

The pragmatic guide to SEO with WordPress

by Franz Enzenhofer

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 enzenhofer

- 1984 Developer (C64)
- 1998 Websites (Code, Project Manager, Editor, Sales, Business Development, ...)
- 2004 1st SEO Project (Austria Press Agency)
- 2006 SEO
- 2011 www.fullstackoptimization.com



**“Our goal is to make all SEO companies
- including our own - redundant.”**





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karriere.at

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OTS



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MOVIEPILOT

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C R A T E



<https://www.fullstackoptimization.com/b/understanding-seo>

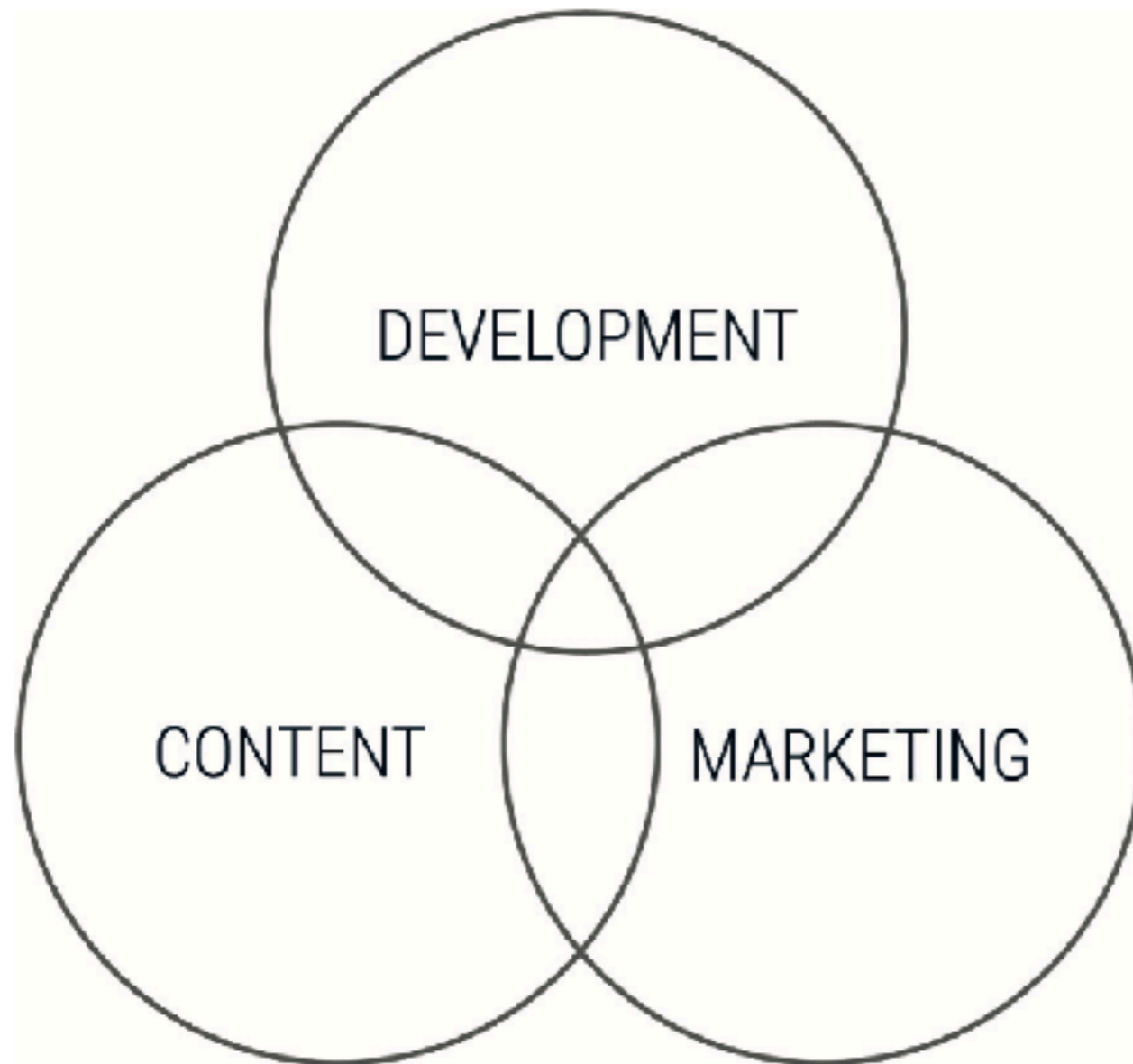
I ❤️ WordPress



SEO - Search Engine Optimization: **The business of getting found online**



When these key areas work together, it should look something like this:

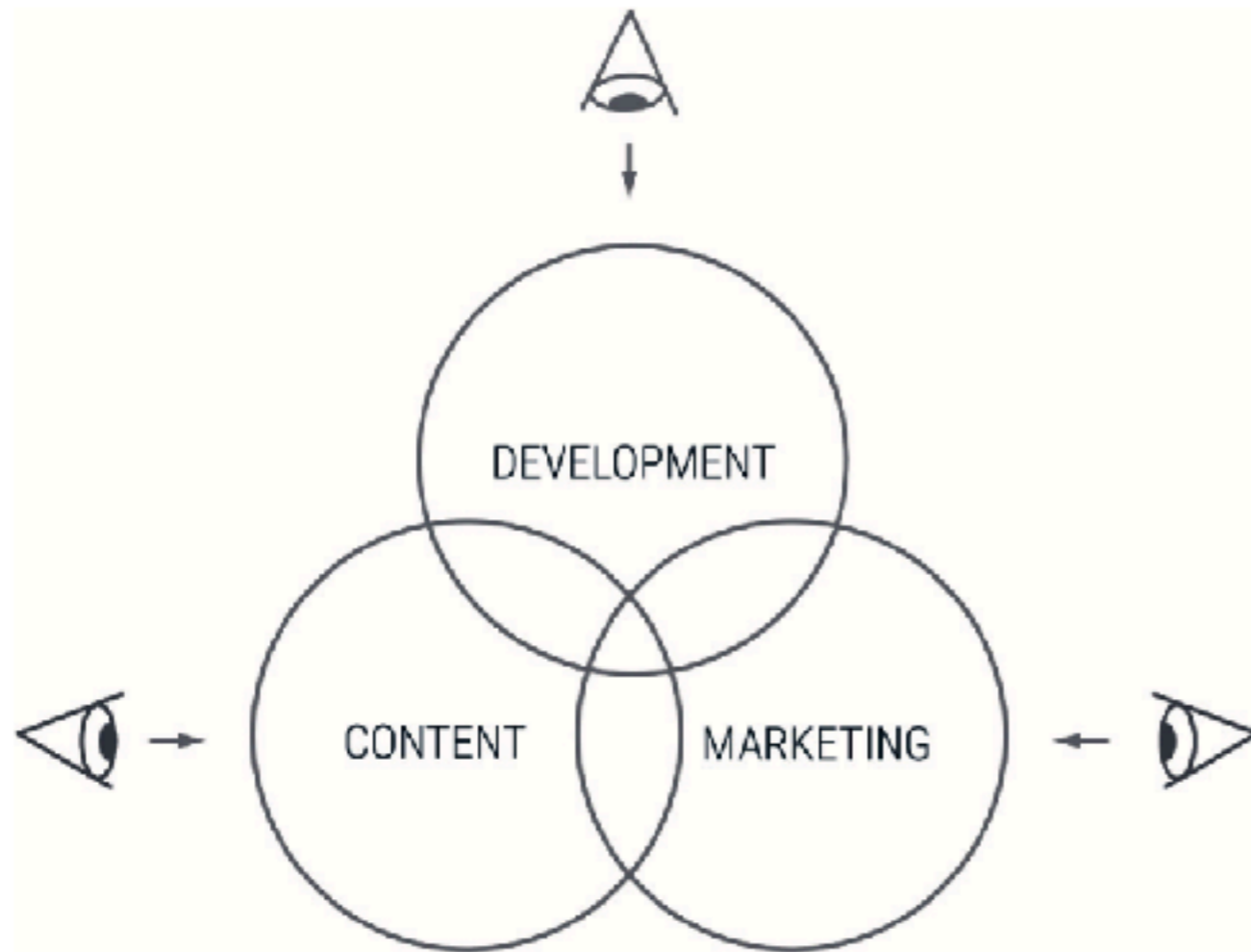


The image on the left is the Perfect-World Scenario. Everybody can excel in their own right while working together - fast, direct and unbureaucratically - on critical topics.

However, things can get tricky. Why does it get tricky? Because the thing is, for SEO these areas overlap. For small companies and startups the team structure usually looks like this:

SEO Point Of View

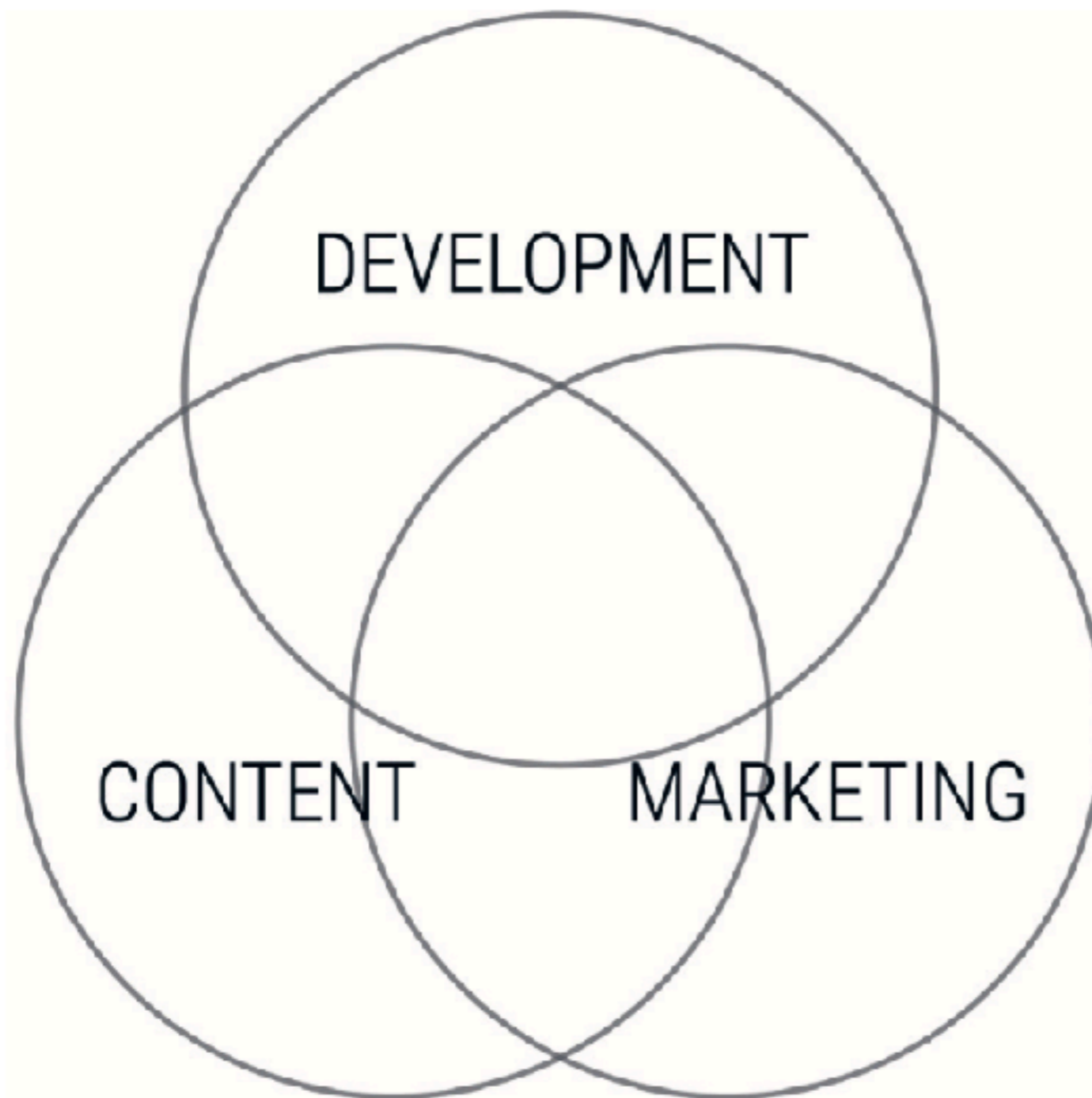
The three SEO key areas of marketing, development and content I have outlined are the reasons that people can make so many different claims about SEO. Quite often these things seem mutually exclusive.



From a content point of view: Google is the biggest content marketplace in the world. From a marketing point of view: search is just another way to promote your company, products, and offerings to an audience. And from a technical point of view: the website must fulfill some technical requirements to get crawled, indexed and displayed by Google. All of

these points are true. None of these viewpoints are more important or valid than the other, nor are they optional.





In this case, they are all in one room, and each is responsible for their own area. At least one member is with you in each of the team. If there is a cool feature idea, they get to work. The startup scenario is optimized. They are never be any of these areas can make search decisions.



Then, well, there are the big companies and the scenario looks like this:



The marketing and development teams are not only in separate buildings; they are not allowed - by some internal business process - to talk to each other directly. And even if they did, they are usually chasing very different KPIs. Maybe the marketing and development teams have been in a Cold War-like relationship for years. Perhaps the marketing and content

teams believe they work better separately. Companies such as these cannot be efficiently search engine optimized. You might achieve some quick wins where you suddenly perform with much better traffic. Nevertheless, you will still underperform compared to what you could achieve.





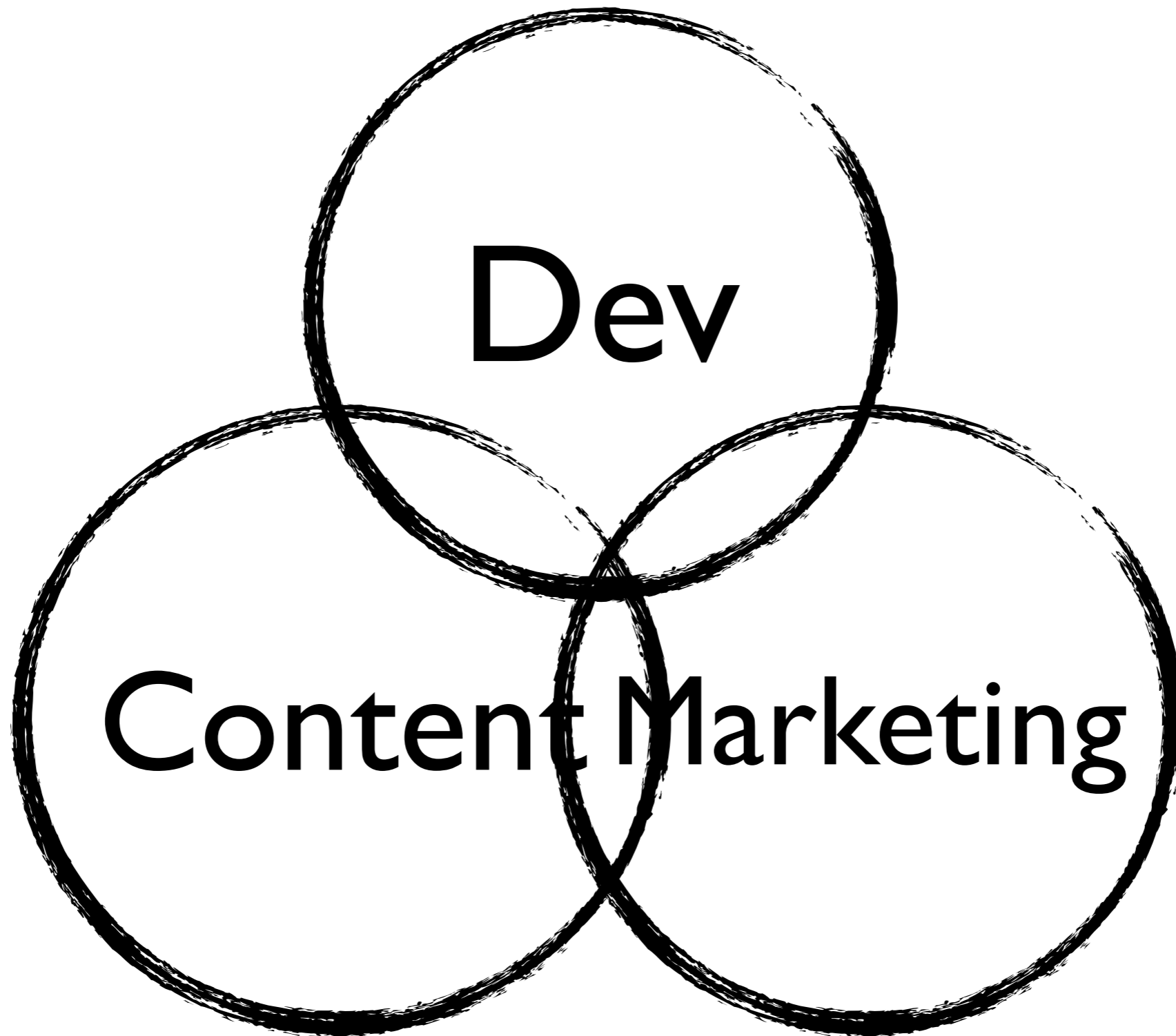
DEVELOPMENT
CONTENT
MARKETING

Content creation, technical development (for example, installing a new plugin) and marketing (such as promoting new posts via social media) are all done by the blogger. A blog - if the right technical decisions are made - can be highly search engine optimized. On this note, if you are looking to make a blog search engine optimized, the right technical decisions for you are:

- WordPress
- on your own domain
- on a fast server
- with YOAST SEO Plugin



SEO Setup



SEO Setup



Dev

Content Marketing



If you keep some simple stuff in mind **WordPress** is 80% onpage/onsite **search engine optimized** and you can focus on **content and marketing**, as you should!



1

WordPress
is a CMS!



2

Yoast SEO Plugin

If in doubt, trust Yoast!



[? Hilfe benötigt?](#) ▾



Lesbarkeit

Gib dein Fokus-Ke...

[+ Schlagwort hinzufügen](#)



Code-Schnipsel Vorschau ?

- Example

<https://www.example.com/> ▾

Bitte legen Sie eine Meta-Beschreibung fest, indem Sie den Code-Schnipsel bearbeiten.



Code-Schnipsel bearbeiten

SEO-Titel

%%title%% %%page%% %%sep%% %%sitename%%

Titelform

Meta-Beschreibung

%%excerpt%%

Ausschnitt-Editor schließen

Fokus-Kkeyword ?

Dieser Beitrag ist [Cornerstone Content](#)



3

You Need To Care About Speed

Google doesn't like to send slow pages traffic, as users will use Google less!





Goal Values

Max Values



PageSpeed Insights powered by Google™

<https://www.veganblatt.com/veganer-ei-aufstrich>

ANALYZE



Goal Values

Max Values

<https://www.veganblatt.com/veganer-ei-aufstrich>

Mobile Desktop

| | |
|-------------|--------------|
| Speed | Optimization |
| Unavailable | Good |
| | 99 / 100 |



full stack
OPTIMIZATION

W3TotalCache



W3TotalCache - Base Settings

Page Cache

Enable page caching to decrease the response time of the site.

Page Cache: Enable **enable Page Cache**
Caching pages will reduce the response time of your site and increase the scale of your web server.

Page Cache Method: **using Disk: Enhanced**

SHOULD

- enable Page Cache
- enable Minify

Minify

Reduce load time by decreasing the size and number of CSS and JS files. Automatically remove unnecessary data from CSS, JS, feed, page and post HTML.

Minify: Enable **enable Minify**
Minification can decrease file size of HTML, CSS, JS and feeds respectively by ~10% on average.

Minify mode: Auto **Manual**
Select manual mode to use fields on the minify settings tab to specify files to be minified, otherwise files will be minified automatically.

Minify Cache Method:

HTML minifier:

JS minifier:

CSS minifier:

W3TotalCache - Base Settings

Browser Cache

Reduce server load and decrease response time by using the cache available in site visitor's web browser.

Browser Cache: Enable **enable Browser Cache**

Enable HTTP compression and add headers to reduce server load and decrease file load time.

[Save all settings](#) [Save Settings & Purge Caches](#)

SHOULD

- enable Browser Cache
- and check “Verify rewrite rules”

Miscellaneous

Enable Google Page Speed dashboard widget
Display Google Page Speed results on the WordPress dashboard.

Page Speed API Key:
To acquire an API key, visit the [APIs Console](#). Go to the Project Home tab, activate the PageSpeed insights the Terms of Service. Then go to the API Access tab. The API key is in the Simple API Access section.

Key Restriction (Referrer):
Although not required, to prevent unauthorized use and quota theft, you have the option to restrict your key designated HTTP referrer. If you decide to use it, you will need to set this referrer within the API Console's " (web sites)" key restriction area (under Credentials).

Show page rating in admin bar

Verify rewrite rules **check Verify rewrite rules**

Notify of server configuration errors, if this option is disabled, the server configuration for active settings can be found on the [install](#) tab.

W3TotalCache - Page Cache

General

Cache posts page

For many blogs this is your most visited page, it is recommended that you cache it.

Don't cache front page

By default the front page is cached when using static front page in reading settings.

Cache feeds: site, categories, tags, comments

Even if using a feed proxy service (like [FeedBurner](#)), enabling this option is still recommended.

Cache SSL (https) requests

Cache SSL requests (uniquely) for improved performance.

Cache URIs with query string variables

Search result (and similar) pages will be cached if enabled.

Cache 404 (not found) pages

Reduce server load by caching 404 pages. If the disk enhanced method of disk caching is used, 404 pages will be returned with a 200 response code. Use at your own risk.

Don't cache pages for logged in users

Unauthenticated users may view a cached version of the last authenticated user's view of a given page. Disabling this option is not recommended.



W3TotalCache - Cache Warming

Cache Preload

Automatically prime the page cache

Update interval:

seconds

The number of seconds to wait before creating another set of cached pages.

Pages per interval:

Limit the number of pages to create per batch. Fewer pages may be better for under-powered servers.

Sitemap URL:

A [compliant](#) sitemap can be used to specify the pages to maintain in the primed cache. Pages will be cached according to the priorities specified in the [XML](#) file.

Preload the post cache upon publish events

Save all settings

Save Settings & Purge Caches

W3TotalCache - Browser Cache

General

Specify global browser cache policy.

Set Last-Modified header
Set the Last-Modified header to enable 304 Not Modified response.

Set expires header
Set the expires header to encourage browser caching of files.

Set cache control header
Set pragma and cache-control headers to encourage browser caching of files.

Set entity tag (ETag)
Set the ETag header to encourage browser caching of files.

Set W3 Total Cache header
Set this header to assist in identifying optimised files.

Enable HTTP (gzip) compression
Reduce the download time for text-based files.

Minify and bundle CSS

holger, brauche generelle version

done

SHOULD

1. enable & check additional settings
2. choose your theme
3. click add "Add a style sheet"
4. paste URLs of all CSS files enqueued by the theme (in correct order)
5. choose "All Templates" if the generated bundle should be loaded on all pages
 - 5.1. choose another template if parts of the CSS should only be loaded on specific templates

The screenshot shows the WordPress CSS Minify settings page. The page is titled "CSS" and contains several sections:

- CSS minify settings:** This section has a heading "1. enable & check settings below" in green. It contains four checkboxes: "Enable" (checked), "Combine only" (unchecked), "Preserved comment removal (not applied when combine only is active)" (checked), and "Line break removal (not applied when combine only is active)" (checked). There is also an unchecked checkbox for "Eliminate render-blocking CSS by moving it to HTTP body (Available after upgrade)".
- @import handling:** A dropdown menu set to "None".
- CSS file management:** This section has a heading "2. choose your theme" in green. It contains a "Theme:" dropdown menu set to "Twenty Seventeen (active)". Below this is a paragraph of text: "Files are minified by template. First select the theme to manage, then add style sheets used in all templates to the 'All Templates' group. Use the menu above to manage style sheets unique to a specific template. If necessary drag & drop to resolve dependency issues (due to incorrect order)." Below the text is a table with two columns: "File URI:" and "Template:". The first row has "1. wp-content/themes/twentyseventeen/style.css" in the "File URI:" column and "All Templates" in the "Template:" column. There are "Delete" and "Verify URI" buttons next to the "All Templates" dropdown. Below the table is a heading "3. add stylesheet" in green and an "Add a style sheet" button. To the right of the table is a heading "5. choose 'All Templates'" in green.
- HTTP/2 push:** A section with an unchecked "Enable" checkbox and a paragraph of text: "For better performance, send files to browser before they are requested when using the HTTP/2 protocol. Not supported by 'Disk: Enhanced' page cache engine for Nginx".

At the bottom of the page are two buttons: "Save all settings" and "Save Settings & Purge Caches".

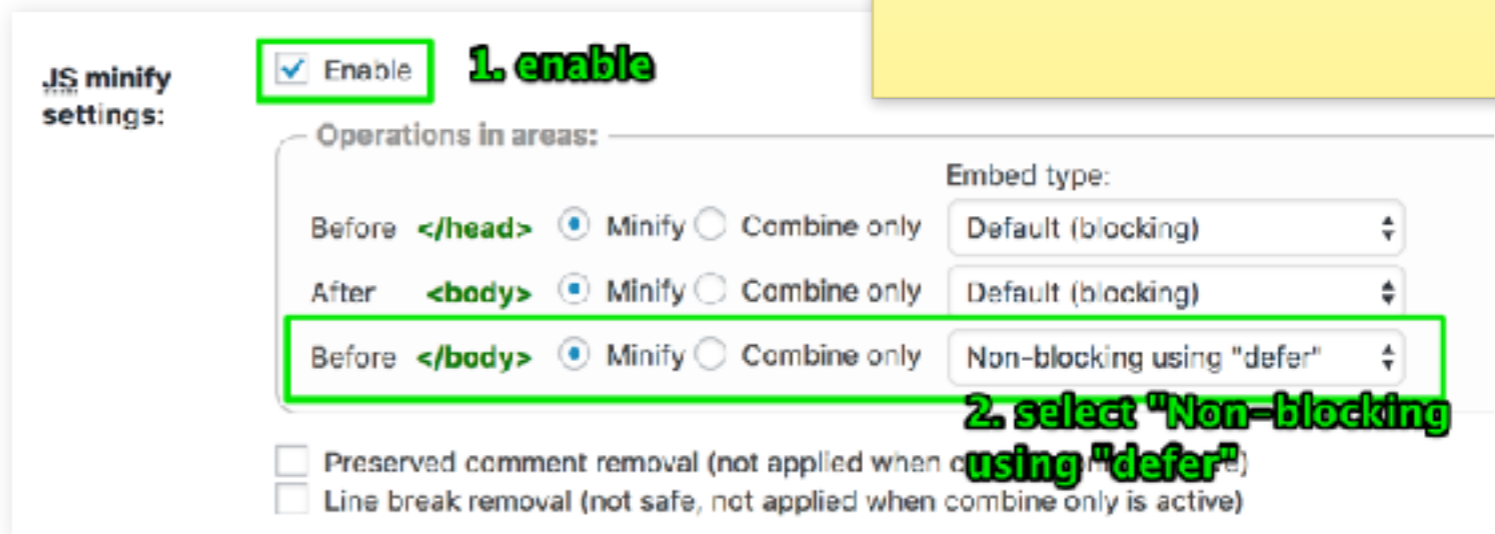
holger, brauche generelle dummy version

done

Minify and bundle JS

SHOULD

1. enable
2. for embed location “before </body>” method choose “Non-blocking using defer”
3. paste URLs of all enqueued scripts in correct order (ie: as they appear top to bottom in the HTML source)
4. choose “All Templates” if the generated bundle should be loaded on all pages
 - 4.1. choose another template for scripts that should only be loaded on specific page types
5. select “Embed before </body>”



JS minify settings:

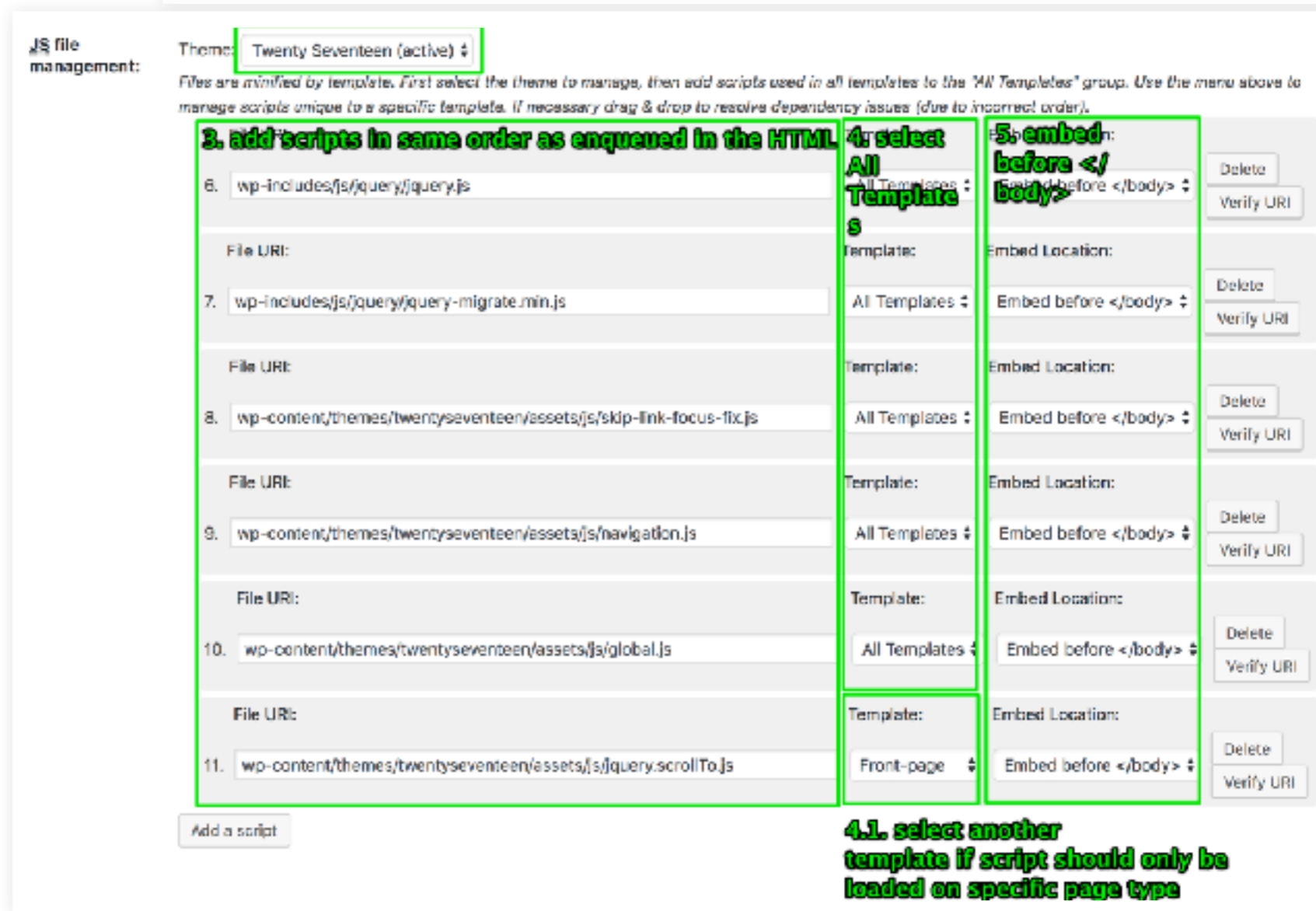
Enable **1. enable**

Operations in areas:

| Location | Method | Embed type |
|----------------|--|----------------------------|
| Before </head> | <input checked="" type="radio"/> Minify <input type="radio"/> Combine only | Default (blocking) |
| After <body> | <input checked="" type="radio"/> Minify <input type="radio"/> Combine only | Default (blocking) |
| Before </body> | <input checked="" type="radio"/> Minify <input type="radio"/> Combine only | Non-blocking using "defer" |

2. select "Non-blocking using defer"

Preserved comment removal (not applied when combine only is active)
 Line break removal (not safe, not applied when combine only is active)



JS file management:

Theme: **Twenty Seventeen (active)**

Files are minified by template. First select the theme to manage, then add scripts used in all templates to the "All Templates" group. Use the menu above to manage scripts unique to a specific template. If necessary drag & drop to resolve dependency issues (due to incorrect order).

| File URI | Template | Embed Location |
|---|---------------|----------------------|
| 6. wp-includes/js/jquery/jquery.js | All Templates | Embed before </body> |
| 7. wp-includes/js/jquery/jquery-migrate.min.js | All Templates | Embed before </body> |
| 8. wp-content/themes/twentyseventeen/assets/js/skip-link-focus-fix.js | All Templates | Embed before </body> |
| 9. wp-content/themes/twentyseventeen/assets/js/navigation.js | All Templates | Embed before </body> |
| 10. wp-content/themes/twentyseventeen/assets/js/global.js | All Templates | Embed before </body> |
| 11. wp-content/themes/twentyseventeen/assets/js/jquery.scrollTo.js | Front-page | Embed before </body> |

3. add scripts in same order as enqueued in the HTML

4. select All Template

5. embed before </body>

4.1. select another template if script should only be loaded on specific page type

A Fast and Slim Theme



Stop choosing Themes based on Design or Functionality

- **Speed First**
- Download Theme (do not just test the demo version)
- Install
- Make sure you have the right W3TotalCache setting
- Test Detail-Pages (Post-Pages) and List-Pages (Categories) Google Page Speed Insights
- If not in the Green Area, do not use it!



Do not use any other plugins!

But as you will do anyway, test with
Page Speed Insights after every install!
Clear W3TotalCache Page Cache First!





Goal Values

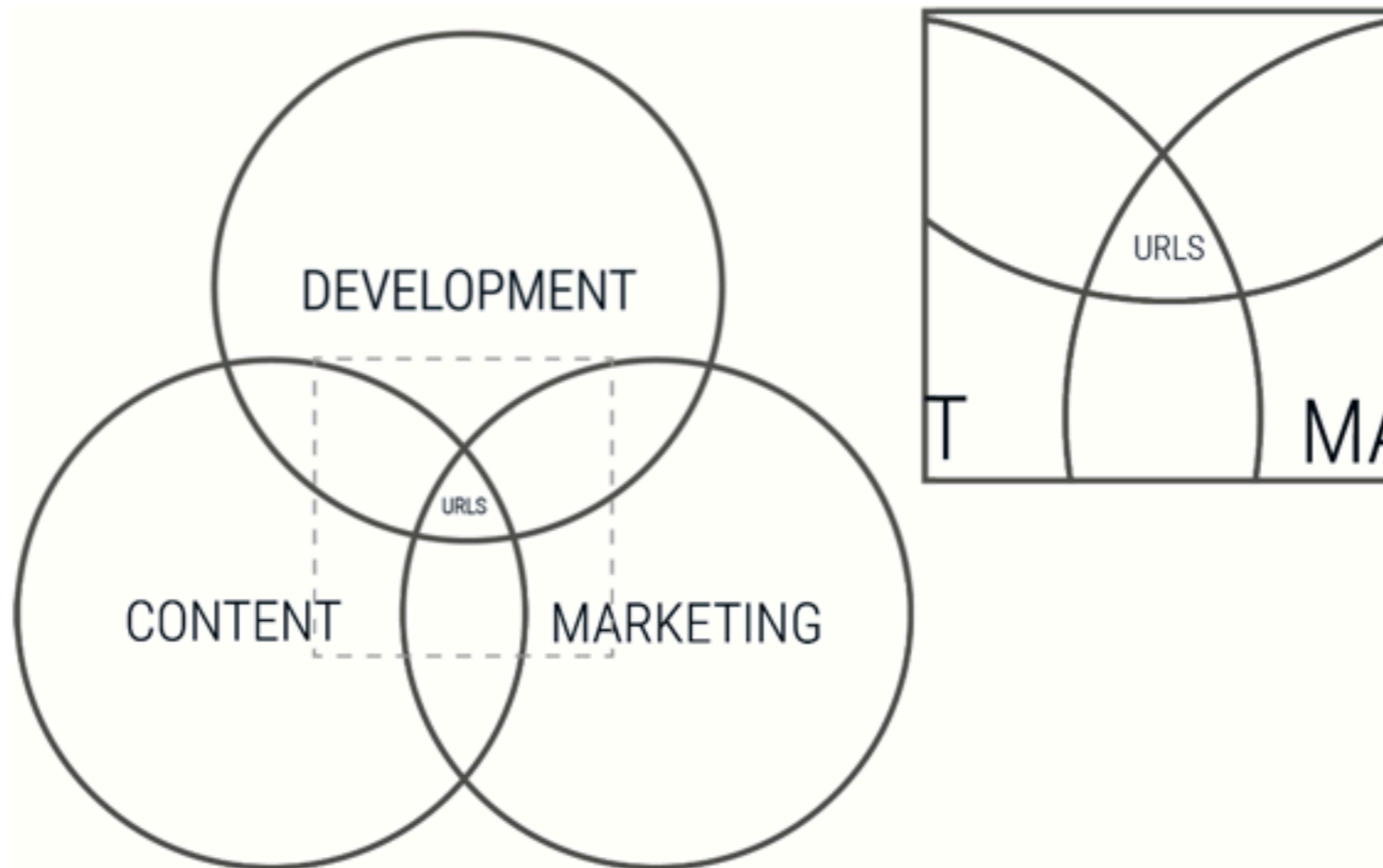
Max Values



4 URLs

URL Rules

SEOs love to talk about URLs. Why? URLs are at the intersection of development, marketing, and content.



URLs

URL Rules

- 1) URLs must be unique.
- 2) URLs must be permanent.
- 3) URLs must be manageable.
- 4) URLs must be scalable.
- 5) URLs must be short.
- 6) URLs should include a short variation of the targeted page.

The URL rules listed above are by culminated priority. That means rule number one is more important than rules two to six put together; rule number two is more important than rules three to six put together and so on. Rules number five and six are always a tradeoff, with six being the least important rule. Search engine optimized URLs must fulfill all URL rules to be truly optimized. Let's discuss each rule in more detail.



URLs

- <https://www.example.com/a/%whatever-you-write-in-yoast%>
- <https://www.example.com/c/%category%>
- <https://www.example.com/t/%tag%>



5

Internal Linking

Onsite Internal interlinking

1. every targeted page has at least one link from another targeted page
2. every targeted page must be reachable through a click-path starting from the start page
3. more important targeted pages have more links than less important targeted pages
4. most important targeted pages have a static link from the startpage
5. every targeted page must have the chance to get at least once a link from the startpage
6. we only link systematically to the canonical URL
7. we do not link systematically to dead weight
8. hidden (i.e.: after user interaction, drop-downs) links do not count as votes



5 Serendipity Links on each & every Page

- not in footer



[Vorsicht bei Briefen von Regio Marketing GmbH/Firmenklick.net](#)

Allgemeines zur Sachlage Regio Marketing GmbH hat bereits so einige Methoden angewandt, ...

[Weiterlesen](#)



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Sekretärin Ausfall – Möglichkeiten Bei unvorhergesehenen Gründen, wie Krankheit oder Pfleneurlaub kann

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Büroservice Wir ...

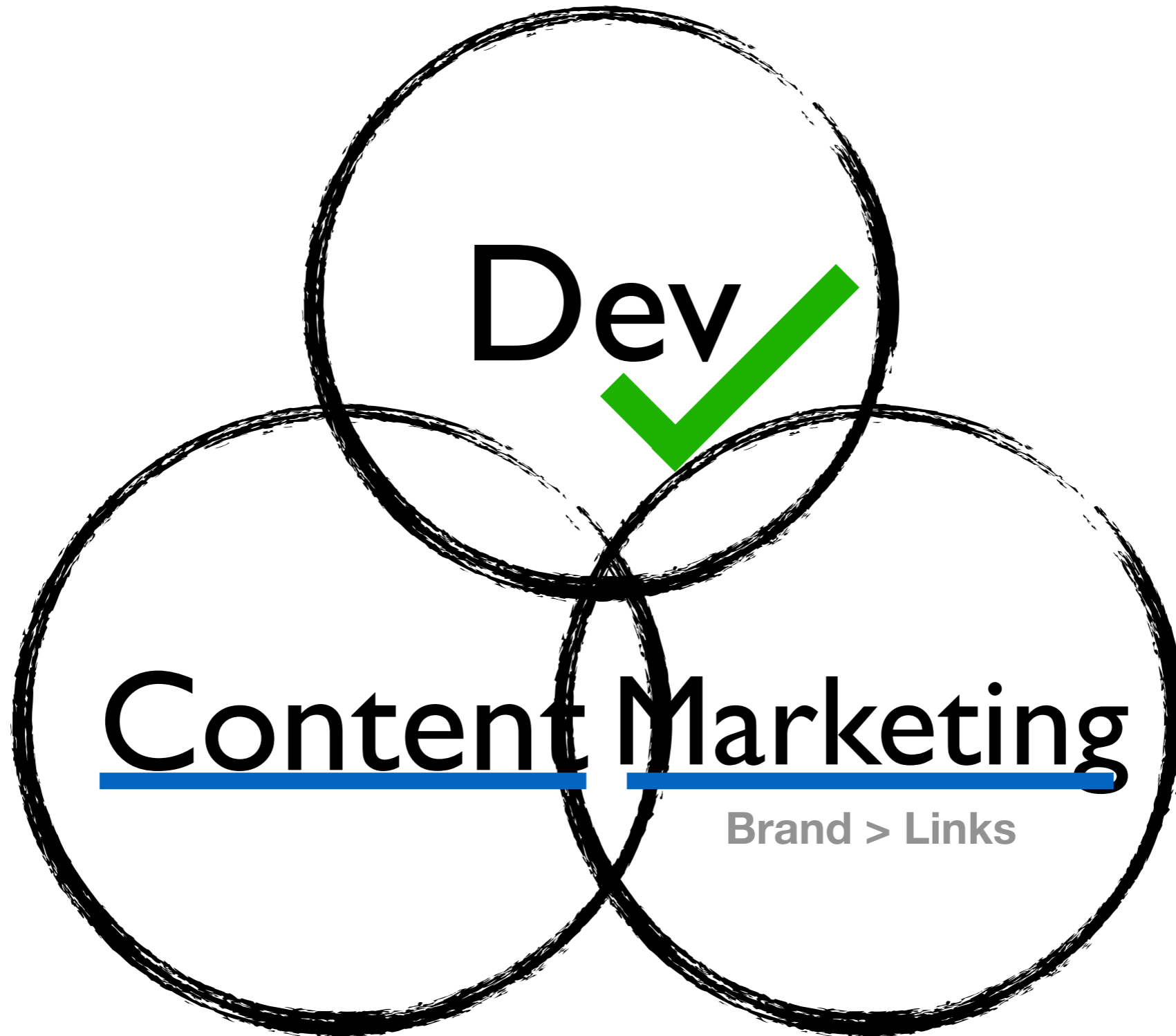
[tsourcing – Chance, Gefahr d Möglichkeiten!](#)

men wird früher oder später mit der rt. Outsourcing, ja ...

[nn schon Postversand, nn CO² neutral](#)

ine erledigen und die Umwelt dabei schon Postversand, dann ...

SEO Setup





<https://www.fullstackoptimization.com/b/understanding-seo>



full stack
OPTIMIZATION

6

4 SEO Tests to do 80% of technical onpage/onsite SEO right!

- **Page Speed Insights:** Everything **green** + **sensemaking screenshots** for desktop and mobile!
- **Google Mobile Friendly Test:** **Green** + **sensemaking screenshot!**
- **“JS turned off” Test:**
 - **Above fold and main content must be visible** on the site with JS turned off!
 - **Whole site must be navigate-able** with JS turned off!
- Google Search Console -> **Fetch as Googlebot:** Must work! Mobile + desktop! **Googlebot and browser must show the same (above fold, main content) visible result!** Image below fold might get lazy loaded (non visible).

