

## 1. Install Wordpress

- ✓ choose an intelligent domain and the right TLD
- ✓ install WP, here is a [guide](#)

## 2. robots.txt

- ✓ create a file & name it „robots.txt“
- ✓ put it in the root directory of WP installation
- ✓ insert at least the lines of #1 in your robots.txt
- ✓ be careful with the use of robots.txt, you can harm your blog by using it the wrong way, better read this [great tutorial](#)

## 3. .htaccess

- ✓ create a file & name it „.htaccess“
- ✓ put it in the root directory of your WP installation
- ✓ WP will also use .htaccess to create speaking URLs, insert code you get by creating permalinks in WP properties
- ✓ to use .htaccess, your apache webserver have to supports mod\_rewrite

**Hint:** A more detailed resource to optimize your WP blog: [joost de Valk](#)

## 4. URL structure for posts

- ✓ optimize your URL structure by using the properties of WP (permalinks)
- ✓ don't include the category in your post-URLs, perhaps if you change the category of a post later, WP will not create a new URL
- ✓ by including a four-digit number, your post URL is optimized for Google News (perhaps you want to get in there)
- ✓ don't include too much folders
- ✓ for example you can set your post URL by using #2

## Ad: SEO Tool



## 7. Must have plugins

- ✓ Wordpress SEO by Yoast free all-in-one SEO Plugin for WP
- ✓ Cache: caching plugin which is very easy to use
- ✓ Google Analytics for Wordpress easily insert Analytics code
- ✓ Really simple Facebook Twitter Share Buttons social media buttons for your theme
- ✓ Wordpress Database Backup: easily backup your WP database automatically

## 6. Optimize theme: Body

### 5. Choose your theme

- ✓ if possible, use a premium WP theme
- ✓ you can find many themes, here are some great resources for free and premium themes:
  - ✓ WooThemes (premium)
  - ✓ Simple Themes (premium)
  - ✓ Elegant Themes (premium)
  - ✓ WP Theme Viewer (free)
  - ✓ Candy College (free)
  - ✓ WordPress Themes (free)
- ✓ download some themes you like, but also inspect the source code of the theme: be sure that the source code is well structured

## Premium Wordpress Themes



## Cheat Sheet: SEO for Wordpress

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## Code Area

```
#1: User-agent: *
Disallow: /feed/
Disallow: */trackback/
Disallow: /ext/
Disallow: /wp-admin/
Disallow: /wp-includes/
#2: /666%post_id%-%postname%
%/
```

## Sidebar content

- ✓ you don't have to put the same sidebar-elements on all kinds of pages, for example the element „New posts“ is not necessary on home (there you already have the new posts)
- ✓ for example put the following elements at your sidebar
  - ✓ by not linking to all the categories from all pages, you can create clusters of pages with same topics
  - ✓ by linking to the x new posts from many pages you can accelerate the indexing of these posts
  - ✓ by not linking to all the archive pages (after 2 years blogging you have 24 links to monthly archives) you can use the power of each post more intelligent
  - ✓ the latest comments on your pages make sure, that there is action on your pages

### Home

- ✓ categories
- ✓ archive (monthly)
- ✓ latest comments

### Post

- ✓ new posts (i prefer 3-5 new posts)

- ✓ categories

- ✓ monthly archives

- ✓ latest comments

### Archives, Pages

- ✓ new posts

- ✓ categories

- ✓ monthly archives

- ✓ latest comments

## Create a weekly archive

- ✓ create a new static page and insert the code #1 for the weekly archive overview page
  - ✓ link to that weekly archive overview page from every page of your blog (same for your html-sitemap)
  - ✓ link to the weekly archive by including #2 on all your posts
    - ✓ by creating a weekly archive you can optimize your internal links

## Ping to other services

- ✓ by pinging other services you can accelerate the indexing of your posts
  - ✓ but don't ping too much services example-ping-list, you can configure in your Wordpress properties:

http://ping.wordblog.de/  
http://ping.blogstart.de/  
http://xmllrpc.blogg.de/  
http://rpc.pingomatic.com/  
http://rpc.technorati.com/rpc/ping  
http://ping.feedburner.com  
http://api.my.yahoo.com/RPC2  
http://blogsearch.google.com/ping/RPC2  
http://www.blogpeople.net/service/weblogUpdates  
http://rpc.weblogs.com/RPC2  
http://ping.wordblog.de/

## Additional hints

- ✓ use Feedburner to optimize your feed
- ✓ track the activities of the search engine spiders with Crawltack
- ✓ protect your content with Bot-Trap
- ✓ with the plugin Popularity Contest you can easily provide your burner-posts on different places on your blog
- ✓ save your database automatically with the plugin Wordpress Database Backup !!!

## Useful links

- ✓ Wordpress Download (english | german)
- ✓ Template tags (english | german)
- ✓ Wordpress forums (english | german)

## Indexation

- ✓ don't let search engines index all of your contents
- ✓ add the robots meta tag at your header (use the plugin Wordpress SEO)
- ✓ with robots meta tag you can tell search engines, if they should index pages or not
  - ✓ set following pages to nofollow:
    - ✓ archives
    - ✓ tags
    - ✓ paginations
    - ✓ author pages



## Example & Code Area

```
#1: <?php wp_get_archives('type=monthly&show_post_count=1'); ?>  
#2: <a href="http://www.domain.tld<?php the_time('Y'); ?>/?w=<?php the_time('W'); ?>">All posts from week<?php the_time('W'); ?> / <?php the_time('Y'); ?><a>
```



## Basic Theme Anatomy



## header.php

*get\_header();*

```
wp_nav_menu(); // the main nav menu (registered in functions.php)    get_search_form();
```

## the loop

// view the template hierarchy cheat sheet to see what file will be used.

index.php  
home.php  
archive.php  
page.php  
single.php  
*comments\_template();*  
search.php  
author.php  
404.php

// not every file is listed, nor is each one required in a theme.  
there are 28 total template file types possible.

## sidebar.php

*get\_sidebar();*

// may include registered sidebars from functions.php - content of the actual widgets comes from the Appearance > Widgets dashboard panel.

## footer.php *get\_footer();*

Not shown in the diagram:  
but still important theme parts!

style.css

theme styles

functions.php

theme functions

comments.php

comments template

**Basic Template Files**

<b>style.css</b>	Style sheet file
<b>index.php</b>	Home page file
<b>single.php</b>	Single post page file
<b>archive.php</b>	Archive/category file
<b>searchform.php</b>	Search form file
<b>search.php</b>	Search content file
<b>404.php</b>	Error page file
<b>comments.php</b>	Comments template file
<b>footer.php</b>	Footer content file
<b>header.php</b>	Header content file
<b>sidebar.php</b>	Sidebar content file
<b>page.php</b>	Single page file

**PHP Snippets for Header**

<?php bloginfo('name'); ?>	Title of the site
<?php wp_title(); ?>	Title of the specific post or page
<?php bloginfo('stylesheet_url'); ?>	The style.css file's location
<?php bloginfo('pingback_url'); ?>	Pingback URL for the site
<?php bloginfo('template_url'); ?>	Location for the site's theme files
<?php bloginfo('version'); ?>	WordPress version for the site
<?php bloginfo('atom_url'); ?>	Atom URL for the site
<?php bloginfo('rss2_url'); ?>	RSS2 URL for the site
<?php bloginfo('url'); ?>	Exact URL for the site
<?php bloginfo('name'); ?>	Name of the site
<?php bloginfo('html_type'); ?>	HTML version of the site
<?php bloginfo('charset'); ?>	Charset parameter of the site

**PHP Snippets for Templates**

<?php the_content(); ?>	Content of the posts
<?php if(have_posts()): ?>	Checks if there are posts
<?php while(have_posts()): the_post(); ?>	Shows posts if posts are available
<?php endwhile; ?>	Closes the 'while' PHP function
<?php endif; ?>	Closes the 'if' PHP function
<?php get_header(); ?>	Header.php file's content
<?php get_sidebar(); ?>	Sidebar.php file's content
<?php get_footer(); ?>	Footer.php file's content
<?php the_time('m-d-y') ?>	The date in '08-18-07' format
<?php comments_popup_link(); ?>	Link for the comments on the post
<?php the_title(); ?>	Title of a specific post or page
<?php the_permalink() ?>	Url of a specific post or page
<?php the_category(',') ?>	Category of a specific post or page
<?php the_author(); ?>	Author of a specific post or page
<?php the_ID(); ?>	ID of a specific post or page
<?php edit_post_link(); ?>	Link to edit a specific post or page
<?php get_links_list(); ?>	Links from the blogroll
<?php comments_template(); ?>	Comment.php file's content
<?php wp_list_pages(); ?>	List of pages of the
<?php wp_list_cats(); ?>	List of categories for the site
<?php next_post_link('%link') ?>	Url to the next post
<?php previous_post_link('%link') ?>	Url to the previous post
<?php get_calendar(); ?>	The built-in calendar
<?php wp_get_archives() ?>	List of archives for the site
<?php posts_nav_link(); ?>	Next and previous post link
<?php bloginfo('description'); ?>	Site's description

**Extra Stuff**

/%postname%/	Custom permalinks
<?php include(TEMPLATEPATH . '/x'); ?>	Include any file <sup>1</sup>
<?php the_search_query(); ?>	Value for search form
<?php _e('Message'); ?>	Prints out message
<?php wp_register(); ?>	Displays the register link
<?php wp_logout(); ?>	Displays the login/logout link <sup>2</sup>
<!--next page-->	Divides the content into pages
<!--more-->	Cuts off the content and adds a link to the rest of the content
<?php wp_meta(); ?>	Meta for administrators
<?php timer_stop(1); ?>	Time to load the page
<?php echo get_num_queries(); ?>	Queries to load the page

