Little Hippo

Makes your BIG Job small

Before We Begin

Just a few things to be aware of as you read through this brief user guide.

Little Hippo is a tool to make SEO easier for beginners and agencies alike. It uses a Bulk editor approach to manage the content in your WordPress blog so you can quickly tag posts, pages, custom posts and images to make your content SEO ready.

Throughout this document, we will refer to the WordPress posts, pages and custom post types as "content".

We will cover the basics of Little Hippo starting from the Menu and moving through the various bulk editing screens, and finally the settings.

Quick Start Guide

Here is a recommended walk through of how to use Little Hippo quickly.

1. Install Little Hippo
2. Click on the Little Hippo menu in the WordPress Dashboard. **NOTE: This will cause Little Hippo to start a scan of your website's content to determine what SEO issues exist. This may take some time so please wait until the Dashboard appears before clicking away.**
3. Visit the Pages Bulk Editor and add Meta data to the Content and Images
4. Visit the Posts Bulk Editor and add Meta data to the Content and Images
5. Visit the Custom Posts Bulk Editor to tag Content and Images if necessary
6. Click on Little Hippo to update the Dashboard (make take some time)
7. See what issues have been identified
8. Click on the link for each Critical issue (Red "X") and tag Content and Images

Little Hippo SEO Optimization Guide

At some point, Little Hippo will need to initialize itself in a first pass. So click on Little Hippo and wait for the Dashboard to appear. It is important that you wait for Little Hippo to finish before click away from this screen. Especially if you have a lot of content.

After initialization, you have 2 choices for tagging your content and images to make them SEO ready.

You can address the issues that Little Hippo has found and fix them grouped by issue type or by content type.

Tagging by Issue Type

If you click on Issues, you are taken to a page with a list of content. The content is organized into tabs for each SEO issue tracked. Little Hippo uses the Issue Type for the label for each of the tabs.

Once you are looking at the list of posts, your content is organized by post/page with the associated images grouped together.

How does Little Hippo know which images to group?

When you created/edited the post, you may have added images using the Add Media button. If you add image in this manner, WordPress "attaches" these images directly to the post. So it is most likely that these images are relevant to the post and the content within the post. This helps you when assign a value for Title and Alt for the images.

The Content group is made up of the following information:

- The Title of the post you assigned when you created the post
- A button to view the post (in a new window) from the front end of your web site
- A button to edit the post (in a new window) using the WordPress editor
- The Meta Title of the post
- The Meta Description of the post
- Command Buttons (described below)
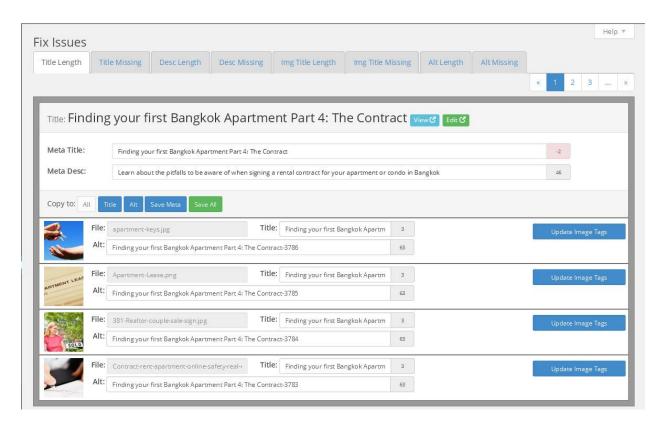- An image editing box for each attached image

FIGURE 1 - POST WITH ATTACHED IMAGES GROUPED TOGETHER

Every editable field has an indicator that displays the number of characters you have left before you exceed the recommended length.

The Command Buttons

These buttons allow you to quickly populate each of the fields for the image with the value from the Title of the post. It makes each field value unique by adding the ID of the image to the end of the value.

Here is a quick explanation of what each button does:

- Title – Copies the Title of the Post to the Title of each attached image and adds the image ID to the end. *NOTE: This copies the Post Title NOT the META TITLE value*
- Alt – Copies the Title of the Post to the Alt of each attached image and adds the image ID to the end
- Save Meta – Saves only the meta data (Title & Description) for the Post
- Save All – Saves the meta data for the Post and all of the attached images
- Updates Image Tags – Saves the Title and Alt tags for the specific image only

The Command buttons are only displayed when editing Posts/Pages or Custom Posts and the images attached to them. Little Hippo provides a method for editing images in bulk that does

not display the posts associated with the image. This is so you can properly assign title and alt tags based on what the image actually contains.

Don't Just Settle for the Default

The idea of Little Hippo is to help speed up the process, NOT to automate it. By copying the values to the attached image fields, you then have a nice template to edit and refine what each Title and Alt tag should actually be. You should rarely settle for the default value, although these will be acceptable by a search engine.

You should refine each value to accurately reflect whatever is appropriate for each image.

What is the meaning of the colors?

There will be some posts where the Title and/or Description fields are red.

This means the values are missing from your SEO fields. So Little Hippo has filled them in for you. You need to save the post to accept these values.

The Title value is filled in from the Title of the post, whereas the Description is filled in from the first 155 characters of the post content.

After you save the Meta values, the fields will remain red, but the background will change to green if they were saved successfully. This may change in future releases depending upon the feedback from you and other users.

Tagging by Content Type

We know that everyone has their own level of comfort with WordPress and may prefer to do things slightly different than other users. So Little Hippo allows you to edit your content by Post Type, instead of by Issue Type.

Posts and Pages are built in WordPress content types, so they each get their own page. The content here is arrange by post from the newest to the oldest.

The lists consist of content that has issues and has NO issues. By looking at the list, you can get a quick snap shot of how SEO ready your content is at a glance.

The bulk editor works exactly the same as the Issues editor.

The Dashboard

If you want to take a break and see your progress, simply click on "Little Hippo" again and the Dashboard will do a quick evaluation of your content and show you how many items still have issues.

The Dashboard is broken into 2 distinct areas:

- Content Summary
- Issues Summary

Each of these sections is provided to give you a snapshot of your website's content and SEO readiness.

The Content Summary

This section breaks down your content by Post or Content type.

The first 2 lines should show you the number of Pages (mostly static content) and Posts. Any Custom post types that have been registered by either a theme or a plug-in will be display below the Posts.

Each line indicates the name of the content with a number of posts found in your database of this type (shown in brackets).

A colored bar will also be visible that indicates the status and a rough idea of how much of the content in your database is actually visible to the public and requires SEO optimization.

The Issues Summary

This section is the most important part of determining the SEO readiness of your web site.

The first line indicates the total number of SEO issues that Little Hippo found with your content. These are then broken down into 2 tabs indicating the number of issues for each type:

- Meta Issues – for content like Pages, Posts, etc.
- Image Issues – media requiring Titles and Alt tags

Both tabs provide a detailed list of 4 important areas that you need to be aware of for SEO. Each of these list items includes an icon to show you:

❌ Critical Issue – You should fix these issues immediately

⚠️ Warning – Just be aware that the value is not optimal but is still ok

✔️ Ok – You are good to go and should have no issues of this type

Warnings are NOT Errors

Some issues will display a yellow triangle next to the description of the issue. This means that this is NOT a show stopping SEO issue. But something you should be aware of.

This yellow triangle is displayed most often for issues relating to the length of a value. The reason this is only a warning is because Search Results will still show a value for this content, but they may not provide enough information (if they are too short) or may be cut off (if too long) when one of your web site pages is displayed in search results.

The Settings

All efforts have been made to keep Little Hippo as simple as possible. As a result, we have tried to limit the number of settings that can be configured. This is to reduce confusion and help optimize your content quicker.

Using another SEO Plug-in with Little Hippo

One of the first things Little Hippo takes into account is that many web site owners have been interested in their SEO readiness for some time now. SEO is not new, so many WordPress web sites may already be using one of the popular SEO plug-ins.

Little Hippo can determine if this is the case and makes allowances for this.

Little Hippo will show a notice at the top of the Settings pages indicating that it will be using the values from your existing SEO plug-in if you currently have one of these plug-ins installed.

Note: We do not cater to ALL WordPress SEO plug-ins. Only the 2 most popular plug-ins ("All-In-One SEO" and "WordPress SEO" by Yoast).

When you use the bulk editor, Little Hippo will automatically populate and update the values in your current SEO plug-in so you do not need to enter this in more than once.

General

This area is just for settings that generally cleanup your WordPress installation or control the way the plug-in notifies you.

The following is a list of general settings and their result:

- **WP Head Cleanup** – Removes unnecessary WP Head information
- **Turn off Assist** – Turns off help screens and notifications displayed by Little Hippo
- **No-Follow Outbound Links** – Little Hippo will add a rel="nofollow" attribute to links in your content
- **Post Revisions Kept** – WordPress saves a copy of your old posts every time you save. This sets a fixed number of these revision you want to keep. As a result, it reduces the size of your WordPress database.
- **AutoSave Interval** – WordPress automatically saves a copy of a post every 60 seconds when you are editing. You can change this value here to be more/less often.
- **Empty Trash** – Even when you delete content, WordPress keeps the deleted items in the trash. You can empty the Trash here to reduce the size of your database.

Default Titles & Metas

There are a few pages that WordPress generates all on its own. This sections allows you to select a title and description for each of these dynamically generated pages.

The exception is for the Home Page. Sometime you want something special here. So Little Hippo give you the option of adding your own text and adding place holders to pull in values from other parts of your web site.

In addition, the dynamically generated pages offer the option of setting a "noindex,follow" value. This means these pages will not be indexed, but the search engine will still examine them for links to other pages so it can index those pages. It is recommended by many people to set this value as some search engines (like Google) may penalize web sites when indexing these pages as having duplicate content.

The following placeholders can be used in the default fields:

%site_title% - Uses the value set at Settings > General > Site Title

%site_desc% - Uses the value set at Settings > General > Tagline

%seo_title% - Uses the value set for the Post's SEO Title Field (Home Only)

%seo_desc% - Uses the value set for the Post's SEO Description filed (Home Only)

%cat_name% - Uses the value set for the Category Name (Categories Only)

%tag_title% - Uses the value set for the Tag name (Tags Only)

%tax_title% - Uses the value set for a Taxonomy name (Custom Categories/Taxonomies Only)

Tracking

If you do not have a Google Analytics code inserted into all of the pages on your website, you are not able to see who is visiting them and why. So you can enter in your Google Account ID here and a value for the Bounce rate tracking.

Bounce rate is calculated when someone visits a pages on your website, and then clicks away or leaves your website. If they visit only one page, and then leave, Google still sees this as a bounce even if the user was on your site for a long time, perhaps reading.

So adjusting this value allows you to count people that have actually stayed to read a single post as a visit and not a bounce.

More about this can be found on the Google Analytics blog (http://analytics.blogspot.com/2012/07/tracking-adjusted-bounce-rate-in-google.html).

Facebook OG Tags

This is what controls the image and text that is displayed on Facebook when someone shares a page or post from your website. Little Hippo automatically adds in this OG Tag information.

For most pages and posts, Little Hippo uses the featured image as the image Facebook will display and the SEO text as the text to display.

Not all pages will have a featured image. So this setting allows you to provide a default image that Facebook will be used if no featured image is available.

Resetting the Issues Count

Little Hippo allows you to reset the issues count and rescan for issues. This is usually only necessary once you have updated the plug-in and found the issues count is not correct.

To start the process, click on Dashboard > Little Hippo > Reset and follow the on screen wizard to complete the process.

Support

If you have any comments or suggestions we would love to hear from you. This could be notifying us of any bugs you may have found, general ideas to improve the plugin, or any complaints that you may have.

Feel free to contact us via the form on plugin website – http://www.little-hippo.co/contact