



About Me

- SEO Consultant
- Ex-agency strategist
- Founder, Chris Berkley Digital Marketing
- 7 out of 9 client sites on WordPress

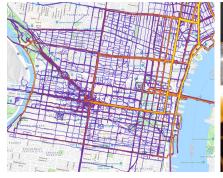


What I'm about...

- Sixers
- Cycling
- Running
- Craft beer









What Is Yoast? (A Person/Plugin)

What It Is

- WordPress Plugin by Joost de Valk
- Adds SEO functionality
- A tool to execute SEO strategies

What It Isn't

An SEO strategy





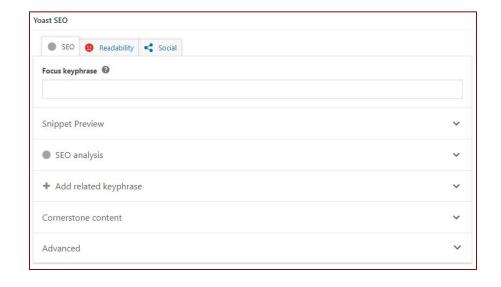
Page Level Settings

II SEO Menu

SEO

- 1. Snippet Preview
- 2. SEO Analysis
- 3. Cornerstone Content
- 4. Advanced

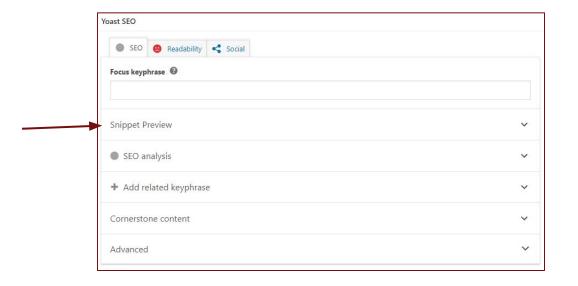
Readability Social





SEO Menu

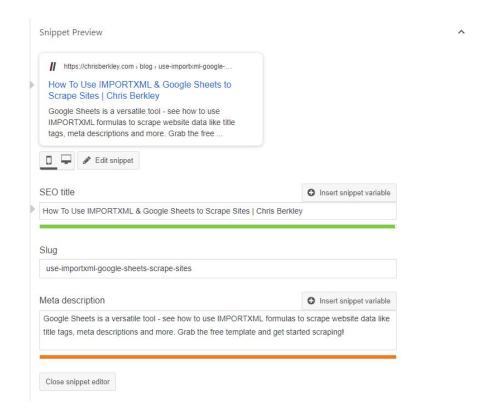
- 1. Snippet Preview
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Title Tags & Meta Descriptions

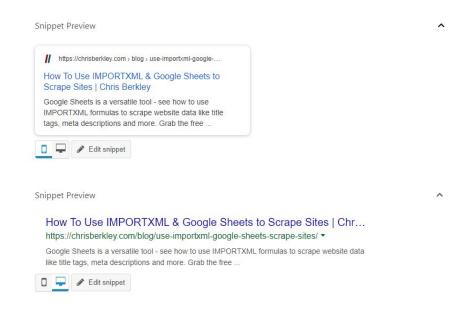
- Customize for each page
- Base them on keyword research
- Title tags: ~60 characters
- Meta descriptions: ~160 characters
- The slug is the URL



Snippet Preview

Title Tag & Meta Description Previews

 Yoast shows snippet previews on desktop/mobile

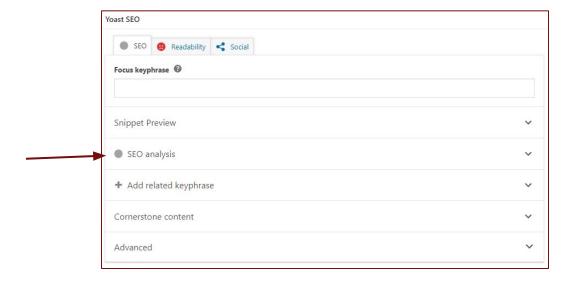


SEO Menu > SEO Analysis



SEO Menu

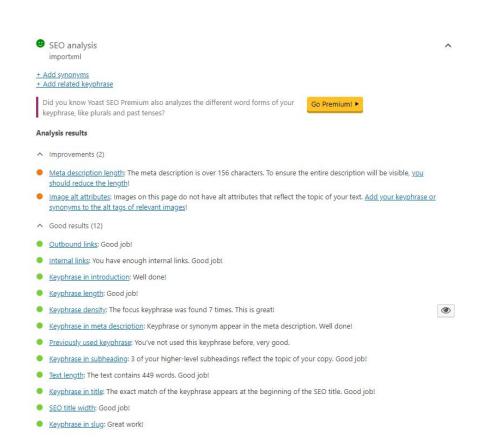
- 1. Snippet Preview
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On-page Optimization "Score"

- Evaluates on-page metrics
- Rates proficiency
- Some metrics more valuable than others
- Helpful for beginner-intermediate users

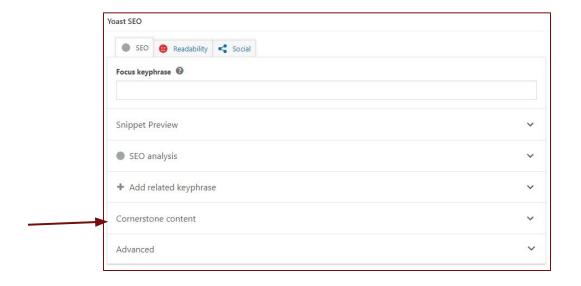


SEO Menu > Cornerstone Content



SEO Menu

- 1. Snippet Preview
- 2. SEO Analysis
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- 4. Advanced

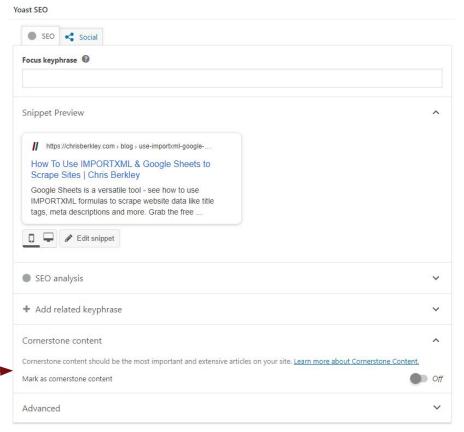


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Cornerstone Content

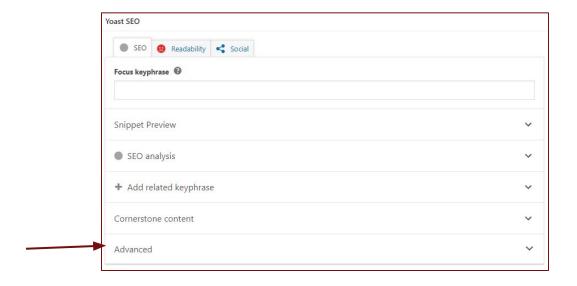
- Mark specific content as important
- Not super helpful





SEO Menu

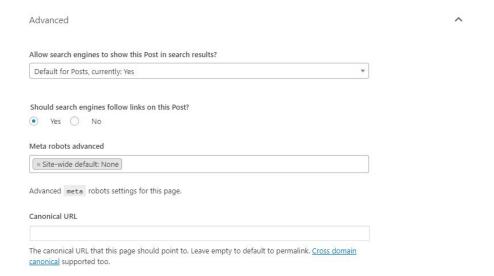
- 1. Snippet Preview
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Advanced Directives

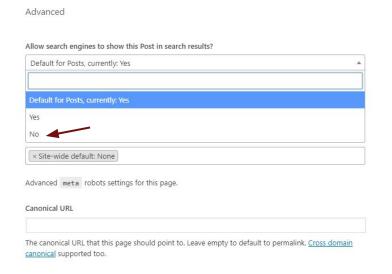
- Noindex
- Nofollow
- Canonical



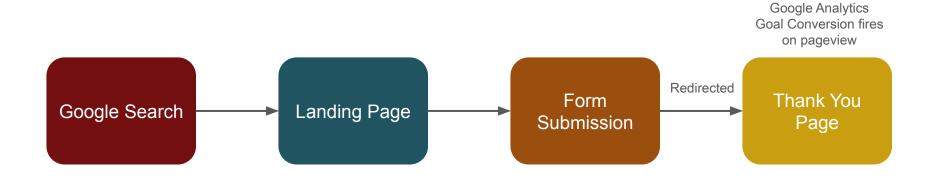


Allow search engines to show this post in search results?

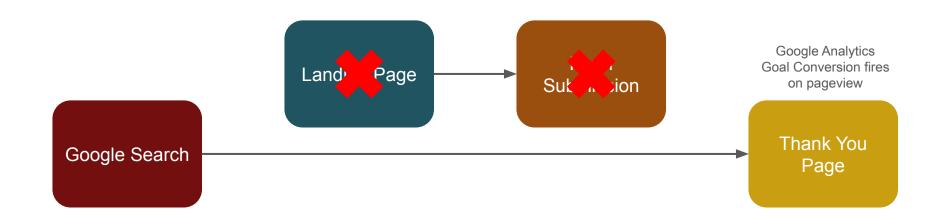
- All pages indexable by default
- 'No' adds noindex tag
- Prevents the page from showing up in search results
- Helpful for /thank-you pages







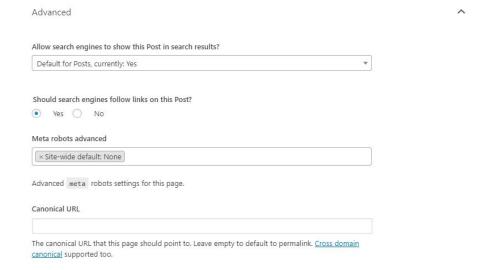






Should search engines follow links on this Post?

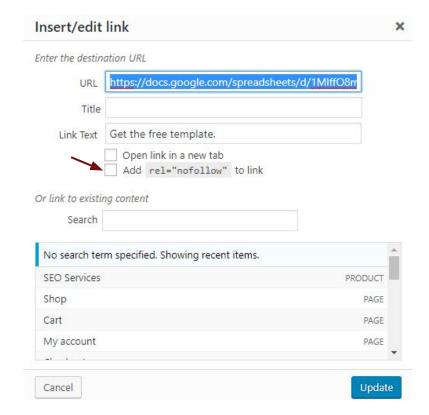
- All links followed by default
- Search engines will crawl & count links
- Adds 'nofollow' attribute to ALL links on the page
- Don't use this feature





Need to Nofollow?

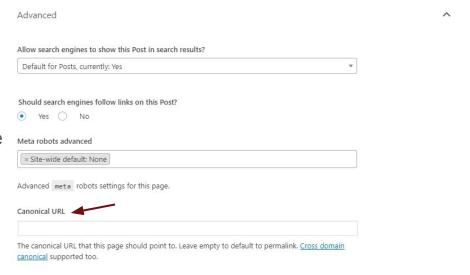
- Plugin: "Title and Nofollow For Links."
- Allows you to nofollow individual links.





Canonical URL

- The Canonical URL is used to identify the original source of content
- Leaving it empty will create a self-referential canonical
- Helpful for duplicate/syndicated content
- Canonicalised URLs do not rank

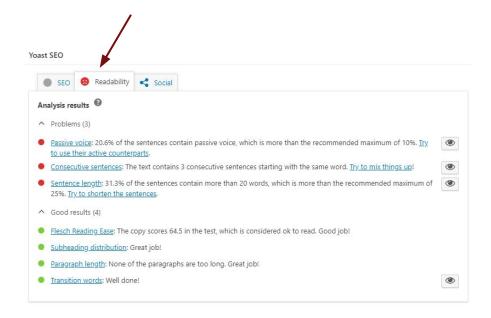


Readability



Readability

- Not very SEO-focused
- Has some value
- Don't live/die by it

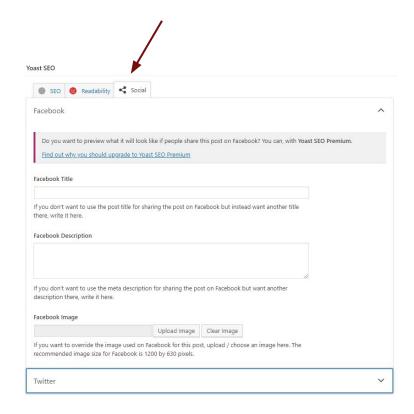


Social Menu



Customize Social Media Previews

- Open Graph:
 - Facebook
 - LinkedIn
 - Pinterest
- Twitter Cards:
 - Twitter





Customize Social Media Previews

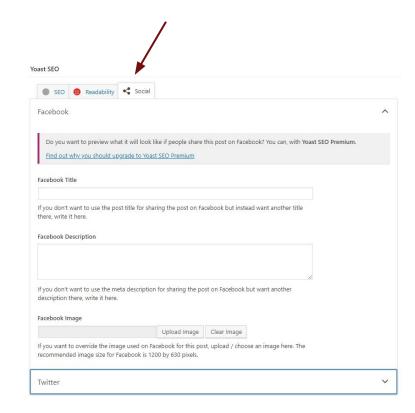
- WordPress defaults to:
 - Title tag
 - Featured Image
- (Description is deprecated)





Customize Social Media Previews

- Open Graph:
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 - LinkedIn
 - Pinterest
- Twitter Cards:
 - Twitter

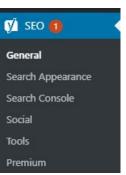


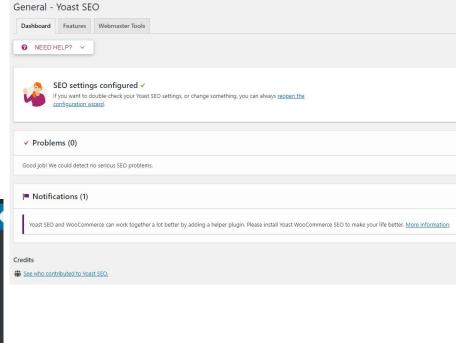
Sitewide Settings



General SEO Settings

- Dashboard
- Features
- Webmaster Tools

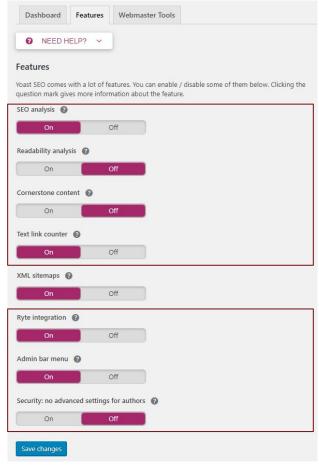






Optional (On/Off)

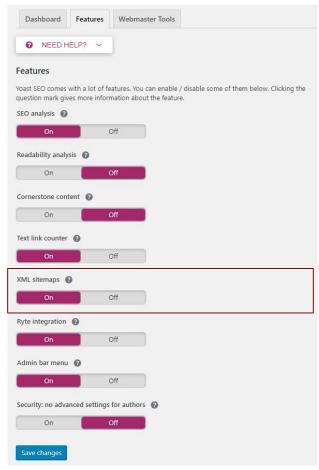
- SEO analysis
- Readability analysis
- Cornerstone content
- Text link counter
- Ryte Integration
- Admin bar menu
- Security: no advanced settings for authors





Highly Recommended (On)

- XML sitemaps
 - Creates dynamic sitemaps
 - All indexable URLs
 - No need to update
- URL:
 - yourdomain.com/sitemap_index.xml





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XML Sitemap

Generated by YoastSEO, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 6 sitemaps.

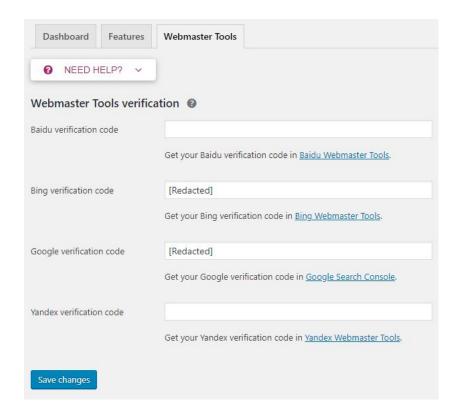
Sitemap	Last Modified
https://chrisberkley.com/post-sitemap.xml	2019-10-03 12:43 -05:00
https://chrisberkley.com/page-sitemap.xml	2019-05-24 11:09 -05:00
https://chrisberkley.com/product-sitemap.xml	2019-05-24 11:11 -05:00
https://chrisberkley.com/home_slider-sitemap.xml	2016-03-30 21:36 -05:00
https://chrisberkley.com/product_cat-sitemap.xml	2019-05-24 11:11 -05:00
https://chrisberkley.com/author-sitemap.xml	2019-08-13 15:25 -05:00

SEO > General > Webmaster Tools



Webmaster Tools Verification

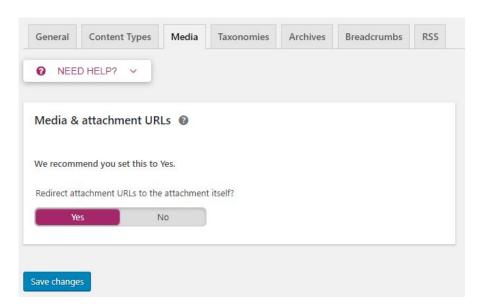
- Easy to verify:
 - Google Search Console
 - Bing Webmaster Tools



Search Appearance > Media

Media & attachment URLs

- Media attachment URLs are pages created for each piece of media
- Low quality, harmful for SEO

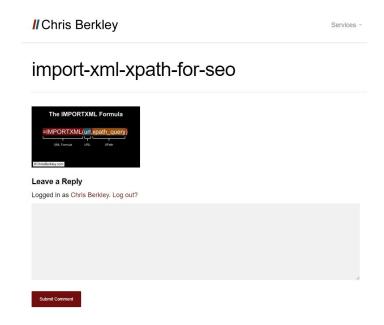


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Search Appearance > Media

Media & attachment URLs

- Media attachment URLs are pages created for each piece of media
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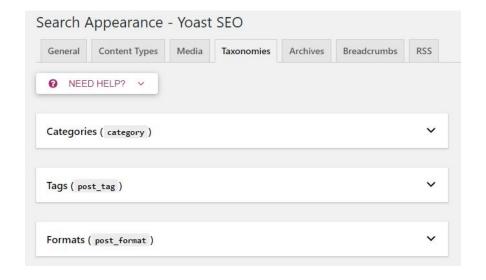


Chris Berkley

Search Appearance > Taxonomies

Category & Tag Pages

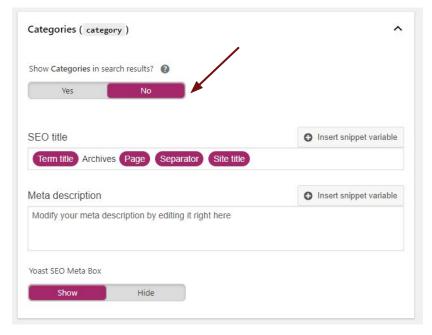
- Thin, low value
- Contain no static content
- Can compete with high value pages (keyword cannibalization)
 - SEO Services
 - SEO blog category



Search Appearance > Taxonomies

Category & Tag Pages

- Thin, low value
- Contain no static content
- Can compete with high value pages (keyword cannibalization)
 - SEO Services
 - SEO blog category
- Noindex them

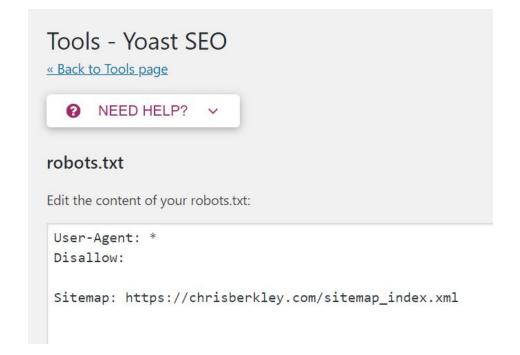


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Tools > File Editor

Robots.txt

- Can be used to control what search engines are allowed to crawl
- Add XML sitemap declaration





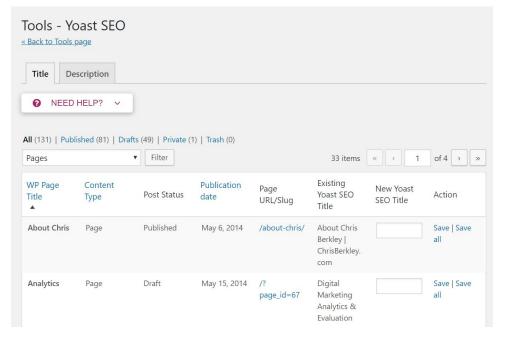
.htaccess file

- Server configuration file
- Don't touch unless you know what you're doing!

```
.htaccess file
Edit the content of your .htaccess:
#Force www:
#RewriteEngine on
#RewriteCond %{HTTP HOST} ^chrisberkley.com [NC]
#RewriteRule ^(.*)$ http://www.chrisberkley.com/$1 [L,R=301,NC]
RewriteEngine On
RewriteCond %{HTTP:X-Forwarded-Proto} !https
 RewriteRule ^(.*)$ https://%{HTTP HOST}/$1 [R=301,L]
 # BEGIN WordPress
<IfModule mod rewrite.c>
 RewriteEngine On
 RewriteBase /
RewriteRule ^index\.php$ - [L]
RewriteCond %{REQUEST FILENAME} !-f
 Save changes to .htaccess
```

Bulk Editor

 Edit titles and meta descriptions quickly



Questions?

