WordPress SEO: In-Depth Guide to Optimizing Your Site for Search

mprstudio.com/wordpress-seo/



When you start your WordPress site, it's crucial that you give it the best possible chance for success. In this WordPress SEO guide, you will be taken through the steps needed to set up and optimize your website for the search engines.

If you think that by following this guide your site will shoot to the top of the 1st page on Google... you're sadly mistaken. It will, however, ensure that you have a solid SEO foundation in place.

Getting SEO results takes a lot of time, hard work and in some niches, a huge budget.

Don't feel like reading through this long guide to implement these tactics? No problem! I offer FREE WordPress Setups so you can let me take care of configuring and optimizing your site for you. You can also download this guide as a PDF and read it later.

Let's get started, shall we?

What is SEO?



SEO stands for Search Engine Optimization, and it's the practice by which you increase both quantity and quality of traffic to your website through organic search engine results.

You want to create a website which is optimized for the search engines, and easy for them to index.

When people search for topics you write about, you want your website's pages and posts to have the best chance possible to show up on page 1 of Google search results.

Why is SEO important?

For many sites, search engines provide the largest source of traffic. They use complicated algorithms to decipher and rank pages accordingly in search results.

By optimizing your site for SEO, you are making it as easy as possible for Google – and the other search engines – to index your content.

Step #1 – Choosing a domain name

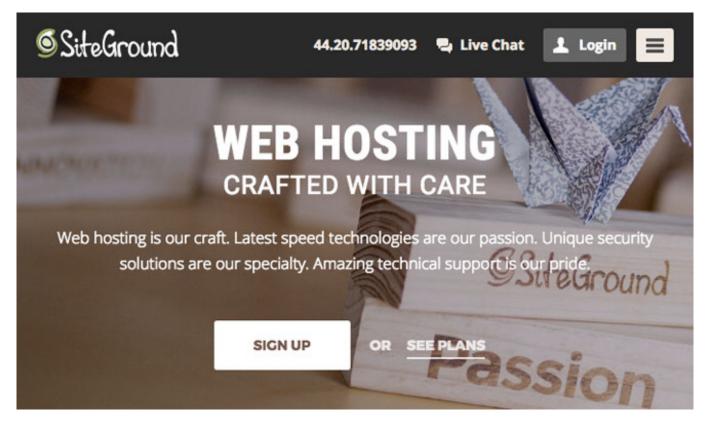


The first thing you'll need to consider when starting a website is a domain name.

It's important that you keep a few things in mind, including:

- Choose a domain which is short and easy to type. Don't confuse your potential visitors by selecting a long or confusing name.
- Make sure that it's brandable. When people read or see your URL, it sounds like a brand.
- Refrain from using numbers and hyphens in your domain. If you use numbers in your URL, people won't know if it's written as a number or spelled out. Hyphens just make your domain look cheap.
- Use a URL that is easy to pronounce. If it's hard for people to say, they won't be able to easily spread the word about your brand.
- Get a .com domain if you can. If it's not available, you can always append or modify it.
- Check the availability of your desired domain name on social media sites. You can use a tool like Knowem to check the availability of your domain across numerous sites at once.

Step #2 – Selecting web hosting



Your web host plays a crucial role in the speed at which your site loads. Choosing a bad hosting service will cause you and your visitors nothing but problems.

Make sure you choose a reputable web hosting company, and don't just pick the cheapest service possible. You will end up with a slow-loading website, which is sure to annoy your visitors and cause them to leave.

Spend a few extra dollars and get quality hosting. I use and highly recommend SiteGround – they use quality hardware and provide excellent customer/tech support.

If you purchase hosting through the affiliate link above, you will qualify for our FREE WordPress Setup.

For a new site, a shared hosting plan is all you will need. You can always upgrade your website later if you start getting a lot of traffic.

With most sites on the web, shared hosting will always be sufficient.

Step #3 – Installing WordPress

As soon as you've registered a domain name and purchased web hosting, you are ready to install WordPress. There are a number of ways to do this, and I'll be going over the 1-click installation method offered by many hosts.



Click the **WordPress Installer** and you will be guided through the setup.

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nstall	Overview	Features	Screenshots	Demo	Ratings	Reviews	Impo
	n the Install ta vare Setup	b.					
If your choos Choos Please	e Protocol r site has SSL, e the HTTPS p e Domain e choose the d ftware.	-	https://	¢	K		4
	irectory is relat in and should	ive to your not exist . e.g. ydomain/dir/					

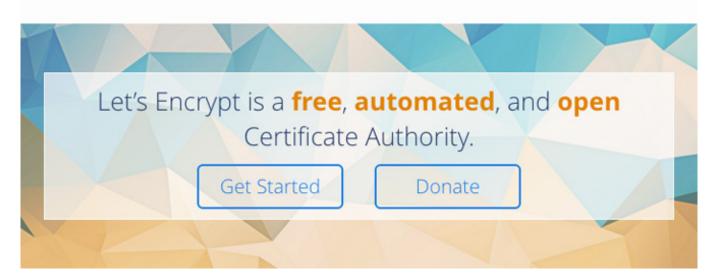
Select your protocol:

- http://
- http://www.
- https://
- https://www.

Personally, I prefer URLs without www, but in terms of SEO it makes no difference whether you use www.mysite.com or mysite.com.

I recently added SSL to many of my own sites, and I recommend you do the same. Let's Encrypt provides free SSL certificates, so there is no reason not to make your site secure.





While you don't necessarily need an SSL certificate, it's a very wise idea to install one. Having SSL on your website provides you with a small ranking boost according to Google.

This means that if two sites are identical in terms of quality and SEO, the one with an SSL certificate will outrank the other.

I recommend installing SSL on your site from the get-go, because it's quick and easy. Siteground lets you install a certificate in their control panel with a couple of clicks.

If you use a different hosting company, simply contact tech support or google "install SSL on + your web host name" to find instructions for your particular host.

Once you select your protocol, choose your domain from the dropdown list.

Site Settings		
Site Name	My Blog	
Site Description	My WordPress Blog	
Enable Multisite (WPMU) 🚯		

Enter the name and description for your site under **Site Settings**. Don't worry about this too much now. You can always change it later.

_

Admin Account

Admin Username	anta K	
Admin Password	SHABLENE SH	Hide
	Strong (58/100)	
Admin Email	atmostranginaken oon	
Choose Language		
Select Language	English	\$

In the **Admin Account** area, enter your **Admin Username** (don't use admin). The installer will automatically create a username and password for you, but feel free to change them if you want. Make sure you use a strong password (e.g. NOT your dog's name followed by your birth year – fido1975).

Under Admin Email, enter your email address where you want to receive notifications.

Select the language of your WordPress installation and ignore the rest.

Select Plugin(s)		
Limit Login Attempts (Loginizer) 🚯		
Choose Theme		
Choose a Theme to install	None	\$
 Advanced Options 	Install	

Finally, click the Install button and let the installer work its magic.

If you're in need of more detailed instructions, take a look at our step-by-step WordPress setup guide.

Pro tip: Once you've installed WordPress, login to the Dashboard with your username and password and head over to **Settings** > **Reading**.

Under Search Engine Visibility, make sure that the box next to Discourage search engines from indexing this site is NOT checked.

This shouldn't be checked by default, but just make sure.

Step #4 – Setting SEO-friendly permalinks

Permalink Settings

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetics, usability, and forward-compatibility of your links. A number of tags are available, and here are some examples to get you started.

Common Settings

Plain http://www.mprstudio.com/?p=123

A permalink is a permanent static hyperlink to a web page or blog post. With your new site, make sure that the permalink structure you're using is SEO-friendly.

You want to use URLs which help to describe the content of a page or post.

The following is a good example of an SEO-friendly URL:

https://www.mprstudio.com/free-wordpress-setup/

The URL is descriptive and gives the reader (and search engines) a good idea what the page is about.

Please note: You don't have to use the exact post or page title, but can shorten it a bit. Where possible, use short and concise URLs.

In older versions of WordPress, the default structure wasn't optimized, and may have looked something like this:

• https://www.mprstudio.com/?p=453

The number doesn't provide any helpful information about the page, and doesn't look good either.

```
Post name
```

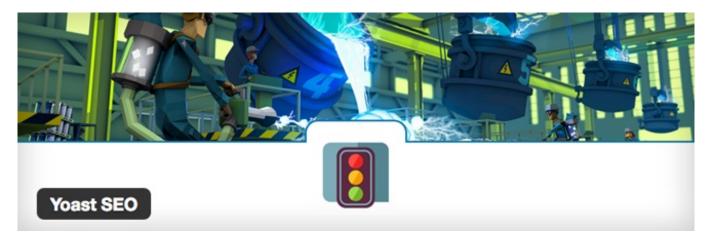
http://naklopalace.org/sample-post/

It's easy to change the permalink structure. Simply go to **Settings > Permalinks** and make sure that **Post name** is selected.

Starting in WordPress 4.2, Post name is the default permalink structure. You probably won't have to change it, but

double-check it anyway just to be safe.

Step #5 – Installing and configuring Yoast SEO



Yoast SEO

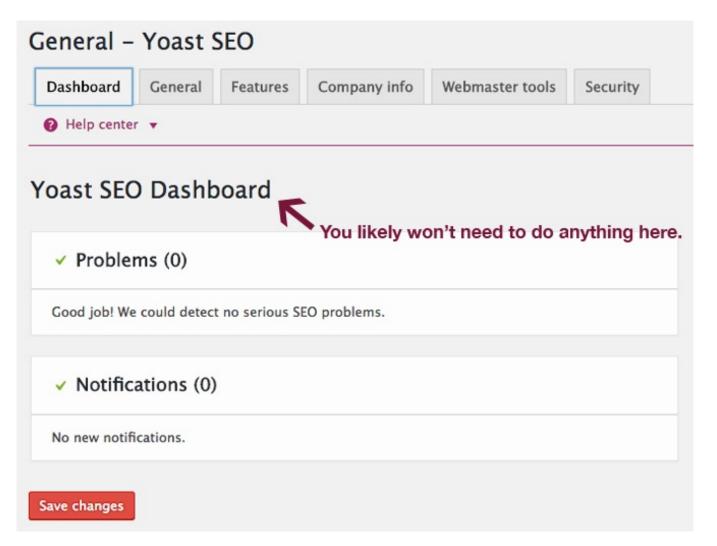
Yoast SEO is an excellent plugin designed to help you optimize your site for search. It is among the most popular WordPress plugins, and is used by millions of people all around the world.

It offers a plethora of amazing features, including on-page analysis, social sharing optimization and built-in XML sitemap creation.

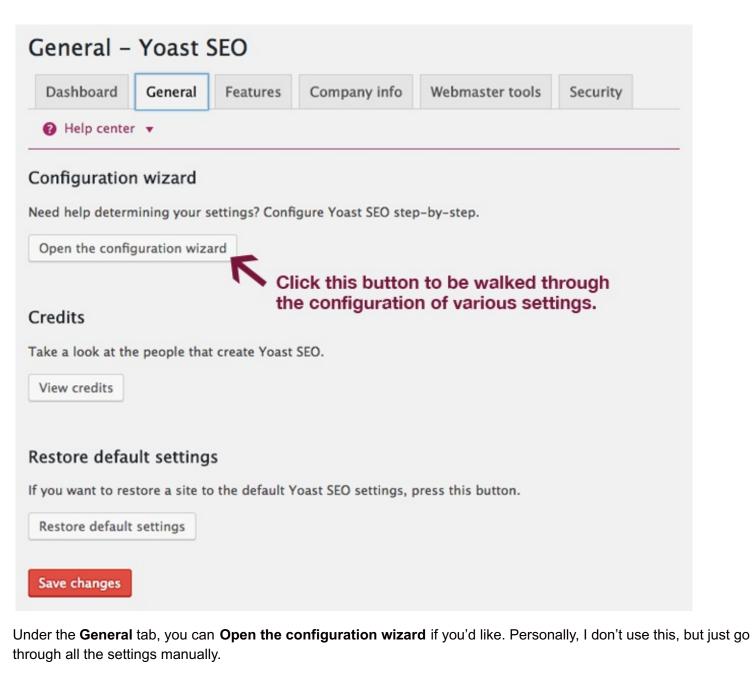
If you don't already have Yoast SEO installed, go to **Plugins > Add New** and search for **Yoast SEO**. Then, click **Install** and finally **Activate**.

Below, you will be guided through all of the Yoast SEO settings which you can use to optimize your site.

Dashboard



In the **Dashboard** tab, you won't need to do anything unless Yoast sees a problem with your site. You can proceed to the **General** tab.



General – Yoast SEO						
Dashboard	General	Features	Company info	Webmaster tools	Security	
8 Help cente	r 🔻					
Features						
Yoast SEO comes	s with a lot of	features. You	ı can enable / disab	le some of them below		
Readability a	nalysis					
Removes the rea	dability tab f	rom the meta	box and disables al	l readability-related su	ggestions.	
Enabled	Disa	bled				

Keyword analysis Removes the keyword tab from the metabox and disables all keyword-related suggestions. Enabled Disabled Keep this enabled. Advanced settings pages The advanced settings include site-wide settings for your titles and meta descriptions, social metadata, sitemaps and much more. Enabled Disabled Keep this enabled. Ryte The Ryte integration checks daily if your site is still indexable by search engines and notifies you when this is not the case. Enabled Disabled Disable this, you don't need it. Admin bar menu The Yoast SEO admin bar menu contains useful links to third-party tools for analyzing pages and makes it easy to see if you have new notifications. Enabled Disabled Disable this, you don't need it. Cornerstone content The Cornerstone content functionality enables you to mark and filter cornerstone content on your website. Read more about how cornerstone content can help you improve your site structure. Enabled Disabled Disable this, you don't need it. Text link counter This feature helps you improve the internal link structure of your site. If you want to know more about the why and how of internal linking, check out the article about internal linking on Yoast.com. Enabled Disabled Disable this, you don't need it. Don't forget to save your changes. Save changes

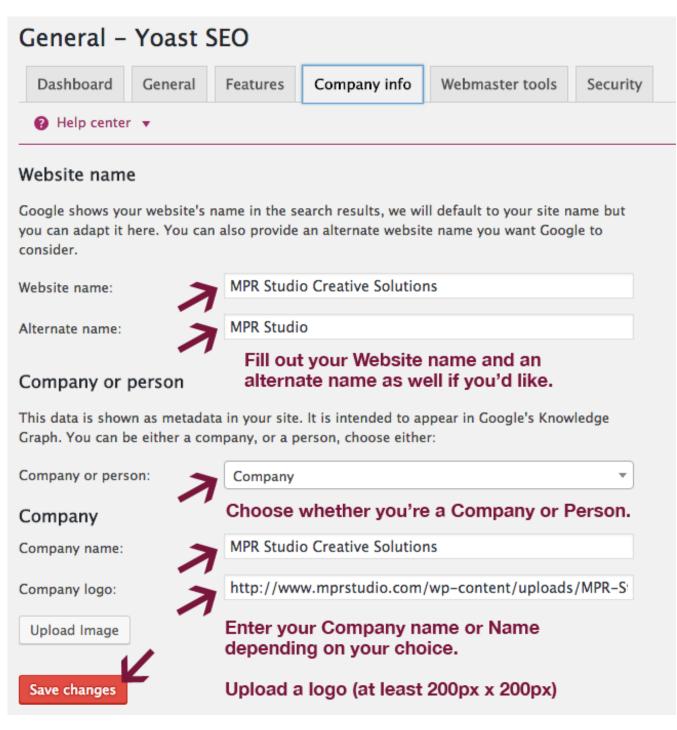
Disable this, you don't need it.

In the Features tab, do the following:

- Disable Readability analysis
- Enable Keyword analysis
- Enable Advanced settings pages (important!)
- Disable Ryte
- Disable Admin bar menu
- Disable Cornerstone content
- Disable Text link counter

When you're done make sure you click the Save changes button.

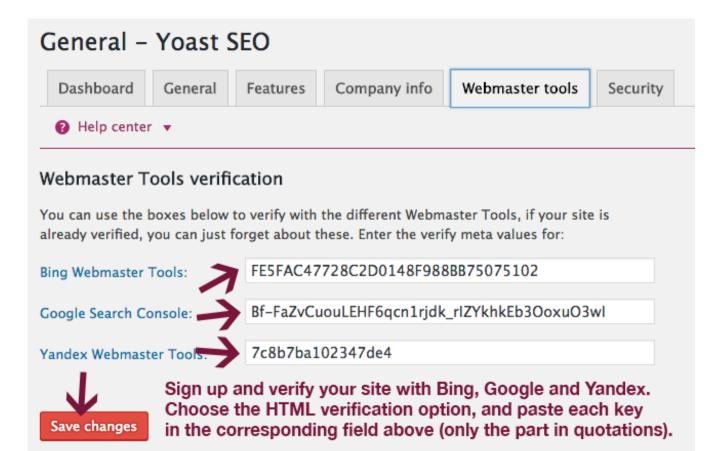
After you've configured the Features area, click on the Company info tab.



In the Company info tab, do the following:

- 1. Enter your Website name.
- 2. Add an Alternate name if you'd like.
- 3. Choose whether your site represents a Company or person.
- 4. Enter your **Company name** or your **name** if you're running a personal site/blog.
- 5. Upload a logo which is at least 200 x 200px.
- 6. Click the Save changes button.

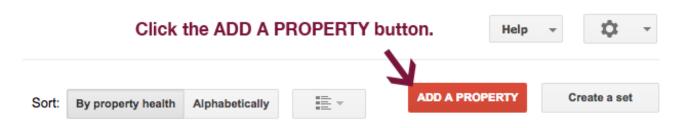
Next, move on to the **Webmaster Tools** tab.



Google Search Console



Go to Google Search Console and sign up. You can use your existing Google account if you have one.



Once you create your account, click on the **Add Property** button in the upper right hand corner.

Add a property

Select the type of property that you would like to manage. learn more.

Website 🗵	https://www.example.com/	
Add Cancel	T Enter your site URL here, then click Add.	

Then, enter your website URL and click the **Add** button.

Se	earch Console	Help 👻
Ver	ify your ownership of https://coolsite.com/. Learn more.	
F	Recommended method Alternate methods	
•	HTML tag Add a meta tag to your site's homepage	this tab.
	1. Copy the meta tag below and paste it into your site's homepage. It sh	ould go in the <head> section, before the first <body> section.</body></head>
	<meta content="7</td><td>BSNSHRsxT3HNxVR5Y5_fq2fVZ37fZ_SAQC-uakhQ4Y" name="google-site-verification"/>	
	Show me an exampleClick Verify below.	7
	To stay verified, don't remove the meta tag, even after verification succes	eds. Copy everything inside the quotes, and paste it into
0	Domain name provider Sign in to your domain name provider.	the Google Search Console field.
0	Google Analytics Use your Google Analytics account	Then, click Save changes in Yoast.
Ο	Google Tag Manager Use your Google Tag Manager account.	
	Finally, click the VERIFY but	ton

Select the **Alternate methods** tab and copy everything inside the quotes. You can also copy the whole tag and delete everything outside the code in Yoast.

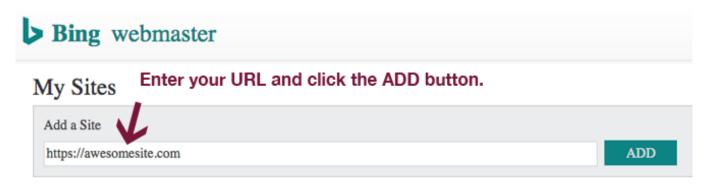
Click **Save changes** in Yoast, and finally the **VERIFY** button in Search Console.

Bing Webmaster Tools

Head over to Bing Webmaster Tools and sign up for an account.



If you have a Microsoft account (e.g. hotmail or live.com email address), click **Sign In.** Otherwise, click **Sign up** and create an account.



Once you're logged in, enter your site URL and click the ADD button.



Then, you can add a sitemap if you'd like. Don't worry about this for now, we'll add it later.

b Bing webmaster

Verify ownership for: awesomesite.com

Option 1: Place an XML file on your web server

- 1. Download BingSiteAuth.xml
- 2. Upload the file to https://awesomesite.com/BingSiteAuth.xml
- 3. Confirm successful upload by visiting https://awesomesite.com/BingSiteAuth.xml in your browser
- 4. Click the verify button below

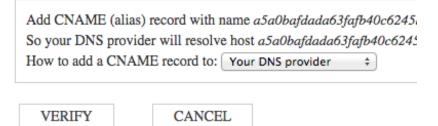
Copy the code inside quotation marks.

Option 2: Copy and paste a <meta> tag in your default webpage

An	example:	Then, paste into Bing box in Yoast and click Save changes.
	<meta nam<="" td=""/> <td>ne="msvalidate.01" content="FE5FAC47728C2D0148F988BB75075102" /></td>	ne="msvalidate.01" content="FE5FAC47728C2D0148F988BB75075102" />
Yor	u can add a <	meta> tag containing the automatication code to the <head> section of your default webpage.</head>

Copy the code inside quotes and paste it into the **Bing Webmaster Tools** field in Yoast SEO. Then, click save changes.

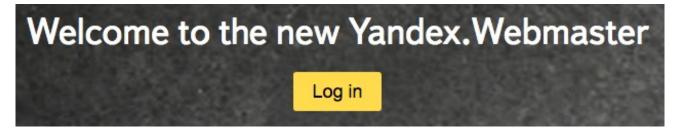
Option 3: Add CNAME record to DNS



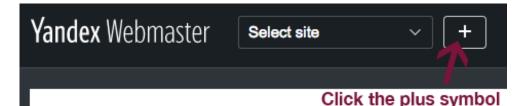
Click the VERIFY button.

Finally, click the **VERIFY** button in Bing Webmaster Tools.

Yandex Webmaster



Go to Yandex Webmaster and sign in with Facebook, Google+ or Twitter.



Once you're logged in, click on the + button at the top of the screen.

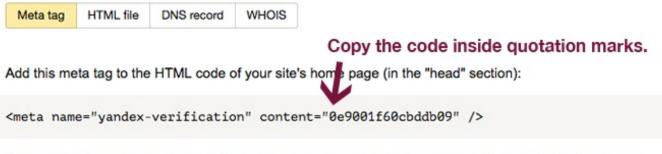
Site address

Enter the address of your site to use in search

https://fabuloussite.com imes Add

Enter your site URL and click the **Add** button.

Verify rights to https://fabuloussite.com



Go to the site's home page and make sure that the meta tag is in the HTML code. In most browsers, you can do this by choosing "View source code" in the context menu. Some websites may take several minutes to update meta tags.

Click the "Check" button after the meta tag appears.

Paste code into Yoast and Save changes. Then, click the Check button.

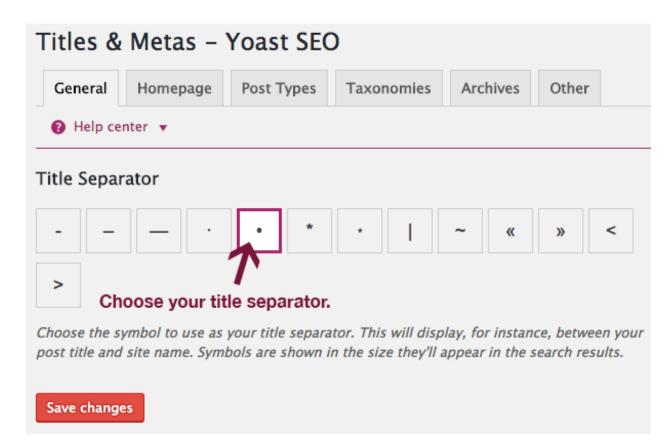
On the next page, copy the verification code within quotes, and paste into Yandex field in Yoast SEO.

Click Save changes in Yoast, then the Check button in Yandex Webmaster.

Now, you've verified your site with Google Search Console, Bing Webmaster Tools and Yandex Webmaster (the largest search engine in Russia).

Verifying your site will help you resolve any crawl errors (broken links or non-working pages) that may appear, and you can use Google Search Console to further optimize your website.

Titles & Metas



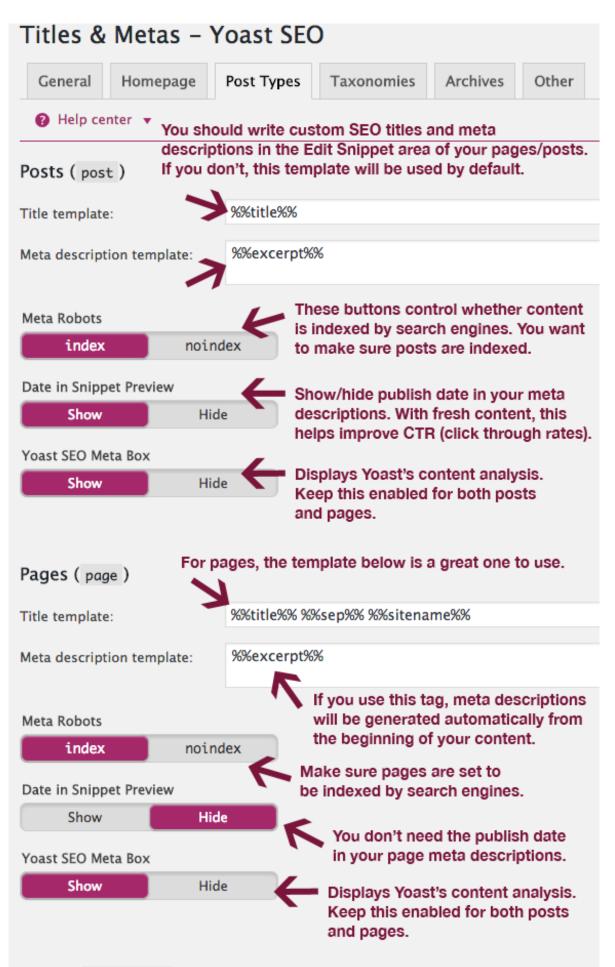
In the **General** tab, you can choose which separator you want to use. This is the symbol between your post/page title and site name (e.g. Free WordPress Setup • MPR Studio).

I typically use the bullet symbol, but have been known to use the vertical line from time to time as well.

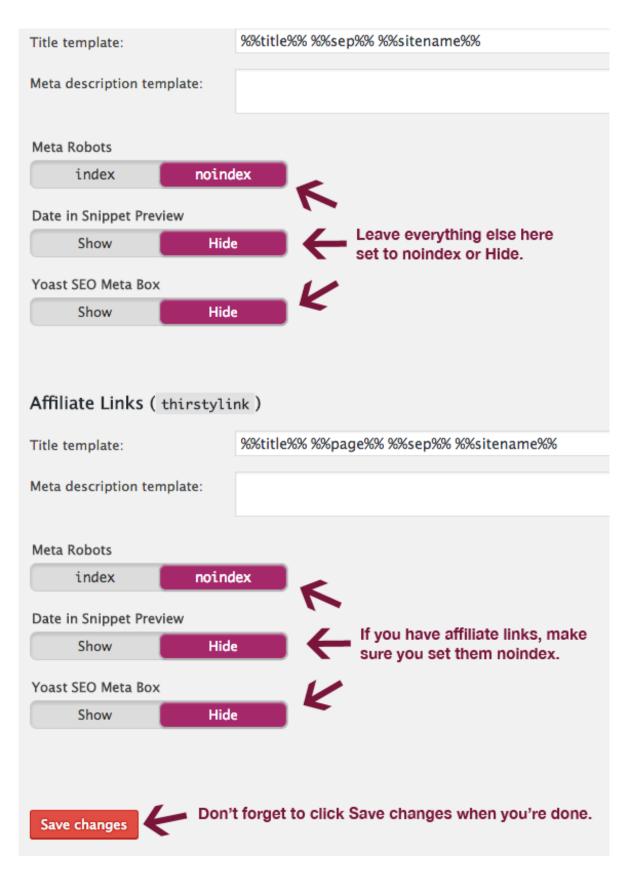
Titles & Metas – Yoast SEO								
General Homepage Post Types Taxonomies Archives Other								
Help center ▼								
Homepage & Front page								
You can determine the title and description for the front page by editing the front page itself $\ensuremath{*}$								
You can determine the title and description for the blog page by editing the blog page itself »								
Save changesIf you're using a widgetized homepage, you'll be able to enter your title and meta description here.If not, edit it in the Yoast snippet area on the page itself.								

If you're using a widgetized homepage, you can set titles and meta descriptions in the Homepage tab.

If not, you'll add them under Edit snippet on the page itself.



Media (attachment)



In the **Post Types** tab, you'll have the option to set which items you'd like indexed in search engines. The settings above are good for the majority of sites, so it's recommended that you use them.

Custom variables

You should ALWAYS create custom SEO titles and meta descriptions for each page and post, but if you don't the templates in these Yoast settings will be used by default. Take advantage of all that Yoast SEO has to offer and truly

optimize your site.

Basic variables

There are a number of variables that you can use to customize various items in Yoast, including the following:

- %%date%% replaced with the date of the post or page.
- %%title%% replaced with the title of the post or page.
- %%parent_title%% replaced with the title of the current page's parent page.
- %%sitename%% uses the site's name.
- %%sitedesc%% uses the site's description or tag line.
- %%excerpt%% automatically grabs a summary from the page or post content (first sentence or two of text).
- %%excerpt_only%% replaced with only post/page (no automatic generation in this case).
- %%tag%% replaced with used tag/s.
- %%category%% replaced with post categories (comma separated).
- %%category_description%% replaced with the category's description.
- %%tag_description%% replaced with the tag's description.
- %%term_description%% replaced with the term's description.
- %%term_title%% replaced with the term's name.
- %%searchphrase%% replaced with current search phrase.
- %%sep%% displays the separator chosen in your theme's title tag.

Meta Robots

These switches determine whether different items are indexed by the search engines.

Items which should be indexed:

- Pages
- Posts
- Products (if you run an eCommerce site)
- Categories (only if your category pages provide real value)

Things you don't necessarily need to index:

- Tags
- Affiliate Links
- Link Categories
- Author Archives (unless you have multiple authors on your site, in which case you should noindex, follow them).
- Date Archives
- Subpages of Archives

Many items in the 2nd list above would cause duplicate content on your site, which is another reason not to index

them.

Taxonomies

Titles & Metas - Y	'oast SEO				
General Homepage	Post Types	Taxonomies	Archives	Other	
⑦ Help center ▼					
Categories (category)					
Title template:	%%term_title%	% %%sep%% %%	sitename%%		
Meta description template:					
Meta Robots					
index noind		you decide to	-	-	
Yoast SEO Meta Box		ges, make su content and	-		
Show Hid		ou won't want Ness each on		-	
Tags (post_tag) Title template: Meta description template:	%%term_title%	% %%sep%% %%	sitename%%		
					1
Meta Robots		Don't index	your tags be	cause it	can
index noind	dex 🖌 🧲	cause dupli	cate content	and doe	
Yoast SEO Meta Box		provide valu	ue for your vi	Sitors.	
Show Hid	e				
Format (post_format)					
Format-based archives					
Enabled Disab	led				

Title template:	%%term_title%% Archives %%page%% %%sep%% %%sitename
Meta description template:	
Meta Robots	
index noind	lex
Link Categories (thirsty	link-category)
Title template:	%%term_title%% Archives %%page%% %%sep%% %%sitename
Meta description template:	
Meta Robots	You don't want to index affiliate
index noind	lex link categories either.
Yoast SEO Meta Box	
Show Hide	
Save changes	't forget to save your changes.
Save changes	

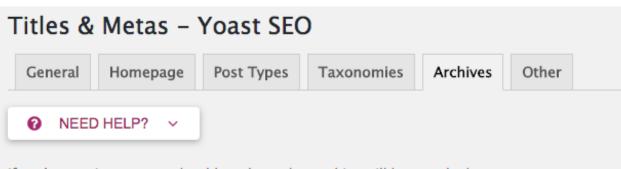
With your blog category pages, you'll only want to index them if they provide value to your visitors. With most sites, **Categories** can be set to **noindex**.

Make sure you **noindex Tags** as well because they can cause duplicate content, and are of little use.

You can keep Format-based archives enabled, but make sure Meta Robots is set to noindex.

Make sure that **Link Categories** are set to **noindex** because you don't want search engines to index your affiliate links.

Archives



If you're running a one author blog, the author archive will be exactly the same as your homepage. This is what's called a duplicate content problem. If this is the case on your site, you can choose to either disable it (which makes it redirect to the homepage), or to add noindex, follow to it so it doesn't show up in the search results. Note that links to archives might be still output by your theme and you would need to remove them separately. Date-based archives could in some cases also be seen as duplicate content.

Author archives settings



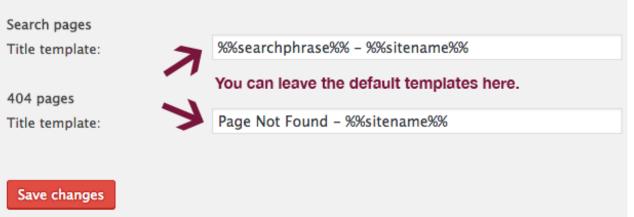
Keep Author archives settings disabled if you have a one author blog. If your site has more authors, you can enable it. Just make sure that you noindex, follow it so it doesn't show up in search results.

Date archives settings

Date archives Enabled Disabled Disable Date archives settings because they can also create duplicate content, and you don't need it.

Special Pages

These pages will be noindex, follow by default, so they will never show up in search results.



You'll want to set **Author archives** to **Disabled** if you have a one author blog. If you have multiple authors on your site, you should enable it, but make sure it's set to **noindex**, **follow** so it doesn't appear in search results.

You can disable the **Date archives** settings because they can create unwanted duplicate content and you don't need them.

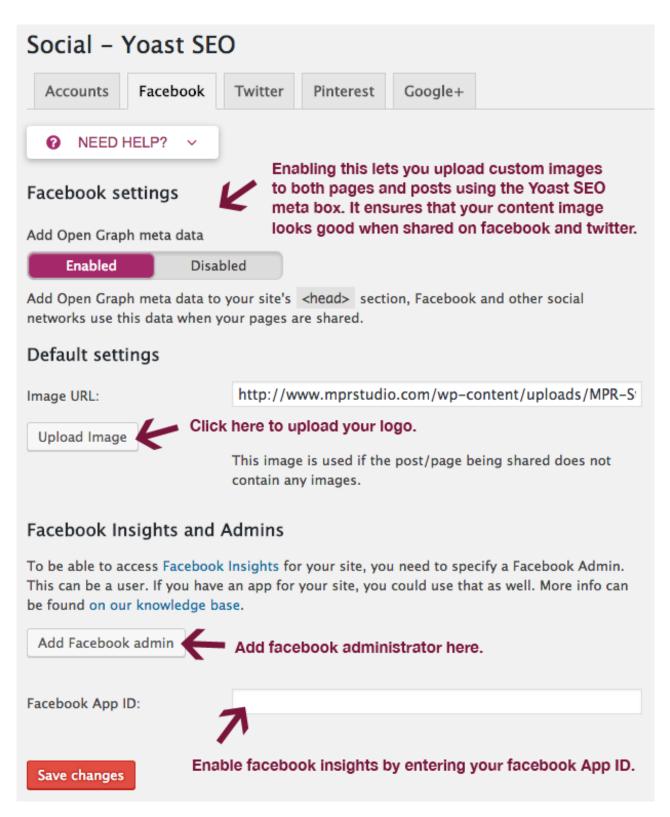
Under **Special Pages** at the bottom, you can leave the default templates.

Social

You can help Google learn about your social profiles by adding your various accounts under Yoast's Social settings. It allows you to refine how your pages and posts are shared on each social network, and lets you upload images which are sized according to each platform's specifications.

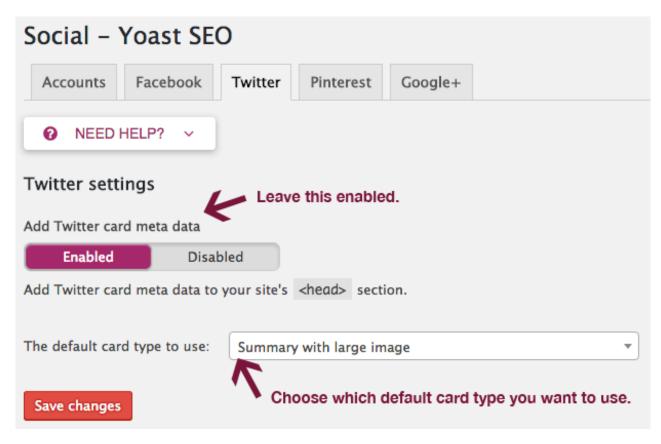
Social – Yoast SEO						
Accounts Facebook	Twitter	Pinterest	Google+			
NEED HELP?	Add	the social p	rofiles you (use on this page		
Your social profiles						
To let search engines know whi	ch social pr	ofiles are asso	ociated to this	s site, enter them below:		
Facebook Page URL:						
Twitter Username:	mprstudi	D				
Instagram URL:						
LinkedIn URL:						
MySpace URL:						
Pinterest URL:	https://w	ww.pinterest	.com/mprst	udiocs/		
YouTube URL:						
Google+ URL:	https://p	lus.google.co	om/+mprstu	idio		
Save changes Click Save changes.						

Facebook



Enable **Open Graph meta data** to upload custom images for both pages and posts. Using this, you can make sure that your images match the size requirements for various social networks.

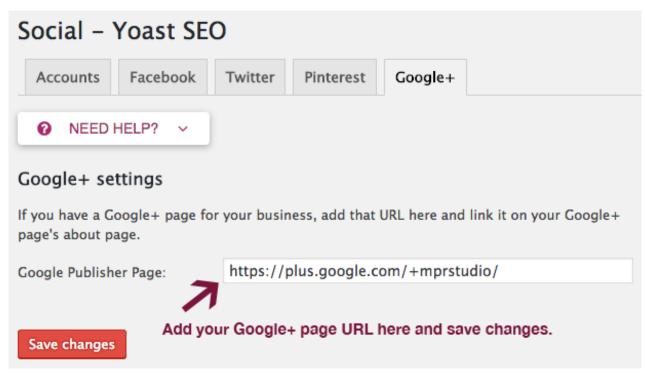
Twitter



Pinterest

Social – Yoast SEO	
Accounts Facebook Twitter Pinterest Google+	
NEED HELP? ✓	
Pinterest settings	
Pinterest uses Open Graph metadata just like Facebook, so be sure to keep the Open Gra checkbox on the Facebook tab checked if you want to optimize your site for Pinterest.	ph
If you have already confirmed your website with Pinterest, you can skip the step below.	
To confirm your site with Pinterest, add the meta tag here:	
Pinterest confirmation:	
Save changes To confirm your site on Pinterest, click the link and copy your verification code. Then paste it here and click save changes.	

Google+



Optimizing social media

After you enable meta data for each social network, you can upload media images by clicking on the share icon in the Yoast SEO meta box area.

This makes sure that image thumbnails are formatted properly when your content is shared on social networks. If you want to take advantage of this feature, you'll need to create 2 images of different sizes for each post.

XML Sitemaps

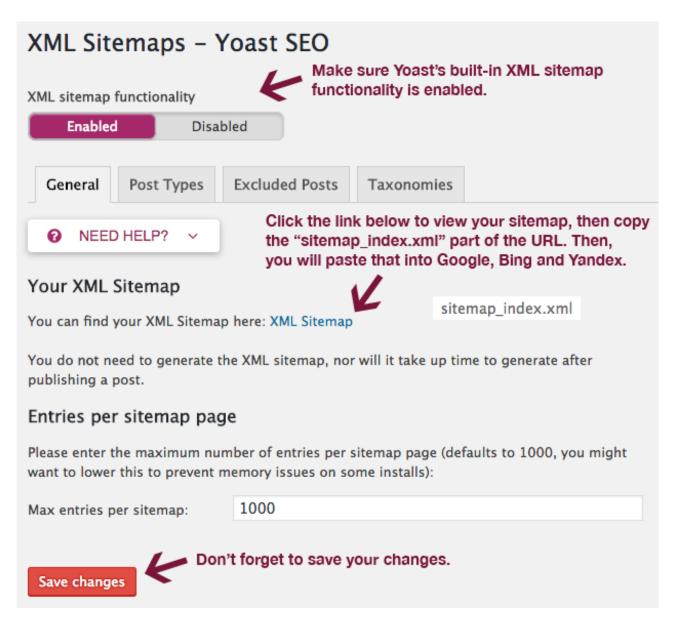
When you create content for your website, you want to make sure that search engines can easily index it. The builtin XML Sitemap feature in Yoast allows you to generate a sitemap which is automatically updated every time you add content to your site. A sitemap is simply an XML file which lists your website URLs.

If for some reason Yoast SEO is incompatible or causes a conflict when used with your theme, All In One SEO Pack is a great alternative. Both of these awesome plugins have similar features.

You can configure it to include assorted information about each URL, including:

- when it was last updated
- how often it changes
- its importance related to other URLs

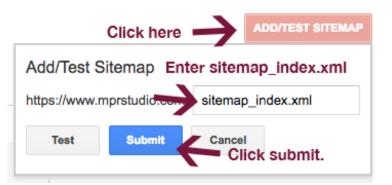
Creating a sitemap and submitting it to the search engines mentioned above allow them to crawl your site more intelligently and effectively.



Submitting your sitemap to Google

- Under the General tab in XML Sitemaps, click on the **XML Sitemap link** (see screenshot above).
- Copy the sitemap_index.xml part.
- Login to Google Search Console.
- Go to Crawl > Sitemap in the left sidebar.
- Click ADD/TEST SITEMAP and enter sitemap_index.xml in the box provided.
- Finally, click Submit Sitemap.

Submitting your sitemap to Bing



- Copy your entire sitemap URL (e.g. yoursite.com/sitemap_index.xml).
- Login to Bing Webmaster.
- Go to **Configure My Site** in the left sidebar and click on **Sitemaps**.
- Enter your **complete sitemap URL** in the box and click **SUBMIT**.

Submitting your sitemap to Yandex



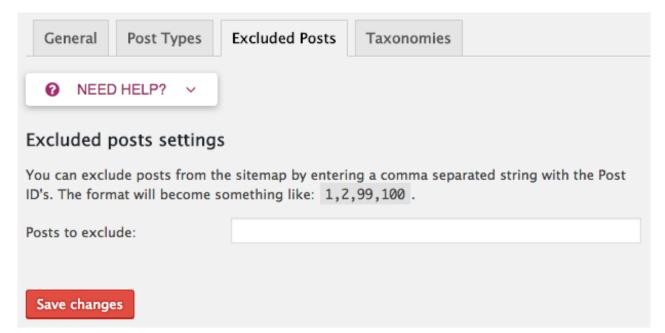
Add Sitemap file	Enter sitemap URL and clic	ck Add.
https://www.mprstudio.com	m/sitemap_index.xml	Add

- Copy your entire sitemap URL (e.g. yoursite.com/sitemap_index.xml).
- Login to Yandex Webmaster.
- Go to Indexing in the left sidebar and click on Sitemap Files.
- Paste your complete sitemap URL in the box and click SUBMIT.

Adding your XML sitemap to Google, Bing and Yandex ensures that your site content can be easily indexed by the major search engines.

General	Post Types	Excluded Posts	Taxonomies
NEED	HELP? ~		
Post types	sitemap set	tings	
Posts (post)		
In sitema	Not in	sitemap	
Pages (page)		
In sitema	Not in	sitemap	
Media (atta	chment)		
In sitema	Not in	sitemap	
Affiliate Links	(thirstylink	:)	
In sitema	Not in	sitemap	
Save change	25		

You definitely want both posts and pages in your sitemap, but don't want media attachments or affiliate links.



If there are any pages you'd like to exclude from your sitemap, enter their Post IDs here. You most likely won't need to use this but hey, you never know...

General	Post Types	Excluded Posts	Taxonomies
NEED	HELP? ~		
Taxonomie	es sitemap se	ettings	
Categories (category)		
In sitema	p Not in s	sitemap	
Tags (post_	tag)		
In sitema	p Not in s	sitemap	
Format (post	t_format)		
In sitema	p Not in s	sitemap	
Link Categori	es(thirstylin	nk-category)	
In sitema	p Not in s	sitemap	
	_		
Save change	s		

You can keep **Categories** in your sitemap, but don't need Tags, Format or Link Categories (for affiliate links).

Advanced

Breadcrumbs

Advanced - Yoast	SEO
Breadcrumbs Permaline	ks RSS
NEED HELP? Sreadcrumbs settings Enable Breadcrumbs	Breadcrumbs appear at the top of pages/posts, and help users (and search engines) more easily navigate your site. They're helpful, but you don't have to use them, especially if your site only consists of a few pages.
Enabled Disabl	ed
Separator between breadcrumbs:	>
Anchor text for the Homepage:	MPR Studio

Prefix for the breadcrumb path:	You Are Here:
Prefix for Archive breadcrumbs:	Archives For:
Prefix for Search Page breadcrumbs:	You searched for:
Breadcrumb for 404 Page:	Page Not Found
Show Blog page	You can customize how breadcrumbs are labeled here.
Show Hide	Choose whether to bold the current
Bold the last page	page (e.g. Home > Blog), which helps
Bold Regul	ar people easily see which page they're currently on.
Taxonomy to show in br	eadcrumbs for post types
Affiliate Links:	None \$
Post type archive to show	w in breadcrumbs for taxonomies
5-1	
How to insert breadcrum	
How to insert breadcrum	

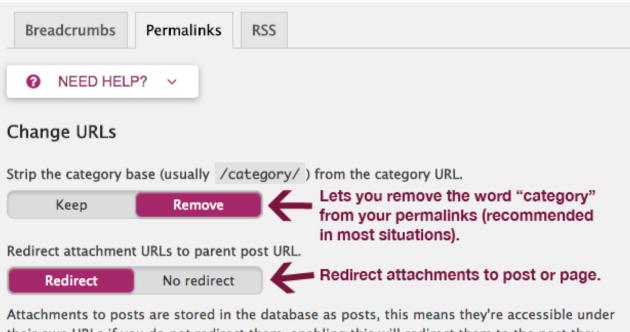
Breadcrumbs display your site's navigation in a hierarchical structure like this:

Home > Blog > Wix to WordPress Migration Guide

They're helpful for showing site visitors and search engines your website structure. If you have a site with a lot of content, it's a good idea to use them.

While some themes natively display breadcrumbs, not all of them do. If your theme doesn't show them by default, you can add them by following Yoast's guide here.

Permalinks



their own URLs if you do not redirect them, enabling this will redirect them to the post they were attached to.

Clean up permalinks

Stop words in slugs.

Keep

This lets you remove stop words (a, the, at, of, etc.) from URLs. Short permalinks are recommended, but you should shorten them yourself on each post/page instead of automatically removing certain words.

This helps you to create cleaner URLs by automatically removing the stopwords from them.

Remove the ?replytocom variables.

Remove

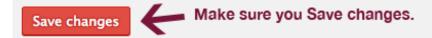


This prevents threaded replies from working when the user has JavaScript disabled, but on a large site can mean a *huge* improvement in crawl efficiency for search engines when you have a lot of comments.

Redirect ugly URLs to clean permalinks. (Not recommended in many cases!)

Redirect No redirect

People make mistakes in their links towards you sometimes, or unwanted parameters are added to the end of your URLs, this allows you to redirect them all away. Please note that while this is a feature that is actively maintained, it is known to break several plugins, and should for that reason be the first feature you disable when you encounter issues after installing this plugin.



Strip the category base from the category URLs

If you are using a permalink structure which contains the term "category" in it (which is NOT recommended), then you can set this to **Remove** to get rid of it.

Beware: this can cause a bunch of your post and page URLs to change, so it's a good idea to set up 301 redirects for any URLs that change. If your existing URLs with "category" in them have a lot of backlinks and traffic, you probably want to leave them alone and leave this set to **Keep**.

Redirect attachment URLs to parent post URLs

Enabling this makes sure that people will be redirected to the parent page or post of all media items (images, PDFs and other uploads). It's a good idea to **Enable** this redirection.

Remove stop words from slugs

Short, concise permalinks are good for SEO, so you should always try to use them. Instead of automatically removing stop words (a, an, the, on, at, by, etc.) with this setting, you should instead manually change them for each post/page.

Remove the ?replytocom variables

You want this for two reasons:

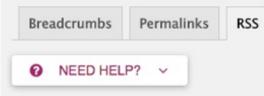
- It removes URLs which could result in duplicate content.
- Helps improve search engine crawling efficiency.

Redirect ugly URLs to clean permalinks

This can help redirect people to the correct URL if someone linked to you using a link with a typo. It is NOT recommended, so leave it turned off.

RSS

Advanced - Yoast SEO



RSS feed settings

This feature is used to automatically add content to your RSS, more specifically, it's meant to add links back to your blog and your blog posts, so dumb scrapers will automatically add these links too, helping search engines identify you as the original source of the content.

Content to put before each post in the feed:	%%BLOGLINK%% %%POSTLINK%%	1.
Content to put after each post in the feed:	%%POSTLINK%% %%AUTHORLINK%%	

Available variables

You can use the following variables within the content, they will be replaced by the value on the right.

Variable	Description
%%AUTHORLINK%%	A link to the archive for the post author, with the authors name as anchor text.
%%POSTLINK%%	A link to the post, with the title as anchor text.
%%BLOGLINK%%	A link to your site, with your site's name as anchor text.
%%BLOGDESCLINK%%	A link to your site, with your site's name and description as anchor text.

Save changes

You can leave the default settings in the RSS tab, unless you'd like to customize how your posts appear in RSS feeds.

Tools

Tools - Yoast SEO

Yoast SEO comes with some very powerful built-in tools:

- Bulk edit titles/meta descriptions.
 This tool allows you to quickly change titles and descriptions of your posts and pages without having to go into the editor for each page.
 Edit your robots tot and bissess files
- File editor Edit your robots.txt and .htaccess files.
 This tool allows you to quickly change important files for your SEO, like your robots.txt and, if
 you have one, your .htaccess file. Import Yoast settings from a file or other SEO plugin.
- Import and Export
 Export settings to reuse on another site to save time.
 Import settings from other SEO plugins and export your settings for re-use on (another) blog.

Bulk Editor – This lets you bulk edit your SEO titles and meta descriptions in a list view instead of going through each page or post individually. It's **SUPER IMPORTANT** that you optimize both your titles and meta descriptions to help optimize click-through rates. Craft them with care and include your focus keyword in both places.

In the bulk editor, you won't see the colored bar which shows you the ideal length so you'll have to count the characters using an online tool such as Online Character Count Tool.

/essential- wordpress- plugins/	4 Must-Have Free WordPress Plugins for Your Website	
/about/	Creative Professional Marshall Reyher	ave Save II

Enter your SEO title (up to 55 characters) and click Save.

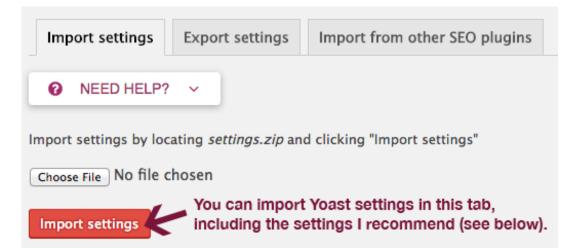
/blog/	Blog featuring a variety of helpful tips, tricks, tutorials and other resources to help you get the most out of the WordPress content management system.	Enter meta descriptions (up to 155 characters) in this box and click Save	Save Save all
/blogger-to- wordpress-migration/	Need help moving your Blogger blog to self- hosted WordPress? Follow this step-by-step guide to get your site migrated quickly and easily.		Save Save all

Enter your meta descriptions (up to 155 characters) and click Save.

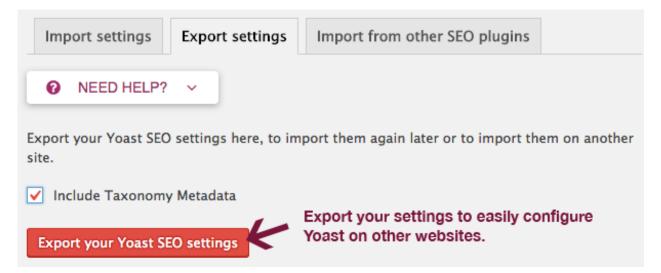
File Editor – Easily edit your robots.txt and .htaccess files.

Import and Export – Under Import and Export, you can do the following:

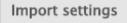
- Import settings that you exported from Yoast on another site.
- Export current Yoast settings for use on another site.
- Import settings from a number of other SEO plugins, including: HeadSpace2, All in One SEO, Jetpack SEO, WooThemes SEO and wpSEO.



To import settings used on another site, click the Choose File button, locate your file and click Import settings.



Do you want to export your Yoast settings? Check the **Include Taxonomy Metadata** box and click the **Export your Yoast SEO settings** button.





No doubt you've used an SEO plugin before if this site isn't new. Let's make it easy on you, you can import the data below. If you want, you can import first, check if it was imported correctly, and then import & delete. No duplicate data will be imported.

If you've used another SEO plugin, try the SEO Data Transporter plugin to move your data into this plugin, it rocks!

- Import from HeadSpace2
- Import from All-in-One SEO
- Import from Jetpack SEO
- Import from WooThemes SEO framework
- Import from wpSEO

Delete the old data after import? (recommended)



Import settings from other SEO plugins. Make sure to check "Delete the old data after import" box.

Under the **Import from other SEO plugins** tab, simply tick the box for whichever plugin you were using, locate the file and click **Import**.

Search Console

To connect Search Console with Yoast, you'll first need to authenticate your account. This area of Yoast is super helpful, and will show you various crawl errors (missing pages) on your site. Then, you can set up redirects so your visitors land on the right page.

Redirecting your site traffic is super important for overall user experience. If you've changed your permalink structure or deleted pages and posts, you'll likely have some crawl errors that need to be fixed.

Authenticate Google Search Console in Yoast Settings

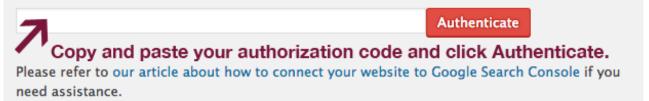
Search Console - Yoast SEO

Settings

To allow Yoast SEO to fetch your Google Search Console information, please enter your Google Authorization Code. Clicking the button below will open a new window.

Get Google Authorization Code Click here; login to Google account; and grant Yoast access.

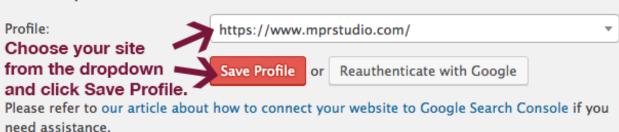
Enter your Google Authorization Code and press the Authenticate button.



Under the Settings tab, do the following:

- Click on the Get Google Authorization Code button.
- Login to your Google account associated with Search Console (which you created earlier in this tutorial if you follow instructions).
- Grant Yoast access to that account.
- Copy the authorization code and paste into Yoast.
- Then, click on the Authenticate button.

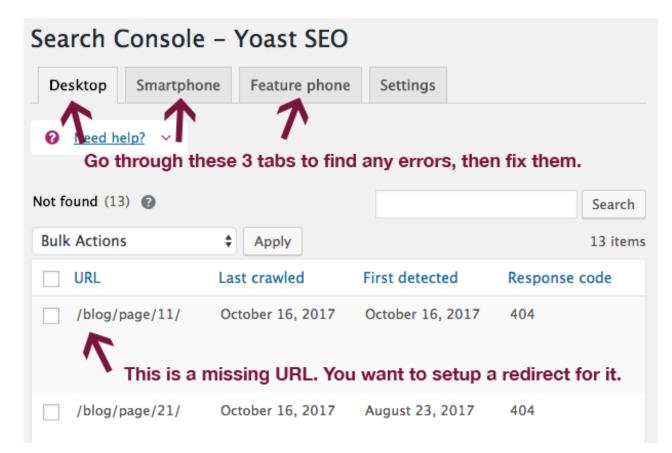
Current profile



Choose which site you'd like to use from the dropdown (only if you have more than one) and click the **Save Profile** button.

Once your profile is authenticated, Google will eventually populate your crawl errors. This can take a few minutes or hours, so be patient.

Setup Redirects for Crawl Errors



With all of your crawl errors, you should setup 301 redirects. You can use Yoast SEO Premium's built-in redirection feature or install a separate plugin to take care of it.





Redirection By John Godley

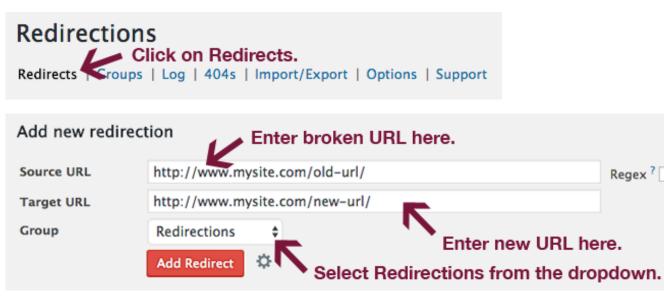
Download

I use and highly recommend Redirection – it's easy to use and gets the job done.

To set up a redirect using Redirection, follow the steps below:

- Go to Plugins > Add New in your WordPress dashboard. Search for Redirection and install, then activate the plugin.
- Next, go to Tools > Redirection (also in left sidebar).

- Click on Redirects at the top left of your screen (see screenshot).
- Under Source URL, enter your old (broken) page that Search Console displays in Yoast.
- In the Target URL field, enter your new page/post where you want to redirect your visitors.
- In the dropdown, select **Redirections**.
- Click the Add Redirect button.

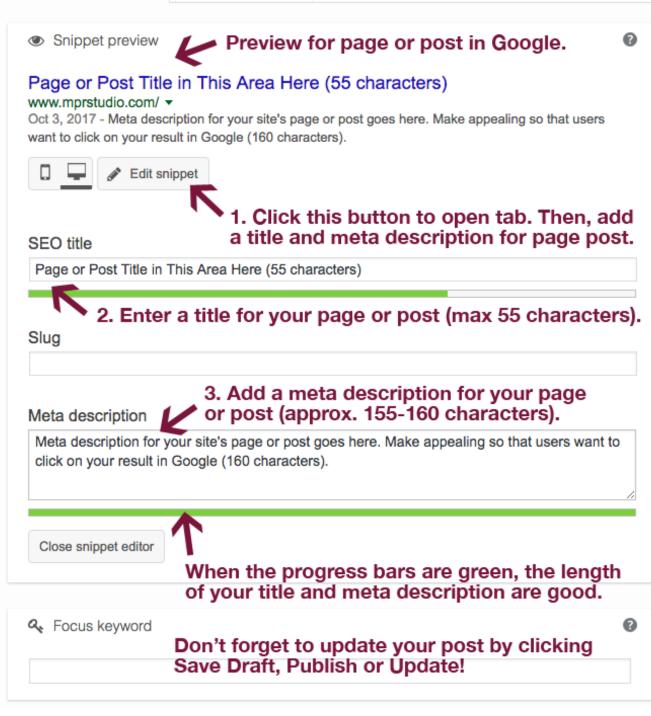


Google Search Console has many more helpful tools that you can use to fully optimize your WordPress website. Check out this detailed Google Search Console for WordPress tutorial by Tom Dupuis to learn more.

Optimizing pages and posts

In the Yoast SEO box under the main content area of your WordPress editor, you can add both SEO titles and meta descriptions for both pages and posts.

You should write custom SEO titles and meta descriptions which both include your main page/post keywords. Do some keyword research, and make sure you use them in a natural fashion.



SEO Title

The SEO title is regarded as the single most important on-page SEO element. It shows up as the title of your pages and posts in Google and also at the top of your browser bar.

It will give your site visitors (and search engines) a clear idea what the page or post is about. Make them descriptive, and be sure to include relevant keywords in them, as close to the beginning as possible (e.g. Move from Joomla to WordPress: A Comprehensive Migration Guide).

Keep your titles to around 55 characters or below to make sure they display properly in Google search results. Use the colored bar below the SEO title field to create titles of the proper length. As long as the bar is green, you're good to go.

Meta Description

These are the excerpts that show up below your titles in the search engines. By making them compelling, you effectively encourage searchers to click on your result, and not someone else's.

For ideal SEO, your meta description should include relevant keywords used in a natural fashion. Provide a simple overview of your page or post, and make sure the colored progress bar below the meta description text field is green (just like you did with the SEO title).

If you don't specify a meta description in the Yoast box for each page and post, search engines will grab the first 155 or so characters of your content by default (as long as the **%%excerpt%%** tag is used in your meta description template under **Titles & Metas > Post Types**). This is not ideal, so write custom meta descriptions for all your site's pages and posts.

Keyword Density

Make sure you use your keyword in the intro of your page or post, and a few times in the content body as well. In addition to using your main keyword, use a few similar keyword phrases as well.

Whatever you do, NEVER stuff keywords in your content. Use them naturally, and remember that you should always be writing for people and not search engines.

Optimizing Images

Whenever you upload media items to WordPress, make sure they are completely optimized for both SEO and speed.

Pay attention to all of the following:

- Image size If your content area width is 665 pixels, make your images fit that size.
- File names Use descriptive file names with dashes to separate words (e.g. this-cool-photo.jpg).
- Alt text Add alt text to any images you upload.
- File format Save images for web in the proper format (.jpg, .png or .gif for animated pics).

Read more about optimizing your images for SEO in this post.

Internal and external links

You can make your content even more useful by including **external links** to additional resources. Your visitors will appreciate it, and Google likes it as well.

Adding internal links to other pages or posts on your site helps Google better understand your site structure, and provides more useful content for your visitors as well.

Content length

When creating content for your blog, longer is generally better. In-depth, actionable content is much more likely to rank in search than short pieces. It is also much more beneficial for your site visitors, and will help your site build a reputation as an excellent resource.

Adding Accelerated Mobile Pages (AMP)

Accelerated Mobile Pages (AMP) is a Google project created to help your posts load more quickly on mobile

devices. They also add the AMP icon to your mobile search result snippets.



Adding AMP to your WordPress site is very easy. Simply follow the steps below.

- 1. Go to Plugins > Add New and search for AMP.
- 2. Install the **AMP** plugin (the one by Automattic).
- 3. While on the search results, you'll also see the **Glue for Yoast SEO & AMP** plugin. Install it as well and activate both plugins.
- 4. View any of your posts (AMP does not provide support for pages at this time) in AMP by simply adding /amp/ to the end of the URL (e.g. yourcoolsite.com/fun-stuff/amp/).
- 5. You can change the design and enable custom post types under **Settings** > **AMP** in Yoast.
- 6. Once Google recrawls your site, the AMP symbol will be added to your search results for mobile.
- 7. Check out errors for your AMP posts using Google Search Console.

Using Accelerated Mobile Pages, it's possible that you'll run into some problems. When I installed and activated it on my site, no images showed up in the AMP version of my posts. I think it's a theme conflict of some sort, but I'm not sure.

Use My Yoast SEO settings

If you'd rather not spend a whole bunch of time manually configuring your Yoast SEO settings, you can download the zip file below and import them into your site under **SEO** > **Tools** > **Import and Export** > **Import**.

Download My Yoast SEO Settings

You will still have to change a few things, and make sure the settings I use fit your site needs:

- 1. In **Dashboard > Company Info**, add your company name (or your name if a personal blog/site).
- 2. In **Dashboard > Webaster Tools**, verify your site with Bing, Google and Yandex.
- 3. In Titles & Metas > Homepage, add your homepage's SEO title and meta description (only if you're using a

widgetized homepage).

- 4. In **Titles & Metas > Post Types > Taxonomies**, make sure you go through everything to decide whether to index it or not. Also, decide whether you want to include the date in your snippet previews.
- 5. In **Social Settings**, enter links for all your social profiles and upload your logo in the facebook section (used when you share posts/pages without artwork). Verify your site with Pinterest and enter your Google+ page if you have one.
- 6. In Advanced > Breadcrumbs > Anchor Text for Homepage, enter your sitename.
- 7. In **Search Console** > **Settings**, authenticate Yoast with your Google Seach Console and wait a few days for the data. Then, fix all the crawl errors on your site.
- 8. Add Accelerated Mobile Pages.

Installing other must-have plugins

WORDPI Showcase Themes Plug	RESS.ORG gins Mobile Support	Get Involved A	About Blog	Se		rdPress.org	Log In nload WordPress	م م
♥ Plugins Extend your WordPress experience with 48,565 plugins.								
	Search plug	gins			٩			

One of the reasons WordPress is so great is the amount of plugins you can use. From speed and security to SEO and much more, you can use them to add a wide variety of functionality to your site.

It's important that you ONLY install quality plugins. There are so many to choose from, and it can be hard to decide which ones to use. As I wrote in my post about must-have plugins, there are a few that you can automatically add to any fresh WordPress installation.

W3 Total Cache



While W3 Total Cache is not necessarily a SEO plugin, it will help you improve your site's SEO and user experience by making it load more quickly. Website speed is very important because most people WILL NOT wait for a slow website to load.

The role of caching should never be overlooked when optimizing your site. W3 Total Cache will help you increase the speed at which your site loads, which is super important.

WordPress is database-driven, which means that it relies on queries to and from a MySQL database to fetch and render pages and posts. This process causes your site to load more slowly and use more server resources.

Caching plugins effectively create static copies of your site pages and posts, which are then served to your site visitors. W3 Total Cache greatly improves your site speed, so make sure you install it.

Better yet, take your site speed optimization a step further, and use W3 Total Cache together with Cloudflare.

There are a number of other factors which affect your website speed, including:

- the quality of your hosting plan certain hosts should be avoided at all costs, including all the ones mentioned in this post.
- the theme you're using some are very poorly coded.
- the amount and quality of plugins you're using some are notorious for slowing down sites.
- the size of images on your site make sure you are always optimizing your web images.

Wordfence Security



Wordfence is a super-effective security plugin to help protect your site. It comes in both free and premium versions, both of which offer a complete firewall to block brute-force attacks, malware, back door vulnerabilities and much

more.

It's important that you keep your WordPress site safe from malicious attacks because they can greatly harm your site's SEO... and fixing a hacked site is not fun.

Do yourself a favor and install Wordfence right away!

Conclusion

Did you learn anything in this tutorial? I hope you did, and that your self-hosted WordPress site now has a solid foundation with all the tools needed to grow.

Have anything to add? Did I miss something? I aim to make my tutorials as complete as possible, but am always open to suggestions for improvement.

Are you struggling with any part of your WordPress SEO optimization? Leave me a detailed comment and I'll try my best to help you out.

If you found this post helpful, please share it and spread the word!

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