



SEO Basics, Plugins, Resources, and Tools

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#WCPHX

Agenda

1. What SEO means
2. How search engines work
3. The basics of a successful SEO strategy
4. What to expect from SEO
5. My favorite SEO plugins, sites, and tools



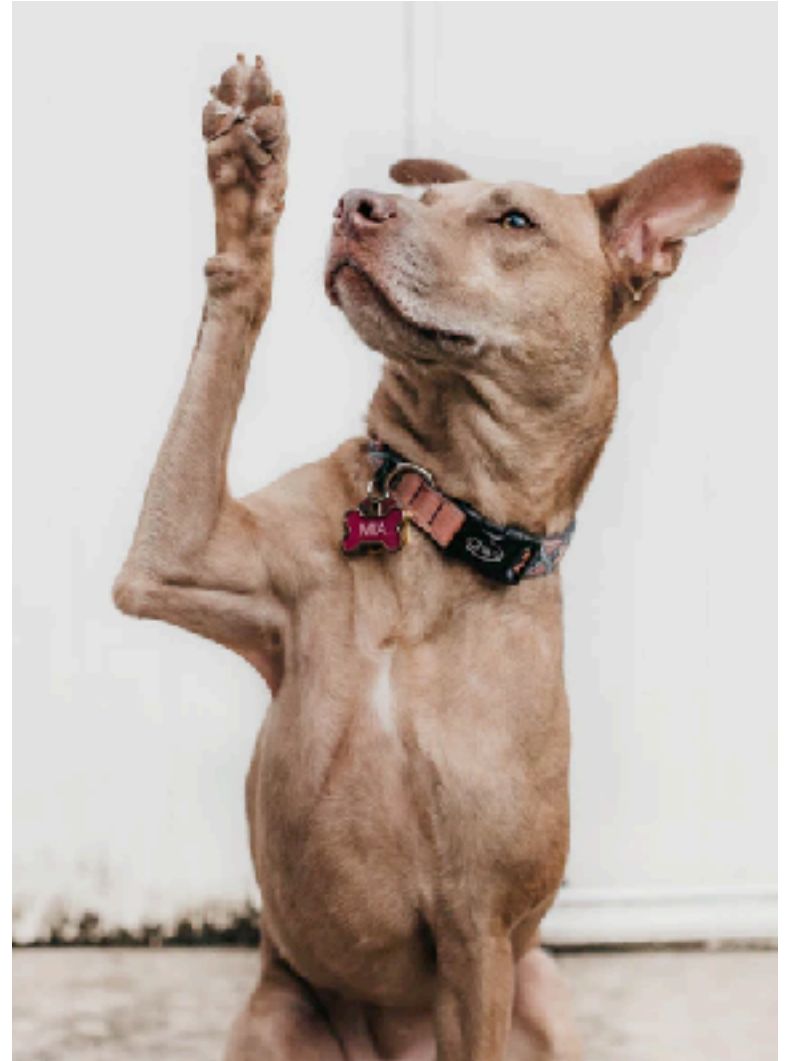
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Hold Questions

To ensure that we get through all of the material, **please hold questions until the end.**



About Me/Us

- Playing with code since 6 years old
- Creating websites since 1997
- Driving traffic to websites professionally since 2005
- Marketing MBA, Nationwide Conference Speaker
- **Metalhead (Fav. Bands include Slayer👉, Ki Engage, and Lam**



- In business 8+ years
- Provide services & training for SEO, PPC, and Google Analytics
- Google-Certified Partner Agency
- Won several awards
- Launched private-label division ([Stealth](#)™) for reselling our services

- Co-author of [CrossCheckSEO](#) plugin

About Me – WordPress Stuff

- Using WordPress since 2009
- Spoken at a dozen+ WordCamps
- Co-organizer of the Morris County NJ WordPress Meetup
- Unofficial speaker/sponsor recruiter for WordCamp Montclair: <https://2020.montclair.wordcamp.org/>





MAY 30-31, 2020
MONTCLAIR, NJ

Part of **WordPress** - 831 groups

Morris County NJ WordPress Meetup

 Parsippany, NJ

 333 members · Public group

 Organized by **WordPress** and 2 others

What is SEO?

SEO (Search Engine Optimization) is the art and science of ***influencing*** search engines to rank your content high in search results.



Why is SEO So Important?

Search engines, unlike any other digital marketing channel, bring "high-intent-to-buy" users to your website.

These users are **specifically searching for your company's products and services**, because they want or need them now or soon!

slayer womens bikini

All

Shopping

Images

News

Videos

About 1,190,000 results (0.47 seconds)

SLAYER WOMEN'S BIKINI | Slayer Store

<https://store.slayer.net/products/slayer-womens-bikini>



SEO Basics:

How Search Engines Work and Basic SEO Strategy

How Search Engines Work



Larry Page and Sergey Brin, Founders of Google, in the garage where they started the company in the late 1990s.

Google, today's most popular search engine, says that their mission is ***“to organize the world’s information and make it universally accessible and useful”*** and that ***“the relentless search for better answers continues to be at the core of everything we do.”***

[From the Garage to the Googleplex](#)

How Search Engines Work

Search engines have one very simple objective:

Google

information



Present users the information they are seeking.

How Search Engines Work



Although the mission of search engines is simple, executing on that mission is not easy.

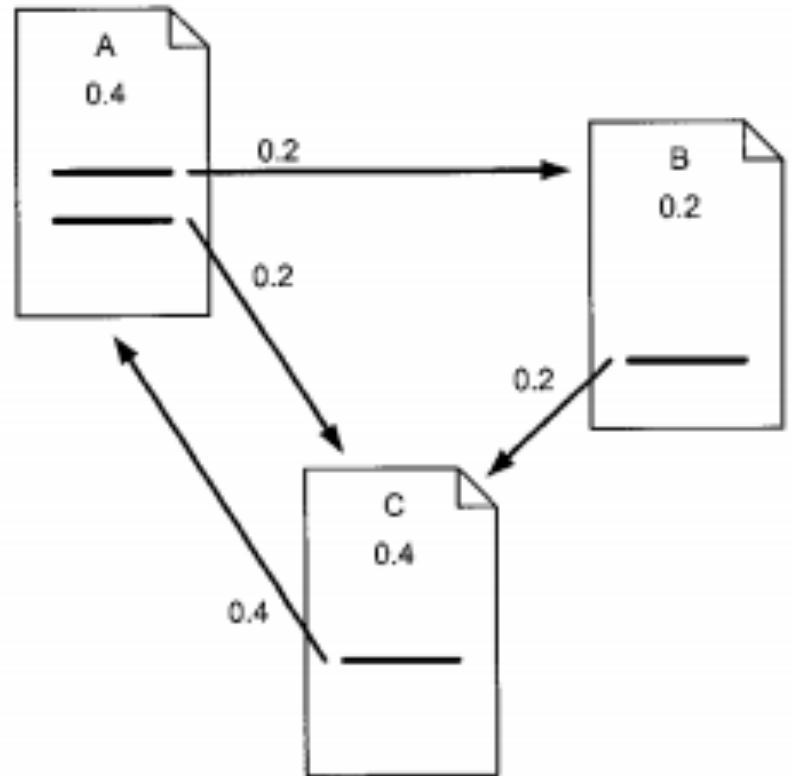
As of Google's latest estimation, there were over 130 trillion individual pages on the web. And that was over 2 years ago, so there's many more now!

Image credit and quote source: [Search Engine La](#)

How Search Engines Work

Therefore, search engines need to use very complex technology to analyze trillions of web pages and decide which ones provide the most accurate and trustworthy information for each search.

Although this technology is complex, we can break it down into 3 basic concepts.



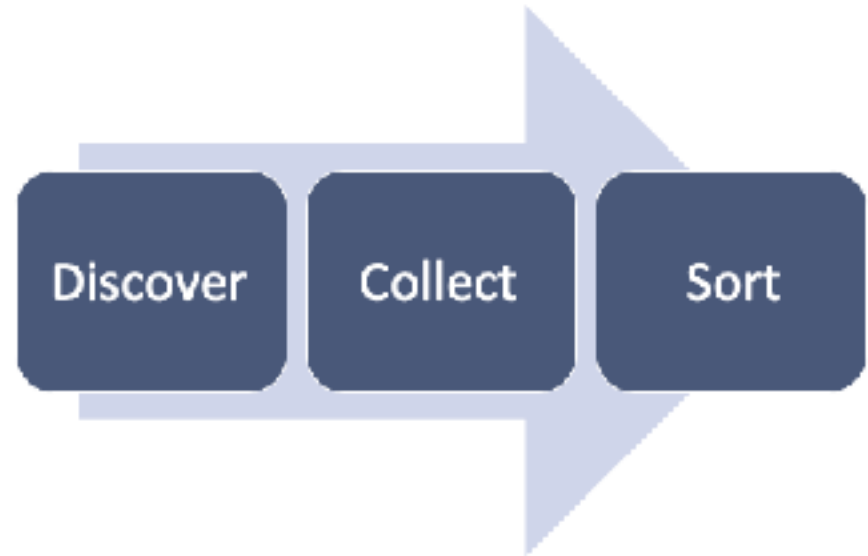
A diagram depicting relationships between web pages, from Google's first patent, "Method for Node Ranking in a Linked Database."

Image credit: [US Patent #6,285,999](#)

How Search Engines Work

Search engines need to perform 3 basic tasks in order to produce search results.

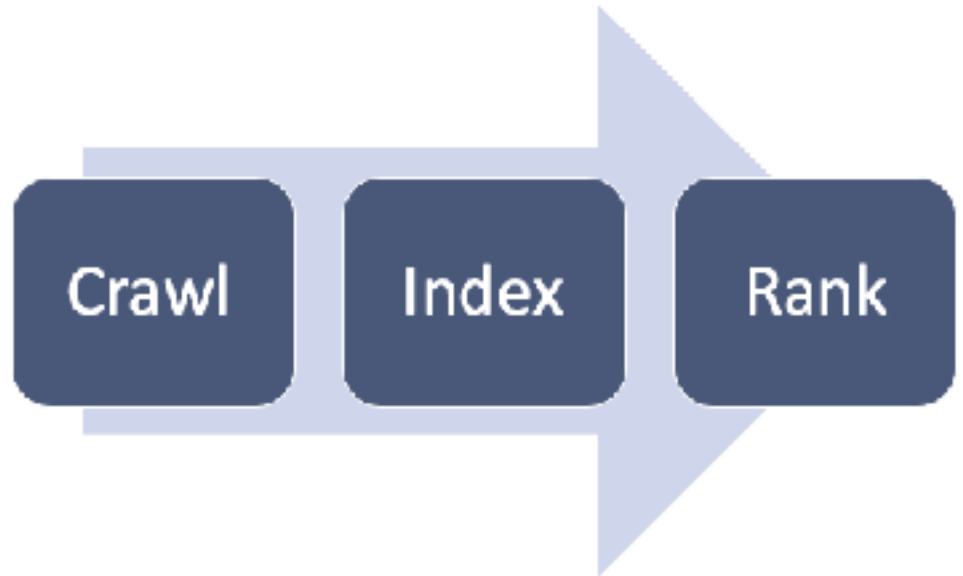
1. First, they need to **discover** web pages.
2. Then, they need to **collect** the content from the web pages.
3. Lastly, they need to **sort** the web pages by relevance to a search query.

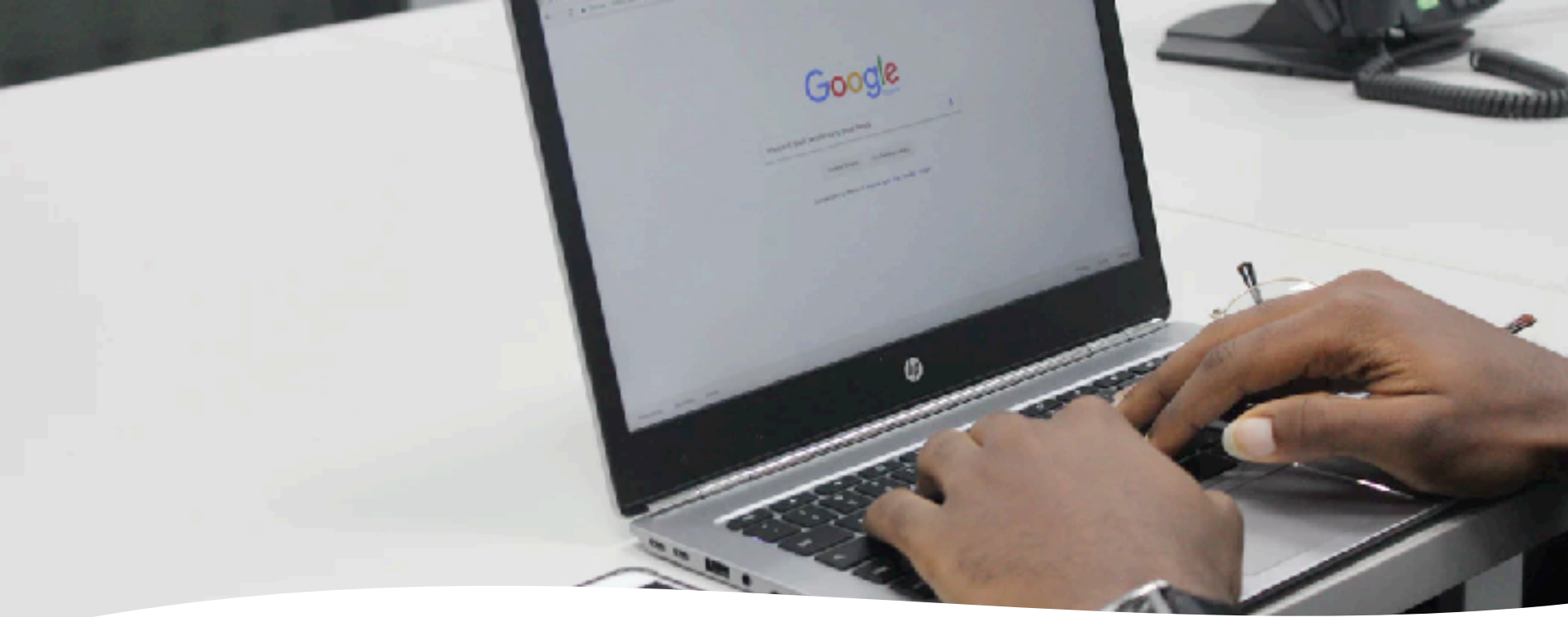


How Search Engines Work

The more technical terms for these steps are:

1. Discover = “Crawl”
2. Collect = “Index”
3. Sort = “Rank”



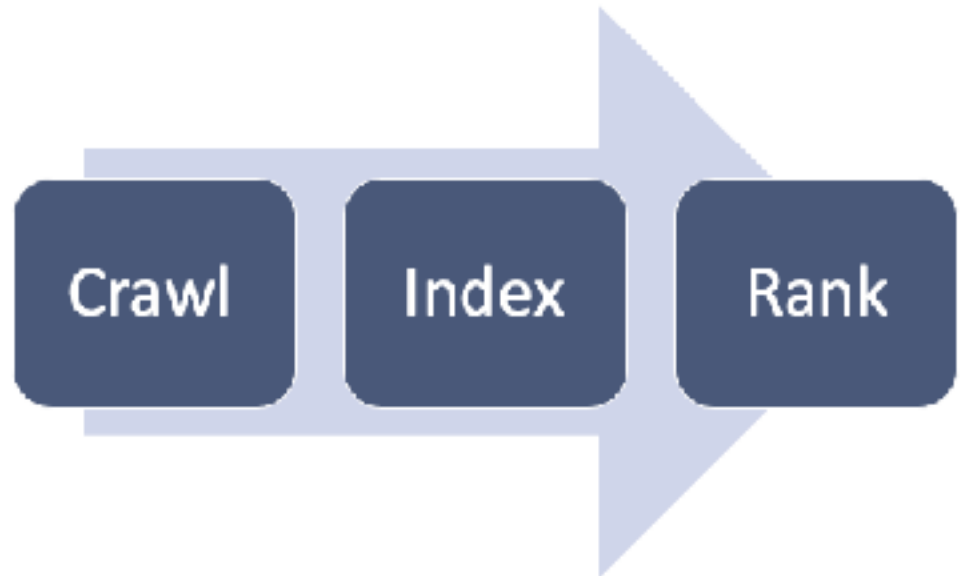


SEO Strategy Basics

Basic SEO Strategy

At a high level, SEO has two basic objectives:

1. Make your site easily crawlable, so that your content gets indexed
2. Convince search engines that your content is worthy of ranking high

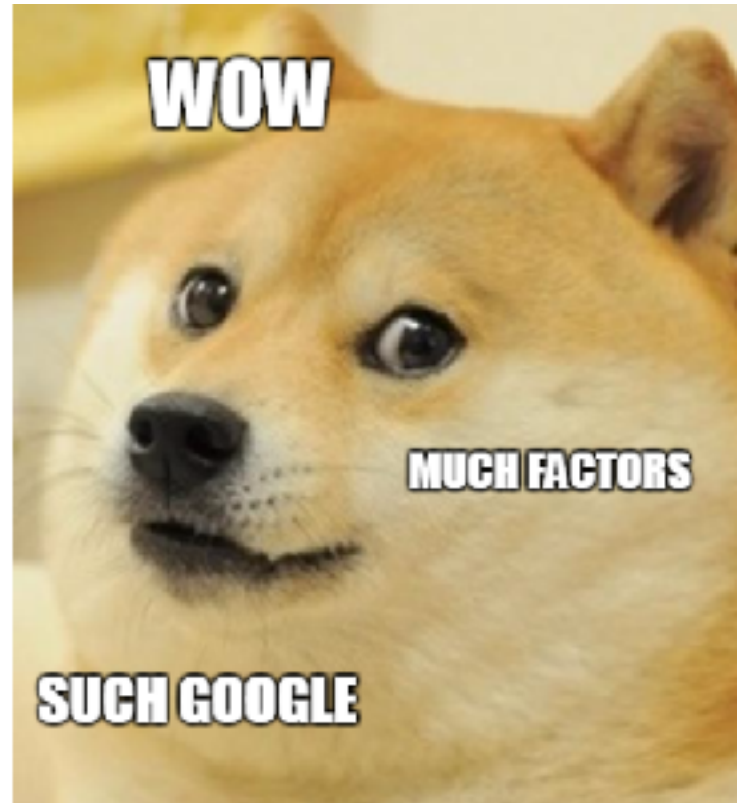


Basic SEO Strategy

There are over 200 known ranking factors that Google looks at.

But we can break them all down into 4 basic categories.

200+!



Basic SEO Strategy



**Technic
al**



Content



**Off-
Page**



**Measuremen
t**

The Game of SEO

Think of SEO as a Game.

- The goal is to earn more points than your opponents.
- There are many different “cards in the deck,” in 4 different “suits.”
- Some cards are worth more points than others.



Technical



Content



Off-Page



Measurement



The Game of SEO

- You have to collect some cards in each suit, but you can collect more cards in one suit than another, if that's easier for you.
- You can either collect a lot of low-point-value cards, or fewer high-point-value cards, or a mix.



Technical



Content



Off-Page



Measurement



The Game of SEO

- In the end, as long as you end up with more total points than your competitors, you'll out-rank them.



Technical



Content



Off-Page



Measurement



Basic SEO Strategy - Technical

Basic Technical Optimizations to Make Your Site Easily Crawlable & Indexable

1. Use a good Content Management System (CMS), like WordPress, that creates SEO-friendly pages and URLs
2. Implement SEO “helper” files, such as XML sitemaps and robots.txt files
3. Use meta and header tags, like title tags, meta descriptions, H1 tags, and img alt tags



**Technic
al**

Basic SEO Strategy – Technical - Continued

4. Make sure your site loads FAST, especially on mobile
5. Make sure your site meets Google's standards for mobile-friendliness
6. Make sure your site is secure (https and basic security best practices)
7. Implement AMP (Accelerated Mobile Pages)
8. Implement Schema Markup



**Technic
al**

Basic SEO Strategy - Content

Basic Content Optimizations to Encourage High Ranking

1. Use the same keywords your target audience is searching with
2. Organize your content logically, and link similar pages to each other (internal linking)
3. Add fresh (new) content on a regular basis



Content

Basic SEO Strategy – Off Page

Basic Off-Page Optimizations to Encourage High Ranking

1. Get reputable and relevant websites to link to your site
2. Build up social media “signals” on your content
3. (For local businesses)
Create accurate local listings in “online phone book” sites



**Off-
Page**

Basic SEO Strategy – Measurement

**Since SEO is a science,
you have to approach it
with the scientific method:**

1. Form a hypothesis
2. Test it
3. Measure it
4. Repeat endlessly, doing more of what works and less of what doesn't



**Measureme
nt**

The Game of SEO

- Some of these things will be easier for you than others
- Just focus on collecting as many “points” as you can using the resources (“cards”) you have



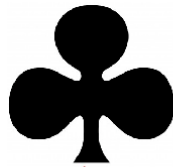
Technical



Content



Off-Page



Measurement

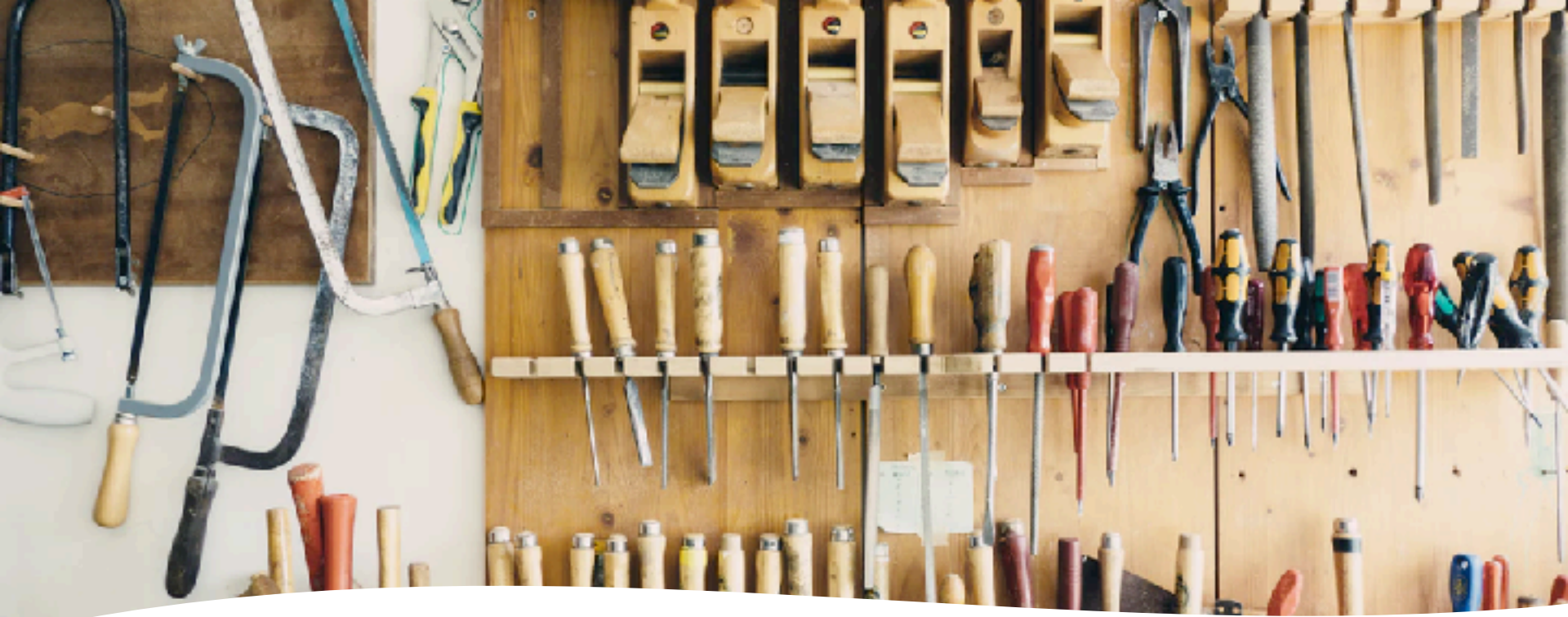


What to Expect

SEO Takes Time and Persistence.

1. Just like financial investments, it takes time to earn a return from SEO. **Be patient.**
2. SEO efforts **can never stop.** You **MUST** consistently keep putting “gas in the car.”
3. You will need **resources.** It takes either time and/or money to do the web development, copywriting, and brand-building work that SEO requires.





Favorite SEO Plugins, Resources, and Tools

SEO Plugins

1. [Yoast SEO](#)
2. [AMP for WP](#) by Ahmed & Mohammed Kaludi
3. [WPRocket](#) (paid)
4. [Smush Image Compression and Optimization](#) by WPMU DEV
5. [WP YouTube Lyte](#) by Frank Goossens
6. [Schema Pro](#) (paid)
7. [Redirection](#) by John Godley
8. [WP Sitemap Page](#) by Tony Archambeau
9. [Cross Check SEO](#) by Pam Aungst & Paul Barthmaier



SEO Resources

- [Search Engine Roundtable](#)
- [Google Webmaster Blog](#)
- [Google Webmaster Hangouts](#) (YouTube)
- [Search Engine Journal](#)
- [Search Engine Land](#)
- [Moz](#) (Whiteboard Fridays)
- [SEO by the Sea](#)*

*(*Only for the nerdiest of SEO nerds like me, who like to read about search engine patents)*



SEO Tools

- **Technical**

- Google Tools:

- [Search Console](#)
 - [PageSpeed Insights](#)
 - [Mobile-Friendly Test](#)
 - [AMP Testing Tool](#)
 - [Structured Data Testing Tool](#)

- Other Tools:

- [WooRank](#) or [ScreamingFrog](#)
 - [GTMetrix](#) or [WebPageTest.org](#)



SEO Tools

- **Content**
 - For **keyword research**:
 - [Ubersuggest](#) (free)
 - [KWFinder](#) (paid)
 - For identifying **what keywords your site is ranking for**:
 - “Performance” report in [Google Search Console](#) (free)
 - [SEMRush](#) (paid)
- **Off-Page (Inbound Link Research)**
 - [Google Search Console](#) (free)
 - [Ahrefs](#) (paid)
 - [Moz Link Explorer](#) (paid)



The End!

QUESTION S?

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🐦 suggestions to:

pam@pamannmarketing.com

