How To Improve Your SEO With WordPress
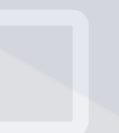
WITH **SARRAH VESSELOV**

SEO

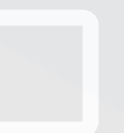| TOOL SETUP	RESEARCH & ANALYSIS	SEO STRATEGY	IMPLEMENT	MEASURE & ADJUST
PLUGINS	COMPETITION	OFF PAGE	LINK BUILDING	ADJUST STRATEGY
GOOGLE ANALYTICS	KEYWORDS & STRUCTURE	ON PAGE	CONTENT CREATION	MONITOR RESULTS
WEBMASTER TOOLS (GOOGLE & BING)			WEBSITE STRUCTURE	
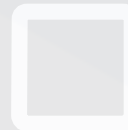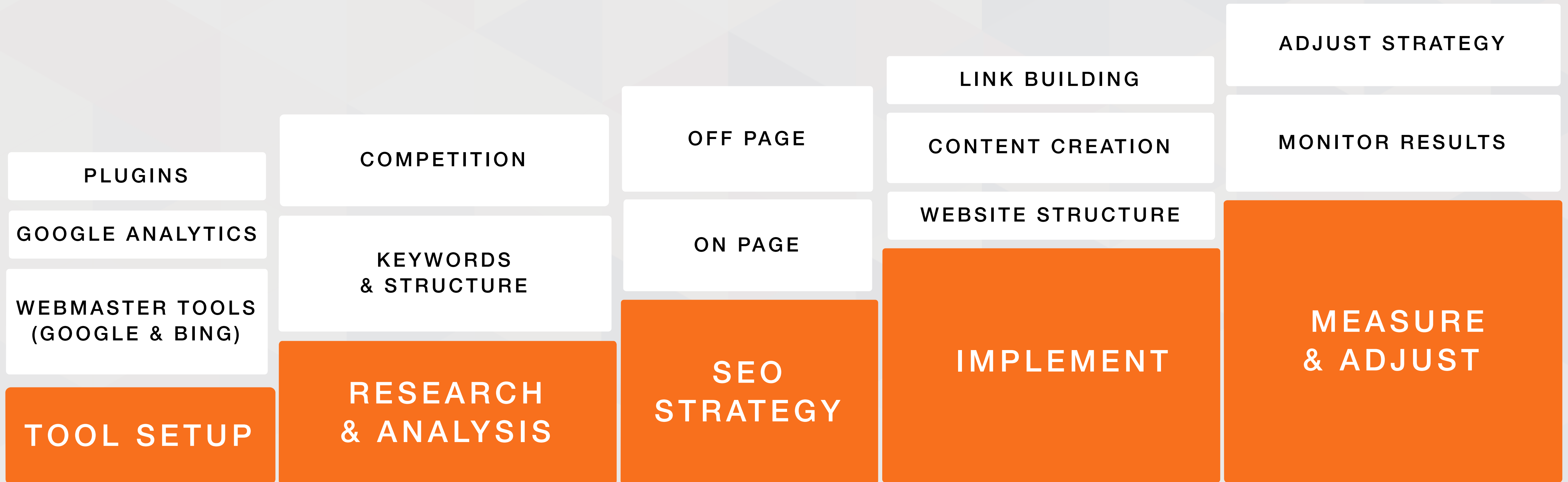
Install Analytics Tracking Code

- You must be signed up for Google Analytics to install the code

- If you have not signed up already - **Click Here!**

- Once signed up, you will need to add your website property and views
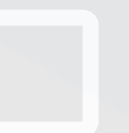
- If you have not done this already - **Click Here!**

Plugin

Google Analytics Dashboard for WP

- Fast

- Easy to maintain

- Look for **well supported**, **frequently updated**, **high rated**

https://wordpress.org/plugins/google-analytics-dashboard-for-wp/

- Go to your dashboard and select **Plugins**
- Search for **Google Analytics Dashboard**

Locate the plugin and Click **Install Now**

IMPORTANT You must be logged into the gmail account associated with the Google Analytics for your WordPress Site *before* proceeding

- Once installed and activated, go to the plugin

- Select '**Authorize Plugin**'

Google Analytics Settings

Use the red link (see below) to generate and get your access code!

Use this link to get your access code: Get Access Code.

Access Code:

Save Access Code

Setup Tutorial & Demo
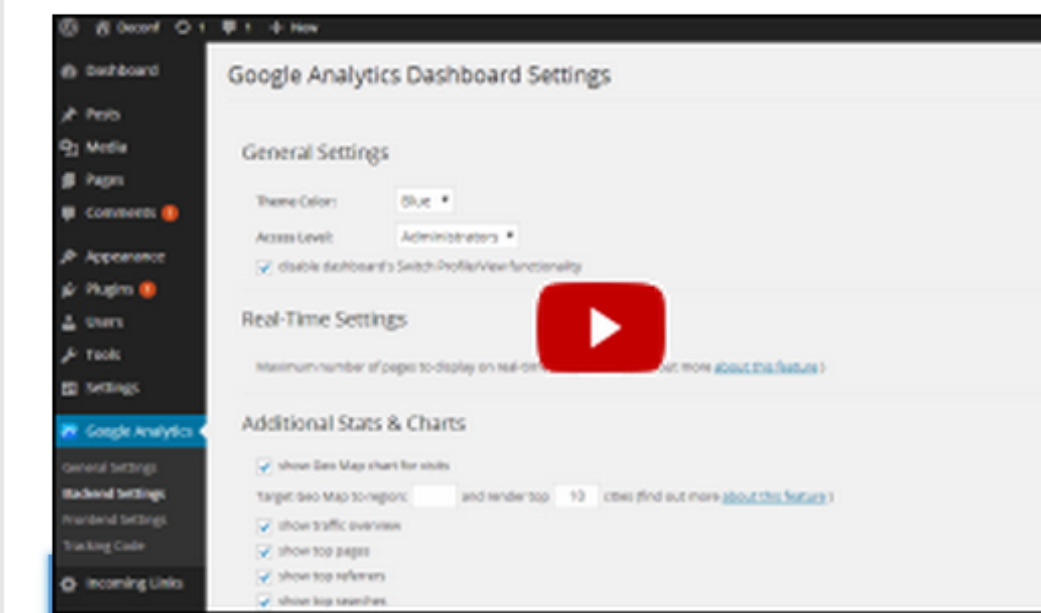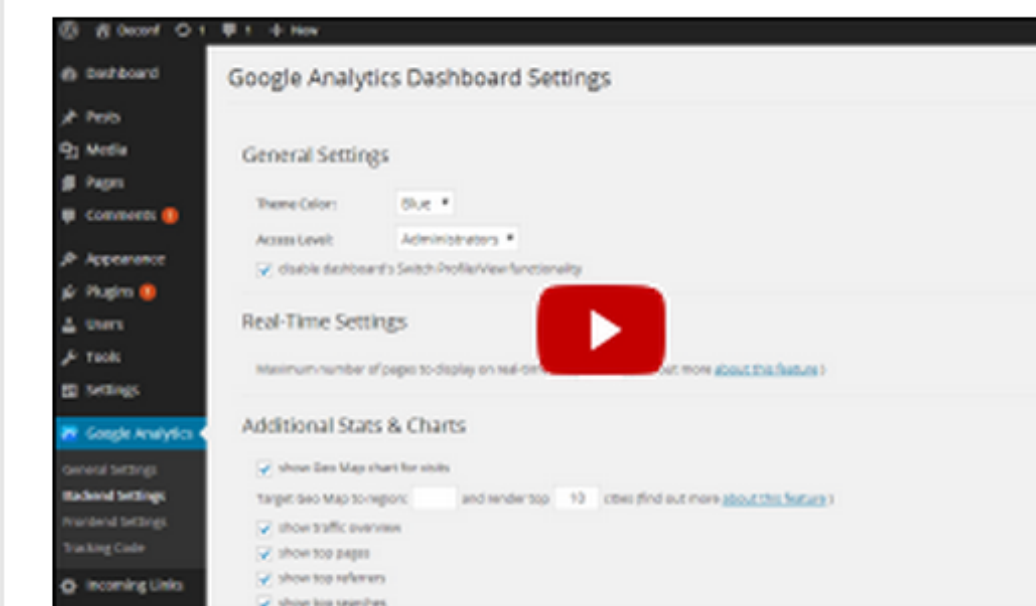
Support & Reviews

Plugin documentation and support on deconf.com

- Select 'Get Access Code'

- Selecting '**Get Access Code**' will bring you to this screen
- Make sure it is the right account and select **Accept**
- **Copy the code**
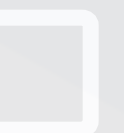
Google Analytics Settings

Use the red link (see below) to generate and get your access code!

Use this link to get your access code: Get Access Code.

Access Code: 1V5Rr3Ph6evFNpq8wSd1u0.cvNILGNnRd4SaDn_6y0ZQNjgdicRmwI

Save Access Code

Setup Tutorial & Demo

Google Analytics Dashboard Settings
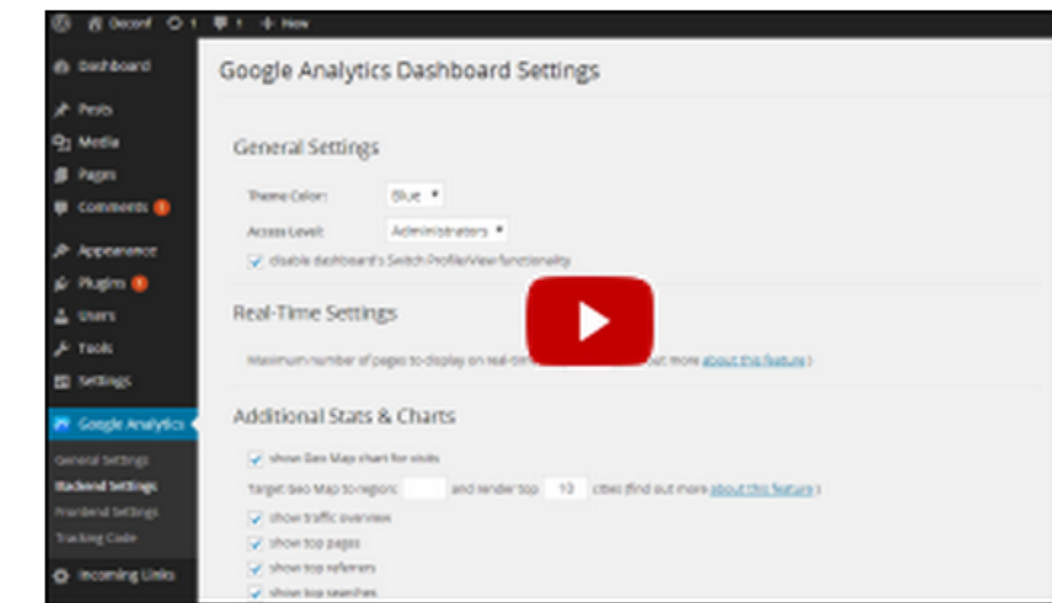
- Paste the code into the '**Access Code**' input

- Make sure to save!
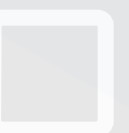
Google Analytics

General Settings → Adjust **View** setting and theme color

Backend Settings → Share data, switch view functionality, real time stats, **local Geo** Map

Frontend Settings → **Stats** on article/post performance. Widget to display analytics.

Tracking Code

Errors & Debug

Link To Tutorial:
Https://Deconf.Com/Google-Analytics-Dashboard-Wordpress/?Utm_Source=Gadwp_Config&Utm_Medium=Link&Utm_Content=Video&Utm_Campaign=Gadwp
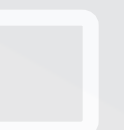
Research And Analysis

- There are many tools, free and paid, for researching and analyzing your site

- Use several and cross-reference for accuracy

- Don't get too hung up on any one thing!

- See takeaway PDF for list of resources and materials

PRICING   ARTICLES   FREE TOOLS   **REGISTER FOR FREE**   LOGIN
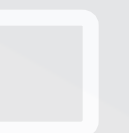
Search Engine Optimization made easy

Check your website's SEO problems for free. Type in your website, select factors and hit "Checkup!"

Input Website URL | Check for all available factors | Checkup!

+ Add competitor URL

go to: http://seositecheckup.com/

- Choose a page of your site to analyze

- Enter the URL and make sure to "Check for all available factors"

- Use this tool to **research your competitors** as well!
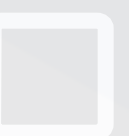
Overall score for:

http://themagiczoo.com

Send via E-mail   Download as PDF

69/100

45/45 CHECKS ANALYZED

Your Score is **69/100**

- 10 Important Fixes
- 3 Semi-Important Fixes
- 32 Passed Checks
- 0 Unresolved Checks

Improve your Score

Common SEO issues

OVERALL SCORE

The title of your page have a length of 61 characters. Most search engines will truncate titles to 70 characters.

Handmade Animal Jewelry—Dog & Cat Breeds | The Magic Zoo

✓ **Keywords Cloud**   EXPLAIN THIS

african alpaca animal animals artist bearded bichon bird breeds bronze bulldog bunny butterfly caduceus cart chameleon charm charms chicken christmas clay clearance compare custom dachshund dane designs dolphin dragonfly earrings easter enamel farm fish giraffe gold great grey guinea halloween hear hedgehog hippo holiday horned horse iguana insect items jewelry keychains lapel latest lion love magic manatee merry merry's metal monkey moose necklace ocean otter panda pendant pendants pewter pocket policy possum price puppy quick raccoon regular reptile rhino seahorse search shepherd silver skunk snake spaniel special squirrel sterling tags toad turtle type valentine veterinary view westie wishlist wolf yorkie
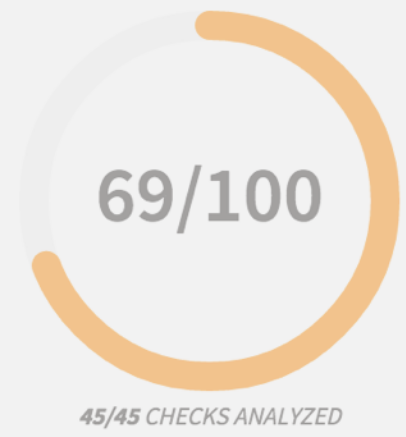
✓ **<h1> Headings Status**   EXPLAIN THIS

Your page contains H1 headings. Their contents are listed below:

The Magic Zoo

✓ **<h2> Headings Status**

Your page contains H2 headings. Their contents

14K Gold Yorkie Puppy Post Earrings

Sterling Silver Yorkie Post Earrings

KEYWORDS & HEADINGS

✓ **URL SEO Friendly Test**   EXPLAIN THIS

The URL and all links inside this page are SEO friendly

✓ **Media Print Test**   EXPLAIN THIS

Congratulations! Your webpage is using media print rule for custom printability.

✗ **Page Objects**   EXPLAIN THIS

Total objects: 179; Html pages: 5; Images: 75; Css files: 34; Scripts: 65; Video files: 0;
Congratulations, your page has fewer than 20 http requests. A higher number of http requests results in a user's browser needing to request a large number of objects from your server, which will ultimately slow down the loading of your web page.

Html files

http://themagiczoo.com/
http://www.themagiczoo.com/
http://verify.authorize.net/anetseal/seal.js
http://www.google-analytics.com/r/collec...898725&tid=UA-1945663-1&_r=1&z=420157661
https://themagiczoo.leadpages.net/leadbo...9833217515520/?lp-in-iframe=1&__fromjs=1

http://www.themagiczoo.com/skin/frontend/argento/default/css/styles.css
http://www.themagiczoo.com/skin/frontend/base/default/css/widgets.css
http://www.themagiczoo.com/skin/frontend/base/default/css/mirasvit_banner.css

TECHNICAL CONCERNS

⚠ **Image Alt Test**   EXPLAIN THIS

Your webpage has **63** 'img' tags and **51** of them has the required 'alt' attribute.

► HOW TO FIX

✗ **Inline CSS Test**   EXPLAIN THIS

Your webpage is using **452** inline CSS styles!

► HOW TO FIX

✗ **Deprecated HTML Tags**   EXPLAIN THIS

We found some HTML deprecated tags. Your are advised to change these old tags with equivalent tags or proper CSS rules.

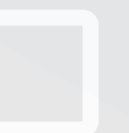<center>: found 1 time

► HOW TO FIX

✓ **Google Analytics Test**

Congratulations! Your website is using

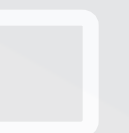**ANALYTICS & PERFORMANCE**

What's Important

- Title tag

- Meta Description

- Headings (h1, h2, etc.)

- Code to Text Ratio

- Sitemap

- Image Alt Tags

- Load Times

- Mobile Ready

- Microdata-Schema

- User Friendly URL's

Strategy

- Once you have set up your tools…

- And addressed any issues with your css, html, or system…

- It is time to develop your **on page content strategy**

Focus Your Content

|	
URL	**URL** is **readable** to the user and **contains target keywords** of page
TITLE	**Title** tells exactly what **THIS PAGE** is about using the **target keyword**
META DESCRIPTION	**Describes** what **THIS PAGE** is about using the **target keywords**
H1 - MAIN HEADING	Main **heading** uses the **target keyword** and occurs **only once**
H2 - H6 - SUB HEADINGS	Contains **secondary** and tangentially related **phrases and keywords**
PAGE CONTENT	**Written with the reader in mind.** Provides valuable information focused on the goals of the page (i.e. Product Info, How to, Contact)
RICH ANCHOR TEXT LINKS	Links containing your **target keywords** within the **link text** - as opposed to "click here"

Search …

WordPress SEO Plugin

Free
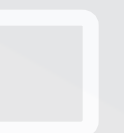
#1 SEO WORDPRESS PLUGIN

Increase your WordPress site visitors!

✔ **Easily optimize your WordPress site with one plugin**
Yoast WordPress SEO is the most complete SEO plugin available for WordPress. It offers everything you need to optimize your site.

✔ **Content analysis functionality**
Learn how to write better content with the built-in content analysis function, and easily optimize your site's titles and descriptions for Google.

\# Downloads: 14,202,540
\# Ratings: 3,592
Rating: ★★★★⯪

Follow development

- Some themes already include SEO features

- If yours doesn't, there are lots of plugins

- **WordPress SEO** is by far the highest rated SEO Plugin for Wordpress

yoast

Search …

WordPress SEO Plugin

Free

Increase your WordPress site visitors!

✓ **Easily optimize your WordPress site with one plugin**
Yoast WordPress SEO is the most complete SEO plugin available for WordPress. It offers everything you need to optimize your site.

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#1 SEO WORDPRESS PLUGIN

Downloads: 14,202,540
Ratings: 3,592
Rating: ★★★★⯪

Follow development

- Ability to alter **Title**, **Meta Description**, and optimize **content**

- Don't take the SEO score too literally - **use your best judgement**

- Optimize titles with Yoast Plugin

- Titles typically read **Site title » Blog Archive » Keyword rich post title**

- We want it **Keyword rich post » Blog Archive » Site Title**

Https://Yoast.Com/Articles/Wordpress-Seo/#Www-Non-Www

- Can change this in post types

- Able to use variables - configure as you need

  Https://Yoast.Com/Articles/Wordpress-Seo/#Www-Non-Www

Thank You!

There is much more to SEO. If you have questions about the topics covered, or just want to learn more, come see me in the **Happiness Bar** immediately following the talk.

Also, make sure to snag the **take-away pdf**!

Connect with me on