

SEM Coaching 55

Automating On-Page SEO Using WP Ultimate CSV Importer

Introduction

- For years, I have been advocating that on-page SEO be worked-on on a spreadsheet
- Because once the spreadsheet is completed, one can create SEO-friendly pages by simply copying-and-pasting the on-page SEO information from the spreadsheet to WordPress
- Today, I will share with you how to get the spreadsheet information to WordPress, WITHOUT having to copy-and-paste!
- Best of all, this can be accomplished using my customised spreadsheet template and a 100% free WordPress plugin!

Modified SEO Template Walk-Through



SEO Template (Part 1)

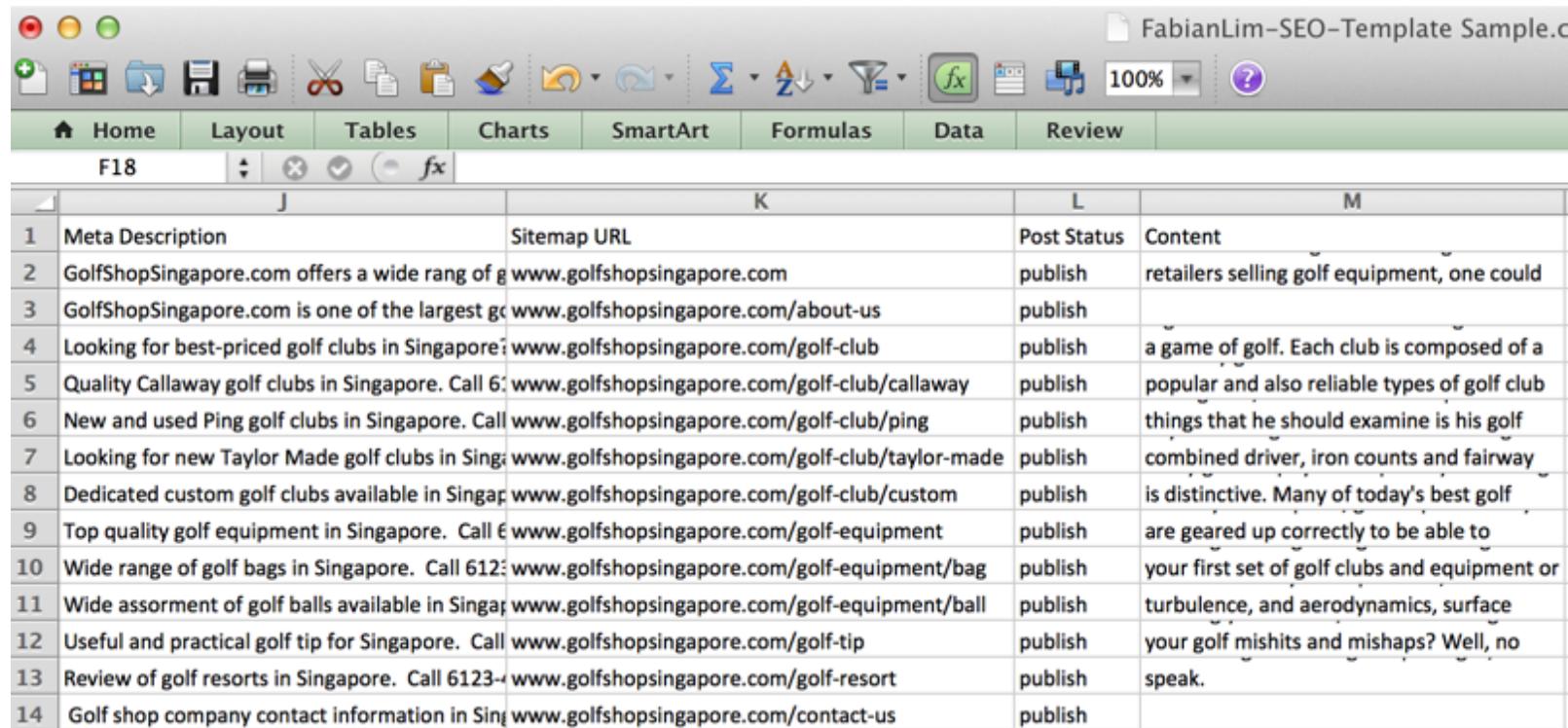
Complete the SEO template as follows...

FabianLim-SEO-Template Sample.csv

	A	B	C	D	E	F	G	H	I
1	Menu (Main Category)	Sub-Category	Parent ID	Keywords	Local Demand	Page Title	Keyword (for AllinTitle: & Title Tag)	Allintitle	Title Tag
2	Home			golf shop	320	Golf Shop	golf shop singapore	6150	Golf Shop Singapore GolfShopSingapore.com
3	About Us			golf shop online	20	Golf Shop Online	golf shop online singapore	442	Golf Shop Online Singapore GolfShopSingapore.com
4	Golf Clubs			golf club	210	Golf Club	golf club singapore	4020	Golf Club Singapore GolfShopSingapore.com
5		Callaway Golf Club		callaway golf club	10	Callaway Golf Club	callaway golf club singapore	7	Callaway Golf Club Singapore GolfShopSingapore.com
6		Ping Golf Club		ping golf club	10	Ping Golf Club	ping golf club singapore	6	Ping Golf Club Singapore GolfShopSingapore.com
7		Taylor Made Golf Club		taylor made golf club	10	Taylor Made Golf Club	taylor made golf club singapore	0	Taylor Made Golf Club Singapore GolfShopSingapore.com
8		Custom Golf Club		custom golf club	10	Custom Golf Club	custom golf club singapore	35	Custom Golf Club Singapore GolfShopSingapore.com
9	Golf Equipment			golf equipment	90	Golf Equipment	golf equipment singapore	3470	Golf Equipment Singapore GolfShopSingapore.com
10		Golf Bag		golf bag	50	Golf Bag	golf bag singapore	375	Golf Bag Singapore GolfShopSingapore.com
11		Golf Ball		golf ball	140	Golf Ball	golf ball singapore	4260	Golf Ball Singapore GolfShopSingapore.com
12	Golf Tips			golf tip	10	Golf Tip	golf tip singapore	10	Golf Tip Singapore GolfShopSingapore.com
13		Golf Resort		golf resort	20	Golf Resort	golf resort singapore	924	Golf Resort Singapore GolfShopSingapore.com
14	Contact Us			golf shop company	0	Golf Shop Company	golf shop company singapore	4	Golf Shop Company Singapore GolfShopSingapore.com
15									

SEO Template (Part 2)

Complete the SEO template as follows...



The screenshot shows a Microsoft Excel spreadsheet titled "FabianLim-SEO-Template Sample.c". The spreadsheet has four columns: J (Meta Description), K (Sitemap URL), L (Post Status), and M (Content). The rows contain various entries related to golf equipment, such as Meta Descriptions, Sitemap URLs, Post Status (publish), and detailed Content descriptions.

	J	K	L	M
1	Meta Description	Sitemap URL	Post Status	Content
2	GolfShopSingapore.com offers a wide rang of g	www.golfshopsingapore.com	publish	retailers selling golf equipment, one could
3	GolfShopSingapore.com is one of the largest go	www.golfshopsingapore.com/about-us	publish	
4	Looking for best-priced golf clubs in Singapore:	www.golfshopsingapore.com/golf-club	publish	a game of golf. Each club is composed of a
5	Quality Callaway golf clubs in Singapore. Call 6:	www.golfshopsingapore.com/golf-club/callaway	publish	popular and also reliable types of golf club
6	New and used Ping golf clubs in Singapore. Call www.golfshopsingapore.com/golf-club/ping		publish	things that he should examine is his golf
7	Looking for new Taylor Made golf clubs in Sing	www.golfshopsingapore.com/golf-club/taylor-made	publish	combined driver, iron counts and fairway
8	Dedicated custom golf clubs available in Singap	www.golfshopsingapore.com/golf-club/custom	publish	is distinctive. Many of today's best golf
9	Top quality golf equipment in Singapore. Call €	www.golfshopsingapore.com/golf-equipment	publish	are geared up correctly to be able to
10	Wide range of golf bags in Singapore. Call 612:	www.golfshopsingapore.com/golf-equipment/bag	publish	your first set of golf clubs and equipment or
11	Wide assorment of golf balls available in Singap	www.golfshopsingapore.com/golf-equipment/ball	publish	turbulence, and aerodynamics, surface
12	Useful and practical golf tip for Singapore. Call	www.golfshopsingapore.com/golf-tip	publish	your golf mishits and mishaps? Well, no
13	Review of golf resorts in Singapore. Call 6123-	www.golfshopsingapore.com/golf-resort	publish	speak.
14	Golf shop company contact information in Sing	www.golfshopsingapore.com/contact-us	publish	

SEO Template Notes

- Parent ID – Obtain Page ID of the Parent Page BEFORE IMPORTING Sub-Category Pages
- Post Status possible options:
 - Publish
 - Sticky
 - {yourpassword}
 - Private
 - Pending
 - Draft
- Content - Copy body content here, one keyword, one page

Install & Configure All In One SEO Pack Plugin



Login to WordPress

http://www.yourdomain.com/wp-admin

1. To access your WordPress dashboard, type in '**www.yourdomain.com/wp-admin**'

2. Fill in your username & password



Username

Password

Remember Me

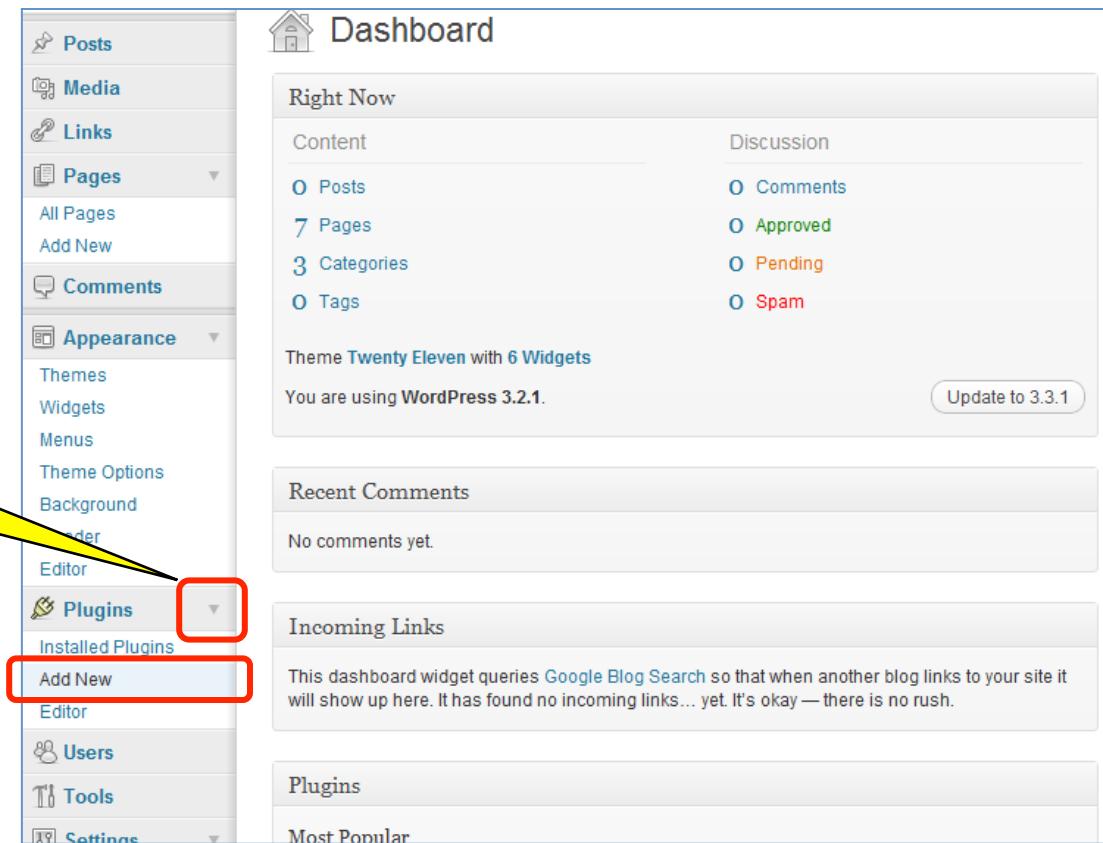
Log In

3. Click 'Log In'

Install Plugin

1. Click on the arrow beside 'Plugins'

2. Click 'Add New'



Install Plugin

The screenshot shows the 'Search Results' page for 'All in One SEO Pack'. A yellow callout box labeled '1. Type 'All in One SEO Pack'' points to the search term in the search bar. Another yellow callout box labeled '2. Click 'Search Plugins'' points to the 'Search Plugins' button. A third yellow callout box labeled '3. Make sure the Plugin is 'All in One SEO Pack', then click 'Install Now'' points to the 'Install Now' button for the first result.

Install Plugins

1. Type 'All in One SEO Pack'

met API key for it to work.

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

Term

2. Click 'Search Plugins'

3. Make sure the Plugin is 'All in One SEO Pack', then click 'Install Now'

Name	Version	Rating	Description
All in One SEO Pack	1.6.13.8	★★★★★	Optimizes your Wordpress blog for Seo Upgrade to Pro Version Support Change Log FAQ Translations Some features: Google Analytics support Support for Custom Post Types Advanced Canonical URLs Fine tune Page Navigational Links Built-in API so other plugins/themes c

Details |



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](#)

1. Click 'Activate Plugin'



SEO Configuration

The screenshot shows the WordPress dashboard for the 'ClickEvents Demo Site'. A red box highlights the 'All in One SEO' menu item in the sidebar. A yellow callout box with a black border contains the text: '1. Click on 'All In One SEO', then 'General Settings''. A yellow arrow points from this callout to the 'General Settings' link in the 'All in One SEO' dropdown menu.

WordPress 3.5.2 is available! Please update now.

Dashboard

Home Updates **All in One SEO** General Settings

Posts Media Links Pages Comments Appearance Plugins 3 Users Tools Settings

WIA WP Config-O-Matic Select Sociable Plugin Collapse menu

Right Now

Content	Discussion
0 Posts	0 Comments
2 Pages	0 Approved
3 Categories	0 Pending
2 Tags	0 Spam

QuickPress

Enter title here

Add Media

EST.

1. Fill in the following with Title Tags and Meta Description

Home Page Settings

Home Title: Catering Services Malaysia |
www.CateringServicesMalaysia.com

Home Description: CateringServicesMalaysia.com offers affordable
catering in Malaysia. Call 012-123-4567 for latest
offers!

Home Keywords (comma separated):

2. Leave keywords column BLANK

Keyword Settings

Use Keywords: Enabled Disabled

Title Settings

Rewrite Titles: Enabled Disabled

Capitalize Titles:

Capitalize Category Titles:

Page Title Format: %page_title% | %blog_title% | %blog_title%

Post Title Format: %post_title% | %blog_title% | %blog_title%

Category Title Format: %category_title% | %blog_title%

Archive Title Format: %date% | %blog_title%

Tag Title Format: %tag% | %blog_title%

1. Click 'Disabled'

2. Delete ' | %blog_title%' for both Page & Post Title Format

Additional Page Headers:

Additional Front Page Headers:

Additional Blog Page Headers:

Update Options > [Reset General Settings to Defaults >](#) [Reset ALL Settings to Defaults >](#)

Finally, click on 'Update Options'

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

Install & Configure WP Ultimate CSV Importer Plugin



Install Plugin

The screenshot shows the WordPress dashboard. On the left, there's a sidebar with links: Posts, Media, Links, Pages (with 'All Pages' and 'Add New' options), Comments, Appearance (with 'Themes', 'Widgets', 'Menus', 'Theme Options', 'Background', 'Editor', and 'Plugins' sub-links), Plugins (with 'Installed Plugins' and 'Add New' options), Users, Tools, and Settings. A yellow callout box with black text says '1. Click on the arrow beside "Plugins"' with an arrow pointing to the 'Plugins' link in the sidebar. Another yellow callout box with black text says '2. Click "Add New"' with an arrow pointing to the 'Add New' button in the 'Plugins' section of the sidebar. The main dashboard area has a title 'Dashboard' with a house icon. It shows 'Right Now' stats: Content (0 Posts, 7 Pages, 3 Categories, 0 Tags), Discussion (0 Comments, 0 Approved, 0 Pending, 0 Spam). It also mentions 'Theme Twenty Eleven with 6 Widgets' and 'You are using WordPress 3.2.1'. There are sections for 'Recent Comments' (No comments yet) and 'Incoming Links' (This dashboard widget queries Google Blog Search...). At the bottom, there's a 'Plugins' section with 'Most Popular'.

Install Plugin

Install Plugins

Search | Search Results | Upload | Featured | Popular | Newest | Favorites

Keyword ▾ wp ultimate csv importer × Search Plugins

Name	Version	Rating	Description
WP Ultimate CSV Importer Plugin	3.6.1	★★★★★	**Version 3.6 is now mapping, auto delir future plans. WP Ultimate CSV In Friendly Features. It smackcoders.com.
Details	Install Now		

Configure Plugin Settings

The screenshot shows the 'Settings' tab selected in the top navigation bar. Under the 'Modules' section, 'Third Party Plugins' is selected. The main content area displays various SEO-related settings:

- ECOMMERCE**: Options include None, Eshop, Market Press Lite, and WooCommerce. 'None' is selected.
- CUSTOM POST AND CUSTOM FIELDS**: Options include Default, WP e-Commerce, Custom Post Type UI, CCTM, Customer Reviews, WP-Members, and Types. 'Default' is selected.
- SEO OPTIONS**: Options include None and All-in-SEO. 'All-in-SEO' is selected.
- CATEGORY ICONS**: Options include Enable and Disable. 'Disable' is selected.
- Features**: A dropdown menu.
- Security**: A dropdown menu.

A red box highlights the 'WP Ultimate CSV Importer' option in the sidebar. Another red box highlights the 'Save' button in the bottom right corner. A third red box highlights the 'All-in-SEO' radio button under SEO Options.

Import CSV File Using WP Ultimate CSV Importer Plugin

Upload CSV File

Dashboard Imports ▾ Managers ▾ Export Settings Support Go Pro Now Try Live Demo Now

Post

CSV Import Page Custom Post

From Computer

Browse

From FTP

From URL

From Already Uploaded

select template ▾

Clear **Next >>**

Import Data Configuration

Import Data Configuration

Import with post status * Status as in CSV ?

<< Showing preview of row # 1 >> Go To Row # Show

CSV HEADER	WP FIELDS	CSV ROW
Menu (Main Category)	-- Select --	Home
Sub-Category	-- Select --	
Parent ID	-- Select --	
Keywords	-- Select --	golf shop
Local Demand	-- Select --	320
Page Title	post_title	Golf Shop
Keyword (for AllinTitle: & Title Tag)	-- Select --	golf shop singapore
Allintitle	-- Select --	6150
Title Tag	SEO: title	Golf Shop Singapore GolfSh...
Meta Description	SEO: description	GolfShopSingapore.com offers...
Sitemap URL	-- Select --	www.golfshopsingapore.com
Post Status	post_status	publish
Content	post_content	With an increasing market of...

Map the following:

Page Title = post_title

Title Tag = SEO: title

Meta Description = SEO: description

Post Status = post_status

Content = post_content

Clear Mapping ?

Next >>

Import Data Configuration

The screenshot shows a user interface for managing CSV imports. At the top, there's a navigation bar with links: Dashboard, Imports (which is the active tab), Managers, Export, Settings, Support, and Go Pro Now. Below the navigation, there are three main sections: CSV Import Options, Map CSV to WP fields/attributes, and Settings and Performance. Under CSV Import Options, there are two radio buttons: 'Import right away' (selected) and 'Schedule now'. There are also two checkboxes: 'Detect duplicate post content' and 'Detect duplicate post title'. Below these is a field labeled 'No. of posts/rows per server request' with a red border around the input field containing the value '10'. To the right of this field is a blue button labeled 'Import Now' with a red border. A callout box with a black border and white background is positioned over the '10' input field, containing the text: 'Enter posts/rows per server request = 10 (If your max. row is < 10, message will prompt to enter a smaller number)'.

ADVANCED: Create Parent/Child Pages

Creating Parent/Child Pages

- If Parent/Child Page relationship is required, then follow these steps:
- Step #1 - Create a copy of the full SEO template and DELETE main category pages. Save as **SubCat.csv** file
- Step #2 – Open full SEO template and DELETE sub category pages. Save file and upload this SEO template FIRST
- Step #3 - Obtain Page ID of the Parent Page of EACH sub-category keyword, then input the value in the spreadsheet under ‘Parent ID’ column for each sub-category keyword (See next page for screen shot example)
- Step #4 – Upload and import **SubCat.csv** file contents

Import Data Configuration

Pages [Add New](#)

All (6) | Published (6) | Trash (7)

Bulk Actions All dates

<input type="checkbox"/> Title	Author	Date
<input type="checkbox"/> Golf Club Edit Quick Edit Trash Edit "Golf Club"	0	4 hours ago Published
<input type="checkbox"/> Golf Equipment	0	4 hours ago Published
<input type="checkbox"/> Golf Shop	0	4 hours ago Published
<input type="checkbox"/> Golf Shop Company	0	4 hours ago Published
<input type="checkbox"/> Golf Shop Online	0	4 hours ago Published

Display a menu for "http://growthhackingsecrets.com/csvimporter/wp-admin/post.php?post=71&action=edit"

Resources



EST.

imarketing.courses
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2021

Download And Watch Step-by-Step Video Demo

<http://clickevents.s3.amazonaws.com/WPUltimateCSVImporter.mp4>

Download SEO Template MASTER File

<http://clickevents.s3.amazonaws.com/FabianLim-SEO-Template-MasterFile.csv>

Questions?