

How to Set Up WordPress for White Hat SEO

By Massimo Paolini



Who I Am: Spectrum Group Online

Massimo Paolini

Strategy

Analytics

Technical

User Experience



Plugin Types Related to SEO

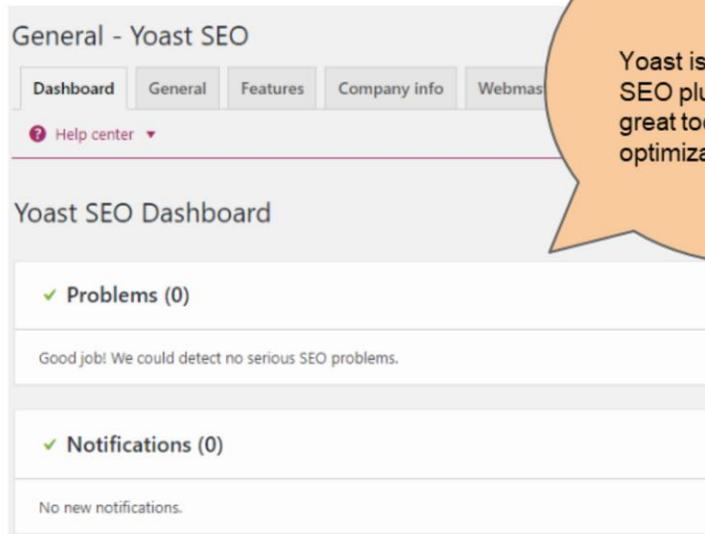
- Security
- Optimization
- Maintenance
- Tracking



Today we're only going to touch on plugins we use for SEO. You may be surprised at some of the choices.

SEO Plugins

Yoast

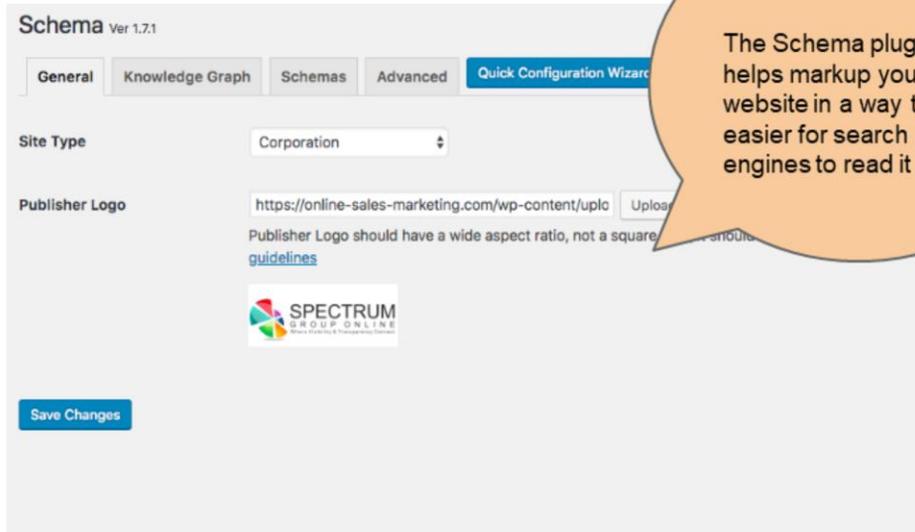


Yoast
Yoast is our favourite SEO plugin and is a great tool for on page optimization



The best SEO plugin, IMO. Tons of features, easy to configure and use. They also have a premium version with more tools.
Make sure to set all the necessary features, like the sitemap, etc.

Schema



Schema Ver 1.7.1

General Knowledge Graph Schemas Advanced Quick Configuration Wizard

Site Type Corporation

Publisher Logo <https://online-sales-marketing.com/wp-content/uplo> Upload

Publisher Logo should have a wide aspect ratio, not a square. [Guidelines](#)



Save Changes

Schema

The Schema plugin helps markup your website in a way that is easier for search engines to read it

Schema is data about data. Allows the Search Engines to read the schema and understand the page better.

Use this plugin to add schema to your pages and posts. Schema is advance SEO, especially needed if you have digital competition.



Rich Cards

Rich cards are a new Search result format building on the success of **rich** snippets. Just like **rich** snippets, **rich cards** use schema.org structured markup to display content in an even more engaging and visual format, with a focus on providing a better mobile user experience. May 17, 2016



[Official Google Webmaster Central Blog: Introducing Rich Cards](https://webmasters.googleblog.com/2016/05/introducing-rich-cards.html)
<https://webmasters.googleblog.com/2016/05/introducing-rich-cards.html>

 About this result  Feedback



Rich cards are the result of Schema applied to content. The Search engine is then capable of pulling out what it needs to answer the query.

Speed Plugins

Because speed is SEO

Simple Cache

Simple Cache Settings

Enable Caching Turn this on to get started. This setting turns on caching and is really all you need.

Expire the cache after

Enable Compression When enabled, pages will be compressed. This is a good thing! This should always be enabled unless it causes issues.

Simple Cache

Simple cache helps your site load more quickly by saving a version of your page that can be more quickly accessed.



Speed is an important SEO ranking factor, especially on mobile; as the Webmaster, this is a factor you can control.

<https://webmasters.googleblog.com/2018/01/using-page-speed-in-mobile-search.html>

Ewww Image Optimizer

EWWW Image Optimizer

Keep your website running quickly by making your site's image go on a diet. Compress them for faster loading.

The screenshot shows the EWWW Image Optimizer dashboard. At the top, there is a notification about enabling the support beacon. Below that are navigation links for Home Page, Documentation, Plugin Support, Server Status, and S3 Image Optimizer. A message states that new images will be optimized automatically, with links to Bulk Optimize and S3 Image Optimizer. The main section is titled 'Optimization Status' and contains three circular progress indicators: 'Compress' at 20%, 'Resize' at 20%, and 'Savings' at 48.05 MB. To the right of these indicators, there is a section for 'ExactDN' which is currently inactive, with a 'Premium Upgrades' button. Further right, there are links for 'Write a review', 'Sign up for premium image optimization', 'Compress', 'Resize', and 'CDN'.



Allows you to compress images and thus improve load times

Accelerated Mobile Pages

AMP Settings

Post Type Support

- Posts
- Pages
- Popups
- Projects

Enable/disable AMP post type(s) support

[Save Changes](#)

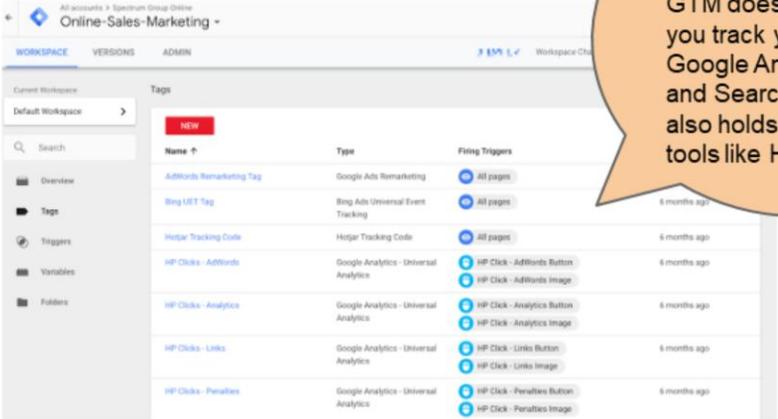
AMP

AMP is a way of helping your website's pages load on mobile devices more quickly. Making it as easy as possible for mobile users to read your site.



Very powerful tool. In WordPress there is a plugin that is being developed in cooperation with WP and Google

Google Tag Manager



Google Tag Manager

GTM doesn't just help you track your data in Google Analytics, Ads and Search Console, it also holds non-Google tools like HotJar



Extra tracking codes add load to your code and slow your site down. Moving this code to Google Tag Manager counters the speed impact of the code to your site

Security Plugins

Security is important to your rankings.

Google wants a secure web: <https://security.googleblog.com/2018/02/a-secure-web-is-here-to-stay.html>

Sucuri

The screenshot displays the Sucuri WP Plugin interface. At the top left, the logo reads "SUCURI WP Plugin v1.8.18". To the right are "Review" and "Dash" buttons. The main section is titled "WordPress Integrity" and contains a paragraph explaining that the plugin inspects the WordPress installation for modifications to core files. Below this is a "Loading..." indicator. A secondary section has tabs for "Audit Logs", "iFrames", "Links", and "Scripts". The "Audit Logs" tab is active, showing a log entry for "Today" at "07:29" from user "danielcrummack" regarding a "Post deleted: (multiple entries)" from IP "115.72.253.68". The log entry includes details such as "Post id: 18323", "Post author: 24", "Post type: revision", "Post status: inherit", "Post created: 2018-08-12 23:43:24", "Post modified: 2018-08-12 23:43:24", "Post url: https://online-state-marketing.com/11460-autosave-v1/", and "Post title: What is Adaptive Content?".

Sucuri
A good plugin that helps keep your site safe from most types of hacks or attacks



Full service Security plugin that doesn't try to also make coffee for you.

Jetpack

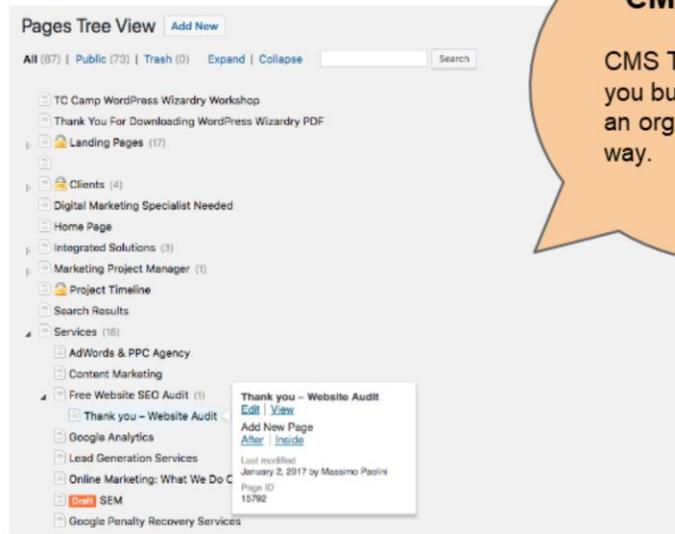


Tons of useful features, especially the “Brute force attack protection”

More Plugins

Additional items

CMS Tree View



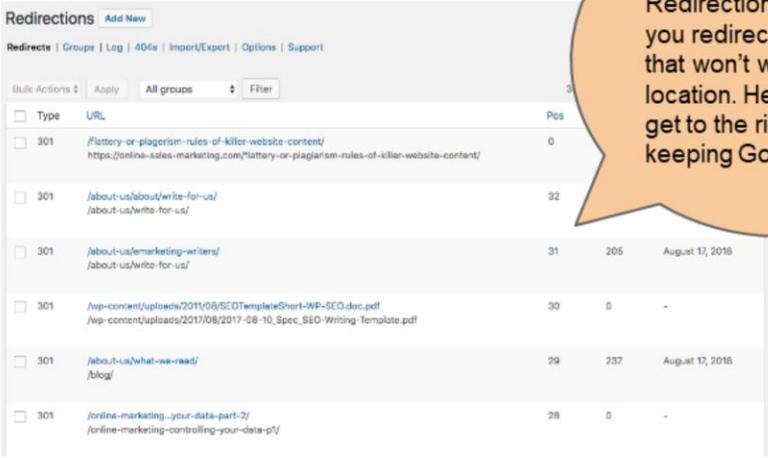
CMS Tree View

CMS Tree View helps you build your website in an organized and logical way.

By nesting pages by topic, you can visually see how pages relate to each other. This help with the organization of silos (categories)
Internally linking pages sends a clearer signal about pages and their relationship to each to search engines. Links pass SEO authority.



Redirection Plugin



The screenshot shows the Redirection plugin interface with a table of 301 redirects. The table has columns for 'Type', 'URL', and 'Pos'. The 'URL' column contains two columns of text for each entry. The 'Pos' column shows the position of the redirect. The table is filtered to show 'All groups' and 'Filter' is set to 'Pos'. The table contains 7 rows of data.

Type	URL	Pos		
301	/lattery-or-plagerism-rules-of-killer-website-content/ https://online-sales-marketing.com/lattery-or-plagerism-rules-of-killer-website-content/	0		
301	/about-us/about/write-for-us/ /about-us/write-for-us/	32		
301	/about-us/marketing-writers/ /about-us/write-for-us/	31	205	August 17, 2016
301	/wp-content/uploads/2011/08/SCOTemplateShort-WP-SEO.doc.pdf /wp-content/uploads/2017/08/2017-08-10_Spec_SEO-Writing-Template.pdf	30	0	-
301	/about-us/what-we-read/ /blog/	29	237	August 17, 2016
301	/online-marketing-your-data-part-2/ /online-marketing-controlling-your-data-pt/	28	0	-

Redirection
Redirection plugin helps you redirect old links that won't work to a new location. Helping users get to the right place and keeping Google happy.



Retain SEO equity by providing redirect -- the equivalent of a postal forwarding notice -- to search engines.

Questions?



Bonus Material

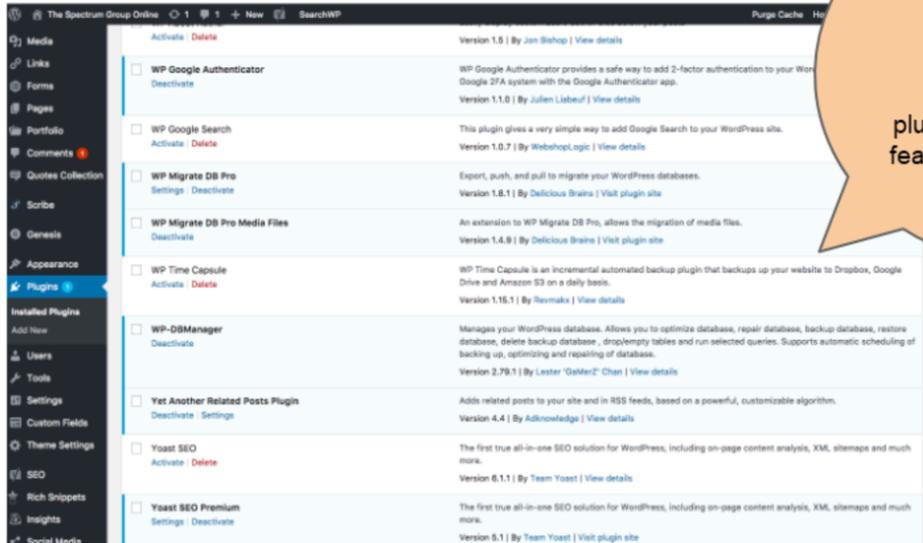
White Hat SEO Defined



White Hat SEO is a Use of strategies, techniques & tactics that focus on a human audience. Follows search engine rules & policies. Ethical SEO.



Plugging in the Plugins



Plugin Name	Version	Author	Description
WP Google Authenticator	Version 1.5	By Jim Bishop	WP Google Authenticator provides a safe way to add 2-factor authentication to your WordPress system with the Google Authenticator app.
WP Google Search	Version 1.1.0	By Julien Lisbeuf	This plugin gives a very simple way to add Google Search to your WordPress site.
WP Migrate DB Pro	Version 1.0.7	By WebshopLogic	Export, push, and pull to migrate your WordPress databases.
WP Migrate DB Pro Media Files	Version 1.8.1	By Delicious Brains	An extension to WP Migrate DB Pro, allows the migration of media files.
WP Time Capsule	Version 1.4.9	By Delicious Brains	WP Time Capsule is an incremental automated backup plugin that backups up your website to Dropbox, Google Drive and Amazon S3 on a daily basis.
WP-DBManager	Version 1.15.1	By Revmaks	Manages your WordPress database. Allows you to optimize database, repair database, backup database, restore database, delete backup database, drop empty tables and run selected queries. Supports automatic scheduling of backing up, optimizing and repairing of database.
Yet Another Related Posts Plugin	Version 2.79.1	By Lester 'GalleM2' Chan	Adds related posts to your site and in RSS feeds, based on a powerful, customizable algorithm.
Yoast SEO	Version 4.4	By Adknowledge	The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.
Yoast SEO Premium	Version 6.1.1	By Team Yoast	The first true all-in-one SEO solution for WordPress, including on-page content analysis, XML sitemaps and much more.

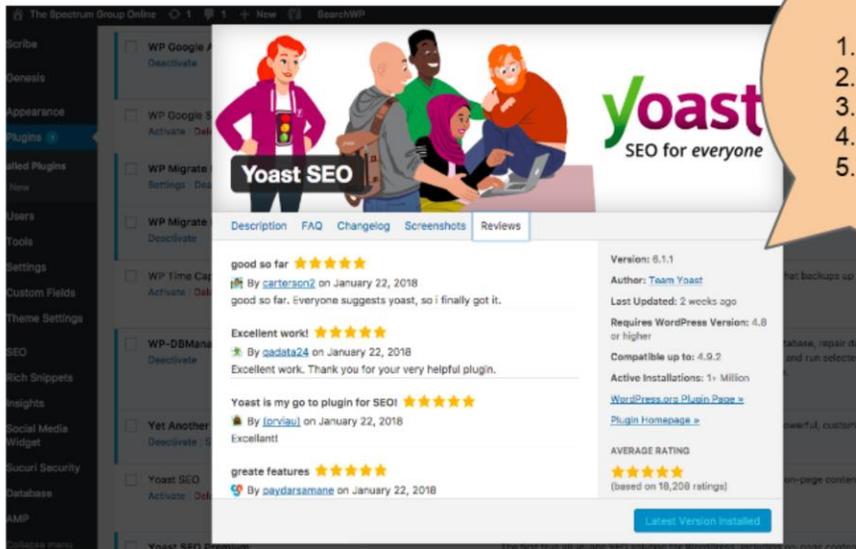
Plugins
Plugins are like appliances in your house. Install the plugins that contain the features your site needs.



Picking a Plugin

Evaluation Criteria

1. Number of downloads
2. Most recent updates
3. Good reviews
4. FAQs, Screenshots, Developer Support



The screenshot shows the WordPress plugin page for Yoast SEO. The page features a header with the Yoast logo and the tagline "SEO for everyone". Below the header, there are tabs for Description, FAQ, Changelog, Screenshots, and Reviews. The Reviews tab is active, showing several user reviews with star ratings and dates. The right sidebar contains technical information such as Version (6.1.1), Author (Team Yoast), Last Updated (2 weeks ago), Requires WordPress Version (4.8 or higher), Compatible up to (4.9.2), and Active Installations (1+ Million). A blue button labeled "Latest Version Installed" is visible at the bottom right of the plugin details.

We won't use plugins that are not updated often, or have poor reviews.



Variety of Plugin Functionality



1. View your content lists differently - CMS Tree View
2. Add menus to the editor
3. Security, blocking IPs known to be nefarious
4. GA, HotJar, etc

Photo Credit: <https://www.flickr.com/photos/pennuja/5363515039>