WordPress SEO Settings

Introduction, Based on a white paper
by

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One Of The Best CMS(s) for SEO

WordPress is one of the best, if not *the* best content management system when it comes to SEO. That being said, spending time on your WordPress SEO might seem like a waste of time, it most definitely is not.

Optimizing your site to the best practices outlined in this article will help you improve your rankings, gain more subscribers and have a better website in general.
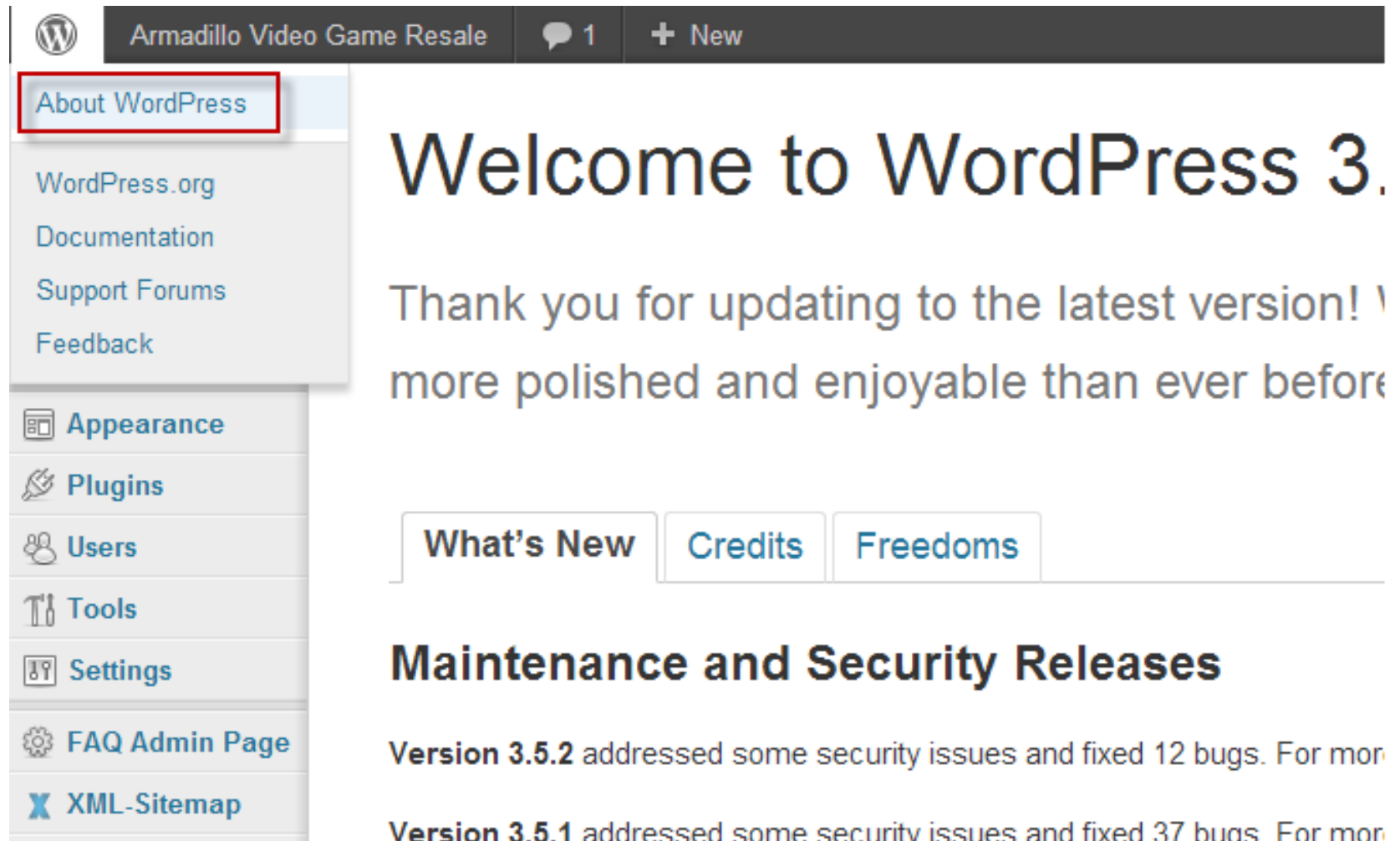
Step One Get The Plugin

Plugin Warning

- Always check that the Plugin has been tested with your version of WordPress

Find Your WordPress Version

Your WordPress Version

me Resale   💬 1   ➕ New

Welcome to WordPress 3.5.2

Thank you for updating to the latest version! WordPress 3.5.2 is more polished and enjoyable than ever before. We hope you like it.

Plugin warning

More information about WP htaccess Control 3.3

Description   Installation   Screenshots   Changelog   FAQ   Other Notes

Description

Install Now

Warning: This plugin has **not been tested** with your current version of WordPress.

FYI

Version: 3.3

Author: António Andrade

Last Updated: 389 days ago

WP htaccess Control should now really be called WP htacess *and Rewrite* Control. It provides an interface to customize the htaccess file generated by Wordpress but also its permalinks (author, category, archives, pagination and custom taxonomies). Take a look at the screenshot for a clearer exemplification.

Requires WordPress Version: 3.4 or higher

Compatible up to: 3.4.2

Downloaded: 83,589 times

Features:

Plugin warning - Compatible

Step 2 Configure Permalink Structure

- The next thing to change is your permalink structure.
- You'll find the permalink settings under Settings → Permalinks.
- The default permalink is ?p=<postid>
- I prefer to use either /post-name/ or /category/post-name/.
- For the first option, you change the setting to /%postname%/:

Permalink to Post name

Common Settings

○ Default   `http://yoast.com/?p=123`

○ Day and name   `http://yoast.com/2012/03/28/sample-post/`

○ Month and name   `http://yoast.com/2012/03/sample-post/`

○ Numeric   `http://yoast.com/archives/123`

⊙ Post name   `http://yoast.com/sample-post/`

○ Custom Structure   `/%postname%/`

Permalink Custom

- To include the category, you select "Custom Structure" and change the value to/%category%/%postname%/.

- If you previously had ?p=<postid> as your permalink, WordPress will take care of all the redirects for you.

- This is also true if you change from/%postname%/ to /%category%/%postname%/

Permalink TAGS

%year%

The year of the post, four digits, for example 2004

%monthnum%

Month of the year, for example 05

%day%

Day of the month, for example 28

%hour%

Hour of the day, for example 15

%minute%

Minute of the hour, for example 43

%second%

Second of the minute, for example 33

%post_id%

The unique ID # of the post, for example 423

%postname%

A sanitized version of the title of the post (*post slug* field on Edit Post/Page panel). So "This Is A Great Post!" becomes this-is-a-great-post in the URI.

%category%

A sanitized version of the category name (*category slug* field on New/Edit Category panel). Nested sub-categories appear as nested directories in the URI.

%author%

A sanitized version of the author name.

Custom Structure

Common Settings

◯ Default   http://mikehchase54.net/wpassign1/?p=123

◯ Day and name   http://mikehchase54.net/wpassign1/2013/07/23/sample-post/

◯ Month and name   http://mikehchase54.net/wpassign1/2013/07/sample-post/

◯ Numeric   http://mikehchase54.net/wpassign1/archives/123

◯ Post name   http://mikehchase54.net/wpassign1/sample-post/

◉ Custom Structure   http://mikehchase54.net/wpassign1   /%year%/%postname%/

Custom Structure Web Display
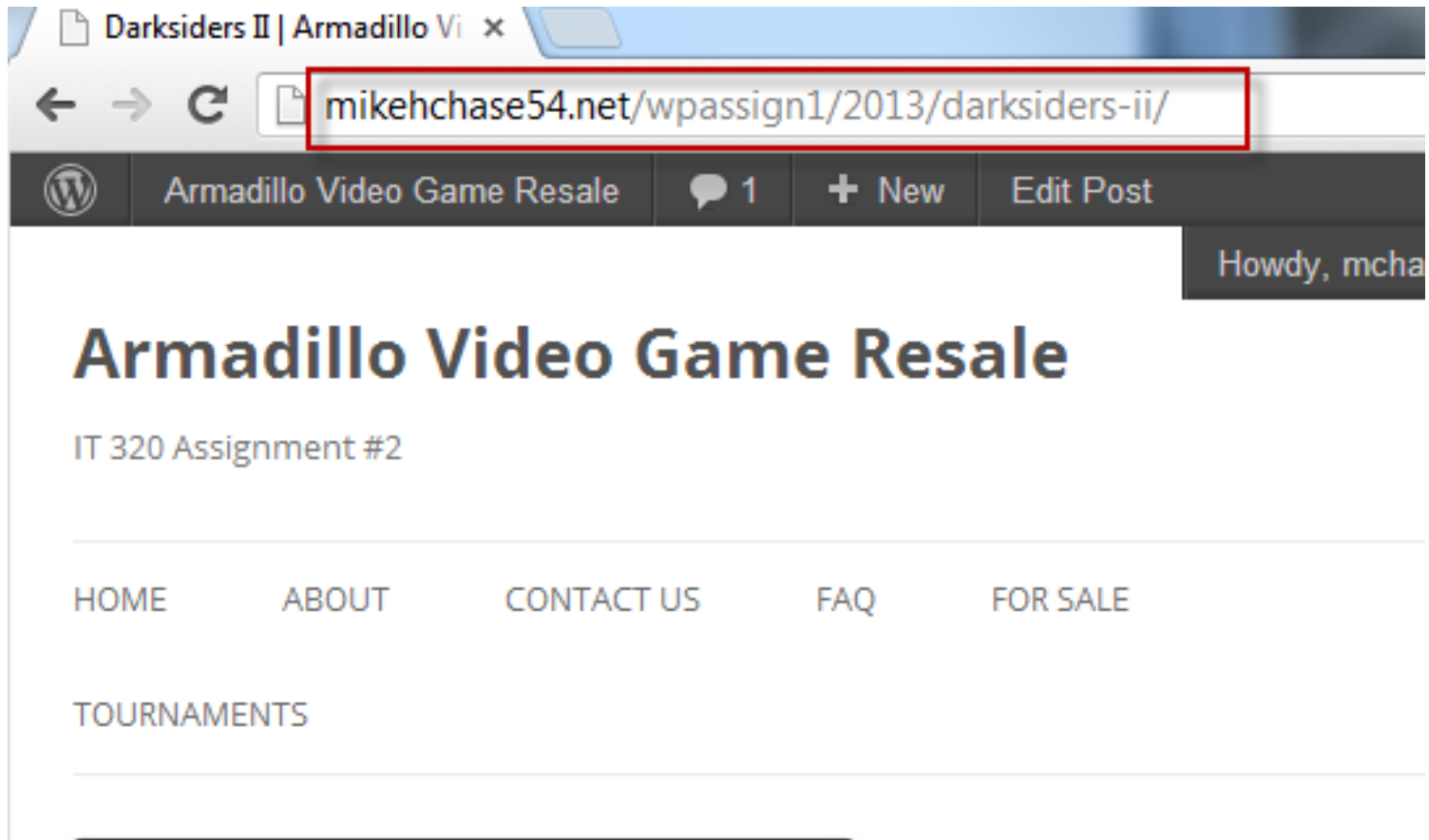
Permalink Optional

Optional

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

Category base

Tag base

WWW vs. non-WWW

General Settings

Site Title	Yoast
Tagline	Tweaking Websites
WordPress Address (URL)	http://yoast.com
Site Address (URL)	http://yoast.com

WWW vs. non-WWW

General Settings

Site Title

Armadillo Video Game Resale

Tagline

IT 320 Assignment #2

In a few words, explain what this site is about.

WordPress Address (URL)

http://mikehchase54.net/wpassign1

Site Address (URL)

http://mikehchase54.net/wpassign1
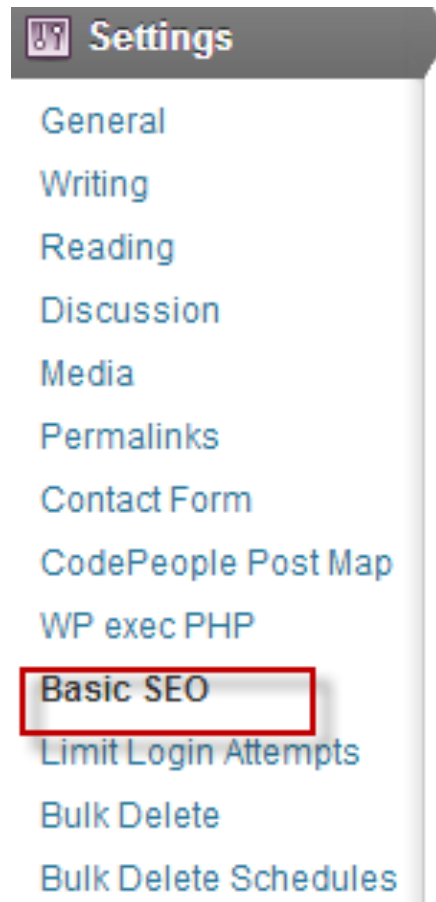
Basic SEO Settings

Enter Site Keywords And Descriptions

Basic Settings

From here you can set the default values for the `keywords` and `description` meta tags. These don't have their custom ones.

Keywords

Insert 3-12 kewords or key phrases separating them with commas.

Description

Insert a description containing more or less 5-24 words.

Keywords And Descriptions

Keywords

Insert 3-12 kewords or key phrases separating them with commas.

> video games, video game donation, games, game systems, tournaments

Description

Insert a description containing more or less 5-24 words.

> The Armadillo video game resale store. We take donations of new and used video game and game systems. We are a non-profit fundraiser for a wildlife rehab facility.

Optimize your Titles for SEO

- The title, the contents of your page's <title> tag, is one of the single most important factors for ranking in the search results.

- Not only is it the literal title of the tab or browser window, it's also the first line people see in the search results, followed by the URL and the snippet, usually the meta description combined with a date

Optimize your Titles for SEO
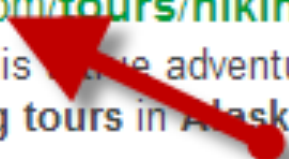
Real World Example

Hiking Trips - **Alaska** Alpine Adventures
www.**alaska**alpineadventures.com/**tours**/**hiking-trips** ▼
Results 1 - 8 of 8 - **Alaska hiking** is a true adventure for you and your family. Take part
in the best **hiking trips** and **hiking tours** in **Alaska**. Explore unparalleled **...**
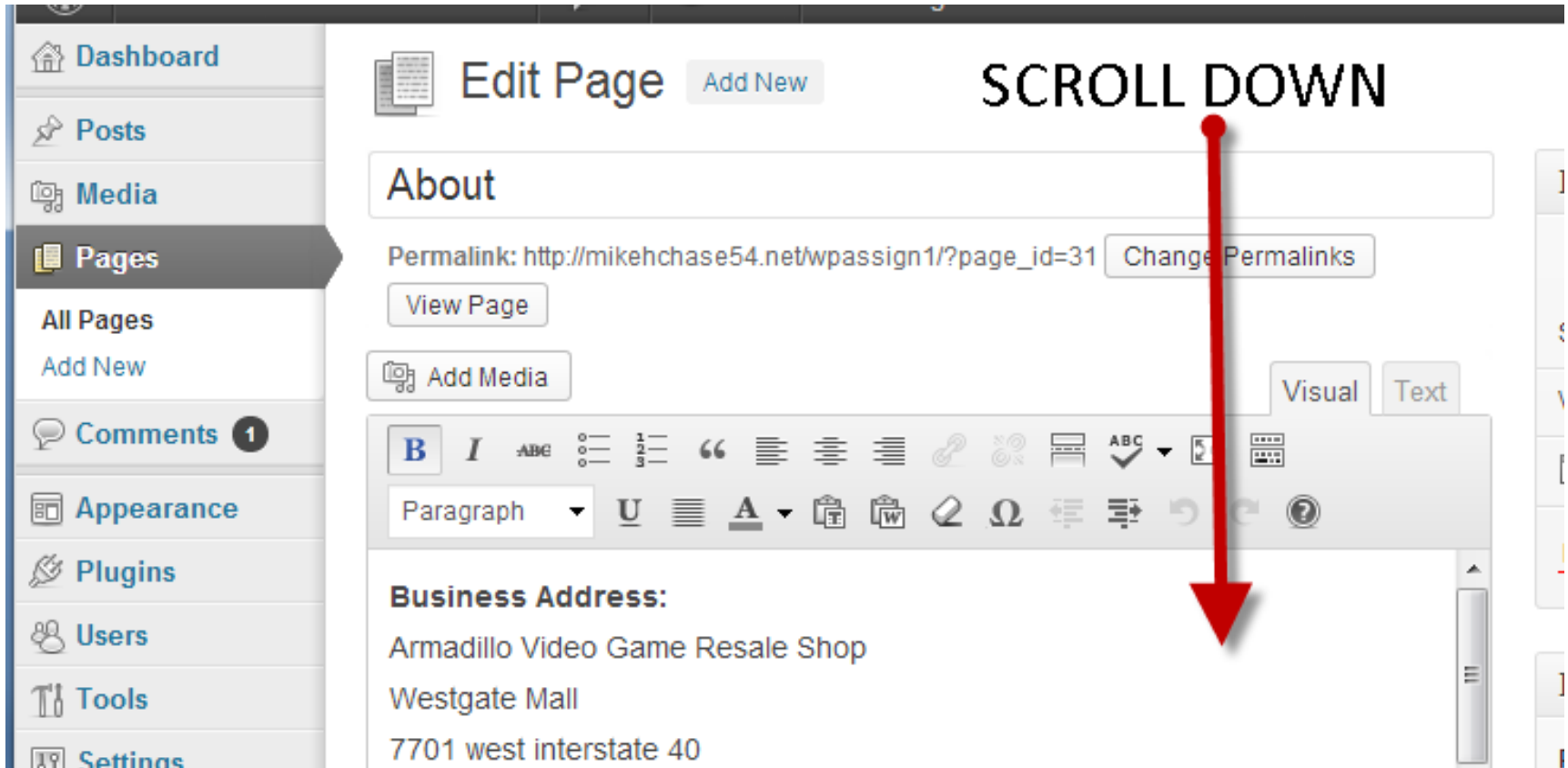
Real World Example

Page Keyword And Description

Page Keyword And Description

Basic SEO Meta Tags

Keywords

about armadillo video game resale

Insert a list of desired keywords

Description

the about page for the armadillo video game resale shop

Insert a short description for this page or post

Use global settings (not recomended) ☐

Post SEO settings

Post SEO Settings

Basic SEO Meta Tags ▼

Keywords

Madden NFL 13 Wii

Insert a list of desired keywords

Description

Madden NFL 13 Wii

Insert a short description for this page or post

Titles

- On many blogs, the title for blog posts is still "Blog title » Blog Archive » Keyword rich post title" or "Blog title » Keyword rich post title".
- For your WordPress blog to get the traffic it deserves, this should be the other way around, for two reasons:
  - Search engines put more weight on the early words, so if your keywords are near the start of the page title you are more likely to rank well.
  - People scanning result pages see the early words first. If your keywords are at the start of your listing your page is more likely to get clicked on.

Optimize your descriptions

- Now that we've got proper titles, we should start to focus on meta descriptions. The meta description can be used by search engines to show in the snippet, it's the black piece of text shown beneath the URL. The meta description is usually *only* used when it contains the keyword the searcher was searching for.

Optimize your descriptions

- Some plugins, most specifically the **All in One SEO plugin**, use so called "automated descriptions". They use the first sentence of a post to fill the meta description by default. That's not very smart.

- That first sentence might be an introductory sentence which has hardly anything to do with the subject.

Image optimization

- An often overlooked part of WordPress SEO is how you handle your images. By doing stuff like writing good alt tags for images and thinking of how you name the files, you can get yourself a bit of extra traffic from the different image search engines.

Image optimization

- ALSO, you're helping out your lesser able readers who check out your site using a screen assisted reader, to make sense of what's otherwise hidden to them.

    – Having an empty alt tag is bad enough, but having an alt tag that doesn't describe the image is ten times worse.

Image optimization

SEO Friendly Images options

ALT attribute (example: %name %title)

%title

TITLE attribute (example: %name photo)

%title Photo

☑ Override default Wordpress alt (recommended)

XML sitemaps

- To tell Google and the other search engines that your site has been updated, you can use XML Sitemaps.

- Get a plugin that builds XML Sitemaps

- Enable and configure the XML sitemap plugin

Get The Plugin

🔌 Installing Plugin: XML Sitemap - XML-Sitemap.co.uk 0.1.0.0

Downloading install package from `http://downloads.wordpress.org/plugin/xml-sitemap-xml-sitemapcouk.zip`...

Unpacking the package...

Installing the plugin...

Successfully installed the plugin **XML Sitemap - XML-Sitemap.co.uk 0.1.0.0**.

Activate Plugin | Return to Plugin Installer

XML Sitemap Generator

Generate a Sitemap

This XML file does not appear to have any style information associated with it. The docu

```xml
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  ▼<url>
      <loc>http://mikehchase54.net/wpassign1/?page_id=53</loc>
      <lastmod>2013-07-22</lastmod>
      <changefreq>monthly</changefreq>
    </url>
  ▼<url>
      <loc>http://mikehchase54.net/wpassign1/?p=93</loc>
      <lastmod>2013-07-22</lastmod>
      <changefreq>monthly</changefreq>
    </url>
  ▼<url>
      <loc>http://mikehchase54.net/wpassign1/?p=87</loc>
      <lastmod>2013-07-19</lastmod>
      <changefreq>monthly</changefreq>
    </url>
```

Breadcrumbs

- You'll want to add breadcrumbs to your single posts and pages. Breadcrumbs are the links, usually above the title post, that look like "Home > Articles > WordPress SEO". They are good for two things:

- They allow your users to easily navigate your site.

- They allow search engines to determine the structure of your site more easily.

- These breadcrumbs should link back to the homepage, and the category the post is in.

Breadcrumb Plugins

WPshore Breadcrumbs Details | Install Now	1.0	⭐⭐⭐⭐⭐	Breadcrumbs is a website navigation technique. With th... can see where the current page is in relation to the web... It allows the user to retrace their steps. With the help of this plugin you can display breadcrumb... posts, archives and any other pages supported by your...
Full Breadcrumb Details | Install Now	1.2	⭐⭐⭐⭐⭐	Support Hierarquical Taxonomies Show breadcrumb in pages, posts, custom posts, cate... authors, attachments and archives. Basic Usage Put this code <?php if (function_exists('show_full_brea... show_full_breadcrumb(); ?> in your theme and enjoy! Or, for to get the breadcrumb: <?php if (function_exists('... get_full_breadcrumb()... By Pedro Elsner.
Really Simple Breadcrumb Details | Install Now	1.0	⭐⭐⭐⭐⭐	This is a really simple WP Plugin which lets you use Br... download the Plugin, put in the correct Folder, as explained below, use the code shown below and activa... modify the styles use the class .breadcrumb in your CSS file or navigate to wp-content/plugins/really-breadcrumb/breadcrumb.php and modify the echo outp... b... By Christoph Weil.
Genesis Simple Breadcrumbs Details | Install Now	1.0.1	⭐⭐⭐⭐⭐	Genesis Simple Breadcrumbs adds a new menu item... easy changes to the Genesis Breadcrumbs including: Home text Breadcrumb separator

Headings

- Although most themes for WordPress get this right, make sure your post title is an <h1>, and nothing else.

- Your blog's name should only be an <h1> on your front page, and on single, post, and category pages, it should be no more than an <h3>.

- Your sidebar shouldn't be crammed with <h2> and <h3>'s either etc.

Go easy on the tags

- One of the most common issues we encounter on sites in our [website reviews](#) is the overuse of tags. Note that a tag in and of itself does not improve your SEO. The only way it improves your SEO is by relating one piece of content to another, and more specifically a group of posts to each other.