

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

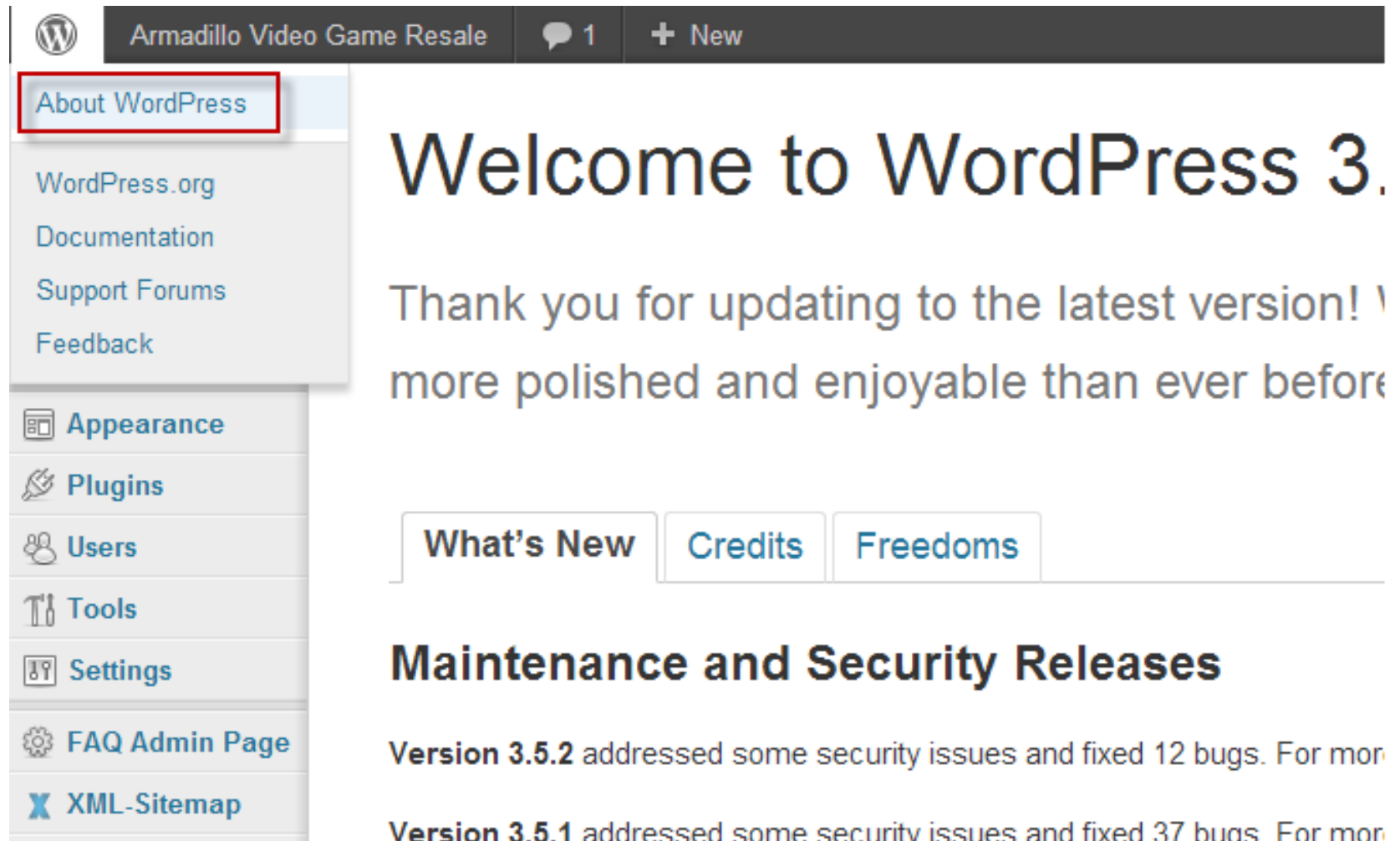
The screenshot shows the WordPress Admin Dashboard. On the left, the 'Plugins' menu item is highlighted with a red box. Below it, the 'Installed Plugins' section is also highlighted with a red box, showing 'Akismet' as an installed plugin. On the right, the 'All (10) | Active (9) | Inactive (1)' filter is selected. Below the filter, the 'Bulk Actions' dropdown is set to 'Apply'. The main content area displays a table of installed plugins. The 'Akismet' plugin is listed with its description and version (2.5). The 'Basic SEO Pack' plugin is also listed with its description and version (1.1). Both plugins are highlighted with red boxes.

Plugin	Description
<input type="checkbox"/> Akismet Deactivate Edit Settings	Used by mil comment a get started: key, and 3) (Version 2.5.
<input type="checkbox"/> Basic SEO Pack Deactivate Edit	Simple but c your post an with easily. (Version 1.1.

Plugin Warning

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

Find Your WordPress Version



The screenshot shows the WordPress dashboard for a site named 'Armadillo Video Game Resale'. The top navigation bar includes the WordPress logo, the site name, a comment count of 1, and a '+ New' button. The left sidebar contains a menu with the following items: 'About WordPress' (highlighted with a red box), 'WordPress.org', 'Documentation', 'Support Forums', 'Feedback', 'Appearance', 'Plugins', 'Users', 'Tools', 'Settings', 'FAQ Admin Page', and 'XML-Sitemap'. The main content area displays a 'Welcome to WordPress 3.5.2' message, followed by a thank you note for updating to the latest version. Below this, there are three buttons: 'What's New', 'Credits', and 'Freeloms'. The section 'Maintenance and Security Releases' follows, with two entries: 'Version 3.5.2' and 'Version 3.5.1', both mentioning security issues and bug fixes.

WordPress logo

Armadillo Video Game Resale

1

+ New

About WordPress

WordPress.org

Documentation

Support Forums

Feedback

Appearance

Plugins

Users

Tools

Settings

FAQ Admin Page

XML-Sitemap

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.

What's New Credits Freeloms

Maintenance and Security Releases

Version 3.5.2 addressed some security issues and fixed 12 bugs. For more information, see the release notes.

Version 3.5.1 addressed some security issues and fixed 37 bugs. For more information, see the release notes.

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

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

WP htaccess Control should now really be called **WP htaccess 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.

Features:

Install Now

FYI

- Version: 3.3
- Author: [António Andrade](#)
- Last Updated: 389 days ago
- Requires WordPress Version: 3.4 or higher
- Compatible up to: 3.4.2
- Downloaded: 83,589 times

Plugin warning - Compatible

The screenshot shows the WordPress plugin page for "WP htaccess Control 3.3". At the top, there's a dark header with the text "More information about WP htaccess Control 3.3". Below this is a navigation bar with tabs: "Description" (highlighted in red), "Installation", "Screenshots", "Changelog", "FAQ", and "Other Notes". The main content area is titled "Description". A yellow warning box with a red border contains the text: "Warning: This plugin has not been tested with your current version of WordPress." Below the warning, the description text reads: "WP htaccess Control should now really be called WP htaccess 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." To the right of the description, there's a sidebar with an orange "Install Now" button at the top. Below the button, it says "FYI". Then, it lists "Version: 3.3" (highlighted with a red box), "Author: António Andrade", "Last Updated: 389 days ago", "Requires WordPress Version: 3.4 or higher", "Compatible up to: 3.4.2" (highlighted with a red box), and "Downloaded: 83,589 times". At the bottom left of the main content area, the word "Features:" is visible.

More information about WP htaccess Control 3.3

Description Installation Screenshots Changelog FAQ Other Notes

Description

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

WP htaccess Control should now really be called WP htaccess 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.

Features:

Install Now

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Version: 3.3

Author: [António Andrade](#)

Last Updated: 389 days ago

Requires WordPress Version: 3.4 or higher

Compatible up to: 3.4.2

Downloaded: 83,589 times

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%

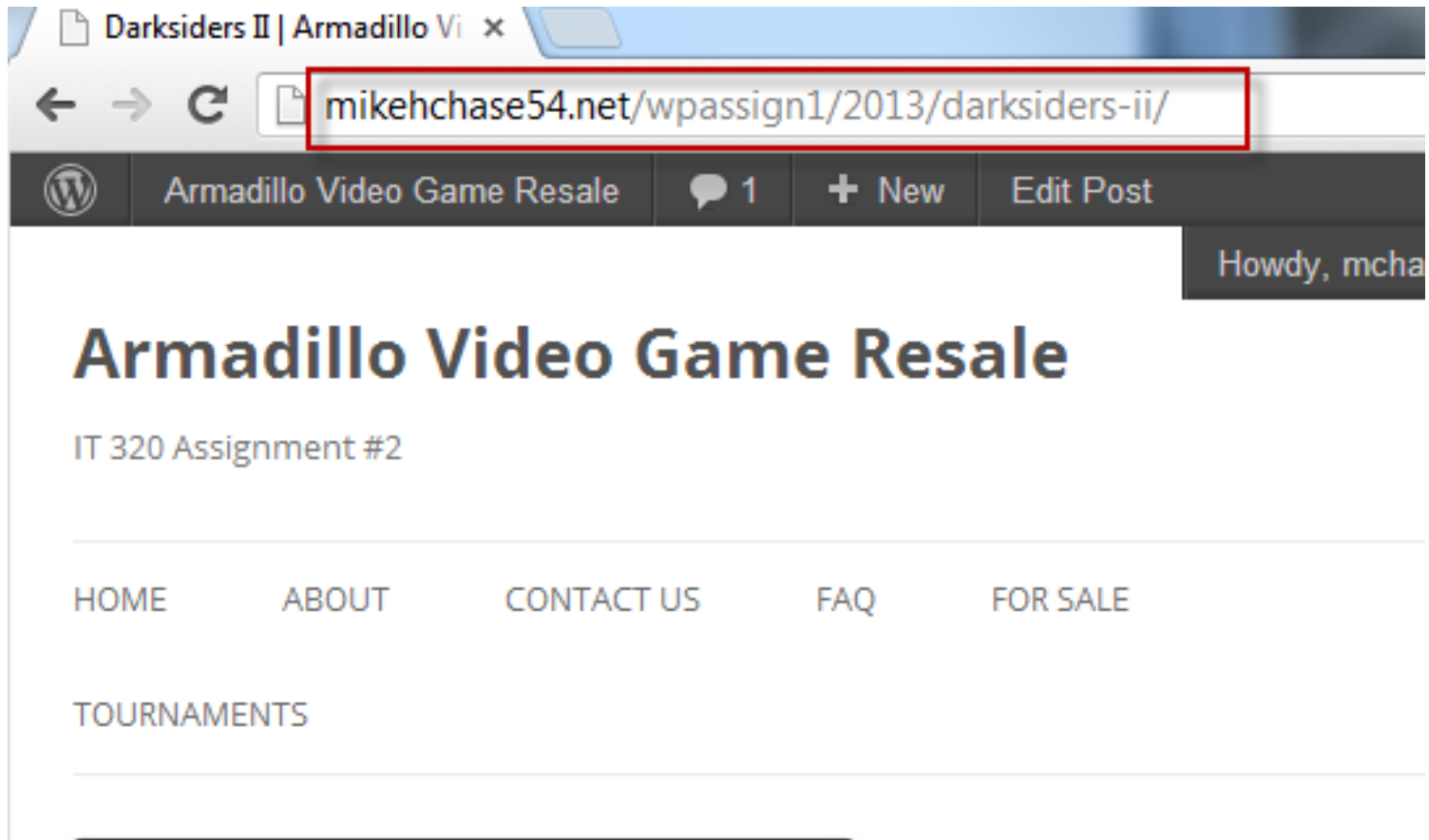
A sanitized version of the author name.

Custom Structure

Common Settings

<input type="radio"/> Default	<code>http://mikehchase54.net/wpassign1/?p=123</code>
<input type="radio"/> Day and name	<code>http://mikehchase54.net/wpassign1/2013/07/23/sample-post/</code>
<input type="radio"/> Month and name	<code>http://mikehchase54.net/wpassign1/2013/07/sample-post/</code>
<input type="radio"/> Numeric	<code>http://mikehchase54.net/wpassign1/archives/123</code>
<input type="radio"/> Post name	<code>http://mikehchase54.net/wpassign1/sample-post/</code>
<input checked="" type="radio"/> Custom Structure	<code>http://mikehchase54.net/wpassign1</code> <input data-bbox="1352 1021 1787 1071" type="text" value="/%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.

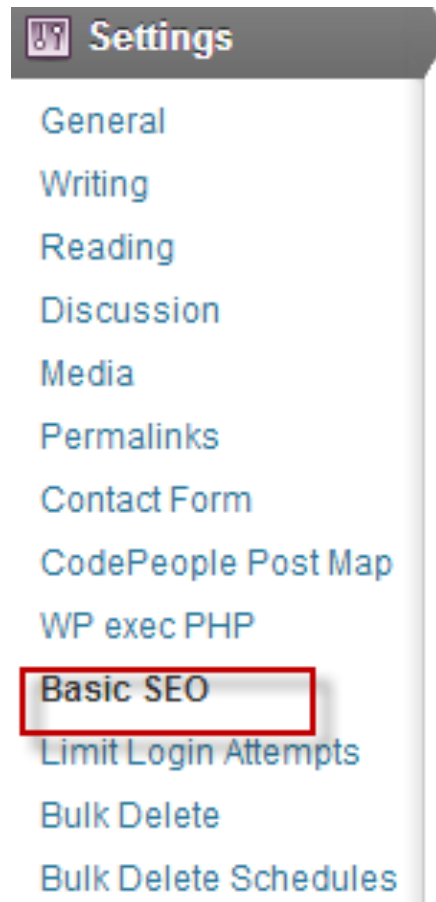
WordPress Address (URL)

<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 keywords 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 keywords 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

WordPress › WordPress SEO by Yoast « WordPress Plugins

wordpress.org/extend/plugins/wordpress-seo/

25 Jan 2012 – Improve your **WordPress SEO**: Write better content and have a fully optimized WordPress site using the **WordPress SEO** plugin by Yoast.

title

snippet

permalink


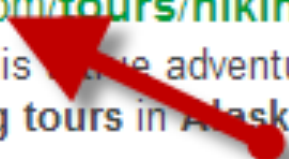
Real World Example

[Hiking Trips - Alaska Alpine Adventures](http://www.alaskaalpineadventures.com/tours/hiking-trips)

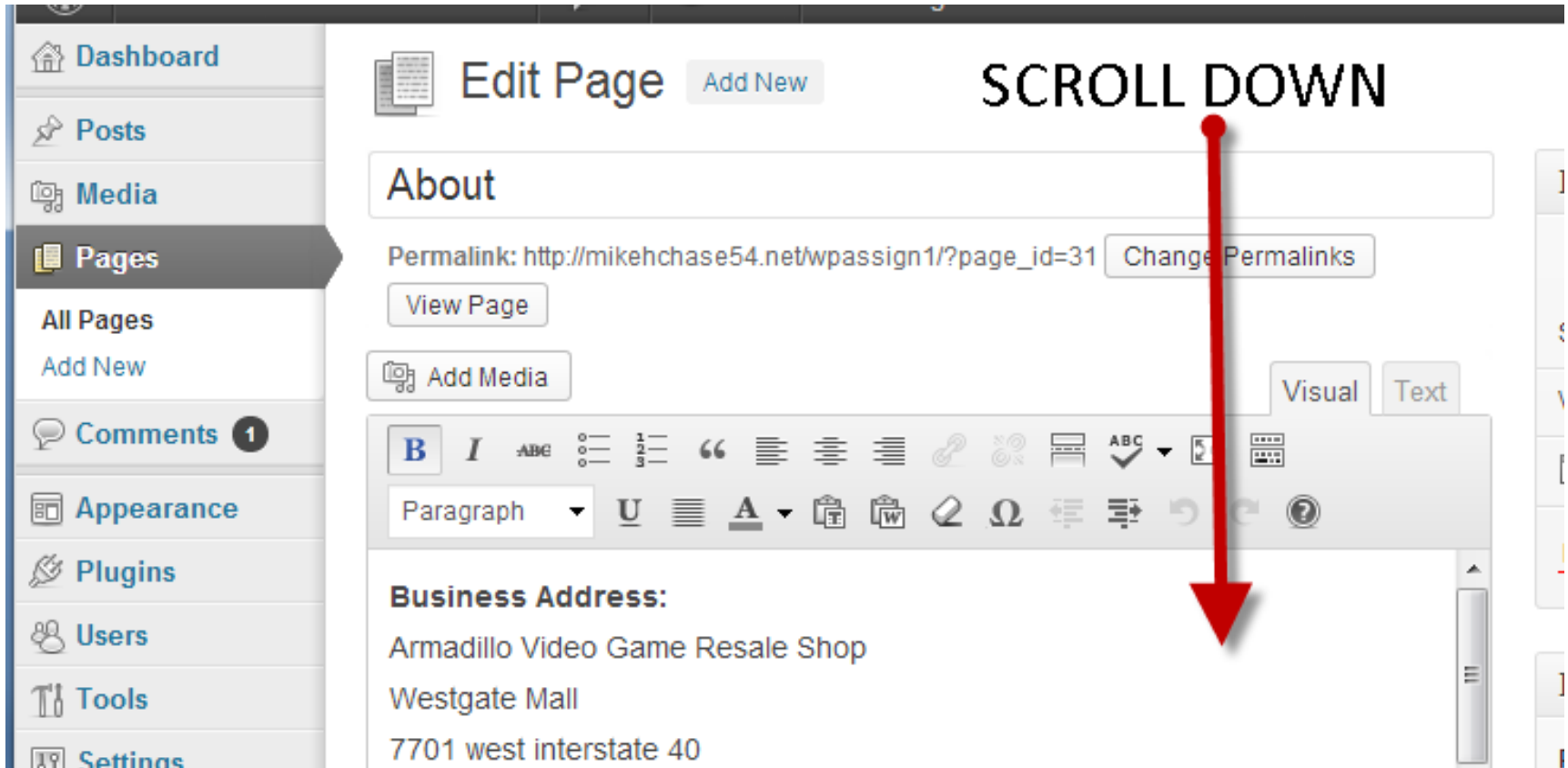
www.alaskaalpineadventures.com/tours/hiking-trips ▼

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

Hiking Trips - Alaska Alpine Adventures  **Title**
www.alaskaalpineadventures.com/tours/hiking-trips  **Permalink**
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 ...
SNIPPET

Page Keyword And Description



The screenshot shows the WordPress 'Edit Page' interface. On the left is a sidebar with navigation links: Dashboard, Posts, Media, Pages (highlighted), All Pages, Add New, Comments (1), Appearance, Plugins, Users, Tools, and Settings. The main content area is titled 'Edit Page' with an 'Add New' button. Below this is the 'About' section, which includes a permalink, a 'View Page' button, and an 'Add Media' button. A red arrow points down from the text 'SCROLL DOWN' to the 'Visual' and 'Text' tabs. The 'Text' tab is selected, showing a rich text editor with various formatting options (bold, italic, text color, background color, list, link, unlink, media, table, quote, code, undo, redo, help). The page content is as follows:

About

Permalink: http://mikehchase54.net/wpassign1/?page_id=31 [Change Permalinks](#)

[View Page](#)

[Add Media](#)

Business Address:

Armadillo Video Game Resale Shop

Westgate Mall

7701 west interstate 40

Page Keyword And Description

Basic SEO Meta Tags

Keywords

Insert a list of desired keywords

Description

Insert a short description for this page or post

Use global settings (not recommended) ☐

Post SEO settings

The screenshot shows the WordPress 'Edit Post' interface. On the left is a sidebar with navigation links: Dashboard, Posts, All Posts, Add New, Categories, Tags, Media, Pages, Comments (1), Appearance, Plugins, Users, Tools, Settings, and FAQ Admin Page. The main content area is titled 'Edit Post' with an 'Add New' button. The post title is 'Madden NFL 13 (Wii)'. Below the title is the permalink: 'http://mikehchase54.net/wpassign1/?p=99', with buttons for 'Change Permalinks' and 'View Post'. There are tabs for 'Visual' and 'Text' editors. The 'Visual' editor toolbar is visible, showing options for bold, italic, text color, background color, link, unlink, list, quote, indent, outdent, and more. The post content includes the title 'Madden NFL 13 (Wii)', the publisher 'Redwood City, Calif. :, EA Sports., c2012.', notes '1-4 players. Other features supported: Online enabled, compatible with classic controller.', and a summary 'Madden NFL 13 brings you the action and'. A large red arrow points from the top right towards the bottom right of the page content area, indicating the instruction to 'SCROLL DOWN'.

Post SEO Settings

Basic SEO Meta Tags ▼

Keywords

Insert a list of desired keywords

Description

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 document

```
▼<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

			Others... By Justin Tadlock
WPshore Breadcrumbs Details Install Now	1.0		<p>Breadcrumbs is a website navigation technique. With it you can see where the current page is in relation to the website. It allows the user to retrace their steps.</p> <p>With the help of this plugin you can display breadcrumb posts, archives and any other pages supported by your theme.</p>
Full Breadcrumb Details Install Now	1.2		<p>Support Hierarchical Taxonomies</p> <p>Show breadcrumb in pages, posts, custom posts, categories, authors, attachments and archives.</p> <p>Basic Usage</p> <p>Put this code <code><?php if (function_exists('show_full_breadcrumb')) show_full_breadcrumb(); ?></code> in your theme and enjoy!</p> <p>Or, for to get the breadcrumb: <code><?php if (function_exists('get_full_breadcrumb')) get_full_breadcrumb();</code>... By Pedro Elsner.</p>
Really Simple Breadcrumb Details Install Now	1.0		<p>This is a really simple WP Plugin which lets you use Breadcrumbs. To download the Plugin, put in the correct Folder, as explained below, use the code shown below and activate it. To modify the styles use the class <code>.breadcrumb</code> in your CSS file or navigate to <code>wp-content/plugins/really-simple-breadcrumb/breadcrumb.php</code> and modify the echo output... By Christoph Weil.</p>
Genesis Simple Breadcrumbs Details Install Now	1.0.1		<p>Genesis Simple Breadcrumbs adds a new menu item to the Genesis Simple Breadcrumbs including:</p> <ul style="list-style-type: none"> 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.