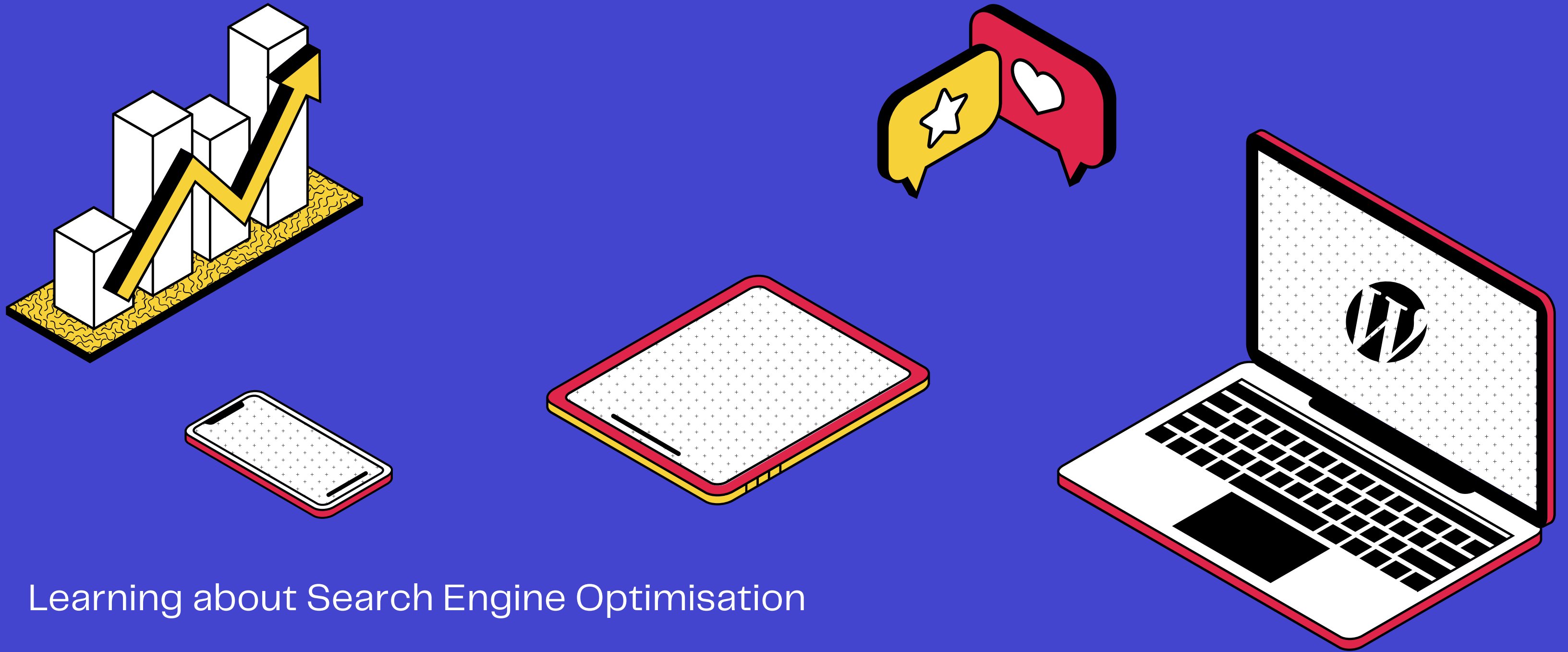


SEO FOR WORDPRESS WEBSITES



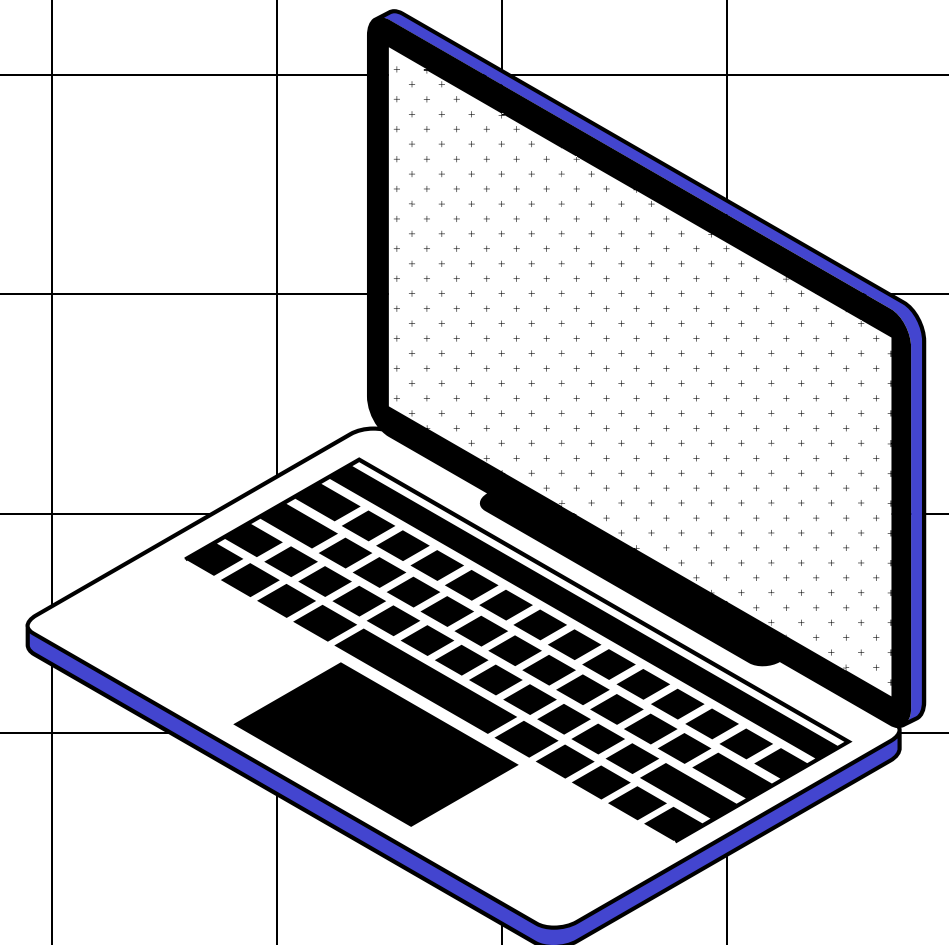
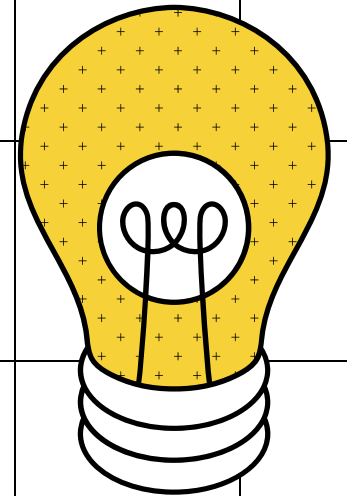
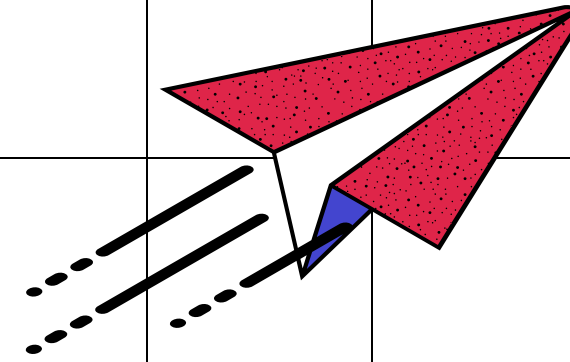
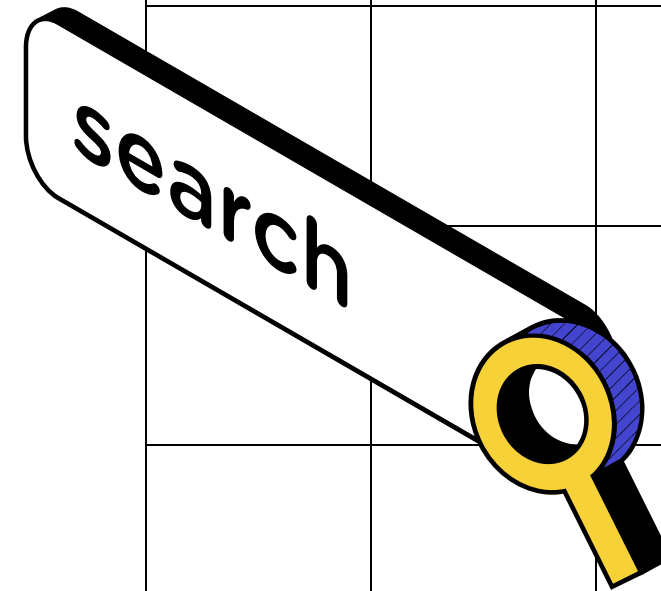
Learning about Search Engine Optimisation

WHAT IS SEO?

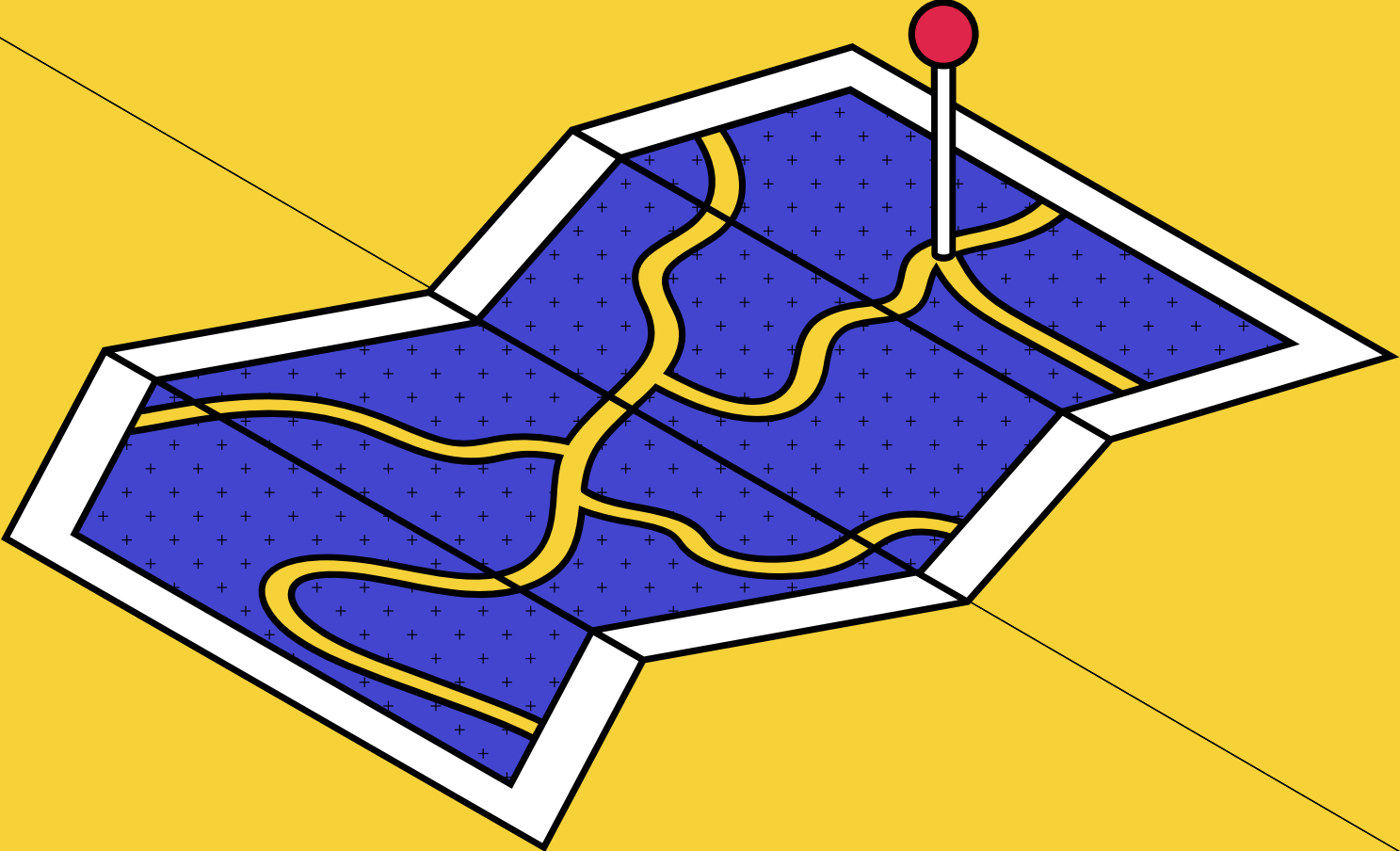
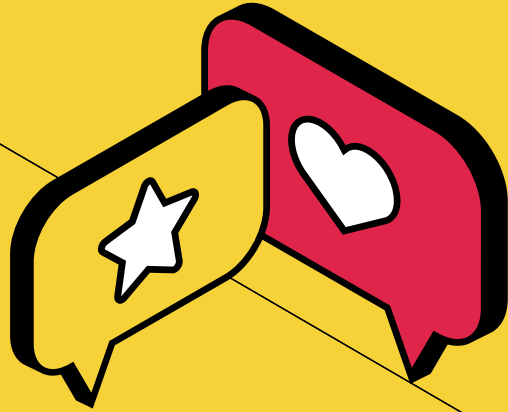
Search Engine Optimisation

is the process of affecting the visibility of a website or a web page in a search engine's "natural" or "organic" (un-paid) search results.

[/Wikipedia](#)



So it is basically to gain

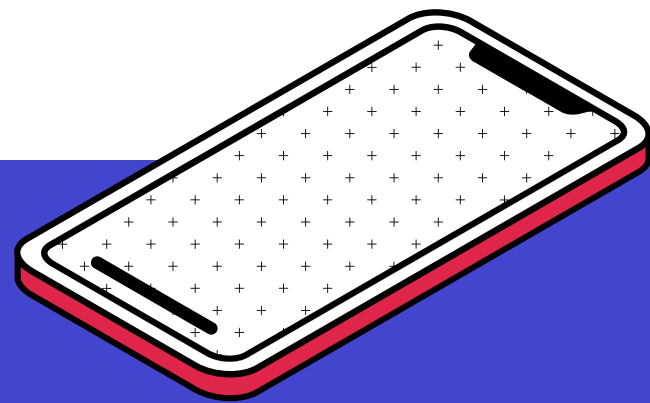


**MORE
VISIBILITY**

TWO TYPES OF SEO

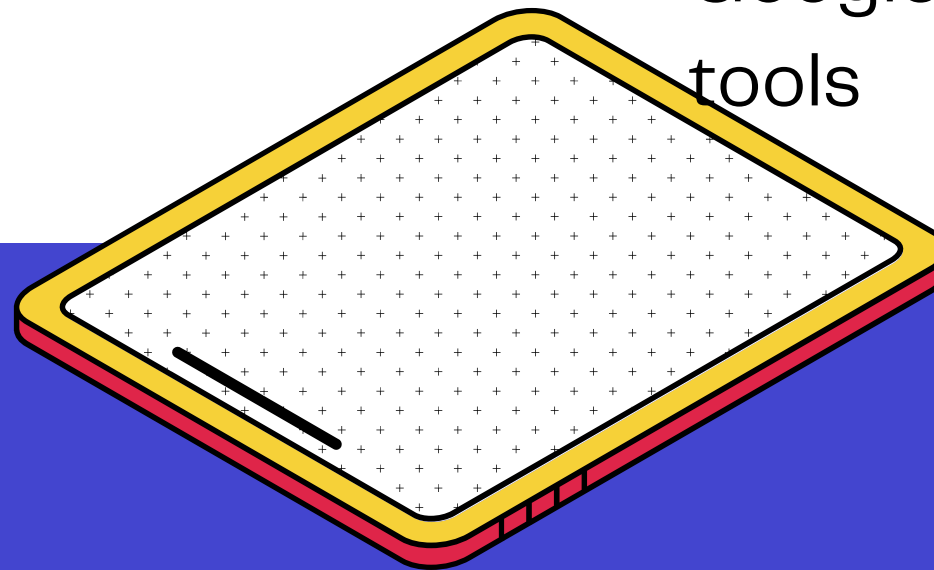
On-site SEO

- Optimise "Page Titles"
- Use quality keywords that are relevant (do not overuse, focus on quality)
- Content for target users (not search engines)
- User friendly URLs
- Image optimisation
- High quality videos



Off-site SEO

- Social networks (e.g. Facebook, Instagram)
- Quality links to relevant content
- Brand building
- Third-party content sharing (e.g. Pinterest)
- Guest posting
- Google Webmaster tools





WHAT ABOUT WORDPRESS?

[WordPress Codex](#)

It is a CMS platform

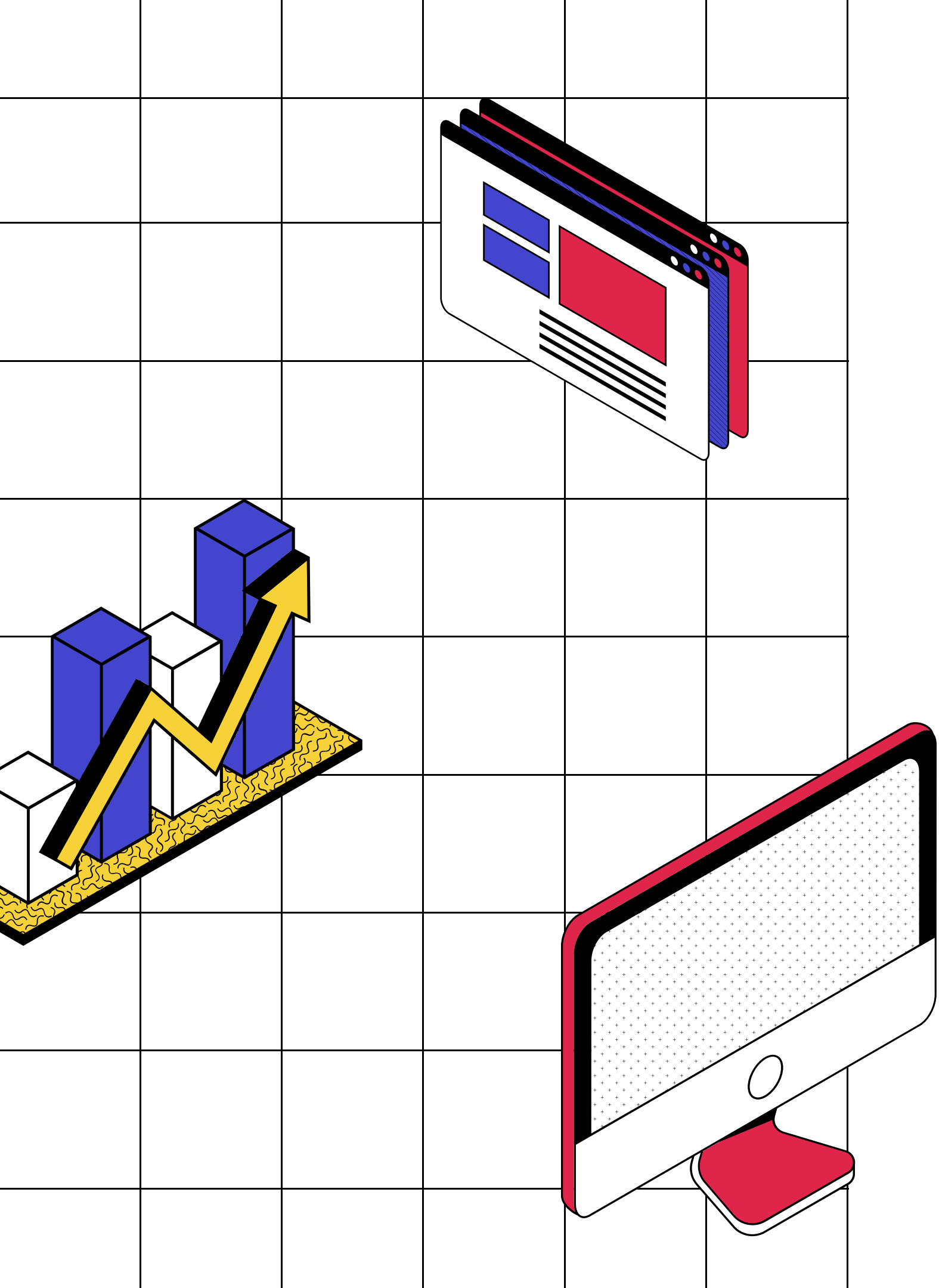
WordPress is one fo the many different content management systems we can choose from to manage our site. One of the [best CSM](#) to use in terms of SEO.

It is built around SEO

SEO is changing frequently but every release of WordPress is built around the changes.

It has many plugins to optimisie use

There are many core and third party plugins that can really help in optimising a WordPress website



CORE WORDPRESS SEO

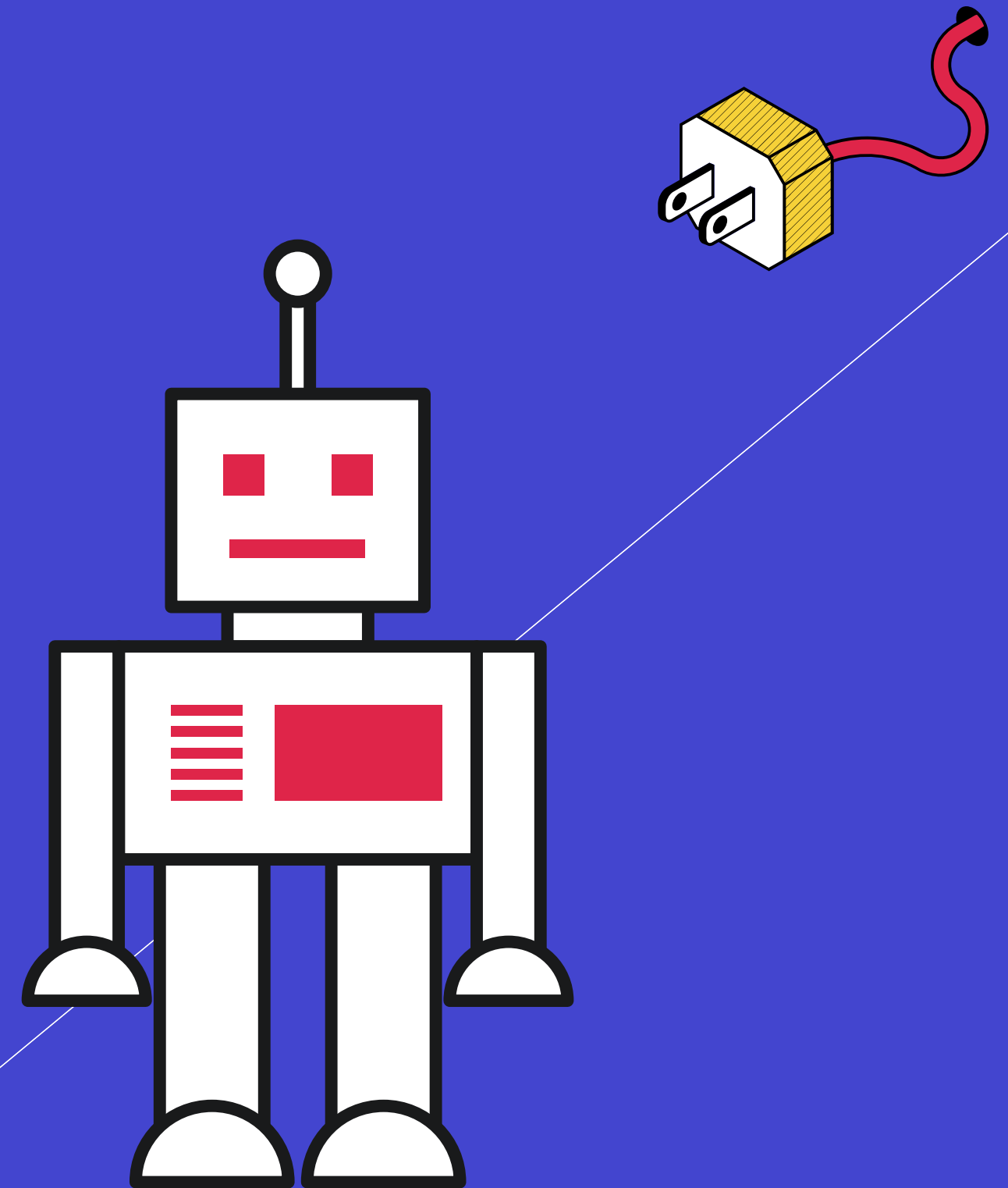
- **Permalinks**
Make URLs much more search engine and human friendly in settings – permalinks
- **Canonicalization**
Choose to use www or non-www before domain (and in Google Webmaster tools)
- **Page titles & content**
Optimise it manually in settings and use plugins to improve and customise it further
- **Meta tags**
Add meta descriptions that is seen by the users as well as insert keywords
- **Image optimisation**
Attach alt tags and other attributes /information to uploaded images

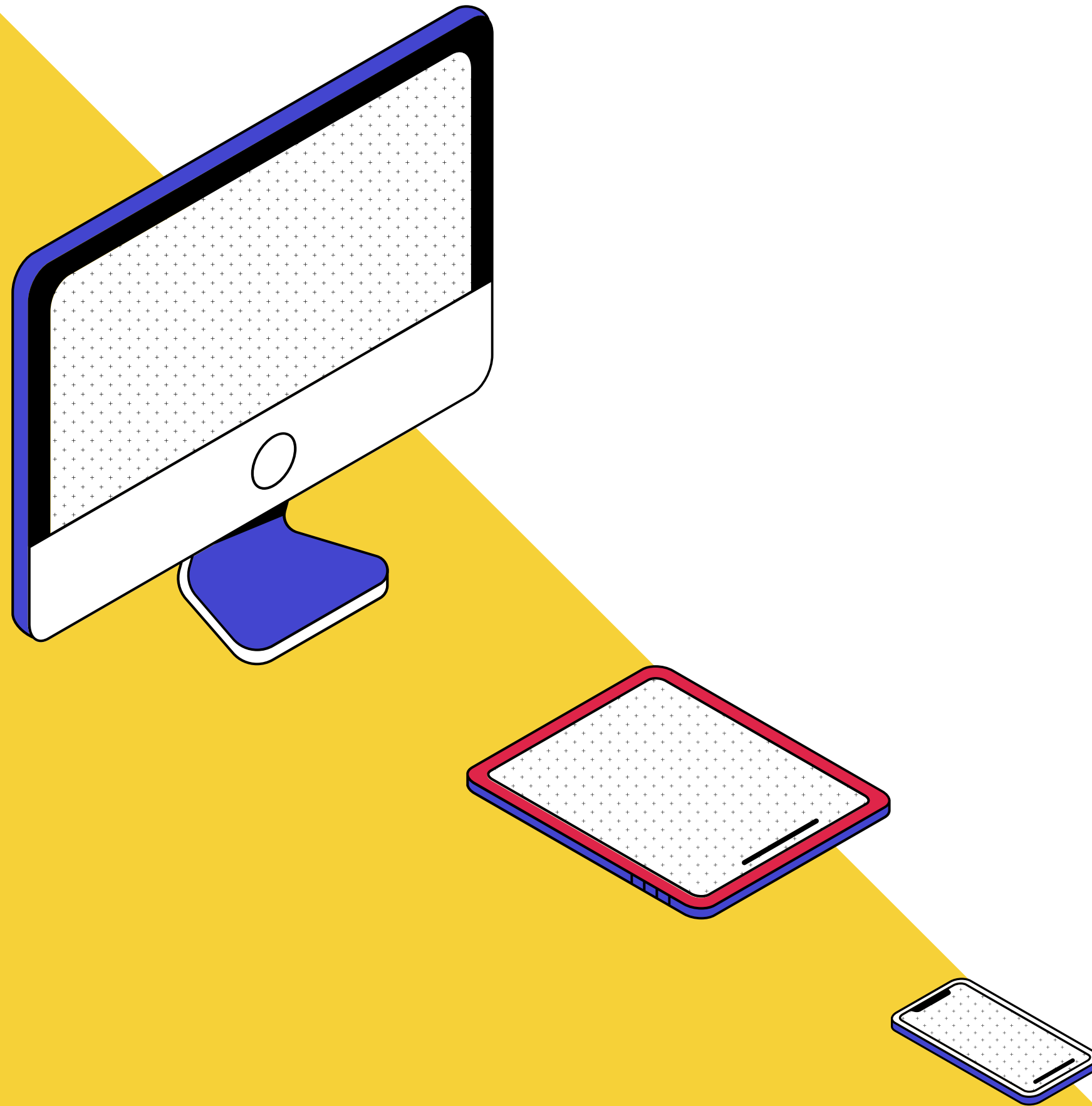
ROBOTS.TXT

It is a file that blocks certain directories / folders / files

On [Google Search Central](#) it is written that it tells search engine crawlers which pages or files the crawler can or can't request from your site. This is used mainly to avoid overloading your site with requests (it is not a mechanism for keeping a web page out of Google).

WordPress automatically creates a virtual robots.txt for your site.



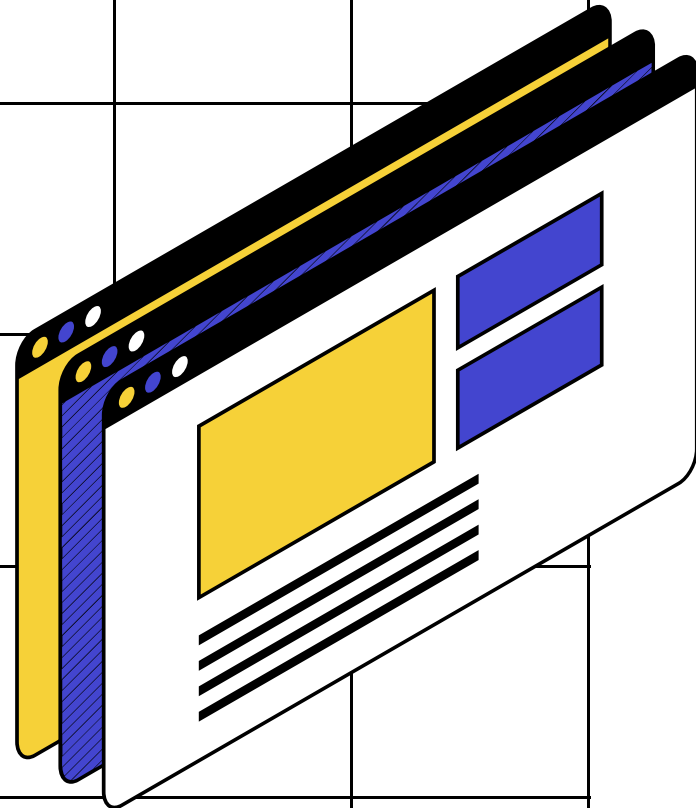
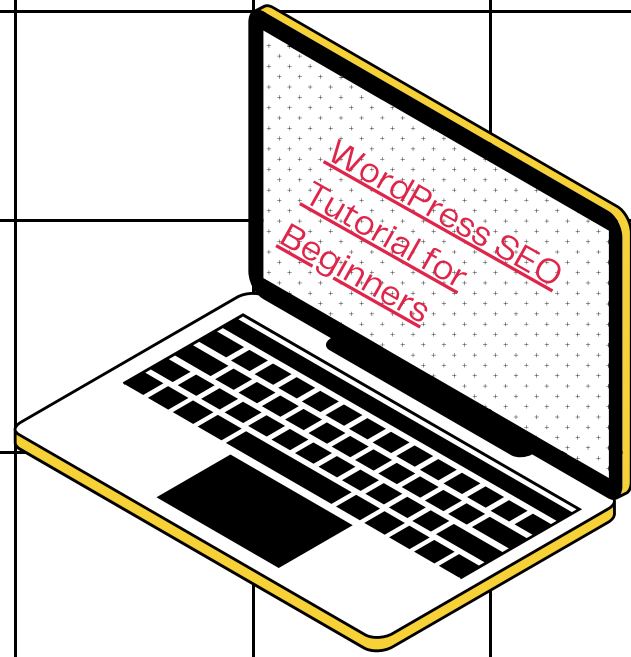


OPTIMISED POSTS

- Have around 500–700 words
- Use keywords in title / slogan (use [answerthepublic](#), [ahrefs](#), [surfer](#) for help)
- Add [heading tags](#) (H1–H6)
- Categorise and add tags, use [keywords](#)
- Encourage commenting
- Create back links (resource page)

PLUGINS

- **SEO**
All around SEO tools (e.g. [Yoast](#), [All in One SEO](#))
- **Sharing & bookmark**
Allow users to quickly share posts (e.g. [Add This](#))
- **Sitemap**
There are only a few available (e.g. [XML](#), [HTML](#))
- **Speed**
Improve the loading speed of the site
(e.g. [GeneratePress](#) (theme), [AMP](#) (mobile), [PageSpeed Insights](#) (benchmark), [W3 Total Cache](#) (cache), etc.)
- **Security**
Add an SSL certificate, redirect insecure content to https (e.g. [Really Simple SSL](#))
- **Redirection**
Create and manage redirects to help reduce errors and improve your site ranking (e.g. [Redirection](#))



GOOGLE ANALYTICS

- **Complete information**

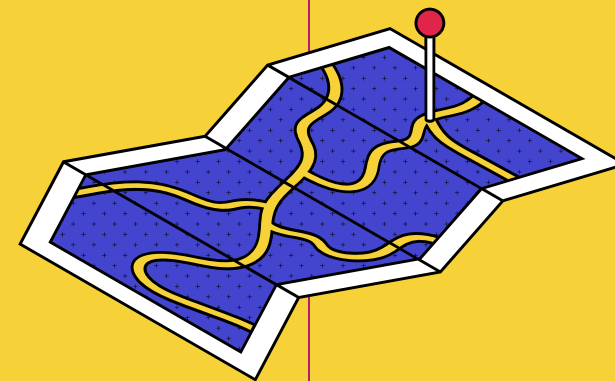
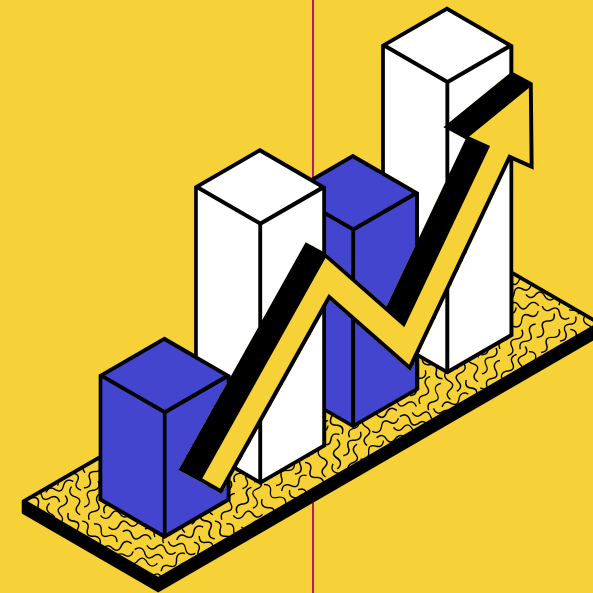
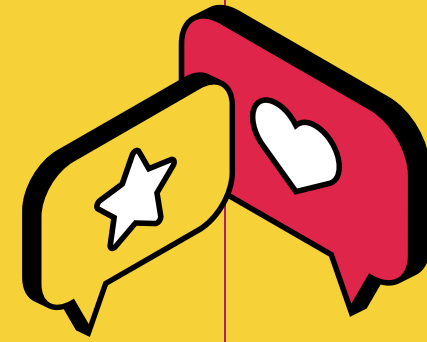
Understand the website and app users to better check their performance.

- **Get insights only Google can give**

Access Google's unique insights and machine learning capabilities to make the most of the data.

- **Connect insights to results**

Analytics works with Google's advertising and publisher products, to use insights to deliver business results.



GOOGLE SEARCH CONSOLE

- **Optimise content with Search Analytics**

See which queries bring users to the website.

- **Get the content on Google**

Submit sitemaps and individual URLs for crawling and review your index coverage.

- **Get alerts on issues**

Submit sitemaps and individual URLs for crawling and review your index coverage.

- **Understand how Google Search sees webpages**

Submit sitemaps and individual URLs for crawling and review your index coverage.

SEO CONTENT BRIEF

Summary



1. Target word count

2. Search intent

3. Keyword variations

4. Keyword valuations

I HOPE YOU ENJOYED!