// Using WordPress Tags & Categories Effectively

About Me

// Professionally

- 5 years in SEO & WordPress
- 4 years at marketing agencies
- Started CBDM 18 months ago

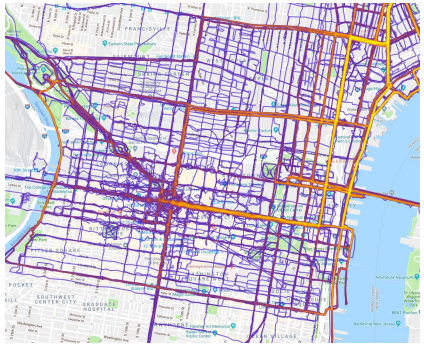
CBDM Mission Statement

Bring enterprise-level SEO to small and medium businesses through smart and efficient strategies that drive measurable results and meaningful return on investment.

Personally

What I'm about…

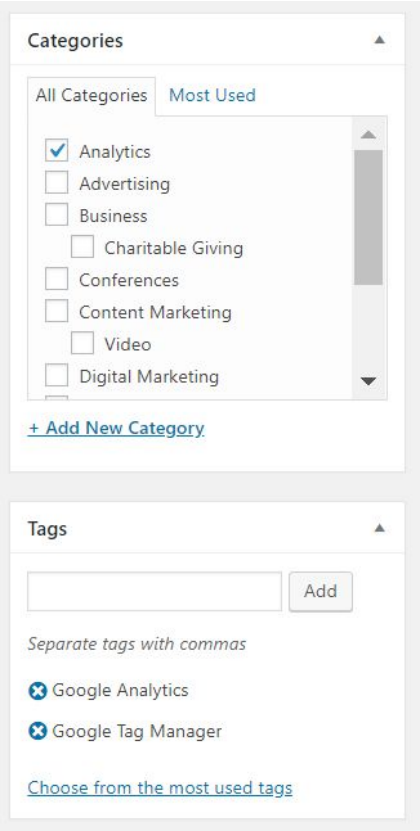
- Sixers
- Cycling
- Running
- Craft beer



What Are Categories & Tags?

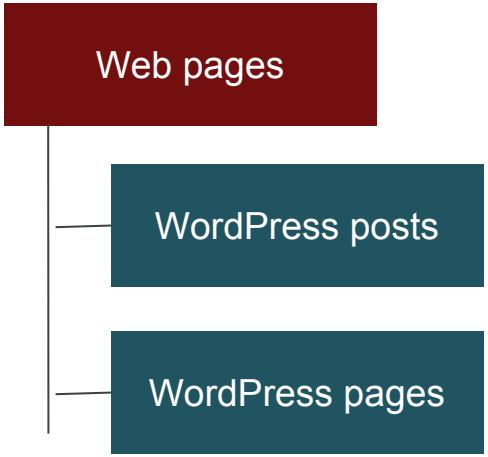
// What Are Categories/Tags?

- Method for organizing blog posts
- Only apply to WP posts
- Do not apply to WP pages



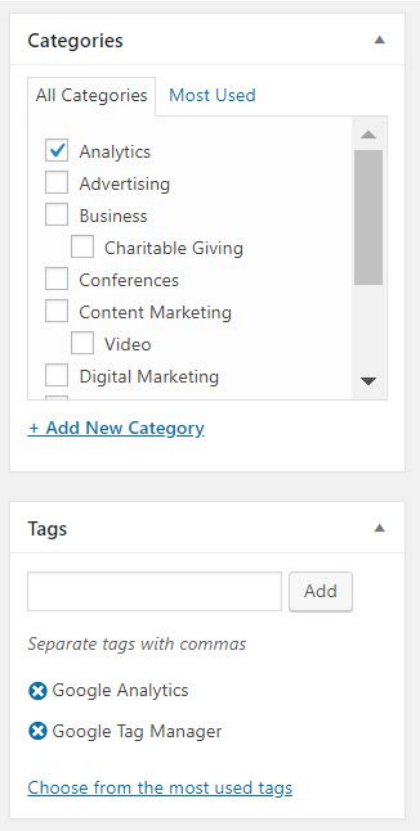
// Clarifying Terminology

- **Web page:** A page on a website
- **WP post:** A blog post on a WP site
- **WP page:** A page on a WP site



// Categories vs. Tags

- Categories are more general
- Tags are more specific
- Use them accordingly!



Chris Berkley 4 37 New View Post UpdraftPlus Howdy, Chris Berkley

Dashboard
Posts
All Posts
Add New
Categories
Tags
Portfolio
Media
Home Slider
Nectar Slider
Pages
Comments 37
Contact
Ninja Forms
Salient
WPForms
Appearance
Plugins 3
Users
Tools
Visual Composer
Settings
SEO

Add Media | Add Form | Add Form | Insert Icon | Nectar Shortcodes | Visual | Text | Page Builder

Paragraph

// ChrisBerkley.com

If you fit the following criteria, this article is right for you:

1. You use the Contact Form 7 plugin on your WordPress site.
2. You want to set up contact form submissions as a Goal in Google Analytics (or even just as an Event).
3. You have Google Analytics deployed on your site using Google Tag Manager.

If you're *not* using Google Tag Manager, the tutorial on Contact Form 7's site is really quite good. However, if you're using Tag Manager, I haven't found a resource that will help you much, so I created one here. It's really quite easy, there are several simple steps:

Step 1: Create a GTM Tag that pushes a Data Layer event when mail is actually sent (and includes the form ID).

Step 2: Create a GTM Trigger that looks for the Data Layer event when mail is sent, and triggers a second tag.

Step 3: Create a GTM Tag that sends events to Google Analytics based on the Data Layer event.

Step 4: Create a form ID Data Layer Variable.

Step 5: Set up a Goal Conversion in Google Analytics based on the Event.

Word count: 1204 Last edited by Chris Berkley on March 14, 2018 at 9:38 am

Categories

All Categories | Most Used

- [x] Analytics
- [ ] Advertising
- [ ] Business
  - [ ] Charitable Giving
- [ ] Conferences
- [ ] Content Marketing
  - [ ] Video
- [ ] Digital Marketing

+ Add New Category

Tags

Add

Separate tags with commas

- Contact Form 7
- Google Analytics
- Google Tag Manager

Choose from the most used tags

Featured Image

Contact Form 7 Tra
With Google Tag M

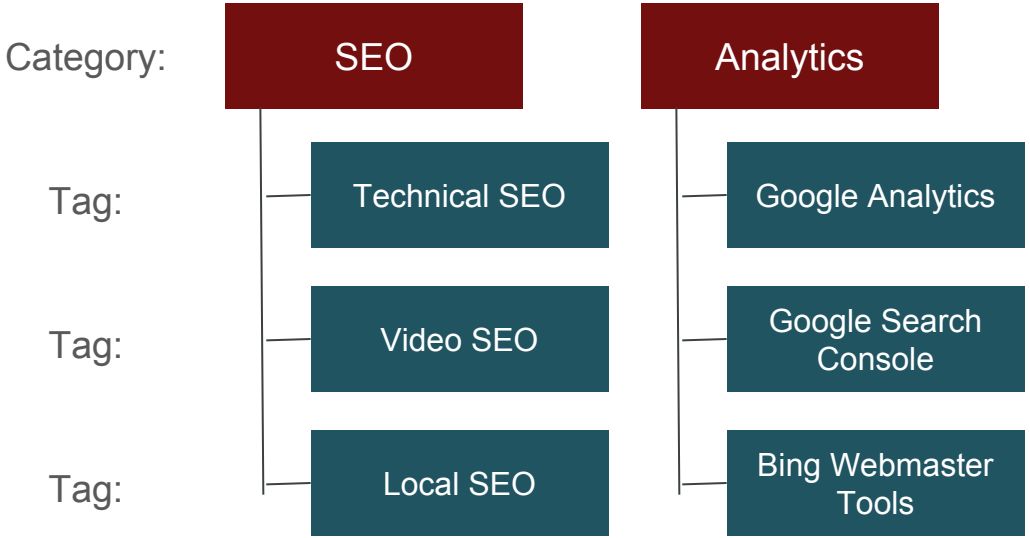
Building A Category & Tag Structure

// Building Structure

- Build a category & tag hierarchy in advance
- Don’t make up categories or tags willy-nilly
- Add categories & tags as needed
- Use 1-2 categories & 1-5 tags per post

// Example Category/Tag Structure

- Don’t duplicate the same category/tag
- Build as many categories/tags as you logically need to
- Use sub-categories if you want



More Examples

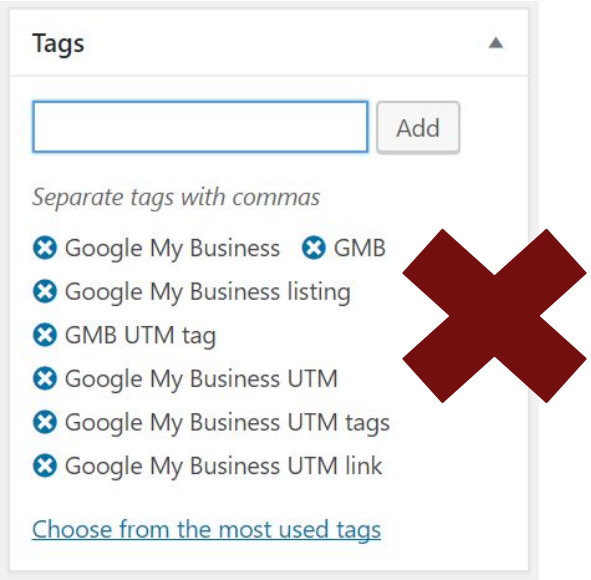
Category:	Cakes	Construction	???
Tag:	Red Velvet Cake	Modular	
Tag:	Vanilla Cake	Residential	
Tag:	Chocolate Cake	Commercial	

Categories & Tags For SEO

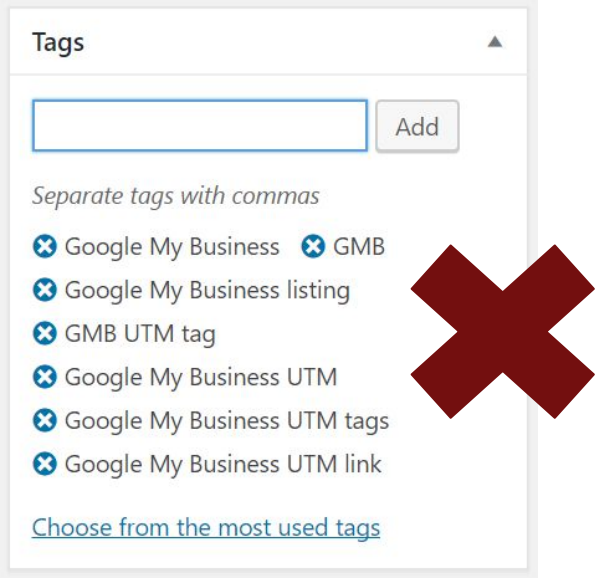
// Keyword Stuffing

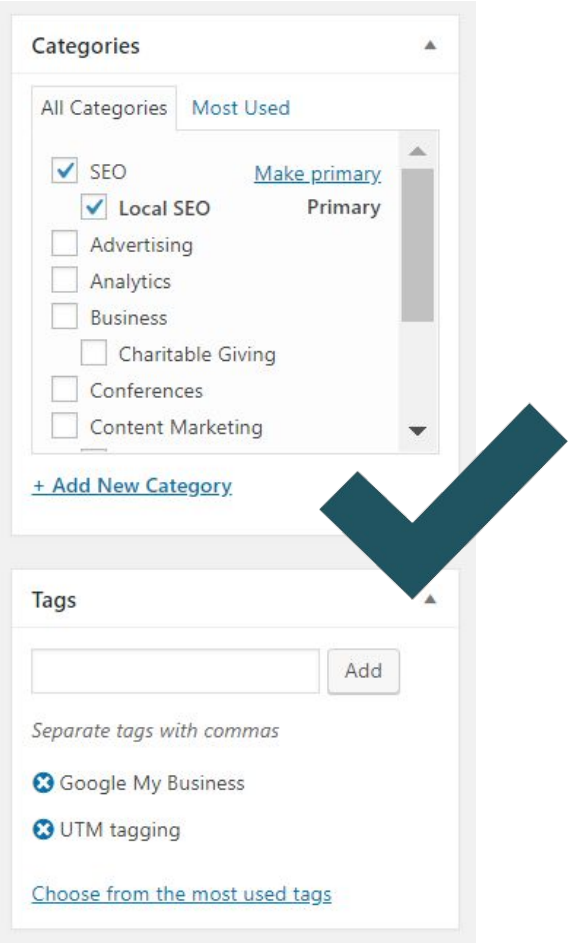
Stuffing keywords into categories & tags **WILL NOT** do anything for your SEO.

Don't do it!

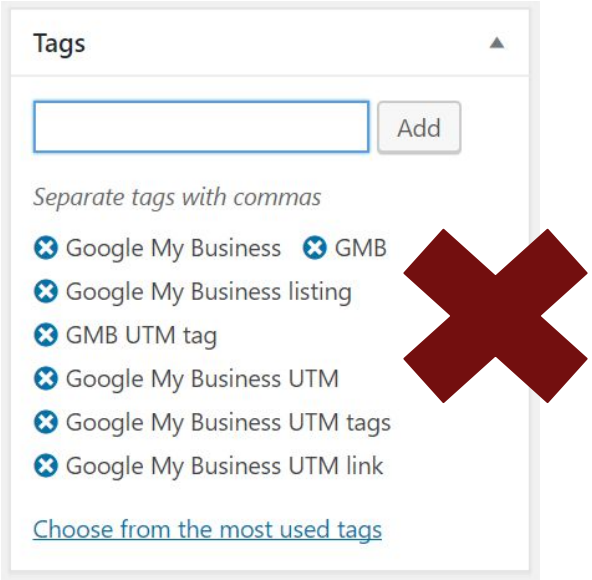


// Bad vs. Good


Tags
Add
Separate tags with commas
Google My Business
GMB
Google My Business listing
GMB UTM tag
Google My Business UTM
Google My Business UTM tags
Google My Business UTM link
Choose from the most used tags


Categories
All Categories
Most Used
SEO
Make primary
Local SEO
Primary
Advertising
Analytics
Business
Charitable Giving
Conferences
Content Marketing
+ Add New Category
Tags
Add
Separate tags with commas
Google My Business
UTM tagging
Choose from the most used tags

- Google My Business
- GMB
- Google My Business listing
- GMB UTM tag
- Google My Business UTM
- Google My Business UTM tags
- Google My Business UTM link

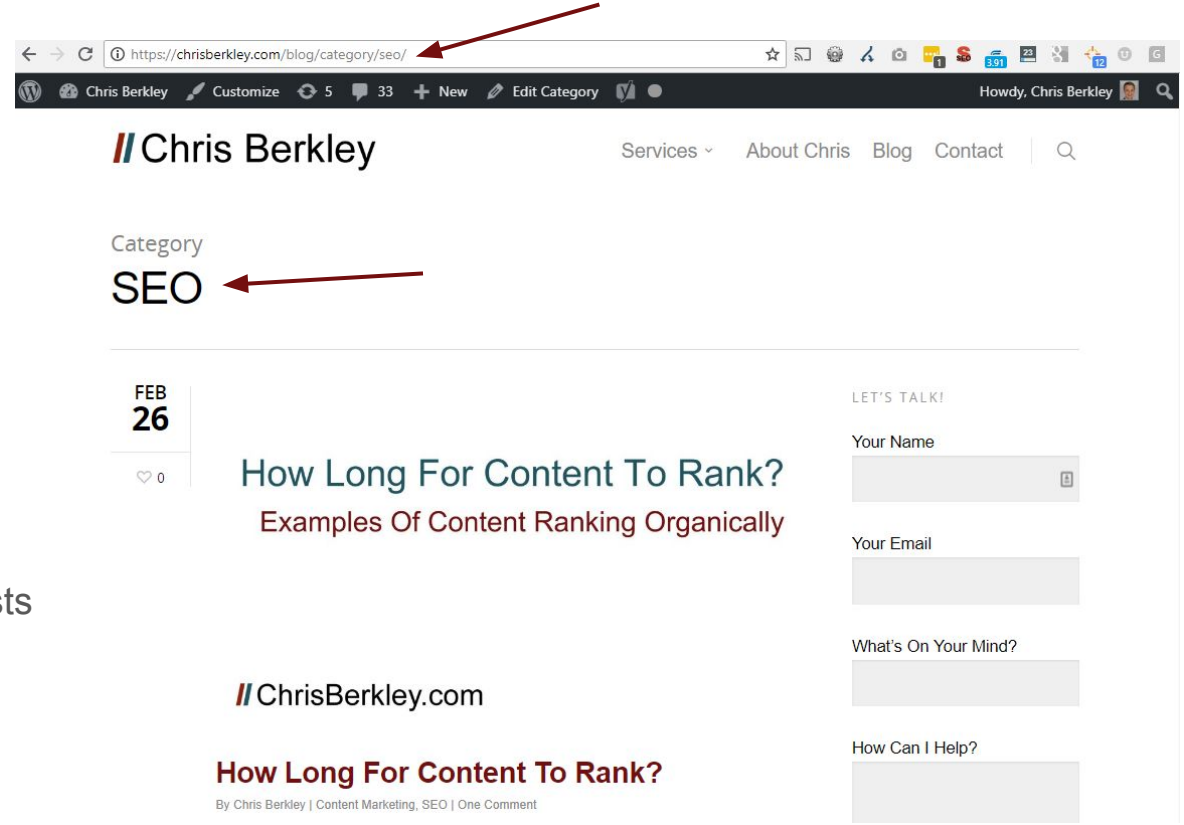


// C&T Pages

Pages created for all categories/tags

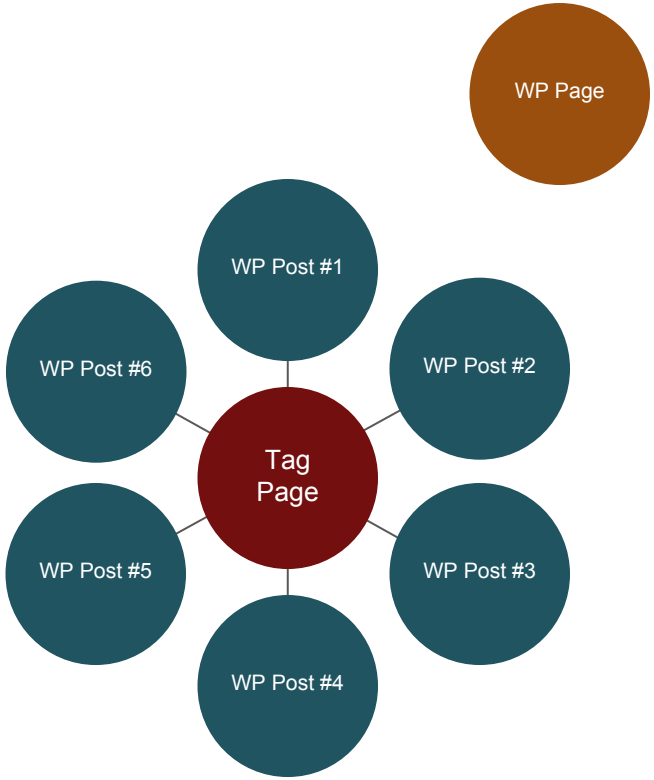
No static content (all dynamic)

Pages show the most recent posts in that category/tag



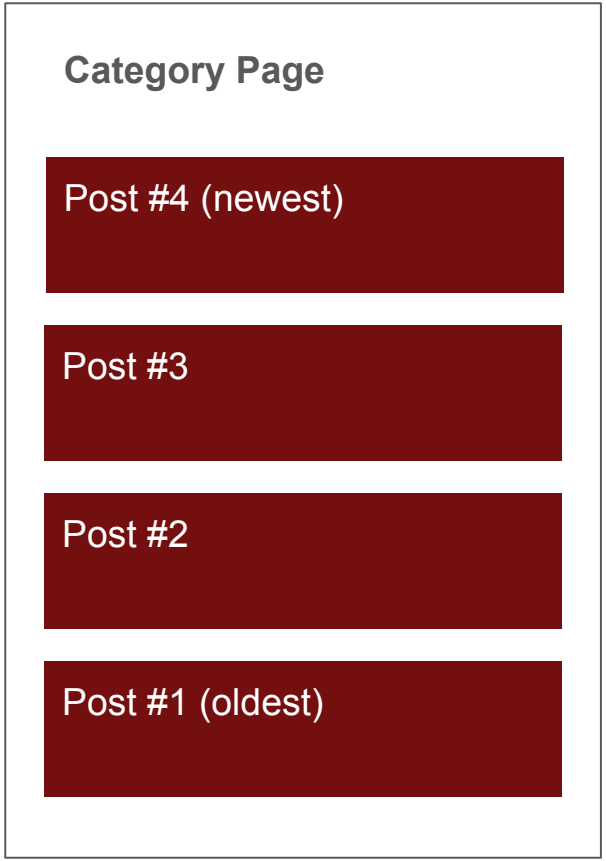
C&T Page Benefits

- Create internal links
- Help search engines crawl sites
- Prevent island pages



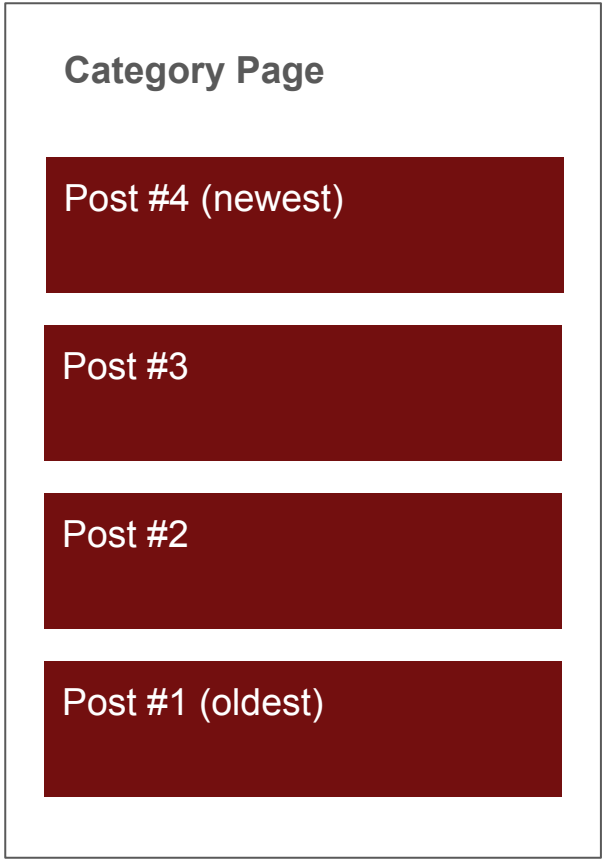
C&T Page Drawbacks

- Most content is dynamic
- Very little unique content
- Won’t get much organic traffic



// What To Do?

- Thin content isn’t ideal
- Noindex category/tag pages
- Won’t appear in search results



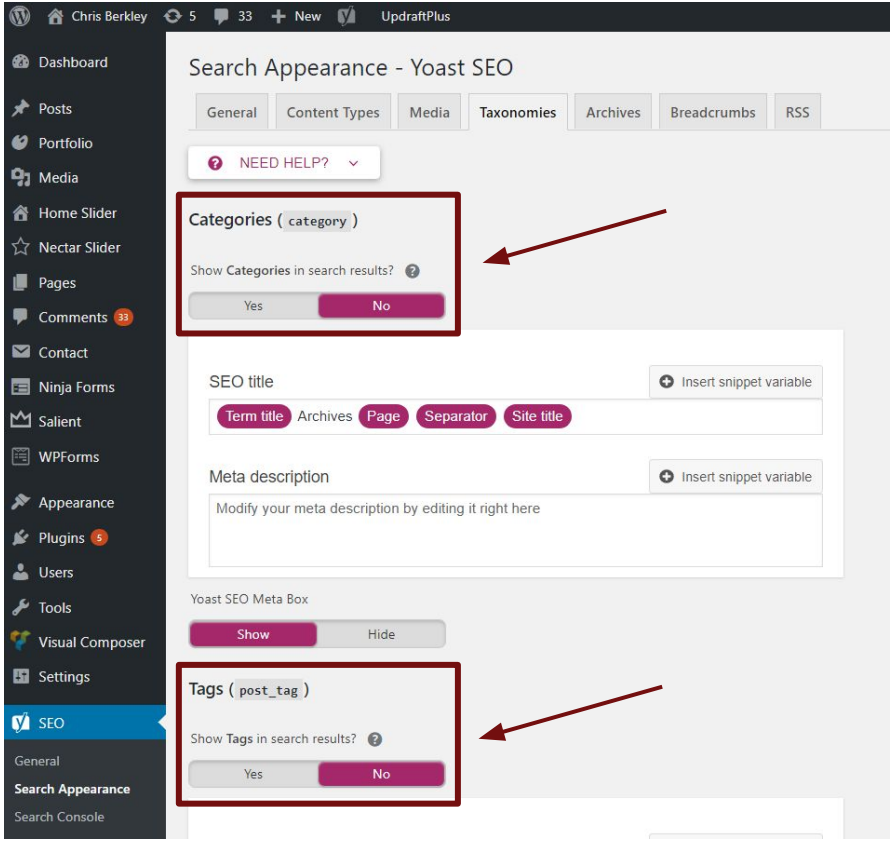
// What Is Noindexing?

```
<meta name="robots" content="noindex">
```

- HTML tag for search engines
- “Don’t show this content in search results”
- Apply to all category & tag pages

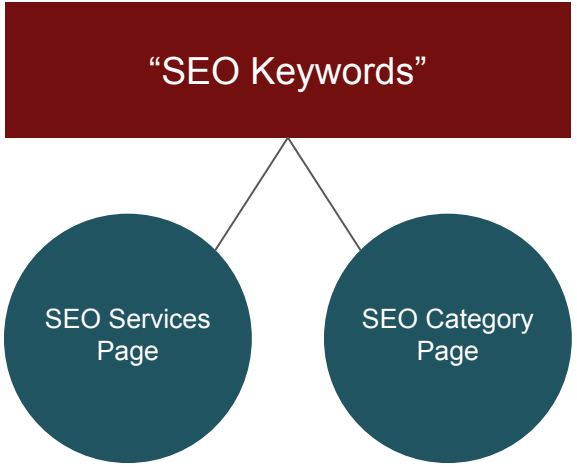
// How To: Noindex

- Yoast makes it easy
- Search Appearance > Taxonomies
- Show C/T in search results? **No**



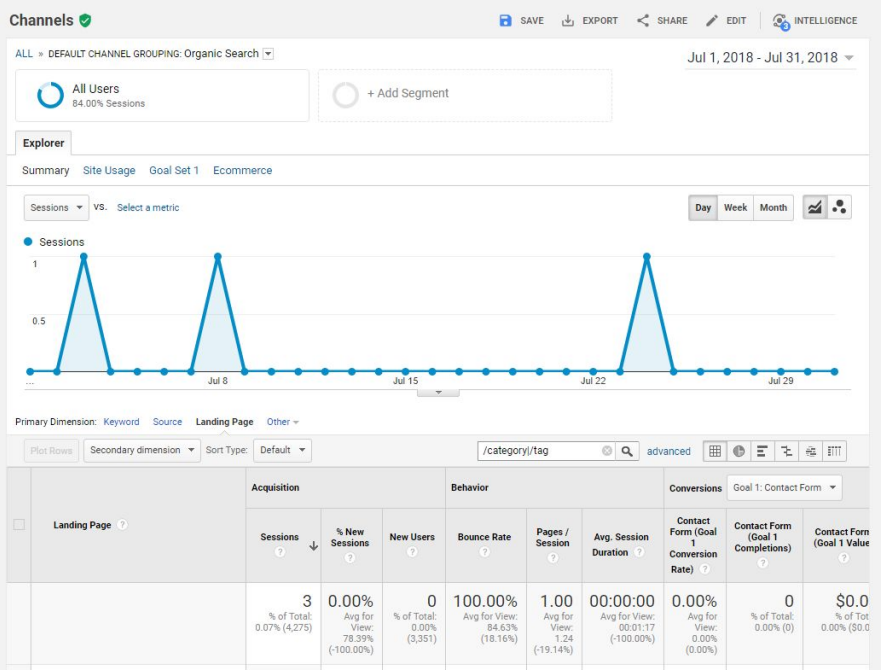
Why Noindex?

- Not all pages valuable
- Show top pages to search engines
- Avoid keyword cannibalization



// Check Traffic

- Google Analytics > Acquisition > Channels > Organic Search
- Primary Dimension: Landing Page
- Enter **/category|/tag** to the search bar



Analytics | All accounts > Chris Berkley
IP & Spam Filtered Out

Search reports and help
HOME
CUSTOMIZATION
Reports
REAL-TIME
AUDIENCE
ACQUISITION
Overview
All Traffic
Channels
Treemaps
Source/Medium
Referrals
Google Ads
Search Console
Social
Campaigns
BEHAVIOR
CONVERSIONS
DISCOVER
ADMIN

1 2 3 4 5

Channels
SAVE EXPORT SHARE EDIT INTELLIGENCE

ALL » DEFAULT CHANNEL GROUPING: Organic Search
Jul 1, 2018 - Jul 31, 2018

All Users
84.00% Sessions
+ Add Segment

Explorer
Summary Site Usage Goal Set 1 Ecommerce

Sessions vs. Select a metric
Day Week Month

Primary Dimension: Keyword Source Landing Page Other
Plot Rows Secondary dimension Sort Type: Default
/category|/tag advanced

	Landing Page	Acquisition			Behavior			Conversions Goal 1: Contact Form		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Contact Form (Goal 1 Conversion Rate)	Contact Form (Goal 1 Completions)	Contact Form (Goal 1 Value)
		3 % of Total: 0.07% (4,275)	0.00% Avg for View: 78.39% (-100.00%)	0 % of Total: 0.00% (3,351)	100.00% Avg for View: 84.63% (18.16%)	1.00 Avg for View: 1.24 (-19.14%)	00:00:00 Avg for View: 00:01:17 (-100.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	$0.00 % of Total: 0.00% ($0.00)
1.	/blog/category/analytics/	2 (66.67%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)
2.	/blog/category/seo/technical-seo/	1 (33.33%)	0.00%	0 (0.00%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	$0.00 (0.00%)

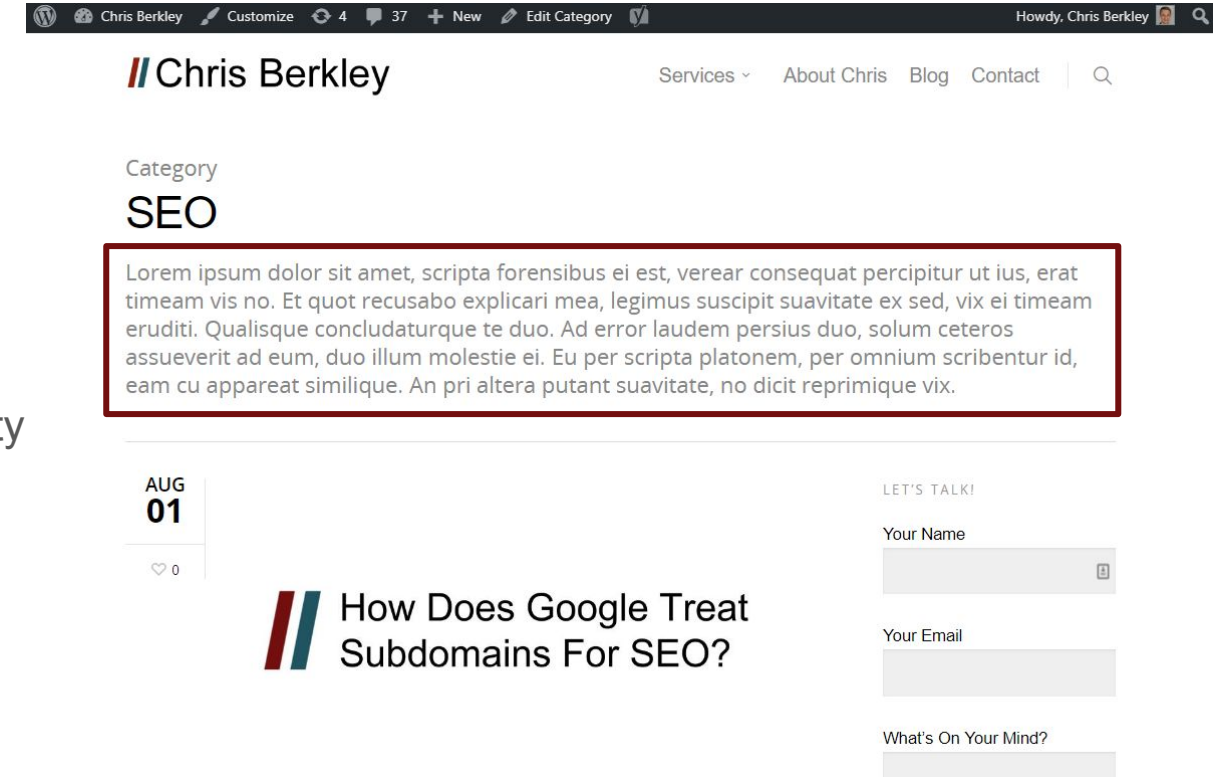
Show rows: 10 Go to: 1 1 - 2 of 2

This report was generated on 8/17/18 at 12:32:51 PM - Refresh Report

Alternative: Optimizing C&T Pages

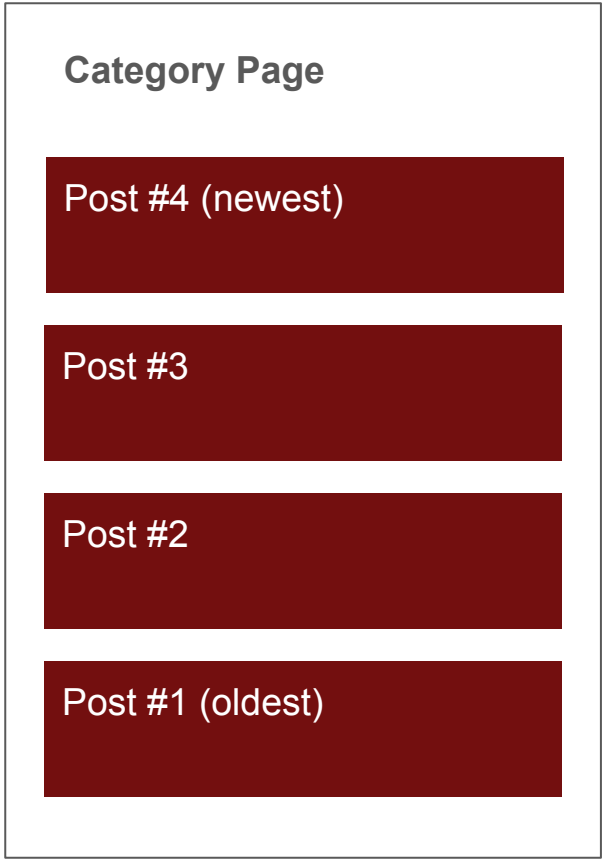
// Optimizing

- Add optimized text
- Increases content quality
- No longer “thin” content



// Optimizing

- No sorting/filtering functionality
- Can’t order/group content
- Chronological order not a great user experience



Summary

// Summary

- Use categories & tags methodically
- Build a predetermined structure for maximum benefit
- Don’t keyword stuff categories or tags
- Category & tag pages help search engines crawl & index content
- Pages are not beneficial for driving traffic themselves
- Noindex category & tag pages with Yoast
- Optimizing is possible but not ideal

Questions?

Chris@ChrisBerkley.com
@BerkleyBikes

// Thank You