

# WordPress & SEO 'On Page' Optimisation



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# What we'll cover today...

- “It’s the words on the page”
- Ideas for choosing which words ( a keyword strategy )
- And, where you put those words in your HTML (webpage)
- Optimisation can be “on page” or “off page” - this is all about “on page”



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# Which Words?

- Develop a keyword strategy - between 8 & 15 “keywords” only
- Stick to it! (at least 6 months)
- Get others working on your site to stick to the strategy
- Review your progress using Google Webmaster Tools



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# Which Words?

- Brainstorm, get as many 'keywords' as you can think of in a simple spreadsheet
- Rank them 1,2 or 3 (1 is bad 3 is good) based on search trends
- Rank them 1,2 or 3 based on competition
- The top 8 - 15 'keywords' are the winners



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# Which Words? (Brainstorm!)

- What words and phrases do you think someone would use?
- Try searching for some of them, look for Google's "related searches"
- Login to your webmaster tools, which keywords do you already rank for?
  - <http://google.com/webmasters>
  - Choose the site
  - Click *Search Traffic* then *Search Queries*
- Search on Google & don't hit <enter>



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# Which Words? (trending...)

- Use Google Trends
- Make sure you choose your market (eg Australia, or Worldwide)
- If your long tail keyword has no data test the main word
- Try “self managed super fund” versus “smsf”
- Rank 1 trending down, 2 sideways, 3 trending up



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# Which Words? (competition...)

- Do a Google search
- How many other pages respond to that search
- Rank 1 (lots of competition) to 3 (less competition)



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# Which Words? (the keywords...)

keywords	search volume	competition	score
Sydney gardener	1	3	4
lawn mowing sydney	1	2	3
lawn mowing mona vale	2	2	4
Sydney landscaping	1	1	2
arborist sydney	1	2	3
			0
			0

Not real numbers, just to show the layout



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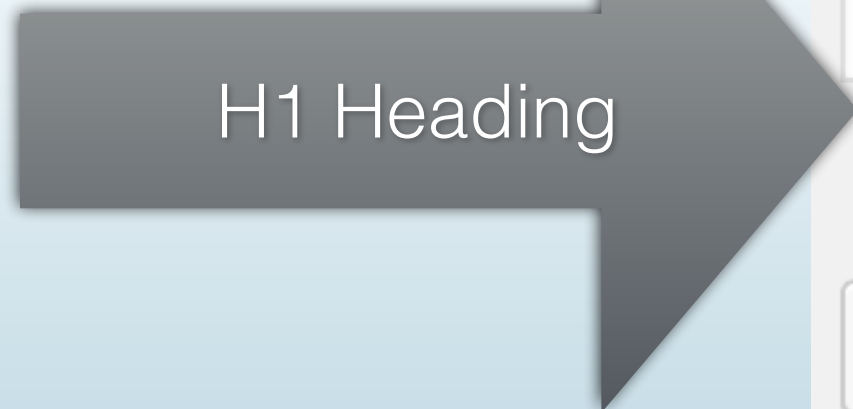
# Where to put the words!

- HTML Document title
- URL (SLUG)
- Meta description
- H1 page / post headings (main heading)
- H2 page / post sub headings
- Linked text
- Bold text
- Paragraph text



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Keyword rich post title

Permalink: http://www.shilling.id.au/20.../bacon/ Edit

Add Media Add Slide Show Embed

Visual Text

Paragraph

Bacon ipsum amet h... voluptate chuck, ribeye tail laboris jowl tri-tip chicken ball tip. Deserunt... [keyword rich link to another page in my site](#) ut enim jowl doner dolore non leberkas eu cow. ... mi laboris fugiat, jowl occaecat tenderloin consectetur.

**Keyword rich heading 2**

Aliqua deserunt andouille jerky pariatur, nisi cow tongue irure nostrud proident enim pancetta. Culpa ham hock boudin, landjaeger consequat ground round reprehenderit swine voluptate prosciutto ham cupidatat aliquip kevin.

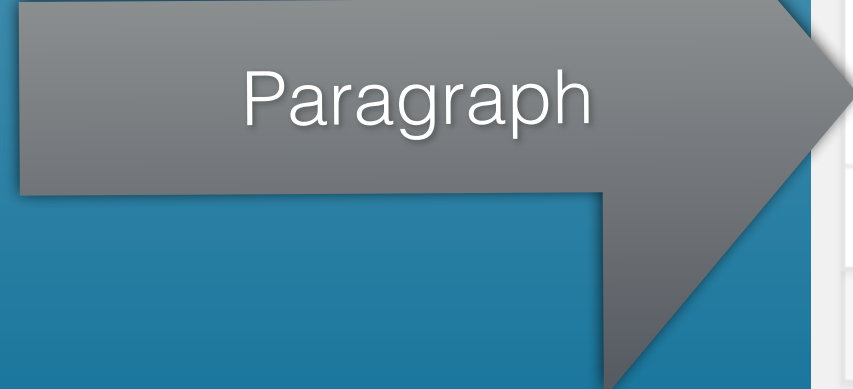
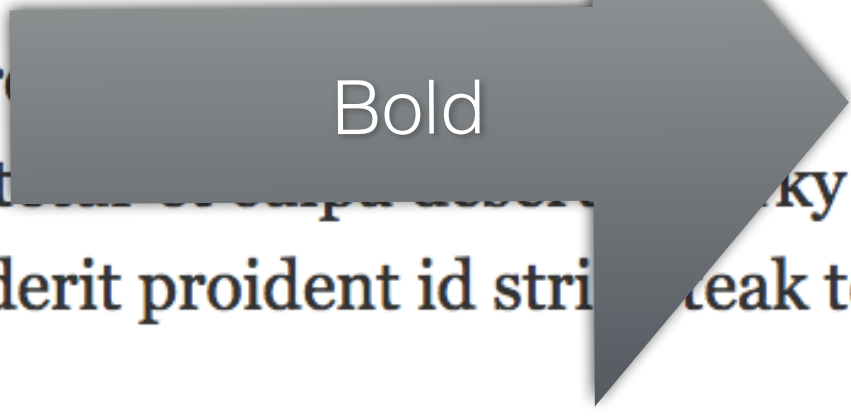
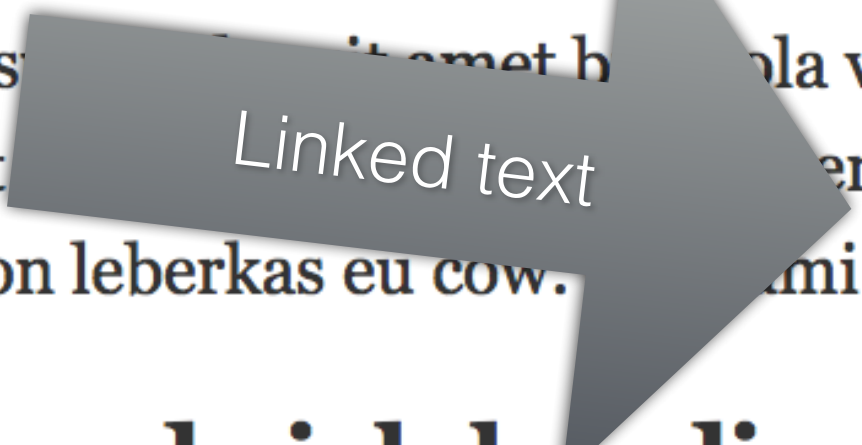
Ribeye ullamco pariatur, irure... **Keyword rich text** Laboris commodo tongue, pig elit mollit consectetur... ky short loin dolore ground round sed. Tenderloin aliquip reprehenderit proident id stri... eak tempor meatball consectetur commodo enim.

Keyword rich text, non leberkas qui, pastrami labore nulla pancetta hamburger. Irure cow sint aliquip

Path: p

Word count: 157

Draft saved at 11:06:58 pm.





H1 Heading

# Keyword rich post title

February 3, 2014 by Peter — [Leave a Comment](#) (Edit)

Bacon ipsum dolor sit amet, consectetur adipisicing elit. Luptate chuck, ribeye tail laboris jowl tri-tip chicken ball tip. Deserunt consequat [keyword rich link to another page in my site](#) ut enim jowl doner dolore non leberkas eu. Pastrami laboris fugiat, jowl occaecat tenderloin consectetur.

Linked text

H2 heading

## Keyword rich heading 2

Aliqua deserunt andouille jerky pariatur, nisi cow tongue irure nostrud proident enim pancetta. Culpa ham hock boudin, landjaeger consequat ground round reprehenderit swine voluptate prosciutto ham cupidatat aliquip kevin.

Bold

Ribeye ullamco pariatur, irure ki **Keyword rich text** Laboris commodo tongue, pig elit mollit consectetur et culpa deserunt jerky short loin dolore ground round sed. Tenderloin aliquip reprehenderit proident id strip steak tempor meatball consectetur commodo enim.

Paragraph

Keyword rich text, non leberkas qui, pastrami labore nulla pancetta hamburger. Irure cow sint

## Keyword rich post title

Permalink: <http://www.shilling.id.au/2014/02/03/bacon/>

Visual

**B** *I* ABC            
Paragraph

Bacon ipsum dolor sit amet bresaola voluptate chuck, ribeye tail laboris jowl tri-tip chicken ball tip. Deserunt consequat brisket turducken [keyword rich link to another page in my site](#) ut enim jowl doner dolore non leberkas eu cow. Pastrami laboris fugiat, jowl occaecat tenderloin consectetur.

### Keyword rich heading 2

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Ribeye ullamco pariatur, irure kielbasa ground round ut. **Keyword rich text** Laboris commodo tongue, pig elit mollit consectetur et culpa deserunt jerky short loin dolore ground round sed. Tenderloin aliquip reprehenderit proident id strip steak tempor meatball consectetur commodo enim.

Keyword rich text, non leberkas qui, pastrami labore nulla pancetta hamburger. Irure cow sint aliquip mollit flank elit

Path: p

Word count: 157

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#### Theme SEO Settings

Custom Document Title [?] Characters Used: 27

Keyword rich document title

Custom Post/Page Meta Description [?] Characters Used: 195

This is the description that comes up when your page is displayed on a search engine result page (SERP), keywords in here don't help your technical ranking but do the attract attention of humans!

Custom Post/Page Meta Keywords, comma separated [?]

meta keywords are ignored but using this field helps you focus which keywords you've optimised the page wi



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HTML Title

## Theme SEO Settings

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Meta Description

**Theme SEO Settings**

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Keyword rich document title

Custom Post/Page Meta Description [?] Characters Used: 195

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Custom Post/Page Meta Keywords, comma separated [?]

meta keywords are ignored but using this field helps you focus which keywords you've optimised the page with



HTML Title

**The Australian WordPress Experts: The DMA**

 [thedma.com.au/](http://thedma.com.au/) ▼

by Peter Shilling - in 73 Google+ circles

Based in Sydney and working on projects around **Australia**, The DMA builds **WordPress** websites, plugins and themes - We Love **WordPress!**



Meta description



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## Pro Tips

- Add content regularly to your site
- Quality content showcases you a leader in your field
- If you use Google +, LinkedIn share your content
- If it helps, schedule content into the future
- Get other people in your business to help
- Review your progress using Google Webmaster Tools



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Good luck!



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