

# Basic SEO for WordPress



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# Basic SEO for WordPress

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## SEO

You have set up a great WordPress site, and learned to incorporate functionalities like eCommerce capability into it. In order to make your website successful, you still have to understand a few more essential aspects. Search Engine Optimization or SEO is one of these. In simple terms, with SEO, you are making your site more accessible to search engines. So when a user types a relevant keyword on the search engine, your site shows up in the search results. By following the industry standards of search engine optimization, and regularly updating high quality content, you can surely get good ranking and traffic in due time.

Now, WordPress is considered as one of the most SEO-friendly content management systems at the moment. You can take advantage of this to create an optimized site that scores high in



search engine rankings if you follow the expert advice on SEO. This tutorial will guide you on the basic concept of SEO, and introduce some of the popular tools and best practices.

## What is SEO

SEO is a set of site optimization strategies that would make your site more accessible to search engines. The strategy involves optimizing the code, content and formatting of the site to make it more search engine friendly. And, it is also about maintaining user friendly content that helps users find what they are looking for easily. Some of the important aspects on your site that makes a difference in terms of SEO are good quality content, site performance, url structure, titles, descriptions, sitemaps and images. Let's look into some of these terms in more detail to understand them better.

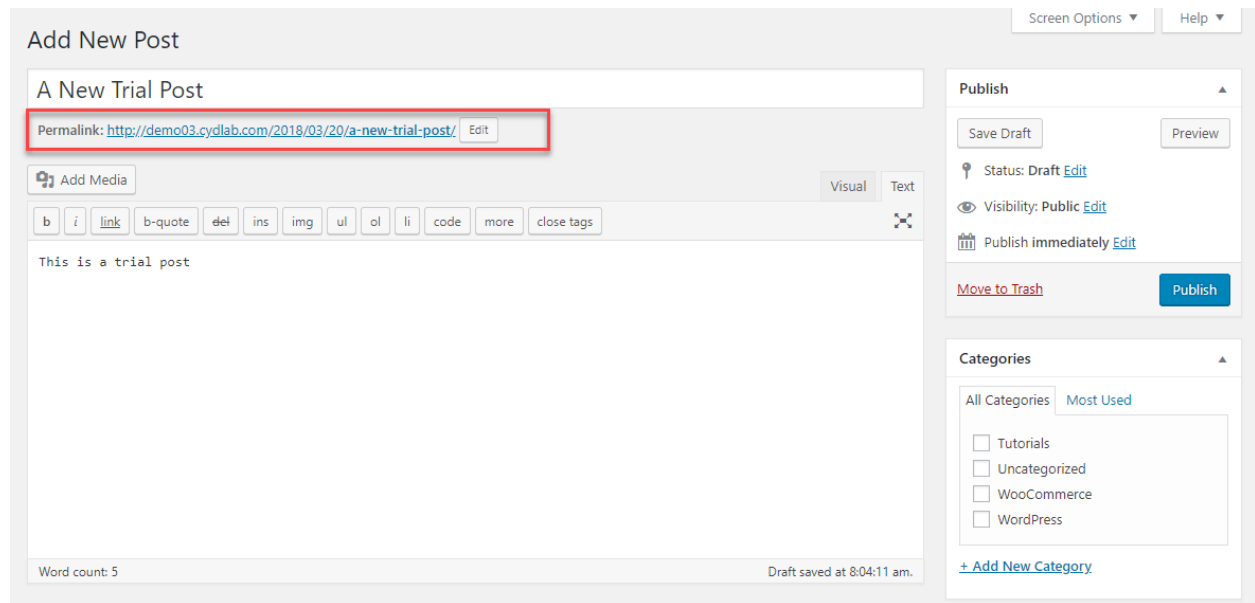
### Site performance

How fast your site loads is an important aspect of SEO. If users click a button on your site, and it takes a bit longer to load, there are chances that they will leave your site immediately. This is especially relevant to eCommerce sites, as the customer wouldn't have the patience to wait. According to statistics, a one second delay can impact your conversions by 7%, and customer satisfaction by 16%. Site performance is an important criteria that search engines consider for your page ranking as well. So it is important to look for any issues with site performance, and immediately fix those.

You can use tools like [Pingdom](#) or [GTmetrix](#) to understand the performance of your site. Some of the determinants of page load speed are your hosting service, the number of plugins, external code on the site, page size, etc. You need to consistently test these aspects to optimize the performance of your site.

### URL structure

The blog posts on your site are accessed by users through their permalinks, which is automatically set by WordPress when you create a post. You may have noticed this while creating a blog post. The below screenshot shows a permalink:

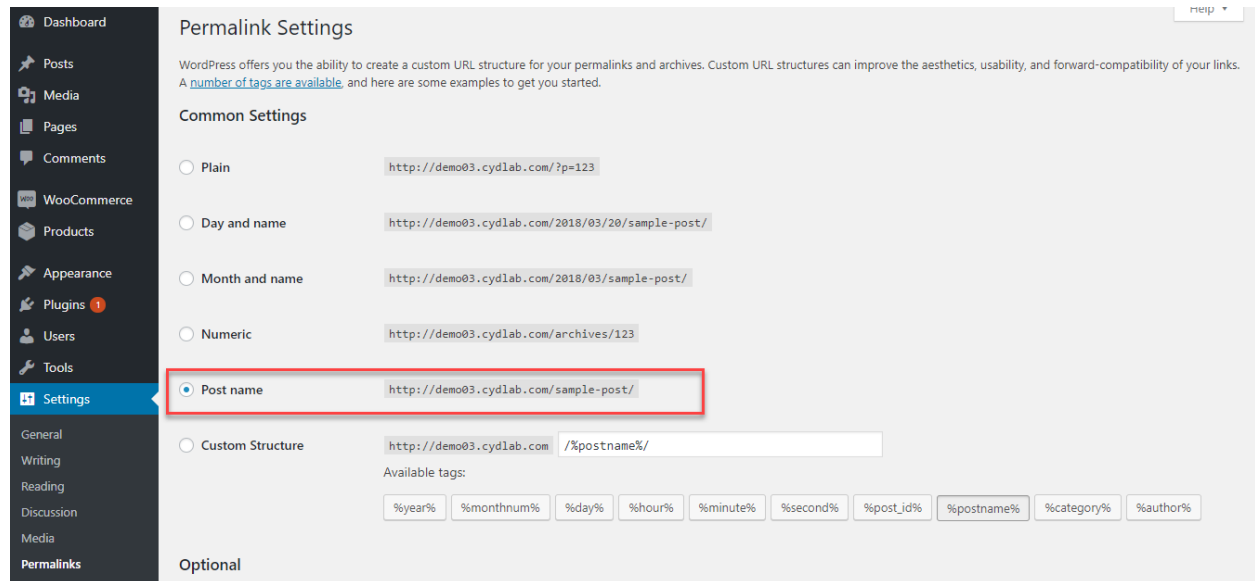


Now, this permalink structure plays a big part in SEO. Let's know what all ways you can optimize this.

## Simplify the permalink structure

The structure of the permalink should not be very technical or complicated. It should have a user friendly format where users can get an idea on what the post is about. Keeping the permalink structure simple with the title of your article (post name) is a good practice. And if you have a category structure on your site, you can also set it up with the category name and post name. You can change the permalink structure from the navigation panel (**Settings > Permalinks**).

You can select a suitable permalink structure for your site. For example, you can choose post name as below:



**Permalink Settings**

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

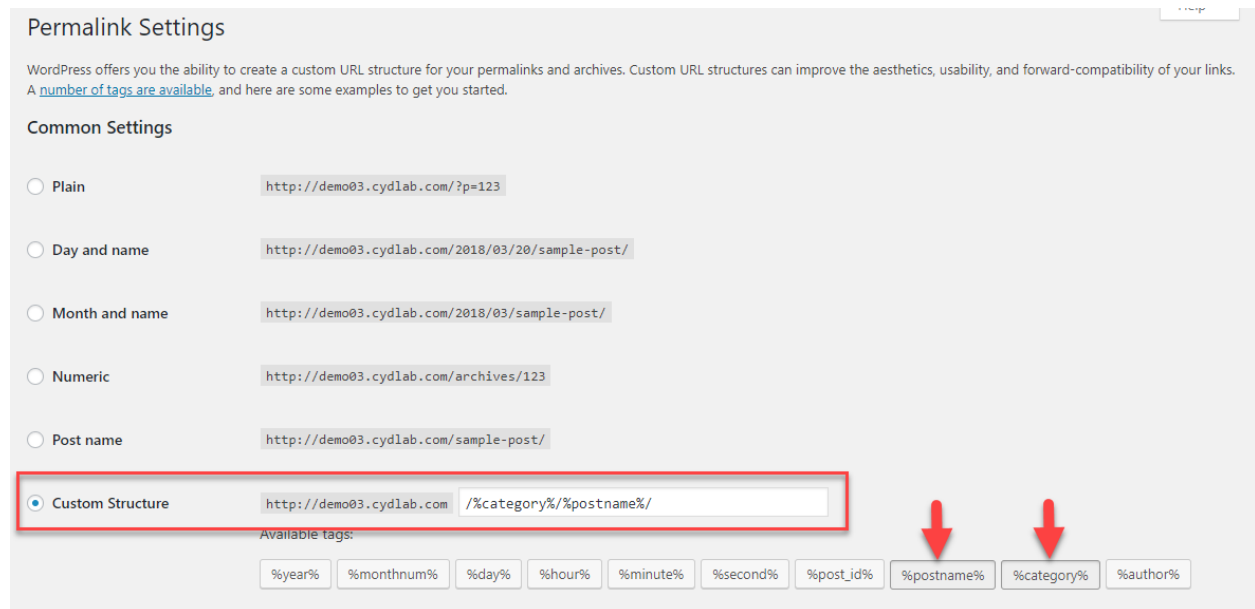
**Common Settings**

- ☐ Plain: `http://demo03.cyd1ab.com/?p=123`
- ☐ Day and name: `http://demo03.cyd1ab.com/2018/03/20/sample-post/`
- ☐ Month and name: `http://demo03.cyd1ab.com/2018/03/sample-post/`
- ☐ Numeric: `http://demo03.cyd1ab.com/archives/123`
- ☒ **Post name**: `http://demo03.cyd1ab.com/sample-post/`
- ☐ Custom Structure: `http://demo03.cyd1ab.com /%postname%/`

Available tags: `%year%` `%monthnum%` `%day%` `%hour%` `%minute%` `%second%` `%post_id%` `%postname%` `%category%` `%author%`

**Optional**

Or, choose a custom structure with category and post name. You can select the field 'Custom Structure' and then use the available tags for category and post name.



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**Common Settings**

- ☐ Plain: `http://demo03.cyd1ab.com/?p=123`
- ☐ Day and name: `http://demo03.cyd1ab.com/2018/03/20/sample-post/`
- ☐ Month and name: `http://demo03.cyd1ab.com/2018/03/sample-post/`
- ☐ Numeric: `http://demo03.cyd1ab.com/archives/123`
- ☐ Post name: `http://demo03.cyd1ab.com/sample-post/`
- ☒ **Custom Structure**: `http://demo03.cyd1ab.com /%category%/%postname%/`

Available tags: `%year%` `%monthnum%` `%day%` `%hour%` `%minute%` `%second%` `%post_id%` `%postname%` `%category%` `%author%`

## Decide on 'www'

You can also decide whether you want to keep 'www' in your url or not. That is, your site url will be either <http://yoursite.com/> or <http://www.yoursite.com/>. You can choose the preferred option by going to **Settings > General**.

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