

## SEO

### Purpose:

Even though we have covered various parts of SEO in other modules, this lesson will be very SEO-focused and will actually get into implementing SEO into your blog. This lesson will cover ...

- what 'SEO' is
- defining Internal SEO
- defining External SEO
- executing Internal SEO

**Video:** (Video Length: 5:40)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/v15/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/v15/v15.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/v15/v15.m4v.zip>

### What is 'SEO'?

#### Definition and Function:

As a definition, *SEO* stands for "Search Engine Optimization".

As a function, *SEO* is the process of optimizing a website to achieve higher rankings with the search engines. The goal of this optimization is to hopefully achieve higher levels of "organic" traffic.

When talking about "organic" in context of web traffic, we are referring to the kind of traffic that comes from unpaid listings at search engines, directories, etc.

#### SEO "Players":

There are several "players" in the search engine environment. To name a few, there is ...

- Google
- Yahoo (English version "Powered by Bing")
- Bing (previously known as "MSN Live Search")
- Baidu (pronounced "buy doo", a huge Chinese search engine)

Since the Blog Blueprint's intention is to help you gain the greatest presence online and therefore tap into the highest possible levels of traffic, our main SEO focus is going to be on three of the major (by volume) players. They are, of course, Google, Yahoo and Bing. In particular, what you will be trained on in the Blog Blueprint training will



be focused on Google, which holds the largest share of the search engine market, easily outstripping all of the others combined.

Now, all three of these search engines share similar SEO criteria. However, from an ROI perspective, it is most effective for you to focus on the industry leader, which is Google. The side benefit of this focus, of course, is that a well-optimized and well-ranked site in Google usually means it will rank well with the other search engines.

## Internal SEO:

The process of optimizing the internal code of a website to help improve its rankings with the search engines is referred to as 'internal SEO'. You may also hear the term 'On Page' or 'On Site' optimization.

Some people say that *internal SEO* is not an important factor for ranking with the search engines. This would imply that they do not understand the principles behind SEO and as a result are not taking proper advantage of it.

Some examples of *internal SEO* that we will be focusing on are:

- **Keyword Density** – this is the amount of times a keyword appears on a page, often represented as a percentage (e.g. keyword density and keyword percentage usually mean the same thing).
- **Sitemaps** – this is a page on your site that links to all internal pages on your site. This is very helpful in enabling search engine *spidering*, the process of search engines seeking to locate all of your internal pages.
- **Internal Linking** – this is how internal pages on your site are linked together and what keywords are used as the anchor text for each link. The *anchor text* is the text which is seen by your reader and is hyperlinked to another page. An example of an internal link would be: **<a href="http://yoursite.com">Keyword Anchor Text</a>**

- **"Title", "Meta Description" and "Meta Keywords" tags** – these tags provide information for the search engines to understand what your page is about and is often used to produce the results in the search engines, meaning the search engines use those tags when searches are being performed.

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Strict//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-strict.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" dir="ltr" lang="en-US">
<head profile="http://gmpg.org/xfn/11">
  <title>Grind and Brew Coffee Maker</title>
  <meta http-equiv="Content-Type" content="text/html; charset=UTF-8"
/>
  <meta name="description" content="Grind and Brew Coffee Maker. Click to
find out which grind and brew coffee maker has the best features, warranty
and price. Educate yourself before you make a purchase you might regret."
/>
  <meta name="keywords" content="grind and brew coffee maker, coffeemaker,
coffee machine reviews, food and drink, coffee" />
  <link rel="stylesheet" href="http://grindbrewcoffeemaker.org/wp-
content/themes/frugal_355/style.css" type="text/css" media="screen,
projection" />
  <link rel="stylesheet" href="http://grindbrewcoffeemaker.org/wp-
content/themes/frugal_355/lib/css/dynamic.css?1284570918" type="text/css"
media="screen, projection" />
```

- **File "robots.txt"** – this is an important, powerful file that you can utilize for your site. Subject to whether or not sites agree to abide by the instructions of the *robots.txt* file, you can limit access only to those resources that provide value to you and limit those resources to the specific pages you want them to be able to access.

To explain further, any auto-blogging system you use will take up a fair share of resources (e.g. bandwidth, memory, etc.) so your goal is to keep usage from external entities to a minimum, especially if you are on a reseller's host, as many of you are. By blocking entities such as spidering programs that are only looking for backlinks or search engines that don't provide any value to you, you help minimize the usage while still enabling entities that help you achieve your SEO goals.

Also, your site is made up of many files, some of them unnecessary for finding by search engines, etc. (e.g. affiliate redirects). A robots.txt file enables you to open access to your site while at the same time denying unnecessary access to those files.

More detailed training on the development and use of this file will be provided later so don't be too concerned if you don't know how to do that it now.

## External SEO:

When you think of *external SEO*, think "link building". Also referred to as "Off Page" or "Off Site" SEO, *external SEO* is primarily focused on link building, the process of getting other websites to link back to your website. Link building is vital to **long-term success** with the search engines, especially Google.

As with *internal SEO*, more training will be provided on *external SEO*, particularly when we get into the module where we focus on promoting your blogs.

## Internal SEO Process:

There are several items related to the *Internal SEO process*. In the proceeding sections you will find details on each item as well as links to the demonstration videos. It's important you cover each step carefully, so take your time and be sure to cover each one.

### 1. Create your HTML Sitemap

**Video:** (Length: 5:40)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/htmlsitemap/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/htmlsitemap/htmlsitemap.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/htmlsitemap/htmlsitemap.m4v.zip>

**Description:**

There are two types of site maps we will be focusing on in the Blog Blueprint – *HTML* and Google-friendly *XML*. The *XML sitemap* will be covered in a following step.

The *HTML sitemap* is a page, which will link to other pages on your site. You decide which pages appear on this page and which ones don't. Having this page enables users and search engines to more easily get around on your site.

**Steps:**

Creating this page in Wordpress is very easy. To do so, follow these steps:

1. Log into your wp-admin area, go to "Plugins" and activate the "Dagon Design Sitemap Generator" plugin.
2. Go to "Pages" >> "Add New" and create a page with the title "Site Map". Select the "HTML" (as opposed to "Visual") editor option and, in the body of the page, add the token `<!-- ddsitemapgen -->`. This will tell the plugin to insert the site map data into this page.
3. Under the "Discussion" section, uncheck the "allow comments" and "allow trackbacks" options then click 'Publish'.
4. Go to "Settings" >> "DDSitemapGen". Under the "General Options" section, enter your "Sitemap page slug". This is the reference that appears at the end of your URL. For example, if you enter your page slug as "site-map", this will result in the following URL:

**`http://www.yoursite.org/site-map`**

5. Once entered, click "Update options".
6. Exclude the default index page link from being listed on your site map. This prevents the possibility of it being seen as duplicate content. To do this,
  - a. Go to "Pages" and hover over the page you've designated as your index page. Note the 'post' value displayed in the status bar of your browser window:

**`http://www.yoursite.org/wp-admin/post.php?post=15&action=edit`**

- b. Go to "Settings" >> "DDSitemapGen". Under the "Exclusions" section, enter 'post' value (e.g. 15) into "Excluded pages".
7. Under the "Miscellaneous" section, enter the "Full path to XML sitemap" value. For example,

**`http://www.yoursite.org/sitemap.xml`**

You will be creating this file in the next step so you will want the link entered here.

8. Click "Update options".
9. Go to "Appearance" >> "Editor" and add to your footer the link to your site map. This is important so that search engines find your site and all the pages that are on it.

## 2. Create your Google XML Sitemap

**Video:** (Length: 7:11)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/xmlsitemap/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/xmlsitemap/xmlsitemap.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/xmlsitemap/xmlsitemap.m4v.zip>

### **Description:**

This is the second of the two sitemaps that should be created for your site. An *XML sitemap*, often referred to as a *Google sitemap*, is similar to an *HTML sitemap* in that it links to all the pages you want linked to on your site.

While the *HTML sitemap* is mostly intended for visitors to your site, the *XML sitemap* is purely intended for the search engines even though it does come in a more human-readable format than when first developed.

In addition to linking to pages on your site, an *XML sitemap* will also contain information such as:

- URL of the page
- Priority for the page – this indicates how important you think the page is and will direct search engines on how often to come back and check on it
- Change frequency - how often the page is changed (e.g. daily, weekly)
- Last change - the last time a change was made to the page

### **Steps:**

Like the *HTML sitemap*, creating this page in Wordpress is very easy. To do so, follow these steps:

1. Log into your wp-admin area, go to "Plugins" and activate the "Google XML Sitemaps" plugin.
2. Go to "Settings" >> "XML-Sitemap". Make changes to the following options:
  - a. "Sitemap files" - check "Write a normal XML file (your filename)" and "Write a gzipped file (your filename +.gz)".
  - b. "Update notification" – uncheck each of the "Notify ..." options. You will want to activate these at some point but when first building your blog, it's recommended to leave these unchecked until you your site is stable – this prevents multiple notifications, which especially for a new blog, may come across as suspicious to the search engines. When your site is stable, you will go back and check each "Notify ..." option. Note - If using Yahoo, your Yahoo application ID will be required.
  - c. "Add sitemap URL to the virtual robots.txt file" – uncheck this as you will be creating your own robots.txt file.

- d. "Build the sitemap in a background process ...." - be sure this is checked.
  - e. "Post Priority" – check "Do not use automatic priority calculation ...." Using one of the other options will result in priority being increased with the volume of comments on your site. This is unneeded when starting out.
  - f. "Location of your sitemap file" – check "Automatic detection" and verify "sitemap.xml" is entered in the filename field.
  - g. "Sitemap Content" – check "Include homepage", "Include posts" and "Include static pages".
  - h. "Exclude posts" – enter the number of your site's index page. If you don't remember the number, refer to step 6a in "Create your HTML Sitemap" above.
  - i. "Change Frequencies" – set "Homepage" and "The current archive ..." to daily, "Posts" and "Static pages" to monthly, and "Categories" to weekly. The remaining ones can stay as default.
  - j. "Priorities" – set "Homepage" to 1.0, "Posts" to 0.6 and "Static pages" to 0.2.
3. Click "Update options".
  4. Click "rebuild the sitemap". Once done, verify your XML sitemap. Either type in the XML sitemap's URL (e.g. <http://www.yoursite.org/sitemap.xml>) or get to it from your site's HTML sitemap which will now contain a link.
  5. Once verified, go to "Settings" >> "XML-Sitemap". Under "Update notification" check each of the "Notify ..." options you want to use. Remember to have your Yahoo application ID if you plan to use Yahoo here.
  6. Click "Update options". A rebuild will not be necessary as it will be done automatically and sent to the search engines the next time a post is made.

**NOTE:** In order for the settings to be applied, and particularly the rebuild, it is necessary to have the '.xml' and '.gz' versions of the file on your site. If the rebuild fails, the permissions or the absence of these files may be the cause.

To correct this, follow these simple steps:

1. Log into your hosting account.
2. Go to "File Manager".
3. Verify that you are in the main directory (indicated by the presence of two sub-directories – "wp-admin" and "wp-content").
4. Click "New File". In the entry field, enter "sitemap.xml" and click "Create New File". Enter "sitemap.xml.gz" in the entry field and click "Create New File". Click "Cancel" to exit.
5. Once created, scroll down to each of the files and modify the permissions. Values "6 4 4" should be okay but if not, try "6 6 6".
6. Return to your wp-admin and perform the rebuild. It will indicate if everything is done correctly.

### 3. Create your robots.txt File

**Video:** (Length: 10:15)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/robots/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/robots/robots.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/robots/robots.m4v.zip>

#### **Description:**

A non-mandatory file on your website, *robots.txt* instructs bots on where to find your site and what pages they can access. Bots, or 'robots', are programs used by such sites as Google to gather information for their databases.

To view your site's *robots.txt* file, simply add "robots.txt" to the end of your URL.

**<http://www.yoursite.org/robots.txt>**

The top line of the file will have a link to your site's XML sitemap.

**Sitemap: <http://www.yoursite.org/sitemap.xml>**

Under that, a recommended entry is Google's 'Mediapartners' agent. By allowing this agent access, you prevent white space or public service ads from appearing on your pages when you've added Google AdSense to your site. This happens if Google has not had opportunity to index the page or determine what it is about. The entry looks as follows:

**User-agent: Mediapartners-Google**

**Disallow:**

The remainder of the text can be organized however you see fit. In the example *robots.txt* file we provide you, you'll see the text organized into segments or groupings simply for readability and management.

For example, the next two groupings are preceded by "**User-agent: \***" followed by a list of directories or files with each list item preceded by "**Disallow**". This represents the directories and files we don't want any search engines to have access to. Of particular note are the image files – since searches for images can result in non-profitable access to your site, you're better off just disallowing the search engines from accessing them.

Following these is a long list of user-agents that are prevented from accessing the site. These are selected not necessarily because they are 'bad' but because they don't serve any monetary value to you and would simply use up bandwidth and other resources if allowed access. The entries for these would look similar to the following:

**User-agent: ia\_archiver**

**Disallow: /**

Having "/" as a "Disallow" value prevents any access to any file or directory on your site.

**NOTE:** Before getting into how this file gets added to your site, it is important to mention the affiliate redirect entry. In the video you'll notice an example of it ("/deal/") under the first grouping of "User-agent: \*" preceded by "Disallow". The redirect appears under hyperlinks on your site (e.g. instead of showing the actual affiliate URL, it shows the redirect "/deal/"). By disallowing this in your robots.txt file, you prevent the search engines from being able to follow where the hyperlinks go.

You can access a copy of our sample file here:

<http://blogblueprint.com/example-robots.txt>

You can copy the file as is but be sure to make changes as indicated in the file:

1. Sitemap: <http://yourdomain.com/sitemap.xml> (EDIT THIS LINE AND REMOVE THIS TEXT)  
Modify the portion in red (e.g. put in your URL) and remove portion with brackets.
2. Disallow: [/affiliateredirect/](#) (EDIT THIS LINE AND REMOVE THIS TEXT)  
Modify the portion in red (e.g. put in your redirect folder) and remove portion with brackets.

For more technical information on this file, visit <http://www.robotstxt.org/>.

### Steps:

To actually add this file to your site:

1. Log into your hosting account.
2. Go to "File Manager".
3. Verify that you are in the main directory (indicated by the presence of two sub-directories – "wp-admin" and "wp-content").
4. Click "New File". In the entry field, enter "robots.txt" and click "Create New File". You will not need to change permissions for this file.
5. Go to <http://blogblueprint.com/example-robots.txt> in a separate browser tab or window and copy the contents.
6. Return to your hosting account, scroll down to your robots.txt file and select "Edit".
7. Paste copied contents into the edit field.
8. Change sitemap and affiliate redirect values then delete bracketed text.
9. Click "Save Changes".
10. Verify your robots.txt file by visiting it (e.g. <http://www.yoursite.org/robots.txt>). As well, verify:
  - a. All your folders are correctly entered
  - b. "Disallow" is correctly defined. For example, "Disallow: /" means no access at all, "Disallow:" (with no proceeding value) means full access.
  - c. You have not left spaces or extra characters. The search engines are very particular and may not respond how you wanted. For example, too many

spaces between groupings is not advised (one is ok). Also, special characters like '#' have special meaning in the robots.txt file so be sure to leave those out.

#### 4. Activate and Configure your Redirection Plugin

**Video:** (Length: 8:21)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/redirection/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/redirection/redirection.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/redirection/redirection.m4v.zip>

#### **Description:**

A redirection is simply a command that instructs browsers and search engines how to handle a specific link. Two such redirects are *301* and *302*.

The *301* redirect is called the "move permanently" redirect. When you use this redirect, it forces the reference to the original link to automatically refer to the link of the *301* redirect. For example, if you have site "abc.com" and configure a *301* redirect to "dogs.com", then when anyone types in "www.abc.com" it will automatically send them to "www.dogs.com".

This redirect also helps the search engines keep up with the information for your site. Knowing you're using a "permanent move" redirect, any association to your old link is updated to coincide with your new one. This update doesn't take place right away but eventually will do so.

The *302* redirect is a temporary redirect. An example of when you might use a *302* redirect is when you're doing maintenance on your site. You can place a *302* redirect to a "Site under maintenance. Will be back soon." page. This will help search engines to understand that this is only a temporary change so don't bother updating the associations with any long term association with the new link.

There are many ways to create redirects. You can use your .htaccess file, php code, javascript and so on. The simplest way, of course, is to use a redirection plugin.

One of the great features of the redirection plugin is its ability to cloak affiliate links. Search engines, especially Google, do not like pages that appear to be full of affiliate links as this can appear spammy. By cloaking these links to appear as internal links, you satisfy the search engines while still providing a link to external sources for your readers. This works in unison with your entries in the robots.txt file where you make it so the search engines are not even aware that these "internal" links are actually redirects.

As an added bonus, you also make the links look nicer as affiliate links tend to be long and full of different characters and codes.

Now one important thing to note when using this plugin is that you want to be sure to activate only after you've finished setting up your blog, including creating your pages, etc. The reason for this is because the plugin is coded to react to changes in your site (e.g. pages, page names) as a way of keeping current with any redirection associations it may have. This is good functionality but can produce unexpected results when first putting your blog together, such as re-associating a redirect with a page it was not intended to. Not to worry, though – you are able to easily change or remove any redirects that require it.

### **Steps:**

The first redirect you should set up is your index page. Recall that when you were setting up your blog you created a page that you then associated as your index page. This resulted in there being two such pages (the default one and the one you associated). You want to be sure that everyone ends up on the same page.

To set this redirect up, perform the following steps:

1. Log into your wp-admin area and go to "Pages".
2. Scroll down to your index page. Hover over "View" then right-click and copy the URL (Link Location).
3. Go to "Plugins" and activate the Redirection plugin.
4. Go to "Tools" >> "Redirection". Paste the copied link location into "Source URL" then enter a "Target URL". Optionally, leave other values as "URL only" and "Redirect to URL".
5. Click "Add Redirection".

Next, you want to be sure to set up redirects for your affiliate links. To do this, perform the following steps:

1. Log into your wp-admin area and go to "Tools" >> "Redirection".
2. Enter the affiliate link into "Source URL" then enter a "Target URL". Optionally, leave other values as "URL only" and "Redirect to URL".
3. Click "Add Redirection".

### **Final Note:**

Sometimes you discover that a page is redirecting that shouldn't be. You go to "Tools" >> "Redirection" and don't see the redirect listed there. To discover where the redirect may be, follow these steps:

1. Log into your wp-admin area and go to "Tools" >> "Redirection".
2. Click "Groups" in the navigation bar near the top of the page.
3. In the listing you should see "Redirections" and "Modified posts". Click "Modified posts".
4. Check the erroneous redirect and click "Delete".

## 5. Add Authority Links:

**Video:** (Length: 9:51)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/authoritylinks/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/authoritylinks/authoritylinks.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/authoritylinks/authoritylinks.m4v.zip>

### Description:

In the eyes of Google, websites are meant to be resources. Google wants to be able to provide value to its users and that is accomplished by providing resources on topics the users are looking for. Being a website that does this helps it to be treated as an authority site.

Examples of authority sites are sites like Wikipedia, health sites, top-level sites like government sites, etc. These are resource-rich and therefore easily rank as authority sites. A couple of great resources for finding authority sites are dmoz (<http://www.dmoz.org/>) or Yahoo Directory (<http://dir.yahoo.com/>) as listed sites generally have authority with Google.



Another option is Alexa (<http://www.alexa.com/>). Here, just as with dmoz or Yahoo Directory, you simply enter your keyword as a search parameter then scroll the results for links you think are valid for adding to your blogroll (a list of links usually placed in your side navigation bar). A recommendation is to select sites that have an Alexa ranking value of less than 100,000. A little higher is okay but below that is better.

Regardless of where you acquire your links, a good number to have for your blogroll is about 3 but if you are using the Better Blogroll plugin, you will want about 10 and only have three links appear at a time.

As a means to greater value and profitability of your site, you want to be able to link to these authority sites. Now authority sites themselves won't provide you with any short-term monetary value in the sense of making money off of them but linking to them gives you credibility with Google.

As a result, long-term monetary value can be realized because credibility with Google means a greater likelihood of higher page ranking and higher flow of organic traffic.

### Steps:

To use a plugin for linking to authority sites:

1. Log into your wp-admin area, go to "Plugins" and activate the "Better Blogroll" plugin.

- NOTE:** An optional plugin, this plugin was not mentioned in our earlier lesson on plugins. The power of this plugin is that you can add multiple links for your blogroll which will be rotated differently for every page on your site. Since it was not mentioned before, you may not have it already installed. To acquire the plugin, either:
- a. go to this link <http://wordpress.org/extend/plugins/better-blogroll/>
  - b. Go to "Plugins", click "Add New" then enter "better blogroll". Follow the steps for installing the plugin. Be sure to activate it once installed.
2. Go to "Links" >> "Link Categories". Here you will create categories that your links can be associated with as well as for the "Better Blogroll" widget.
  3. Go to "Links" >> "Add New". Enter a name, the URL.
  4. Scroll down and select a category (you can select more than 1). No description is required.
  5. Scroll down to "Target" section and check "\_blank – new window or tab". This will cause a new window or tab to open when a user clicks on the link, leaving your site still open and accessible.
  6. Click "Add Link" to save.
  7. Go to "Appearance" >> "Widgets" and then "Better Blogroll" in your sidebar.
  8. Enter a title for your blogroll. This will appear on your page above the links in the blogroll.
  9. Optionally enter a description for the blogroll.
  10. Select the number of links to show in the blogroll and the order to show them. A good setting is 3 links in random order but you can configure this however you wish.
  11. Check "Show Text Links?" Nothing else needs to be shown.
  12. Enter category(s) in the "Show Only Links From These Categories". If more than 1, be sure to comma-separate. This will show the links that you associated your selected category(s) with.
  13. Leave the rest of the options unchecked and click "Save".

## 6. Set Up Simple Tags Plugin:

**Video:** (Length: 7:02)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/simpletags/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/simpletags/simpletags.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/simpletags/simpletags.m4v.zip>

### **Description:**

The *Simple Tags* plugin is a powerful plugin that allows your blog to automatically insert relevant tags within posts. These tags link to internal pages on your blog, which in turn help to interlink your blog's content.

If a post or page on your blog is not internally linked to, Google and the other search engines feel that you do not deem it to be of value and as a result this may cause it to lower in the search engine rankings. By effectively interlinking your blog (using Simple Tags, Related Posts and the HTML Site Map) you can ensure that the search engines will not penalize any of your content for lack of internal linking.

**Steps:**

1. Log into your wp-admin area and activate the "Simple Tags" plugins
2. Go to "Settings" >> "Simple Tags".
3. Under the "General" tab, uncheck "Active tags for page"
4. Under the "Administration" tab, leave all default settings. It is also recommended that you register for the API services that are referenced in this section. These services will help ensure you get the best tags possible for your blog
5. Leave the "Auto link" tab with the default settings
6. Under the "Meta Keyword" tab, uncheck "Automatically include in header"
7. Leave the "Embedded Tags" with the default settings
8. Under the "Auto link" tab, select "Blogonly" beside "Automatically display tags list into post content" and delete the line "No tags for this post" from the "Text to display if no tags found" section
9. Under the "Related Posts" tab, select "Blogonly" beside "Automatically display related posts into post content" and then remove the lines from "Enter the text to show when there is no related post" and "Enter the positioned title before the list, leave blank for no title"
10. Leave the "Related Tags" and "Tag Cloud" tabs with their default settings and click "Update options"
11. Go to "Posts" >> "Auto Terms" and check beside "Active Auto Tags" and "Autotag only posts without terms" and then click "Update Options"

**7. Adding and Optimizing Internal Links:**

**Video:** (Length: 7:14)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/internallinks/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/internallinks/internallinks.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/internallinks/internallinks.m4v.zip>

**Description:**

Now we are going to add some links to your blog. The first set of links we want to add are the *affiliate links*.

Assuming that you have an auto-blog that has primary content that is promoting an affiliate product, you are first going to want to create affiliate redirects. This was discussed in the steps covering the redirection plugin.

The next thing you will want to do is add those affiliate redirects into the content of your posts. Recommendations for this are:

- Create an image or use a banner from the affiliate product you are promoting.
- Enter in a few "call to action" links, using redirects, on your index page and the two other primary content pages.

When you're adding these in your posts, be sure to include the following tags in your code:

- `rel="nofollow"` – this is because it's an affiliate link and so we don't want any credit being given to this link whatsoever. It is already being blocked in your robots.txt file (recall "Disallow" for redirects) but this is an added precaution.
- `target="_blank"` – this will cause the link to open a new window so you won't end up losing the person off your blog.

Here is an example of the code:

```
<a rel="nofollow" href="youraffiliateredirect" target="_blank">Check this out here.</a>
```

You will want to add these to your index page and the two primary post pages that you've added.

To edit your posts for your affiliate links:

1. Log into your wp-admin area and go to "Posts" >> "Posts".
2. Click "Edit" under the post you wish to make changes to.
3. Locate in the code where you are using affiliate links.
4. Add the nofollow and target tags as instructed.

Now you want to link your home page to your two primary articles. Recall how earlier when the articles were being created that you needed to make sure the index page article contained one of the keywords for each of the two primary posts. The reasons for this are ...

- it shows the search engines, Google especially, the priority you want to give the pieces of content you're hyperlinking to because you want them to know these are important for indexing and ranking highly
- it helps guide the bots through your site so they are able to easily index every page

To edit this, simply follow the steps for editing posts and add the `<a href>` tag with the URL for the primary post you want to hyperlink to. Don't forget the "nofollow" and "target" tags.

The next thing you want to do is add navigation to your sidebar. This navigation will include links to both of your primary content posts and to your home page. The home page link is important because you always want to provide a way for your visitors to get to the index page of your blog.

An important detail about the home page navigation link is that you want to make sure it uses "nofollow". The reason for this is that Google will look at the words used in the navigation and associate the page with those words. You don't want Google to associate "home" with your home page so by setting "nofollow" you prevent that from happening.

There are two ways in which you can add these links and the nofollow tag to the home link:

- using the text widget, enter the HTML codes for the links including nofollow for the home link
- using a plugin, configure nofollow for the home link and just use your blogroll to display the links

You can choose either way. If you decide to use the plugin, the steps for using it are as follows:

1. Log into your wp-admin area and go to "Posts".
2. Click "Add New" then enter "nofollow links". Follow the steps for installing the plugin.
3. Activate the plugin.
4. Go to "Links" >> "Categories". You want to verify you have a category called "Navigation".
5. Go to "Links" >> "Add New". If they don't already exist, add three links – index (home) page and your 2 primary content pages.
6. Go to "Links" >> "Nofollow Links". This will list all the links for your blogroll. Scroll to and check your home page link.
7. Once checked, scroll back to the top of the screen and click "Mark Links Nofollow".
8. Go to "Appearance" >> "Widgets". Select the "Links" widget and put it into your sidebar.
9. Edit the "Links" widget in the sidebar – Select "Navigation" from the drop-down list, check "Show Link Name" then click "Save".

All that remains now is to make sure that you add a link to the index page that does use keyword (for search engine value). Since it was already stated that "Home" is set to nofollow so Google won't associate your index page with that word, you need to locate the link using keyword in a different location. That location is the footer. Simply add a link to your footer that uses the primary keyword for your index page.

## 8. SEO Smart Links

**Video:** (Length: 4:27)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/seosmartlinks/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/seosmartlinks/seosmartlinks.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/seosmartlinks/seosmartlinks.m4v.zip>

**Description:**

*SEO Smart Links* is a great plugin for adding even more "interlinking" power to your blog. This plugin will automatically interlink posts based on keywords and will also allow you to specify which keywords and URLs you want to ensure get linked.

**Steps:**

1. Log into your wp-admin area and activate the "SEO Smart Links" plugins
2. Go to "Settings" >> "SEO Smart Links".
3. Under the section "Internal Links" check:
  - a. Posts
  - b. Pages
  - c. Comments
  - d. Do not check "Allow links to self"
4. Under "Excluding" check, "Prevent linking in heading tags (h1,h2,h3,h4,h5,h6)."
5. Under "Target" have only "Posts" checked
6. Under "Settings" check:
  - a. Process only single posts and pages
  - b. Process RSS feeds
  - c. Do NOT check "Case sensitive matching"
7. Under "Ignore Posts and Pages" add the page and post numbers for your index page article and your two primary posts
8. Under "Custom Keywords" add the keywords and URL's for your index page and two primary posts
9. Under "Limits" set:
  - a. Max Links: 2
  - b. Max Single: 1
  - c. Max Single URLs: 1
10. Click "Update Options"

**9. Web Page Analyzer and Your Primary Content Pages**

**Video:** (Length: 4:59)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/wpa/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/wpa/wpa.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/wpa/wpa.m4v.zip>

**Description:**

*Web Page Analyzer* (WPA) is a powerful application designed to help you fully optimize your web pages to be as search engine optimized as possible. It's of value to you that you **run this application for the three primary content pages of your site** – the index page and the two primary posts.

If you haven't already installed WPA, you can download it here:

[http://media.archonmedia.com.s3.amazonaws.com/wpa/WPA\\_Setup.msi](http://media.archonmedia.com.s3.amazonaws.com/wpa/WPA_Setup.msi)

1. You are going to analyze the index page and the two other primary posts that you made. You will need to analyze each one separately.
2. Enter the URL of the page you want to analyze and then the keyword phrase it is optimized for. Be sure not to use keyword phrases that contain less than 2 words. Reasons are:
  - a. You don't really want to be optimizing for keyword phrases with such a low word count.
  - b. Results are less reliable for 2-word keyword phrases.
3. The software will then run through its 23 steps and return a results report that will contain a score plus some recommended changes for you to do. It is important to understand that WPA is a tool intended to help you with optimizing your pages and therefore does not guarantee you'll get higher ranking by using it. However, we have use this tool with great results and highly recommend it. That said:
  - a. Don't worry if something on the report can't be corrected.
  - b. Set your goal for a WPA score of 85 or higher. Having it in this range lets you move on without worrying if your page is not optimized enough.
4. To help you understand the results of the WPA tool, it is recommended that you download the WPA cheat sheet that can be obtained by clicking the "Training" link in the top of the WPA software navigation.

## 10. Quick Search Engine Indexing

**Video:** (Length: 4:59)



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/quickindex/index.html>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/quickindex/quickindex.zip>



<http://media.archonmedia.com.s3.amazonaws.com/bbp/video/seo/quickindex/quickindex.m4v.zip>

**Description:**

Now that your blog is set up, you want to notify the search engines that it is ready. The following is an extremely effective strategy for getting your blog indexed in the search engines (especially Google) and also getting you an easy keyword rich back-link.

**Steps:**

1. Go to <http://www.howismysite.com> and enter in your blog's URL. Howismysite.com will then generate a unique page for you with the URL similar to [howismysite.com/yourdomain-com](http://howismysite.com/yourdomain-com)
2. Scroll down to the section "Other Resources" and click on each link and allow each page to fully load. These are services that will analyze your blog and create custom pages for you on high authority sites. The search engines constantly visit these sites and will quickly find your site through them.
3. Copy down the RSS feed URL for your custom page at howismysite.com and the URL of the custom page itself and go to ONLY one of the following services and submit your howismysite.com page:
  - a. <http://ping.in/>
  - b. <http://pingomatic.com/>
  - c. <http://pingoat.com/>
  - d. <http://pingates.com/>
  - e. <http://www.pingmyblog.com/>
4. Submit the RSS feed from your Howismysite.com page to the following RSS Feed Directories. **No Registration Required:**
  - a. [http://www.feedagg.com/add\\_feed.php](http://www.feedagg.com/add_feed.php)
  - b. <http://abcfeeds.com/index.php?act=submit>
  - c. <http://www.blogbunch.com/suggest/>
  - d. <http://www.feedlisting.com/submit.php>
  - e. <http://feedpass.com/>
  - f. <http://www.feedplex.com/add-url.php>
  - g. <http://www.feedsee.com/submit.html>
  - h. <http://metafeeder.com/suggest-feed.html>
  - i. <http://www.plazoo.com/en/addrss.asp>
  - j. [http://www.rssmotron.com/feed\\_eater.php](http://www.rssmotron.com/feed_eater.php)
  - k. <http://ribix.com/rss/submit/>
  - l. <http://www.twingly.com/ping>
  - m. <http://www.xmeta.net/users/>
5. Optional – Submit the RSS feed from your Howismysite.com page to the following RSS Feed Directions. **Registration is Required:**
  - a. <http://feedbite.com/>
  - b. <http://www.feedage.com/>

- c. <http://friendfeed.com/>
- d. <http://www.rssmountain.com/>
- e. <http://www.xfruits.com/>

### Action Items:

Your action items at this point are:

- Step 1:** For each blog, complete the steps of the Blog Blueprint Internal SEO process.
- Step 2:** Update your Blog Blueprint spreadsheet and update it to indicate which sites have been SEO'd.

### Summary:

In this module you have ...

- learned what 'SEO' is
- learned what '*Internal SEO*' is
- learned what '*External SEO*' is
- executed the steps for '*Internal SEO*'