

Dan-Jones.co.uk presents:

Increase Your WordPress Website's Ranking

Without Knowing Any Code

Daniel Jones
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ABOUT THE AUTHOR



My name is Daniel Jones of Dan-Jones.co.uk a freelance web designer based in Colchester, UK. When starting out as a freelancer you have to build yourself up from literally nothing and getting noticed in a competitive market like this one is not easy (to say the least). So I have tried a lot of different approaches at getting my site ranked well. Late into 2013 I managed to move my websites ranking up by using a much more thought through plan which I am now sharing with you.

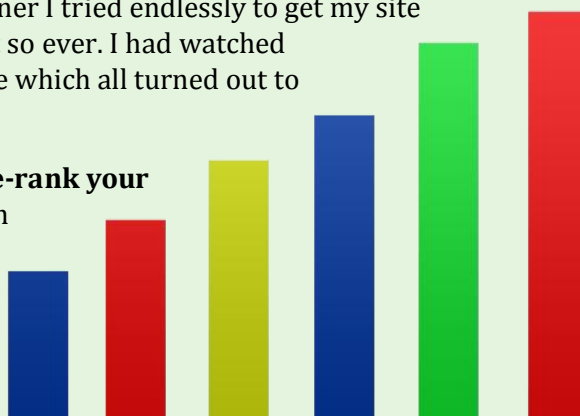
I hope that this book will aid your website into success.

Thank you

INTRODUCTION

When I first started out as a freelance web designer I tried endlessly to get my site ranked well by Google with little to no luck what so ever. I had watched multiple videos and had been given lots of advice which all turned out to be very outdated.

Some of the **older methods of SEO will even de-rank your website** and as everybody has their own opinion and theories as to what does and doesn't work, what this short eBook will do is show you how I went **from third page to third result** for a specific but sought after key word **without spending a penny**.



Before we start I would like to say that it is absolutely fine to pick and choose from the information in this book as some advice will not be possible for everyone but certainly every little change could make a huge difference.

We will be looking at onsite SEO within WordPress and the improvements you can do to your site **without knowing any coding what so ever**.

CHAPTER ONE – QUICK SEO CRASH COURSE

In every profession there are companies or individuals that market a way you cheat your way to what you want – get rich quick schemes, rapid weight loss etc. and obviously the attraction is there, the problem is that though these services sell, **the product is always terrible**.

Don't be fooled by companies claiming to cheat or hack your way to the top of Google overnight. If there was really a company providing this service then Google would look into it and punish the sites that use this method.

Google are a company just like any other and we should be looking at it from a perspective of **I have something to offer Google's customers**. Not I want to outsmart Google.

BACKLINKS

Ultimately, Google does look at the number of hyperlinks pointing to your site and it does play a big part in SEO. However **spamming links like a spam bot really detracts from your ranking** and will move you down.

I have personally found that the hunt for Backlinks can be the **biggest time waster**. It means so much more to all search engines if your website is genuinely being spoken about through means such as **social media or forums**. This brings me onto my next point...

CONTENT IS KING

Let us look at this from the same perspective I offered previously. Give Google something to offer to its customers. Create some good content for your website. Start blogging, give away a free report, infographic, guest blog, interview someone famous – just **get something on your site that people actually want to see**. Don't just build up key words by having endless pages about the same thing reworded.

A lot of people (a young version of myself included) **waste far too much time** submitting their website to **web directory's** or commenting pointless comments on blogs to build "backlinks". These links are really not going to be worth much at all and a real link to your website from a person speaking about it is going to be worth so much more.

Give people a reason to link to your website by having great content.

RESULTS DON'T COME OVER NIGHT...

Don't be surprised if your first few weeks or even months of SEO efforts make no difference immediately, it could take a while for Google to reference your updates. When Google does notice your updates **the results will make a difference**.

A good example of this is that I actually recently found an article I posted on my blog that is now the **first result** for its title, whereas 2-3 months ago it wasn't even on the first page

WHAT IS THIS META DATA?

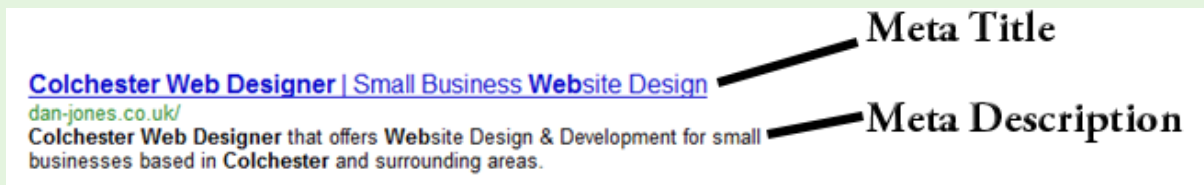


FIGURE 1 META DATA SHOWING ON GOOGLE

Meta data is the information that search engines use to show a preview of your page in the search results. You have the **meta title**, which is the title of the link in a Google search results page and the **meta description** which is usually a couple of sentences to explain what your website is about.

Another form of meta data that might be of use is the keywords, but I really don't feel it's worth your time anymore. It deserves a mention because there was a time when it was important and it is still included in many SEO plugins though I will not be covering it.

CHAPTER TWO – OUR MAIN TOOL

Now that the background information is out of the way we can start optimizing our WordPress website. Chapter one hopefully helps you to understand what these terms mean when I speak about them later.

First we need to install the **best SEO plugin** – WordPress SEO by Yoast. This plugin has worked a lot better than any other for SEO and I fully recommend it. So go ahead and install it. You can either search for the plugin inside WordPress by going Plugins > add new and searching for “**WordPress SEO by Yoast**” or download it from <http://wordpress.org/plugins/wordpress-seo/> and install it manually.



Note: remember to also click activate once its finished loading

ONCE ITS INSTALLED

Now that we have Yoast installed you will see a new tab in your menu, we are going to ignore that for now and move straight onto making the page’s meta data for search engines.

Now go to pages and select one of them. Underneath where you have created your page (visual editor) you will see the plugin called WordPress SEO by Yoast, as shown in figure 1. This will appear on both pages and posts so you can even optimize your blog – making them even better for SEO

 A screenshot of the WordPress SEO by Yoast plugin interface. The title bar says "WordPress SEO by Yoast". There are four tabs: "General" (selected), "Page Analysis", "Advanced", and "Social". The "General" tab is active and shows the following settings:

- Snippet Preview:** [Colchester Web Designer | Small Business Website Design](#)
dan-jones.co.uk/
Colchester Web Designer that offers Website Design & Development for small businesses based in Colchester and surrounding areas.
- Focus Keyword:** Colchester Web Designer
Your focus keyword was found in:
Article Heading: **No**
Page title: **Yes (1)**
Page URL: **No**
Content: **Yes (1)**
Meta description: **Yes (1)**
- SEO Title:** Colchester Web Designer | Small Business Website Design
Title display in search engines is limited to 70 chars, **15** chars left.
- Meta Description:** Colchester Web Designer that offers Website Design & Development for small businesses based in Colchester and surrounding areas.
The **meta** description will be limited to 156 chars, **24** chars left.

FIGURE 2 - WORDPRESS SEO BY YOAST PLUGIN

SNIPPET PREVIEW

The snippet preview is what we looked at earlier in **meta data**. This is what Google will be showing of your website in the search results. It also plays a big part in where your page is ranked so **pay close attention** to this chapter as it is the most important.

FOCUS KEYWORD(S)

This is what you are aiming to optimize your page for, as you can see I have gone for “Colchester web designer” as I want to be ranked high for that key word(s). This will not generate any code to render on your website but it will check to see if it is appearing in your: Article Heading, Page title, Page URL, Content and Meta description.

Note: This is not to be confused with meta keywords – they are something else that isn’t used anymore

SEO TITLE

This is the meta title I have been speaking of that Google will show as the link you click to your website. It **should contain your focus keyword**.

META DESCRIPTION

This is the short description that will appear below your link on Google to let users know what your page is about. This should also **contain your focus keyword** and is limited to 156 characters (any more than 156 will not be visible on Google).

PAGE URL

Your web page address should **contain your focus keyword** also, but isn’t always possible to change your page URL (permalink).

It is very simple to change your permalink, simply find where it says “permalink” below your page title and click “edit”. You will then be able to put in your own wording there. Click okay and then click update to save your changes

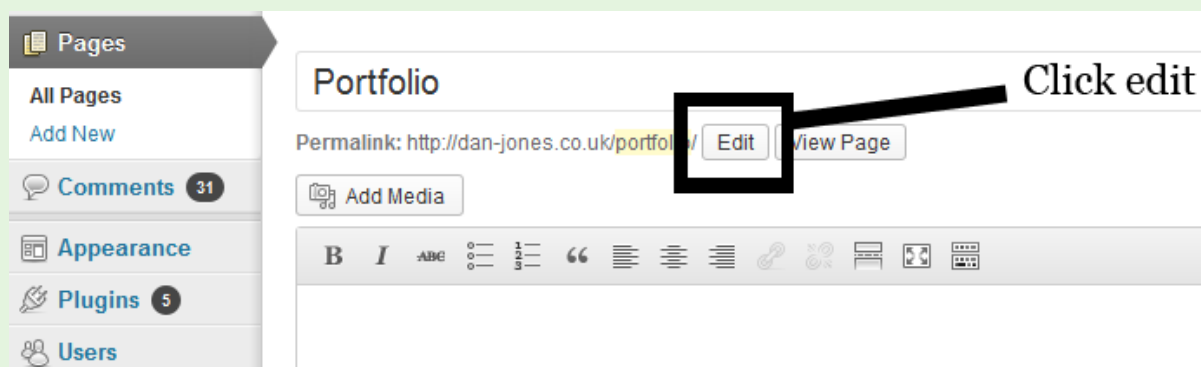


FIGURE 3 CHANGING THE PERMALINK

Note: if you cannot change the whole permalink it is because you have selected the page to have a parent under page attributes.

CONTENT

Your webpage should also have the **focus key word** in it at least once. It is recommended that the page has at least 300 words in it. A lot of people say that this is a very important rule and I have found personally that the pages I have with little words don't do so well in the rankings. We also need to keep a **balance between SEO and user experience** when writing the web pages. We need to have our keywords in the page but we need to **make sure we are writing it for humans** and not search engines. If you went onto a website that was poorly worded you would instantly think the company wasn't professional.

CHOOSING A FOCUS KEYWORD

The best way to choose a focus keyword is to consider what the main focus of the page is. I created a blog post a while back on responsive speech bubbles, my main focus for that post was on a "responsive speech bubble" so that was my focus key word. And it is as simple as that...almost.

The Yoast plugin helps you find the best keyword by using Google suggest. This is the drop down of choices you see when you type something into Google. It goes by **most commonly searched** so it is best to go for one of those if you can, though obviously you need to **keep it relevant**.

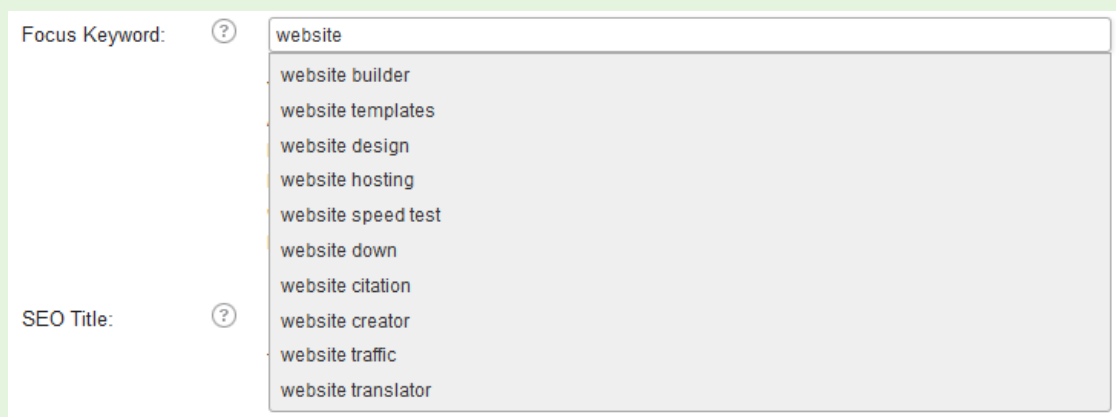


FIGURE 4 YOAST USES GOOGLE SUGGEST

SITEMAPS

Yoast has an amazing ability to take care of everything for you in terms of SEO. Upon installation it automatically creates a "Sitemap" for your website. A Sitemap is a file that tells search engine crawlers (Google bots) what pages are within your website. It also allows Google to understand the structure of your website. The Yoast plugin also "pings" Google whenever pages/ posts are added and edited. This means that it automatically tells Google that the page needs to be indexed, as there have been changes made.

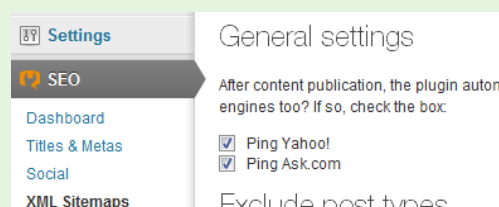


FIGURE 5 PING YAHOO & ASK

I also feel it is important to tell Yoast to "ping" yahoo and ask.com as you never know – someone might still use these (?) Do this by going to SEO > XML Sitemaps then ticking the two boxes under general settings (as shown in figure 5)

301 REDIRECTS

Earlier we looked at changing the permalink for a page to include our focus keyword. The problem with changing URL's is that Google could have already referenced the original URL or you might have links from other websites pointed at the old URL. So we need to redirect the old URL to our new one and we do this by installing a plugin called [Eggplant 301 Redirects](#) you can either download this through your WordPress website by searching Eggplant 301 Redirects or download from the link above.

Once installed go to Settings > EPS 301 redirect

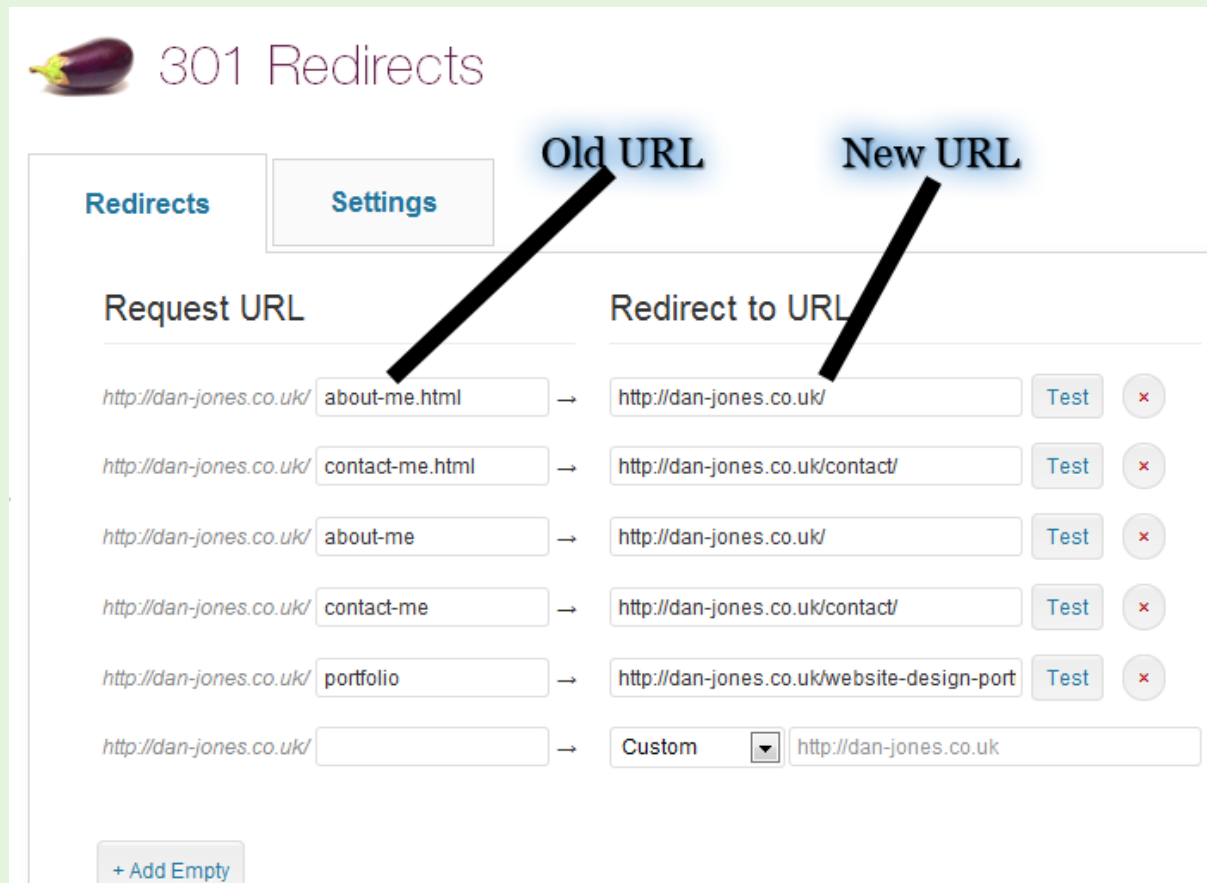


FIGURE 6 EGGPLANT 301 REDIRECT

Type in the old URL where it says “Request URL” and type the new URL where it says “Redirect to URL”

CHAPTER THREE – USING WORDPRESS’ BLOG PROPERLY

WordPress’ blog has a lot of amazing features that **aren’t really understood** by the majority of users. I once worked for a company that provided instruction manuals for WordPress **that wasn’t using the blogging features correctly**.

CATEGORIES & TAGS

When you make a post in WordPress you will likely notice that there are categories and tags. Most people seem to assume that tags are keywords (which are still not used anymore) and reword the same thing over and over again.

CATEGORIES

Categories are broad groups for your blog posts. For example if you owned a boxing blog you might have the category as the weight division or governing board. These are hierarchical, so you can include a sub category.

You can include multiple categories but it is best to stick to one or two

TAGS

These are for specific details in your post, using the same example of a boxing blog you could have a post about two fighters in the heavyweight division fighting for the WBC title.

This example would go:

Category – Heavyweights, WBC

Tags – Fighter A, Fighter B

WRITING BLOG POSTS

Just to reiterate, **Blog posts should be over 300 words** long and you should be setting the meta data as I explained in chapter 2. We must also be making sure that we are **not copying and pasting from elsewhere**. Copying and pasting articles falls under Google’s duplicate laws and you would get penalized for it.

Because of that we **must not post our blog posts on other sites** like ezinearticles, either post it on your blog or on there – **Do not post on both**.

If you was to try to gain backlinks from other sites, it is better to guest blog than post articles on article submission websites. Write up some good content and get in touch with another person/company involved in your field of work and offer your post for a backlink. If they aren’t interested find another person who is!

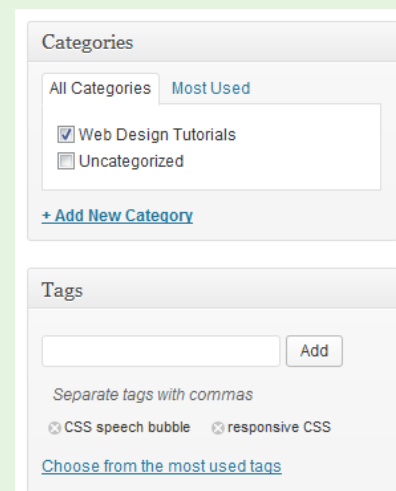


FIGURE 7 CATEGORIES & TAGS

BLOG POST TITLES

I have noticed a lot of companies and individuals missing out on one of the main points of blogging, which is to **increase traffic to your website**. I see blog posts with titles like “one to remember” or “a new path”, if you click on them they are usually really well written and interesting blog posts but they are missing out on so much traffic because **people are not going to search for these terms** and if they do then it’s very likely that your post isn’t really offering them what they want. It’s nice to be poetic but let’s make the titles something people will search Google for.

Remember, your title should be your sales pitch so use terms like **“the best way to...”** as people really search for these, plus its eye catching.

CHAPTER FOUR - IMAGE SEO & PAGE LOAD SPEED

Most websites overlook the importance of image SEO. Image can actually **generate a huge amount of traffic** when created properly. Google's image search is used by millions of people every day and there are a few **golden rules** when it comes to image SEO

FILE NAME

Google is constantly trying to retrieve relevant search content and one way that Google understands the content of the image is by looking at the file name. We should treat this similar to the URL and focus keyword I spoke about in Chapter Two. Choose your **focus keyword** and incorporate that into the filename when you create it. Separate the words by using hyphens "-".

ALT TEXT

ALT text or alternate text is often used by people who use screen reader software, they may have sight problems or dyslexia and so it is important that they know what the image is. It is always good to keep your website accessible for every visitor but the benefits of ALT text go into SEO by being the main **text Google uses to understand what the image is**. Your ALT text should also be your **focus keyword**.

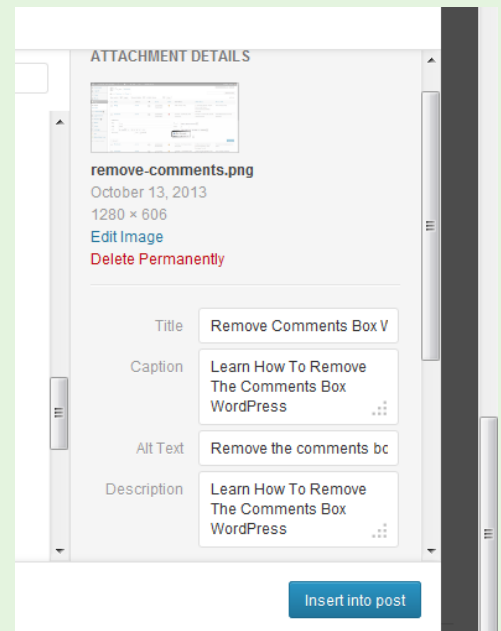


FIGURE 8 ENTERING MY IMAGE SEO DATA

DESCRIPTIONS, CAPTIONS & INPUTTING IMAGE DATA

The description is what will appear under your image name on the Google Image search results. This should include the focus keyword and describe it a little better.

Example: If your file name was "Small-cat.png" your ALT text should be "Small cat" and your description should be something like "Small Persian cat living in Hawaii".

Your caption is what will appear under the image on your page you are adding it to. This is used to give reference to the reader. It is nice to have but not always ideal, depending on the situation.

These fields are input when adding an image to your Page/Post as shown in figure 8. If you wish to change the data of an already added image you will need to click on the image inside the visual editor and then click on the icon shown in figure 9. This will open a box that your meta data can be changed inside.

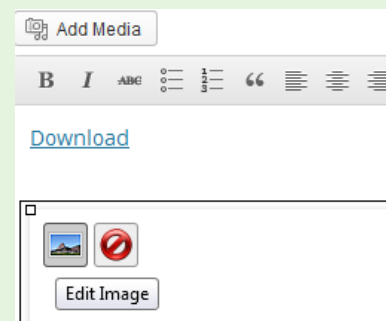


FIGURE 9 THE LEFT BOX EDITS THE DATA ON AN IMAGE

IMAGE FILE SIZE (EWWW IMAGE OPTIMIZER)

The file size of an image plays a big part in determining how long it will take for it to load. Most blog posts will contain a number of images and you will often find that the image is much larger than it needs to be. Now this doesn't hold a huge amount of importance in SEO, but it does hold some. Google has started to incorporate site speed in search results. Another good reason to optimize your images is for the user experience. We don't want potential customers clicking off the site because they are bored of waiting for the page to load!

Search for and install **EWWW Image Optimizer**. Once activated go to media > bulk optimize and click on bulk optimize. This may take a while as you are optimizing multiple images.

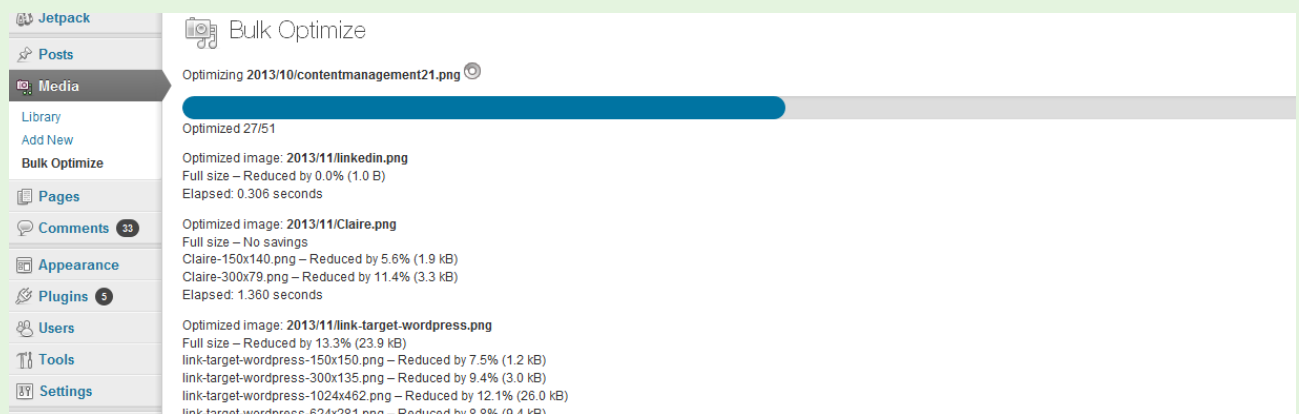


FIGURE 10 SHOWING EWW IMAGE OPTIMIZER HARD AT WORK.

Once completed you will be able to see how much your image files have been optimized by going to media > library. Here you can also convert the image files to other formats. This is not usually necessary unless you are using large file types but is a handy feature to have.



FIGURE 11 IMAGE ONCE OPTIMIZED

My images were already well compress using software on my computer and EWW Image Optimizer still managed to compress them down by around 13%. Every image uploaded after the plugin is installed will be optimized by EWW Image Optimizer

WP SUPER CACHE

WP Super Cache is a brilliant plugin for WordPress. I have used it on many websites because it speeds up loading times dramatically. WordPress is PHP based which means it gets different components of your page from different places. It isn't all in one place like a "static" HTML website.

You may have noticed that WordPress themes have lots of ".php" files including a header.php file and a footer.php file. Both of these (and more) will be requested from our server on each page. What WP Super Cache does is create a plain HTML version of each page to reduce the amount of requests put to our server.

So let's install and activate "WP Super Cache", once installed go to settings > WP Super Cache and ensure that you have "caching on" ticked as shown in figure 12.

Advanced tab

Now go into the advanced tab and tick the following:

- Cache hits to this website for quick access. *(Recommended)*
- Use mod_rewrite to serve cache files. *(Recommended)*
- Compress pages so they're served more quickly to visitors. *(Recommended)*
- Mobile device support.

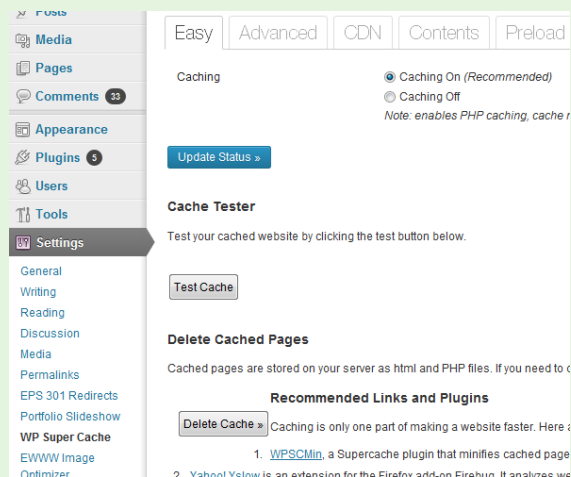


FIGURE 12 CACHING ON TICKED ON

You may also need to update the Mod ReWrite Rules.

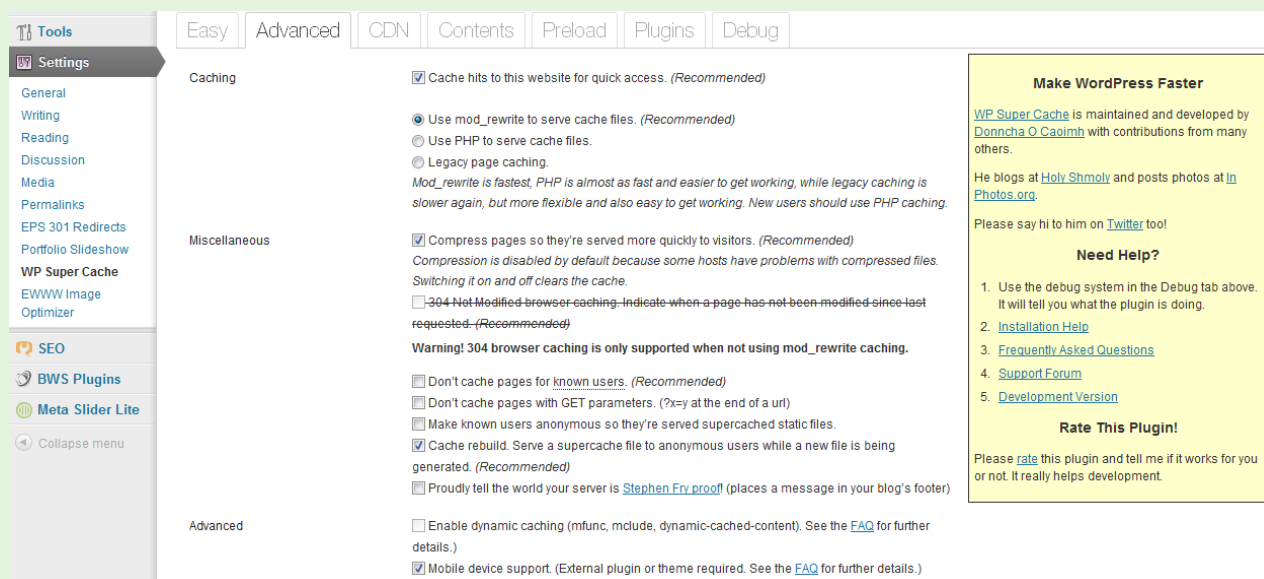


FIGURE 13 ADVANCED SETTINGS

CONCLUSION

I hope you have enjoyed this eBook and wish you much success in implementing these teachings to your WordPress website. Thank you for reading and if you would like to ask any questions or leave feedback then drop by at my website: dan-jones.co.uk to send me a message.

Remember results don't come over night, but they will come and you will reap the rewards of today's work in the near future. Though no money has been spent on SEO putting your time into it is a big investment that will pay off.

Feel free to share this with anyone you think would benefit from it.

Let me know how you get on!

Dan