**The Benefits of Silo SEO with WordPress**

Coupled with the natural optimization power of WordPress, a silo website structure can be the most effective SEO strategy to improve search engine rankings and to also build steady traffic. When set up correctly, silo sites satisfy the needs of human visitors by delivering the information they are searching for and are easily recognized and deciphered by robots that are indexing sites for search results.

**The Purpose of Siloing**

A successful search engine wants to provide its users with the best possible results. Therefore, indexing algorithms like those used by Google are designed to analyze the quality of a website by determining the topic of the site based on the terms within the content and the organizational structure. A silo design focuses on providing the end-user with accurate, reliable information about the keywords associated with the website and to make that information as easy as possible to find. The design also allows search engine spiders to clearly see what the site is about so that it can be ranked correctly.

**Silo SEO and WordPress**

Some CMS platforms offer very limited flexibility for silo structuring. Many content management systems also lack integrated SEO features like clean code and the option to use search friendly urls. WordPress is a favorite among silo site creators because it is easy to customize and offers a variety of SEO tools, including plugins and optimized themes. Websites built on WordPress tend to achieve high search rankings quickly in comparison to other platforms. With a silo structure, WordPress sites can rank for more key phrases even faster.

**Siloing an Existing Website**

Unorganized websites often rank well for one or two low competition or irrelevant keywords, but may have a difficult time attaining rankings for important keywords, even with dozens of well-written articles that target the phrase. Restructuring the site into silos will typically solve this problem, but siloing an existing site is usually much harder than creating a new silo design. Analyze the keywords that currently bring in good search traffic volume and use these phrases, as well as related terms, to create your parent and child pages. The biggest challenge in restructuring an existing website is determining what content is relevant and what pages should be deleted or changed.

**Silo Tools for WordPress**

To make things even easier for WordPress users, there are plugins and themes created specifically for silo structuring. Only a few free silo plugins are available, along with a few paid options, and there are dozens of other SEO plugins and tools that can boost the success of a WordPress site. Silo themes are the most effective tool to implement a silo SEO strategy. These themes are already laid out in a silo format so users only need to create their content and select their keywords.

Building a silo website using WordPress is an all in one SEO solution for most website owners, especially when used in combination with WordPress’s other search friendly features. When formatted correctly, a silo structure can achieve high rankings and improve visitor experiences, placing your website ahead of the competition.