

The background is a solid teal color with a pattern of faint, semi-transparent symbols and numbers. These include currency symbols like the dollar sign (\$), Euro symbol (€), and Pound symbol (£), as well as various numbers (0-9) and arrows pointing up and down. The symbols are scattered across the page, creating a financial or data-related aesthetic.

SEO for WORDPRESS

What is SEO?



SEO is an acronym that stands for Search Engine Optimization. It's a strategy used by website owners to get more traffic by ranking higher in search engines.



Hello!

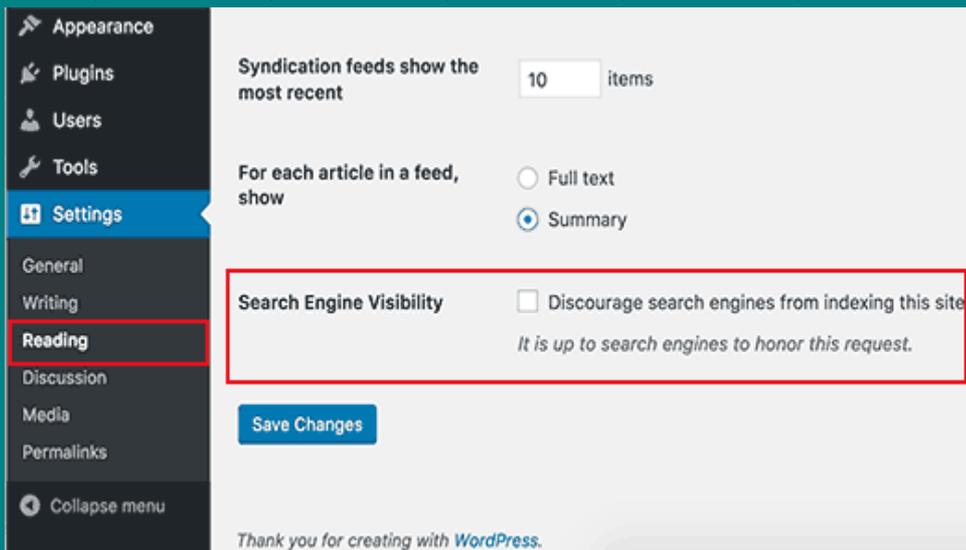
I am James Retuya

I am here because I was asked to discuss Fundamentals of SEO.
You can tweet me at [@jamesretuya](https://twitter.com/jamesretuya)



Check Your Site's Visibility Settings

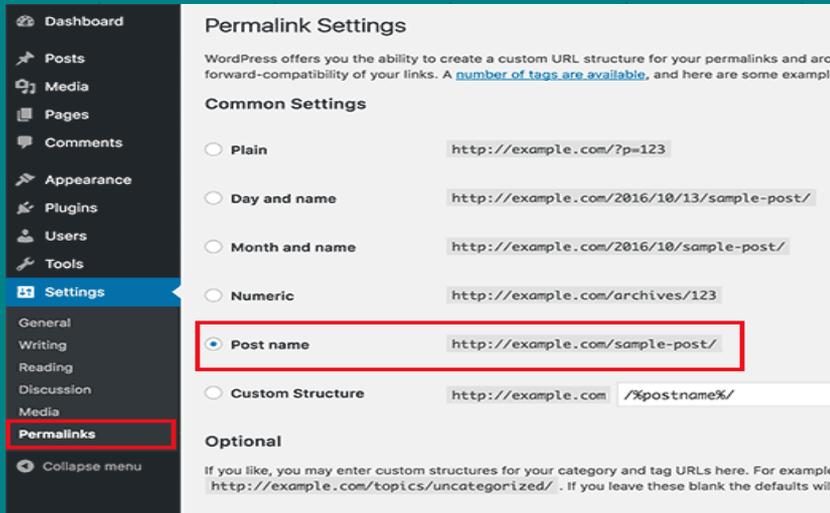
Visit Settings » Reading page



Scroll down to the 'Search Engine Visibility' section and make sure that the box next to 'Discourage search engines from indexing this site' is unchecked. Click on the 'Save Changes' button to store your changes.

Using SEO Friendly URL Structures in WordPress

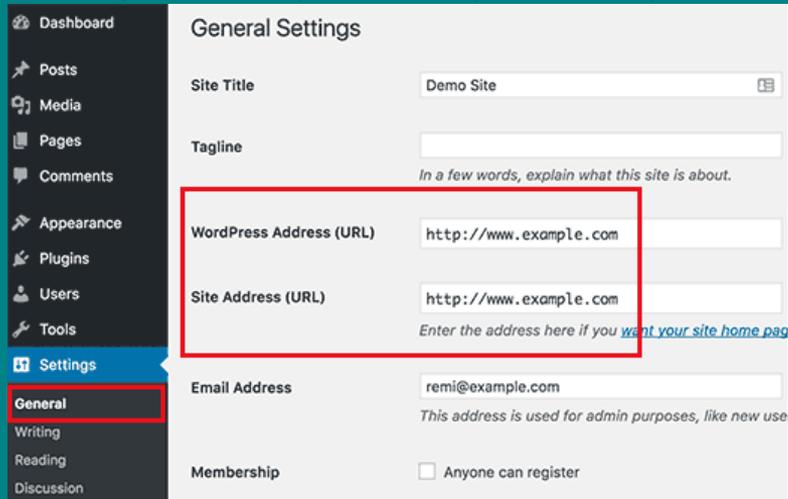
SEO friendly URLs contain words that clearly explain the content of the page, and they're easy to read by both humans and search engines.



Visit the Settings » Permalinks page. Select the post name option and then click on the 'Save Changes' button to store your settings.

WWW vs non-WWW; http vs https

Search engines consider these to be different websites, so this means you need to choose one and stick to it.



The screenshot shows the WordPress 'General Settings' page. The left sidebar contains a menu with 'Settings' selected and 'General' highlighted. The main content area shows the following fields:

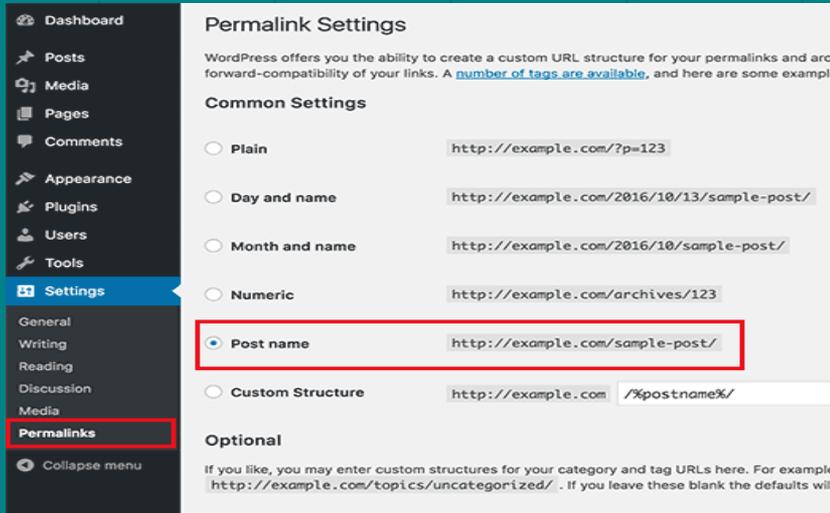
- Site Title:** Demo Site
- Tagline:** (empty)
- WordPress Address (URL):** http://www.example.com
- Site Address (URL):** http://www.example.com
- Email Address:** remi@example.com
- Membership:** Anyone can register

The 'WordPress Address (URL)' and 'Site Address (URL)' fields are enclosed in a red rectangular box.

Visit the Settings » General page. Add your preferred URL in both the 'WordPress Address' and 'Site Address' fields.

Using SEO Friendly URL Structures in WordPress

SEO friendly URLs contain words that clearly explain the content of the page, and they're easy to read by both humans and search engines.



Visit the Settings » Permalinks page. Select the post name option and then click on the 'Save Changes' button to store your settings.

WordPress SEO Plugin

It allows you to add SEO title, meta description, and meta keywords to each post and page of your site.



You can also write custom title for your main site, archives, category and tag pages. It also adds Open Graph meta data, Twitter Cards, Sitemaps and ping search engines whenever you update your site.

Add XML Sitemaps in WordPress

Sitemap XML Plugins will automatically create an XML sitemap for you.

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 3 sitemaps.

Sitemap	Last Modified
http://example.com/post-sitemap.xml	2016-10-12 01:55 +00:00
http://example.com/page-sitemap.xml	2016-10-12 01:47 +00:00
http://example.com/category-sitemap.xml	2016-10-12 01:55 +00:00

To find your sitemap on Yoast SEO Plugin, just go to this URL (don't forget to replace example.com with your own domain name):

http://example.com/sitemap_index.xml

Other Sitemap Plugins can also automatically HTML Sitemap assigned a particular page like SiteTree.

Add Your Site to Google Search Console

Google Search Console alerts you when there is something wrong with your website, like when search crawlers are unable to access it, find duplicate content, or restricted resources.

Webmaster Tools

You can use the boxes below to verify with the different Webmaster Tools, if your site is already verified with any of them.

[Alexa Verification ID:](#)

[Bing Webmaster Tools:](#)

[Google Webmaster Tools:](#)

[Pinterest:](#)

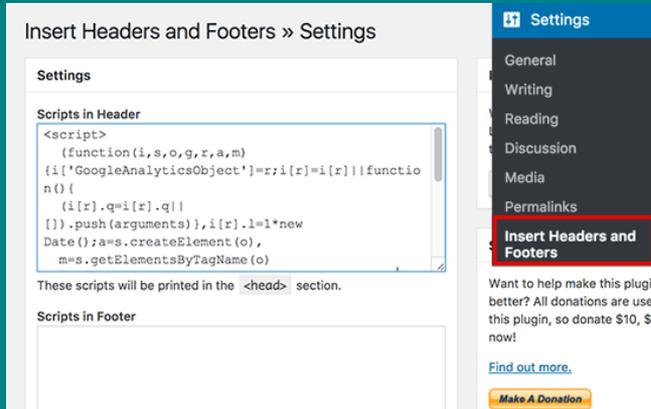
[Yandex Webmaster Tools:](#)

[Save Changes](#)

Visit SEO (for Yoast)>>General. Click on the Webmaster Tools tab and insert the Google Webmaster verification code.

Add a Google Analytics to Wordpress

Google Analytics help you make data-driven decisions by showing you the stats that matter.



Insert Headers and Footers » Settings

Settings

Scripts in Header

```
<script>
(function(i,s,o,g,r,a,m)
{{i['GoogleAnalyticsObject']=r;i[r]=i[r]||function()
n(){
(i[r].q=i[r].q||
[]).push(arguments)},i[r].l=1*new
Date();a=s.createElement(o),
m=s.getElementsByTagName(o)
```

These scripts will be printed in the `<head>` section.

Scripts in Footer

Settings

- General
- Writing
- Reading
- Discussion
- Media
- Permalinks
- Insert Headers and Footers**

Want to help make this plugin better? All donations are used for this plugin, so donate \$10, \$20, or more now!

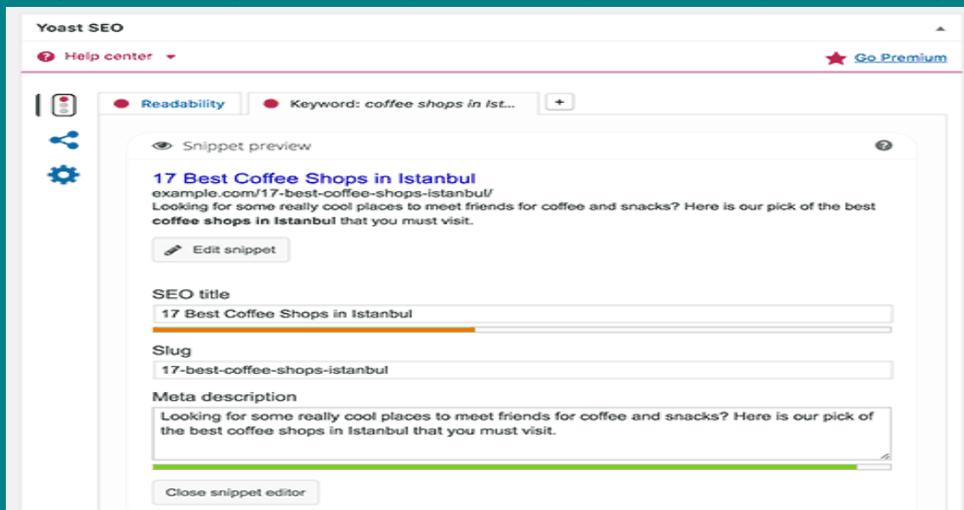
[Find out more.](#)

[Make A Donation](#)

Add Insert Headers and Footers Plugin, add the Google Analytics script to the Header section.

Optimizing Blog Posts for SEO

Yoast SEO allows you to add a title, description, and focus keyword to every blog post and page..

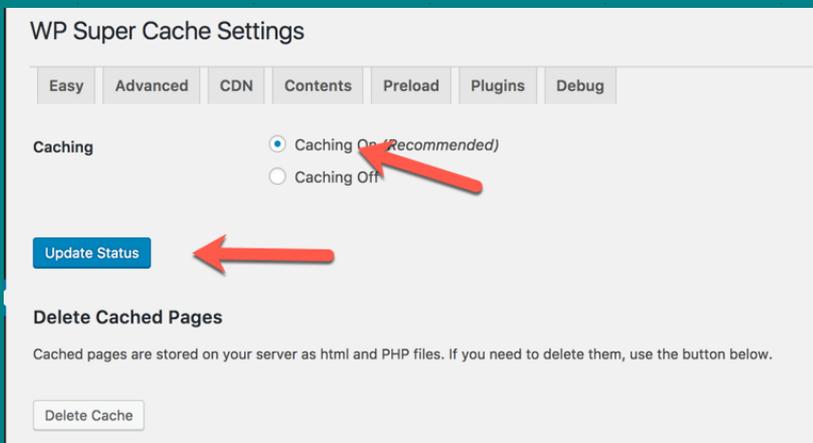


Page Title should not be over 78 characters

Optimise the content of the meta description ensuring that they are compelling and make sense in the first 110 – 130 characters.

Install a WordPress Caching Plugin

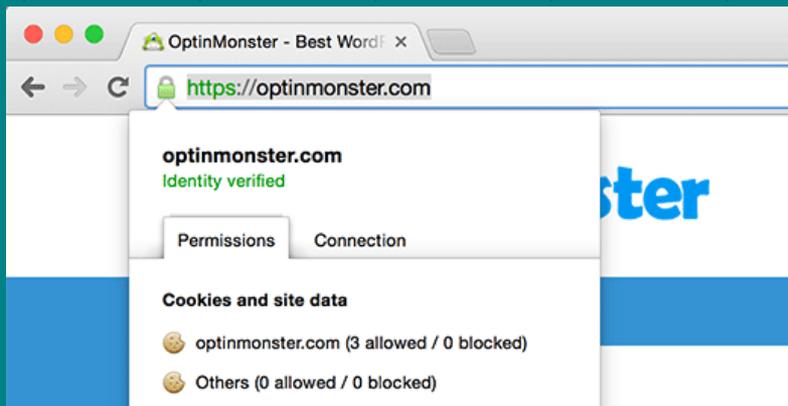
Instead of going through the whole page generation process every time, your caching plugin makes a copy of the page after the first load, and then serves that cached version to every subsequent user.



Caching can make your WordPress site anywhere from 2x to 5x faster.

Security and Safety of WordPress Site

Google blacklists around 20,000 websites for malware and around 50,000 for phishing per week. When a site is blacklisted, it doesn't show up in any search results at all.



SSL adds an additional security layer to your WordPress site.

Security plugins like Sucuri can help protect your website from hackers, malware, DDoS and blacklists.

Thanks!

Any questions?

You can email me at jamesretuya@gmail.com

