



YOAST SEO PLUGIN FOR WORDPRESS

August 4, 2018 | Bobby Kircher | WordCamp Birmingham 2018



ABOUT BOBBY KIRCHER

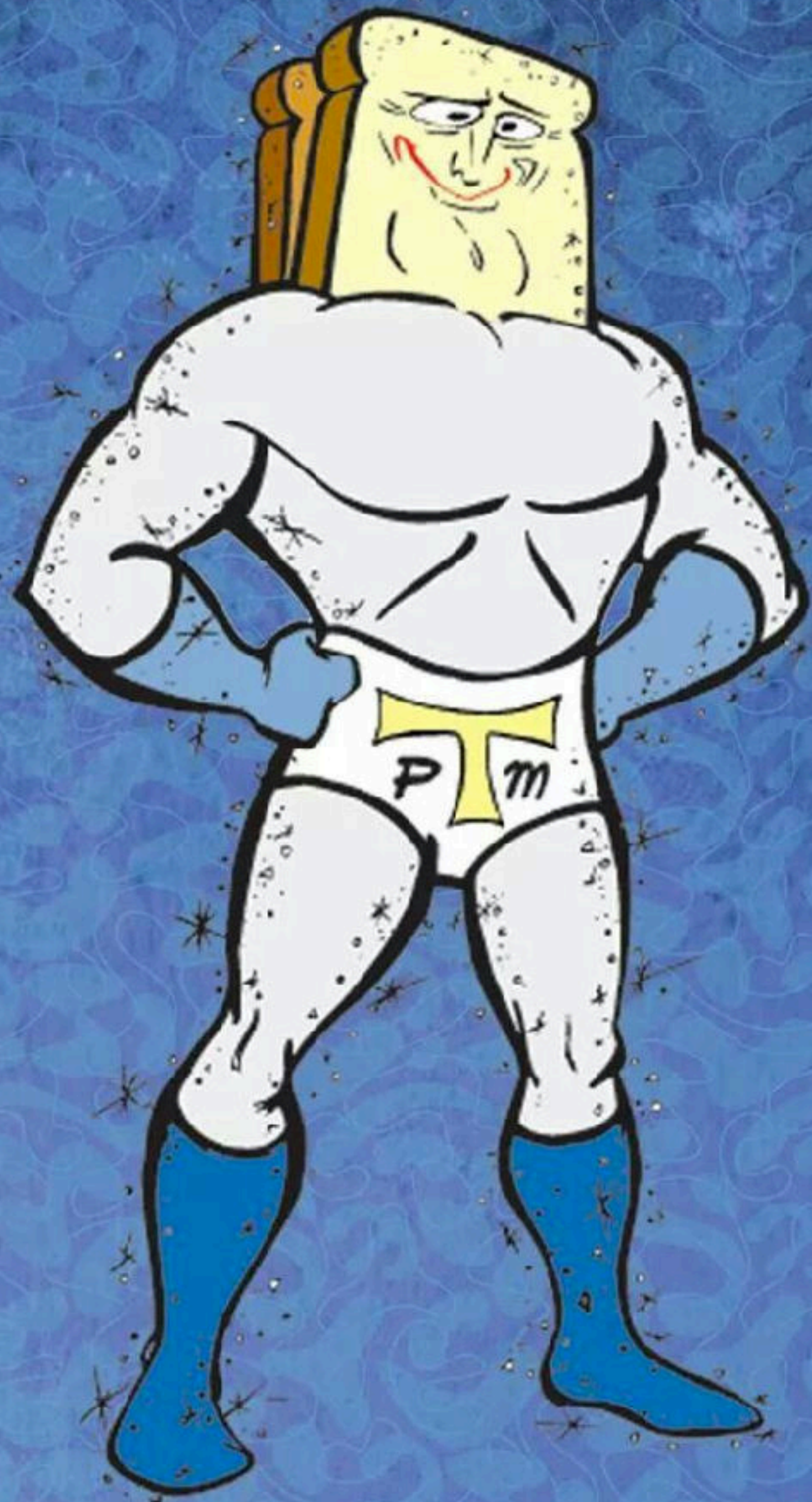
- Built my first web page in 1995. Started my web career in 1998 while at Florida State University.
- Started SEO in 2002 as an affiliate marketer
- Started Papaya Internet in 2004
- Bilingual (Spanish & English)
- Improvisor



WHAT IS yoast ?



**It's a *FREE* WordPress Plugin
that helps you with your
Content & Technical SEO**



yoast

IT RHYMES
WITH TOAST.



WHAT DOES YOAST SEO DO?

Content Optimization

- Keyword Optimization
- Readability Analysis
- Suggestions for Improvement
- Google Snippet Preview
- Social Sharing Optimization

Technical Optimization

- Control Content Indexed by Search Engines
- Set Canonical URL
- Internal Linking Information
- Breadcrumb Control
- Track 404 Errors from Google

WHAT DOES YOAST SEO PREMIUM ADD?

Content Analysis

- Keyword Optimization (5 focus keywords vs. 1)
- Social Previews
- Removes Yoast Ads

Technical Optimization

- Internal Linking Suggestions
- Redirect Manager
- Technical Support

WHAT YOAST SEO DOESN'T DO:

- Implement the right settings
- Keyword Research
- Write great content
- Create internal links
- Write content for social
- Redirect Old URLs

BEFORE YOAST THO...

- Does your website have high-quality, compelling and unique content?
- Does it have quality backlinks?
- How well is your website structure organized?
- How is your website fast to load?
- Is it mobile responsive?



**IF YOU'RE MISSING THESE
THINGS...**



GOOGLE WILL BE LIKE...



**...EVEN WITH YOAST SEO
INSTALLED**

**“GET THE POINT?
GOOD. LET’S DANCE.”**

- Janet Jackson, 1989



INSTALL & ACTIVATE YOAST PLUGIN





TECHNICAL OPTIMIZATIONS

TECHNICAL OPTIMIZATIONS WITHIN YOAST:

- Control what content you want search engines to index
- Create Title Tag & Meta Description Templates
- Add verification code for Webmaster Tools
- Connect to Google Search Console
- Modify Robots.txt & .htaccess files
- Customize your Sitemap XML file
- Enable Open Graph meta data for social media websites
- Enable breadcrumbs (may require custom coding to implement)
- Customize your RSS feed
- Turn enable & disable Yoast features
- Bulk editor to update your Title & Meta Descriptions en masse.
- Import & export plugin settings



XML SITEMAP

- Find it at `//yourdomainname.tld/sitemap.xml`
- Yoast will break your sitemap into sections
- Use site: operator in the Google search bar to see what is it has indexed
*i.e. **site:yourdomainname.tld***
- Themes add lots of fancy features which turn into pages and subsequently get indexed
- Use Yoast “Search Appearance” settings to exclude “Content Types” created by themes and plugins.
- Submit your XML Sitemap to [Google Search Console](#) and Bing Webmaster Tools

OPTIMIZED XML SITEMAP

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 4 sitemaps.

Sitemap	Last Modified
https://blog.metrokitchen.com/post-sitemap.xml	2018-05-08 11:37 -05:00
https://blog.metrokitchen.com/page-sitemap.xml	2008-08-26 16:31 -04:00
https://blog.metrokitchen.com/category-sitemap.xml	2018-05-08 11:37 -05:00
https://blog.metrokitchen.com/author-sitemap.xml	2018-05-23 14:44 -05:00

UNOPTIMIZED XML SITEMAP

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 7 sitemaps.

Sitemap	Last Modified
https://www.example.com/post-sitemap.xml	2018-05-08 07:57 -04:00
https://www.example.com/page-sitemap.xml	2018-07-05 10:30 -04:00
https://www.example.com/avada_faq-sitemap.xml	2017-12-07 14:34 -05:00
https://www.example.com/category-sitemap.xml	2018-05-08 07:57 -04:00
https://www.example.com/faq_category-sitemap.xml	2017-12-07 14:34 -05:00
https://www.example.com/themefusion_es_groups-sitemap.xml	2013-10-14 14:34 -04:00
https://www.example.com/slide-page-sitemap.xml	2018-02-08 14:27 -05:00

What are these?



UNOPTIMIZED XML SITEMAP

XML Sitemap

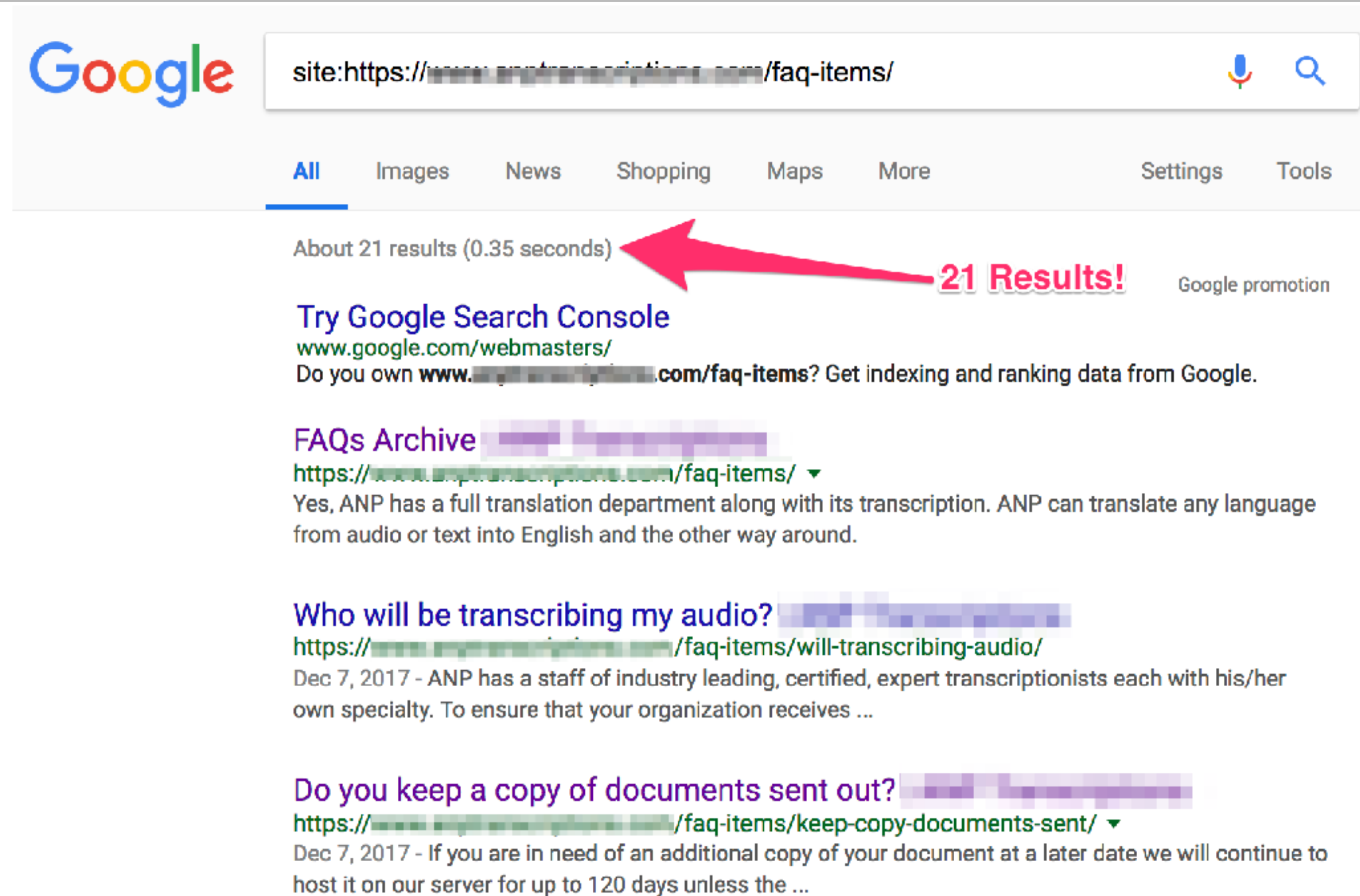
Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

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

This XML Sitemap contains 22 URLs.

URL	Images	Last Mod.
https://www.papaya-internet.com/faq-items/	0	2017-12-07 14:34 -05:00
https://www.papaya-internet.com/faq-items/document-japanese-need-transcribed-english-can-anp-help/	0	2017-12-07 14:33 -05:00
https://www.papaya-internet.com/faq-items/know-translation-receive-accurate/	0	2017-12-07 14:33 -05:00
https://www.papaya-internet.com/faq-items/type-audio-can-work/	0	2017-12-07 14:33 -05:00
https://www.papaya-internet.com/faq-items/audio-one-format-need-converted-different-audio-format-can-anp/	0	2017-12-07 14:33 -05:00
https://www.papaya-internet.com/faq-items/meeting-coming-needs-transcription-no-way-recording-can-still-get-transcription/	0	2017-12-07 14:33 -05:00
https://www.papaya-internet.com/faq-items/clean-read-anp-provide-clean-read-service/	0	2017-12-07 14:33 -05:00
https://www.papaya-internet.com/faq-items/material-audio-highly-sensitive-many-subjects-names-need-kept-confidential-can-anp-honor-request/	0	2017-12-07 14:33 -05:00
https://www.papaya-internet.com/faq-items/will-transcribing-audio/	0	2017-12-07 14:33 -05:00
https://www.papaya-internet.com/faq-items/use-voice-recognition-programs-transcribe-audio/	0	2017-12-07 14:33 -05:00
https://www.papaya-internet.com/faq-items/quality-audio-not-good/	0	2017-12-07 14:33 -05:00
https://www.papaya-internet.com/faq-items/needed-audio-transcribed-yesterday-can-help/	0	2017-12-07 14:33 -05:00

UNOPTIMIZED XML SITEMAP



The image shows a Google search interface. The search bar contains the query `site:https://www.anptranscriptions.com/faq-items/`. Below the search bar, the 'All' tab is selected. The search results show 'About 21 results (0.35 seconds)'. A red arrow points from the text '**21 Results!**' to the 'About 21 results' text. Below the search bar, there are navigation tabs: 'All', 'Images', 'News', 'Shopping', 'Maps', 'More', 'Settings', and 'Tools'. The search results include a 'Try Google Search Console' link, a 'FAQs Archive' link, and two other FAQ links with their respective URLs and dates.

Google

site:https://www.anptranscriptions.com/faq-items/

All Images News Shopping Maps More Settings Tools

About 21 results (0.35 seconds) **21 Results!** Google promotion

Try Google Search Console
www.google.com/webmasters/
Do you own www.anptranscriptions.com/faq-items/? Get indexing and ranking data from Google.

FAQs Archive <https://www.anptranscriptions.com/faq-items/> ▼
Yes, ANP has a full translation department along with its transcription. ANP can translate any language from audio or text into English and the other way around.

Who will be transcribing my audio? <https://www.anptranscriptions.com/faq-items/will-transcribing-audio/>
Dec 7, 2017 - ANP has a staff of industry leading, certified, expert transcriptionists each with his/her own specialty. To ensure that your organization receives ...

Do you keep a copy of documents sent out? <https://www.anptranscriptions.com/faq-items/keep-copy-documents-sent/> ▼
Dec 7, 2017 - If you are in need of an additional copy of your document at a later date we will continue to host it on our server for up to 120 days unless the ...



CONTENT ANALYSIS

CONTENT OPTIMIZATIONS WITHIN YOAST:

- Set a focus keyword (or 5 w/ premium)
- Analyze content and offer suggestions for improvement
- Score content readability using Flesch Reading Ease scoring.
- Customize Title Tag & Meta Description
- Preview Search Result on desktop or mobile



- Customize Title and Descriptions for Facebook & Twitter.
- Set custom image for social sharing
- Exclude page from the search results
- Set a canonical URL
- Set content as “cornerstone content”



WHAT ABOUT PAGE BUILDERS?

MOST PAGE BUILDERS WORK!

(Make sure your page builder is up to date.)



DEMO TIME!



CONTENT ANALYSIS ALTERNATIVES

- **Yoast Real-Time Content Analysis:**
<https://yoast.com/research/real-time-content-analysis/>



- **Hemingway App:**
<http://www.hemingwayapp.com/>



- **Grammarly**
<https://www.grammarly.com/>



YOAST & SEO RESOURCES

- **Yoast SEO Plugin & Yoast SEO for Beginners Training:**
<https://yoast.com/academy/courses/>
- **Moz Beginner's Guide:**
<https://moz.com/beginners-guide-to-seo>
- **Yoast Guide to WordPress & SEO:**
<https://yoast.com/wordpress-seo/>
- **Google's SEO Starter Guide:**
<https://support.google.com/webmasters/answer/7451184?hl=en>
- **How to Hire an SEO:**
https://www.youtube.com/watch?v=piSvFxV_M04



**THIS IS HOW YOU'LL FEEL AFTER
OPTIMIZING YOUR WEBSITE**

THANK YOU! Q&A?

Connect With Me!

bobby@papayainternet.com

<https://papayainternet.com>



@BobbyKircher just about everywhere

(A young adult me either coding or playing King's Quest while listening to Aphex Twin.)

