
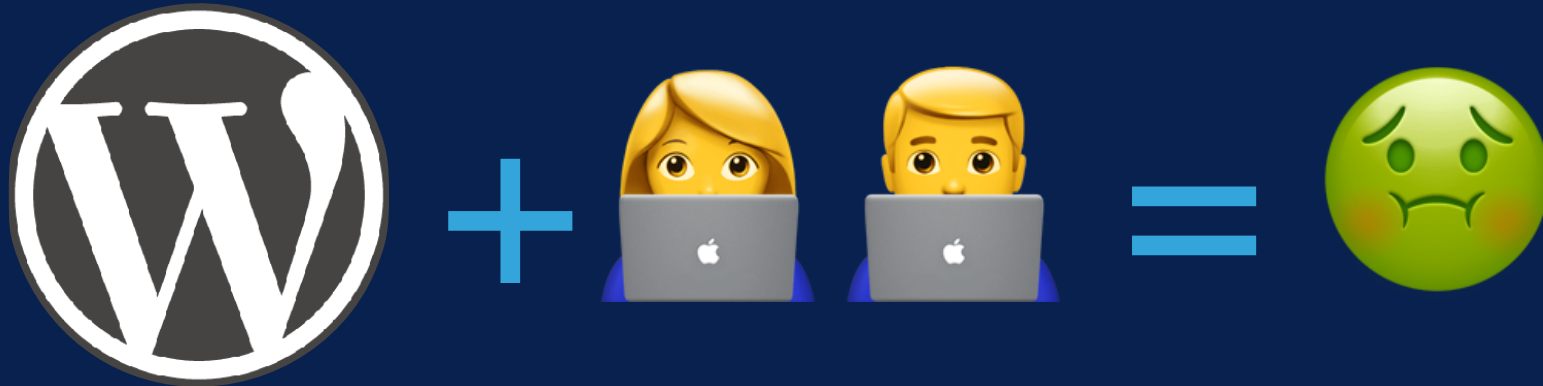


**PAPAYA
INTERNET**

OPTIMIZING WORDPRESS FOR SEO

 @BobbyKircher







SEO TWEAKS =



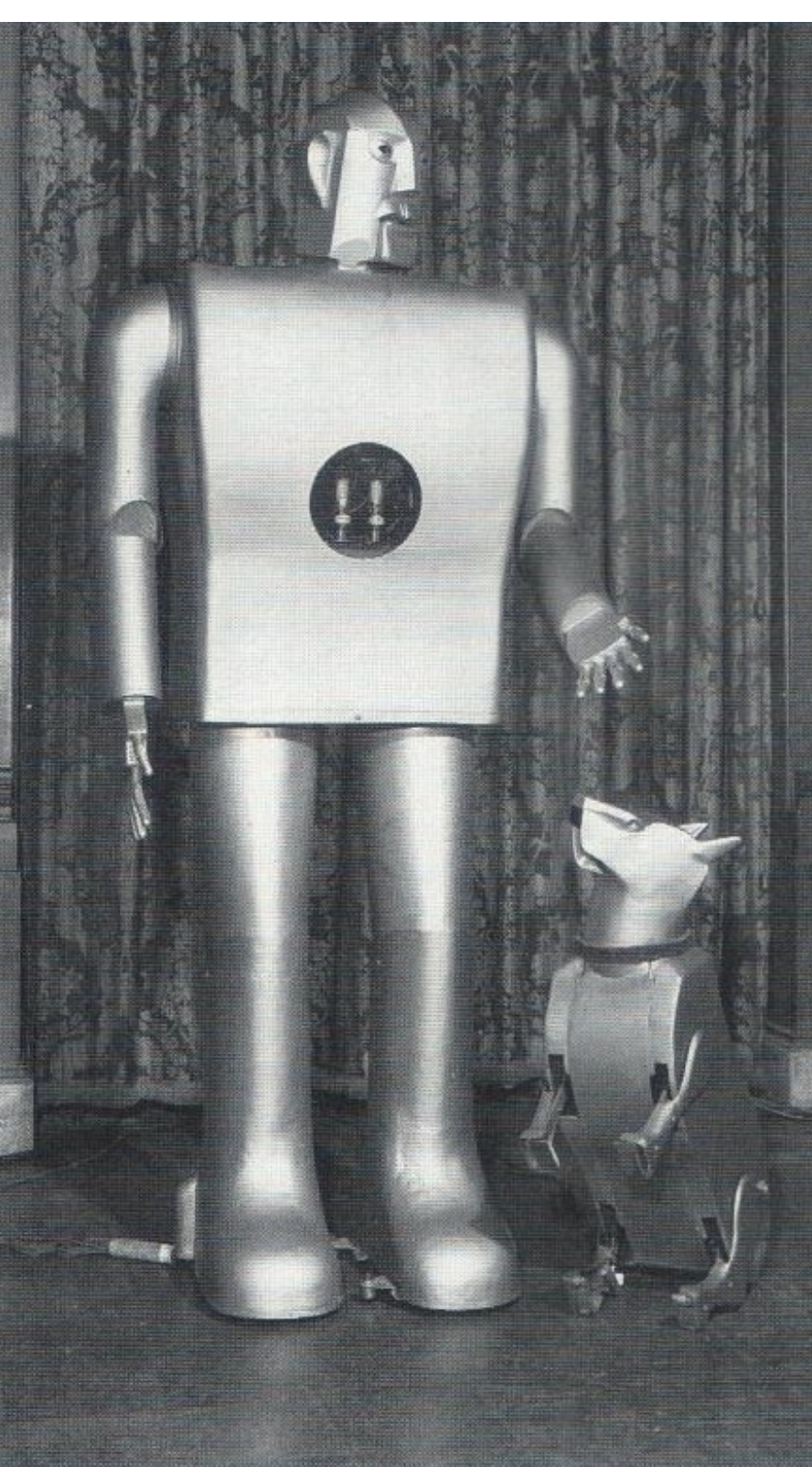
BUT FIRST...

1. Unique and compelling content
2. Backlinks
3. Not currently under spam penalty



ABOUT ME

- ▶ Digital Marketing Consultant
- ▶ Wrote my first computer program on an Apple IIe when I was 8.
- ▶ Started web design and development career in 1998
- ▶ Started doing SEO in 2002 and Papaya Internet in 2004
- ▶ I speak Spanish & love improv
- ▶ Collect road maps and vinyl records
- ▶ Super fan of RuPaul's Drag Race



WHY IS SEO IMPORTANT?

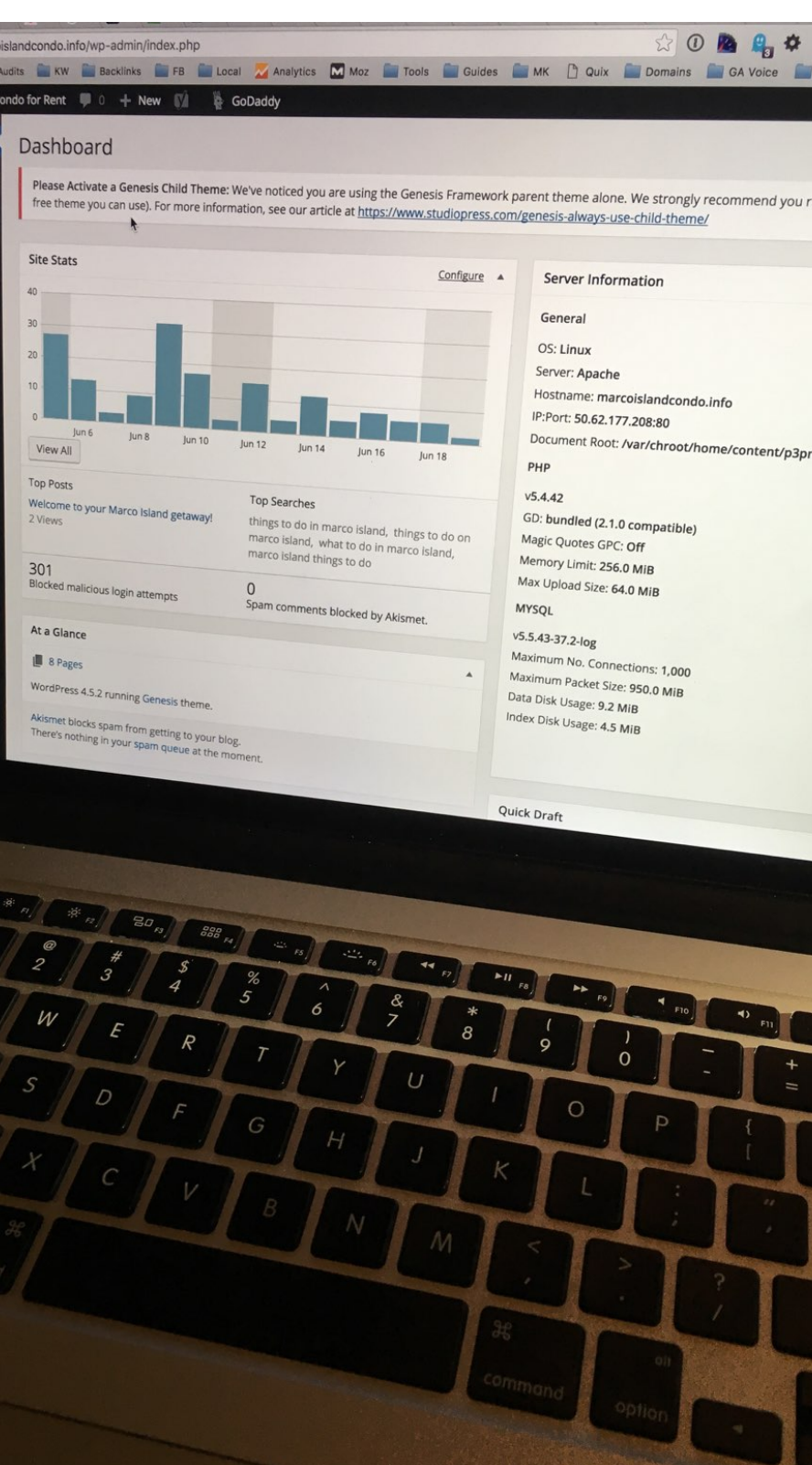
SEO helps people find your website – and for search engines to find it.

PAPAYA INTERNET

 @BobbyKircher

TODAY!

Configuring Wordpress
SEO Plugins
Other Tools
Q&A



CONFIGURING WORDPRESS

IF YOU DO ONE
THING...

UNCHECK THIS BOX

Search Engine Visibility

Discourage search engines from indexing this site

It is up to search engines to honor this request.

Save Changes

Settings -> Reading

PERMALINKS & SLUGS

PERMALINKS

Permalink Settings Help ▾

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

Common Settings

Plain `https://papayainternet.com/?p=123`

Day and name `https://papayainternet.com/2018/04/15/sample-post/`

Month and name `https://papayainternet.com/2018/04/sample-post/`

Numeric `https://papayainternet.com/archives/123`

Post name `https://papayainternet.com/sample-post/`

Custom Structure `https://papayainternet.com /blog/%postname%`

Available tags:

SLUGS

Edit Page [Add New](#)

Marco Island Beaches

Permalink: <https://marcoislandcondo.info/about/beaches/> [Edit](#)

SLUGS

- ▶ Make it easy to read and share
- ▶ Use keywords, but **DON'T OVERDO IT**
- ▶ Don't change your slugs if you can help it
- ▶ Use 301 Redirects if you do



CATEGORIES VS. TAGS

CATEGORIES

- ▶ Think of it as a Pyramid
- ▶ Organizational structure for your content
- ▶ Optimize with content, title tags, and meta descriptions
- ▶ Create landing pages for your categories
- ▶ Set a primary category for your posts



TAGS

- ▶ Specific details of you content
- ▶ Try not to compete with your categories
- ▶ Noindex your tags if it's become unwieldy



MOBILE RESPONSIVE

ALL ABOUT MOBILE

- ▶ Over 50% of all searches are on a mobile device*
- ▶ Number will continue to grow
- ▶ Google's Mobile-First Index
- ▶ Mobile version will be considered the primary version of the website



ACCELERATED MOBILE PAGES PROJECT

- ▶ Open source initiative for faster mobile content
- ▶ Spearheaded by Google
- ▶ Wordpress Plugin by Automattic
- ▶ AMPProject.org
- ▶ If you use it, make sure you configure it fully



SITE SPEED

3-SECOND RULE

3-SECOND RULE

2009!

OPTIMIZING WORDPRESS FOR SEO

Performance Scores

PageSpeed Score

D (63%) ▾

YSlow Score

E (58%) ▾

Page Details

Fully Loaded Time

9.7s ▾

Total Page Size

2.63MB ▲

Requests

154 ▾

PageSpeed

YSlow

Waterfall

Timings

Video

History

RECOMMENDATION	GRADE		TYPE	PRIORITY
▾ Minimize redirects	F (0)	▾	CONTENT	HIGH
▾ Serve resources from a consistent URL	F (0)	▾	CONTENT	HIGH
▾ Specify a cache validator	F (42)	▾	SERVER	HIGH
▾ Leverage browser caching	E (52)	▾	SERVER	HIGH
▾ Defer parsing of JavaScript	E (56)	▾	JS	HIGH
▾ Combine Images using CSS sprites	D (67)	▾	IMAGES	HIGH
▾ Inline small CSS	C (75)	▾	CSS	HIGH
▾ Optimize images	C (78)	▲	IMAGES	HIGH
▾ Avoid bad requests	A (92)	▾	CONTENT	HIGH
▾ Optimize the order of styles and scripts	A (92)	◆	CSS/JS	HIGH
▾ Avoid CSS @import	A (92)	▾	CSS	MEDIUM
▾ Specify image dimensions	A (93)	◆	IMAGES	MEDIUM
▾ Minimize request size	A (94)	◆	CONTENT	HIGH
▾ Minify JavaScript	A (94)	▲	JS	HIGH
▾ Minify CSS	A (98)	◆	CSS	HIGH
▾ Minify HTML	A (99)	◆	CONTENT	LOW
▾ Enable gzip compression	A (99)	▲	SERVER	HIGH
▾ Remove query strings from static resources	E (54)	▾	CONTENT	LOW
▾ Specify a Vary: Accept-Encoding header	A (95)	◆	SERVER	LOW

What do my scores mean?

Rules are sorted in order of impact upon score
Optimizing rules at the top of the list can greatly improve your overall score.

Not every recommendation will apply to your page

The recommendations are meant to be generic, best practices; some things will be out of your control (eg. external resources) or may not apply to your page.

[Learn more about PageSpeed/YSlow scores and how they affect performance.](#)

Need optimization help?

We can help in an optimization solution that works best for you.

[Contact us for optimization help](#) and we'll put you in the right direction towards a faster website.

Looking for next-level hosting? If you have a mission-critical, enterprise level website, look to [GT.net for managed hosting](#) and performance-focused results.



CHECKING FOR SITE SPEED

- ▶ [GTMetrix.com](https://gtmetrix.com)
- ▶ [WebPageTest.org](https://www.webpagetest.org)
- ▶ [Google Page Speed Insights](https://pagespeed.google.dev)
- ▶ Google Lighthouse within Chrome
(Right Click -> Inspect)



THEMES

- ▶ Is your theme responsive?
- ▶ How clean is its code?
- ▶ Page Builders vs. No Page Builders: Doesn't matter, but make sure the HTML is semantic



COMING JULY 2018 - GOOGLE'S "SPEED UPDATE"

- ▶ Announced January 17th, 2018
- ▶ Page Speed will be a ranking factor for mobile searches
- ▶ It will only affect pages that deliver the slowest experience to users and will only affect a small percentage of queries.

HOW TO IMPROVE SITE SPEED

- ▶ Site Caching Plugins
- ▶ Minifying HTML, CSS, & JS
- ▶ Using a Wordpress optimized hosting solution
- ▶ Better coded themes
- ▶ Remove unnecessary plugins



OPTIMIZING IMAGES

- ▶ Lossless Compression for improved page speed.
- ▶ Using a CDN for image hosting to help website performance.
- ▶ ALT attribute for identifying images. Used by screen readers for visually impaired people and Image Search.



SEO PLUGINS

POPULAR SEO PLUGINS

The Yoast logo features the word "yoast" in a lowercase, rounded font. The letter "y" is green with a gradient, while the letters "oast" are pink with a gradient.

SEO PLUGINS HELP WITH:

- ▶ Title & Meta Descriptions
- ▶ Content readability analysis
- ▶ Meta Robots directives
- ▶ XML Sitemaps & Customizations
- ▶ Permalink Customizations
- ▶ Social: Open graph customizations
- ▶ Robots.txt & .htaccess editor
- ▶ Make bulk changes to Title & Meta Descriptions



TITLE TAGS & META DESCRIPTIONS

OPTIMIZE YOUR TITLE & META DESCRIPTIONS

- ▶ Customize for each important page
- ▶ Use the snippet preview for desktop and mobile
- ▶ Use the Title to describe the content with some keywords
- ▶ The Meta Description act as the call to action. Expanded to 230 to 320 characters in length
- ▶ <https://moz.com/blog/googles-longer-snippets>

The screenshot displays the Yoast SEO interface for editing a page. At the top, there's a 'Yoast SEO' header and a 'Need help?' link. Below that, there are tabs for 'Readability' and 'Enter your focus k...', along with an 'Add keyword' button. The main content area is titled 'Snippet preview' and shows a preview of the page's search results. The title is 'Our Comprehensive Guide to the Beaches of Marco Island, Florida' with a URL 'https://marcoislandcondo.info/beaches/'. The meta description is 'Beautiful white sandy beaches of Marco Island, FL await you on the Gulf Coast of Florida. View a map of all the beaches on the island and find out which ones are the best to visit for your next stay on Marco Island.' Below the preview, there are buttons for 'Edit snippet' and a 'Close snippet editor' button at the bottom. The interface also shows progress bars for the title and meta description, indicating their length relative to the recommended limits.

XML SITEMAPS

OPTIMIZE YOUR XML MAP

XML Sitemap

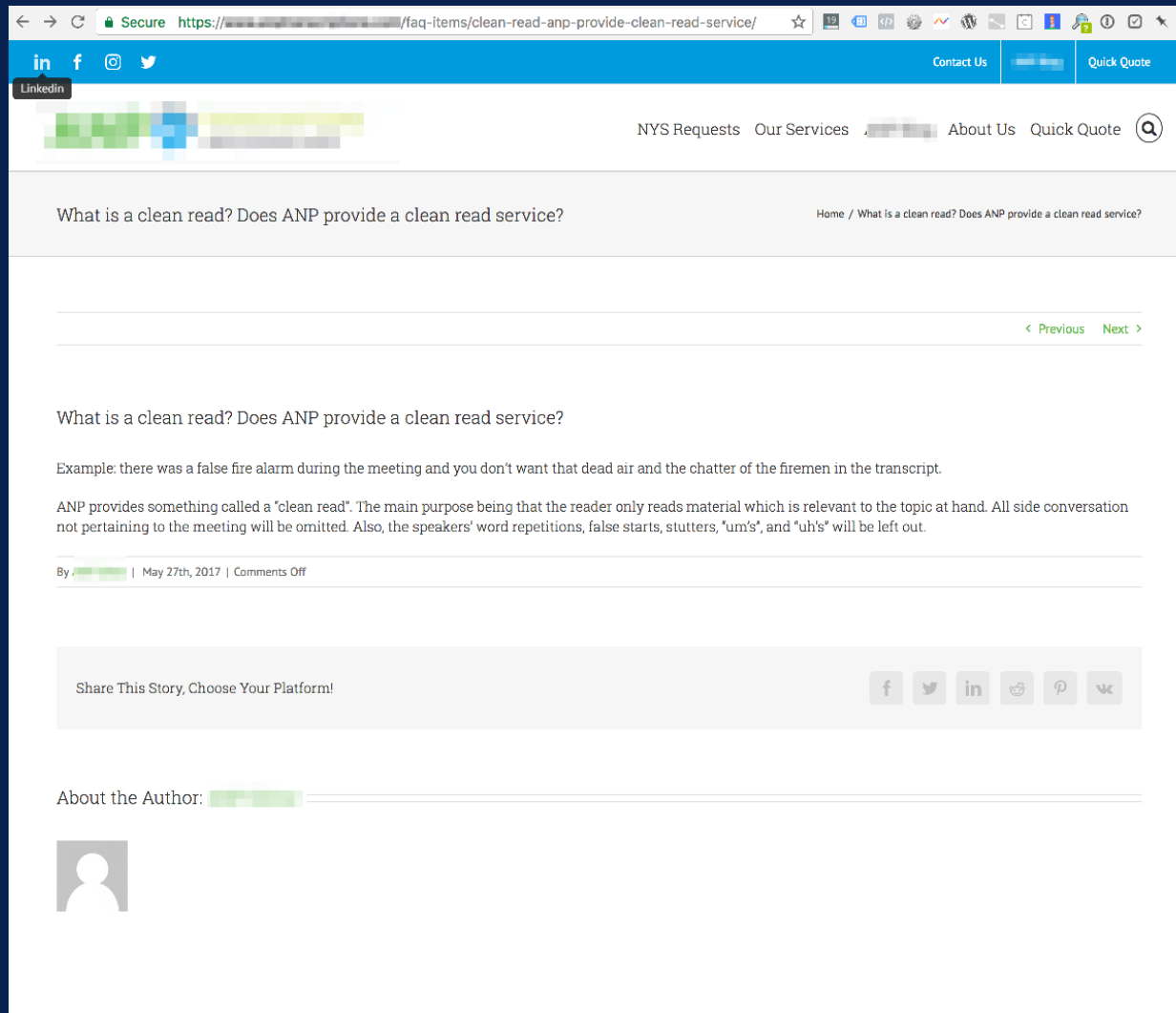
Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

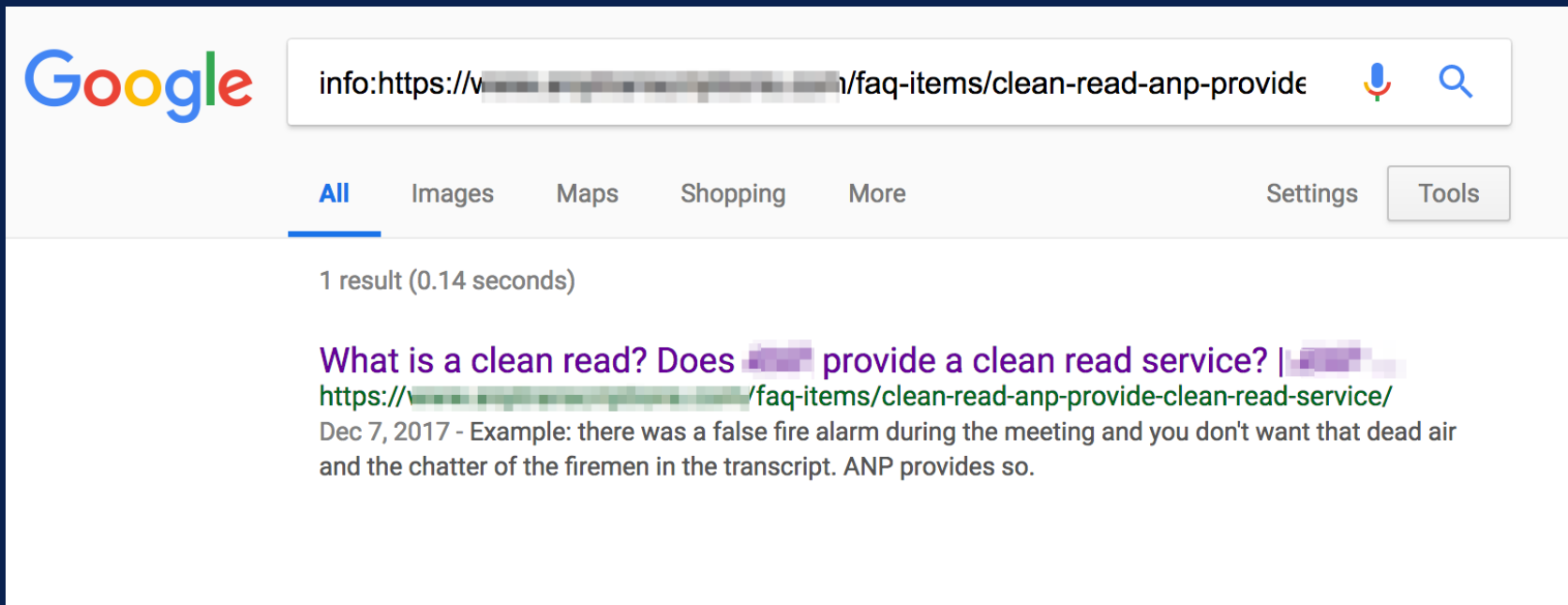
This XML Sitemap Index file contains 9 sitemaps.

Sitemap	Last Modified
https://[REDACTED]/post-sitemap.xml	2017-12-04 16:18 -05:00
https://[REDACTED]/page-sitemap.xml	2018-03-23 12:01 -04:00
https://[REDACTED]/avada_faq-sitemap.xml	2017-12-07 14:34 -05:00
https://[REDACTED]/themefusion_elastic-sitemap.xml	2013-10-14 14:34 -04:00
https://[REDACTED]/slide-sitemap.xml	2018-02-08 14:27 -05:00
https://[REDACTED]/category-sitemap.xml	2017-12-04 16:18 -05:00
https://[REDACTED]/faq_category-sitemap.xml	2017-12-07 14:34 -05:00
https://[REDACTED]/themefusion_es_groups-sitemap.xml	2013-10-14 14:34 -04:00
https://[REDACTED]/slide-page-sitemap.xml	2018-02-08 14:27 -05:00

OPTIMIZE YOUR XML MAP



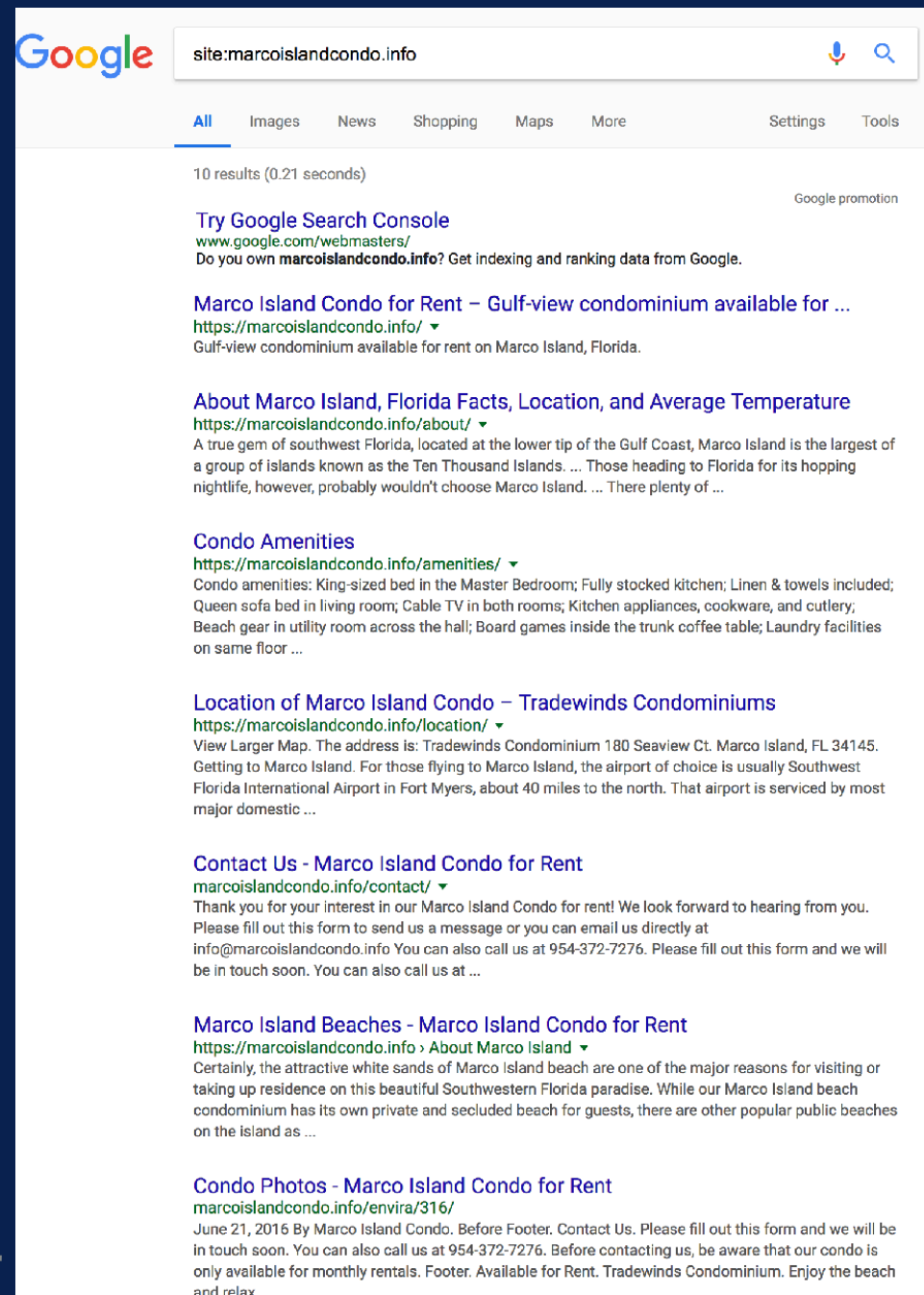
OPTIMIZE YOUR XML MAP



The screenshot shows a Google search interface. The search bar contains the URL: `info:https://[redacted]/faq-items/clean-read-anp-provide`. Below the search bar, the 'All' tab is selected. The search results show one result in 0.14 seconds. The result title is 'What is a clean read? Does [redacted] provide a clean read service? | [redacted]'. The snippet below the title reads: 'https://[redacted]/faq-items/clean-read-anp-provide-clean-read-service/ Dec 7, 2017 - Example: there was a false fire alarm during the meeting and you don't want that dead air and the chatter of the firemen in the transcript. ANP provides so.'

USE GOOGLE SITE OPERATORS

- ▶ **site:domain name**
- ▶ Shows you what Google has in their index
- ▶ Dr. Pete's guide to Google Search Operators:
<https://moz.com/blog/mastering-google-search-operators-in-67-steps>
- ▶ Google Search Console



Google site:marcoislandcondo.info

All Images News Shopping Maps More Settings Tools

10 results (0.21 seconds) Google promotion

- Try Google Search Console**
www.google.com/webmasters/
Do you own **marcoislandcondo.info**? Get indexing and ranking data from Google.
- Marco Island Condo for Rent – Gulf-view condominium available for ...**
<https://marcoislandcondo.info/> ▼
Gulf-view condominium available for rent on Marco Island, Florida.
- About Marco Island, Florida Facts, Location, and Average Temperature**
<https://marcoislandcondo.info/about/> ▼
A true gem of southwest Florida, located at the lower tip of the Gulf Coast, Marco Island is the largest of a group of islands known as the Ten Thousand Islands. ... Those heading to Florida for its hopping nightlife, however, probably wouldn't choose Marco Island. ... There plenty of ...
- Condo Amenities**
<https://marcoislandcondo.info/amenities/> ▼
Condo amenities: King-sized bed in the Master Bedroom; Fully stocked kitchen; Linen & towels included; Queen sofa bed in living room; Cable TV in both rooms; Kitchen appliances, cookware, and cutlery; Beach gear in utility room across the hall; Board games inside the trunk coffee table; Laundry facilities on same floor ...
- Location of Marco Island Condo – Tradewinds Condominiums**
<https://marcoislandcondo.info/location/> ▼
View Larger Map. The address is: Tradewinds Condominium 180 Seaview Ct. Marco Island, FL 34145. Getting to Marco Island. For those flying to Marco Island, the airport of choice is usually Southwest Florida International Airport in Fort Myers, about 40 miles to the north. That airport is serviced by most major domestic ...
- Contact Us - Marco Island Condo for Rent**
marcoislandcondo.info/contact/ ▼
Thank you for your interest in our Marco Island Condo for rent! We look forward to hearing from you. Please fill out this form to send us a message or you can email us directly at info@marcoislandcondo.info You can also call us at 954-372-7276. Please fill out this form and we will be in touch soon. You can also call us at ...
- Marco Island Beaches - Marco Island Condo for Rent**
<https://marcoislandcondo.info> > [About Marco Island](#) ▼
Certainly, the attractive white sands of Marco Island beach are one of the major reasons for visiting or taking up residence on this beautiful Southwestern Florida paradise. While our Marco Island beach condominium has its own private and secluded beach for guests, there are other popular public beaches on the island as ...
- Condo Photos - Marco Island Condo for Rent**
marcoislandcondo.info/envira/316/
June 21, 2016 By Marco Island Condo. Before Footer. Contact Us. Please fill out this form and we will be in touch soon. You can also call us at 954-372-7276. Before contacting us, be aware that our condo is only available for monthly rentals. Footer. Available for Rent. Tradewinds Condominium. Enjoy the beach and relax ...

301 REDIRECTS

301 REDIRECTS

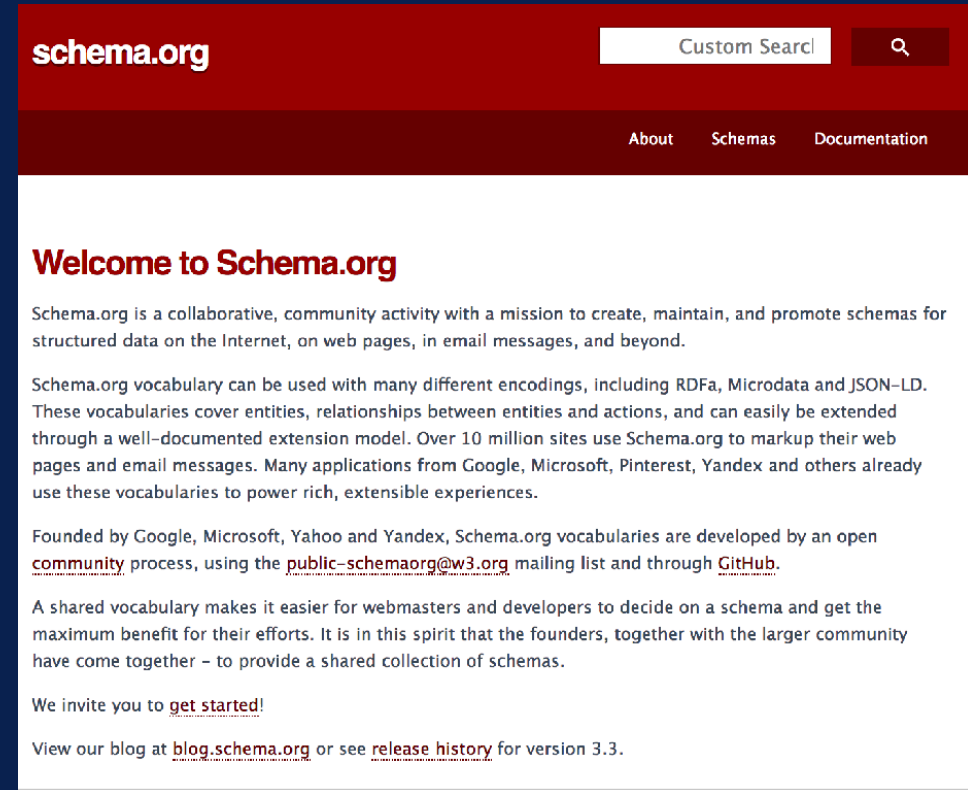
- ▶ Tells search engines your content has moved
- ▶ Reduces 404 errors
- ▶ Helps with usability
- ▶ Use a 301 Redirect Plugin
- ▶ Use Google Search console to find broken links



SCHEMA & STRUCTURED DATA

WHAT IS SCHEMA?

- ▶ Schema.org provides a collection of shared vocabularies webmasters can use to mark up their pages in ways that can be understood by the major search engines: Google, Microsoft, Yandex and Yahoo!



The screenshot shows the Schema.org website homepage. The header is dark red with the 'schema.org' logo on the left, a search bar with 'Custom Search' and a magnifying glass icon on the right, and navigation links for 'About', 'Schemas', and 'Documentation' in the center. The main content area is white and features a 'Welcome to Schema.org' heading. Below the heading, there are several paragraphs of text explaining the site's mission, the types of vocabularies supported (RDFa, Microdata, JSON-LD), the community process for developing schemas, and an invitation to get started. The footer of the screenshot includes links to the blog and release history.

schema.org Custom Search

About Schemas Documentation

Welcome to Schema.org

Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.

Schema.org vocabulary can be used with many different encodings, including RDFa, Microdata and JSON-LD. These vocabularies cover entities, relationships between entities and actions, and can easily be extended through a well-documented extension model. Over 10 million sites use Schema.org to markup their web pages and email messages. Many applications from Google, Microsoft, Pinterest, Yandex and others already use these vocabularies to power rich, extensible experiences.

Founded by Google, Microsoft, Yahoo and Yandex, Schema.org vocabularies are developed by an open [community](#) process, using the public-schemaorg@w3.org mailing list and through [GitHub](#).

A shared vocabulary makes it easier for webmasters and developers to decide on a schema and get the maximum benefit for their efforts. It is in this spirit that the founders, together with the larger community have come together – to provide a shared collection of schemas.

We invite you to [get started!](#)

View our blog at blog.schema.org or see [release history](#) for version 3.3.

STRUCTURED DATA

- ▶ Structured data is a standardized format for providing information about a page and classifying the page content.
- ▶ JSON-LD is recommended (vs. Microdata)
- ▶ Google's introduction to structured data: <https://developers.google.com/search/docs/guides/intro-structured-data>
- ▶ Implement within Google Tag Manager
- ▶ Plugins: [WP SEO Structured Data Schema, Markup \(JSON-LD\) structured in schema.org](#)

[Monty Python and the Holy Grail \(1975\) - IMDb](#)

www.imdb.com/title/tt0071853/

★★★★★ Rating: 8.4/10 - 222489 votes

King Arthur and his knights embark on a low-budget search for the **Grail**, encountering many very silly obstacles.

Directed by **Terry Gilliam, Terry Jones**. Starring **Graham Chapman**.

[The Album Of The Soundtrack Of The Trailer - Rhapsody](#)

www.rhapsody.com/album/Alb.14077829

The Album Of The Soundtrack Of The Trailer Of The Film Of Monty Python And The Holy Grail. Monty Python. Share. Tracks; Similar Albums. image. Released: ...

Track	Duration	Album
Introduction	🎵 1:09	The Album Of The ...
Introduction (Part 2)	🎵 4:02	The Album Of The ...
Arrival At Castle	🎵 2:42	The Album Of The ...
Constitutional Peasants	🎵 2:57	The Album Of The ...

[Spamalot Tickets, Monty Python Spamalot Tickets, Shubert Theatre](#)

www.gotickets.com/theater/monty_python_spamalot.php

The widest selection of Monty Python **Spamalot** Tickets - GOtickets is your ...

Mar 16, 2013 [Monty Python Spamalot, Minneapolis, MN](#)
Mar 22, 2013 [Monty Python Spamalot](#)
Mar 28, 2013 [Monty Python Spamalot, Denver, CO](#)

[Spam and Eggs Recipe - Allrecipes.com](#)



allrecipes.com/recipe/spam-and-eggs/

★★★★★ Rating: 4.5 - 17 reviews - 15 mins - 707 cal

Cubes of **Spam** are fried in a skillet with eggs, and topped with cheese. ...

Ingredients Edit and Save ... Original **recipe** makes 2 servings Change Servings ...

QUESTION!

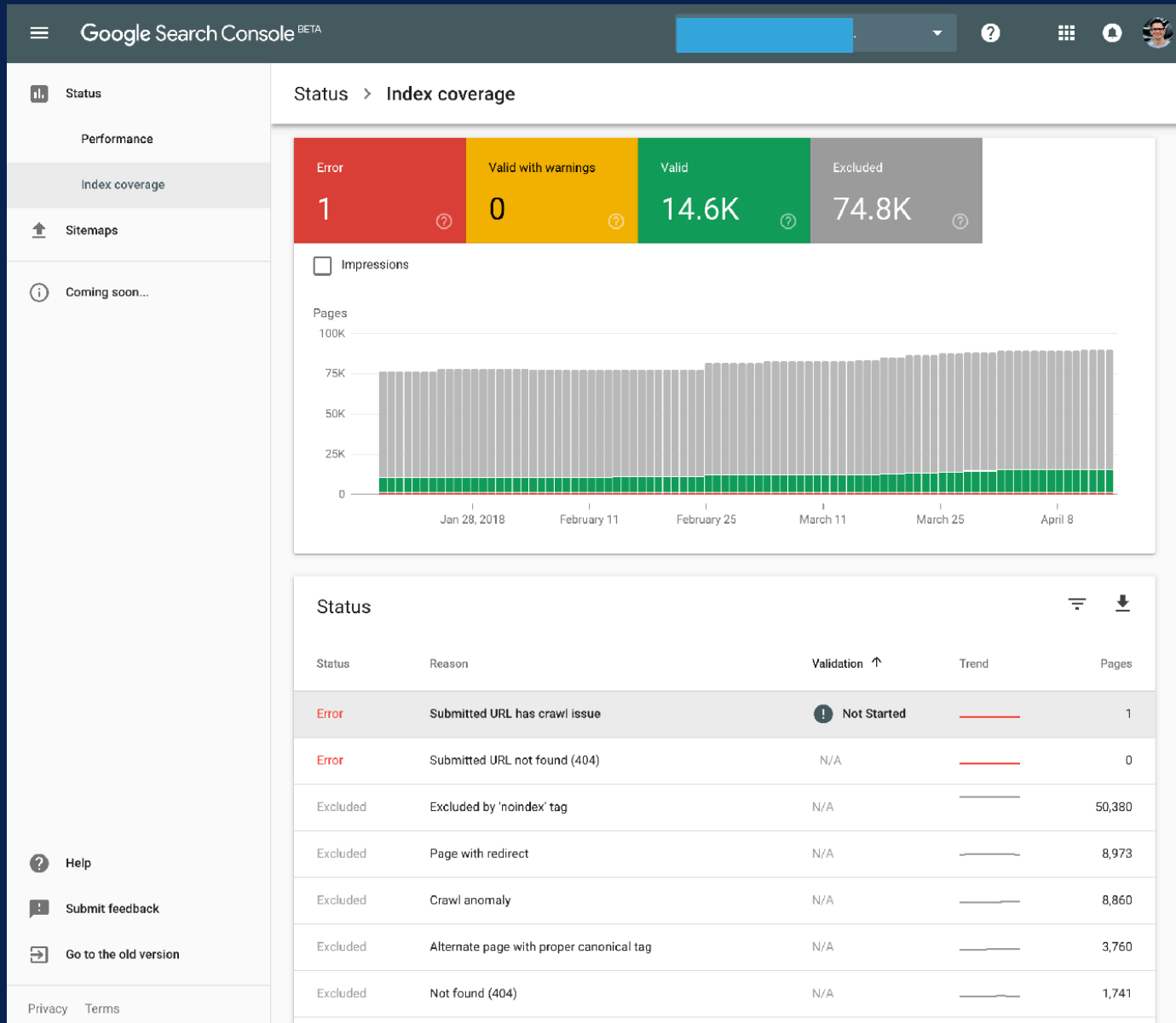
**ARE YOU USING
GOOGLE SEARCH CONSOLE?**

GOOGLE SEARCH CONSOLE

- ▶ Submit your Sitemap
- ▶ 404 Error reports & fixes
- ▶ Site issue notifications
- ▶ Notify Google of URL changes
- ▶ Re-inclusion requests
- ▶ Reports Mobile Issues
- ▶ Great information on how Google sees your website



OPTIMIZING WORDPRESS FOR SEO



QUESTION!

**ARE YOU USING
GOOGLE ANALYTICS?**

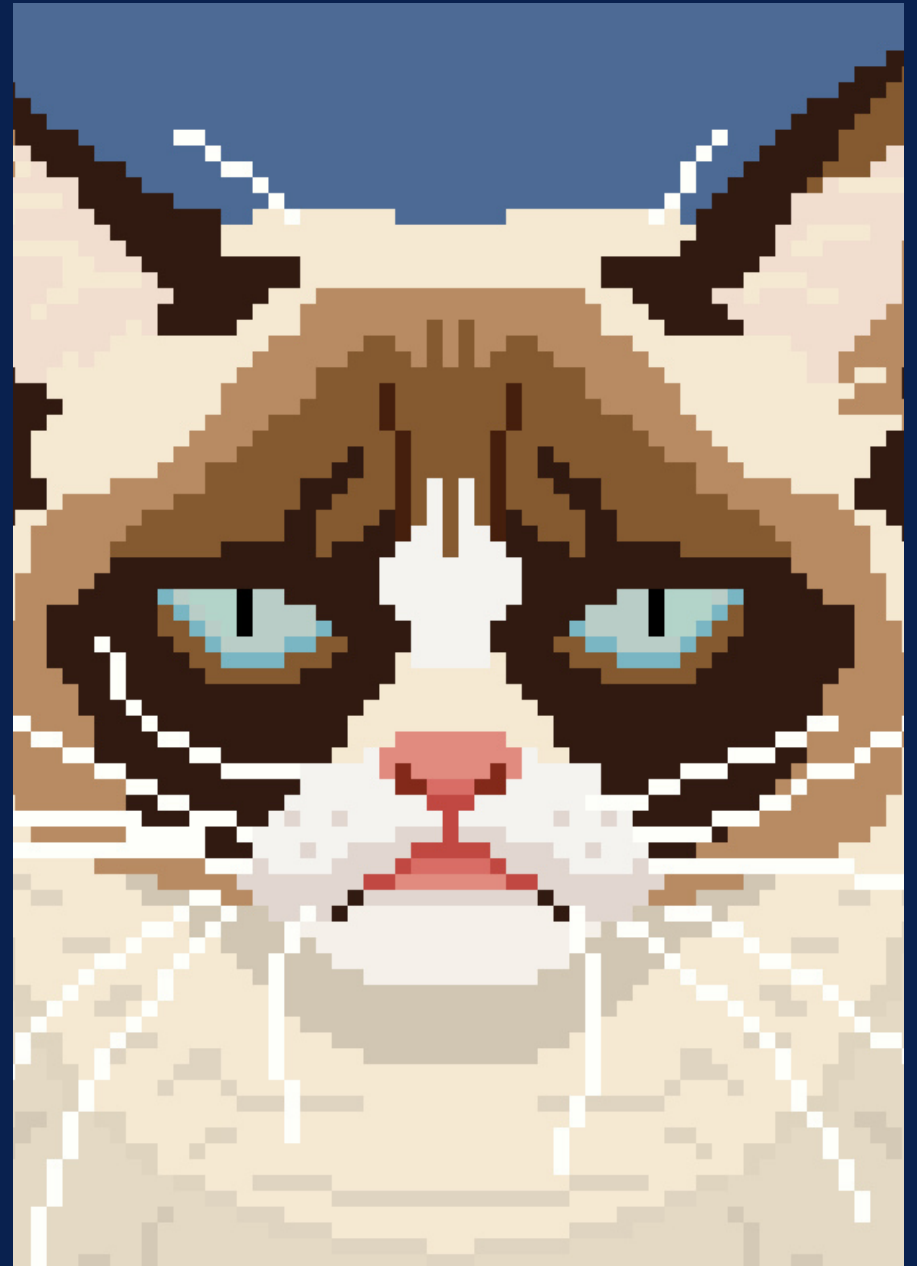
GOOGLE ANALYTICS

- ▶ Measure Site Traffic
- ▶ Analyze Traffic Sources
- ▶ Sync with Google Search Console Data



NEGATIVE FACTORS AFFECTING SEO

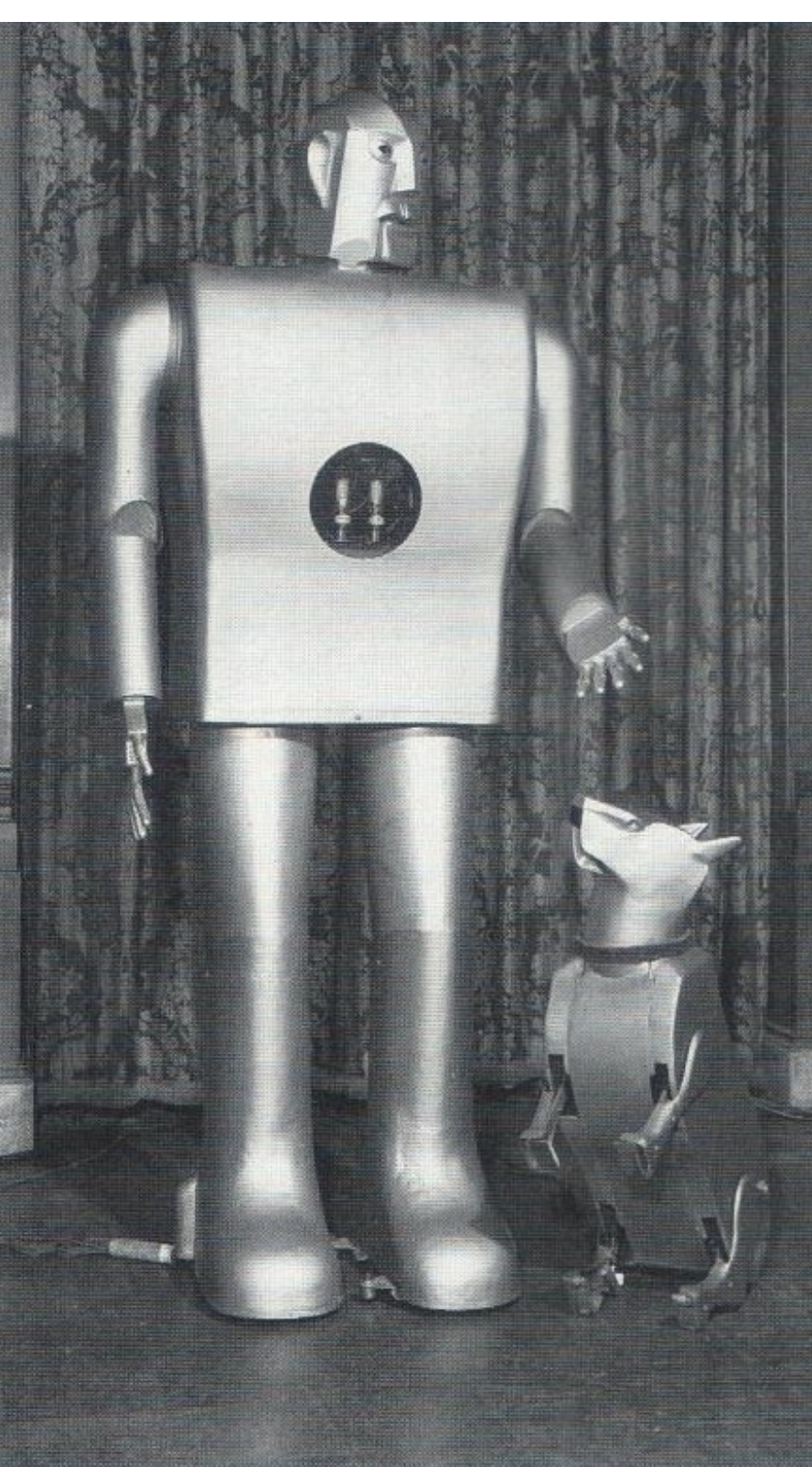
- ▶ Interstitials and pop-ups on mobile pages
- ▶ Robots.txt blocking all bots
- ▶ Bad redirects in the .htaccess file
- ▶ Changed settings in WP to excluded bots
- ▶ Blocking CSS or JS
- ▶ Has your site been hacked?
- ▶ Is your site's IP blacklisted?
- ▶ Have you participated in link spam?
- ▶ Do you have duplicate content?



OTHER THINGS TO DO:

- ▶ Design and develop your site for humans, not bots
- ▶ Create unique, compelling content people will link to and share.
- ▶ Local Citations for small businesses.
- ▶ Share content through social media
- ▶ Participate in forums, write articles for other websites and blogs
- ▶ SSL Certificate for your site





KEY TAKEAWAYS!

- ▶ **Configure Wordpress**
- ▶ **Use & Configure an SEO Plugin**
- ▶ **Mobile Reponsive**
- ▶ **Improve your website's performance**
- ▶ **Setup your site in Google Search Console & Analytics**
- ▶ **Monitor & Measure!**

QUESTION!

QUESTIONS?

THANK YOU!

Bobby Kircher

bobby@papayainternet.com

PapayaInternet.com