

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

by Nick Herinckx, CEO of Obility Consulting, @nickherinckx

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Technical problems or feedback:

Please email team@seomoz.org



OBILITY

is B2B online marketing

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



 @nickherinckx

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 nick@obilityconsulting.com



Why Wordpress?



Why Wordpress?

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

Page Title: Chocolate Donuts | Mary's Bakery

Meta Description: Mary's Bakery's chocolate donuts are possibly the most delicious, perfectly formed, flawlessly chocolately donuts ever made.

H1 Headline:

Chocolate Donuts from Mary's Bakery

Image Filename:

chocolate-donuts.jpg

Body Text:

_____chocolate donuts_____

_____donuts_____

_____chocolate donuts_____

_____donuts_____

chocolate_____



Credit: SEOMoz.org



Why Wordpress?

Easy to find developers

Elance
work differently™

Search Freelancers ▾

wordpress

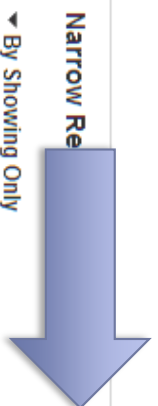
Go

wordpress Professionals

(1 - 25 of 64,119 results)

Sort By: Best Match ▾

Post Your Job



Narrow Results

▼ By Showing Only

- ☐ Individuals (47,303)
- ☒ Companies (16,816)

▼ By Work Type

- All (64,119)
- IT & Programming (36,560)
- Design & Multimedia (11,133)
- Writing & Translation (7,215)
- Admin Support (5,118)
- Sales & Marketing (3,515)
- Finance & Management (343)
- Engineering & Manufact... (163)
- Legal (72)

▼ By Tested Skills

Enter Skill ▾

▼ By Location



CodeAndMore - WordPress Joomla Drupal - Mobile Compatible

WordPress Joomla Drupal - Mobile Compatible

🇻🇳 Vietnam | Rate: \$85 | IT & Programming **12** | 48 Jobs | Private | ★★★★★

We are a certified WordPress Joomla Drupal PHP MySQL XHTML CSS JavaScript AJAX JQuery team of developers come from Vietnam. High ranking (for these searches: WordPress, Joomla, Drupal), 5.0...

📁 Portfolio | Skills: WordPress, WordPress 3.1, Joomla! 1.5.x Knowledge, Drupal 6, 14, AJAX



SKYBEAR

WEB|PHP|MYSQL|MAGENTO|WORDPRESS|IPHONE|ANDROID

🇨🇳 China | Rate: \$25 | IT & Programming **14** | 122 Jobs | Private | ★★★★★

I can develop any web site and web application and mobile applications. I have 10 years rich experience with web+mobile(PHP, MySQL,HTML&CSS,AJAX, JQuery,WordPress,Magento,drupal,vBulletin...

📁 Portfolio | Skills: PHP5, MySQL, jquery, Joomla! 1.5, iPhone iOS 4.0, AJAX, CSS 2.0



Why Wordpress?

Plugins

WORDPRESS.ORG

Search WordPress.org

Go

ShowcaseThemesPluginsMobileSupportGet InvolvedAboutBlogHostingDownload

Plugin Directory

Username

Password

Log in (forgot?) or Register

Extend Home

Plugins

- Developer Center

Themes

Mobile

Ideas

Kvetch!

Popular Tags

More »

widget (3406)

Post (2207)

plugin (2091)

admin (1732)

Plugins can extend WordPress to do almost anything you can imagine. In the directory you can find, download, rate, and comment on all the best plugins the WordPress community has to offer.

23,422 PLUGINS, 407,782,551 DOWNLOADS, AND COUNTING

Search Plugins

Featured Plugins

[Jetpack by WordPress.com](#)

Supercharge your WordPress site with powerful features previously only available to WordPress.com users.

Download

[BuddyPress](#)

Social networking in a box. Build a social network for your company, school, sports team or niche community.

Download

Most Popular »

- [Akismet](#)
Downloaded 13,657,826 times
- [Contact Form 7](#)
Downloaded 9,720,522 times
- [Google XML Sitemaps](#)
Downloaded 9,574,408 times
- [Fast Secure Contact Form](#)
Downloaded 3,377,089 times
- [WordPress SEO by Yoast](#)
Downloaded 3,487,899 times
- [Jetpack by WordPress.com](#)
Downloaded 3,960,886 times
- [All in One SEO Pack](#)
Downloaded 13,500,894 times
- [Social Media Widget](#)
Downloaded 789,404 times
- [WordPress Immortier](#)

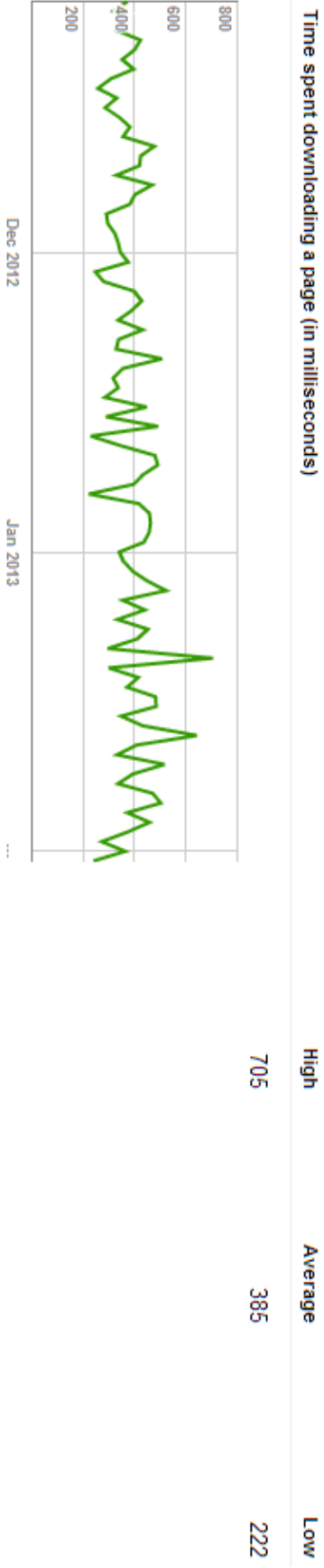


Why Wordpress?

Light & fast



Webmaster Tools



Why Wordpress?

Free



Not as robust for complex sites

Certification Central

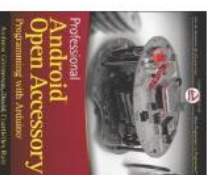
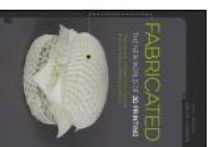
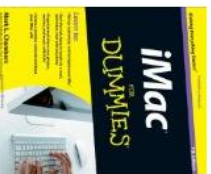
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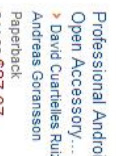
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The Digital Photography Store
"For Dummies" Store
Microsoft Press Resource
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Last 90 days (5,334)
Coming Soon (1,569)



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Business &



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Microsoft (30,187)
Mobile Phones, Tablets & E-Readers (7,595)

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Howard Grossman

Dead Space 3 Collector's Edition...
Michael Knight

The Art of Dead Space
➤ Martin Robinson
Hardcover

Love in the Time of Algorithms: What...
Dan Slater

**SimCity: Prima Official
Game Guide**
David Knight

**Book of Elements: Fire
and Water**
Barry Hutchinson

Codes & Cheats V
2013: Prima...
Michael Knight

Why Wordpress?

Little support (but great support community)



WORDPRESS.ORG

Showcase Themes Plugins Mobile

Support

Get Involved About Blog Hosting

Download

Search WordPress.org Go

Forums

We've got a variety of resources to help you get the most out of WordPress. Your first stop should be our [documentation](#), where you'll find information on everything from installing WordPress for the first time to creating your own themes and plugins.

Getting Started Resources

If you need help getting started with WordPress, try these articles.

- [Welcome to the WordPress Support Forum](#)
- [New to WordPress — Where to Start](#)
- [Frequently Asked Questions about Installing WordPress](#)
- [First Steps with WordPress](#)
- [Writing Posts](#)

Search the Support Forums

Enter a few words that describe the problem you're having.

Search

Forums

Topics Posts

Installation

42,978 162,213

– Problems with getting it running.

How-To and Troubleshooting

363,697 1,243,820

– Once it's running

Themes and Templates

108,848 371,984

– XHTML and CSS

Plugins and Hacks

342,993 1,051,909

– Extensions and modifications

– Hacks

7,051 20,457

– For Plugin Coding and Core hacking discussion

WP-Advanced

1,024 4,790

– Beyond Codex Questions

Multisite

10,516 65,300

– Problems running a network of WordPress sites



Why Wordpress?

Great user based means target for hackers

 WORDPRESS.ORG

Showcase Themes Plugins Mobile Support Get Involved About Blog Hosting **Download**

Search

hacked

Search

x

About 15,700 results (0.20 seconds)

[FAQ My site was **hacked** « WordPress Codex](#)

Help I think I've been **hacked**. So you've carefully ... The **hack** may have affected more than just your site, especially if you are using shared hosting. It is worth ...

[codex.wordpress.org/FAQ_My_site_was_**hacked**](#)

[WordPress » Support » WordPress **hacked**](#)

Just had a WordPress site of mine that was **hacked** earlier this morning, had an iframe directing to lotultimatebet.cn inserted in the main *.php files throughout the ...

[wordpress.org/support/topic/wordpress-**hacked**-5](#)

[WordPress » Support » WordPress **Hacked**](#)

My site freewiccaschool.com/blog/ has been **hacked** and is now redirecting to sattan.org. I have tried to upgrade my blog but I'm having no luck - the wordpress ...

[wordpress.org/support/topic/wordpress-**hacked**-4](#)

[WordPress » Support » Tags — **hacked**](#)

Password (forgot?) Register · WordPress » Support » **hacked** ...

[wordpress.org/tags/**hacked**](#)



HOUSEKEEPING

Assumptions, a note on plugins and more



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



Some of our
solutions will utilize
plugins.



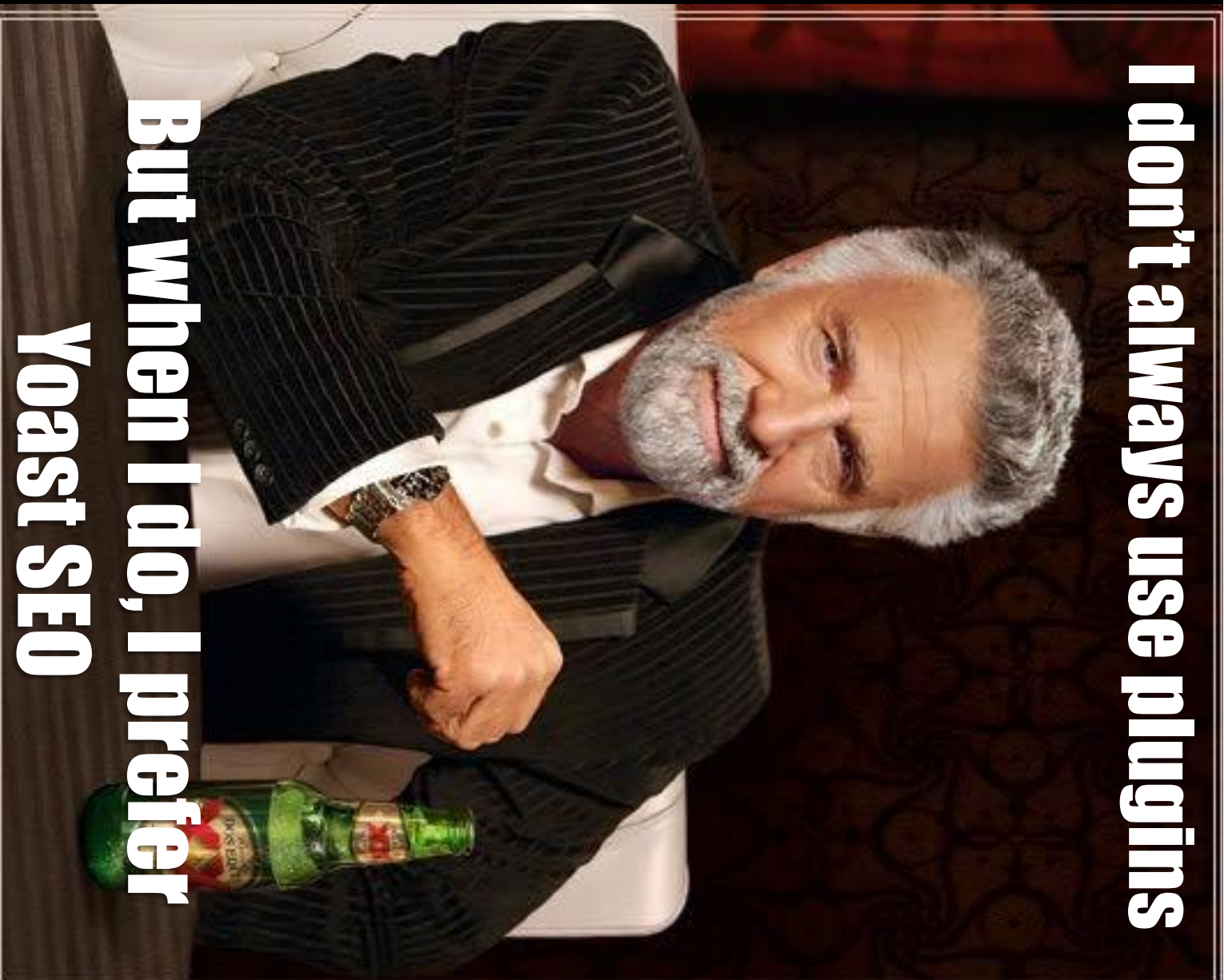
Image credit: <http://www.techtate.com>

**I favor solutions that do not
utilize plugins*



I don't always use plugins

**But when I do, I prefer
Yeast SEO**



Credit: Euro RSCG Worldwide



DUPLICATE CONTENT IN WORDPRESS

Pagination, Archives & Inserting Unique Content



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

n/tag/project-management/



n/2012/10/07/strategy-i



TAG ARCHIVES: PROJECT MANAGEMENT

RSS

Strategy is important, but effective execution is critical for results

Posted on : | 1 Comment



POSTS

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.



Strategy is important, but effective execution is critical for results

Posted on : | 1 Comment



POSTS

→ [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](#) →

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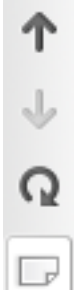


- Leveraging junior-level or non-marketing employees to get the work done
- Strategy is important, but effective execution is critical for results
- Lead nurturing is a critical part of your marketing plan

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- Strategy is important, but effective execution is critical for results
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Example: Date pages



/2012/10/07/leveraging



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

← Strategy is important, but [effective execution is critical for results](#)

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RSS



POSTS

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



Example: Pagination



[j.com/blog/page/2/](#)

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

Posted on - | [1 Comment](#)



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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?

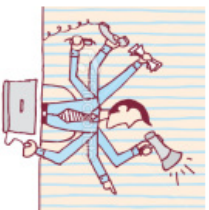


TAG ARCHIVES: EFFICIENCY IN THE WORKPLACE

RSS

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



POSTS

- Leveraging marketing work done
- Strategy is execution is
- Lead nurtu part of your marketing
- Now Hiring
- Tips on coll effectively & vendors
- Process – a many. Why marketing too much?
- Want a sim marketing and integr
- My one yea – How I’ve Five learnin

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 [Marketing Plan](#)



This past week Hinge offered a webinar on planning a professional services firm's 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.

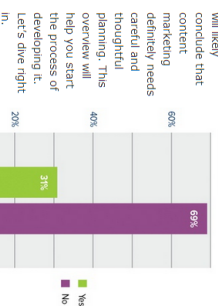
The webinar focused on three primary areas:

- Create the Content
- Create the Content Marketing Calendar
- Create Visible ExpertsSM 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

Does Your Firm Have a Content Marketing Plan?



BEBO POLL TEST ➔

☐ Field under:
[Business](#)
[Education](#)
[Health](#)
[Marketing](#)
[Technology](#)
[Lifestyle](#)
[Sports](#)

OCT
10
2012

5 Steps To A Better Consulting Firm Value Proposition

By [Marketing Plan](#)



I think most marketers would agree that one of the hardest things for a firm to do is 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

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- Online Marketing
- Positioning
- Professional Services
- Recruiting
- Referrals
- Social Media
- Taglines
- Technology and Websites

PVOT

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business and
professional s
marketing del
your email int
LET'S FREE!

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Blog
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VALUE
CONTENT
MARKETING

ALL RIGHTS
RESERVED

No value-added
content for searchers



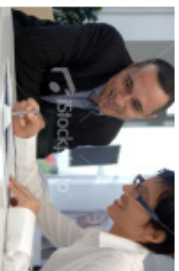
What are Specific SEO Issues?



1.com/blog/page/2/

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- Interns or temps could be brought in to: create reports and dashboards,

Pagination pages
include duplicate
content



What are Specific SEO Issues?

Heavy site-wide sidebar links to these pages

he first

Categories

Brand

Business Development

Client Relationship Management

Firm Management and Growth

Lead Generation

Marketing

Marketing Strategy

Podcast

Thought Leadership

Search This Site

Type and press enter

Archives

November 2010

July 2010

June 2010

May 2010

April 2010

March 2010

January 2010

December 2009

November 2009

October 2009

September 2009

We'll frequently use our lead generation budget

LS Group

ITSMA, revealed 3% increase; 97% of new attacks;



What are Specific SEO Issues?

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

| Page Analysis for | | | Page Elements | | Page Attributes | | Link Data | |
|--------------------|--|--|---------------|--|-----------------|--|-----------------|--|
| On-Page Elements | | | Tag/Location | | Content | | # of Characters | |
| URL | | | | | Not Found | | 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 | | - | |



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 |
|--|---|
| <ul style="list-style-type: none">- Located inside your PHP files- Shows full blog post content | <ul style="list-style-type: none">- 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>
</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>
</div>
<?php endif;?>
```



What to do about full post text



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Archive for February, 2012

23 Feb

Usability & User Experience Design

posted by: [Kurtis Alward](#) | category : [Usability](#) | comments : [0 Comment](#)

Usability in web design is a largely underrated aspect of a site build. More importantly, usability is often omitted from the initial search engine optimization strategy and takes a back seat in the site's overall online marketing strategy. Usually design (looks), proper backend development (CMS) and the site's "SEO friendliness" ...

18 Feb

Large Scale SEO

posted by: [Mike Nierengarten](#) | category : [SEO](#) | comments : [0 Comment](#)

Obility Consulting would like to welcome Kurtis Alward as a guest blogger. Kurt is a freelance SEM consultant who helps Mike with client projects and acts as a sounding board for our hero. The process of implementing search engine optimization (SEO) for a large website isn't drastically different than ...

Subscribe & Follow Us



Search

Recent Posts

Email Distribution: An Effortless



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

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|------------|-------------|--------------|-------------|------------|
| 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 |
|------------|-------------|--------------|-------------|------------|
| Page | Yes | Yes | Include | Allow |
| Post | Yes | Yes | Include | Allow |
| Categories | Yes | Yes | Include | Allow |
| Tags | No | Yes | Exclude | 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 |
| Tags | No | Yes | Exclude | Allow |
| Date Archives | No | Yes | Exclude | 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 |
| Tags | No | Yes | Exclude | Allow |
| Date Archives | No | Yes | Exclude | Allow |
| Pagination | No | Yes | Exclude | 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 |
| Tags | No | Yes | Exclude | Allow |
| Date Archives | No | Yes | Exclude | Allow |
| Pagination | No | Yes | Exclude | Allow |
| Author (default page) | No | Yes | Exclude | Allow |



What to do about their non-uniqueness

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|-----------------------|-------------|--------------|-------------|------------|
| Page | Yes | Yes | Include | Allow |
| 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 |
| Author (default page) | No | Yes | Exclude | Allow |
| Author (custom 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 |
| Categories | Yes | Yes | Include | Allow |
| Tags | No | Yes | Exclude | Allow |
| 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 |

**Yeast 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.

← → ↻ 📄

/author/predsicker/

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Inserting unique content on author archive page types!

How to Marketing the Process | SEO

Author: Patricia Redsicker

Patricia Redsicker is a content marketing expert from Baltimore MD. As owner and senior marketing writer at **WordView Editing**, Patricia works with healthcare organizations to develop content strategies that attract and retain customers. Her blog provides content marketing insights to aspiring bloggers and healthcare marketers. You may follow her on Twitter at **@predsicker**.

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Inserting Text Into Archive Page Types

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

← → G

/analytics/

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Best Practices in
Online Registration



Inserting unique content on category archive page types!

Analytics, monitoring, alert and scoring products, services and news for marketers at the Marketing Technology blog

Pirate Metrics: Actionable Analytics for Subscriptions

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, etc. didn't even exist. But we still

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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

| 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 |
| Tags | archive.php | tag.php | tag-{tagslug}.php | tag-events.php |



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 |
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| Categories | archive.php | category.php | category- {categoryslug}.php | category- marketing.php |
| 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 paste 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">
            </div>
    div class="blog-pagination"><!-- page pagination -->
    ?php
        if (function_exists('wp_pagenavi'))
```



Inserting Text Into Archive Page Types

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>
<!-- END OF PAGE TITLE -->
</div>
<!-- BEGIN OF CONTENT -->
<div id="content">
    <div id="content-left">
        <p>Insert custom SEO optimized unique, value-added text here.</p>
    </div>
    <?php
        while ( have_posts() ) : the_post();
            $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_blogt
            $readmoretext = (get_option('vulcan_readmoretext')) ? get_option('vulc
        endwhile;
    endwhile;
    <!-- begin of blog post -->
    ?>
    <?php
        while ( have_posts() ) : the_post();
            $blog_meta = get_post_meta($post->ID, 'vulcan_meta_options', true );
            ?>
        endwhile;
    </div>
</div>
<!-- END OF PAGE FOOTER -->
```



THEN WE GET
THIS!!!



Best Practices in
Online Registration



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ANALYTICS BLOG

Analytics, monitoring, alert and scoring products, services and news for marketers at the Marketing Technology blog

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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



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-seo/page/2">
<link rel="prev" href="http://searchengineland.com/library/google-seo">
<link rel="next" href="http://searchengineland.com/library/google-seo/page/3">
<!-- /Yoast WordPress SEO plugin -->
<link rel="stylesheet" id="encyclopedia-css" href="http://searchengineland.com/files/wp-content/plugins/encyclopedia-pro/encyclopedia.css?ver=3.5" type="text/css" media="screen">
<script type="text/javascript">
<script type="text/css" media="screen">
<script type="text/javascript" src="http://searchengineland.com/files/wp-content/plugins/flv-embed/swfobject.js">
```



What about canonicalization?



What about canonicalization?

ANSWER: Yoast SEO includes these on
all Wordpress pages



Members Library » Google: SEO

Google Offers Tips For A Search Engine Friendly Tablet Experience (Not Recommendations)

ElementsResourcesNetworkSourcesTimelineProfilesAuditsConsole

```
<!-- 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/files/wp-content/plugins/encyclopedia-pro/encyclopedia.css?ver=3.5" type="text/css" media="screen">
<script type="text/javascript" src="http://searchengineland.com/files/wp-content/plugins/audio-player/assets/audio-player.js?ver=2.0.4.1"></script>
<style type="text/css" media="screen"></style>
<script type="text/javascript" src="http://searchengineland.com/files/wp-content/plugins/flv-embed/swfobject.js"></script>
```



Wordpress itself only shows canonical link elements on single pages.

Yeast 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

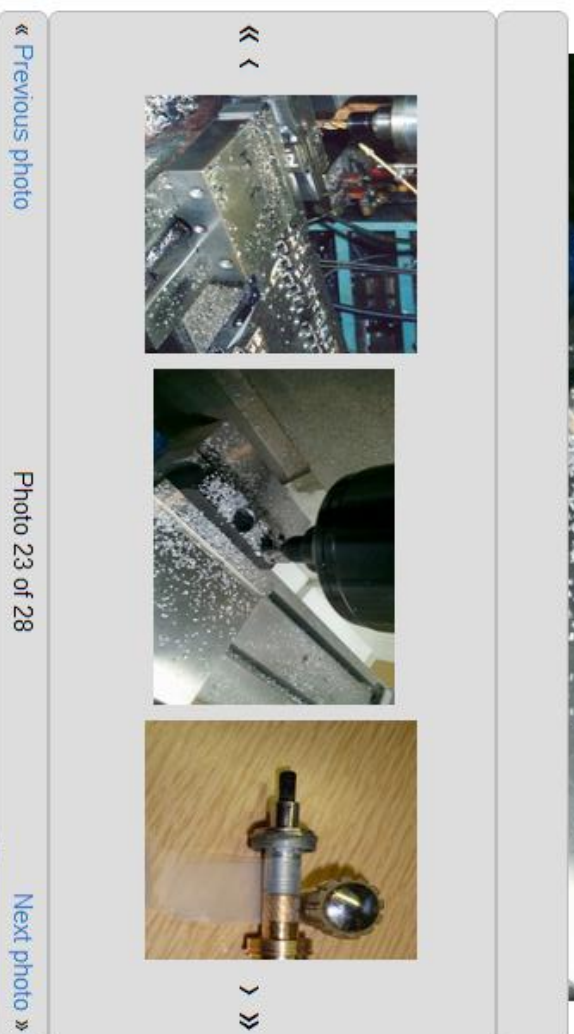


« Previous photo

Photo 23 of 28

Next photo »





- 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



Quick Authorship Example



[John Chow Vs Search Engine Journal – FLIGHT! - 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 Morrisette - More by Danielle Morrisette
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

Google+

Sign in and start sharing with Google+

With Google+, you can share the right things with the right people.



Circles



Games



Stream



Hangouts



Photos



Events

Google

Sign in

Email

Password

Sign in

☒ Stay signed in

Can't access your account?



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

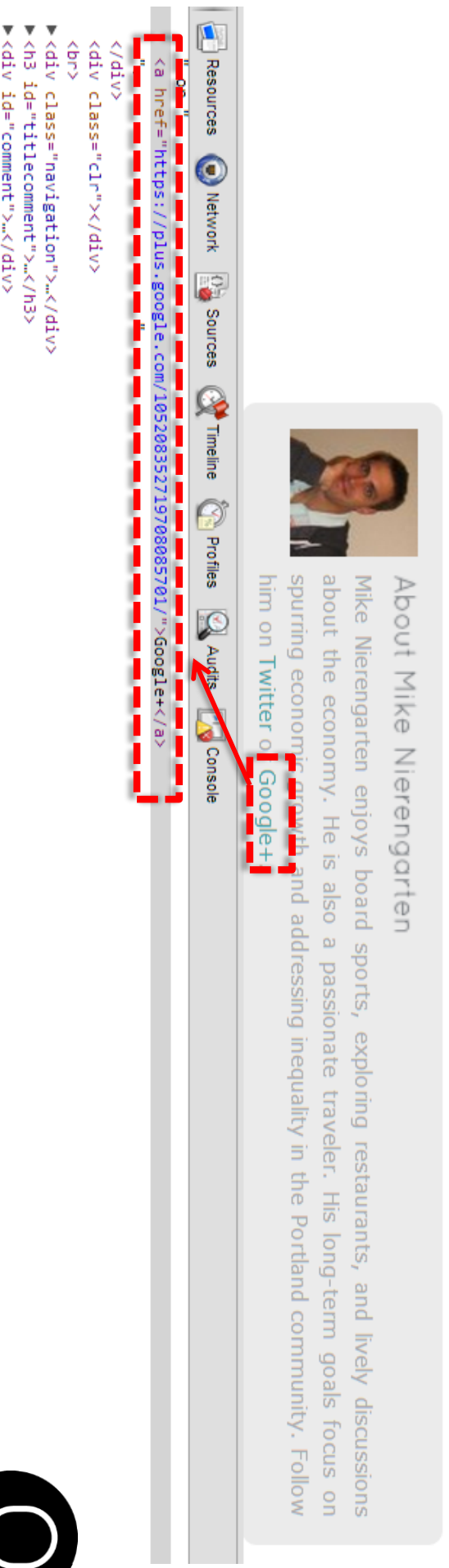
In-House Email List

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.



The screenshot shows a web browser window. On the right, there's a bio for Mike Nierengarten, a board sports enthusiast and restaurant explorer. Below the bio, there's a link to his Twitter profile. On the left, the browser's developer tools are open, showing the 'Sources' tab. A red dashed box highlights the source code for the rel=author tag, which is a script from Google+ that links to Mike Nierengarten's profile. A red arrow points from the 'Google+' link in the bio to the script in the source code.

```
<a href="https://plus.google.com/105208352719708085701/">Google+</a>
```

```
</div>
```

```
<div class="clr"></div>
```

```
<br>
```

```
<div class="navigation">...</div>
```

```
<h3 id="titlecomment">...</h3>
```

```
<div id="comment">...</div>
```



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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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+](#)

Resources Network Sources Timeline Profiles Audits Console

`Google+`

`</div>`

`<div class="clr"></div>`

`
`

`<div class="navigation">...</div>`

`<h3 id="titlecomment">...</h3>`

`<div id="comment">...</div>`



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 {?>
        
    <?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



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



Maintaining Compliance Ongoing



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[SEO Spider](#)

Screaming Frog SEO Spider Tool



421



832



36



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The **Screaming Frog** SEO Spider is a small desktop program you can install on your PC or Mac which spiders websites' links, images, CSS, script and apps from an SEO perspective. It fetches key onsite page elements for SEO, presents them in tabs by type and allows you to filter for common SEO issues, or slice and dice the data how you see fit by exporting into Excel. You can view, analyse and filter the crawl data as it's gathered and updated continuously in the program's user interface.

The **Screaming Frog** SEO Spider allows you to quickly analyse, audit and review a site from an onsite SEO perspective. It's particularly good for analysing medium to large sites where manually checking every page would be extremely labour intensive (or impossible!) and where you can easily miss a redirect, meta refresh or duplicate page issue.

The spider allows you to export key onsite SEO elements (url, page title, meta description, headings etc) to Excel so it can easily be used as a base to make SEO recommendations from. Our video below provides a demonstration of what the tool can do -

Download Now For Free



Maintaining Compliance Ongoing

The screenshot shows the SEOmoz website homepage. At the top is a navigation bar with links: FEATURES, PRICING & PLANS, COMMUNITY, RESOURCES, BLOG, and ABOUT. On the right of this bar are links for Log in, Sign up, and Help, along with a search bar. The main content area has a blue background. It features the SEOmoz logo, a headline "SEO & Social Monitoring Made Simple.", and a sub-headline stating that SEOmoz PRO combines SEO management, social media monitoring, actionable recommendations, and so much more in one easy-to-use platform. A yellow box offers a "Start Your Free Trial" for 30 days, then \$99/month, with links to take a tour or see plans & pricing. Below this is a laptop displaying the SEOmoz PRO interface, which includes sections for "SquareSpace Publishing", "Campaign Overview", and "Traffic Data". A cloud bubble from the laptop contains the text "We've Acquired Local Internet Marketing Company: getlisted.org" and a "LEARN MORE" button. At the bottom of the page is a "Loved By..." section with logos for Zillow.com, Overstock.com, Yelp, Sun, and Be My Buddy, followed by social media icons for RSS, Twitter, Facebook, and a general social link.



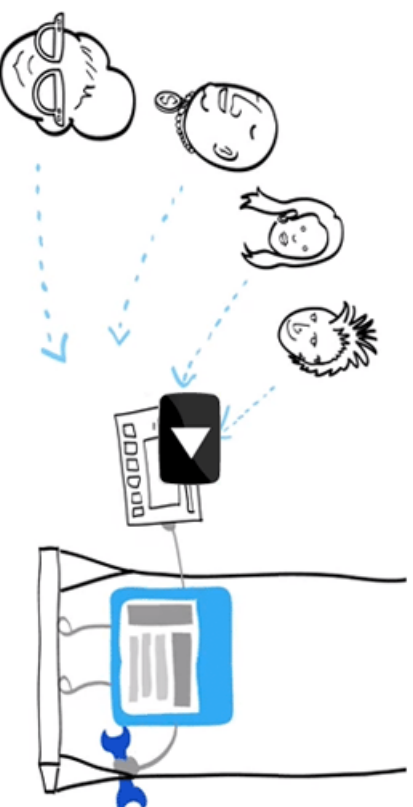
Maintaining Compliance Ongoing



You want to be found on the web. We want to help.

Get data, tools and diagnostics for a healthy, Google-friendly site.

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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



www.obilityconsulting.com



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