Advanced WordPress SEO: Actionable Advice for Ensuring Your WordPress Content is Found

by Nick Herinckx, CEO of Obility Consulting, @nickherinckx

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SEOmoz

OBILITY

is B2B online marketing

- DRIVE PIPELINE
- TIE CAMPAIGNS TO REVENUE
- INCREASE REVENUE
- REDUCE COST PER QUALIFIED LEAD

@nickherinckx

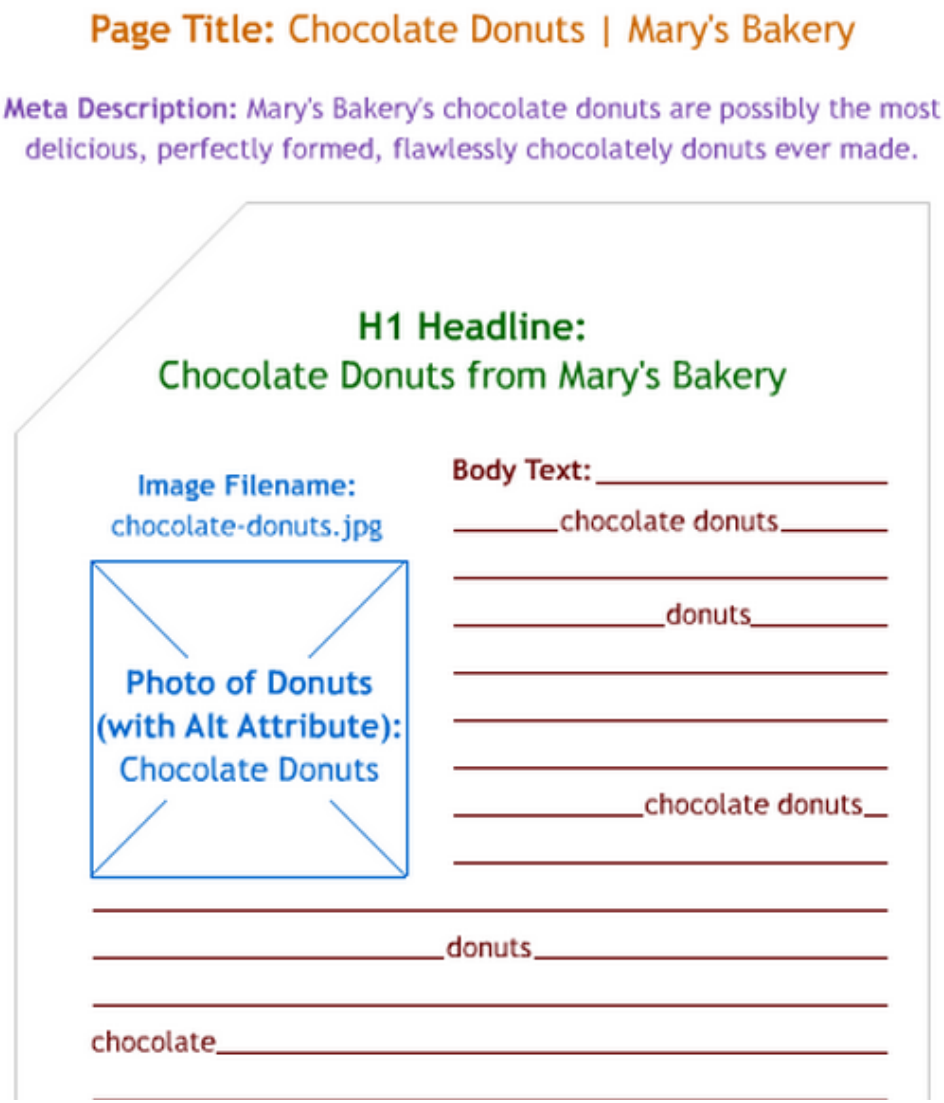
www.obilityconsulting.com

nick@obilityconsulting.com

Why Wordpress?

Why Wordpress?

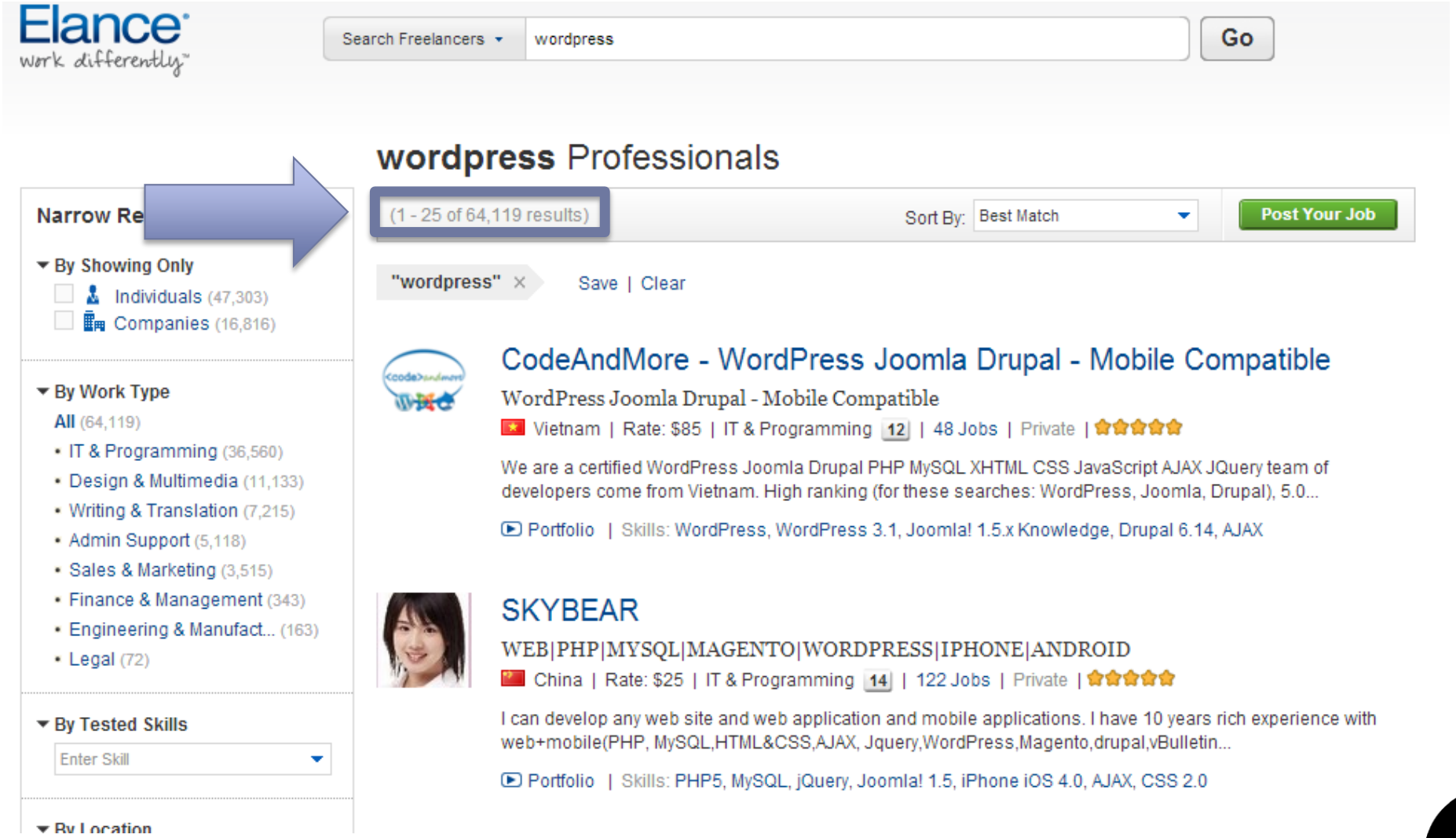
Great out-of-the-box on-site optimization



Credit: SEOMoz.org

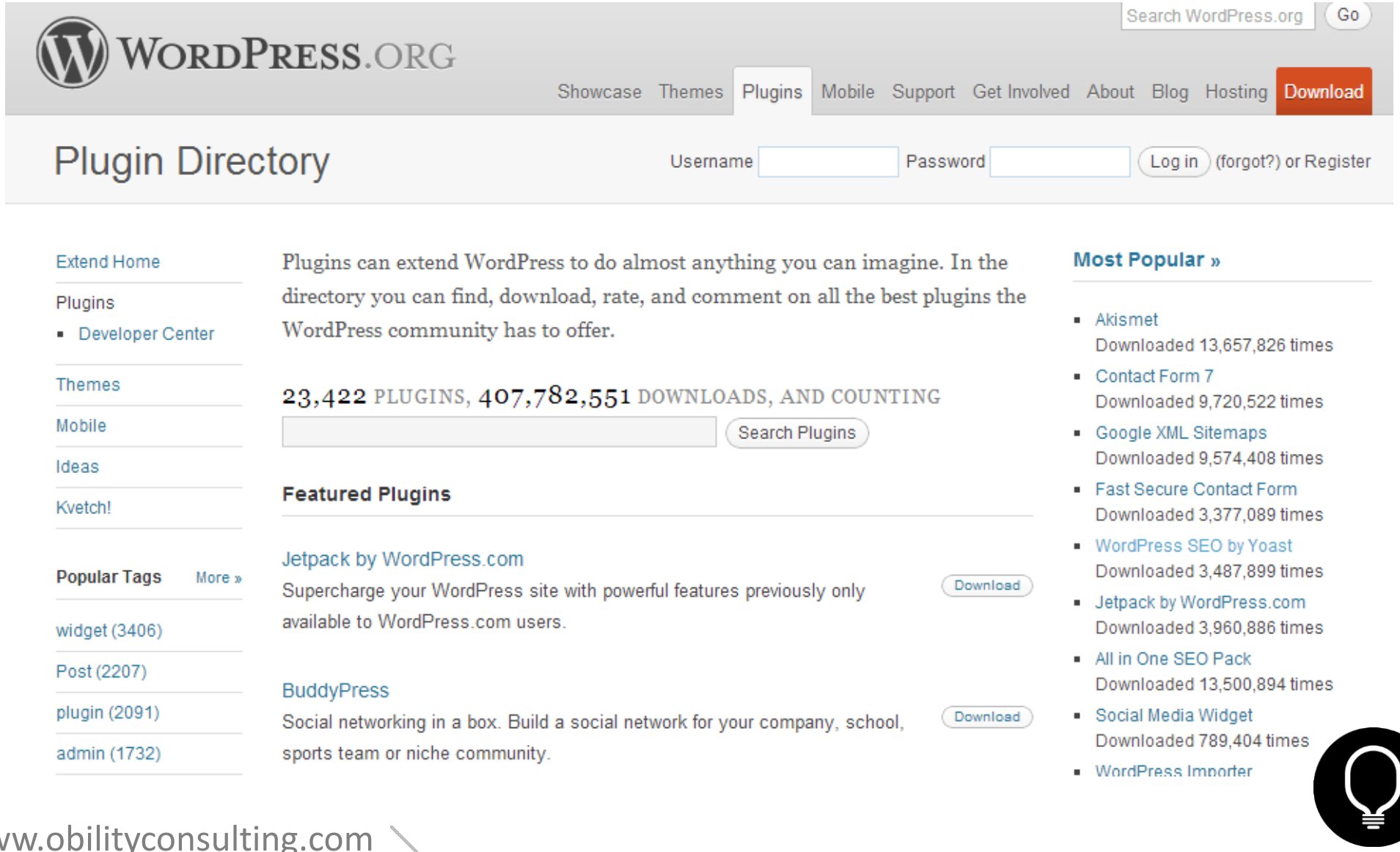
Why Wordpress?

Easy to find developers



Why Wordpress?

Plugins



Why Wordpress?

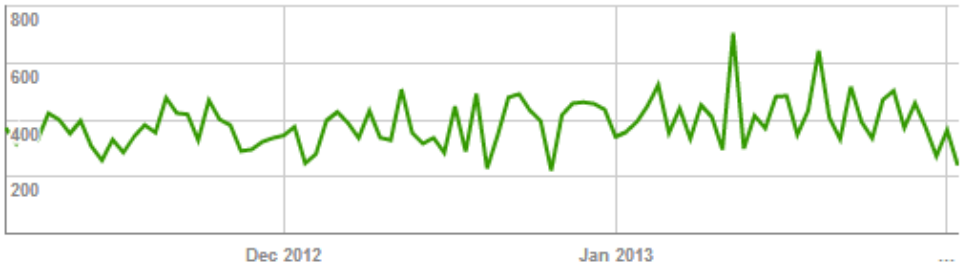
Light & fast

Google

Webmaster Tools

Time spent downloading a page (in milliseconds)

High	Average	Low
705	385	222

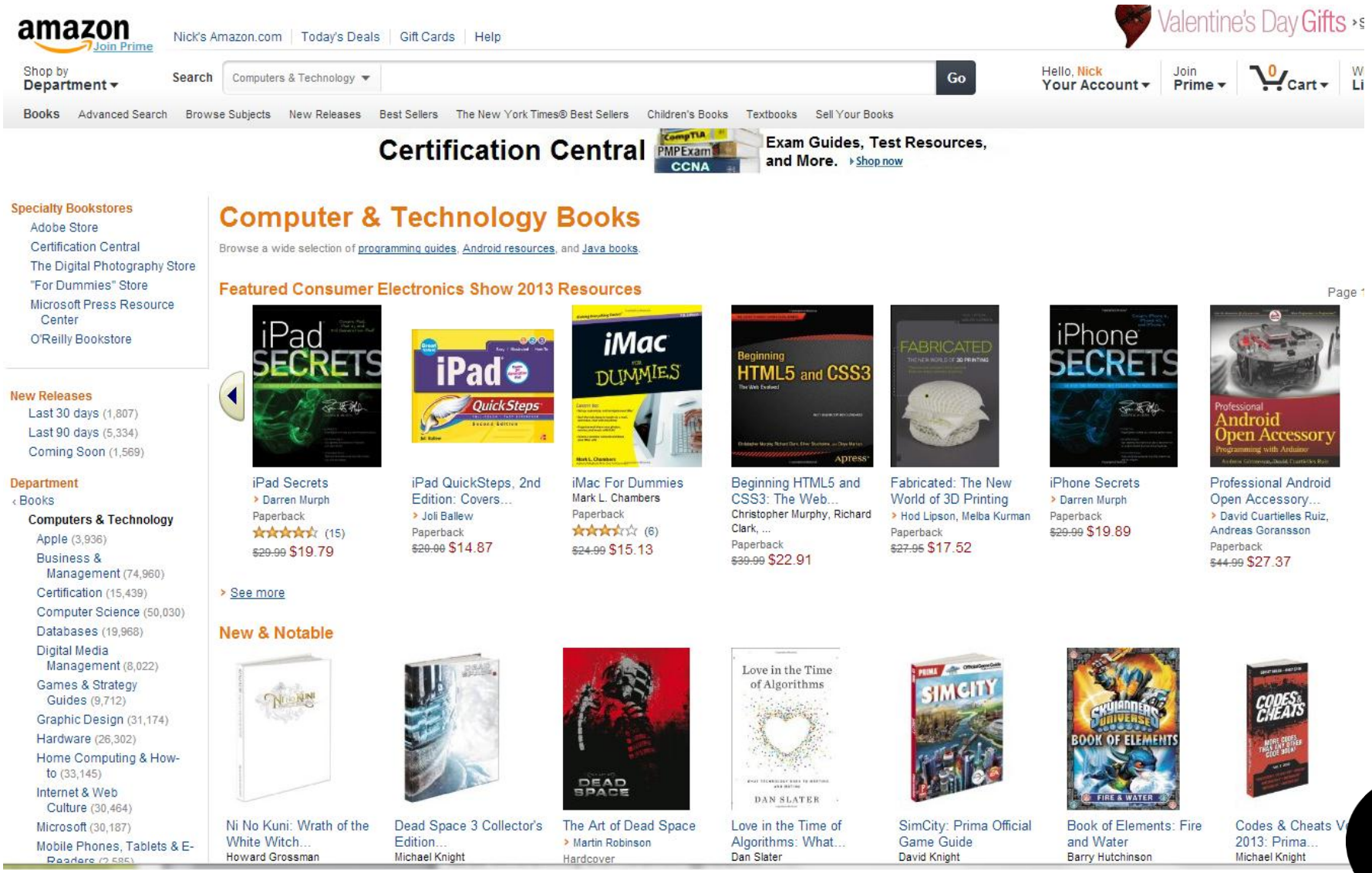


Why Wordpress?

Free

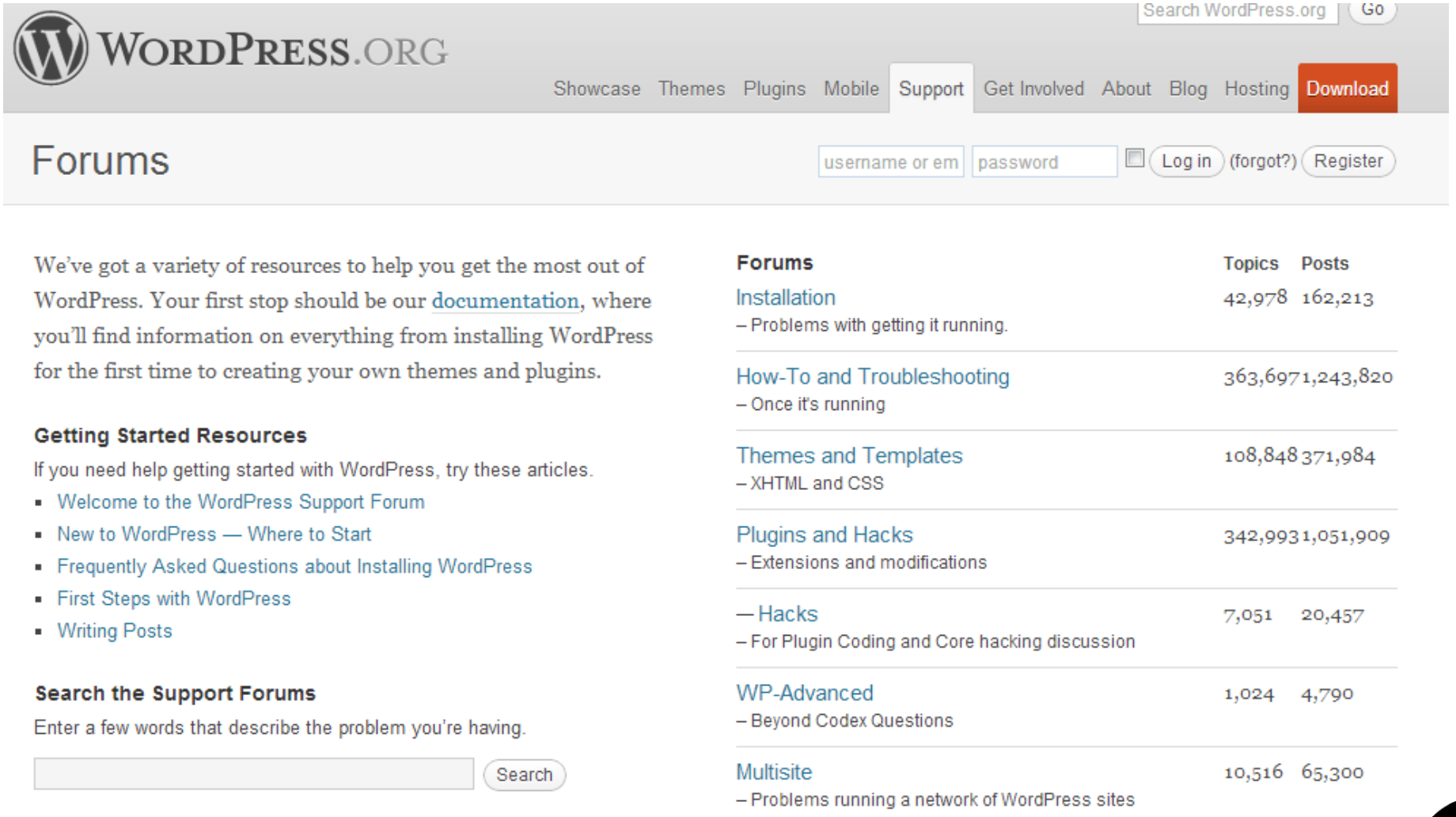
Why Wordpress?

Not as robust for complex sites



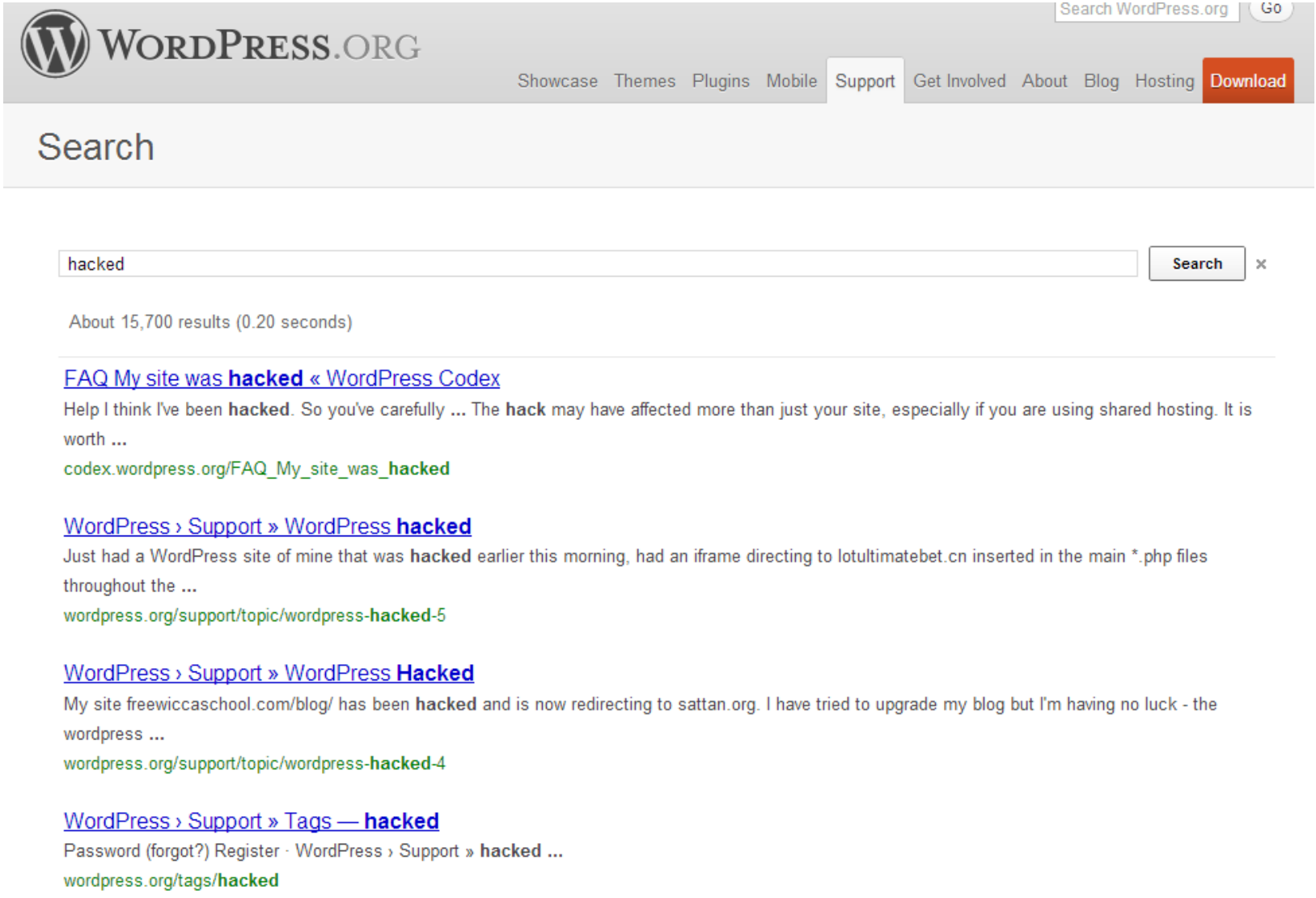
Why Wordpress?

Little support (but great support community)



Why Wordpress?

Great user based means target for hackers



HOUSEKEEPING

Assumptions, a note on plugins and more

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Assumption #1:
You Are Familiar with Wordpress

If I say “plugins”...

...You say “Let me tell you my favorite ones”

If I say “permalink structure”...

...You say “/%category%/”

If I say “edit theme PHP files”...

...You say “archive.php or head.php?”

Assumption #2:
You understand intermediate to advanced SEO

If I say “canonical tag”...

...You say “duplicate content”

If I say “URL name/value pairs”…

…You say “no more than 3, and there better not be sorting parameters”

If I say “meta robots tag”...

...You say “noindex and nofollow”

If I say “I know you’ve never purchased links”...

...You say “no” and start laughing

If Matt Cutts enters the room...

...You stop laughing

If I say “Rand Fishkin”…

…You say “who’s that?”

In short: you understand SEO

Image credit: http://www.techtate.com

Some of our solutions will utilize plugins.

**I favor solutions that do not utilize plugins*

Credit: Euro RSCG Worldwide

DUPLICATE CONTENT IN WORDPRESS

Pagination, Archives & Inserting Unique Content

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Where does this problem stem from?

Tag Pages

Where does this problem stem from?

Tag Pages

Category Pages

Where does this problem stem from?

Tag Pages

Category Pages

Date Archive Pages

Where does this problem stem from?

Tag Pages

Category Pages

Date Archive Pages

Author Pages

Where does this problem stem from?

Tag Pages

Category Pages

Date Archive Pages

Author Pages

Pagination Pages

Example: Tag pages

TAG ARCHIVES: PROJECT MANAGEMENT

Strategy is important, but effective execution is critical for results

Posted on - | 1 Comment

Let's be honest — if one cannot execute their marketing plan and fabulous ideas, one does not get results. The process for delivering exceptional marketing is fairly straightforward, but to complete work that drives actual outcomes, the devil is in the details. Clearly one cannot expect a plan to operate on its own — it requires an intelligent and motivated staff, and a lot of TLC.

RSS

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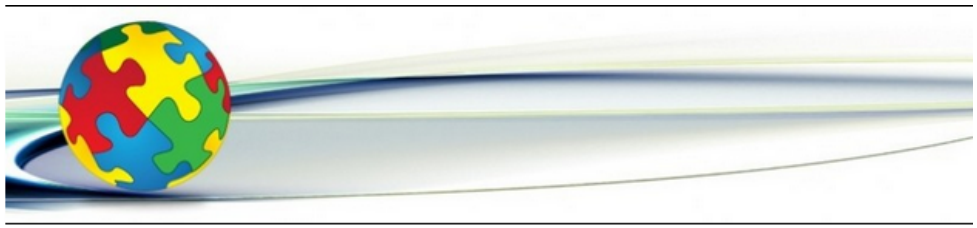
  work done
- Strategy is i
  execution is
- Lead nurtur
  part of your
  marketing p



← Lead nurturing – does it need to be part of your strategic marketing plan?

Leveraging junior-level or non-marketing employees to get the work done →

Strategy is important, but effective execution is critical for results

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RSS

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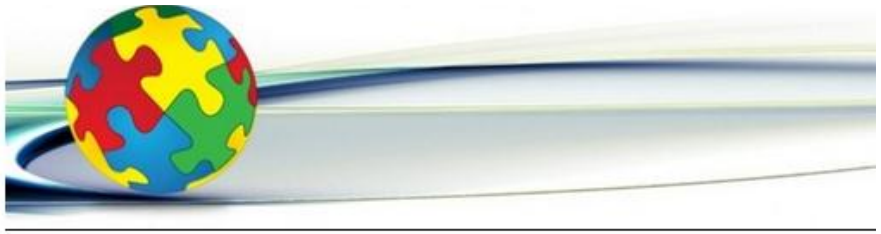
  work done
- Strategy is i
  execution is
- Lead nurturi
  part of your

Example: Date pages

/2012/10/



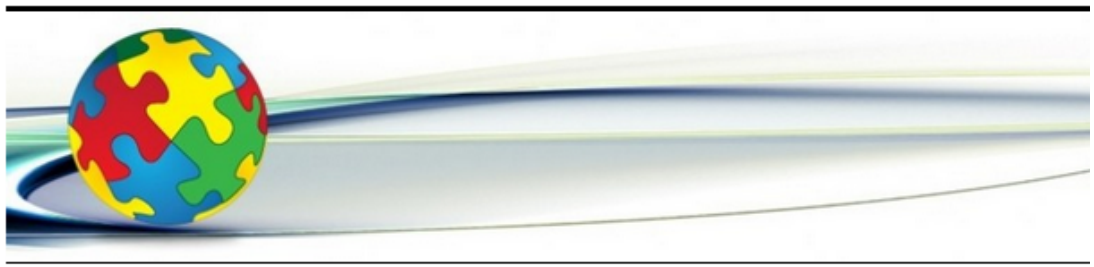
MONTHLY ARCHIVES: OCTOBER 2012

Leveraging junior-level or non-marketing employees to get the work done

Posted on - | 1 Comment

If you have done your due diligence as a marketing planner, you've no doubt uncovered a lot of minutiae-level work that must be done to *effectively* deliver. Whether it be resources to: conduct research; consolidate and chart data; actively manage a blog or other content; investigate a new idea; customize the CRM; version content across different audiences, personas or delivery channels; draft process flows or procedures; or support the sales force in getting people to an event. Bottom line

/2012/10/07/leveragin



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RSS

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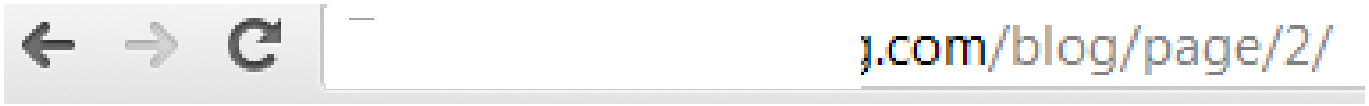
Example: Pagination



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Sometimes it's just a matter of thinking proactively about the reality of the workload and outside the box about who could actually help. For example:

- Many admins or young workers are highly skilled in Excel and other tools/programs and can lend a hand to help: aggregate, mine and organize data; create charts or slide presentations for company meetings and webinars; aggregate and organize social media or CRM data; conduct keyword and online competitive research; or help the sales team get ready for a trade show.
- Interns or temps could be brought in to: create reports and dashboards,

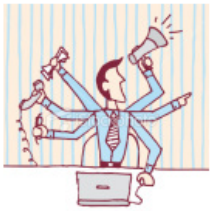
What are Specific SEO Issues?

What are Specific SEO Issues?

TAG ARCHIVES: EFFICIENCY IN THE WORKPLACE

Efficiency in getting the work done … hmmm, how efficient ARE you?

Posted on - | Leave a comment



How many days have we all spent "spinning" around reactive or unproductive (albeit busy) activities, feeling at the end of the day as if nothing got accomplished?

In some cases our days come down to prioritization and superb project management of the tactical workload in front of us. I opine on this a bit in a previous post titled "Strategy is important, but effective execution is critical"; but here I thought I'd provide suggestions for managing a heavy workload in an 8-9 hour time frame – with a goal of feeling light on your feet at the end of the day (having been extraordinarily "productive" vs. just "busy"). In my world this workload relates to marketing, but the suggestions here could apply to any business function.

Considerations for greater efficiency during the work day – focus, focus, focus... and then step back and breathe:

1. Establish a list of desired outcomes for the week, then keep an extremely detailed list of each and every task needed — down to the level of "schedule brainstorm session with xxx"; "review xxx research report"; "call xxx to discuss xxx""; "complete PowerPoint outline for presentation

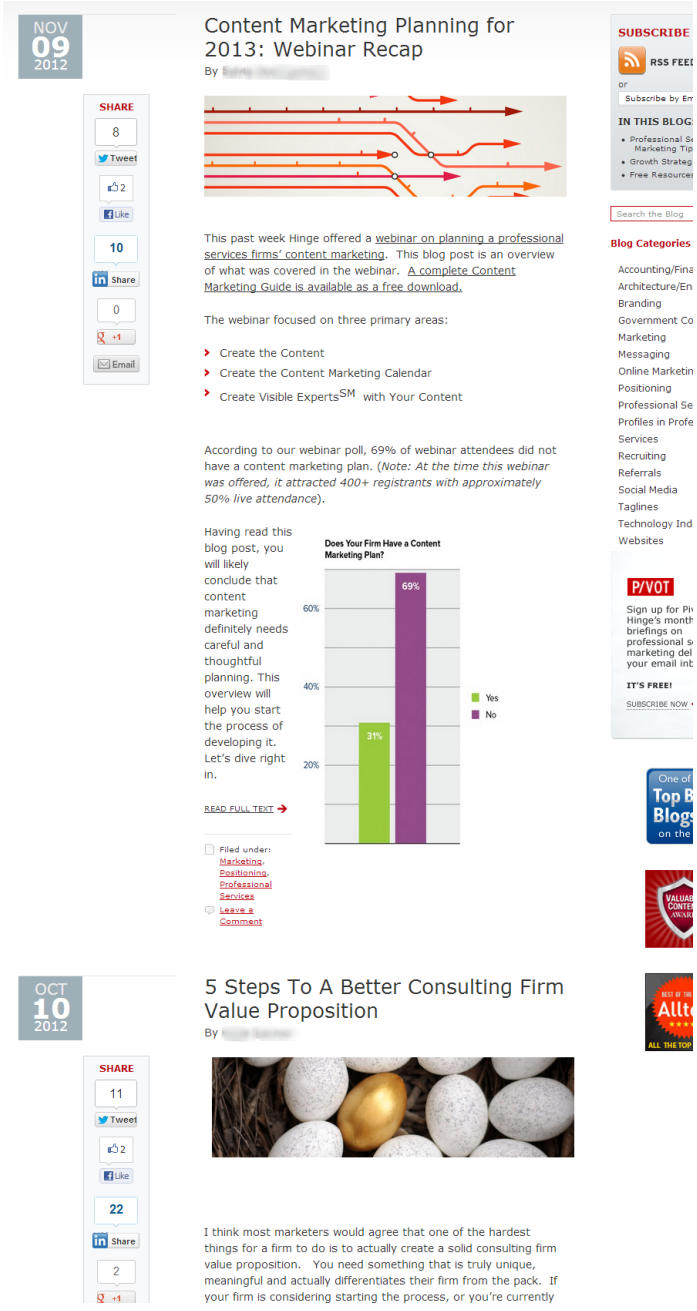
RSS

POSTS

- Leveraging marketing work done
- Strategy is execution i
- Lead nurtu part of you marketing
- Now Hiring
- Tips on coll effectively & vendors
- Process – a many. Whe marketing too much?
- Want a sim marketing and integra
- My one yea – How I've I've learne

Full post text on homepage, tag pages, category pages, etc.

What are Specific SEO Issues?



NOV 09 2012

Content Marketing Planning for 2013: Webinar Recap

By [redacted]

SHARE 8 Tweet 2 Like 10 Share 0 +1 Email

This past week Hinge offered a webinar on planning a professional services firms' content marketing. This blog post is an overview of what was covered in the webinar. A complete Content Marketing Guide is available as a free download.

The webinar focused on three primary areas:

- Create the Content
- Create the Content Marketing Calendar
- Create Visible Experts℠ with Your Content

According to our webinar poll, 69% of webinar attendees did not have a content marketing plan. (*Note: At the time this webinar was offered, it attracted 400+ registrants with approximately 50% live attendance*).

Having read this blog post, you will likely conclude that content marketing definitely needs careful and thoughtful planning. This overview will help you start the process of developing it. Let's dive right in.

READ FULL TEXT

Filed under: Marketing, Positioning, Professional Services

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VALUABLE CONTENT AWARD

BEST OF THE ALL THE TOP

OCT 10 2012

5 Steps To A Better Consulting Firm Value Proposition

By [redacted]

SHARE 11 Tweet 2 Like 22 Share 2 +1

I think most marketers would agree that one of the hardest things for a firm to do is to actually create a solid consulting firm value proposition. You need something that is truly unique, meaningful and actually differentiates their firm from the pack. If your firm is considering starting the process, or you're currently

No value-added content for searchers

What are Specific SEO Issues?

Leveraging junior-level or non-marketing employees to get the work done

Posted on - | 1 Comment

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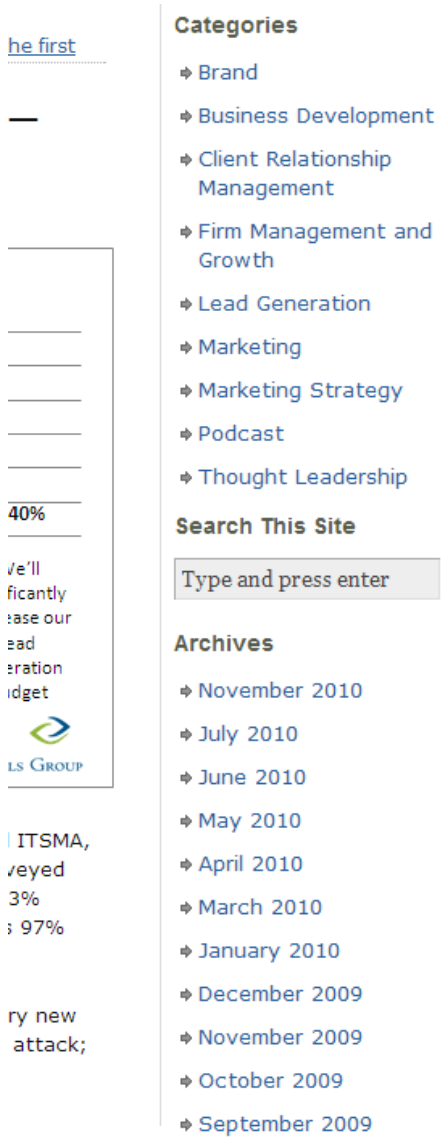
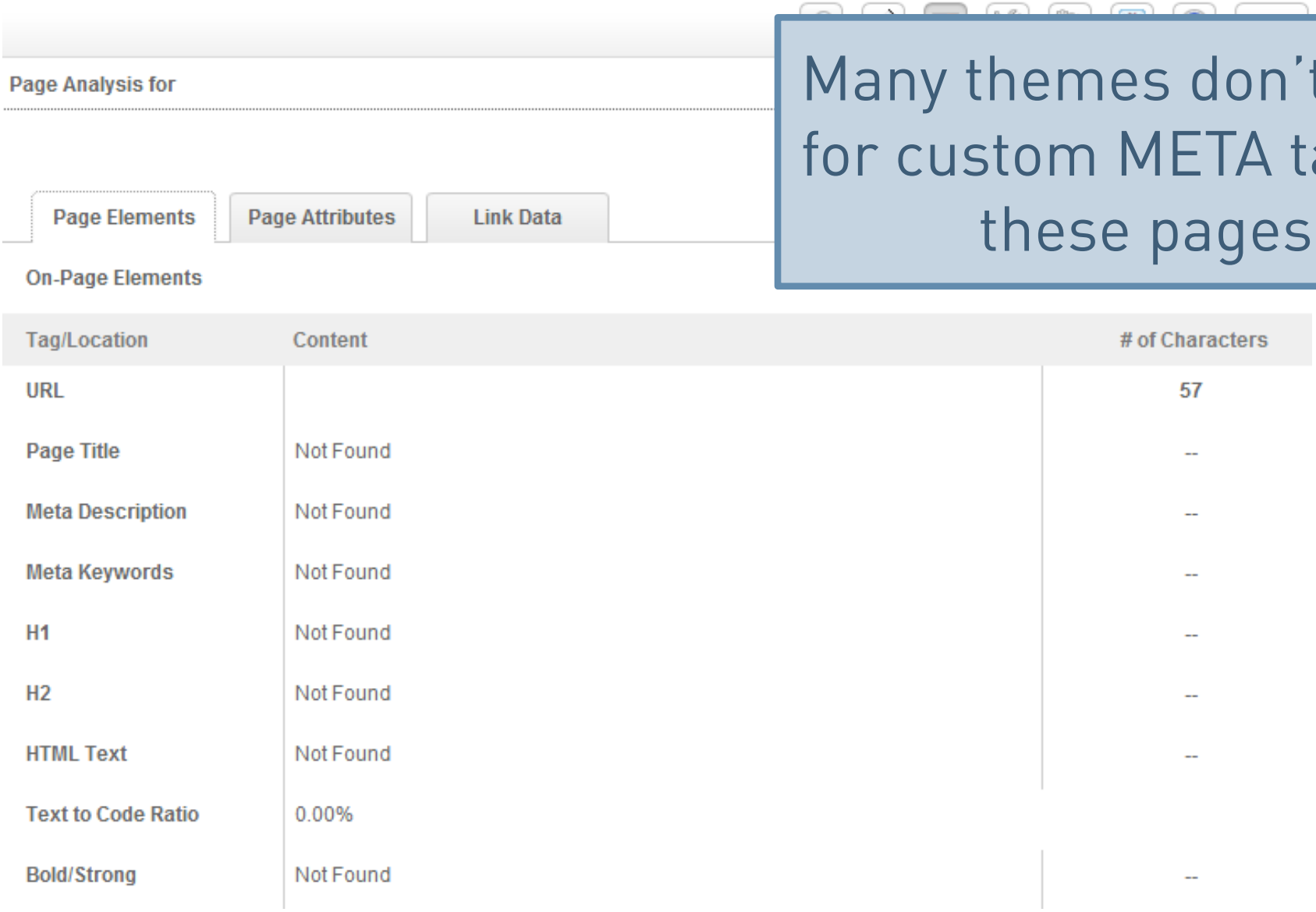
Pagination pages include duplicate content

What are Specific SEO Issues?



Heavy site-wide sidebar links to these pages

What are Specific SEO Issues?



Page Analysis for

Page Elements | Page Attributes | Link Data

On-Page Elements

Tag/Location	Content	# of Characters
URL		57
Page Title	Not Found	--
Meta Description	Not Found	--
Meta Keywords	Not Found	--
H1	Not Found	--
H2	Not Found	--
HTML Text	Not Found	--
Text to Code Ratio	0.00%	
Bold/Strong	Not Found	--

Many themes don't allow for custom META tags on these pages

What can we do about the full post being displayed on all archive pages?

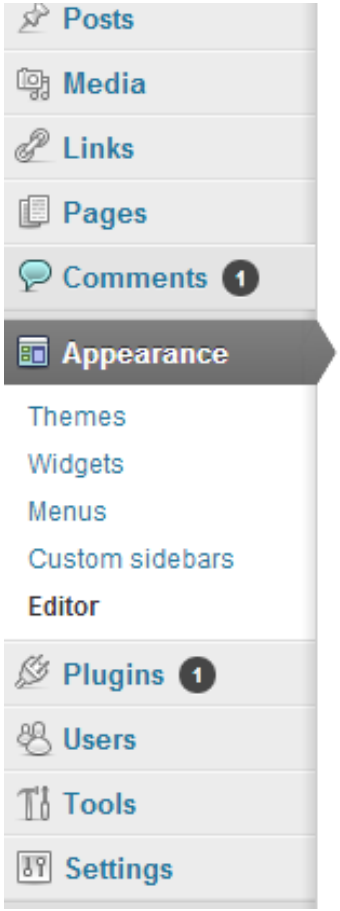
What can we do about the full post being displayed on all archive pages?

ANSWER: replace “the_content” in the PHP files with “the_excerpt”

What to do about full post text

The_Content	The_Excerpt
- Located inside your PHP files - Shows full blog post content	- Located inside your PHP files - Shows only first 55 characters of post.

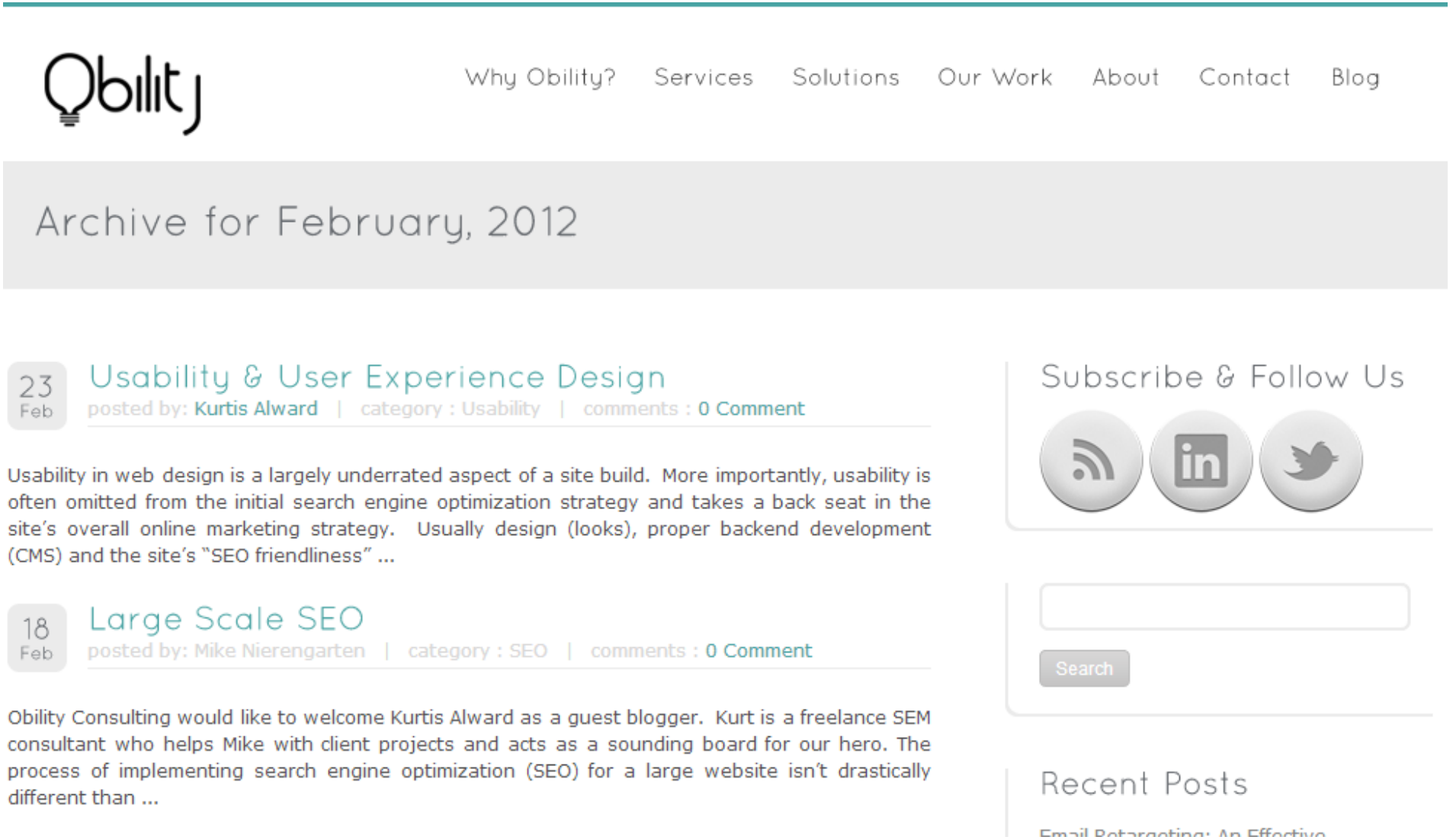
What to do about full post text




```
<?php get_header();?>
        <!-- BEGIN OF PAGE TITLE -->
        <?php if (have_posts()) : ?>
        <div id="page-title">
                <div id="page-title-inner">
                <div class="title">
                <h1><?php the_title();?></h1>
                </div>
                <div class="dot-separator-title"></div>
                <div class="description">
                  <?php global $post;?>
                  <?php $short_desc = get_post_meta($post->ID, '_short_desc', true ); ?>
                  <p><?php echo $short_desc;?></p>
                </div>
                <div class="clear"></div>
            </div>
            <div class="clear"></div>
        </div>
        <!-- END OF PAGE TITLE -->

        <!-- BEGIN OF CONTENT -->
        <div id="content">
                <div id="content-left">
                <div class="maincontent">
                <?php while (have_posts()) : the_post();?>
                <?php the_content();?>
                <?php endwhile;?>
                </div>
            </div>
            <?php endif;?>
```

What to do about full post text



Where to look for “the_content”

- Archive.php
- Index.php
- Other custom theme PHP files that control archive type pages

What can we do about the non-uniqueness?

What can we do about the non-uniqueness?

ANSWER: Noindex and exclude from XML sitemap

What to do about their non-uniqueness

Page Type	Meta Index?	Meta Follow?	XML Sitemap	Robots.txt
Page	Yes	Yes	Include	Allow

What to do about their non-uniqueness

Page Type	Meta Index?	Meta Follow?	XML Sitemap	Robots.txt
Page	Yes	Yes	Include	Allow
Post	Yes	Yes	Include	Allow

What to do about their non-uniqueness

Page Type	Meta Index?	Meta Follow?	XML Sitemap	Robots.txt
Page	Yes	Yes	Include	Allow
Post	Yes	Yes	Include	Allow
Categories	Yes	Yes	Include	Allow

What to do about their non-uniqueness

Page Type	Meta Index?	Meta Follow?	XML Sitemap	Robots.txt
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Post	Yes	Yes	Include	Allow
Categories	Yes	Yes	Include	Allow
Tags	No	Yes	Exclude	Allow

What to do about their non-uniqueness

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Date Archives	No	Yes	Exclude	Allow

What to do about their non-uniqueness

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Post	Yes	Yes	Include	Allow
Categories	Yes	Yes	Include	Allow
Tags	No	Yes	Exclude	Allow
Date Archives	No	Yes	Exclude	Allow
Pagination	No	Yes	Exclude	Allow

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Post	Yes	Yes	Include	Allow
Categories	Yes	Yes	Include	Allow
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Date Archives	No	Yes	Exclude	Allow
Pagination	No	Yes	Exclude	Allow
Author (default page)	No	Yes	Exclude	Allow

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Date Archives	No	Yes	Exclude	Allow
Pagination	No	Yes	Exclude	Allow
Author (default page)	No	Yes	Exclude	Allow
Author (custom page)	Yes	Yes	Include	Allow

What to do about their non-uniqueness

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Pagination	No	Yes	Exclude	Allow
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Author (custom page)	Yes	Yes	Include	Allow

**Yoast SEO plugin allows for this level of control*

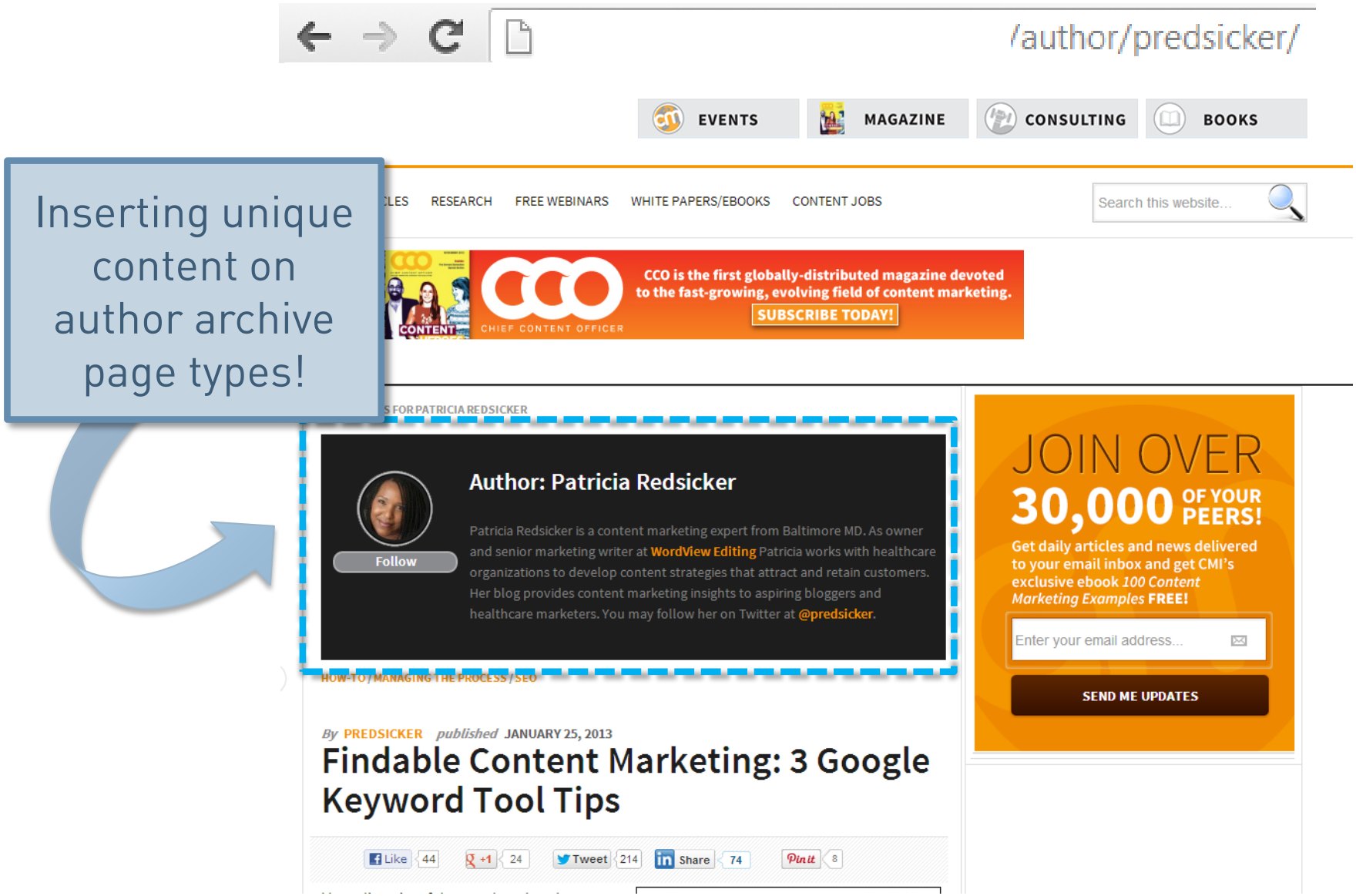
Can we make these pages more useful for users?

Can we make these pages more useful for users?

ANSWER: Create a new PHP page for each archive page type, and insert copy into the PHP files directly

Inserting Text Into Archive Page Types

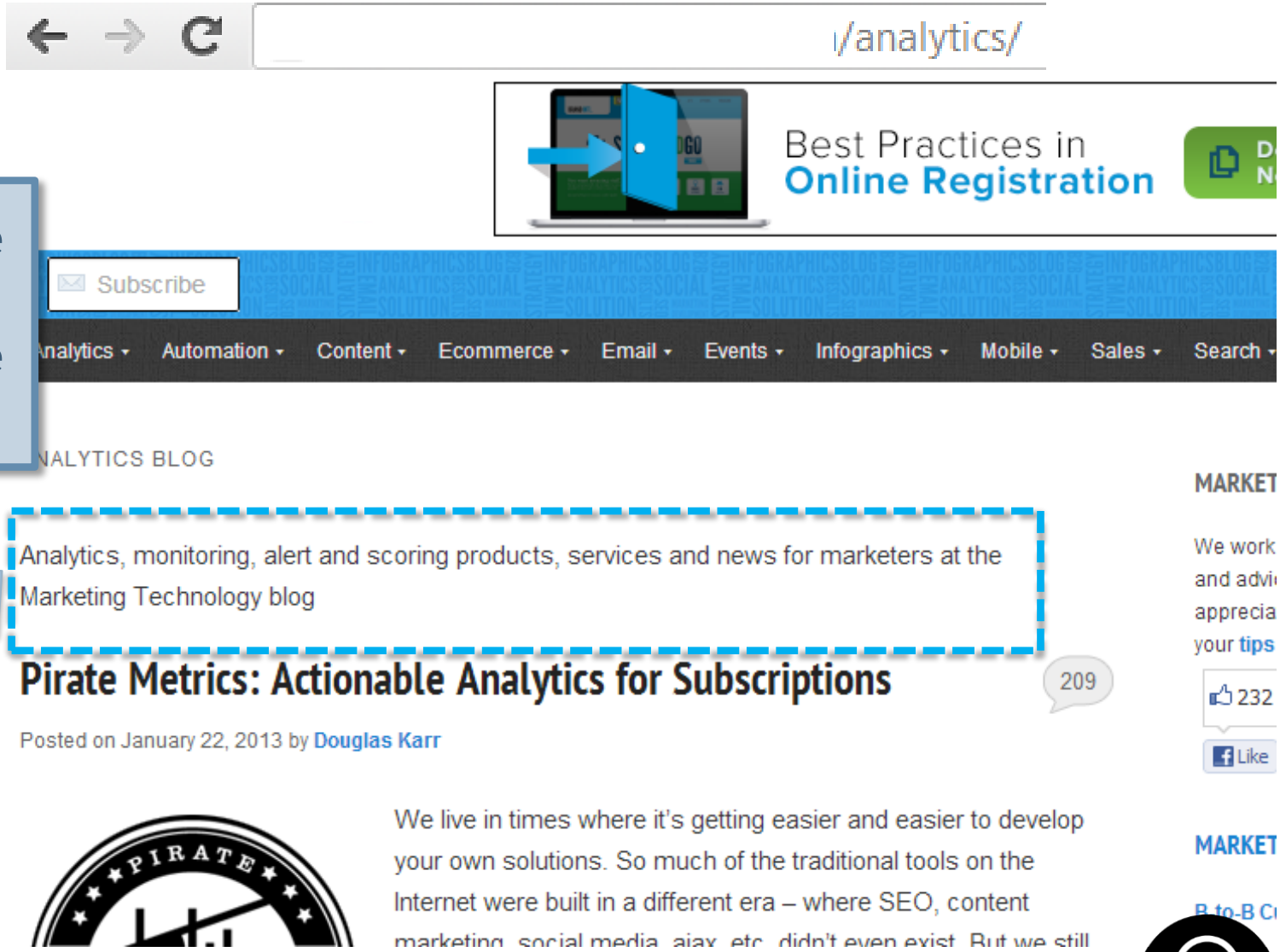
Date archives, categories, tags, author pages, etc.



Inserting Text Into Archive Page Types

Date archives, categories, tags, author pages, etc.

Inserting unique content on category archive page types!



How do we do this inside Wordpress?

Inserting Text Into Archive Page Types

Date archives, categories, tags, author pages, etc.

We will have to create new PHP files!

**but it's an easy copy/paste job*

Inserting Text Into Archive Page Types

Understanding Wordpress PHP Hierarchy

Page Type	Default	Override for all category pages	Override for individual categories	Example PHP file name
Categories	archive.php	category.php	category-{categoryslug}.php	category-marketing.php

Inserting Text Into Archive Page Types

Understanding Wordpress PHP Hierarchy

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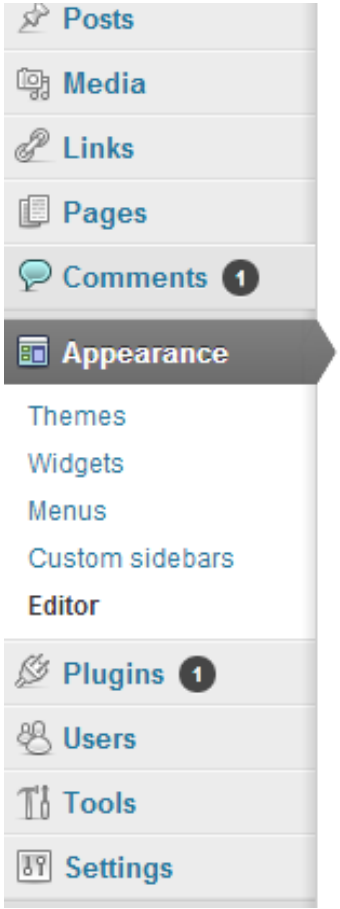
Tags	archive.php	tag.php	tag-{tagslug}.php	tag-events.php
Author	archive.php	author.php	author-{authorname}.php	author-nick.php

Steps for creating a custom page with SEO optimized text for a tag called “marketing”

Inserting Text Into Archive Page Types

Date archives, categories, tags, author pages, etc.

Step 1: Go to your PHP files



Inserting Text Into Archive Page Types

Date archives, categories, tags, author pages, etc.

Step 2:
On server, create “tag-marketing.php” file inside theme PHP file directory

Inserting Text Into Archive Page Types

Date archives, categories, tags, author pages, etc.

Step 3:
Copy code from existing “archive.php” file and pate in new “tag-marketing.php” file.

```
 while ( have_posts() ) : the_post();
 $blog_meta = get_post_meta($post->ID, 'vulcan_meta_opt
   ?>
!-- begin of blog post  -->
div class="left-head">
   <div class="date"><?php the_time('d');?></div>
   <div class="month"><?php the_time('M');?></div>
/div>
div class="right-head">
  <h3><a href="<?php the_permalink();?>"><?php the_titl
  <div class="post-info">posted by: <?php the_author_po
'% Comments');?></div>
/div>
div class="blog-posted">
 <?php if ($blog_meta)  : ?>
   <div class="blog-box">
     <img src="<?php bloginfo('template_directory');?>/
   </div>
 <?php endif;?>
p><?php echo excerpt($blogtext);?></p>

/div>
?php endwhile;?>

?php endif;?>
!-- end of blog post -->
div class="clr"></div>
div class="blog-pagination"><!-- page pagination -->
?php
                  if (function_exists('wp_pagenavi'))
```

Inserting Text Into Archive Page Types

Date archives, categories, tags, author pages, etc.

Step 4:
Locate where the body text for the page begins

Step 5:
Insert custom tag text above where posts are displayed

```
                    <h1><?php echo __('Archive for ','vulcan');?><?php the_time('Y'); ?><
                <?php /* If this is an author archive */ } elseif (is_author()) { ?>
                    <h1><?php echo __('Author Archive','vulcan');?></h1>
                <?php /* If this is a paged archive */ } elseif (isset($_GET['paged']) &&
                    <h1><?php echo __('Blog Archives','vulcan');?></h1>
                <?php } ?>
            </div>
        </div>
    </div>
    <!-- END OF PAGE TITLE -->

    <!-- BEGIN OF CONTENT -->
    <div id="content">
            <div id="content-left">
            <div class="maincontent">
                    <p>Insert custom SEO optimized unique, value-added text here.</p>

                <?php


                $page = (get_query_var('paged')) ? get_query_var('paged') : 1;
                $blog_num = (get_option('vulcan_blog_num')) ? get_option('vulcan_blog_
                $blogtext = (get_option('vulcan_blogtext')) ? get_option('vulcan_blogte
                $readmoretext = (get_option('vulcan_readmoretext')) ? get_option('vulca

                while ( have_posts() ) : the_post();
                $blog_meta = get_post_meta($post->ID, 'vulcan_meta_options', true );
                  ?>
              <!-- begin of blog post  -->
```

THEN WE GET THIS!!!

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209

Posted on January 22, 2013 by Douglas Karr

We live in times where it's getting easier and easier to develop your own solutions. So much of the traditional tools on the Internet were built in a different era – where SEO, content marketing, social media, ajax, etc. didn't even exist. But we still

MARKET

We work and advi appreci your tips

232

Like

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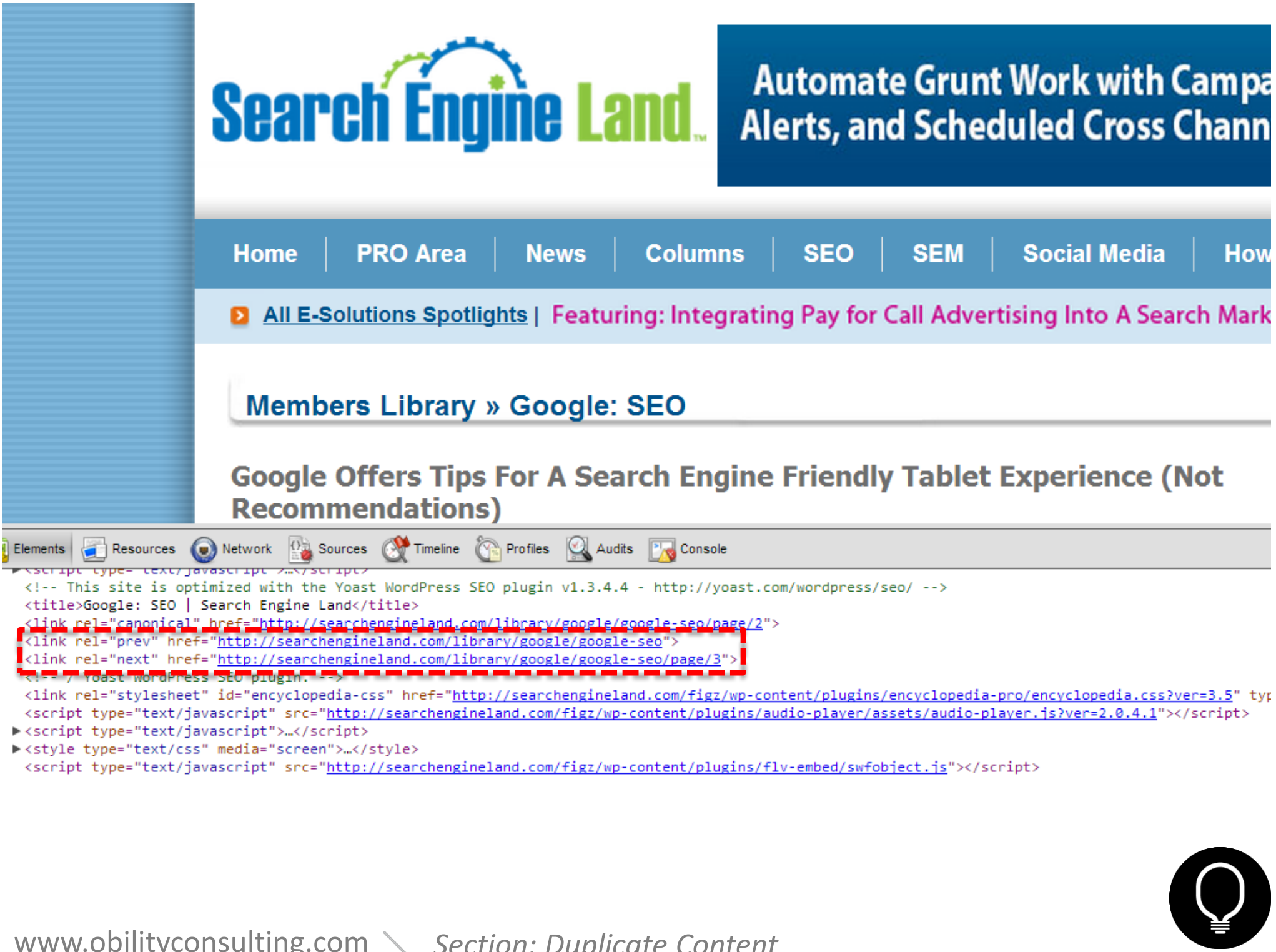
B-to-B C

What can we do about pagination?

What can we do about pagination?

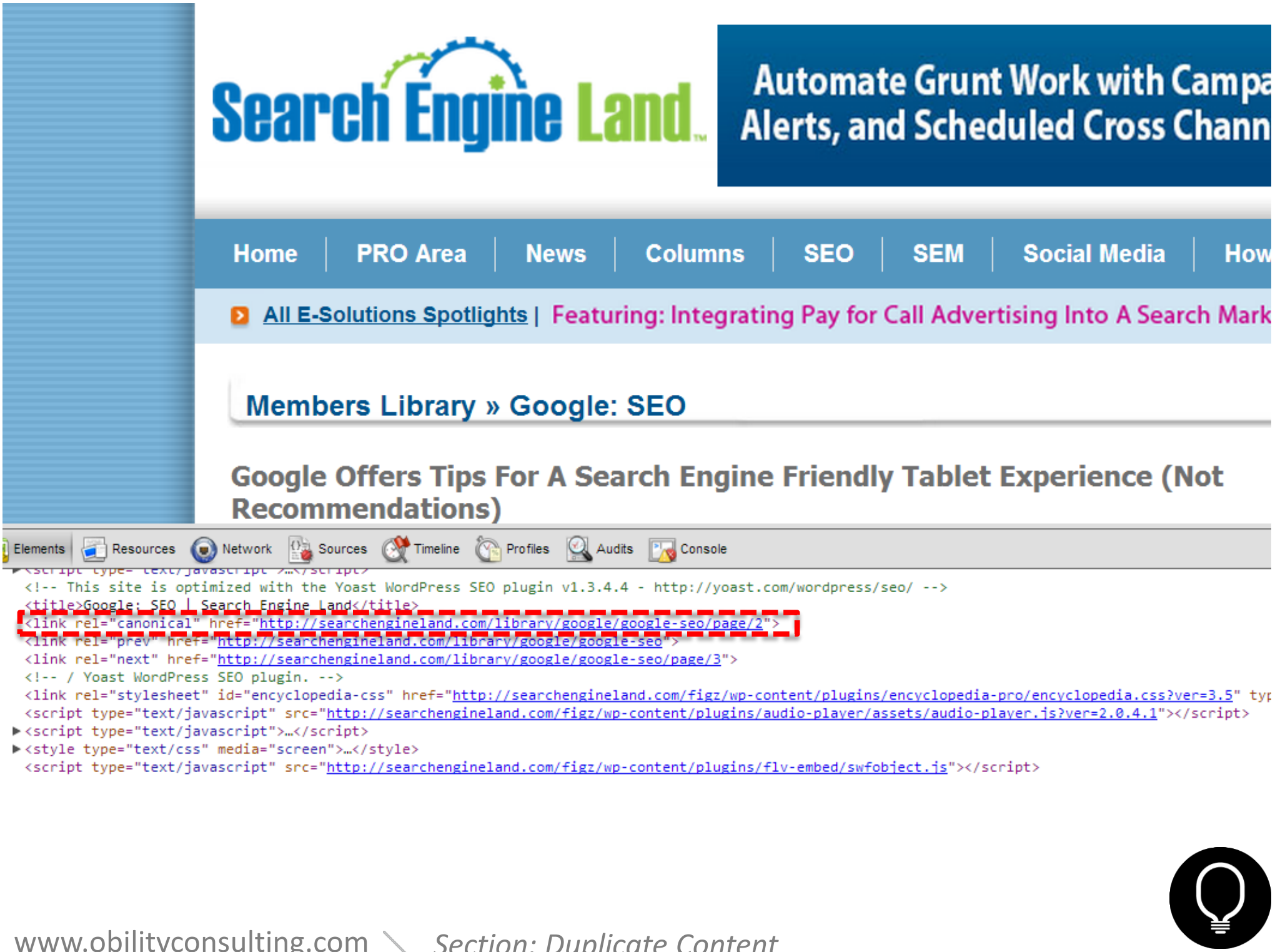
ANSWER: Yoast SEO inserts rel="next" and rel="prev" in the head of paginated pages


Search Engine Land
Automate Grunt Work with Campa
Alerts, and Scheduled Cross Chann
Home
PRO Area
News
Columns
SEO
SEM
Social Media
How
All E-Solutions Spotlights | Featuring: Integrating Pay for Call Advertising Into A Search Mark
Members Library » Google: SEO
Google Offers Tips For A Search Engine Friendly Tablet Experience (Not Recommendations)
Elements
Resources
Network
Sources
Timeline
Profiles
Audits
Console
<!-- This site is optimized with the Yoast WordPress SEO plugin v1.3.4.4 - http://yoast.com/wordpress/seo/ -->
<title>Google: SEO | Search Engine Land</title>
<link rel="canonical" href="http://searchengineland.com/library/google/google-seo/page/2">
<link rel="prev" href="http://searchengineland.com/library/google/google-seo">
<link rel="next" href="http://searchengineland.com/library/google/google-seo/page/3">
<link rel="stylesheet" id="encyclopedia-css" href="http://searchengineland.com/figz/wp-content/plugins/encyclopedia-pro/encyclopedia.css?ver=3.5"
<script type="text/javascript" src="http://searchengineland.com/figz/wp-content/plugins/audio-player/assets/audio-player.js?ver=2.0.4.1"></script>
<script type="text/javascript">…</script>
<style type="text/css" media="screen">…</style>
<script type="text/javascript" src="http://searchengineland.com/figz/wp-content/plugins/flv-embed/swfobject.js"></script>

What about canonicalization?

What about canonicalization?

ANSWER: Yoast SEO includes these on all Wordpress pages


Search Engine Land
Automate Grunt Work with Campa
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Home
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SEO
SEM
Social Media
How
All E-Solutions Spotlights | Featuring: Integrating Pay for Call Advertising Into A Search Mark
Members Library » Google: SEO
Google Offers Tips For A Search Engine Friendly Tablet Experience (Not Recommendations)
Elements
Resources
Network
Sources
Timeline
Profiles
Audits
Console
<!-- This site is optimized with the Yoast WordPress SEO plugin v1.3.4.4 - http://yoast.com/wordpress/seo/ -->
<title>Google: SEO | Search Engine Land</title>
<link rel="canonical" href="http://searchengineland.com/library/google/google-seo/page/2">
<link rel="prev" href="http://searchengineland.com/library/google/google-seo">
<link rel="next" href="http://searchengineland.com/library/google/google-seo/page/3">
<!-- / Yoast WordPress SEO plugin. -->
<link rel="stylesheet" id="encyclopedia-css" href="http://searchengineland.com/figz/wp-content/plugins/encyclopedia-pro/encyclopedia.css?ver=3.5"
<script type="text/javascript" src="http://searchengineland.com/figz/wp-content/plugins/audio-player/assets/audio-player.js?ver=2.0.4.1"></script>
<script type="text/javascript">…</script>
<style type="text/css" media="screen">…</style>
<script type="text/javascript" src="http://searchengineland.com/figz/wp-content/plugins/flv-embed/swfobject.js"></script>

Wordpress itself only shows canonical link elements on single pages.

Yoast SEO places the canonical tag on all page types.

What if I use a plugin that utilizes URL parameters?

What if I use a plugin that utilizes URL parameters?

ANSWER: Utilize your robots.txt or Google Webmaster Tools

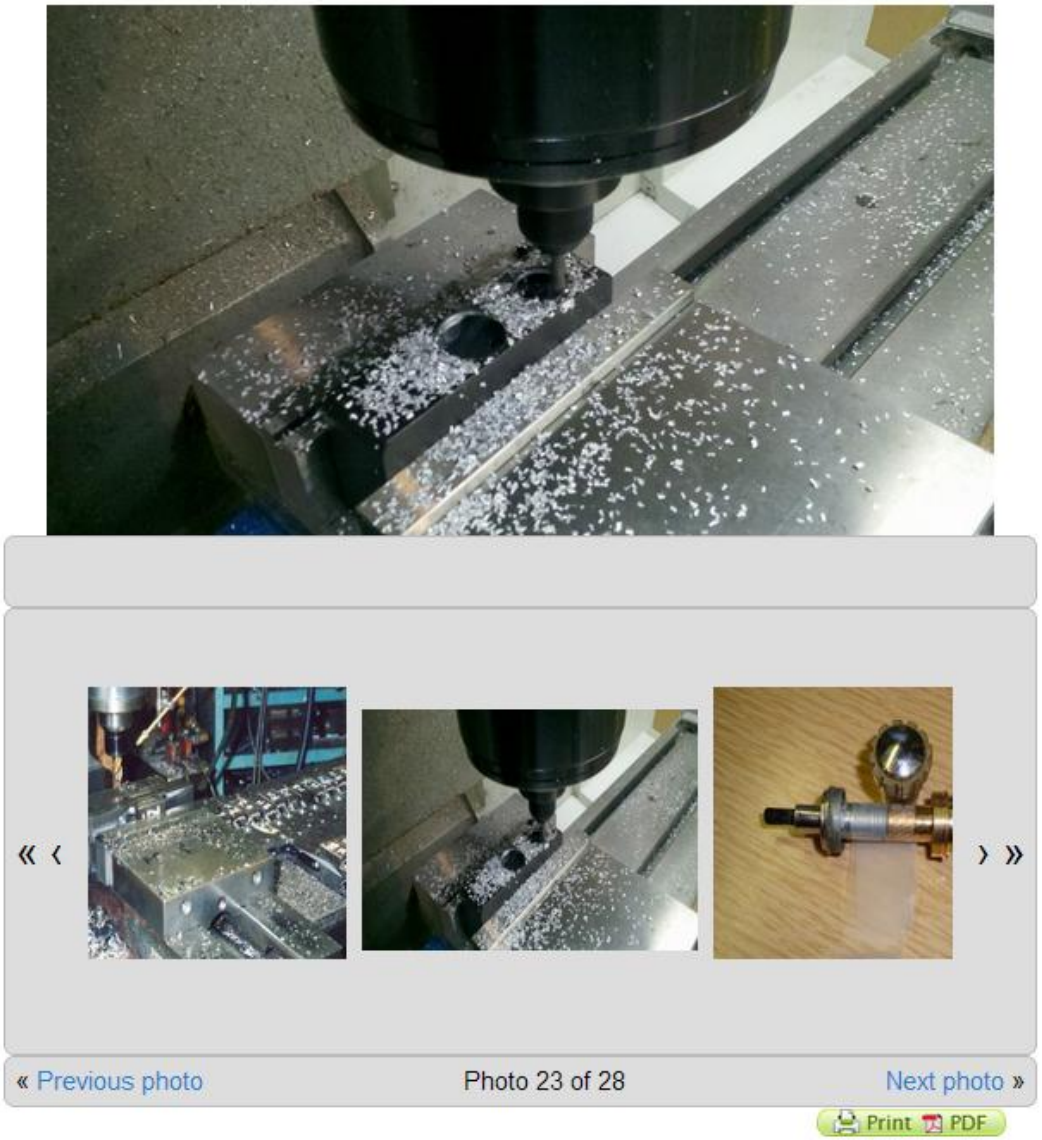
/products/?wppa-album=1&wppa-photo=26&wppa-occur=1

« ‹ › »

« Previous photo Photo 23 of 28 Next photo »

Print PDF

/products/?wppa-album=1&wppa-photo=26&wppa-occur=1



- Create an actual robots.txt file and place it in server root to override the virtual Wordpress one
- Use robots.txt to disallow problematic site section

Or…

- Block problematic parameters from within Google Webmaster Tools

In Summary

- ✓ Make sure theme uses “the_excerpt” in archive PHP files instead of “the_content”
- ✓ If you want to keep archive page types, create a separate PHP file for each an insert on-page copy
- ✓ Noindex archive page types if not unique
- ✓ Exclude archive page types from XML Sitemap
- ✓ Implement canonical tag on all pages using Yoast SEO
- ✓ Implement pagination tags using Yoast SEO
- ✓ Use robots.txt file to exclude dynamic pages created by plugins, or use Webmaster Tools to tell Google to ignore problematic name/value pairs

IMPLEMENTING AUTHORSHIP

Author Bios on Author Posts

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Quick Authorship Example

John Chow Vs **Search Engine Journal** – FIGHT! - Matthew Woodward
www.matthewwoodward.co.uk/.../john-chow-vs-**search-eng**...

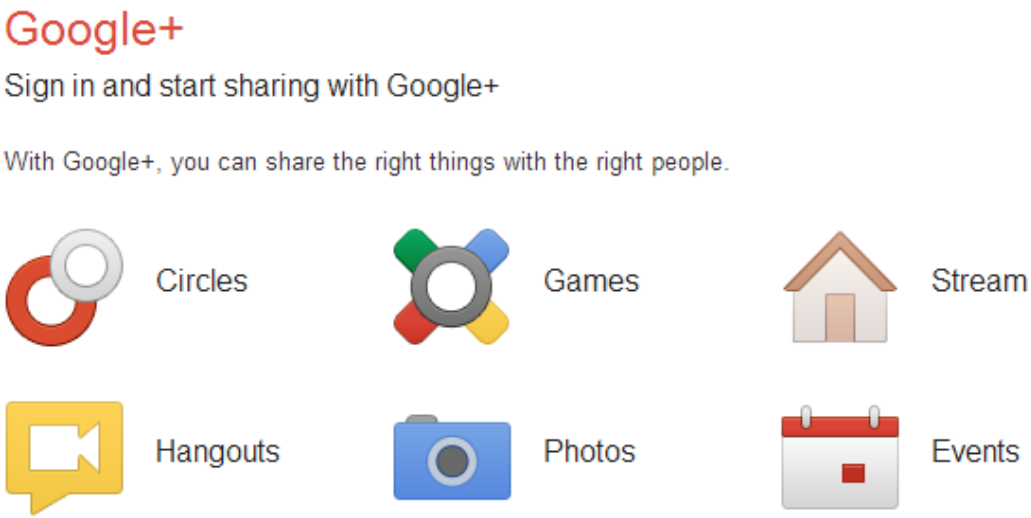
by Matthew Woodward - in 46 Google+ circles - More by Matthew Woodward
Nov 14, 2012 – When I wrote my award winning Ninja's Guide To Google Alerts guest post I originally sent it to John Chow to publish on his site. I have been **...**

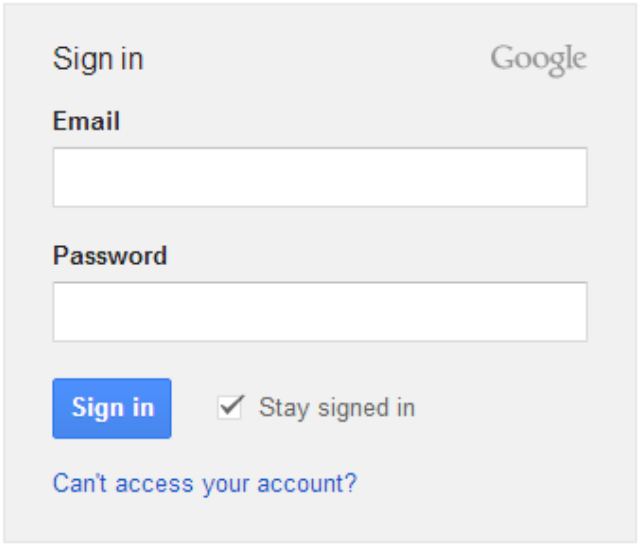
PlagSpotter - Top SEO Startup by **Search Engine Journal ...**
www.plagspotter.com/.../plagspotter-top-seo-startup-by-**sear**...

by Danielle Morrissette - More by Danielle Morrissette
Dec 11, 2012 – We at PlagSpotter are honored to have received first place on **Search Engine Journal's** list of the Top SEO Startups of 2012. This list includes **...**

What we need

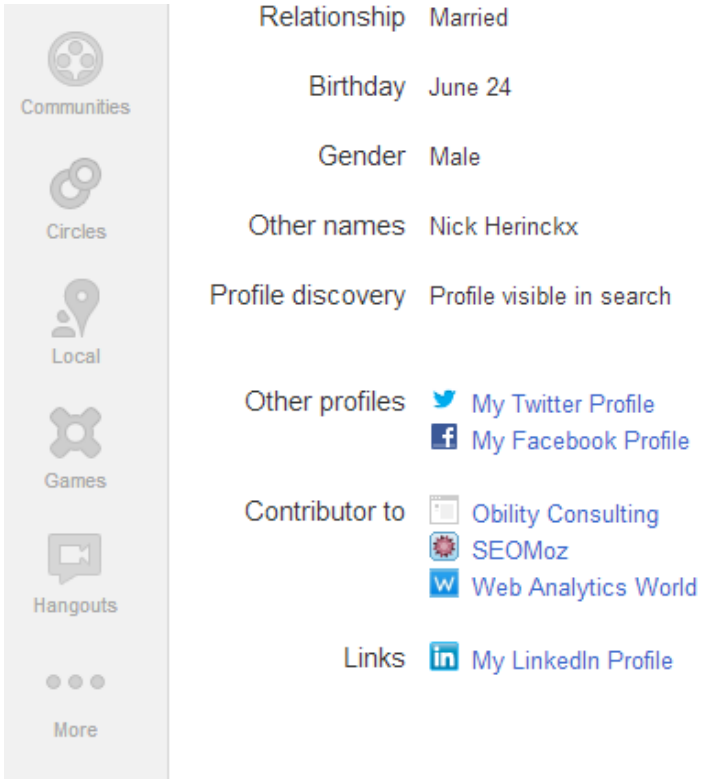
1: A Google+ Profile





What we need

2. Link to publications in the "contributor to" section from within your Google+ profile



What we need

3. Add rel="author" tag to blog post page in a link to your Google+ profile

Rel=Author Tag Implementation

In-House Email List

Studies have shown that email marketing to in-house email lists is one of the most effective marketing channels. In-house email list participants have actively asked to hear updates and receive notifications of upcoming events or sales. Why not provide them with updates on sites they visit around the web?

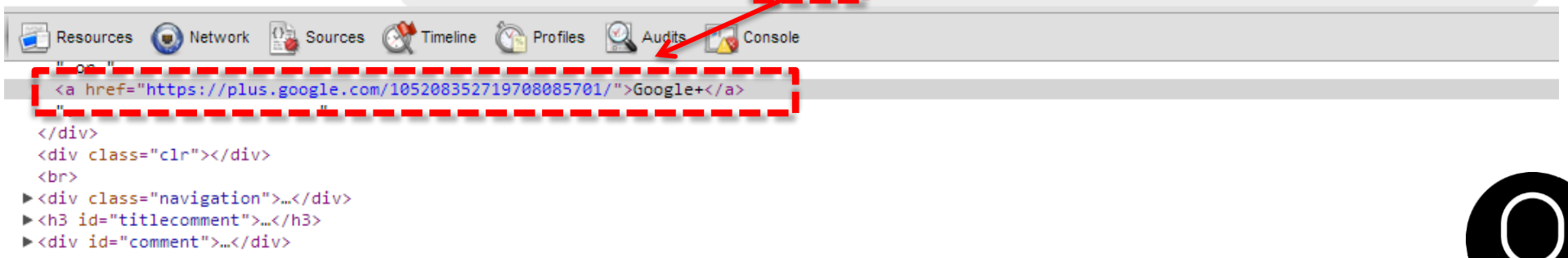
Regularly including retargeting script in your email newsletter will allow you to build a strong retargeting audience to market to. Retarget your in-house email list when you launch a new product/service or are running a sale. Doing so will help increase the odds of your email newsletter subscribers seeing your new product or service.

Again, email retargeting campaigns should be tailored to your specific audience. Targeting an in-house email list is vastly different than targeting a rented email list. Create ads and landing pages that coincide with your target audience.

Get ahead of the curve. Diversify your retargeting methods, and make sure email retargeting is a part of your overall strategy.

About Mike Nierengarten

Mike Nierengarten enjoys board sports, exploring restaurants, and lively discussions about the economy. He is also a passionate traveler. His long-term goals focus on spurring economic growth and addressing inequality in the Portland community. Follow him on Twitter or Google+.



How to Get Google+ Links on Author Posts

How to Get Google+ Links on Author Posts

Option 1: Edit single.php file (or the one that displays your blog posts) to output the author bio on the page. Then authors can include a Google+ link on their own.

Implementing Authorship

In-House Email List

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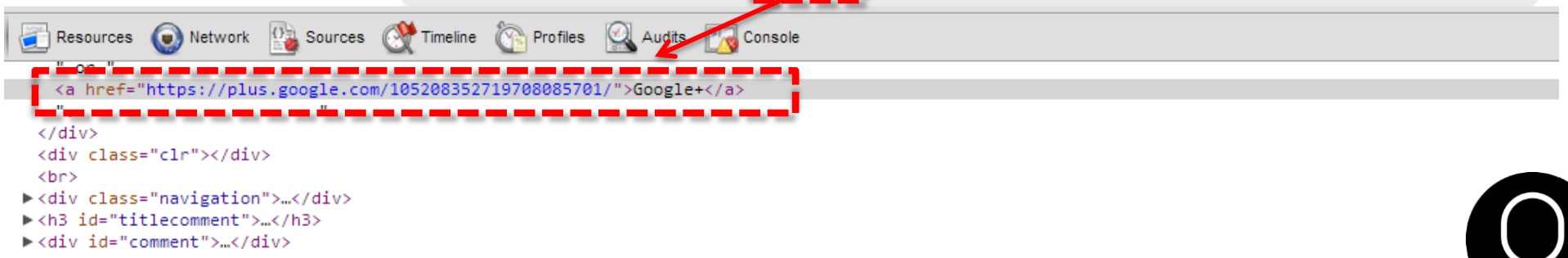

Placing Author Bio on Blog Posts

```
<div class="author">
                    <?php if (function_exists('get_avatar')) {
                      echo get_avatar(get_the_author_meta('user_email'), '70');
                    } else {?>
                    <img src="<?php echo
get_template_directory_uri();?>/images/author.jpg" alt="" class="imgleft authorpic" />
                    <?php } ?>
                    <h5>About <?php the_author();?></h5>
                    <?php the_author_meta('description'); ?>
                    </div>
```

How to Get Google+ Links on Author Posts

Option 2: Manually add to posts an author byline with Google+ profile links

ADVANCED ON-SITE CONSIDERATIONS

A note on permalinks

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For very large blogs, permalink structure is one of the most common mistakes I see with Wordpress installations.

Permalinks for Blog Posts

Which one is best?

/%postname% / %post_id%/

/%category% / %postname%/

/%post_id% / %postname%/

/%year% / %category% / %postname%/

Permalinks for Blog Posts

Most People Select:

/%postname% / %post_id%/

/%category% / %postname%/

/%post_id% / %postname%/

/%year% / %category% / %postname%/

But that’s not ideal for very large blogs!

Permalinks for Blog Posts

What Wordpress Says

" For performance reasons, it is not a good idea to start your permalink structure with the category, tag, author, or postname fields. The reason is that these are text fields, and using them at the beginning of your permalink structure takes more time for WordPress to distinguish your Post URLs from Page URLs (which always use the text "page slug" as the URL), and to compensate, WordPress stores a lot of extra information in its database (so much that sites with lots of Pages have experienced difficulties). So, it is best to start your permalink structure with a numeric field, such as the year or post ID."

Why does it cause slowdown?

Consider the URL /mycat/mypost/

Permalinks for Blog Posts

You Should Select:

/%postname% / %post_id%/

/%category% / %postname%/

/%post_id% / %postname%/

/%year% / %category% / %postname%/

MAINTAINING SEO COMPLIANCE

Tools for verifying SEO compliance

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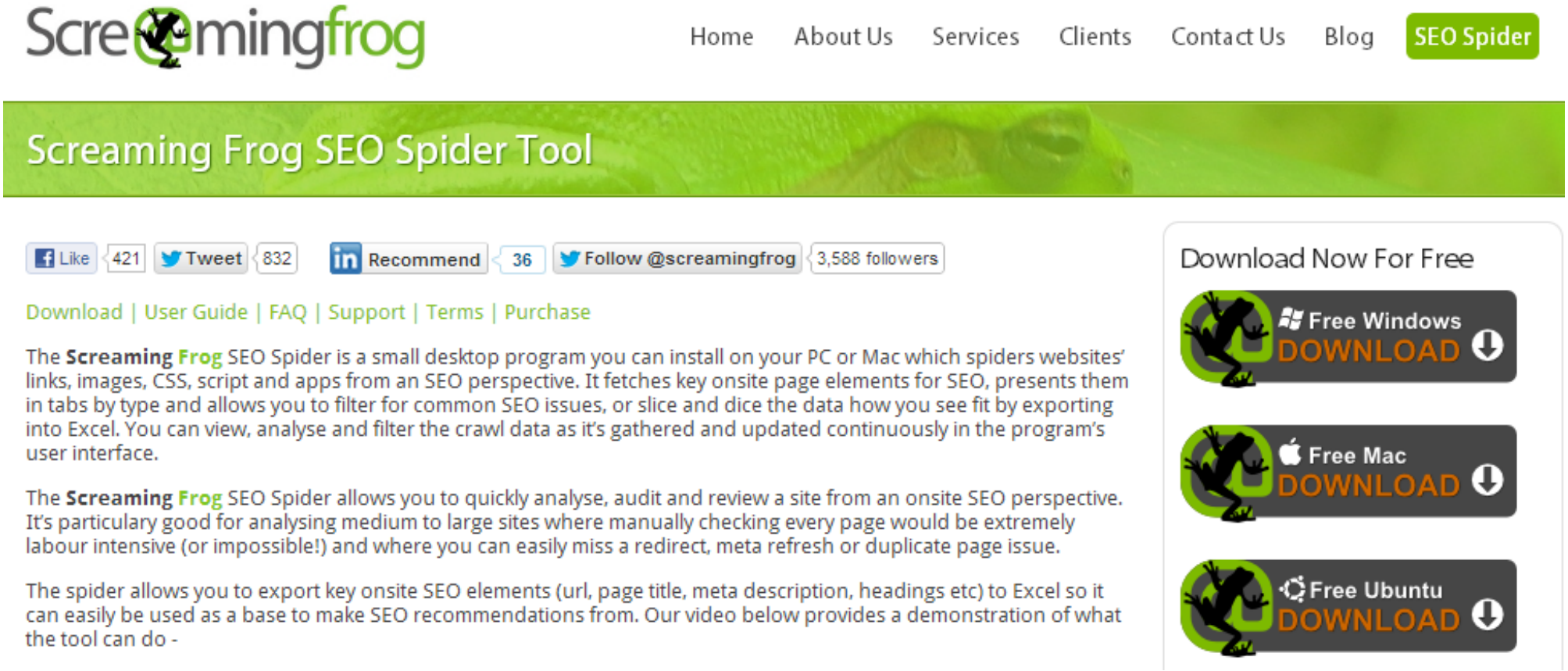
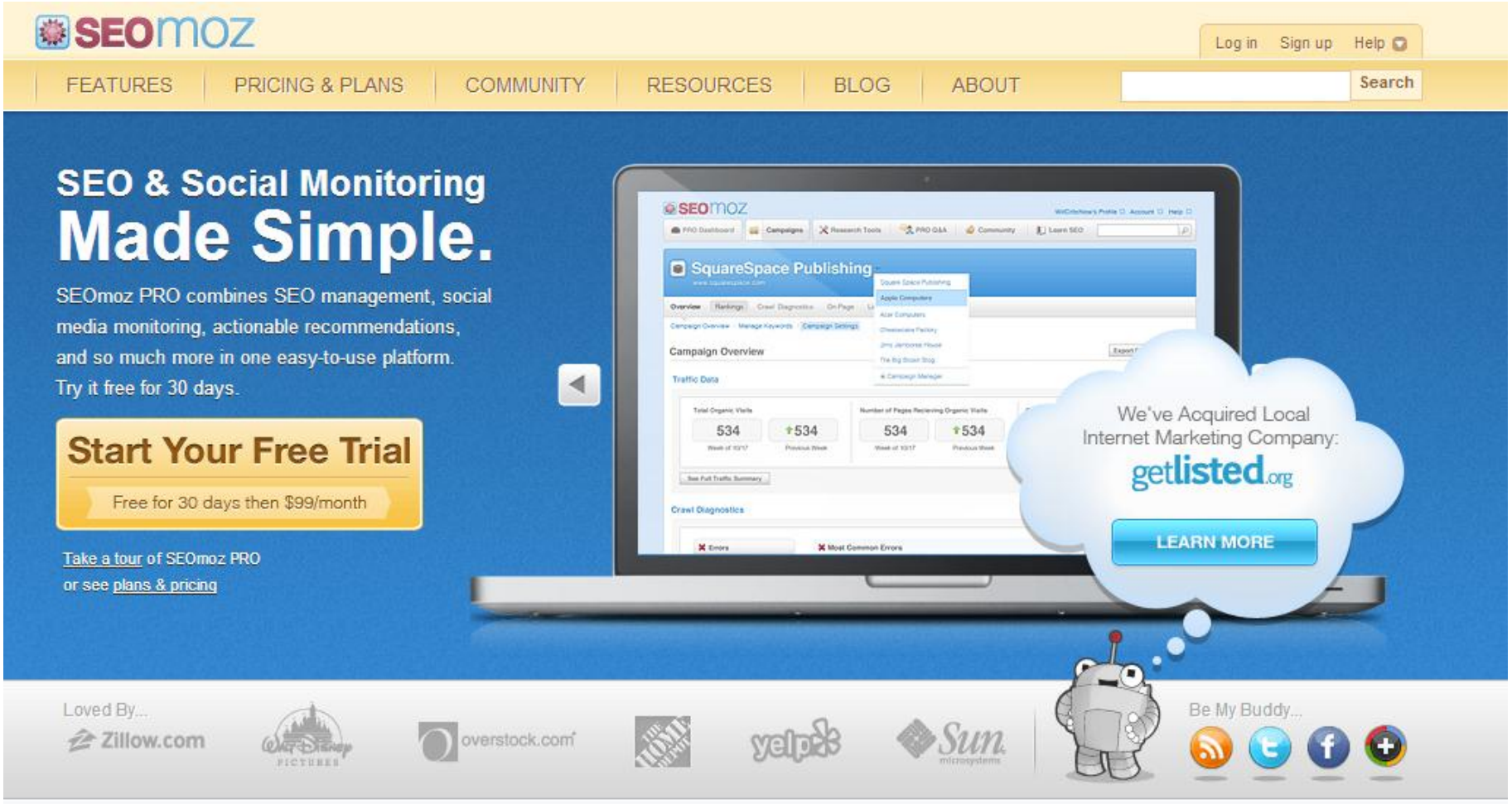
Maintaining Compliance Ongoing



Maintaining Compliance Ongoing



Maintaining Compliance Ongoing

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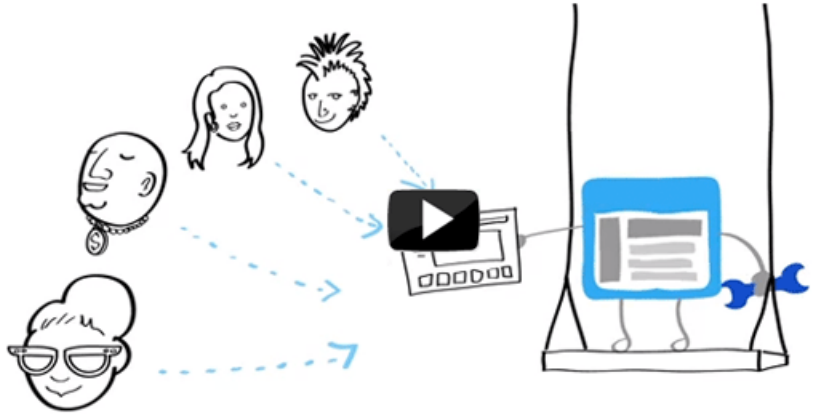
Sign in to Webmaster Tools



Webmaster Tools

Understand and improve your site in Google Search.
Get started

Webmaster Education

Videos and articles to help you get found on Google.
Learn more

Help Center

Fix problems and find answers to your questions.
Get help

What did we talk about?

- Housekeeping
- Addressing Duplicate Content in Wordpress
- Implementing Authorship
- Advanced On-Site Considerations
- Maintaining SEO Compliance

Q&A Time!

@nickherinckx

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