.com/2009/03/feedburner-email-sign-up-box/	20%	Monthly
http://www.christinahills.com/2009/03/omg-its-been-2-months-since-ive-posted/	20%	Monthly
http://www.christinahills.com/contact/	60%	Weekly
http://www.christinahills.com/2009/01/only-25-weeks-left/	20%	Monthly
http://www.christinahills.com/2009/01/what-makes-you-happy/	20%	Monthly
http://www.christinahills.com/2009/01/setting-up-my-new-wordpress-workshop/	20%	Monthly

Google Sitemap XML Plugin

Google Sitemap XML Plugin

To install the Google XML Sitemap inside
WordPress go to:
"Plugins"--> "Install New"
and search for
'Google XML Sitemap'

Google Sitemap XML Plugin

If you use the yoast plugin you don't need this

Site Maps for Usability and SEO

Google XML Sitemaps



Site Map for Humans



Site Map for Search Engines

XML Sitemap

This is a XML Sitemap which is supposed to be processed by search engines like Google, MSN, Search and Yahoo! It was generated using the Blogging-Software WordPress and the Google Sitemap Generator Plugin by Arne Brachhold. You can find more information about XML sitemaps on sitemaps.org and Google's [list of sitemap programs](#).

URL	Priority	Change Frequency	LastCh
http://www.christianahills.com/	100%	Daily	2009-04
http://www.christianahills.com/sitemap/	60%	Weekly	2009-04
http://www.christianahills.com/2009-03/feedburner-email-sign-up-box/	20%	Monthly	2009-03
http://www.christianahills.com/2009-03/ama-its-been-2-months-since-ive-posted/	20%	Monthly	2009-03
http://www.christianahills.com/contact/	60%	Weekly	2009-02
http://www.christianahills.com/2009-01/only-21-weeks-late/	20%	Monthly	2009-01
http://www.christianahills.com/2009-01/what-makes-you-happy/	20%	Monthly	2009-01
http://www.christianahills.com/2009-01/setting-up-my-new-wordpress-workshop/	20%	Monthly	2009-01

Adding Site Map

The image shows a snippet of XML Sitemap code with the following structure:

```

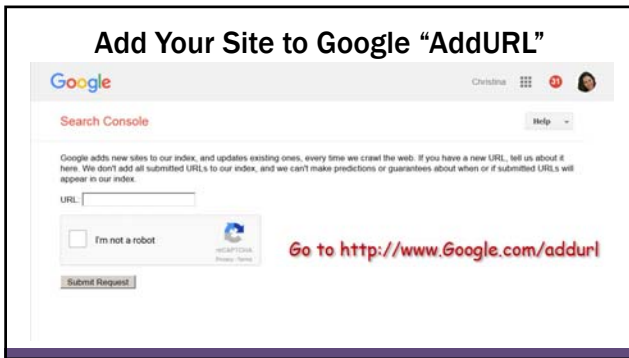
<index xmlns="http://www.sitemaps.org/schemas/sitemap/0.9"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xmlns:sitemap="http://www.sitemaps.org/schemas/sitemap"
xmlns:ar="http://www.arnebrachhold.com/sitemap"
<lastmod>2012-07-14T16:11:11</lastmod>
</index>
<sitemap>
<loc>http://www.arnebrachhold.com/</loc>
<lastmod>2012-07-14T16:11:11</lastmod>
</sitemap>
</index>

```

Overlaid on the code is a screenshot of the Google XML Sitemaps interface, which includes the text: "This is a XML Sitemap which is supposed to be processed by search engines which follow the XML Sitemap standard like Ask.com, Bing, Google and Yahoo. It was generated using the Blogging-Software WordPress and the Google Sitemap Generator Plugin by Arne Brachhold." A link is provided: <http://wordpress.org/plugins/google-sitemap-generator/>. The interface also shows "Last modified (GMT)" as 2012-07-14 16:11.

Google Webmaster Tools

Add Your Site to Google "AddURL"

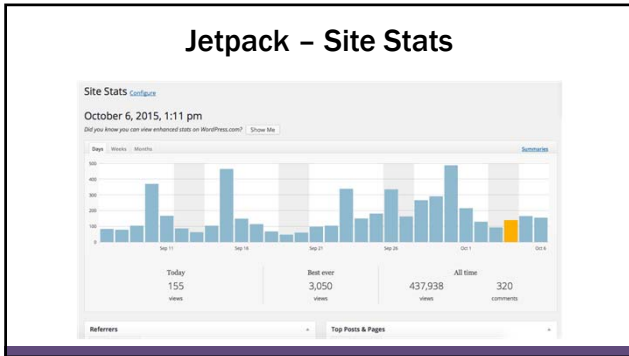


Add Your Site to Google Webmaster Tools



Tell Google About Your Sitemap





SEO – Should I Hire an Expert?

How Much Does It Cost?

Professional SEO services - Pricing varies
(source: <https://moz.com/blog/seo-pricing-costs-of-services>)

- hourly rate (common rates: \$76 - \$200/hr)
- per project (common fee: \$1,000 - \$7,500 per project)
- monthly (common rates: \$251 - \$5,000/month)

Example: SEO services offered by a major hosting company

- \$99/month for basic
- \$350/month for 3 keyword package