

#bloghouse

BlogHouse 2017

WordPress and SEO Basics

Ryan Erwin

[@ryanerwin33](#)

[Linkedin.com/in/ryanerwin](https://www.linkedin.com/in/ryanerwin)



Orbit Media Studios

Ryan Erwin

- Web Strategist @ Orbit Media Studios
 - Chicago, IL
- Lead Organizer
 - WordCamp Chicago
- Meetup.com
 - Chicago Advanced WordPress Meetup

Experience

- Freelanced
- Small Business Owner
- In house
- Agency
- Managed Blogs and blog networks
- Created content & Sponsored content
- Passion for open source & WordPress communities

Overview

- Site Architecture
- Hosting
- Site Speed
- Analytics
- Sitemap
- Robots
- SEO → CRO
- On/Off Page SEO
- Content Marketing

Site Architecture

Audit Your Critical Infrastructure

- Critical to identify and mitigate issues
 - Short term plan
 - low hanging fruit
 - right the ship
- Long term
 - updates - cost prohibitive
 - nice to have
 - create a road map

Audit Key Points

Set it & Forget it

1. Analytics
2. SSL
3. Hosting
4. Themes and Stylesheets
5. XML Sitemap
6. Robots file
7. THEN....focus on the long term strategy...

Analytics

Analytics

- Setup and tracking???
- Google Analytics
 - show of hands?
 - 3rd party?
- [Classic vs Universal](#)
- Implementation
 - Show of hands?
 - Google Tag Manager (GTM)

Analytics

- GA is so often under utilized
- Must setup Search Console (WMT)
 - AND Integrate SC w/ GA (kw data)
 - AdWords Integration
- [Google Tag Manager](#)
 - Data Layer
 - Setup GA
 - Add other tracking via dashboard

SSL

htt...what?

- http vs https
- ssl providers
 - Free vs Paid
- https = stated ranking signal (Aug '14)
- redirects - **Force SSL**
- secure functionality
 - ex: [sharethis](#)
 - secure protocol
- secure images



Hosting

Hosting Factors

- Speed
- Reliability/Uptime
- Security
- Backups
- Support

Hosting - Speed/Reliability

- **Shared Hosting**
 - Low volume
 - Shared box
- **Dedicated**
 - High Volume
- **Managed**
 - Manage WP core
 - Backups, CDN, SSL

Hosting - Speed/Reliability

- **Entry Level Shared**
 - Bluehost
 - Dreamhost
- **Managed**
 - WP Engine
 - Pantheon
- **Dedicated Hardware**
 - case by case basis

Themes & Stylesheets

Themes

- Premium themes
 - free/paid
 - core theme updates

- Author
 - Consider source
 - WP theme repo
 - third party for profit sites

Child Themes

- Free/Premium Theme Modifications
 - best practice child themes
 - core theme updates unaffected
 - modifying someone else's work
 - sits on top of theme
- Simple text file
 - [how to create a child theme](#)

Custom Themes


- Built from the ground up
- Start with blank folder and text files
- Sandbox adds efficiency
- [Underscores](#)

Style Sheet

- style.css
 - site speed!
- Avoid inline CSS
 - site speed!!
- Avoid Multiple Stylesheets
 - site speed!!!

Sitemap

Sitemaps

- html site map  **Sitemap**
 - dated -proper navigation
 - manual
 - XML sitemap
 - sitemap.xml talks to search engines
 - dynamic generation
- Orbit Media Studios
 - Content Summit
 - Website Audit
 - Keyphrase Research
 - Persona Research
 - Marketing Website Design
 - Ecommerce Web Design
 - Web Content Writing

XML Sitemaps

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines. You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 9 sitemaps.

Sitemap	Last Modified
https://www.orbitmedia.com/post-sitemap.xml	2017-06-22 09:48 -05:00
https://www.orbitmedia.com/page-sitemap.xml	2017-06-21 11:36 -05:00
https://www.orbitmedia.com/omsevents-sitemap.xml	2017-06-06 15:37 -05:00
https://www.orbitmedia.com/project-sitemap.xml	2017-05-19 16:17 -05:00
https://www.orbitmedia.com/service-sitemap.xml	2017-01-04 18:31 -06:00
https://www.orbitmedia.com/team_bio-sitemap.xml	2017-06-08 13:40 -05:00
https://www.orbitmedia.com/category-sitemap.xml	2017-06-22 09:48 -05:00
https://www.orbitmedia.com/project_cat-sitemap.xml	2017-05-19 16:17 -05:00
https://www.orbitmedia.com/service_cat-sitemap.xml	2017-05-19 16:17 -05:00

Robots

Robots

Disallow: /

Robots



Robots

- Can destroy your site in index
 - SERP will indicate effect with text
- Robots/Crawlers
 - telling not to crawl site

Robots

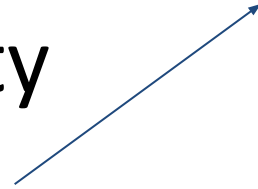
- This is set it and forget it
 - deploying from staging/test
 - go live checklist

- robots.txt
 - YES/NO crawl my site
 - `sitename.com/robots.txt`

Subdomains

Domains: sub domain / directory

- blog.website.com vs website.com/blog
 - dividing domain authority
 - subdirectory best option
- sitenameblog.com
 - different site
- sitename.blogger.com
 - different 3rd party site
 - different domain authority



Redirects

Redirects & HTTP Status Codes

- 2XX - Success
 - 200 - ok
- 3XX - Redirect
 - **301 - permanent** (most relevant)
 - 302 - temporary (caution)
- 4XX - Client Error
 - 404 - page not found
- 5XX - Server Error

Canonical

Canonical Tag

- Official or ordered designation
- `<link rel="canonical" href="http://example.com/blog" />`
- Tag added to `<Head>xxx</Head>`
- Speaks to the crawlers
 - pass domain authority to...
- Multiple sites sharing content

Backups

Backups

- **Hosting based**
 - managed hosts, common feature
- **Plugin based**
 - backup buddy
 - backup to Amazon, Dropbox or other cloud storage
- **Manual**
 - files and database zip

Plugins

Plugins

- Prefer custom sites with few plugins
 - keeps site secure
 - build in vs plugin - (when possible)
- Favorites
 - GTM plugin
 - Yoast
 - Advanced Custom Fields
 - BuddyPress

Site Speed

Site Speed

- 1. Hosting**
- 2. Lean Code Base**
3. Framework
4. Plugins
5. Redirects (301)
- 6. Video**
 - a. use 3rd party host
- 7. Images → CDN**

Analytics

Analytics

- Google Tag Manager
 - setup
- Google Analytics
 - setup
- Search Console (Google)
- Heatmapping

On Page SEO

On Page Main Points

- Metadata
 - Title
 - Meta Descriptions
 - Headers
- Schema
 - schema.org
- Search console → keyword data insights

SEO Marathon

WAR



WAR

- **Battling on 3 Fronts**
 - Search (SERP) Impression
 - Click Search - Drive Traffic
 - Convert → take desired action...
 - Contact Form
 - Call
 - Purchase


SEO long game - Marathon not a sprint

1. Cohesive integrated strategy
 - a. Optimized website
 - b. Content creation plan
 - i. Fresh, Relevant & Consistent
 - c. Enhance w/Social media
2. Email Marketing
3. Marketing Automation
- 4. *Audit, Analyze, Course Correct (if need)***

Content Marketing

- Keyword 1st Approach
 - Keyword Rankings = Opportunities
 - GA<-->SC or 3rd Party Tools

Keyword	Position	Previous Position	Search Volume	Keyword Difficulty Index	CPC	Url
do bagels contain eggs	12	0	90	76.4	0.01	https://www.einsteinbros.com/
where is a bagel from	12	0	50	79.26	0	https://www.einsteinbros.com/



Content Marketing

1. Maximize the value of content
 - a. keyphrase usage
2. Measure successes and failures
 - a. Exploit successes
 - b. Adapt/modify/change to optimize misses

Off Page SEO

Off Page Points

- Inbound Links
 - Attract links w/ high quality content
 - Monitor, only disavow as a last resort
- Social Profiles
 - sharing and engaging
- Building out content relationships
 - I scratch your back & you scratch mine
- Submit and update relevant directories

Key Takeaways

1. Improve Usability
2. Improve Searchability/Indexability
3. Increase Conversions
 - Sales
 - Leads
4. Process LOOP
 - Analyze, Plan and Execute
 - ...REPEAT...

Now what???

- Lots of on and off page information
- Content creation work
 - keyword research and rankings
 - identify content battles to fight
 - find influencers in space
 - share
 - guest posting

SEO → CRO

SEO → CRO

- On and Off page work
 - Difficult
 - Reward is traffic
 - 0 ROI
- SEO → CRO
 - 2 of 3 battles won
 - need user to take desired action
 - User Psychology

SEO → CRO

- Page & Content Layout***
 - CTA - Call To Action
 - Intended Audience Taking an Action
 - Choreographed experience
 - Drive down digital sales/engagement funnel

- Analyze Actions
 - Course Correct → Execute

Content Marketing

Content Marketing

- Influencers
- Content
- Identification
- Creation
- Plan, execute, analyze

Content Marketing

- Calendar
 - Coordinated creation and marketing
 - Forecast a year out
- Keyword analysis
 - Identifying kw that you can win for
 - Keyword research

Keyword/ Keyphrase Research

- Google Analytics <> Search Console
 - integration 90 days data
 - see what's driving traffic and how those visitors convert/interact on page
- 3rd Party tools
 - SEM Rush - crawls and gathers data

Now What...
Plan!

Time to Plan

- Create an action plan
 - Short term - low hanging fruit
 - immediate high impact issues
 - Long term - slow and steady wins SEO race

- Content/Editorial Calendar
 - create 1 month out
 - forecast 12 months out

Prioritized Roadmap

- Immediate high impact issues should be remedied ASAP
- Content plan
 - content creation calendar
 - sync w/ editorial/ publishing

THEN....

- Execute
- Analyze
 - Course Correct
 - Exploit Success
 - Pull back on fails
- Plan
- Execute....

Review Key Points

1. Audit & Analyze Current Situation
 - Righting the Ship
 - Short Term Execution
2. SEO Marathon
 - slow/steady wins the race
3. Ongoing: Analyze, Plan and Execute

Preparation for Site Audits

- Tab for your website
- Tab logged into site admin dashboard
- Logged into Google Analytics in a tab
- Logged into Search Console in a tab

Events in Chicago

- Content Jam
 - <http://www.contentjam.com/>
 - SEO / Email Marketing Bootcamp
 - Content Marketing Conference
 - November 1-2, 2017 in Chicago
- Advanced WordPress Meetup
 - <http://www.meetup.com/Chicago-Advanced-WordPress-Meetup/>

Thank You & Questions

#bloghouse

Ryan Erwin

@ryanerwin33

[Linkedin.com/in/ryanerwin](https://www.linkedin.com/in/ryanerwin)



Orbit Media Studios