How To Improve Your SEO With WordPress

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SEO

TOOL SETUP

PLUGINS
GOOGLE ANALYTICS
WEBMASTER TOOLS (GOOGLE & BING)

COMPETITION
KEYWORDS & STRUCTURE
RESEARCH & ANALYSIS
SEO STRATEGY
OFF PAGE
ON PAGE

IMPLEMENT
LINK BUILDING
CONTENT CREATION
WEBSITE STRUCTURE

MEASURE & ADJUST
MONITOR RESULTS
ADJUST STRATEGY
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

• 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**
Once installed and activated, go to the plugin

Select ‘Authorize Plugin’

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

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.
• Paste the code into the ‘Access Code’ input
• Make sure to save!
Adjust View setting and theme color

Share data, switch view functionality, real time stats, local Geo Map

Stats on article/post performance. Widget to display analytics.

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
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!
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 is readable to the user and contains target keywords of page

Title tells exactly what THIS PAGE is about using the target keyword

Describes what THIS PAGE is about using the target keywords

Main heading uses the target keyword and occurs only once

Contains secondary and tangentially related phrases and keywords

Written with the reader in mind. Provides valuable information focused on the goals of the page (i.e. Product Info, How to, Contact)

Links containing your target keywords within the link text - as opposed to "click here"
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
• 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**
• 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!