



SEM Coaching - 8



Building An SEO Website Using WordPress

WordPress



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2021

WordPress Overview

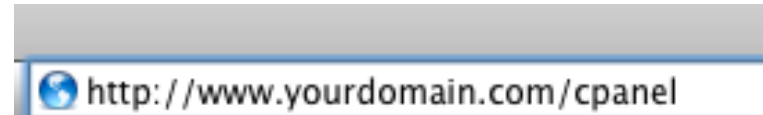
- ❖ **WordPress (WP) is the leading open source (i.e. FREE) Content Management System (CMS) in the World**
- ❖ 1000s of WP templates, both free and paid are available on the internet
- ❖ Flexibility in creating different types of websites: content, membership, affiliate, e-commerce etc.
- ❖ WP can be installed on a website in 2 clicks via Fantastico (available in cPanel control panel)
- ❖ Each WP installation **MUST** be configured for SEO as the default installation is **NOT** search engine friendly

Installing WordPress Using Fantastico



WordPress Installation

❖ Step#1 - Login to cPanel

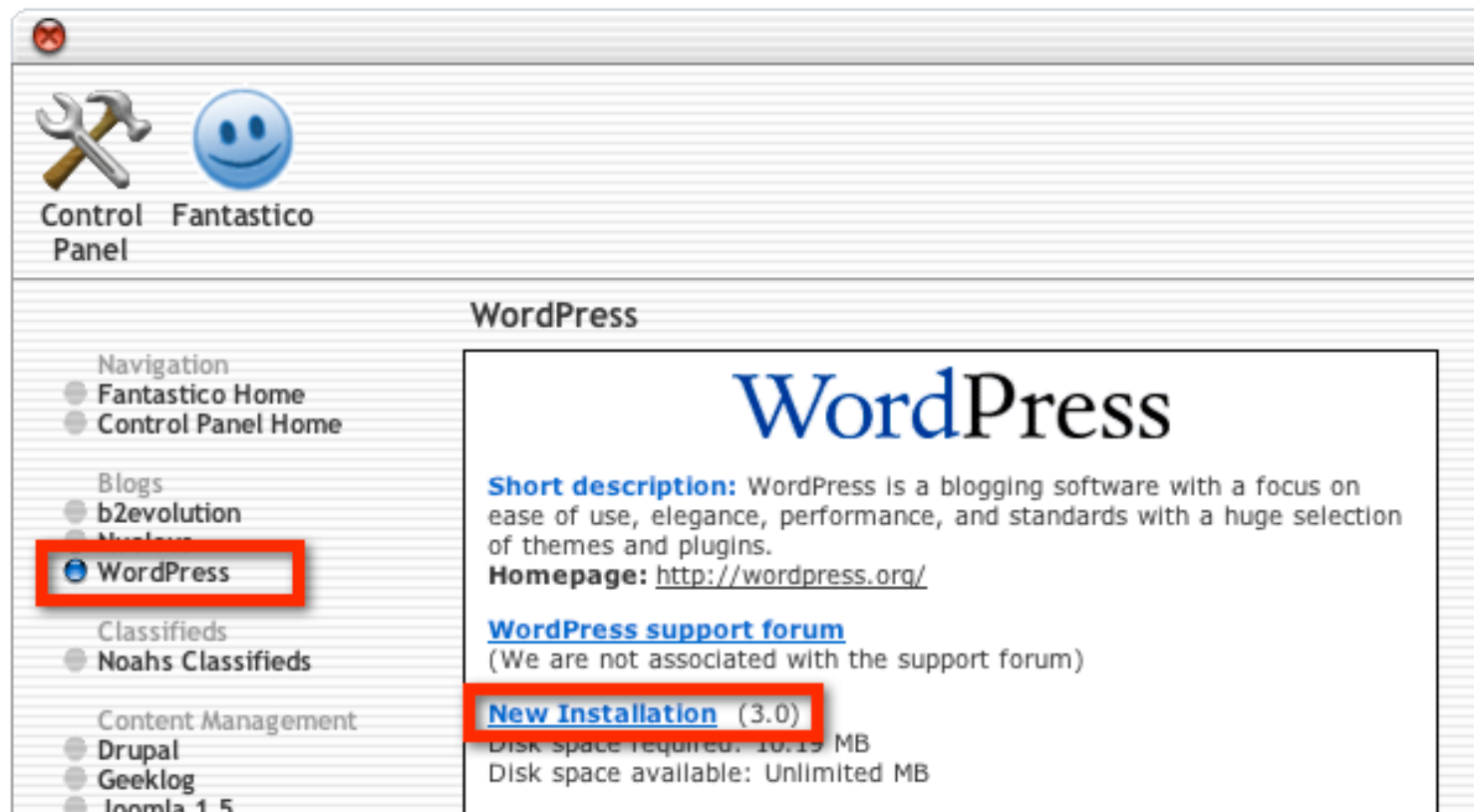


❖ Step#2 – Locate Fantastico



WordPress Installation

- ❖ Step#3 – Select 'Blogs' > 'WordPress', Then 'New Installation'



WordPress Installation

❖ Step#4 – Input

- Install in directory:
Leave blank if
installing in root
directory
- Admin Username
- Admin Password
- Click 'Install
WordPress'

WordPress

Install WordPress (1/3)

Installation location

Install on domain

Install in directory

Leave empty to install in the root directory of the domain (access example: <http://domain/>).
Enter only the directory name to install in a directory (for <http://domain/name/> enter **name** only). This directory SHOULD NOT exist, it will be automatically created!

Admin access data

Administrator-username (you need this to enter the protected admin area)

Password (you need this to enter the protected admin area)

Base configuration

Admin nickname

Admin e-mail (your email address)

Site name

Description

Install WordPress



WordPress Installation

❖ Step#6 – Click 'Finish installation'

WordPress

Install WordPress (2/3)

The MySQL database and MySQL user will be created and used for this installation.

- You chose to install in the domain
- The access URL will be:

Click on **Finish installation** to continue.

Finish installation

❖ Step#7 – E-mail installation details to yourself

Back to WordPress overview

Email the details of this installation to:

Send E-mail

Configuring WordPress for SEO

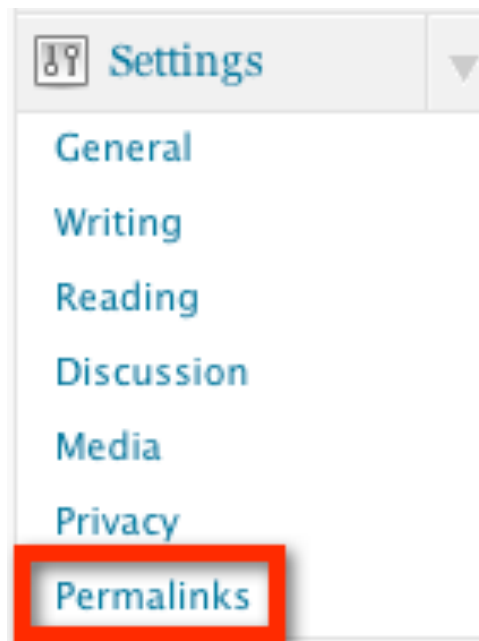


WordPress Configuration

❖ Step#1 – Login to WP Admin

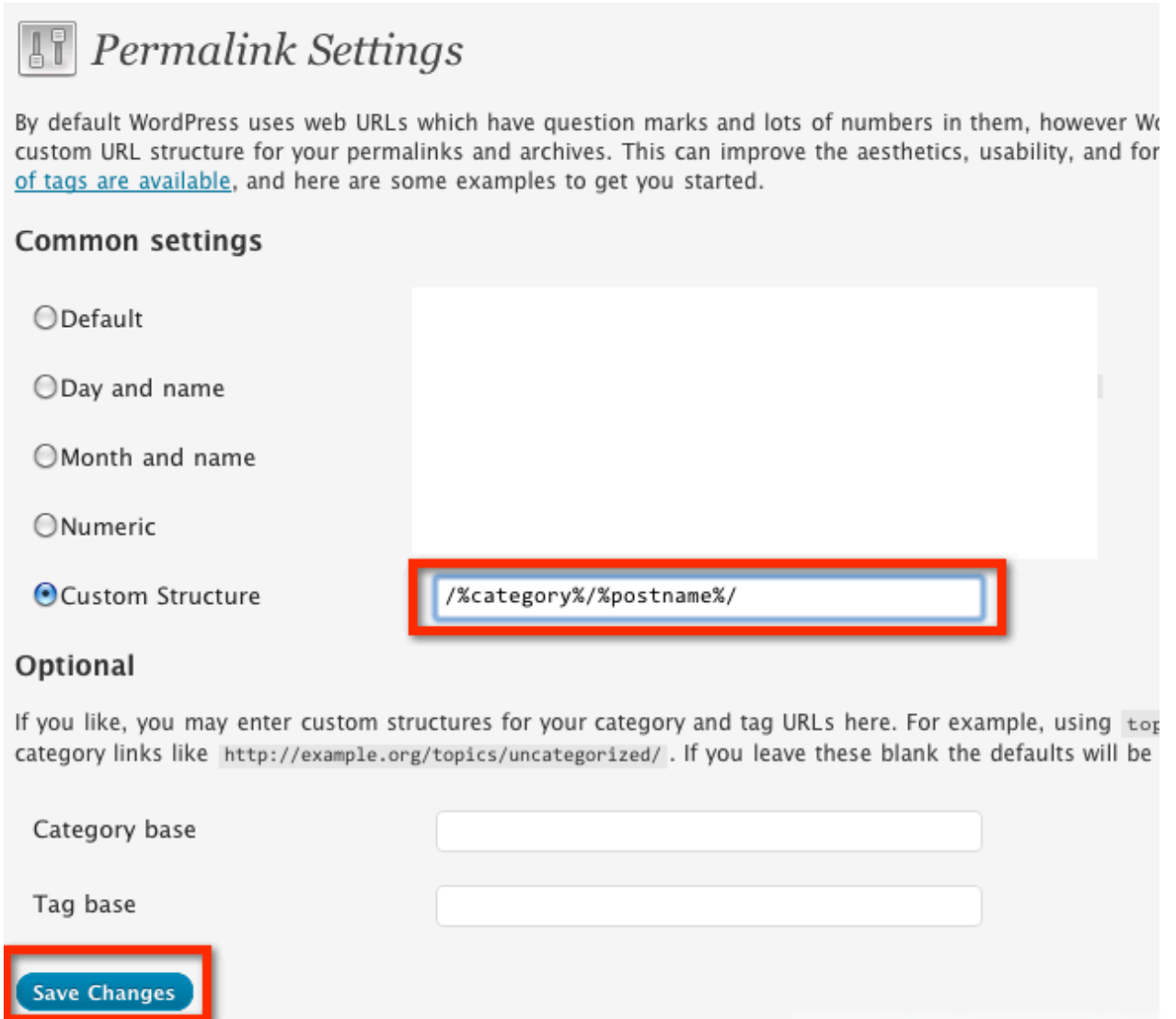
- URL: <http://www.yourdomain.com/wp-admin>

❖ Step#2 – Click on 'Settings' > 'Permalinks'



WordPress Configuration

- ❖ Step#3 – Select 'Custom Structure'
 - Type in /%category%/%postname%/
 - Click 'Save Changes'



Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however We custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and for [of tags are available](#), and here are some examples to get you started.

Common settings

☐ Default

☐ Day and name

☐ Month and name

☐ Numeric

☒ Custom Structure

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` category links like `http://example.org/topics/uncategorized/`. If you leave these blank the defaults will be

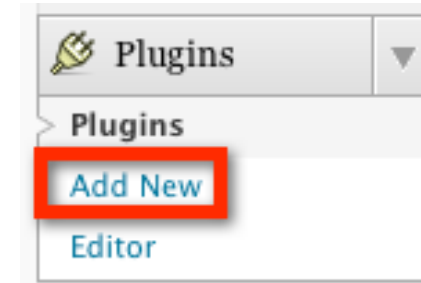
Category base

Tag base

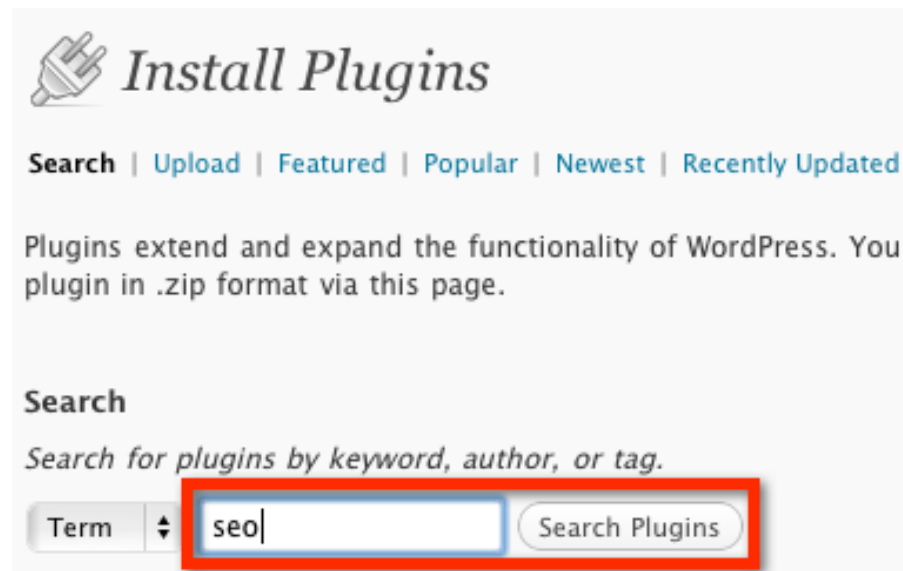


WordPress Configuration

❖ Step#4 – Select
'Plugins' > 'Add New'

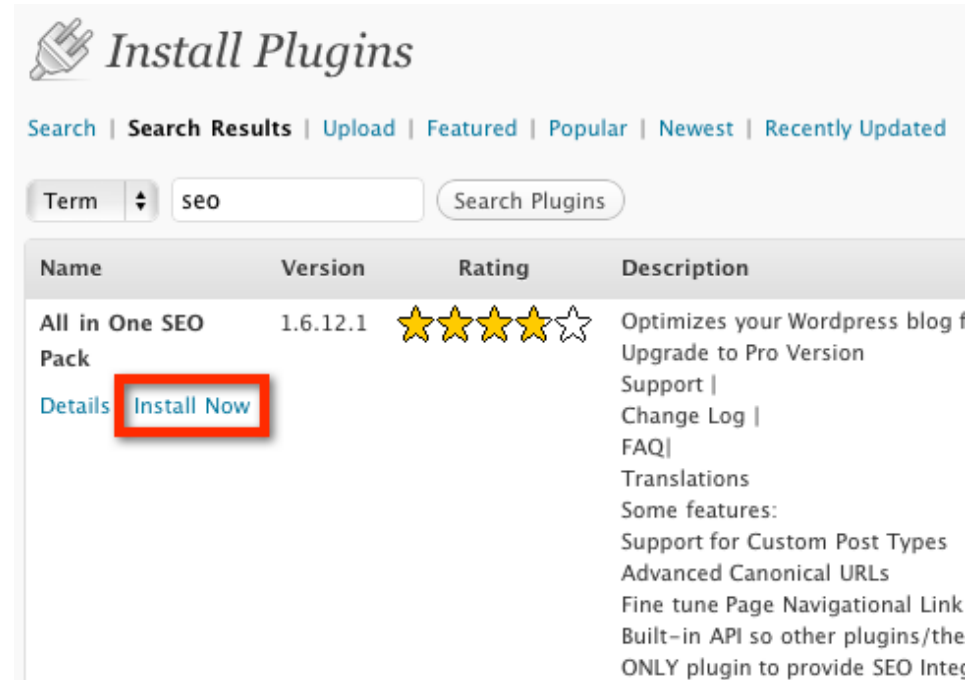


❖ Step #5 – Type 'seo'
and click 'Search
Plugins'



WordPress Configuration

- ❖ Step#6 – Locate 'All In One SEO Pack' and click 'Install Now'



Install Plugins

Search | Search Results | Upload | Featured | Popular | Newest | Recently Updated

Term:

Name	Version	Rating	Description
All in One SEO Pack Details Install Now	1.6.12.1	★★★★☆	Optimizes your Wordpress blog for search engines. Upgrade to Pro Version Support Change Log FAQ Translations Some features: Support for Custom Post Types Advanced Canonical URLs Fine tune Page Navigational Link Built-in API so other plugins/the ONLY plugin to provide SEO Integrations

- ❖ Step#7 – Click 'Activate Plugin'



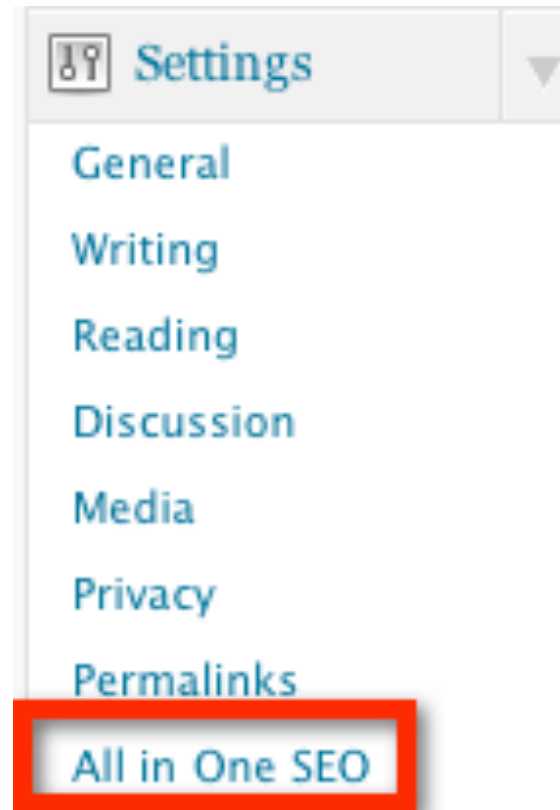
Installing Plugin: All in One SEO Pack 1.6.12.1

Downloading install package from <http://downloads.wordpress.org/plugin/all-in-one-seo-pack-1.6.12.1.zip>
 Unpacking the package...
 Installing the plugin...
 Successfully installed the plugin All in One SEO Pack 1.6.12.1.

Actions: [Activate Plugin](#) [Return to Plugin Installer](#)

WordPress Configuration

❖ Step#8 – Select 'Settings' > 'All in One SEO'



WordPress Configuration

- ❖ Step#9 – Update 'All in One SEO' Settings as follows

Plugin Status: ☒ Enabled ☐ Disabled

Home Title:

Home Description:

Home Keywords (comma separated):

Canonical URLs: ☒

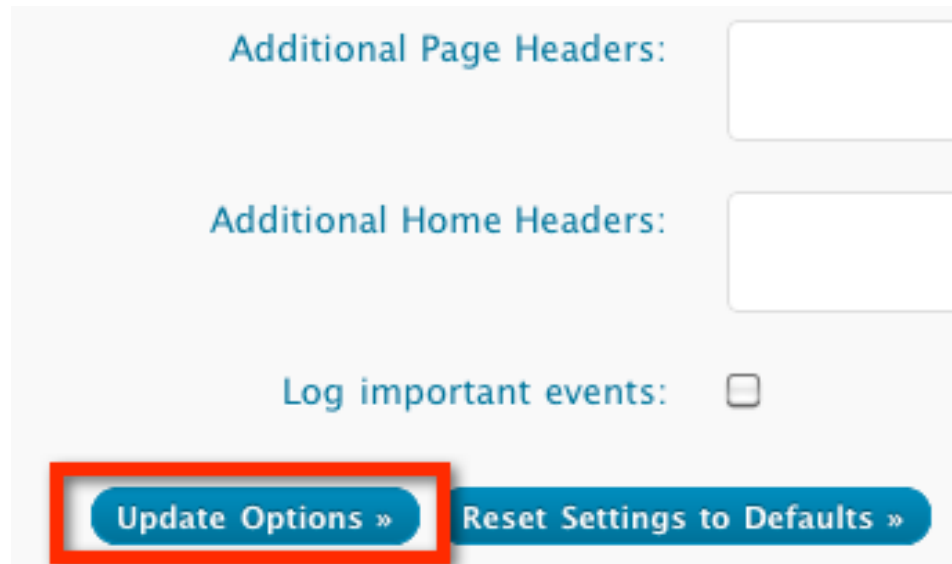
Rewrite Titles: ☒

Post Title Format:

Page Title Format:

WordPress Configuration

❖ Step#10 – Finally, click on 'Update Options'



A screenshot of the WordPress 'Options' page. It features three text input fields for 'Additional Page Headers', 'Additional Home Headers', and a checkbox for 'Log important events'. At the bottom, there are two buttons: 'Update Options »' and 'Reset Settings to Defaults »'. The 'Update Options »' button is highlighted with a red rectangular border.

**CONGRATULATIONS! YOU'VE SUCCESSFULLY
INSTALLED AND CONFIGURED WORDPRESS FOR SEO!**