

How to seduce Google with your WordPress Site



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SEOCOACH

Lassen Sie sich finden!

WordCamp SEO Agenda

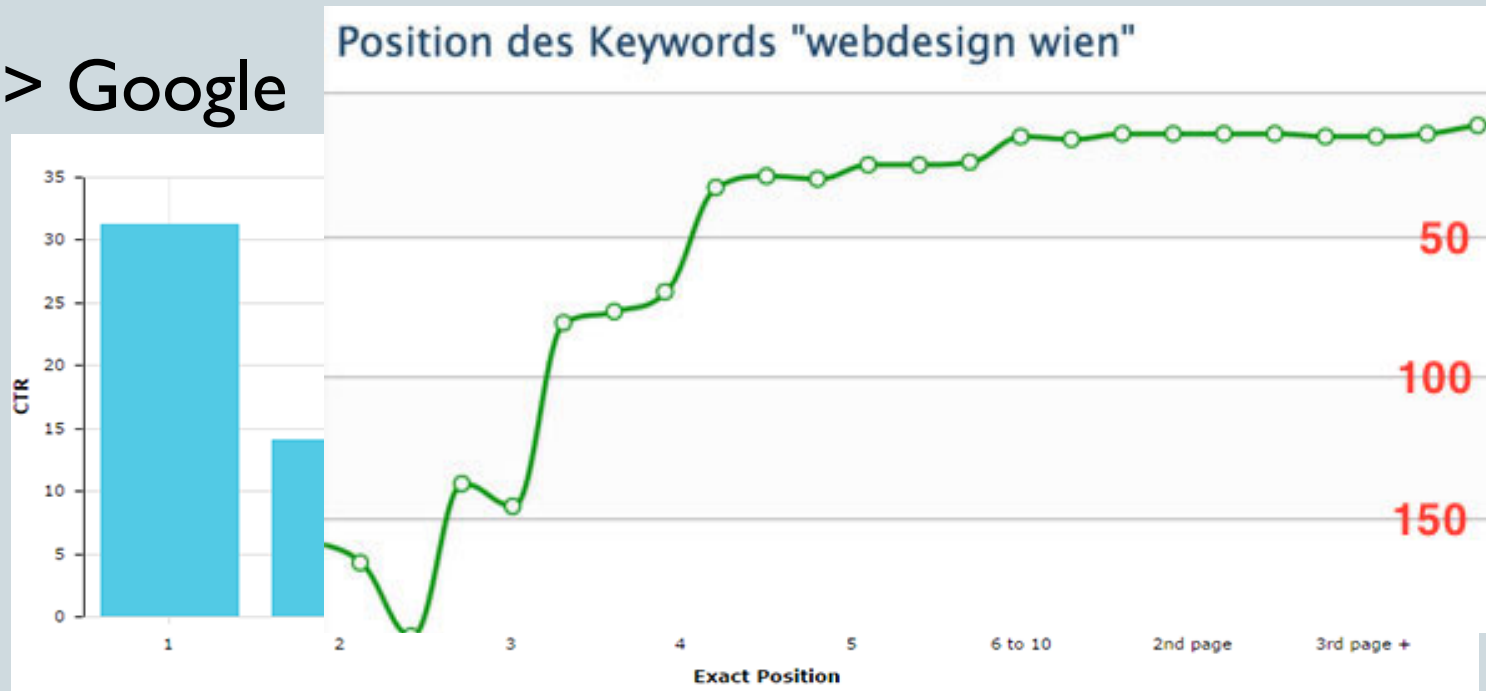


1. Know your customer or target group
2. Don't forget the basics – they **WORK**
3. April 21st - "Mobilegeddon"
4. What to avoid – "Here be Dragons"
5. Useful tools / WordPress plugins

Why SEO? Does it (still) work?



- SEO in 2015? Still the best ROI marketing
- 50 – 80% of traffic comes from Google
- SEO => Google



Know your customer or target group



- Try to think like your customer!
- What keywords do they use to search
- What questions do they ask

- Ask friends (not your engineers)

Keyword Research - Competition



- Check your competitors
- They've tested what works
- What keywords in Title and URL
- What words in menus, meta-tags, headings

- Sort your list by traffic!

How much traffic?

- To find traffic for keywords you need AdWords keyword planner (only with AdWords account)

The screenshot displays the Google AdWords Keyword Planner interface. The search term "webdesign wien" is entered in the "Your product or service" field. The targeting is set to "Austria". A bar chart shows the "Average monthly searches" from July 2013 to June 2014. A callout for May 2014 indicates 23,760 searches. Below the chart, a table lists the search terms with their respective metrics.

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
webdesign wien	880	High	€3.52	0%	✓

SEO Basics – URL / Page Title



- These elements critical to user experience and SEO
- Keywords ARE critical in title.
- Should still be readable
- Title should be **UNIQUE**
- Use “www” for domain

Speed - faster is always better



- FAST is important for Google ranking and users
- Nearly 50% of users abandon after 4-6 sec
- Minimize images – major culprit
- Install a caching plugin & TEST repeatedly
 - <http://gtmetrix.com/>
 - <http://tools.pingdom.com/fpt/>

April 21st - "Mobilegeddon"



- April 21st brings biggest ever Google Update
 - Non-“mobile-friendly” websites LOSE
 - 30% of websites will loose 30%+ Traffic
 - Don't block CSS / Javascript
 - Test your site NOW
- www.google.com/webmasters/tools/mobile-friendly

What to avoid – “Here be Dragons”!



- Spammy Links
- Paid Links
- Keyword Stuffing
- Copied content

Penguin-Safe Links



- Professional
 - <http://firmen.wko.at/>
 - <http://www.praxisplan.at/>
- Regional
 - Google Maps / “My Business” (especially for mobile search)
 - Local Government : www.wien.gv.at
- Top quality directories (still)
 - www.tupalo.at www.yelp.at www.herold.at
- Competitors top Links
 - Search Google for “www.domain.at”

WordPress Plugins



- Yoast SEO plugin
- W3 Cache (performance)
- Limit login attempts (security)
- WordPress database backup
- Simple 301 redirects (if you rename URLs)
- Google Analyticator

Google Tools



- **Mobile friendly Test**
 - <https://www.google.com/webmasters/tools/mobile-friendly/>
- **Speed Test / Optimisation Tips**
 - <https://developers.google.com/speed/pagespeed/insights/>
- **Google Analytics**
 - Track traffic, events (downloads, newsletter signup)
- **Google Webmaster Tools**
 - Check all pages are indexed! Submit your sitemap
 - Check “Mobile Friendly” Rating

Browser Plugins



- Sitemetrics SEO - www.sitemetrics.de
- Redirect path - Ayima - only Chrome
- Sitewert SEO - www.seitwert.de
- Tag assistant (by Google) - only Chrome

Useful SEO Information



- **Google SEO Guidelines**

- <http://static.googleusercontent.com/media/www.google.com/en/webmasters/docs/search-engine-optimization-starter-guide.pdf>
- <https://yoast.com/articles/wordpress-seo/>

- **Reliable SEO Blogs**

- <http://moz.com/blog>
- <http://searchenginewatch.com/seo>

Thanks for your attention



QUESTIONS?

DOWNLOAD SLIDES:

Google “SEO VIENNA WORDCAMP 2015”

I’M ALSO AVAILABLE FOR
QUESTIONS ALL DAY

SEOCOACH

Lassen Sie sich finden!