

Webmediaproductie 3

WordPress - SEO

Kristof Michiels

SEO

SEO = Search engine optimalisatie

- Een website heeft bezoekers nodig
- Zonder bezoekers bereik je je doel(en) niet
- Belangrijk hulpmiddel: de SEO van je site
- Je wil zo hoog mogelijk gerangschikt staan in de zoekmachines

WordPress en SEO

- WordPress is standaard al heel toegankelijk voor zoekmachines
- We zullen enkele plugins zien: All-in-One SEO Pack en Yoast SEO
- Alsook enkele voor SEO gunstige settings

Wat bedoelen we met SEO?

SEO bestaat uit technische en creatieve strategieën om zo hoog mogelijk gerangschikt te worden bij zoekmachines

We googelen: cupcakes

Google cupcakes

MoMade Cupcakes
www.momadecupcakes.be › ...

Submit, shadow, faqs · contact us · terms & conditions. all rights reserved 2015 - MOMADE CUPCAKES | made in ANTWERP, BELGIUM | website by One Seed.

People also search for

red velvet cake antwerpen momade india
mo made patisserie bangalore

Vanille cupcakes - Libelle Lekker
<https://www.libelle-lekker.be/bekijk-recept/vanille-c...> [Translate this page](#)

★★★★★ Rating: 5 - 5 votes - 30 mins
bereiding. Voorbereiding. 1. Splits de eieren. Zeef de bloem. Verwarm de oven voor op 180°C. 2. Klop de eidooiers luchtig met de suiker en de vanillesuiker tot ...

Het basisrecept cupcakes maken | Het beste recept voor de ...
<https://www.cupcakerecepten.nl/cupcakes-maken> [Translate this page](#)

40 mins - 170 cal
Mar 26, 2012 - Wil je graag zelf de lekkerste en mooiste cupcakes maken? Met het basisrecept van Cupcakerecepten.nl maak je in een handomdraai de ...

Cupcake recipe | BBC Good Food
<https://www.bbcgoodfood.com/recipes/cupcakes>

★★★★★ Rating: 4,6 - 88 votes - 35 mins - 350 cal
Add ½ tsp vanilla extract, 110g self-raising flour and a pinch of salt, whisk until just combined then spoon the mixture into the **cupcake** cases. Bake for 15 mins until golden brown and a skewer inserted into the middle of each cake comes out clean. Leave to cool completely on a wire rack.

Videos

Total Carbohydrate 67 g 22%
Dietary fiber 4,3 g 17%
Protein 4,3 g 8%
Caffeine 2 mg
Vitamin A 0% Vitamin C 0%
Calcium 3% Iron 8%
Vitamin B-6 0% Cobalamin 0%
Magnesium 6%
*Per cent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

People also search for

[View 15+ more](#)

Muffin Cake Icing Cookie Cake pop

Sources include: USDA Feedback

We googelen: cupcakes

- Bekijk eens wat je allemaal ziet
- Heel wat data door Google zelf samengebracht: zgn micro-data
- Google beslist hier wat getoond wordt en hoe dat gebeurt
- Een goede site zorgt ervoor dat Google die op je site kan vinden
- En dan hebben we nog de "organische" lijst met resultaten

We googelen: cupcakes

- Die "organische" volgorde is superbelangrijk
- Studies tonen dat sites die eerst gerangschikt staan vaak dubbel zoveel bezoekers krijgen als de 2de gerangschikte
- Ook het verschil tussen "niet gerangschikt" te zijn en bvb onderaan de eerste pagina te staan is gigantisch

Belangrijk voor SEO

- Unieke en goede informatie
- Structuur van de pagina
- Links (een link = een stem voor je site)

Technisch

- Optimaliseren van de titels van je pagina
- Meta-beschrijvingen
- Micro-data

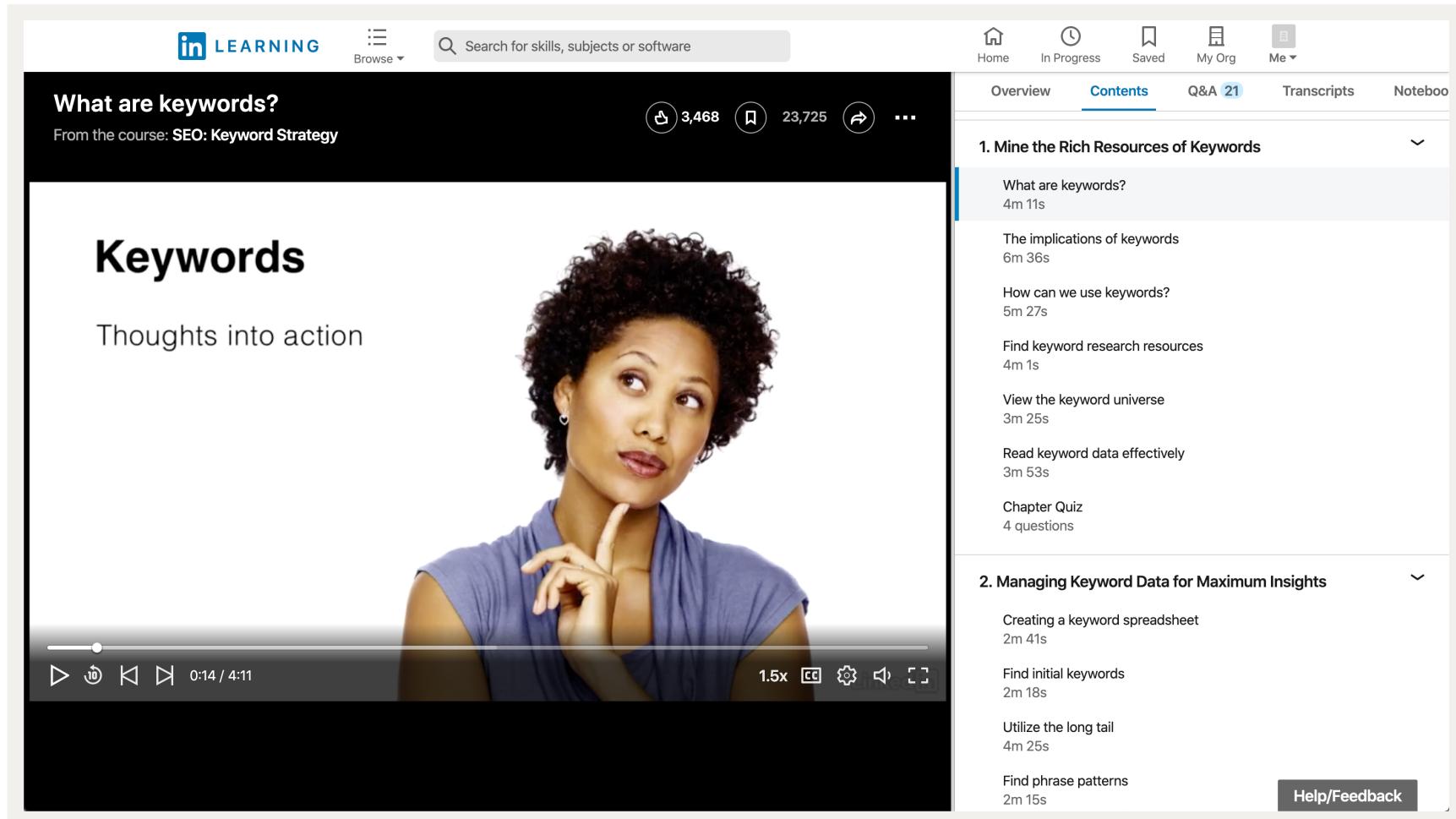
Alles draait om trefwoorden

- Je kan als strategie kiezen om voluit te gaan voor één zeer algemeen trefwoord
- Bvb "cupcakes"
- Nadeel: vaak zeer zware competitie

Alles draait om trefwoorden

- Een andere strategie: de long tail aanpak
- Een groep trefwoorden rond het gewilde onderwerp
- Bvb "cupcakes in Antwerpen", "gezonde cupcakes", "veganistische cupcakes"
- Voordeel: minder zware competitie
- De goede aanpak tenzij je al heel hoog rankt voor dat algemeen trefwoord

Trefwoordstrategieën



What are keywords?
From the course: SEO: Keyword Strategy

Keywords
Thoughts into action

3,468 23,725

Overview Contents Q&A 21 Transcripts Noteboo

1. Mine the Rich Resources of Keywords

- What are keywords? 4m 11s
- The implications of keywords 6m 36s
- How can we use keywords? 5m 27s
- Find keyword research resources 4m 1s
- View the keyword universe 3m 25s
- Read keyword data effectively 3m 53s
- Chapter Quiz 4 questions

2. Managing Keyword Data for Maximum Insights

- Creating a keyword spreadsheet 2m 41s
- Find initial keywords 2m 18s
- Utilize the long tail 4m 25s
- Find phrase patterns 2m 15s

Help/Feedback

Omkaderende voorwaarden

- Een snelle webapplicatie (kwaliteitshosting)
- Een veilige webapplicatie (HTTPS / SSL)
- andere factoren (zoals leeftijd van het domein)

Factoren binnen WordPress

- de URLs moeten helder en eenvoudig te lezen zijn! (settings -> algemeen)
- Categorieën en tags: geen cross-overs tussen beiden
- Voor de rest kies je je strategie zelf: beiden, enkel categories, enkel tags

All-in-One SEO Pack

All-in-One SEO Pack

- Eenvoudige manier om je site SEO-vriendelijker te maken
- Zoek de plugin via je dashboard, installeer ze en activeer ze
- Is eveneens Freemium, met betalende premium versie
- Betalend = extra features voor ondermeer WooCommerce
- De plugin voegt in je dashboard een "All in one SEO" tab toe
- Via deze tab kan je de plugin configureren

All-in-One SEO Pack

Register Log In 

 All in One SEO Pack
By Michael Torbert

This plugin is also available in [Afrikaans](#) (also: [Deutsch](#), [Español](#), [Français](#), [Nederlands](#), [Italiano](#)). [Help improve the translation!](#)

[Details](#) [Reviews](#) [Support](#) [Development](#)

Description

THE ORIGINAL WORDPRESS SEO PLUGIN, DOWNLOADED OVER 50,000,000 TIMES SINCE 2007.

Use All in One SEO Pack to optimize your WordPress site for SEO. It's easy and works out of the box for beginners, and has advanced features and an API for developers.

[Upgrade to Pro Version](#)

[Premium Support](#)

First created in 2007, see why AIOSEO is one of the all time most downloaded plugins for WordPress.

- XML Sitemap support – submit your sitemap to Google and Bing and improve your SEO

Version: 3.3.3
Last updated: 2 weeks ago
Active installations: 2+ million
WordPress Version: 4.9 or higher
Tested up to: 5.3
PHP Version: 5.2.4 or higher
Languages: [See all 54](#)
Tags: [google search console](#) [meta description](#) [meta title](#) [seo](#) [xml sitemap](#)

All-in-One SEO Pack

SALE ENDS IN
00 03 24 04

Special Offer: Get 10% Off on All in One SEO Pack - Use Coupon Code: **SAVE10** X

 Semper Plugins

PLUGINS SUPPORT BLOG AFFILIATES CONTACT

ALL LIMITED TIME SALE – UP TO 40% OFF*

Individual	Best Value	Agency
SALE 25% OFF	SALE 30% OFF	SALE 40% OFF
\$57 \$97	\$97 \$139	\$419 \$699
– Single site license – One site – Annual fee	– Business license – Up to ten sites – Annual fee	– Agency license – Unlimited sites – Annual fee
Buy with PayPal	Buy with PayPal	Buy with PayPal

* Sale price applies to the first year only

All-in-One SEO Pack

Screenshot of the WordPress Admin Plugins page showing search results for "all in one seo pack".

Search Results: Keyword: all in one seo pack

Items: 224 items (1 of 7)

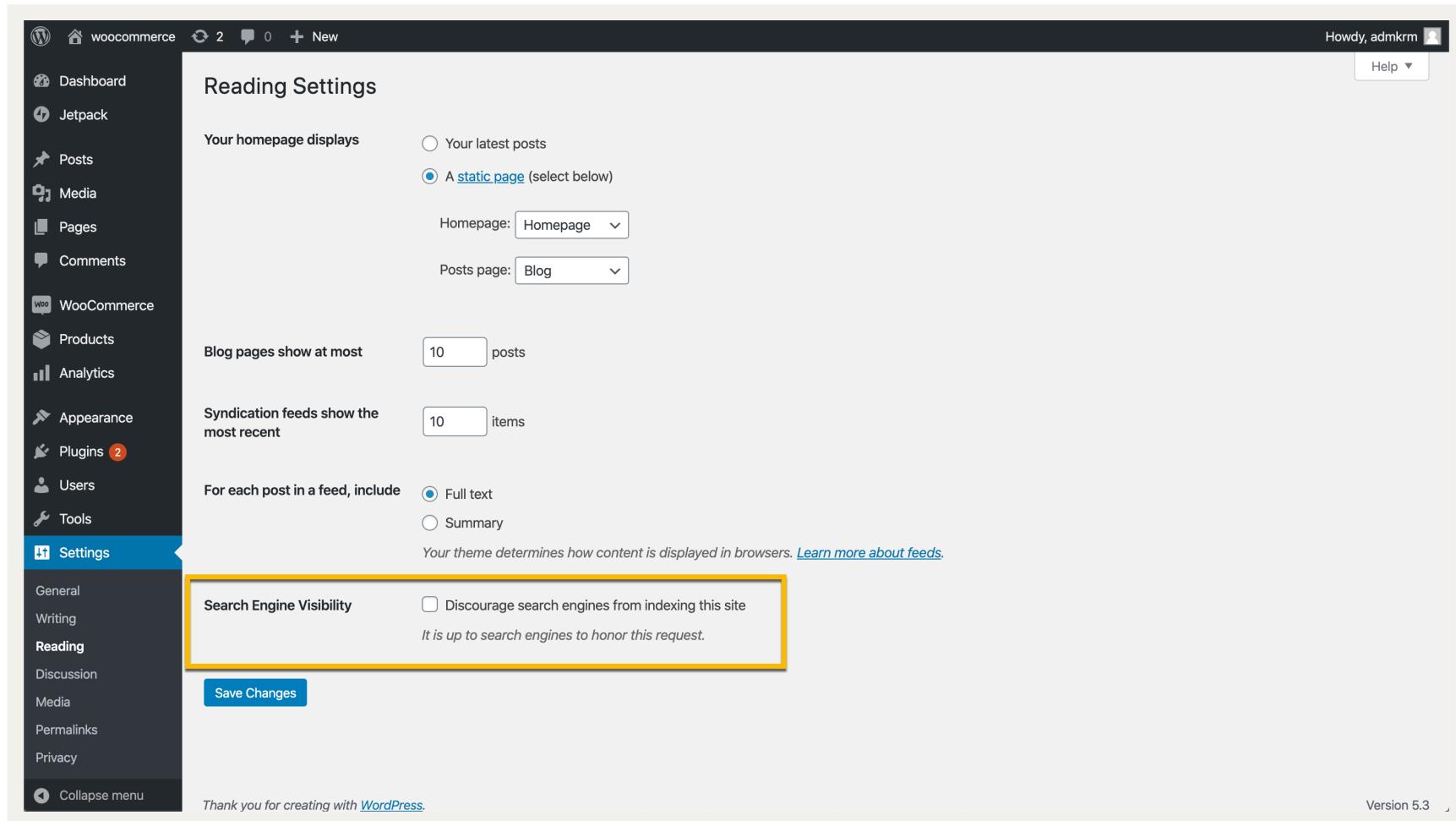
Plugins:

- All in One SEO Pack** (Original):
 - Icon: Gear with plug
 - Author: Michael Torbert
 - Version: 2 weeks ago
 - Rating: 4.8 (484)
 - Active Installations: 2+ Million
 - Compatibility: Compatible with your version of WordPress
 - Install Now
 - More Details
- WPGlobus – Multilingual Everything!**
 - Icon: Globe
 - Author: WPGlobus
 - Version: 19 hours ago
 - Rating: 4.8 (205)
 - Active Installations: 20,000+
 - Compatibility: Compatible with your version of WordPress
 - Install Now
 - More Details
- WooCommerce – All in One SEO Pack**
 - Icon: Document with arrow
 - Author: Visser Labs
 - Version: 12 months ago
 - Rating: 4.8 (13)
 - Active Installations: 10,000+
 - Compatibility: Untested with your version of WordPress
 - Install Now
 - More Details
- FV Simpler SEO**
 - Icon: Red triangle with circular arrow
 - Author: Foliovision
 - Version: 6 months ago
 - Rating: 4.8 (12)
 - Active Installations: 7,000+
 - Compatibility: Untested with your version of WordPress
 - Install Now
 - More Details
- WordPress SEO Plugin – Rank Math**
- WP Last Modified Info**

All-in-One SEO Pack

Belangrijk: zorg er in elk geval voor dat zoekmachines je site doorzoeken (settings -> reading)

All-in-One SEO Pack



The screenshot shows the WordPress admin dashboard with the 'Reading Settings' page open. The left sidebar is visible with various menu items like Dashboard, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Appearance, Plugins (2), Users, Tools, and Settings. The 'Settings' item is currently selected. The main content area is titled 'Reading Settings' and contains several configuration options:

- Your homepage displays:** A radio button is selected for 'A [static page](#) (select below)'. Below this are dropdown menus for 'Homepage' (set to 'Homepage') and 'Posts page' (set to 'Blog').
- Blog pages show at most:** A text input field shows '10' posts.
- Syndication feeds show the most recent:** A text input field shows '10' items.
- For each post in a feed, include:** A radio button is selected for 'Full text'.

A note at the bottom states: 'Your theme determines how content is displayed in browsers. [Learn more about feeds.](#)'

A yellow box highlights the 'Search Engine Visibility' section, which contains a checkbox for 'Discourage search engines from indexing this site' and the note 'It is up to search engines to honor this request.'

At the bottom of the page are buttons for 'Save Changes' and 'Collapse menu'. The footer includes a 'Thank you for creating with [WordPress](#)' message and 'Version 5.3'.

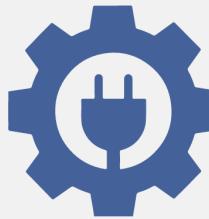
All-in-One SEO Pack

Dashboard Home Updates 2 All in One SEO Jetpack Posts Media Pages Comments WooCommerce Products Analytics Appearance Plugins 2 Users Tools Settings Collapse menu

2 0 + New SEO Howdy, admkrm

Welcome to All in One SEO Pack 3.3.3

All in One SEO Pack 3.3.3 contains new features, bug fixes, increased security, and tons of under the hood performance improvements.



What's New Credits

Check out what's new in our latest release post!

Support All in One SEO Pack

- There are many ways you can help support All in One SEO Pack.
- Upgrade to All in One SEO Pack Pro to access priority support and premium features.
- Help translate All in One SEO Pack into your language.

[Upgrade](#) [Translate](#)

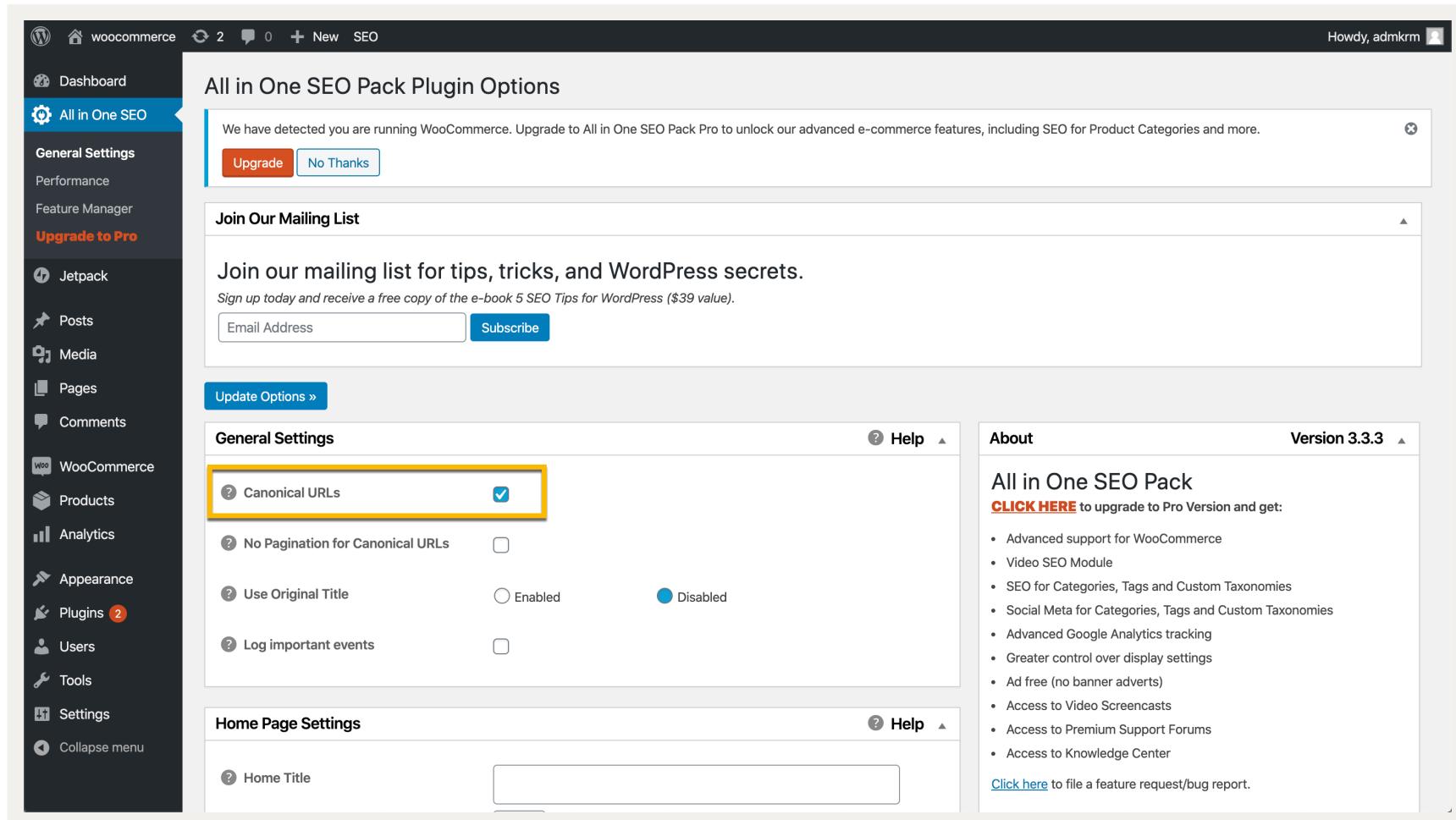
Get Started

- Beginners Guide for All in One SEO Pack
- Beginners Guide for XML Sitemap module
- Beginners Guide for Social Meta module
- Tips for good on-page SEO
- Quality guidelines for SEO titles and descriptions
- Submit an XML Sitemap to Google
- Set up Google Analytics

Did You Know?

- We have complete documentation on every setting and feature
- Access to video tutorials about SEO with the Pro version
- Control SEO on categories, tags and custom taxonomies with the Pro version

All-in-One SEO Pack



The screenshot shows the 'All in One SEO Pack Plugin Options' page within the WordPress admin interface. The left sidebar includes links for Dashboard, All in One SEO (selected), General Settings, Performance, Feature Manager, Upgrade to Pro (highlighted in red), Jetpack, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Appearance, Plugins (with a red notification dot), Users, Tools, Settings, and Collapse menu. The main content area displays the 'All in One SEO Pack Plugin Options' page. It features a notice about WooCommerce and upgrade options, a mailing list sign-up form, and two main settings sections: 'General Settings' and 'Home Page Settings'. The 'General Settings' section has a sub-section for 'Canonical URLs' which is highlighted with a yellow box and has a checked checkbox. Other options in this section include 'No Pagination for Canonical URLs' (unchecked), 'Use Original Title' (radio button set to 'Disabled'), and 'Log important events' (unchecked). The 'Home Page Settings' section includes a 'Home Title' input field. To the right, an 'About' sidebar shows the 'Version 3.3.3' and a list of features for the Pro version, including support for WooCommerce, a Video SEO Module, SEO for Categories, Tags and Custom Taxonomies, Social Meta for Categories, Tags and Custom Taxonomies, Advanced Google Analytics tracking, Greater control over display settings, Ad free (no banner adverts), Access to Video Screencasts, Access to Premium Support Forums, and Access to Knowledge Center. It also includes a link to file a feature request/bug report.

We have detected you are running WooCommerce. Upgrade to All in One SEO Pack Pro to unlock our advanced e-commerce features, including SEO for Product Categories and more.

[Upgrade](#) [No Thanks](#)

Join Our Mailing List

Join our mailing list for tips, tricks, and WordPress secrets.

Sign up today and receive a free copy of the e-book 5 SEO Tips for WordPress (\$39 value).

Email Address [Subscribe](#)

[Update Options »](#)

General Settings

Canonical URLs

No Pagination for Canonical URLs

Use Original Title Enabled Disabled

Log important events

Home Page Settings

Home Title

About Version 3.3.3

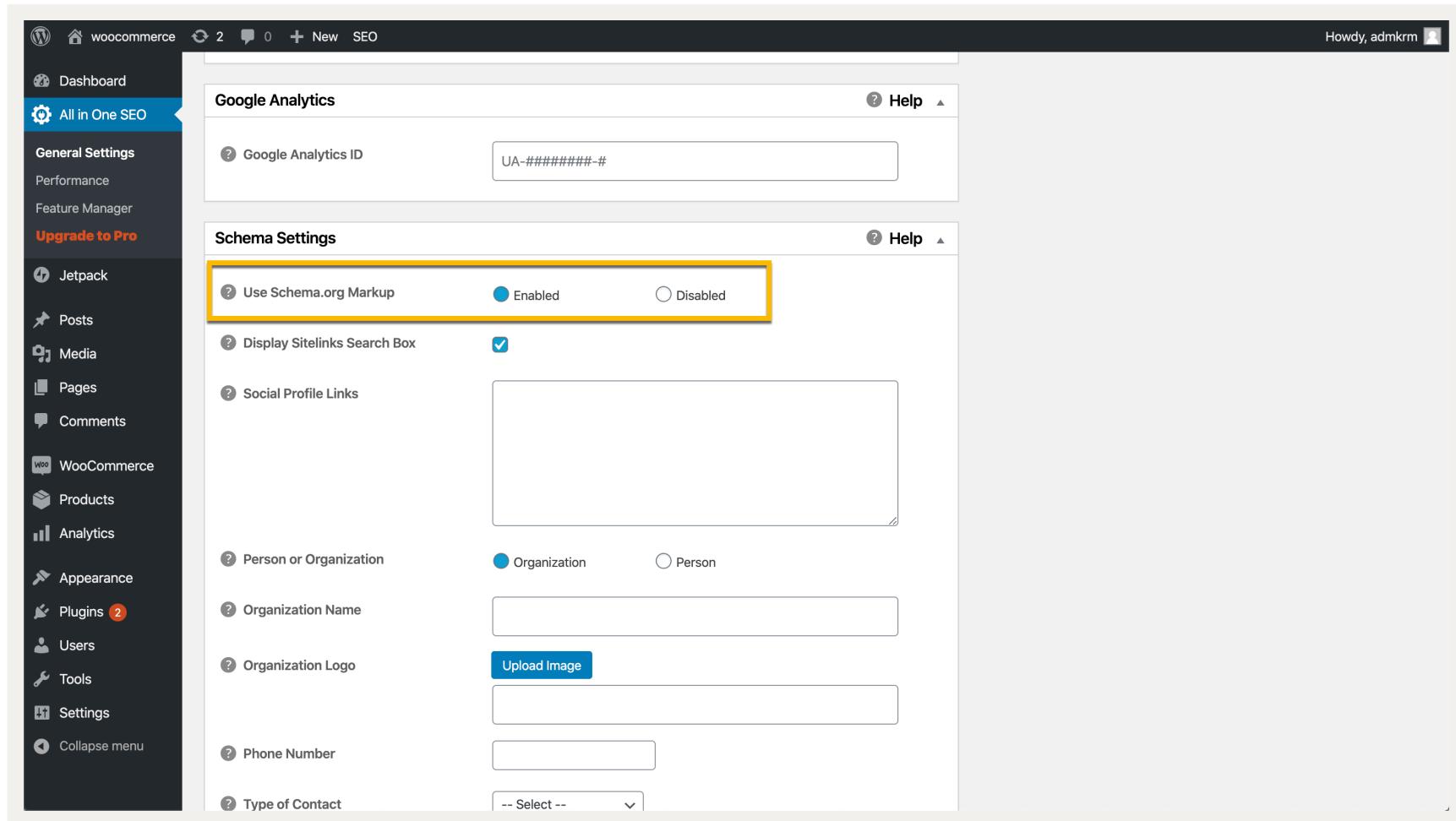
All in One SEO Pack

[CLICK HERE](#) to upgrade to Pro Version and get:

- Advanced support for WooCommerce
- Video SEO Module
- SEO for Categories, Tags and Custom Taxonomies
- Social Meta for Categories, Tags and Custom Taxonomies
- Advanced Google Analytics tracking
- Greater control over display settings
- Ad free (no banner adverts)
- Access to Video Screencasts
- Access to Premium Support Forums
- Access to Knowledge Center

[Click here](#) to file a feature request/bug report.

All-in-One SEO Pack



Google Analytics

Google Analytics ID: UA-#####-#

Schema Settings

Use Schema.org Markup: Enabled Disabled

Display Sitelinks Search Box:

Social Profile Links: [Empty box]

Person or Organization: Organization Person

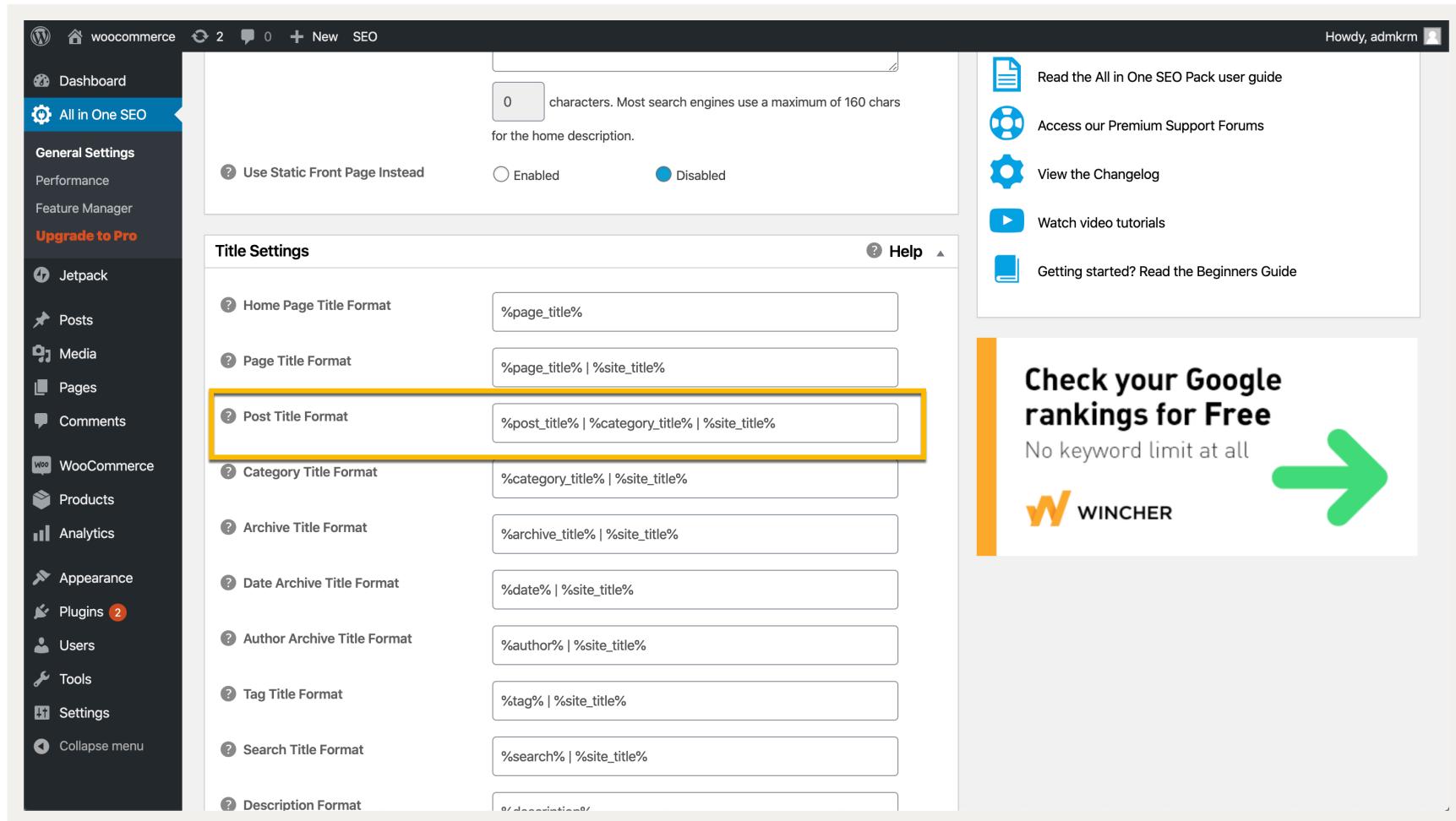
Organization Name: [Empty box]

Organization Logo: [Upload Image](#)

Phone Number: [Empty box]

Type of Contact: -- Select --

All-in-One SEO Pack



0 characters. Most search engines use a maximum of 160 chars for the home description.

Use Static Front Page Instead Enabled Disabled

Title Settings

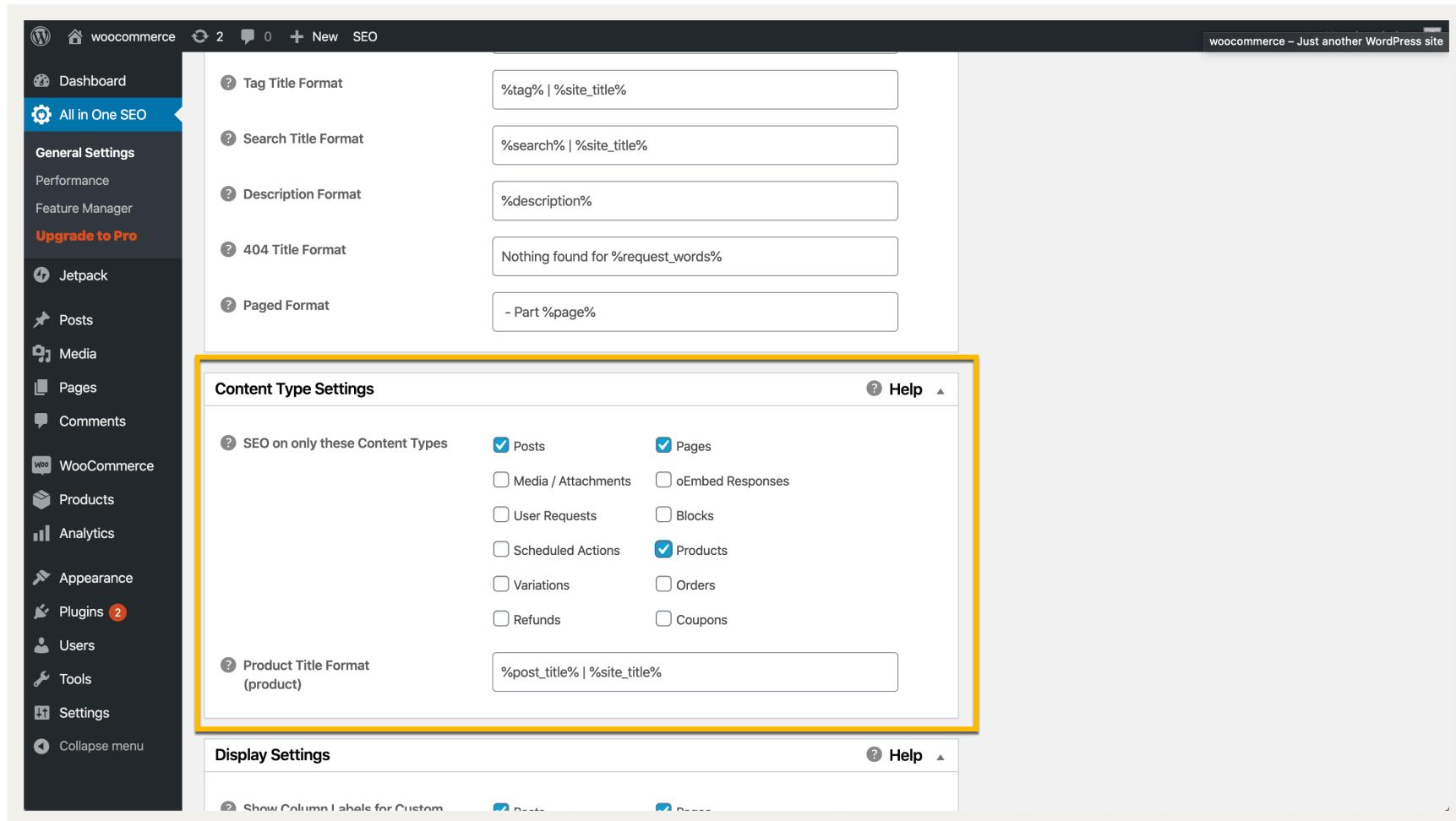
Home Page Title Format: %page_title%
Page Title Format: %page_title% | %site_title%
Post Title Format: %post_title% | %category_title% | %site_title%
Category Title Format: %category_title% | %site_title%
Archive Title Format: %archive_title% | %site_title%
Date Archive Title Format: %date% | %site_title%
Author Archive Title Format: %author% | %site_title%
Tag Title Format: %tag% | %site_title%
Search Title Format: %search% | %site_title%
Description Format: %description% | %site_title%

Read the All in One SEO Pack user guide
Access our Premium Support Forums
View the Changelog
Watch video tutorials
Getting started? Read the Beginners Guide

Check your Google rankings for Free
No keyword limit at all

WINCHER

All-in-One SEO Pack



The screenshot shows the 'All in One SEO' settings page within a WordPress dashboard. The left sidebar includes links for Dashboard, All in One SEO (selected), General Settings, Performance, Feature Manager, Upgrade to Pro, Jetpack, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Appearance, Plugins (2), Users, Tools, Settings, and Collapse menu. The main content area displays various SEO format settings and content type configurations.

Content Type Settings

SEO on only these Content Types:

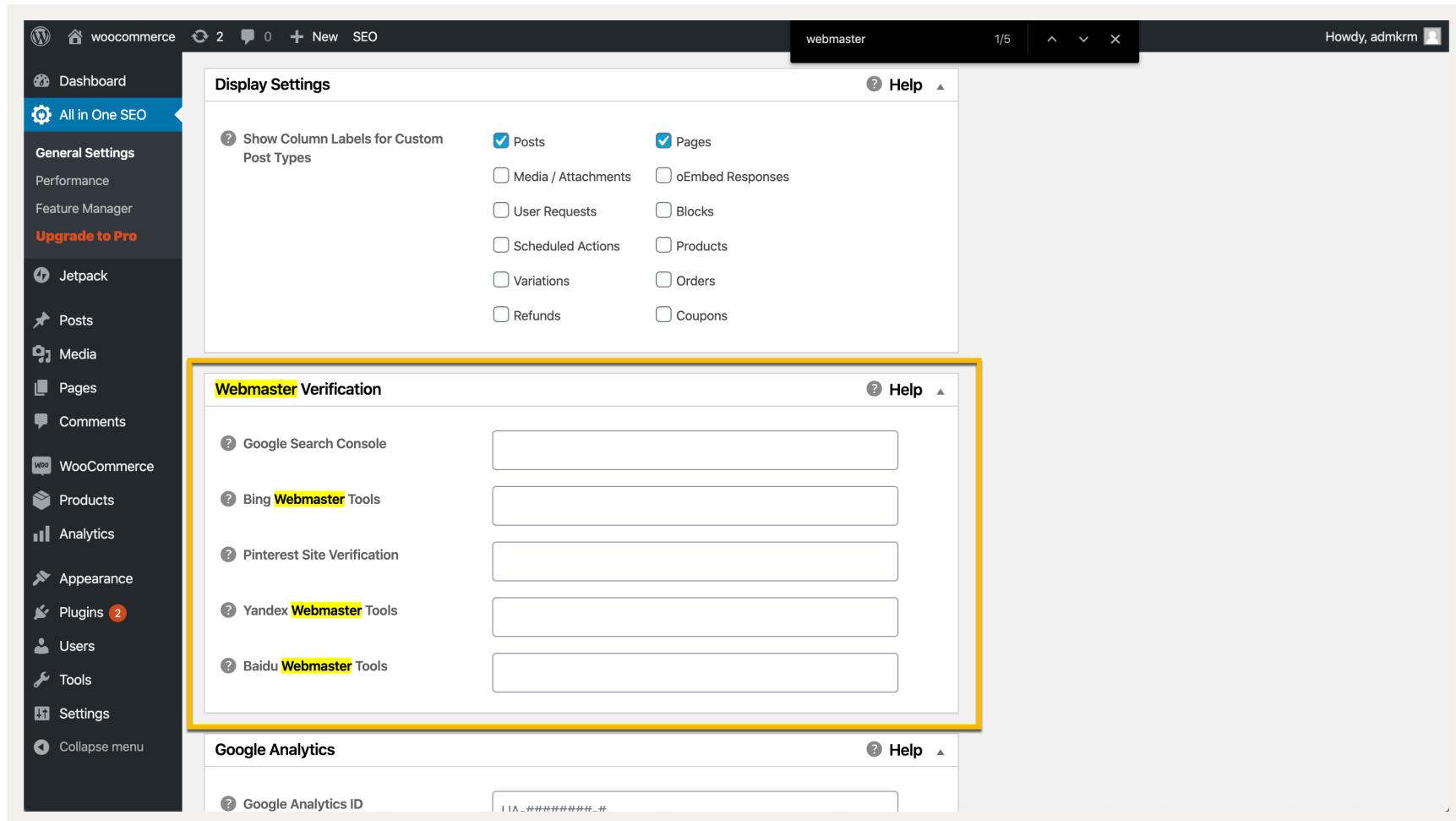
- Posts
- Pages
- Media / Attachments
- oEmbed Responses
- User Requests
- Blocks
- Scheduled Actions
- Products
- Variations
- Orders
- Refunds
- Coupons

Product Title Format (product): %post_title% | %site_title%

Display Settings

Show Column Labels for Custom Posts Pages

All-in-One SEO Pack



The screenshot shows the 'Display Settings' and 'Webmaster Verification' sections of the All-in-One SEO Pack plugin. The 'Webmaster Verification' section is highlighted with a yellow box.

Display Settings

- Show Column Labels for Custom Post Types
- Posts
- Pages
- Media / Attachments
- oEmbed Responses
- User Requests
- Blocks
- Scheduled Actions
- Products
- Variations
- Orders
- Refunds
- Coupons

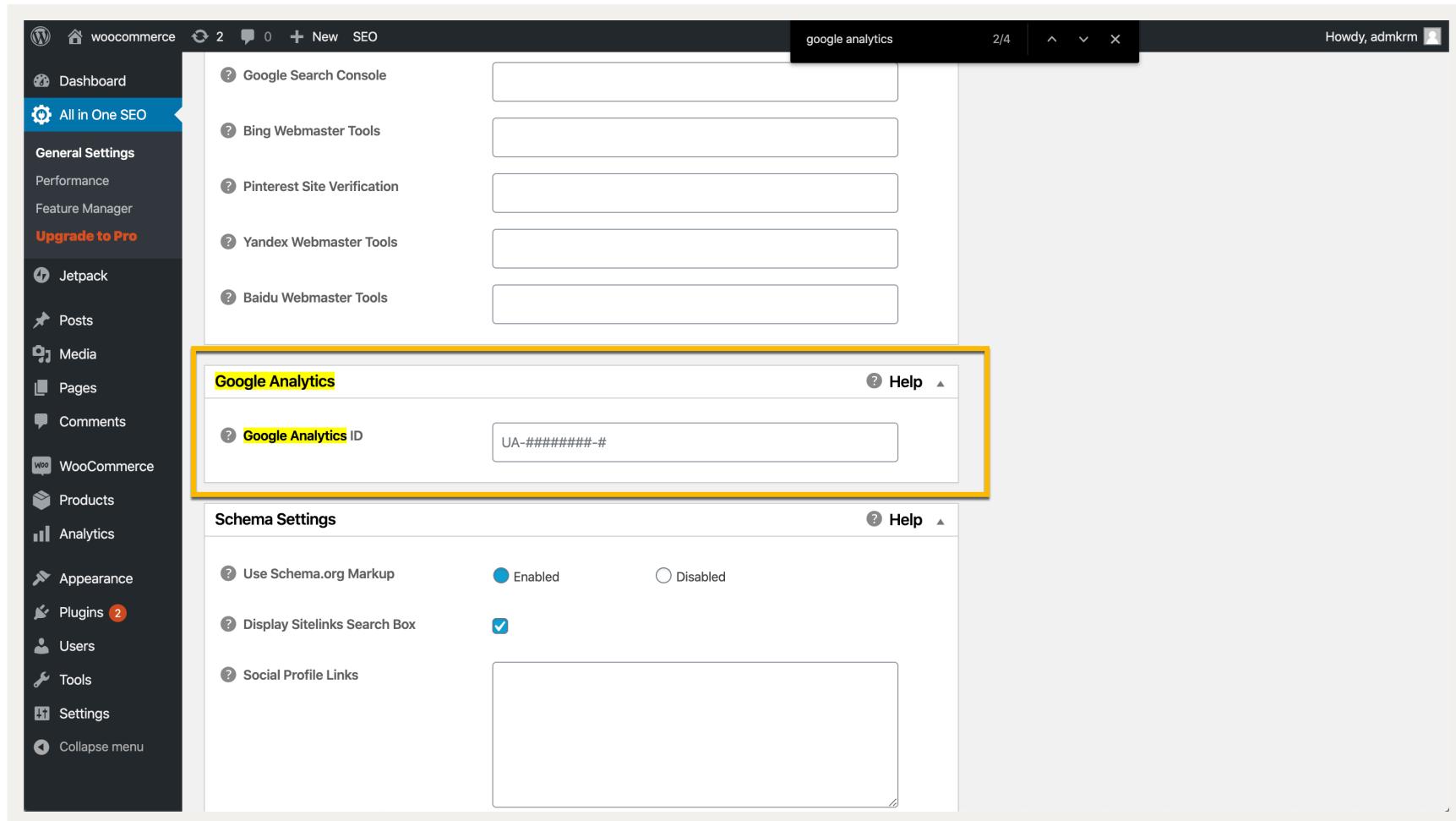
Webmaster Verification

- Google Search Console
- Bing Webmaster Tools
- Pinterest Site Verification
- Yandex Webmaster Tools
- Baidu Webmaster Tools

Google Analytics

Google Analytics ID: 11A_#####_#

All-in-One SEO Pack



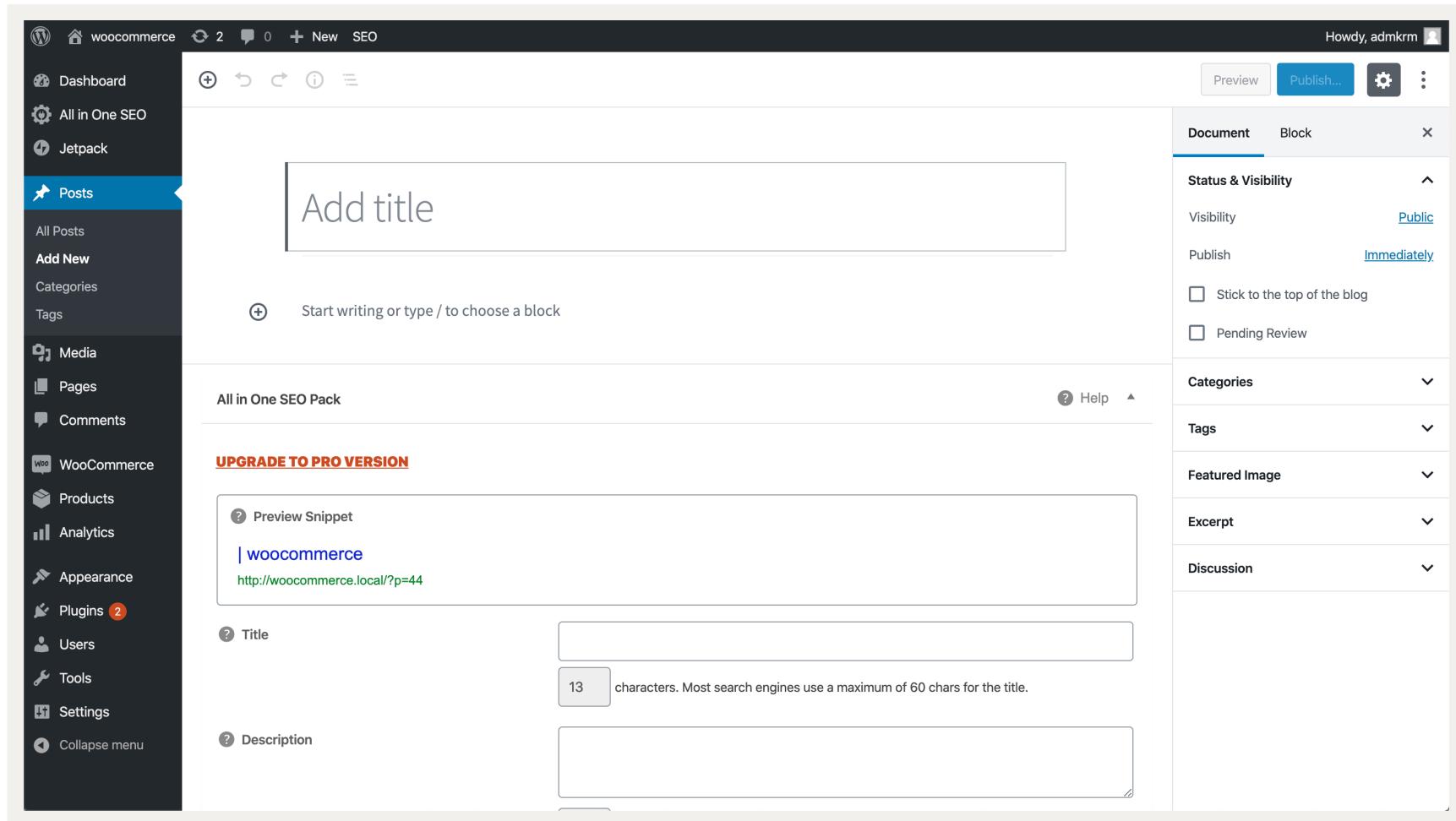
The screenshot shows the 'All in One SEO' settings page in the WordPress admin. The left sidebar includes links for Dashboard, All in One SEO (selected), General Settings, Performance, Feature Manager, Upgrade to Pro, Jetpack, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Appearance, Plugins (2), Users, Tools, Settings, and Collapse menu. The main content area shows fields for Google Search Console, Bing Webmaster Tools, Pinterest Site Verification, Yandex Webmaster Tools, and Baidu Webmaster Tools. A yellow box highlights the 'Google Analytics' section, which contains a field for the Google Analytics ID (UA-#####-#). Below this is the 'Schema Settings' section, which includes options for using Schema.org Markup (Enabled), displaying Sitelinks Search Box (checked), and Social Profile Links.

Google Analytics: hier of nog beter met gespecialiseerde plugin (zie verder in de cursus)

SEO informatie voor berichten en pagina's

- Alle posts en pagina's moeten SEO informatie meekrijgen
- Titel en beschrijving zoals ze in Google moeten verschijnen
- Kan afwijken van echte titel
- Zonder description: Google zal gissen voor beschrijving
- Worden geplaatst als meta-tags op een pagina
- Informatie moet correct zijn, anders gaan search engine ze niet laten zien

All-in-One SEO Pack



The screenshot shows the WordPress All-in-One SEO Pack plugin interface. The left sidebar contains a navigation menu with items like Dashboard, All in One SEO, Jetpack, Posts (selected), All Posts, Add New, Categories, Tags, Media, Pages, Comments, WooCommerce, Products, Analytics, Appearance, Plugins (2), Users, Tools, Settings, and Collapse menu. The main content area shows a post editor with a title field containing "Add title" and a placeholder "Start writing or type / to choose a block". Below the editor, a "All in One SEO Pack" metabox is visible with an "UPGRADE TO PRO VERSION" button. The metabox contains a "Preview Snippet" section showing "woocommerce" and the URL "http://woocommerce.local/?p=44". It also includes "Title" and "Description" fields, with a note that 13 characters have been entered. The right sidebar is titled "Document" and includes sections for "Status & Visibility" (set to "Public" and "Immediately"), "Categories", "Tags", "Featured Image", "Excerpt", and "Discussion". Buttons for "Preview", "Publish...", "Settings", and a three-dot menu are at the top right of the sidebar.

XML Sitemaps

- Aanzetten loont
- Vormt als het ware een landkaart van je site en is bedoeld om gelezen te worden door de zoekmachines
- Er zijn enkele settings waard om aangepast te worden

All-in-One SEO Pack

Dashboard woocommerce 2 0 + New SEO Howdy, admkrm

Feature Manager

We have detected you are running WooCommerce. Upgrade to All in One SEO Pack Pro to unlock our advanced e-commerce features, including SEO for Product Categories and more.

[Upgrade](#) [No Thanks](#)

Join Our Mailing List

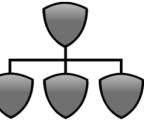
Join our mailing list for tips, tricks, and WordPress secrets.

Sign up today and receive a free copy of the e-book 5 SEO Tips for WordPress (\$39 value).

Email Address [Subscribe](#)

Feature Manager

XML Sitemaps FREE



Create and manage your XML Sitemaps using this feature and submit your XML Sitemap to Google, Bing/Yahoo and Ask.com.

[Activate](#)

Social Meta FREE



Add Social Meta data to your site to deliver closer integration between your website and social media.

[Activate](#)

Robots.txt FREE

File Editor FREE

About Version 3.3.3

All in One SEO Pack

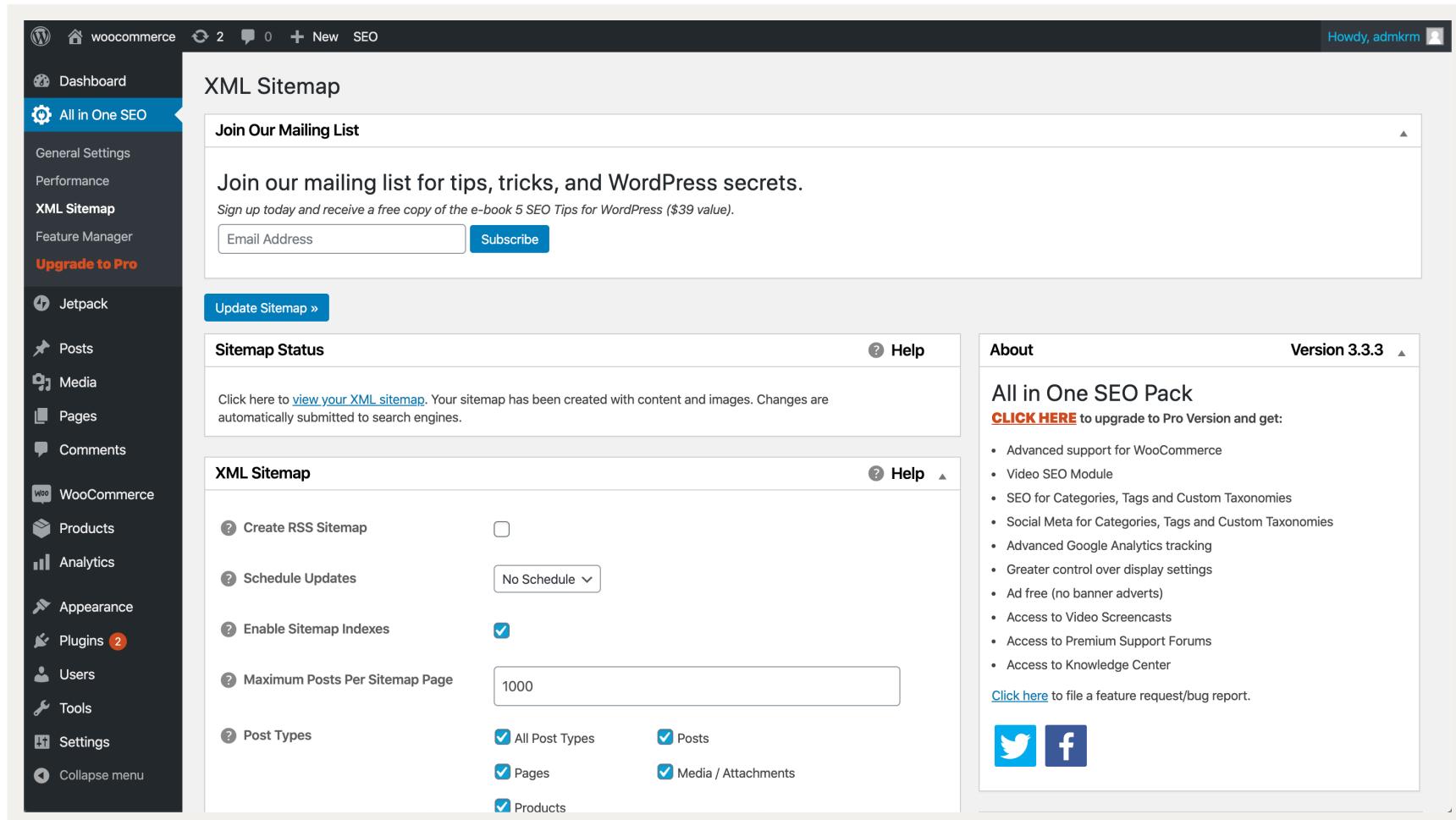
[CLICK HERE](#) to upgrade to Pro Version and get:

- Advanced support for WooCommerce
- Video SEO Module
- SEO for Categories, Tags and Custom Taxonomies
- Social Meta for Categories, Tags and Custom Taxonomies
- Advanced Google Analytics tracking
- Greater control over display settings
- Ad free (no banner adverts)
- Access to Video Screencasts
- Access to Premium Support Forums
- Access to Knowledge Center

[Click here](#) to file a feature request/bug report.

[!\[\]\(ebaf6f867491b4a5b04029ddd6976796_img.jpg\)](#) [!\[\]\(141a44516e10688069090e2ec3bf8116_img.jpg\)](#)

All-in-One SEO Pack



The screenshot shows the WordPress dashboard with the 'All in One SEO' plugin active. The left sidebar includes links for Dashboard, All in One SEO (selected), General Settings, Performance, XML Sitemap (current page), Feature Manager, Upgrade to Pro, Jetpack, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Appearance, Plugins (2), Users, Tools, Settings, and Collapse menu.

The main content area is titled 'XML Sitemap' and contains a 'Join Our Mailing List' form with fields for 'Email Address' and a 'Subscribe' button. Below this is a 'Sitemap Status' section with a message about the XML sitemap being created and submitted to search engines. The 'XML Sitemap' settings section includes options for creating an RSS sitemap, scheduling updates (set to 'No Schedule'), enabling sitemap indexes (checked), setting the maximum posts per page to 1000, and selecting post types (All Post Types, Posts, Pages, Media / Attachments, Products). The right sidebar displays the 'About' section for 'All in One SEO Pack' version 3.3.3, which includes a list of features and a link to file a feature request/bug report. It also features social media links for Twitter and Facebook.

All-in-One SEO Pack

XML Sitemap

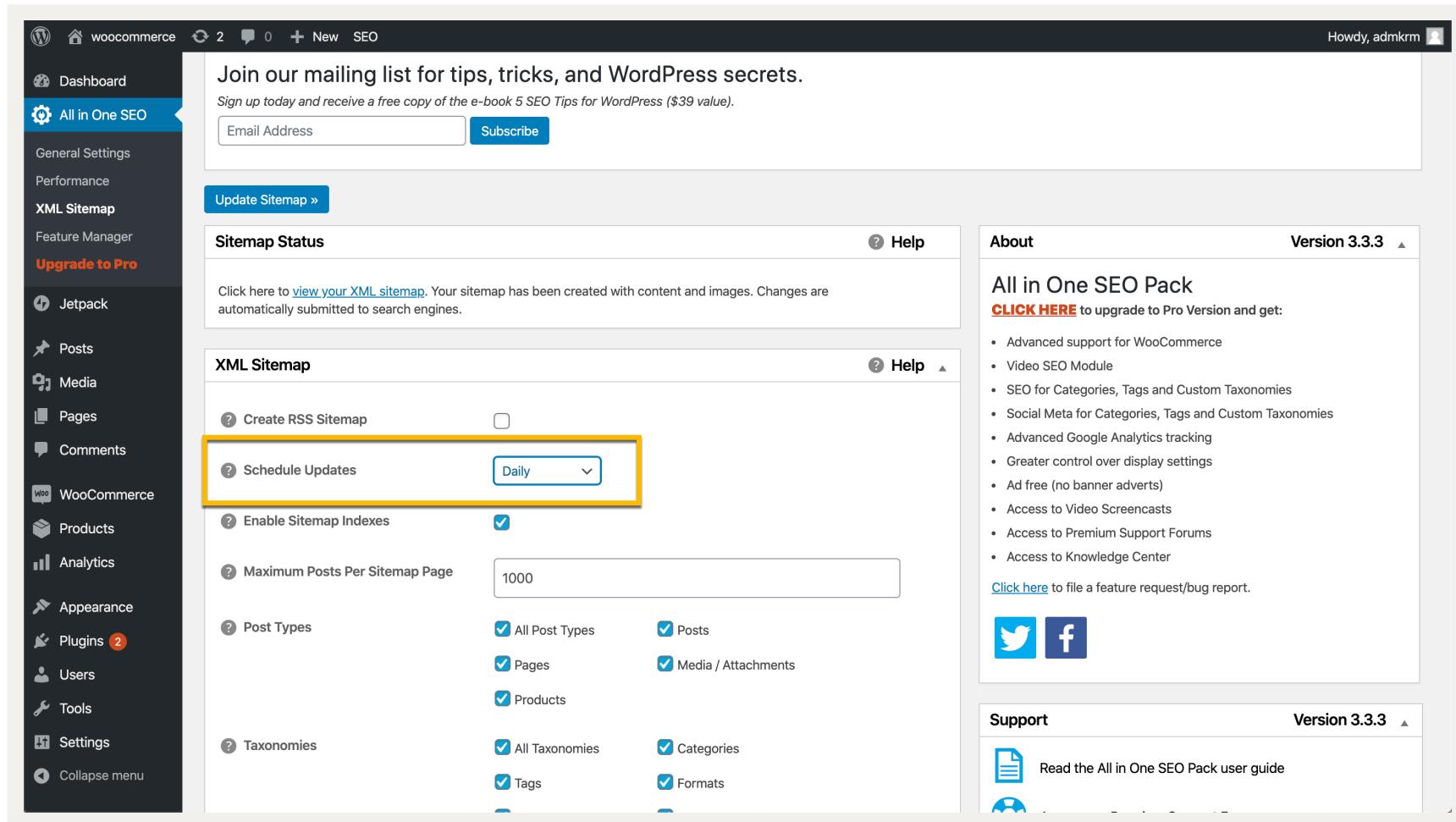
Generated by [All in One SEO Pack](#), this is an XML Sitemap, meant to be consumed by search engines like Google or Bing.

You can find more information about XML sitemaps at [sitemaps.org](#).

This sitemap index contains 6 sitemaps.

URL	Last Change
http://woocommerce.local/post-sitemap.xml	
http://woocommerce.local/page-sitemap.xml	
http://woocommerce.local/attachment-sitemap.xml	
http://woocommerce.local/product-sitemap.xml	
http://woocommerce.local/category-sitemap.xml	
http://woocommerce.local/product_cat-sitemap.xml	

All-in-One SEO Pack



The screenshot shows the WordPress dashboard with the 'All in One SEO' plugin active. The left sidebar includes links for Dashboard, All in One SEO (selected), General Settings, Performance, XML Sitemap, Feature Manager, Upgrade to Pro, Jetpack, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Appearance, Plugins (2), Users, Tools, Settings, and Collapse menu. The main content area features a mailing list sign-up form, an 'Update Sitemap' button, and the 'XML Sitemap' settings. The 'Schedule Updates' section is highlighted with a yellow box and set to 'Daily'. The 'About' section displays the plugin version 3.3.3 and a list of features, including support for WooCommerce, Video SEO, and various SEO modules. The 'Support' section links to the user guide.

Join our mailing list for tips, tricks, and WordPress secrets.
Sign up today and receive a free copy of the e-book 5 SEO Tips for WordPress (\$39 value).

Email Address

[Update Sitemap »](#)

Sitemap Status [Help](#)

Click here to [view your XML sitemap](#). Your sitemap has been created with content and images. Changes are automatically submitted to search engines.

XML Sitemap [Help](#)

Create RSS Sitemap

Schedule Updates [Daily](#) [▼](#)

Enable Sitemap Indexes

Maximum Posts Per Sitemap Page

Post Types All Post Types Posts
 Pages Media / Attachments
 Products

Taxonomies All Taxonomies Categories
 Tags Formats

About **Version 3.3.3**

All in One SEO Pack

[CLICK HERE](#) to upgrade to Pro Version and get:

- Advanced support for WooCommerce
- Video SEO Module
- SEO for Categories, Tags and Custom Taxonomies
- Social Meta for Categories, Tags and Custom Taxonomies
- Advanced Google Analytics tracking
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- Access to Knowledge Center

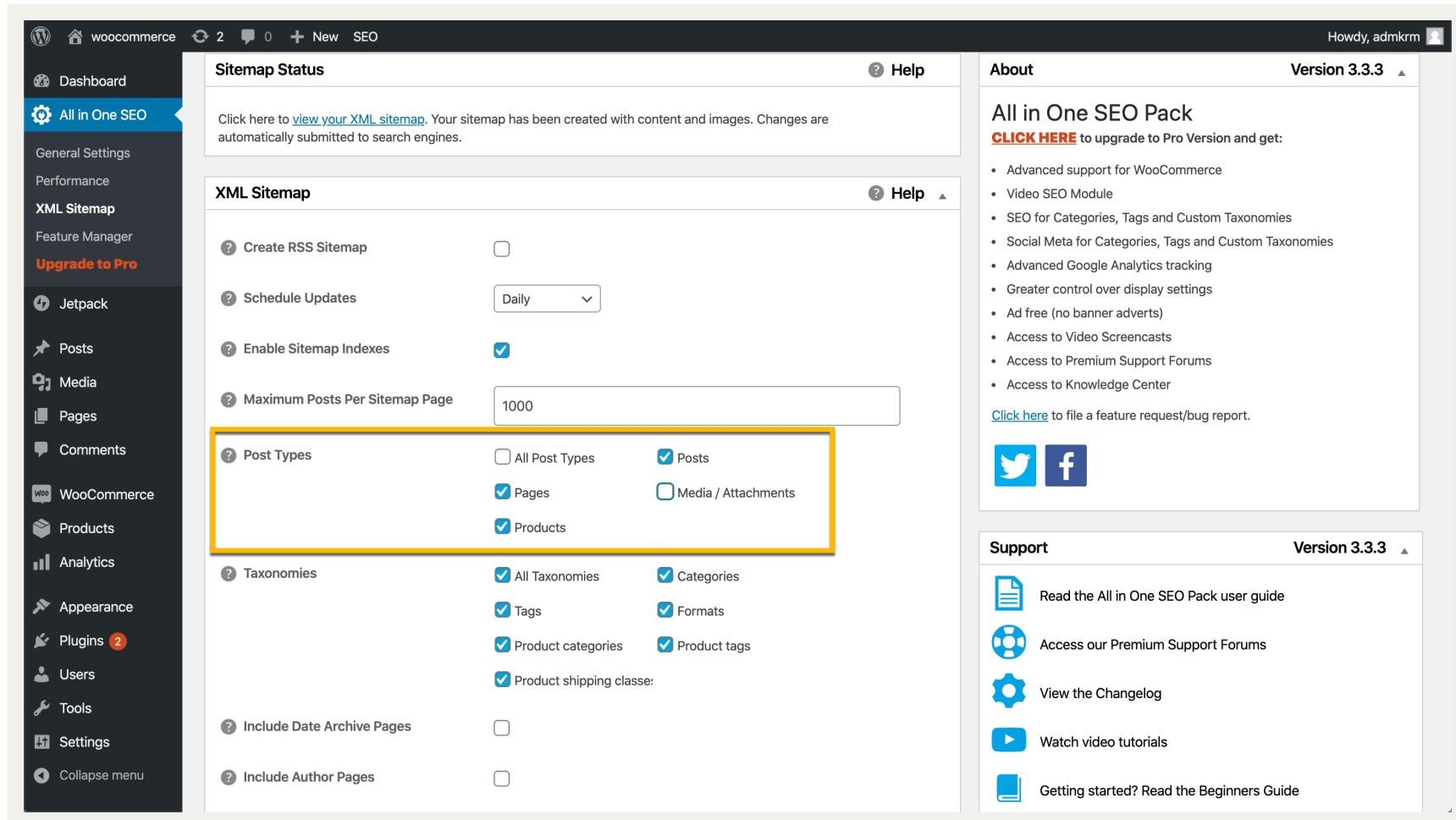
[Click here](#) to file a feature request/bug report.

[!\[\]\(37f115ba2c702ea4bb164007f296097c_img.jpg\)](#) [!\[\]\(3aa883258a9fdc29c652ea3fde92670b_img.jpg\)](#)

Support **Version 3.3.3**

[!\[\]\(a463f3156682b492600831d2b4ea56a4_img.jpg\)](#) [Read the All in One SEO Pack user guide](#)

All-in-One SEO Pack



Dashboard

All in One SEO

- General Settings
- Performance
- XML Sitemap
- Feature Manager
- Upgrade to Pro**
- Jetpack
- Posts
- Media
- Pages
- Comments
- WooCommerce
- Products
- Analytics
- Appearance
- Plugins 2
- Users
- Tools
- Settings
- Collapse menu

woocommerce 2 0 New SEO Howdy, admkrm

Sitemap Status

Click here to [view your XML sitemap](#). Your sitemap has been created with content and images. Changes are automatically submitted to search engines.

XML Sitemap

Post Types

All Post Types Posts
 Pages Media / Attachments
 Products

Taxonomies

All Taxonomies Categories
 Tags Formats
 Product categories Product tags
 Product shipping classes

Include Date Archive Pages

Include Author Pages

About Version 3.3.3

All in One SEO Pack

[CLICK HERE](#) to upgrade to Pro Version and get:

- Advanced support for WooCommerce
- Video SEO Module
- SEO for Categories, Tags and Custom Taxonomies
- Social Meta for Categories, Tags and Custom Taxonomies
- Advanced Google Analytics tracking
- Greater control over display settings
- Ad free (no banner adverts)
- Access to Video Screencasts
- Access to Premium Support Forums
- Access to Knowledge Center

[Click here](#) to file a feature request/bug report.

[!\[\]\(ddf848156724170c943d7b54ceaf1f62_img.jpg\)](#) [!\[\]\(868572e0b8c8daebe98ca5d96bb1daa5_img.jpg\)](#)

Support Version 3.3.3

 Read the All in One SEO Pack user guide

 Access our Premium Support Forums

 View the Changelog

 Watch video tutorials

 Getting started? Read the Beginners Guide

All-in-One SEO Pack

Dashboard

All in One SEO

General Settings

Performance

XML Sitemap

Feature Manager

Upgrade to Pro

Jetpack

Posts

Media

Pages

Comments

WooCommerce

Products

Analytics

Appearance

Plugins 2

Users

Tools

Settings

Collapse menu

Excluded Items

Excluded Terms

Excluded Pages

Priorities

Homepage: 1.0

Posts: 0.9

Taxonomies: 0.7

Frequencies

Homepage: Do Not Override

Posts: Do Not Override

Taxonomies: Do Not Override

Update Sitemap >

Reset XML Sitemap Settings to Defaults >

Howdy, admkrm

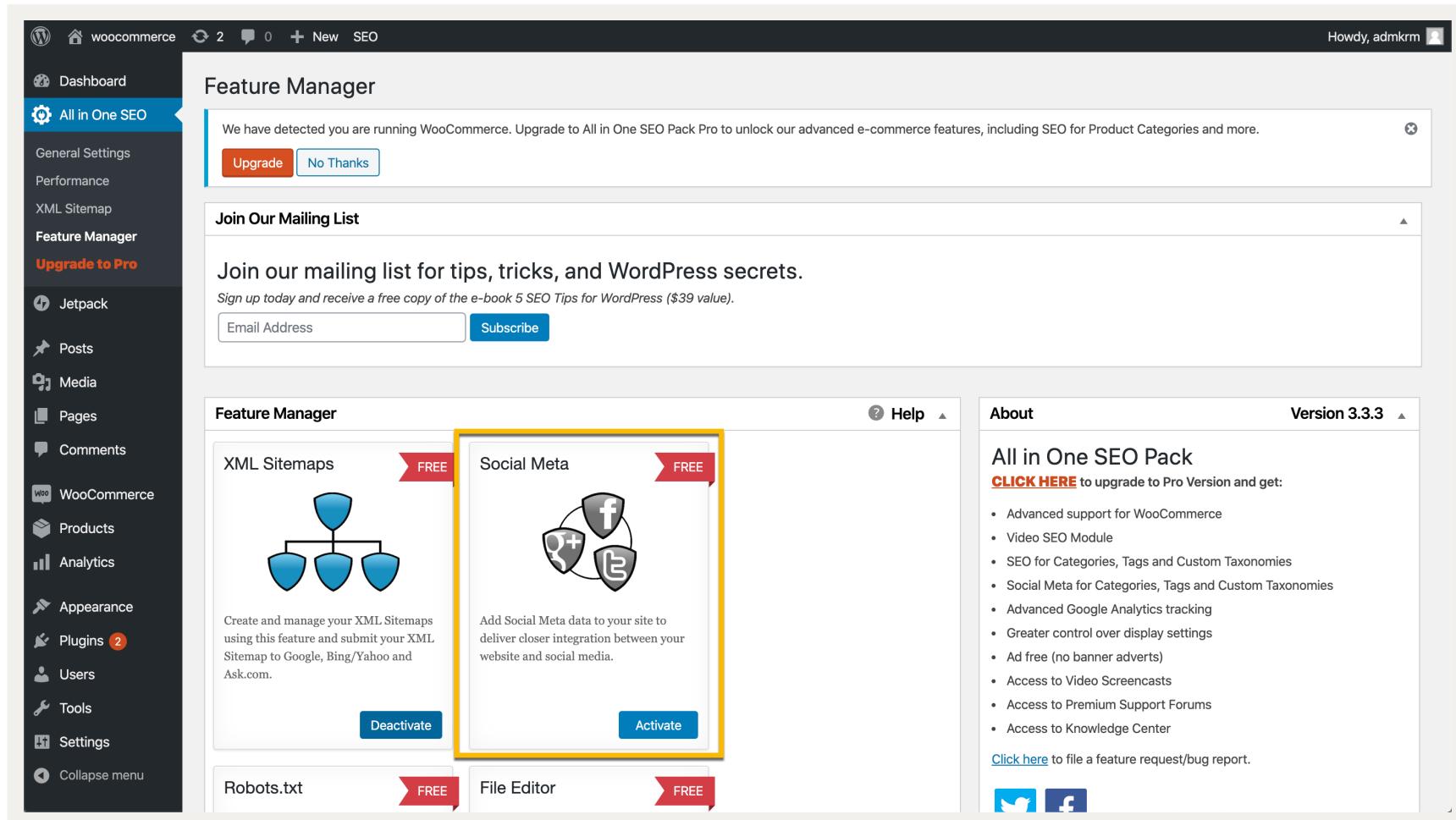
Thank you for creating with WordPress.

Version 5.3

Social meta

- Voegt Open Graph tags toe aan je pagina's
- Settings voor afbeeldingen aanpassen

Social meta



The screenshot shows the WordPress dashboard with the 'All in One SEO' plugin active. The left sidebar includes links for Dashboard, General Settings, Performance, XML Sitemap, Feature Manager, Upgrade to Pro, Jetpack, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Appearance, Plugins (2), Users, Tools, Settings, and Collapse menu. The main content area is titled 'Feature Manager' and displays a message about WooCommerce support. It includes a 'Join Our Mailing List' section with a 'Subscribe' button and an 'Email Address' input field. The 'Feature Manager' section lists several features: 'XML Sitemaps' (FREE), 'Social Meta' (FREE, highlighted with a yellow box), 'Robots.txt' (FREE), and 'File Editor' (FREE). The 'Social Meta' box contains a description: 'Add Social Meta data to your site to deliver closer integration between your website and social media.' It features icons for Facebook, Google+, and LinkedIn. The 'About' section on the right details the 'All in One SEO Pack' features, including support for WooCommerce, SEO for Categories, Tags, and Custom Taxonomies, and various tracking and control options. The version shown is 3.3.3. Social media links for Twitter and Facebook are also present.

We have detected you are running WooCommerce. Upgrade to All in One SEO Pack Pro to unlock our advanced e-commerce features, including SEO for Product Categories and more.

Upgrade No Thanks

Join Our Mailing List

Join our mailing list for tips, tricks, and WordPress secrets.

Sign up today and receive a free copy of the e-book 5 SEO Tips for WordPress (\$39 value).

Email Address Subscribe

Feature Manager

XML Sitemaps FREE

Social Meta FREE

Robots.txt FREE

File Editor FREE

Help

About

Version 3.3.3

All in One SEO Pack

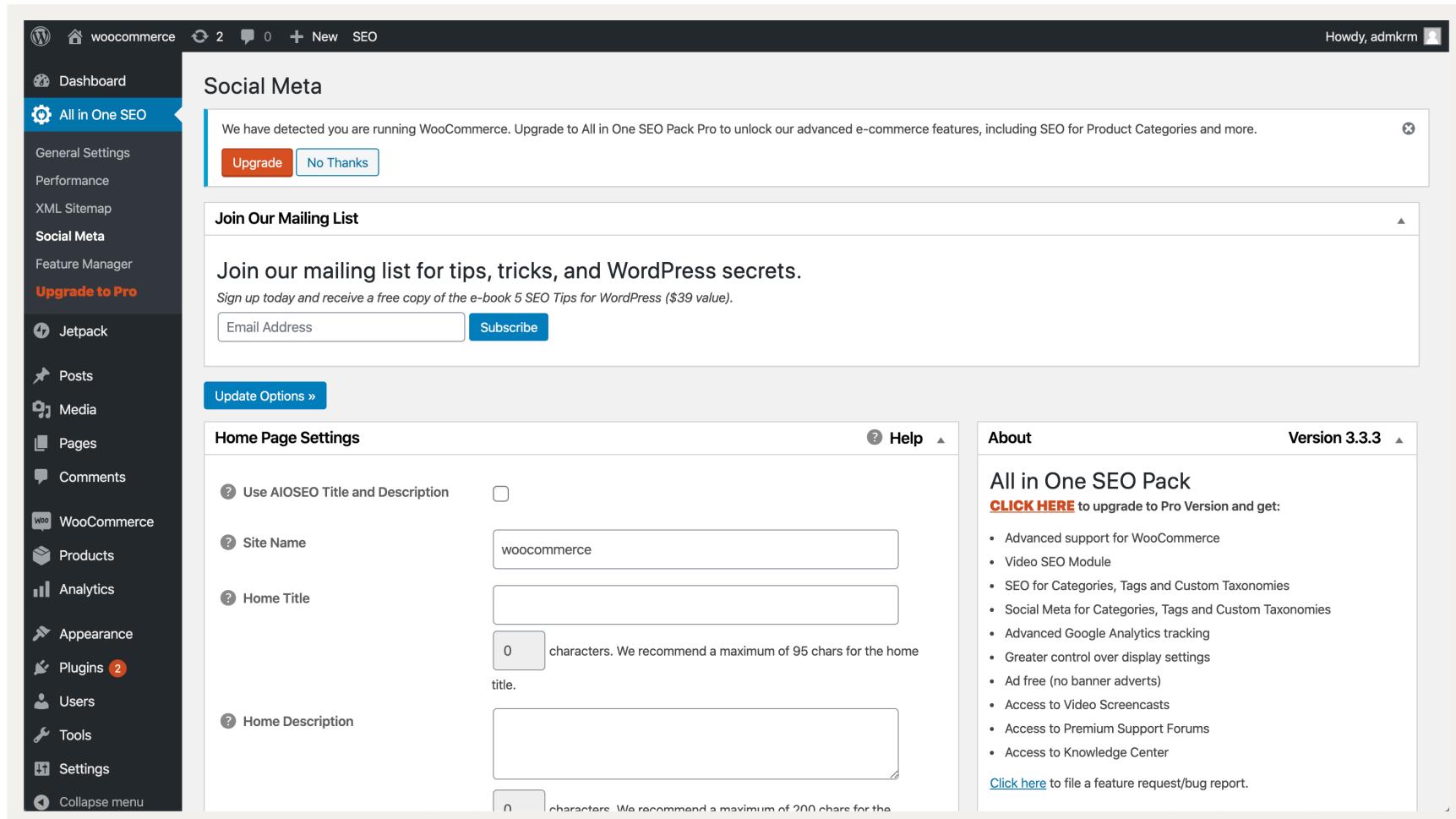
[CLICK HERE](#) to upgrade to Pro Version and get:

- Advanced support for WooCommerce
- Video SEO Module
- SEO for Categories, Tags and Custom Taxonomies
- Social Meta for Categories, Tags and Custom Taxonomies
- Advanced Google Analytics tracking
- Greater control over display settings
- Ad free (no banner adverts)
- Access to Video Screencasts
- Access to Premium Support Forums
- Access to Knowledge Center

[Click here](#) to file a feature request/bug report.

[Twitter](#) [Facebook](#)

Social meta



The screenshot shows the 'Social Meta' settings page within the All in One SEO plugin. The left sidebar includes links for Dashboard, All in One SEO (General Settings, Performance, XML Sitemap, Social Meta, Feature Manager, Upgrade to Pro), Jetpack, Posts, Media, Pages, Comments, WooCommerce, Products, Analytics, Appearance, Plugins (2), Users, Tools, Settings, and a Collapse menu. The main content area is titled 'Social Meta' and displays a message about WooCommerce integration and a 'Join Our Mailing List' section. The 'Home Page Settings' section contains fields for 'Use AIOSEO Title and Description' (unchecked), 'Site Name' (set to 'woocommerce'), 'Home Title' (empty), and 'Home Description' (empty). The 'About' section for 'All in One SEO Pack' version 3.3.3 lists features like Advanced support for WooCommerce, Video SEO Module, SEO for Categories, Tags and Custom Taxonomies, Social Meta for Categories, Tags and Custom Taxonomies, Advanced Google Analytics tracking, Greater control over display settings, Ad free (no banner adverts), Access to Video Screencasts, Access to Premium Support Forums, and Access to Knowledge Center. It also includes a link to file a feature request/bug report.

We have detected you are running WooCommerce. Upgrade to All in One SEO Pack Pro to unlock our advanced e-commerce features, including SEO for Product Categories and more.

[Upgrade](#) [No Thanks](#)

Join Our Mailing List

Join our mailing list for tips, tricks, and WordPress secrets.

Sign up today and receive a free copy of the e-book 5 SEO Tips for WordPress (\$39 value).

Email Address [Subscribe](#)

[Update Options »](#)

Home Page Settings

Use AIOSEO Title and Description

Site Name:

Home Title:

0 characters. We recommend a maximum of 95 chars for the title.

Home Description:

0 characters. We recommend a maximum of 200 chars for the description.

About

Version 3.3.3

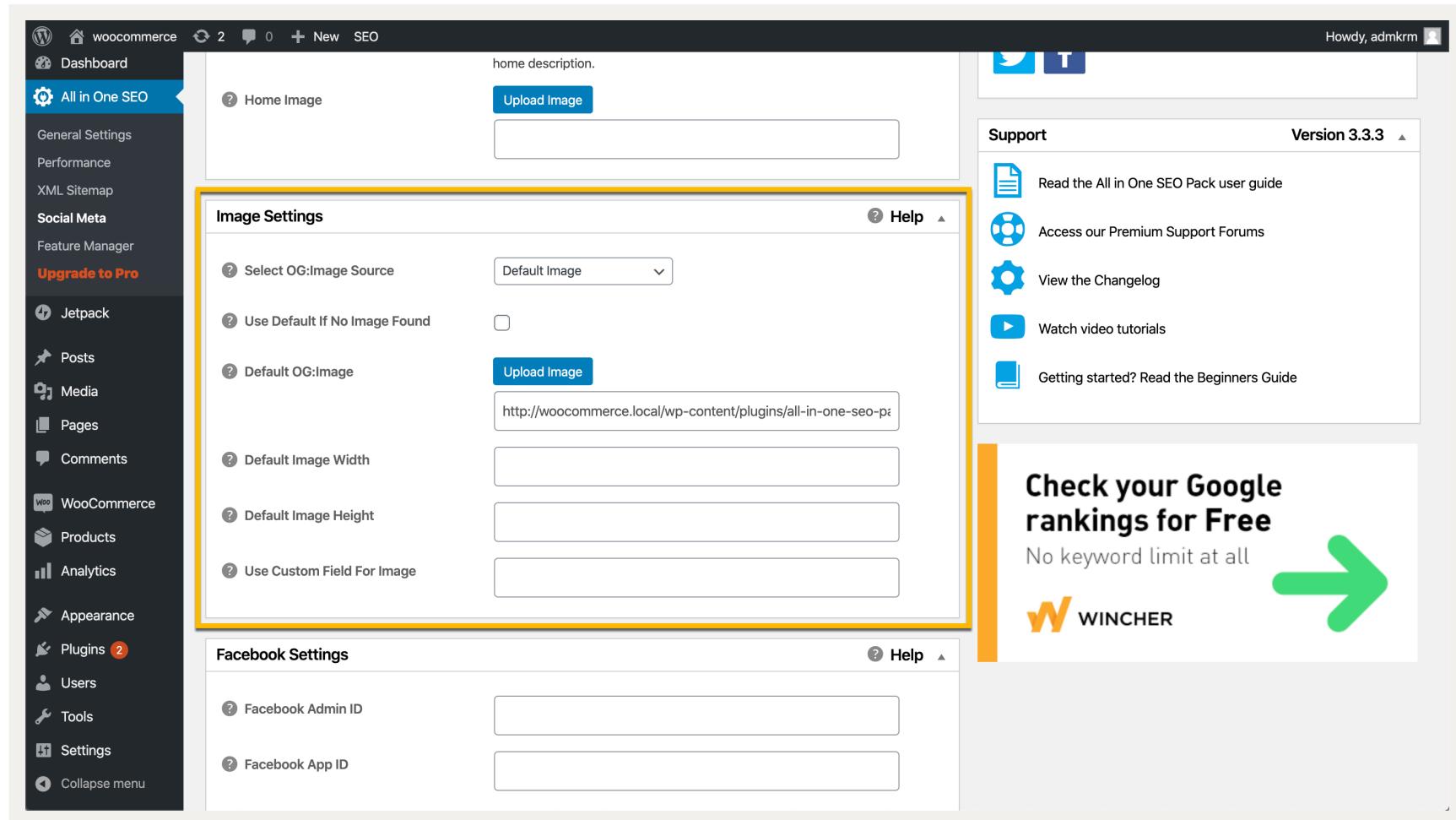
All in One SEO Pack

[CLICK HERE](#) to upgrade to Pro Version and get:

- Advanced support for WooCommerce
- Video SEO Module
- SEO for Categories, Tags and Custom Taxonomies
- Social Meta for Categories, Tags and Custom Taxonomies
- Advanced Google Analytics tracking
- Greater control over display settings
- Ad free (no banner adverts)
- Access to Video Screencasts
- Access to Premium Support Forums
- Access to Knowledge Center

[Click here](#) to file a feature request/bug report.

Social meta



wooocommerce 2 0 + New SEO Howdy, admkrm

Dashboard All in One SEO General Settings Performance XML Sitemap Social Meta Feature Manager Upgrade to Pro Jetpack Posts Media Pages Comments WooCommerce Products Analytics Appearance Plugins 2 Users Tools Settings Collapse menu

Home Image Upload Image

Image Settings

- Select OG:Image Source: Default Image
- Use Default If No Image Found:
- Default OG:Image:
- Default Image Width:
- Default Image Height:
- Use Custom Field For Image:

Facebook Settings

- Facebook Admin ID:
- Facebook App ID:

Support Version 3.3.3

- Read the All in One SEO Pack user guide
- Access our Premium Support Forums
- View the Changelog
- Watch video tutorials
- Getting started? Read the Beginners Guide

Check your Google rankings for Free
No keyword limit at all

WINCHER

Social meta

home description.

Home Image

Image Settings

Select OG:Image Source: Featured Image

Use Default If No Image Found:

Default OG:Image:

Default Image Width:

Default Image Height:

Use Custom Field For Image:

Facebook Settings

Facebook Admin ID:

Facebook App ID:

Support Version 3.3.3

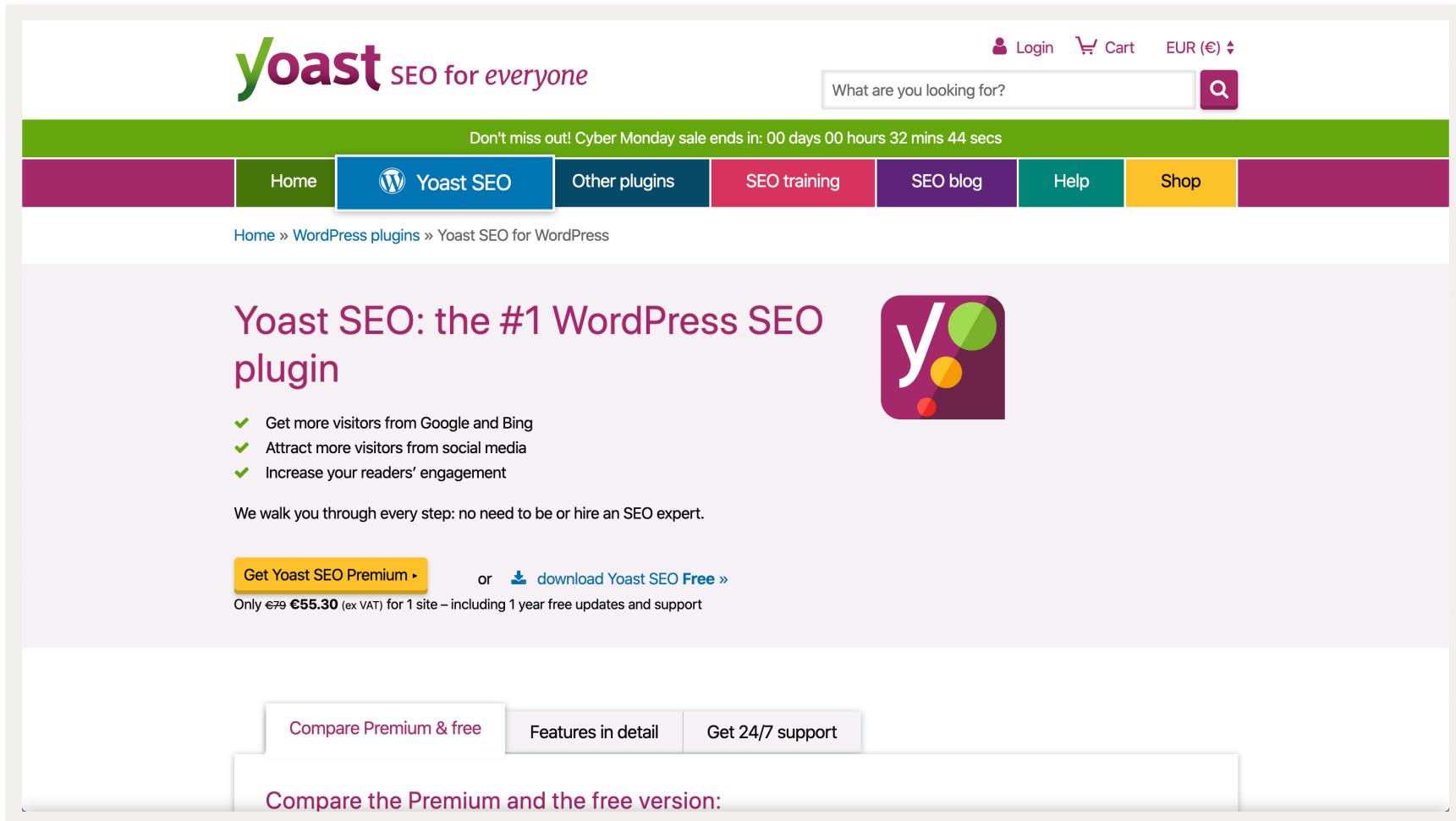
- Read the All in One SEO Pack user guide
- Access our Premium Support Forums
- View the Changelog
- Watch video tutorials
- Getting started? Read the Beginners Guide

Check your Google rankings for Free
No keyword limit at all

WINCHER

Yoast plugin

De Yoast plugin



The screenshot shows the Yoast SEO website homepage. At the top, the Yoast logo and the tagline "SEO for everyone" are displayed. The top navigation bar includes "Login", "Cart", and "EUR (€)". A search bar with a magnifying glass icon is also present. A green banner at the top of the main content area displays a "Cyber Monday sale" countdown: "Don't miss out! Cyber Monday sale ends in: 00 days 00 hours 32 mins 44 secs". Below the banner is a navigation menu with links: "Home", "Yoast SEO" (which is highlighted in blue), "Other plugins", "SEO training", "SEO blog", "Help", and "Shop". The main content area features a large heading "Yoast SEO: the #1 WordPress SEO plugin" with a purple "y" logo to its right. Below the heading is a bulleted list of benefits: "Get more visitors from Google and Bing", "Attract more visitors from social media", and "Increase your readers' engagement". A subtext states: "We walk you through every step: no need to be or hire an SEO expert." Two calls to action are shown: "Get Yoast SEO Premium" (button) and "download Yoast SEO Free" (link). A note indicates the price: "Only €79 €55.30 (ex VAT) for 1 site – including 1 year free updates and support". At the bottom, there are three buttons: "Compare Premium & free", "Features in detail", and "Get 24/7 support". A large call-to-action button at the bottom encourages users to "Compare the Premium and the free version".

De Yoast plugin



One of the questions we regularly get is: "Why should I buy Yoast SEO Premium when the free version of Yoast SEO is so awesome already?". Well, we're glad you asked! Let me explain the most important features you'll get, when you buy [Yoast SEO Premium](#).

- [Redirect manager](#)
- [Advanced context detection: word forms](#)
- [Internal linking](#)
- [Social previews](#)
- [Orphaned content filter](#)
- [Stale cornerstone content filter](#)
- [Support](#)

[Get Yoast SEO Premium](#)

I'll discuss the main functionalities of Yoast SEO Premium below. On top of that, you also get something which is not a feature. It's **access to our top-notch support team**, who answer your questions around the clock. But if all is well, you won't even need our support team and you can just use our awesome features:

Redirect manager

<https://yoast.com/wordpress/plugins/seo/>

Yoast

- Meest populaire SEO plugin
- Vergeet niet eerst All-in-One SEO Pack te deactiveren
- Volg de configuration wizard...

De Yoast plugin

Screenshot of the WordPress plugin search results for "yoast". The Yoast SEO plugin is highlighted with a yellow box.

Yoast SEO
Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using the Yoast SEO plugin.
By Team Yoast
5+ Million Active Installations
Last Updated: 6 days ago
Compatible with your version of WordPress

Glue for Yoast SEO & AMP
This plugin makes sure the default WordPress AMP plugin uses the proper Yoast SEO metadata and allows modification of the AMP page design.
By Joost de Valk
100,000+ Active Installations
Last Updated: 1 month ago
Compatible with your version of WordPress

Surbma | Yoast SEO Breadcrumb Shortcode
A plugin for Yoast SEO that adds a breadcrumb shortcode to your posts and pages.

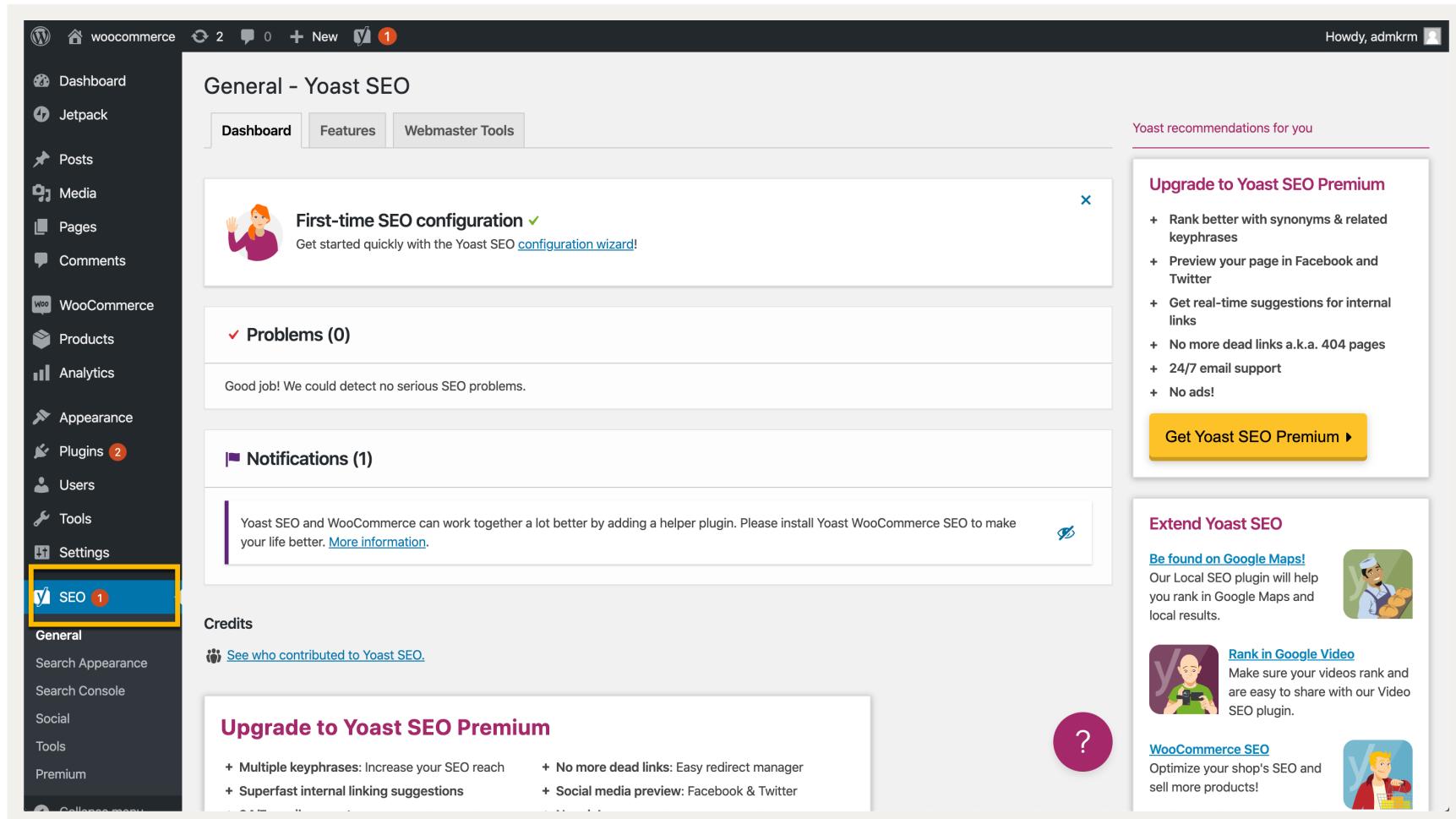
WP REST Yoast Meta
Adds meta tags as generated by Yoast SEO to the WP REST API. And adds...

ACF Content Analysis for Yoast SEO
WordPress plugin that adds the content of all ACF fields to the Yoast SEO score analysis.
By Thomas Kräftner, ViktorFroberg, marol87, pekzOr, angrycreative, Team Yoast

Import Settings into WordPress SEO by Yoast
Import settings from another SEO plugin into Yoast SEO.

<https://yoast.com/wordpress/plugins/seo/>

De Yoast plugin



General - Yoast SEO

Dashboard Features Webmaster Tools

First-time SEO configuration ✓
Get started quickly with the Yoast SEO [configuration wizard!](#)

✓ Problems (0)
Good job! We could detect no serious SEO problems.

Notifications (1)
Yoast SEO and WooCommerce can work together a lot better by adding a helper plugin. Please install Yoast WooCommerce SEO to make your life better. [More information.](#)

Credits
[See who contributed to Yoast SEO.](#)

Upgrade to Yoast SEO Premium

- + Multiple keyphrases: Increase your SEO reach
- + Superfast internal linking suggestions
- + No more dead links: Easy redirect manager
- + Social media preview: Facebook & Twitter

Yoast recommendations for you

Upgrade to Yoast SEO Premium

- + Rank better with synonyms & related keyphrases
- + Preview your page in Facebook and Twitter
- + Get real-time suggestions for internal links
- + No more dead links a.k.a. 404 pages
- + 24/7 email support
- + No ads!

Get Yoast SEO Premium ▶

Extend Yoast SEO

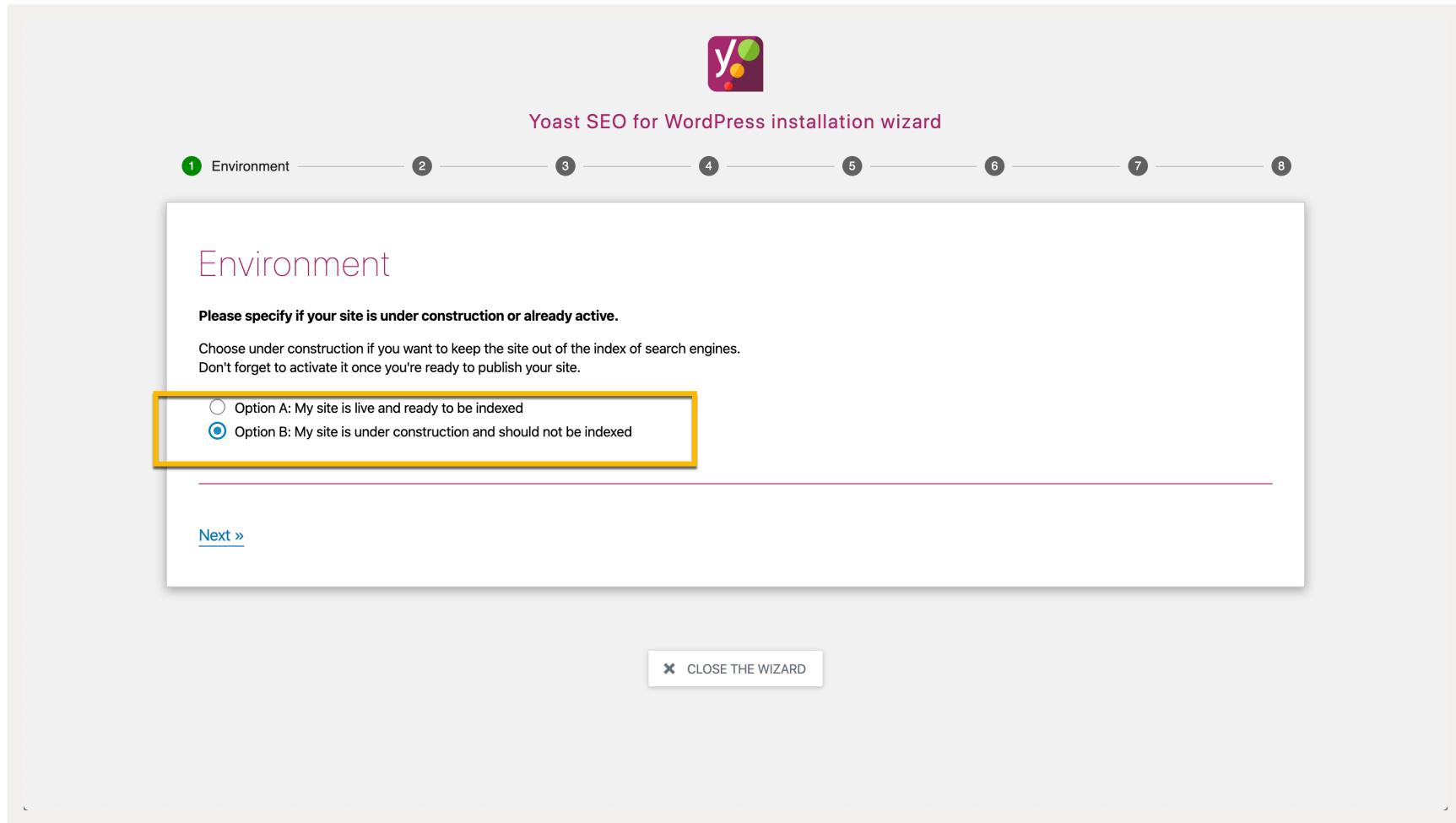
Be found on Google Maps!
Our Local SEO plugin will help you rank in Google Maps and local results.

Rank in Google Video
Make sure your videos rank and are easy to share with our Video SEO plugin.

WooCommerce SEO
Optimize your shop's SEO and sell more products!

Volg de configuration wizard ;-)

De Yoast plugin



The image shows the first step of the Yoast SEO for WordPress installation wizard. The title 'Yoast SEO for WordPress installation wizard' is at the top, followed by a progress bar with 8 steps. Step 1 is 'Environment' (highlighted in green), and steps 2 through 8 are gray. Below the progress bar is the heading 'Environment'. A sub-instruction 'Please specify if your site is under construction or already active.' is followed by a note: 'Choose under construction if you want to keep the site out of the index of search engines. Don't forget to activate it once you're ready to publish your site.' Two radio buttons are shown: 'Option A: My site is live and ready to be indexed' (unchecked) and 'Option B: My site is under construction and should not be indexed' (checked). A yellow box highlights the 'Option B' radio button. At the bottom are 'Next >' and 'CLOSE THE WIZARD' buttons.

Yoast SEO for WordPress installation wizard

1 Environment 2 3 4 5 6 7 8

Environment

Please specify if your site is under construction or already active.

Choose under construction if you want to keep the site out of the index of search engines. Don't forget to activate it once you're ready to publish your site.

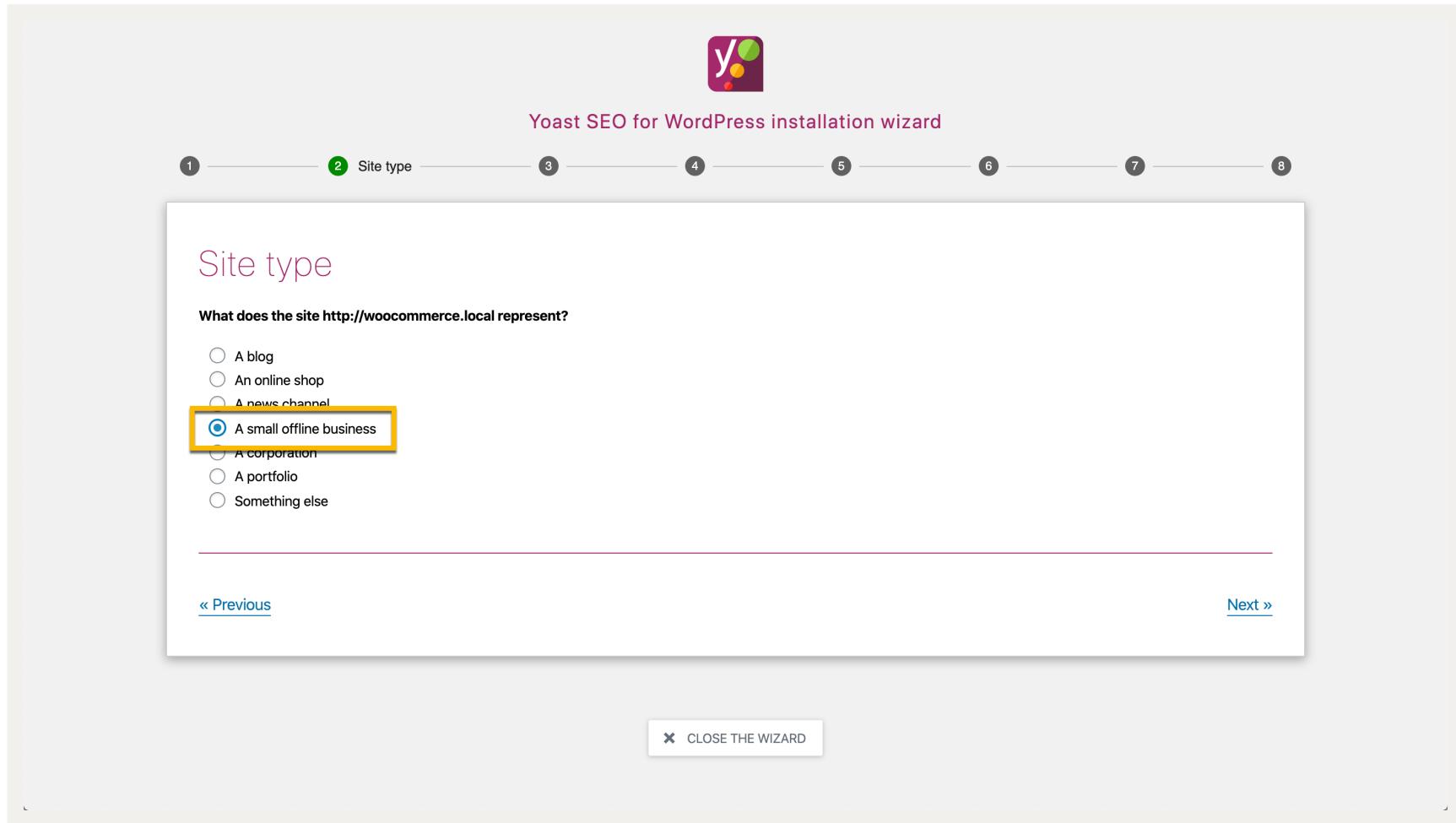
Option A: My site is live and ready to be indexed

Option B: My site is under construction and should not be indexed

[Next >](#)

[CLOSE THE WIZARD](#)

De Yoast plugin



Yoast SEO for WordPress installation wizard

1 2 Site type 3 4 5 6 7 8

Site type

What does the site `http://woocommerce.local` represent?

- A blog
- An online shop
- A news channel
- A small offline business
- A corporation
- A portfolio
- Something else

[« Previous](#) [Next »](#)

[CLOSE THE WIZARD](#)

De Yoast plugin

Yoast SEO for WordPress Installation Wizard

1 2 3 **Organization or person** 4 5 6 7 8

Organization or person

Does your site represent a person or an organization?

This information will be used in Google's Knowledge Graph Card, the big block of information you see on the right side of the search results.

Organization
 Person

⚠ A company name and logo need to be set for structured data to work properly.
[Learn more about the importance of structured data.](#)

The name of the organization
E-commerce store

Provide an image of the organization logo
CHOOSE AN IMAGE

Facebook Page URL

Twitter Username

Instagram URL

De Yoast plugin

Provide an image of the organization logo

Facebook Page URL

Twitter Username

Instagram URL

LinkedIn URL

MySpace URL

Pinterest URL

YouTube URL

Wikipedia URL

[« Previous](#)

[Next »](#)

De Yoast plugin

1 2 3 4 **Search engine visibility** 5 6 7 8

Search engine visibility

Please specify what content types you would like to appear in search engines. If you do not know the differences between these, it's best to choose the default settings.

Search engines should show "Posts" in search results:

Yes
 No

Search engines should show "Pages" in search results:

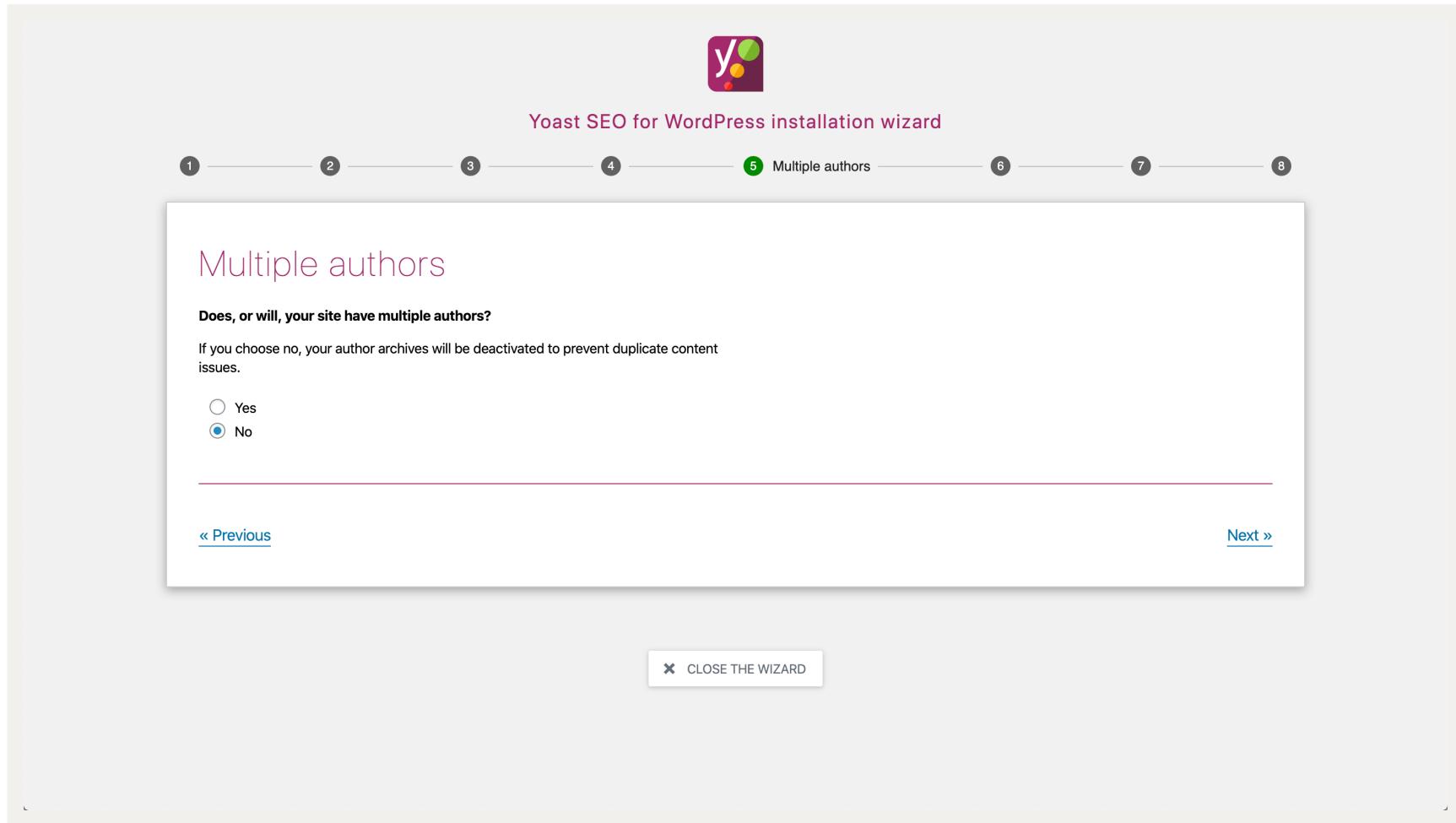
Yes
 No

Search engines should show "Products" in search results:

Yes
 No

[« Previous](#) [Next »](#)

De Yoast plugin



The image shows a screenshot of the Yoast SEO for WordPress installation wizard. The title bar reads "Yoast SEO for WordPress installation wizard". A progress bar at the top shows step 5, "Multiple authors", is currently selected. The main content area is titled "Multiple authors" and contains the question "Does, or will, your site have multiple authors?". It explains that choosing "no" will deactivate author archives to prevent duplicate content issues. Two radio buttons are present: "Yes" (unselected) and "No" (selected). Navigation buttons "« Previous" and "Next »" are at the bottom of the content area. A "CLOSE THE WIZARD" button is located at the bottom center.

Yoast SEO for WordPress installation wizard

1 2 3 4 5 **Multiple authors** 6 7 8

Multiple authors

Does, or will, your site have multiple authors?

If you choose no, your author archives will be deactivated to prevent duplicate content issues.

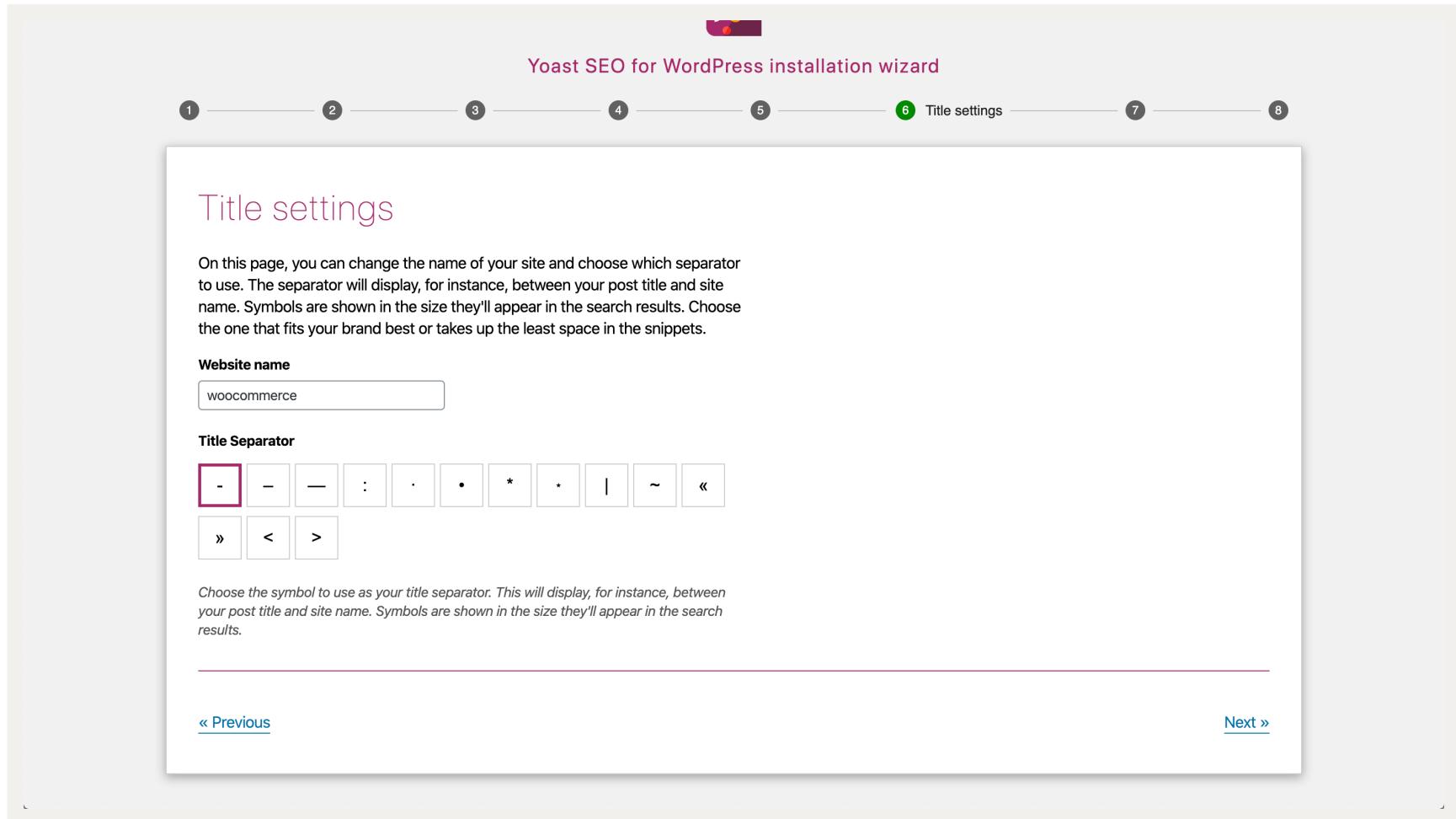
Yes

No

[« Previous](#) [Next »](#)

[CLOSE THE WIZARD](#)

De Yoast plugin



The screenshot shows the 'Yoast SEO for WordPress installation wizard' with the title 'Title settings' highlighted. The wizard consists of 8 steps, with step 6 (Title settings) currently active. The page content includes a 'Website name' input field containing 'woocommerce', a 'Title Separator' section with various symbols (hyphen, minus, dash, colon, dot, asterisk, star, vertical bar, tilde, double quotes, double left arrow, less than, greater than) for selection, and a descriptive text explaining the purpose of the separator. Navigation buttons '« Previous' and 'Next »' are at the bottom.

Yoast SEO for WordPress installation wizard

1 2 3 4 5 6 **Title settings** 7 8

Title settings

On this page, you can change the name of your site and choose which separator to use. The separator will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in the search results. Choose the one that fits your brand best or takes up the least space in the snippets.

Website name

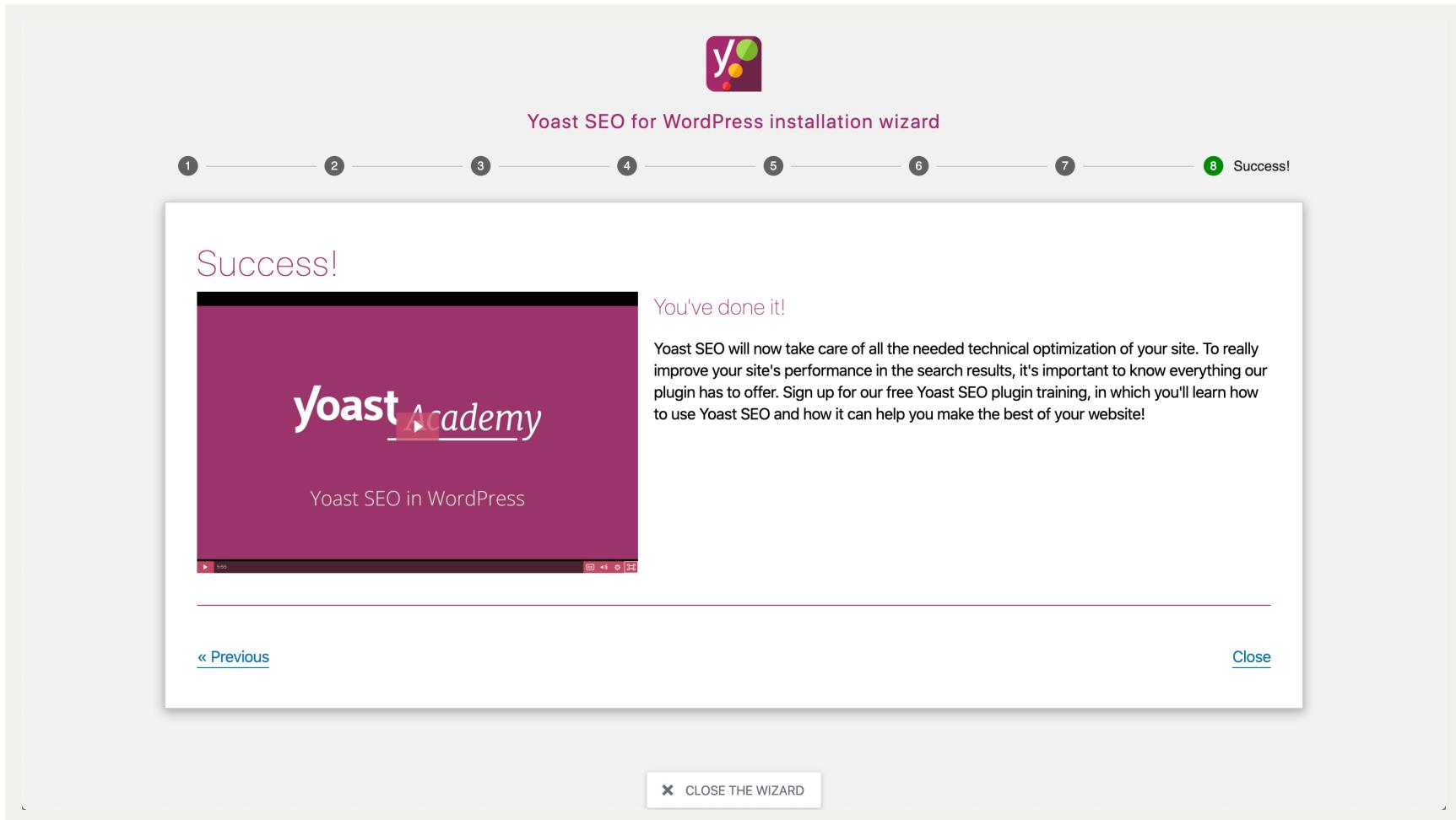
Title Separator

- - — : . • * * | ~ « » < >

Choose the symbol to use as your title separator. This will display, for instance, between your post title and site name. Symbols are shown in the size they'll appear in the search results.

[« Previous](#) [Next »](#)

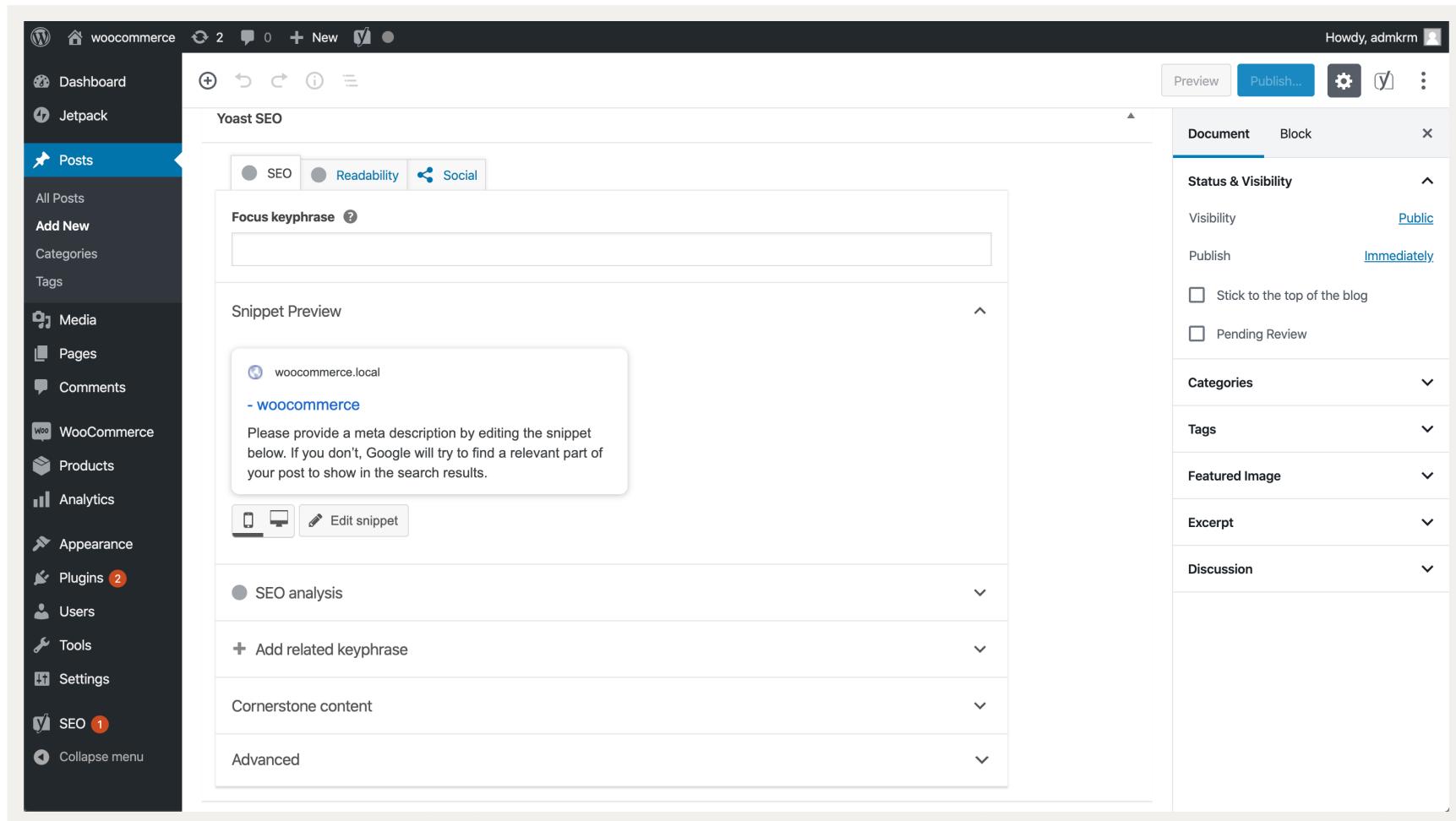
De Yoast plugin



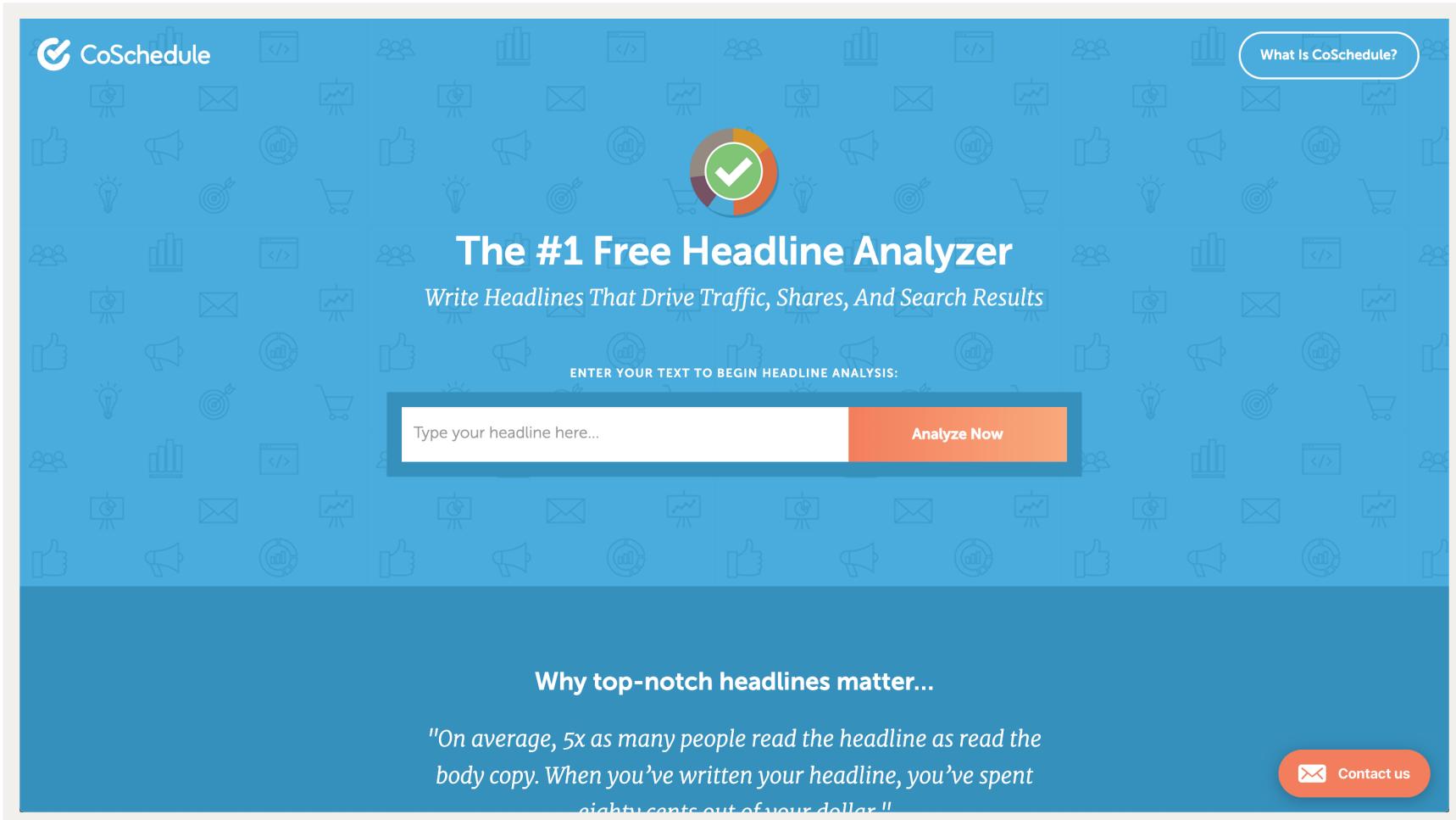
Berichten en pagina's instellen

- Op dezelfde manier als bij de andere plugin
- Je vindt de settings voor Yoast onderaan de pagina of het bericht

De Yoast plugin

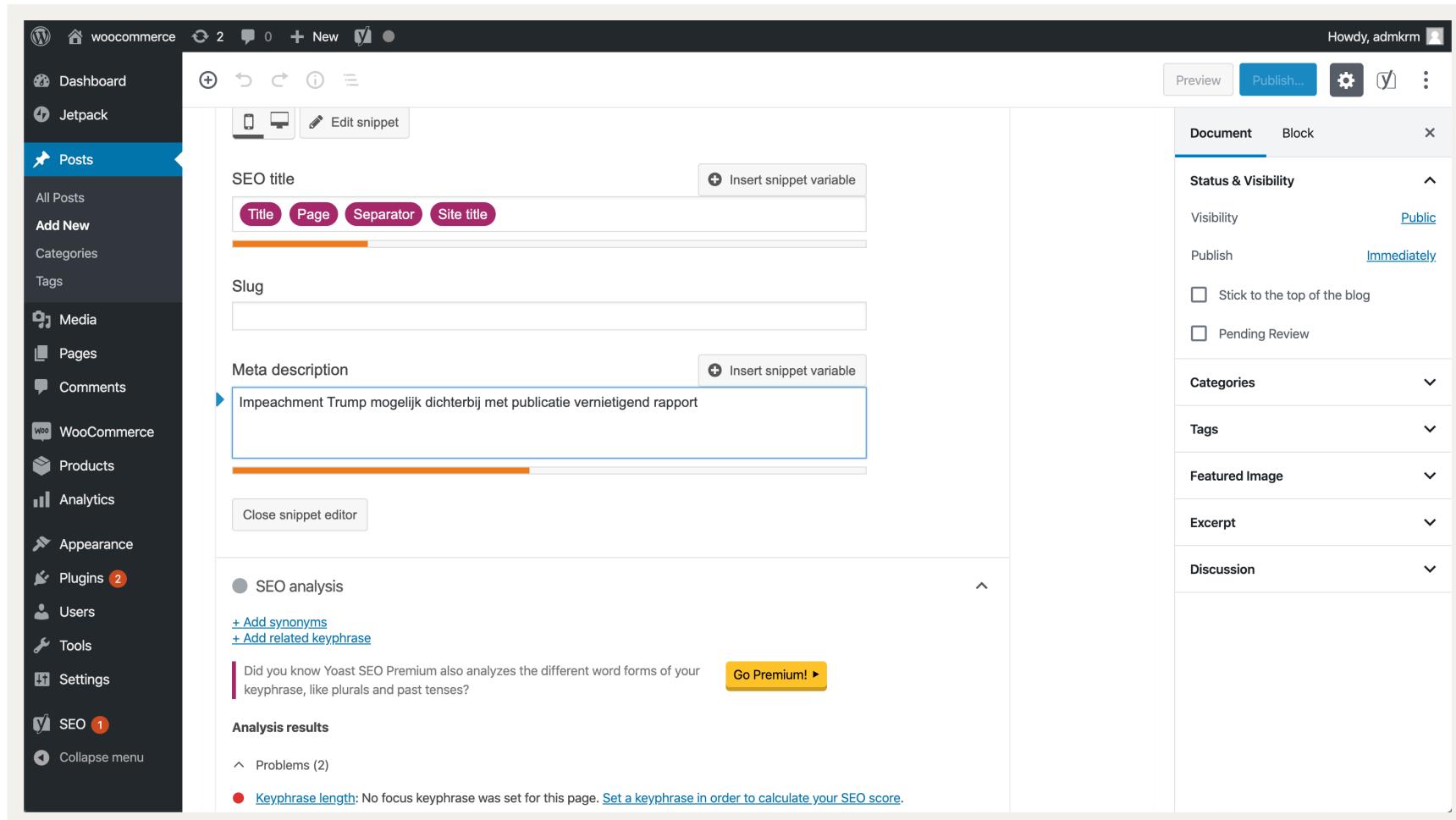


Coschedule Headline Analyzer



The screenshot shows the CoSchedule Headline Analyzer tool. The top half of the page has a blue background with various white social media and marketing icons (like thumbs up, megaphones, charts, etc.) scattered across it. The CoSchedule logo is in the top left, and a 'What Is CoSchedule?' link is in the top right. The main title 'The #1 Free Headline Analyzer' is centered in a large, bold, white font. Below it is a subtitle 'Write Headlines That Drive Traffic, Shares, And Search Results' in a smaller, italicized white font. A central call-to-action button has a white input field on the left containing the placeholder 'Type your headline here...' and an orange button on the right labeled 'Analyze Now'. Below this is a dark blue section with white text. The text reads: 'Why top-notch headlines matter...'. Below that is a quote: 'On average, 5x as many people read the headline as read the body copy. When you've written your headline, you've spent eighty cents out of your dollar.' To the right of the quote is an orange 'Contact us' button with a mail icon. The bottom of the page has a light blue footer bar.

De Yoast plugin



The screenshot shows the Yoast SEO plugin interface for a blog post. The left sidebar includes links for Dashboard, Jetpack, Posts (selected), All Posts, Add New, Categories, Tags, Media, Pages, Comments, WooCommerce, Products, Analytics, Appearance, Plugins (2), Users, Tools, Settings, and SEO (1). The main content area shows the SEO title (Title, Page, Separator, Site title), Slug, and Meta description (Impeachment Trump mogelijk dichterbij met publicatie vernietigend rapport). A snippet editor is open. The right sidebar shows Document and Block tabs, with the Document tab selected. Under Document, the Status & Visibility section shows Public and Publish (Immediately). Other sections include Categories, Tags, Featured Image, Excerpt, and Discussion. A sidebar message encourages upgrading to Yoast SEO Premium. The bottom of the interface shows analysis results with one problem: 'Keyphrase length: No focus keyphrase was set for this page. Set a keyphrase in order to calculate your SEO score.'

De Yoast plugin

Howdy, admkrm 

Social - Yoast SEO

Facebook Twitter Pinterest

Facebook settings

Add Open Graph meta data

Enabled Disabled

Enable this feature if you want Facebook and other social media to display a preview with images and a text excerpt when a link to your site is shared.

Facebook App ID

Default settings

Image URL Upload Image Clear Image

This image is used if the post/page being shared does not contain any images.

Save changes

Upgrade to Yoast SEO Premium

- + Multiple keyphrases: Increase your SEO reach
- + Superfast internal linking suggestions
- + 24/7 email support
- + No more dead links: Easy redirect manager
- + Social media preview: Facebook & Twitter
- + No ads!

Get Yoast SEO Premium ▶

Yoast recommendations for you

Upgrade to Yoast SEO Premium

- + Rank better with synonyms & related keyphrases
- + Preview your page in Facebook and Twitter
- + Get real-time suggestions for internal links
- + No more dead links a.k.a. 404 pages
- + 24/7 email support
- + No ads!

Get Yoast SEO Premium ▶

Extend Yoast SEO

Be found on Google Maps! Our Local SEO plugin will help you rank in Google Maps and local results. 

Rank in Google Video Make sure your videos rank and are easy to share with our Video SEO plugin. 

WooCommerce SEO Optimize your shop's SEO and sell more products! 

WMP3 - WP - SEO