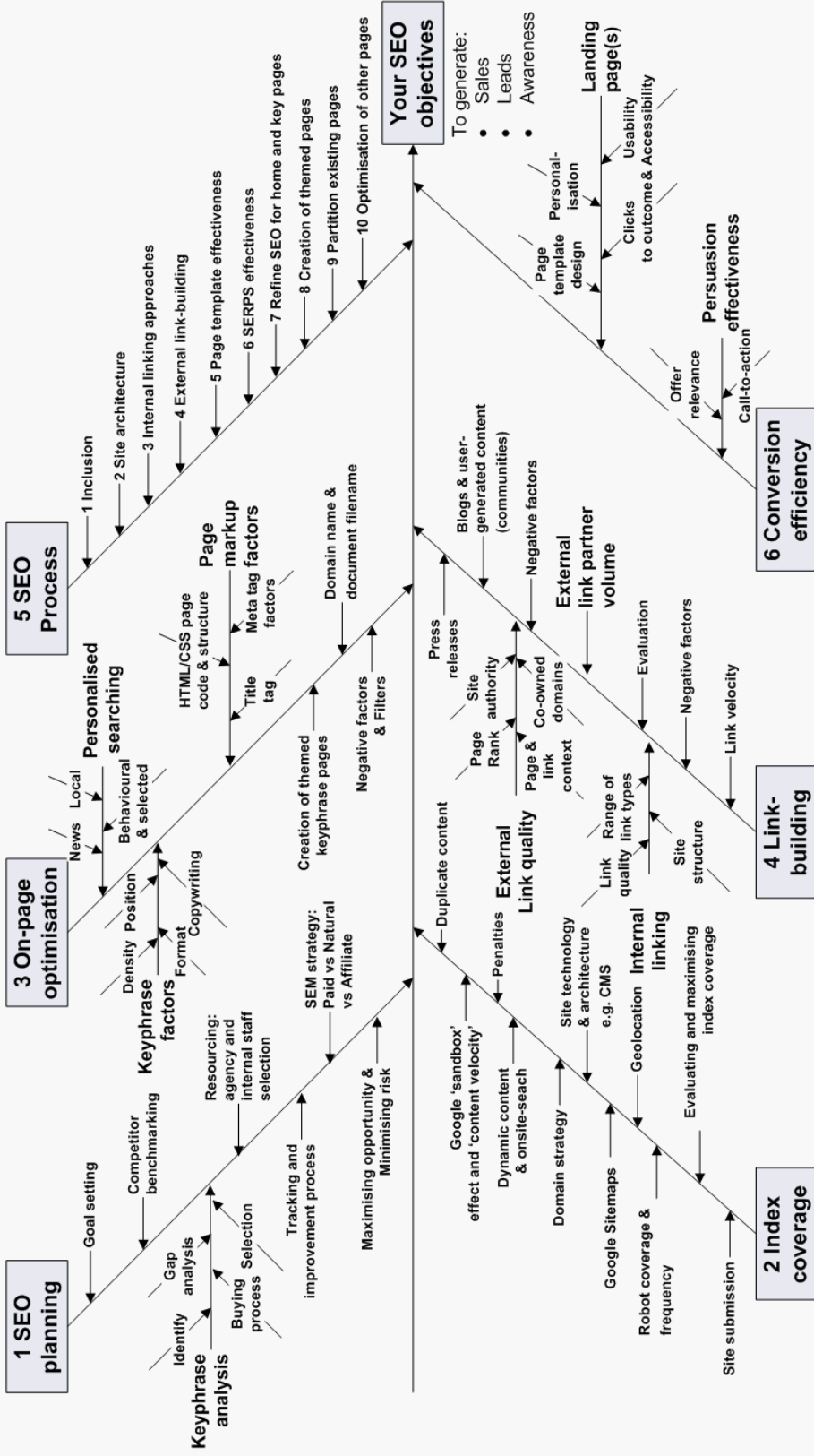


SEO FOR WORDPRESS



SEO is complex!

Search engine optimisation (SEO) success map



The 7 steps

1. Use wordpress! And get the necessary plugins.
2. What have you got, that others want?
3. Who do you want on your site?
4. Structure your content so its easy for engines...
5. Get analytics, see where you are going.
6. Work consistently for at least 6 months.
7. Socialise and get links into your site.

Get the rewards from your traffic.

Step 1. Wordpress and Plugins.

[All in One SEO Pack](#)

Automatically optimizes your Wordpress blog for Search Engines (Search Engine Optimization). Optimizes your Wordpress blog for Search Engines (Search Engine Optimization). Download now! Support | Version Hi Version 1.4.6.13 Updated 2008-7-17 Downloads 471,402

(the best place to start)

[Paginated Comments](#)

Paginated Comments is a WordPress Plugin ** developed with seo in mind ** that gives you the ability to break your comments into a number of s ... Version 1.0.2 | Updated 2008-5-12 |Downloads 658
(if you get loads of comments)

[WP-PageNavi 2.31](#) : Pagination on index and archive pages

Instead of of one huge page, break it up with this plugin. Google typically only indexes the 1st 100KB of html, so break up your pages

[WWW_redirect](#) : make sure the engine only see one version of your site i.e. <http://www.mysite.com> (and not the <http://mysite.com>)

Permalinks (wordpress core)

Make Your content human friendly. Use this in permalink: /%category%/%postname%-%post_id%.html (use a unique identifier so you can be picked up by Google news)

[Optimal Title](#)

Mirrors the function of wp_title() exactly, but moves the position of the 'separator' to after the title rather than before.

Categorisation of content

Don't mark the same post under more than a single category if possible, so you don't get too much duplicate content.

[Robots.txt](#)

Tell the engines where you want them to go

[Internal page redirections](#)

Manage error pages, or redirect search engines from old posts to new ones

Step 2. What's on offer?

- Is your content useful or entertaining?
- Do you love writing it?
- Have you got a niche you are prominent in?
- Would you read your content?
- Will you keep going even if no one visits?

Step 3. Who do you want here?

- Is your site a PR device
- Do you want to make money from it?
- Is it just an ego thing?

Picture your reader and write for that person!

- A blog is a conversation, so write like you are directly speaking with that person. Visualise him or her.
- Remember, add in the words they would use to find you.

Step 4. Structure for Engines

- Think like a librarian...
 - Books need labelling correctly
 - The correct title
 - Other categorisation information
 - Duplication is annoying
 - Put the books in the right sections

Theme Pyramid																	
#	Site Structure (sub content categories)																
1	Main Site Root Index Page																
Low value Primary single 2kw's On index pages (hallway pages)	<table border="1"> <tr> <td>Sub Topic A</td> <td>Sub Topic B</td> <td>Sub Topic C</td> <td>Sub Topic D</td> </tr> <tr> <td>kw a1</td> <td>kw b1</td> <td>kw c1</td> <td>kw d1</td> </tr> <tr> <td>kw a2</td> <td>kw b2</td> <td>kw c2</td> <td>kw d2</td> </tr> </table>	Sub Topic A	Sub Topic B	Sub Topic C	Sub Topic D	kw a1	kw b1	kw c1	kw d1	kw a2	kw b2	kw c2	kw d2				
Sub Topic A	Sub Topic B	Sub Topic C	Sub Topic D														
kw a1	kw b1	kw c1	kw d1														
kw a2	kw b2	kw c2	kw d2														
Medium value Secondary 1-2 word kw's (doorway pages)	<table border="1"> <tr> <td>kw a1</td> <td>kw b1</td> <td>kw c1</td> <td>kw d1</td> </tr> <tr> <td>kw a2</td> <td>kw b2</td> <td>kw c2</td> <td>kw d2</td> </tr> </table>	kw a1	kw b1	kw c1	kw d1	kw a2	kw b2	kw c2	kw d2								
kw a1	kw b1	kw c1	kw d1														
kw a2	kw b2	kw c2	kw d2														
High value 2-3 word kw 4 phrases on high content pages	<table border="1"> <tr> <td>kw a1a</td> <td>kw b1a</td> <td>kw c1a</td> <td>kw d1a</td> </tr> <tr> <td>kw a2a</td> <td>kw b2a</td> <td>kw c2a</td> <td>kw d2a</td> </tr> <tr> <td>kw a1b</td> <td>kw b1b</td> <td>kw c1b</td> <td>kw d1b</td> </tr> <tr> <td>kw a2b</td> <td>kw b2b</td> <td>kw c2b</td> <td>kw d2b</td> </tr> </table>	kw a1a	kw b1a	kw c1a	kw d1a	kw a2a	kw b2a	kw c2a	kw d2a	kw a1b	kw b1b	kw c1b	kw d1b	kw a2b	kw b2b	kw c2b	kw d2b
kw a1a	kw b1a	kw c1a	kw d1a														
kw a2a	kw b2a	kw c2a	kw d2a														
kw a1b	kw b1b	kw c1b	kw d1b														
kw a2b	kw b2b	kw c2b	kw d2b														
Money! 2-4 word kw 5 phrases on prime targeted pages	<table border="1"> <tr> <td>kw a1a</td> <td>kw b1a</td> <td>kw c1a</td> <td>kw d1a</td> </tr> <tr> <td>kw a2a</td> <td>kw b2a</td> <td>kw c2a</td> <td>kw d2a</td> </tr> <tr> <td>kw a1b</td> <td>kw b1b</td> <td>kw c1b</td> <td>kw d1b</td> </tr> <tr> <td>kw a2b</td> <td>kw b2b</td> <td>kw c2b</td> <td>kw d2b</td> </tr> </table>	kw a1a	kw b1a	kw c1a	kw d1a	kw a2a	kw b2a	kw c2a	kw d2a	kw a1b	kw b1b	kw c1b	kw d1b	kw a2b	kw b2b	kw c2b	kw d2b
kw a1a	kw b1a	kw c1a	kw d1a														
kw a2a	kw b2a	kw c2a	kw d2a														
kw a1b	kw b1b	kw c1b	kw d1b														
kw a2b	kw b2b	kw c2b	kw d2b														

Step 5. Google analytics

- [Get Google analytics](#) and [Google webmaster console](#)
- Look out for these key performance indexes:
 - Absolute unique visitors per month
 - Returning Visitors / Visitor loyalty
 - Time spent on site per user
 - Pages viewed per user
 - Number of keywords your site has been accessed by
 - Which are your big traffic phrases
 - Proportion of traffic from:
 - Engines (40-60%)
 - Direct (20%)
 - Referred from other sites (25%)

Step 6

It's going to take time...

So I hope you love it.

Step 7. Get links

Search engines love links.

Rule of thumb: If the site is human managed and relevant, then its ok. (its why general directories are worthless to you)

They look for signals that show is site is important = good relevant links

- Get commenting and contributing on relevant sites in your subject neighbourhood.
- Do the occasional link exchange
- Be remarkable, so people WANT to link to you.
- Put 'signposts' up on relevant sites (links pages)

Further Reading

- [SEO for wordpress](#) – the complete guide!
- www.seomoz.com Superb SEO education site
- [Google Ranking factors](#) 200+ SEO variables
- [SEOdigger.com](#) What keywords a site ranks for
- [Google webmaster central blog](#)
- [Google keyword finder](#)