

# Strengthening WordPress SEO

By Chris Lane Jones



# Section #1

SEO Foundation Strategies





# Backlinks Are Still Important

While backlinks' importance to Google has waned over the years, earning natural links through high-quality content still helps with SEO.

Guest Posts	Having Guests Post on Your Blog
Link Insertion	Getting Links in Existing Articles
Help A Reporter Out (HARO)	Sites With Strong Visibility (Cision)
Exchanging Links	Ask Others to Add Your Link



# Bloggging is Still Important

Do's 	Don'ts 
Quality Content (Thought Leadership)	Boring Content (Bob Wins Award)
Easy to Skim and Navigate	Large Paragraphs
Unique Content	Create Content About Industry Experience
Allow and Moderate Comments	Block Comments / Ignore Audience



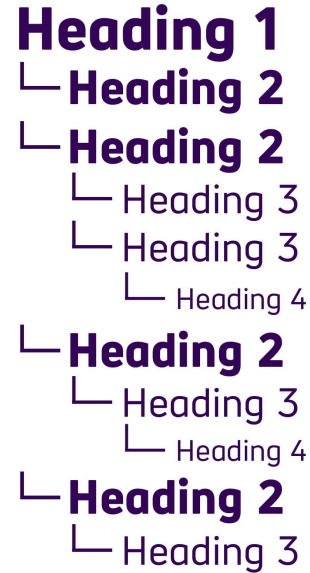
# Keywords Are Still Important

- Except the keyword meta (Please don't use that) Example: `<meta name="keywords" content="seo, search engine optimization"/>`
- Except keyword page stuffing (Don't litter the page with the keyword(s))
- Add keywords to the URL(Slug), page title, H1, and the first paragraph
- Tools like Google Trends, SEMrush, and Ahrefs will help you find relevant keywords that rank



# Headings Are Still Important

- Headings come from traditional mediums (Example: H1 “Dewey Defeats Truman”)
- There should be only one H1 on a page
- H2 - H6 should be nested (See Example)





# Word Count is Still Important

Regular post or page	>300 words	Regular post or page
Cornerstone content page	>900 words	Cornerstone content page
Product page or description	>200 words	Product page or description



# External Links

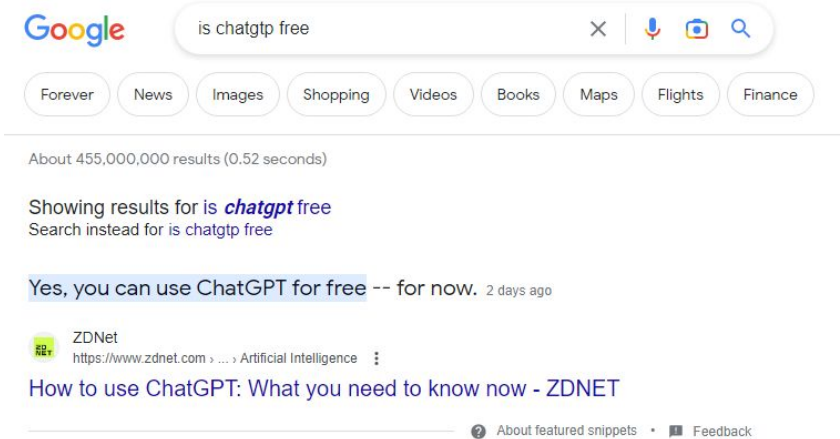
- Use links from trusted sources is like using sources for a research project
- It shows that the content was referenced and is trustworthy





# Yes or No Effect

Starting a paragraph with a “Yes” or “No” can improve your chance of ranking for a simple answered question.



The screenshot shows a Google search interface. The search bar contains the text "is chatgtp free". Below the search bar are navigation buttons for "Forever", "News", "Images", "Shopping", "Videos", "Books", "Maps", "Flights", and "Finance". The search results show "About 455,000,000 results (0.52 seconds)". The first result is for "is *chatgpt* free" with a suggestion to "Search instead for is chatgtp free". The top result is from ZDNet, titled "Yes, you can use ChatGPT for free -- for now. 2 days ago". The URL is "https://www.zdnet.com > ... > Artificial Intelligence". The snippet reads "How to use ChatGPT: What you need to know now - ZDNET". At the bottom right, there are links for "About featured snippets" and "Feedback".



# Topical Authority

- Topical authority is an SEO concept where a website aims to become the go-to authority on one or more topics.
- Use the same keywords throughout a site over a long period of time (in the first paragraph, don't use Meta Keywords)

# Google Knowledge Panel/Graph

Posting regularly about a topic and becoming that Topical Authority can lead to a webpage or blog post or becoming a knowledge panel, thus becoming the top topic.



Web News Images Videos Shopping More ▾ Search tools

About 161,000,000 results (0.43 seconds)

The **Knowledge Graph** is a **knowledge** base used by Google to enhance its search engine's search results with semantic-search information gathered from a wide variety of sources.

**Knowledge Graph - Wikipedia, the free encyclopedia**  
en.wikipedia.org/wiki/**Knowledge\_Graph** Wikipedia ▾

Feedback

**Google Knowledge Graph Explained by Search Engine Land**  
searchengineland.com/library/google/google-knowledge-graph ▾  
Google: Knowledge Graph. The Google Knowledge Graph is a system that Google launched in May 2012 that understands facts about people, places and things and how these entities are all connected.  
You've visited this page 3 times. Last visit: 5/28/15

**Ranking in Google Since Advent of Knowledge Graph A two ...**  
 <https://plus.google.com/.../posts/XjbcJAQntg2> ▾  
Bill Slawski  
6 hours ago - Ranking in Google Since Advent of Knowledge Graph A two Person Presentation in San Diego on June 23, 2015 at the Courtyard San Diego Old Town Please ...



# Goal Completion

- Place the Information Queried in the First Paragraph
- If the majority of search queries are paired with content in the middle of the page move it to the top. Consider block quote or easy to read sections.




# Section #2

SEO Technical Strategies

# Add Website to Search Engine

- Google Search Console Tools (Formally Google Webmaster) and add a website by following the prompts.
- Add site to Bing Webmaster
- Add the sitemap (If the site is WordPress, install the Yoast SEO plugin and use the automated sitemap Yoast provides in its menu)
- Fix errors reported (it should provide info on which page has the error and how to fix it)

Select property type


  
**Domain** new

- All URLs across all subdomains (m., www. ...)
- All URLs across https or http
- Requires DNS verification

Enter domain or subdomain

CONTINUE

or

  
**URL prefix**

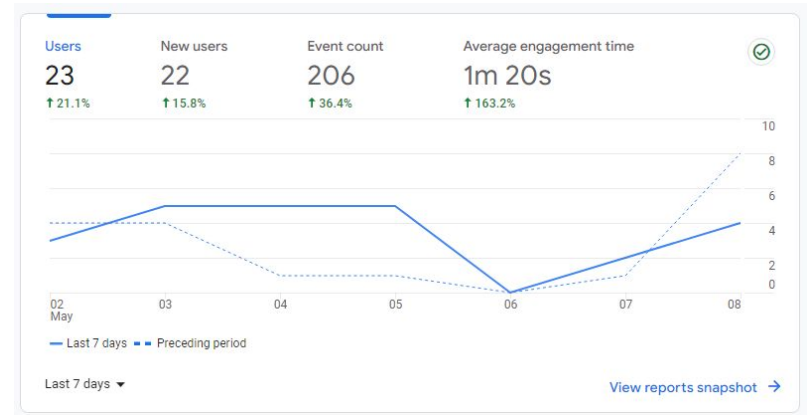
- Only URLs under entered address
- Only URLs under specified protocol
- Allows multiple verification methods

Enter URL

CONTINUE

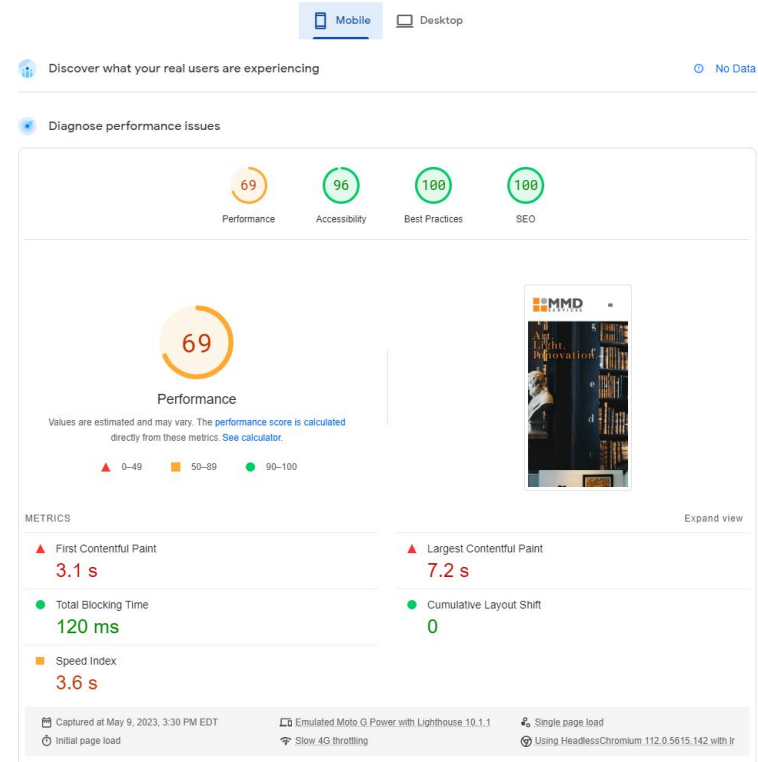
# Setup Google Analytics

- See how end users are finding your content and do more of this
- See what pages have low engagement time and improve them
- See if your traffic is increasing (and by how much)
- Identify other sites and search engines that send you traffic



# PageSpeed Insights

- Go Through Google PageSpeed Insights and Optimize any Performance Issues
- Consider Using a Competitor Hosting Platform if the Site Loads Slowly
- Optimize Images Using a Plugin or a Image Compression Tool
- Hire a Developer to Help Fix Technical Issues
- Backup Site Before Major Changes
- Fix WCAG/accessibility Issues





# SEO Website Tool (Yoast)

- You can edit your Keywords by using Yoast (WordPress) or editing the code in HTML.
- Create a SEO title and Description that will hook users in (consider hiring a SEO copywriter)
- The line underneath represents the correct amount of characters/words that Google will accept
- Type the SEO title in “title case” to make the page stand out

Yoast SEO

SEO Readability Schema Social

Focus keyphrase

Get related keyphrases

Google preview

Preview as:

Mobile result  Desktop result

» windwardsailing.com » home »  
**Go Sailing in Amelia Island | Sailboat Charters, Classes & Rentals**  
Nov 25, 2017 — We offer affordable private sailboat charters, classes, and rentals in Fernandina Beach (Amelia Island), Florida.

⇌ Scroll to see the preview content.

SEO title

Slug

Meta description



# Section #3

SEO and AI



# AI and SEO

AI is great for A/B data testing , which is a significant part of designing an effective SEO strategy.

Aids in finding trending topics to discovering content gaps, and speeding up tasks

Some traditional products have been using AI for a while before the boom



# AI SEO Tools

Traditional Products	New AI Products (Popularity AI Spike)
Semrush	Jasper.ai
Outranking	Frase
Surfer SEO	



# 2023 AI Benefits

- Assist with web page and blog ideas
- Create Meta Title and Meta Descriptions
- Google Ads Copy (formally PPC)
- Social Media Posts



# Question :Can Google penalize you for using ai generated text?

- The answer for now is No, as long as it is not spammy.
- Google can detect AI content, but it won't affect your rankings as long as your content is created for people first and foremost, not search engines.



## Sources

- <https://backlinko.com/seo-checklist>
- <https://neilpatel.com/blog/topical-authority>
- <https://nealschaffer.com/are-blogs-still-relevant-in-2019>
- <https://www.seerinteractive.com/insights/is-link-building-still-relevant>
- <https://blog.hubspot.com/marketing/ai-seo>
- <https://optiminder.com/how-much-keywords-matter-for-seo>
- <https://www.contentkingapp.com/academy/headings>
- <https://searchengineland.com/ai-changed-seo-better-worse-395240>
- <https://www.demandsage.com/best-ai-seo-tools>
- <https://www.blogsbyjarvis.com/post/ai-generated-content-google-guidelines>
- <https://contenthacker.com/can-google-detect-ai-content>
- <https://www.semrush.com/blog/ai-copywriting>



# Thank You

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LinkedIn: <https://www.linkedin.com/in/chrislanejones/>





# Services / Products Mentioned During the Meeting

- Image Optimization
  - <https://wordpress.org/plugins/wp-smushit>
  - <https://squoosh.app>
  - <https://tinypng.com>
- SEO tools
  - <https://wordpress.org/plugins/all-in-one-seo-pack>
- Web Audit Tools
  - <https://www.mywebaudit.com>
  - <https://accessibe.com>
  - <https://www.siteimprove.com>
- <https://github.com/campuspress/divi-accessibility>
- <https://chrome.google.com/webstore/detail/wave-evaluation-tool/jbbplnpkimmeebjpijfedlgcdilocofh>
- <https://chrome.google.com/webstore/detail/wave-evaluation-tool/jbbplnpkimmeebjpijfedlgcdilocofh>
- <https://gtmetrix.com>
- <https://kinsta.com/blog/brotli-compression>
- Web Hosts
  - <https://verpex.com>