Website Transformation Workshop

SEARCH ENGINE OPTIMIZATION

Website Transformation Workshop

Search Engine Optimization

with Christina Hills

Where to Find Video Replay and Downloads

Where to Find the Materials for Each Module

Each Module Has a PDF Checklist

"Easy Ways to Create Content for Your WordPress Website"

by Christina Hills

Checklist for business owner to create useful content for your site visitors

Search Engine Optimization ("SEO") Basics

What is SEO?

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- Search Engine Optimization

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- Although WordPress is already very **search engine friendly**, there are **a few small things** that you can do to **boost your SEO** results

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What is SEO?

- 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

Improving SEO Helps Your 'Organic Search'
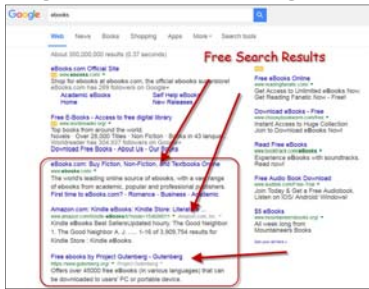
**Paid Search
(Google Adwords)**

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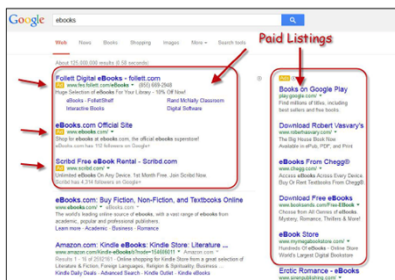
Paid Advertising (AdSense Ads)

Let's Be Clear:
Doing Google Ads, Facebook Ads,
or other paid services is
NOT doing Search Engine
Optimization
(SEO is Free Search)

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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- 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-bIGOeY

WordTracker
http://www.wordtracker.com/

Optimizing Your Site for SEO

What Are 'Title Tags'?

'Title Tag' = Top Line in Browser
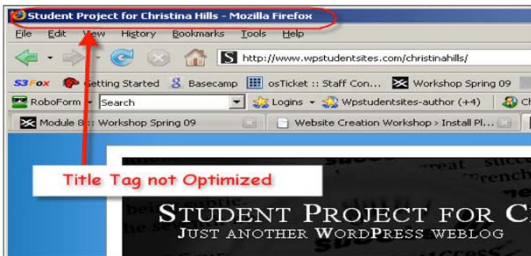
'Title Tags' Show Up as the Blue Headlines in Free Search Results

Example of a BAD 'Title Tag'
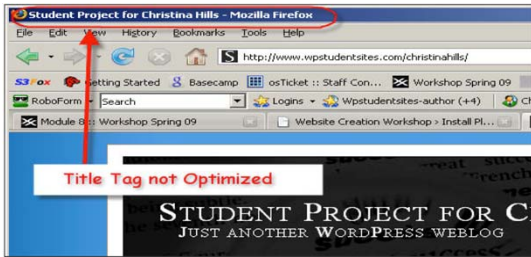
How DO You Optimize Your 'Title Tag' for Better SEO Results?

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

"YoastSEO" Plugin Installed in WordPress

'Title Tag' Optimized
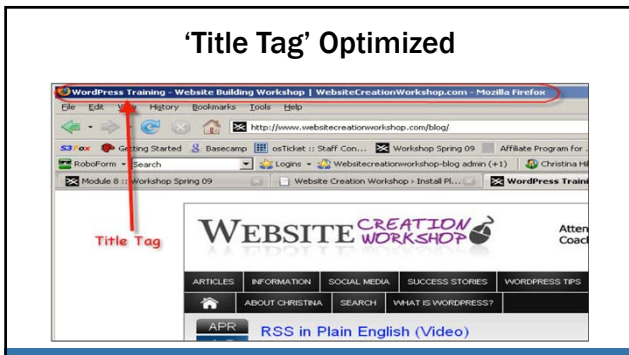
How to Set Your Website
"Title Tag"

Title Tags in Browser

Basic Settings:
Appearance → Customize → Site Identity
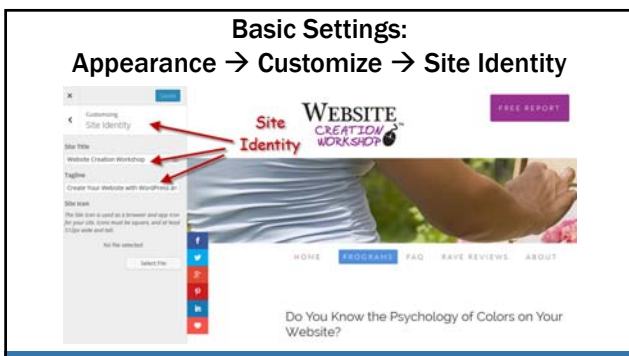
Optimized Title Tag
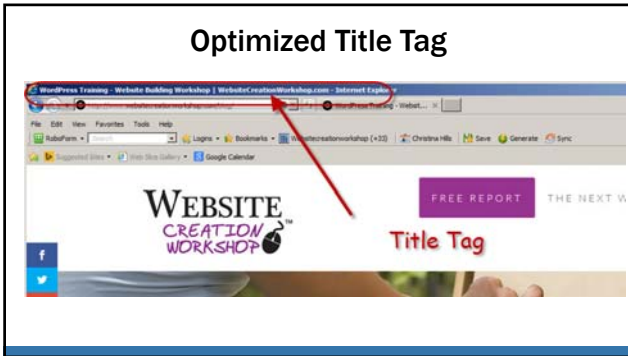
Article Title

Page / Post Headlines (Titles)

Title
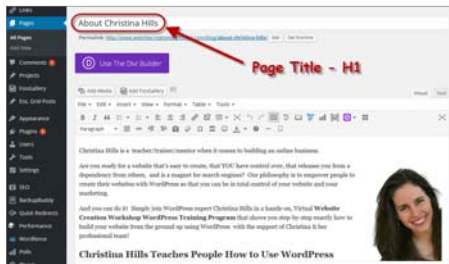
Headline "H" Tags

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.valleyheritagemuseum.org

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
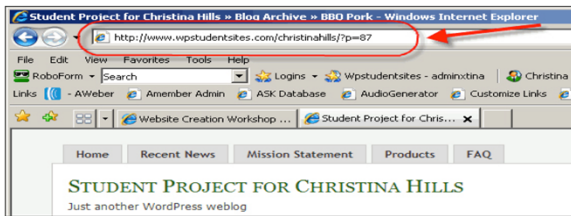
The Default Permalinks Settings
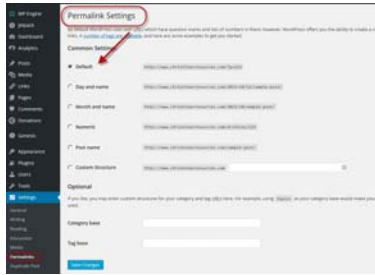
So, Let's Make
"Pretty" Permalinks!

"Pretty" Permalinks with Keywords in the Link

Example:
http://www.yoursite.com/recipes/bbq-pork

vs.
http://www.yoursite.com/?p=87
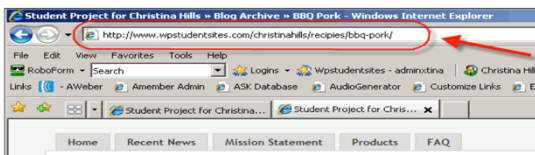
Set Your Site for Custom "Pretty" Permalinks
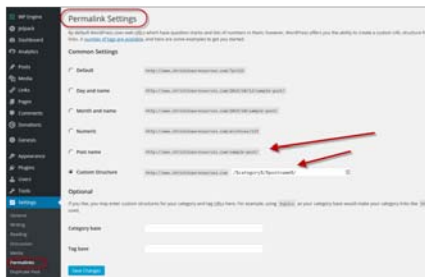
This Sets the links for your whole site!

You Do This ONLY ONCE.

Setting Links Individually on Your Pages/Posts

Editing Permalink

Edit Page Add New

About Christina Hills

Permalink: http://www.websitecreationworkshop.com/blog/about-christina-hills/ Edit Get Shortlink
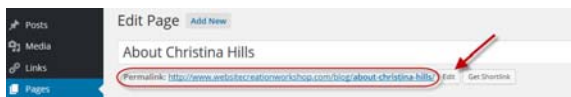
Use Keywords in 'Page Titles' and 'Page Slugs' (URLs)

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

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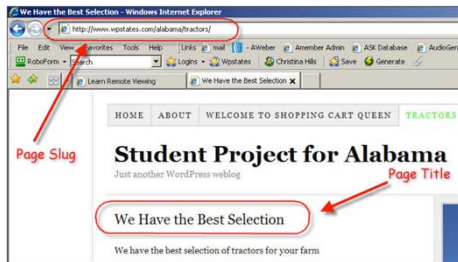
Page Title and Page Slug

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

Page Title and Page Slug

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- But you can **improve your SEO** results on an individual basis by **editing the single Page or Post**

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4 Things to Do in Every Post to Quadruple Your SEO Results

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4 Things to Do in Every Post

- Get the Keyword in Your Headline

4 Things to Do in Every Post

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

4 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

4 Things to Do in Every Post

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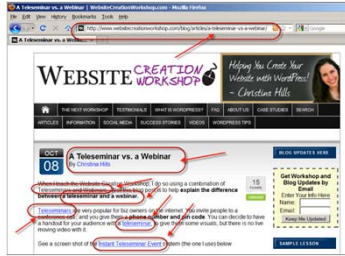- Get the Keyword in Your Page Slug
- Get the Keyword in Your Images

Use Keywords In Your Blog Posts

Live Demo of the Yoast SEO Plugin
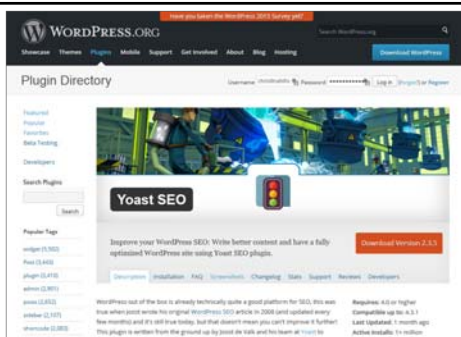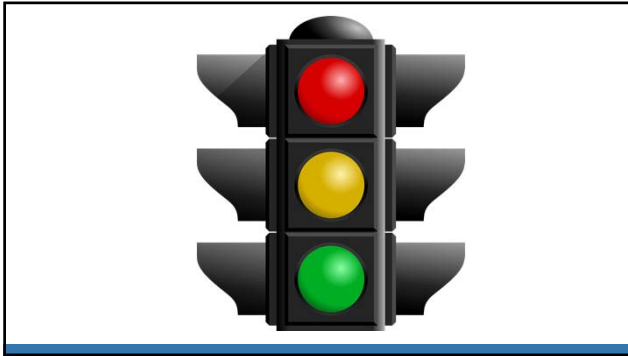
Site Maps for Usability and SEO

Google XML Sitemaps

Site Map for Humans

Site Map for Search Engines

Adding Site Map

https://wordpress.org/plugins/google-sitemap-generator/

How Will Google Find My Site?

First Check the Settings Inside WordPress

Block or Unblock the Search Engines for Your Site
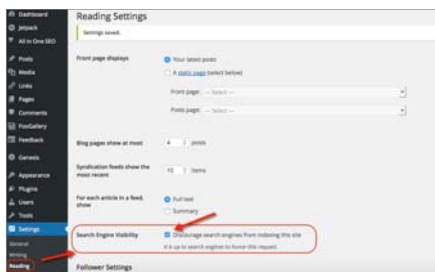
IMPORTANT!

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

Your New Website

Use Google Add URL Tool
www.google.com/addurl

Go to http://www.Google.com/addurl

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

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

Search Engine Optimization in the "Cycle of Improvement"

Pick What You Want

Relax Into It

Have Fun in the Process!

Website
Transformation
Workshop

Questions on
Search Engine
Optimization ?

with Christina Hills