WordPress: SEO

1. **Seo principles**

Fundamentals of SEO

- Using technical and creative strategies to get your site to rank higher in search engines.
- Optimizing page titles
- Adding meta descriptions
- Configuring microdata

Keyword Strategies

- **FAT Head:** optimizing your site for one or a few high-volume terms
- **Long Tail:** optimizing your site for multiple smaller keywords e.g. cake store in Carpinteria, vegan cake store, catering for birthday party in Carpinteria

SEO factors outside of WordPress

- Speed should be great.
- SSL certificates should be installed
- Age of a domain

SEO factors inside WordPress

- To get better your url in wordpress go to admin-->settings-->permalink-->postname
- Search engine prefers easy to read urls.
- Content should be well organized so in your every post, assign relevant category and tags to it like recipe for recipes.

2. **All in One SEO Pack**

Install and activate All in One SEO Pack

- All in one SEO pack is a great plugin.
- This plugin creates an xml map.
- Go to plugin and install and activate it.

Configure title and general settings

- Settings--->reading settings-->uncheck discourage search engines from indexing this site-->save changes
- Canonical urls should be on in "all in one seo" plugin.
- Schema.org should be on.
- In title section, rewrite titles should be enabled.
- You can edit post titles structures.
- In "content type setting" check posts and pages.
- Prefer google verification of your site.
- Associate your google plus account/profile with your site.

Add SEO info for posts and pages

- Editpost-->now you will see new options of "all in one seo plugin" all the way down in the page.
- You can edit titles now of your choice.
- You can set description too which is helpful for SEO like if it is a recipe, you can write its ingredients, time or other catchy sentence.
- Now in source code, meta description will show.
- Update and you are done.

Add XML sitemaps

- All in one seo -->feature manager --> turn on xml sitemap
- Xml sitemap will be created automatically.
- Click on xml sitemap, in the setting under the all in one seo plugin.
- You can now see all the settings of sitemap and sitemap itself.
- You can now schedule updates.
- Turn off media/attachments.
- Come to section "priorities" and set them according to your requirements.

Add social meta

- Feature manager-->social meta-->enable it
- Now it will appear under all in one seo.
- Open social meta and customize it.
- Jump to the section "image settings"
- Use default image, if image not found.

- Upload your logo as default image.
- Set the width and height of image.
- Update options

3. Word press SEO by Yoast

Install and activate Yoast SEO

- Go to plugin and install activate yoast.

Import SEO content

- You can import from any old plugin and can export to yoast.
- Then do clean up.

Overview and initial setup

- Go to yoast-->general settings--->configuration wizard
- Select environment according to if your site live or not?
- Select site type
- Enter name of company and logo.
- Next, add all your Instagram accounts.
- Select, you have multiple authors or not.
- Connect search console to your site through authorization.
- Select title of your site, if you want to change.

Add SEO info to posts and pages

- Go to a post and it will open in editor. Scroll down the page and you will see the preview of the post that how it will appear in search engine. You can edit it . Add meta description, key phrases and catchy headlines.
- https://coschedule.com/headline-analyzer is a tool to analyze headlines.

Yoast SEO optimizer

- Check for the recommendations by yoast under your post in editor. Try to fix them.
- Click on edit snippet and try to fix the issues recommended by yoast.

Add social info to posts and pages

- In the post editor page, scroll down until yoast seo comes, and click on the social media icon.
- Edit title, description and image for Facebook.

4.WordPress SEO by yoast settings

Bulk edit posts and pages

- Seo--->tools-->bulk editor
- You can now change titles of multiple posts together.
- Enter new yoast seo titles and save.
- These titles will be bolded into search engine.

Configure search appearance

- Yoast-->search appearance
- Edit changes of your choice and save.

Configure xml sitemaps

- Yoast seo-->general-->features-->xml sitemap should on
- You can see the xml by clicking on view sitemap.
- Add this sitmap to search console directly.
- Signin to google search console by going to https://search.google.com/search-console
- Add your website to it.
- Click on index-->sitemap-->add a new sitemap
- Click the link/url of yoast sitemap and paste it in google search console.
- Click submit.

Verify webmaster tools

- Yoast seo-->general-->features-->webmaster tools
- Connect with different search engines through authorization.

Redirect google search console errors

- Yoast seo-->search console-
- If you don't see anything here, first authenticate with google
- It's a slow process, some time it takes time to show all errors.

- When error appears, fix them and update.

Build a reusable import file

- Yoast seo-->tools-->import and export
- Export seo setting
- Export your yoast seo settings
- Copy all the code
- Copy in a code editor
- Edit it, if you want.
- Save this
- And next time you install yoast you can avoid setup and paste it through yoast seo export

5. Accelerated mobile pages

Installing the AMP plugin

- https://wordpress.org/plugins/amp
- Install and activate
- Seo—amp—amp settings
- Select template mode classic (you can choose other modes to you of your choice)
- Select supported template—posts
- View your home page but enter /amp in the end of url.
- To install AMP plugin with yoast, "glue for yoast seo and amp" plugin also need to be installed.