

Andrew: Good morning everyone. I'm Andrew Warner. I'm the founder of Mixergy, a website where entrepreneurs come to teach how they built their businesses. In this session, we're going to learn how to get more traffic for your WordPress website by using search engine optimization, SEO.

Leading us is Ryan Kelly. He's the founder of Pear Analytics, a company that builds search engine optimization tools and software to help make SEO accessible to everyone. Pear analytics, as you can see on your screen right now, is known for its simple analysis tool which says if you enter your site's address, you'll get a quick report on your site's SEO performance for free. Ryan, welcome.

Ryan: Thanks, Andrew. Thanks for having me.

Andrew: Can you show us an example of what people will be able to do if they follow along in this session and learn and apply everything that we're going to teach them?

Ryan: Sure. I actually have an example where we've been working with this customer for several months. You might already know David Hauser, he's the CTO behind Chargify and Grasshopper. He's got a couple other startups. One of them is called PackageFox. It's a pretty neat little service. They tie into your UPS and FedEx accounts and track if your shipments have been made on time. If they haven't been, they will go after and get the refunds for you.

We've been working with David on his WordPress site and trying to identify, for examples, some of the keywords that might get new users to his software. We look at things like shipping, refunds, and UPS refunds, shipping recovery, and so on. We had some pretty good success with this particular site. He signed up December 6th with us and within about 60 days, he was seeing a considerable increase in traffic, as well as some of the rankings for the keywords he was after.

As you can see with this particular graphic, he had an 800% improvement in organic traffic. He's got seven page one rankings in about three months. Since his site is on WordPress, we did quite a bit of optimization to it. We also write the content for his site. We do the link building and other things to help boost his ranking.

Andrew: I see that. That's a dramatic performance in a short amount of time. To get page ones rankings means that the key phrases that you guys are going after, for those key phrases, he is appearing as the first search result in Google. True?

Ryan: He's on the first page. He used to not be found in the first ten pages of Google. Now he's ranked number two on the first page, ranked number six on the first page, ranked number seven on the first page for these particular search terms. We monitor that for him and let him know every month how he's progressing.

Andrew: I see. And from that an 800% increase. Let's go into the ideas that we're going to be teaching here today. The first step is picking the right keywords. How do we pick the right keywords?

Ryan: Here's how we do it. We use several sources, but the main one is this one here from Google. It's part of their AdWords product. It's got a neat little keyword tool. You can type in something and it will spit out a lot of different permutations of similar keywords. In this particular case, I typed in 'action sport events', which I think is one of the viewer's websites.

Andrew: Let's do that. Let's take a look at a website that one of the viewers submitted beforehand. The site is zexsports and one of the things that the founder of that website wanted to know is why she isn't ranking for event searches. She has a lot of events on her website and she wants people that are searching for events to come to her website. That's her goal. We're going to use her as an example of how to figure out to pick the right keywords.

Ryan: I'm looking at her title tag, which you can see at the very top of the browser. She's got her company name, and then it says search, local action sports event information and then the different types of sports. I might say that it looks like you're trying to target action sports events. I can go back to the keyword tool, type in that keyword, and it's going to give me a lot of options that I can also look at in terms of ranking my website [??]. So in this particular case you could see the competition for this word is pretty low. Again this is all coming and stemming off of the AdWords data base, so this is really about the data that they're getting from the AdWords system, it doesn't include really the organic searches.

What we use this information for though is a pretty good baseline to kind of base our organic or natural strategies off of. So in this case here its low competition but its low search volume. What this means is that if you look in the local, what I'm looking for is United States in English. So only 140 people a month roughly speaking are looking for action sport events.

Andrew: So that's why she's not getting that much traffic. It's not necessarily because she's not doing the right thing, it's almost definitely because there just aren't that many people searching for these keywords. And if there are only a couple hundred people who are doing the search you're not going to get more than a couple hundred people coming to your website.

Ryan: Right, and it's even less than that Andrew, because even if she were to rank number one for this keyword, you're only going to get about 30 to 40% of that volume anyway for the number one listing. There's been multiple experiments that have been done to show how much percentage of all that traffic does the number one organic listing get. Because you're also

competing with map listings, in some case, and you're competing with PPC listings. So that very first listing is only going to get about 40% of this number.

Andrew: Let me say this. I want to make sure that we understand how we even get to this. The basic page that I know a lot of who are watching this are saying I know how to get to that.

I want to cover those basics but I also want to promise you guys if this is too basic for you, you're going to get a tool here that's not too basic that haven't seen anywhere and you're going to learn how to use it.

Ryan's going to show it to you on your screen. I want to make sure that we cover the basics, and bring everybody up to speed before we go into hyper drive. That means that we're going to go to adwords.google.com, how do we navigate to the keyword tool that you found, that you brought us to?

Ryan: It should just pop up here, it will ask you do a Captcha thing, login and you don't need to have an AdWords account or anything. This is a public tool, and then you can just start using it right away. Now I've got mine set to a broad search type. I won't go into too much detail about that, but that's pretty much the safe bet right there. If you put exact, your numbers are going to get very, very small.

Andrew: So you want them to come here. The way to get there is adwords.google.com. You want them to check the broad check box, and not the exact check box, and you want them to type in the key phrases they think they're going after. Now you and I talked about this earlier and I said, what if actions-sports-events, the phrase that she had in mind originally for herself is not the right phrase. What should she be doing next?

Ryan: She should be probably looking for other keywords that have a little bit higher search volume, and that maybe aren't overly competitive. So for example, and they also kind of have to fit her business model, anecdotally speaking.

If she's not doing corporate sport events then don't target that particular word. Here's one, BMX events, 480 searches a month. Again, not a lot, but more than 40. I remember on her site she was targeting some BMX events. Maybe a good target, sports calendar, there's 9900 searches a month for that.

So now the question becomes for anybody out there who's going through this exercise. Is like how do I know that this is not enough searches or maybe too many searches, is not really a good target for me because it's really, really competitive, and my sites just not there. We built a tool to help you work through that as well.

Andrew: And we're going to be giving this tool out to people right?

Ryan: Yes, sir.

Andrew: Let's take a look at that.

Ryan: All right, so here's what we have. Just an ROI calculator and it does a number of things. The first thing that we wanted it to do is kind of show you how much traffic you're missing by not ranking well for those particular key words.

And then the other thing we wanted to do is help you determine what's a good keyword target based on what your probability is for ranking that term. And that has to do with something called a domain authority. This particular sheet, you just put in the keywords here.

I pre-populated this with some data but, let's just say I wanted to rank with these five keywords. I went a head and grabbed the search volume data back from that other screen. And then it will calculate for me, for instance if I were to rank number one for all of these keywords, I could be getting somewhere in the neighborhood of 8 to 9000 new visitors a month.

Andrew: Now she's going to go to the page we saw before. She's going to pick the keywords that she thinks are appropriate for her and she's going to type them into here, into the "B" column on the spreadsheet?

Ryan: Correct, and it's probably good to know that we've included what's called a search volume fudge factor. I don't know if you can see that, it's over here in the far right, it's 10%. Now we've run several experiments, we haven't publicized the data yet, but we found is that all of Google search volume numbers are pretty much overstated by quite a bit to say the least.

We found several websites where it would say the keyword would have 10,000 searches a month. Well what we did was we went into analytics, we know what their rankings are, and we calculated how much actual traffic they got from that particular keyword. Based on where they ranked for it.

We compared that to what Google is saying the search volume is. We made that correlation there that, wow, that's really overstated. So the other thing I would say to people is that if you're trying to target a word that's 9,000 visits a month, certainly don't expect to get half of that because those numbers are really high.

Andrew: So going back again to the example that you had with [??] website. If she is seeing 260 searches a month according to Google's data. You're saying expect that fewer searches are really being done.

Ryan: Yes, exactly right.

Andrew: So she's definitely going after the wrong keywords.

Ryan: Yes, potentially. Even the ones that have very small numbers, that just means Google doesn't have enough data on it so they're probably even guessing themselves as to what the real search traffic is for that word.

Andrew: Ryan, can you go back to the Google web page again, there's one more thing I want to know in order to give people a really complete and thorough understanding. So we now see why a phrase that has 260 searches done a month is wrong.

We could also expect that if a search is clearly not within your businesses focus, like corporate sports events, you're not doing corporate you don't want that. Beyond that, how do we know which is the right one?

Let's look at number two the second search row in that list there. Event marketing, should she just jump on that and say oh, look at that 74,000 people are searching for event marketing, that's the phrase I'll target. How does she know which is the right one?

Ryan: So here's what we also have as part of that spreadsheet Andrew. It's a second tab in the spreadsheet, but what you're going to do is look at the domain authority for your website, and here's how you go do that.

Back to our browser, I've got Firefox installed, I've also got an account with SE0moz [SP], and you can go in SE0moz and you can grab your domain authority from them. So if I go to exports I can see that she has a domain authority of 35.

Andrew: All right, let's pause right there and I'll tell people that we will of course link to the tool bar that you're using to figure out what the domain authority is.

Even though you have an account with SE0moz, and it's a great company. They do not have to have an account with SE0moz. You and I tested this before to make sure that they will be able to use it.

So you guys will have the toolbar, and with the tool bar you're going to figure out what the domain authority number is, the way Ryan's doing right now. He's pointing to it now.

Ryan: Right, and so that number is a number between 0 and 100. The closer you are to 100 the more trusted you are with the search engine. The closer you are and the higher you are the more likely it is that you're going to be able to rank for more competitive terms.

That's really the bottom line. So back to this chart, we can see that she has a domain authority of a 38, which means that she's in this row right here, row 9. So she only needs to look at anything here in row 9. Now the keyword that we were looking at which had how many, 2500?

Andrew: There was one that I was looking at. I was getting overly ambitious

on her behalf, because she's in my audience, I said 74,000 that seems great, should she go for that?

Ryan: Well, let's look at the chart, let's go across the top of the column here where we have keyword volume right, less than 100, 1 to 500, 500 to 1000, let's keep going. So that one's going to fall in this one. Greater than 20,000 searches a month, I come down here to her domain authority.

Looks like that one Andrew, is going to be extremely hard for her to rank for. Meaning that any SEO company is going to be expending a lot of time, effort, energy to try to get her to rank for that word. And she may not see results quickly.

Andrew: So looking again at the spreadsheet that everyone's going to get. She should be aiming for, the easy mark is one to five hundred which is what she's going for. The moderate, the one that's a stretch that she should be aiming for is five hundred to a thousand or a thousand to two thousands searches a month. Those are the key words that she wants.

Ryan: Right.

Andrew: Gotcha, OK.

Ryan: So, now she can go back to this Google chart and start picking out key words that are in those ranges. Okay, and again I look at the local searches because that's U.S. only. Global means all over the world. Now unless your product or service is sold across the globe, stick to the far right column, okay? So you know, maybe...

Andrew: So now we know the key words that she should be going after. Maybe we should go back to the spreadsheet that you had before and look at the first tab on that. And now that we have an understanding of what key words we're going after and where they go, I want to make sure that we understand the rest of the spreadsheet that we'll be giving out to people.

Ryan: Right.

Andrew: Is this by the way a spreadsheet that peer analytics did internally or is this one that's available online? It seems like it's internal.

Ryan: Yeah, we did it internally just using excel and we basically pre-populated some formulas in here. And so we'll have it on our blog that you can download it for free and play around with it. But she would put that word right here, and it had eight hundred and I think eighty searches or something like that. And I have to go down here and change her domain authority right because she had a thirty eight I believe, right? So based on that search volume, the search volume fudge factor, the percentage of people that click on the number one term, two term, or three term or I should say the listing inside that Google results page, you could see it

goes down quite fast. But eight hundred and eighty she can expect to get, eh, maybe thirty? Maybe a little bit more. Thirty visits a month from that one key word.

Andrew: If she ranks number one for that one key word, and of course that's later in the session we'll talk about how she can get to there. But you're saying if she gets to number one she should expect thirty people a month to come to her site.

Ryan: Right. Now take this Andrew and multiply it by the hundreds of key words that you can potentially try to rank for.

Andrew: Right. Now I notice that the spread sheet has just five key words on it already. Is that because you want to limit people when they start off to aiming for five key words or do you want to encourage them to create more rows in the spreadsheet and go further?

Ryan: You know, I would definitely encourage them to create more rows and kind of add on to this. I would say though that, you know, if you're a beginner and kind of doing this yourself and you're just learning, I would definitely not overwhelm yourself with too many key words. I want to talk a little bit about how we target blog posts and pages for key words in a little bit, and then that will kind of make more sense. But I just kind of did five just to show the impact, right, of spending money on SCO and how that relates to ROI.

So you have to know a little bit about your conversion rate, you have to know a little bit about how much revenue per customer you're going to generate. And then we can kind of go back and say well that spend on SCO is worth it. Because if we really rank for these key words we're going to make more revenue.

Andrew: Okay. And so again to make sure that I fully understand this. The first column is going to show how much traffic she's going to get for every keyword based on the search volume and a number one ranking. Sorry, that's column E. Then what you do is you just sum it up on row 13, right, click on that just so everyone can see it perfect. What's the next line under that? Potential new conversions?

Ryan: So what I did was I took the total traffic that she's going to get and then I multiplied it by her conversion rate. Assuming that you get two percent of all people to your site to sign up or buy something, she would get 175 new customers out of that traffic. Now based on her revenue from that customer we take the 175, we multiply it by this field which is the revenue per customer, or conversion, and we get that.

Andrew: Okay. Now, the important thing for us to understand is that first of all these aren't her numbers. We don't know what her conversions are and we don't know what she is earning per conversion. But every company internally knows what it's expected conversion rate is from a hit, and they

all know what a value of a customer is, or they should. And if they don't that should be a topic for another course here on Mixergy.

But what you're doing is you're just saying, you have to understand what your costs are. Take into account the fact that you have SCO costs and take into account the fact that you have revenue coming in from every hit, and think about each hit as a dollar and a cent, not just a hit to your site. And that's how you end up with the return on investment which is column E, row 17.

Ryan: Right. So, I mean, and you know you play around with these numbers. If I made this, you can start to see like the reason that it was so high was because that one word was over a quarter million searches or something like that.

If you put realistic numbers in here, in her case let's just say another word was 2,500 which is kind of like the top limit. This ones 500, this ones 1000, she might want to target some different words or maybe spend less on SEO, or maybe her conversion rates not very good, and that really needs to be worked on as well.

Andrew: Let me see if I understand this. Why is it that if her SEO spend is \$500 and that's her only spend, assuming that she's paying \$500 for a consultant who's doing this for her. Why is it that she has a return on investment that's negative, especially if her potential new revenue is about \$2000, 1959-60?

Ryan: Well because over here in this far column it says we're taking six months for her to get to those rankings. So she really spent \$3000.

Andrew: I see, on search engine optimization, consultants over six months.

Ryan: Correct, so if she spent \$500 a month on SEO for six months and she only got \$2000 in extra sales. Either a couple of things have to happen. She's got to increase her traffic or she's got to improve her conversion rate.

Andrew: Now let's assume she's just doing this for herself, this is kind of for fun for me. She's doing it on her own and all she did was take this course then the SEO spend would be \$0.00?

Ryan: Yes.

Andrew: And then once you hit enter on that. Oh, it won't let us do that. All right, we'll assume she spent a buck on this course. Basically what we're seeing here is then 1959 is all profit. I just want to understand how you arrived at it using the spreadsheet?

What's most important to me is how do we get the traffic? The conversions will be another conversation for another time, let's talk about how we get

the traffic. So now we know the keywords, what's the next thing we do with those keywords?

Ryan: I've got a couple examples here for WordPress.

Andrew: What we're going to be doing is, if I'm anticipating your next move properly. We're going to be looking at the plug-ins that they need to install on their WordPress sites to optimize first search engines, and then we're going to talk about the content they create on their sites with those plug-ins, true?

Ryan: That's right.

Andrew: Sorry, I don't mean to keep interrupting Ryan, but I'm so determined to get every bit of knowledge I can from you and simplified in a useful way because I want the email I'm going to get afterwards if we do a good job.

I'm here the same reason you are. We're battling for the person who's listening. The person who's saying I want a little bit more with my site, I don't just want to throw up WordPress site and be done.

I want to understand this, even if I hire a consultant, even if I hire ten consultants I want to understand the process. That's why I want details, details, details. Having said that, what is this website that we're looking at now?

Ryan: This website, that ZippyKid just put up this morning, and ZippyKid was one of the companies you featured yesterday. They are a WordPress hosting company. They specialize among other things, getting your WordPress to be super fast, and optimized for search engines.

I don't know how many of your listeners know this, but Google has taken a big consideration into page load times. They've recently added to Google Analytics another section, where you can see page load times for each page of your website.

We know now was SEOs that we have to not only make great sites and great content, but we can't have really slow websites either. And one of the problems with WordPress is that out of the box inherently can be a little slow. Unless you know how to configure it properly and you know how to configure your server properly. So we work with ZippyKid and some of their customers together we can provide not only a fast site but an optimized site.

Andrew: All right, so ZippyKid not just host Pressword sites, but helps optimize them. And the reason that we're looking at this website is that ZippyKid did as favor and said, here's one of our customers. With their permission we're going to look at the back-end of their website. You guys can use them to really explain how to optimize. That's why we're looking at

BurnEmNationWide.com [SP].

Ryan: All right, and I left it open so that we can install some plug-ins in real time. What ZippyKid basically installed is a lot of these performance things. So from a hosting standpoint, you want to do things like page caching. You want to do things like minify your code, whether that's your html or CSS code. You want to put your images on a CDM, and you just want to make sure that your server is set up in a way to make every thing super fast.

And you'll notice that like after you've been on ZippyKid your page load times will go down to less than 2 seconds, which is optimal. So this is the sort of thing that they set up for you. And it's not terribly difficult, however, it's probably you know more technically oriented than not, so. That's why we work them. So, the other plug ins that I'm going to go through right now, I've got five plug ins that I install for SCO.

Andrew: Okay, so why don't we, let's show the list of plug-ins that ZippyKid installs already for people. And then if the audience wants to install it for themselves they can do it too, right?

Ryan: Sure.

Andrew: OK, and what are the list of plug-ins?

Ryan: We just go to here...

Andrew: Let's hit that.

Ryan: They're going to install W3 total cache.

Andrew: Can you put a check mark next to it on the site just so we can see it? Now, the reason we're not going into depth about this is because this course isn't about speeding up your website. But I'm touching on it because, as Ryan said, speeding up a website is important for search engine optimization. So let's highlight it. So W3 total cache is one plug in.

Ryan: Right. They do real time site map. They actually have a whole list of plug-ins that they install right as you (inaudible).

Andrew: Right when you set up they do, they install a bunch of plug-ins for you.

Ryan: They install the platinum SEO pack, and I'll talk about that in a minute. Because some people may be more familiar with the all in one SEO pack. But I'll tell you why in a minute why I like them better.

Andrew: Okay.

Ryan: They haven't activated yet but they'll install discus commenting

system which, you know, for anybody who's running the blog and they've got comments. What discuss does that I like, or discuss, I don't know how they pronounce it, but, they've got this thing where they import all the social media reactions. So that's really great to show activity on a blog post. So not just comments but you've also got people who've retweeted it or shared it on Facebook.

Andrew: Right. It's kind of sad when somebody puts on a new WordPress site and there are no comments. But you know what, if you use discuss, or some people say discuss, then you get some Twitter comments at least imported on your site underneath your blog post. Okay, what else. Let's just touch on some of these quickly and then we'll go to the next section.

Ryan: OK, we have Google XML site maps. We're going to go ahead and activate this in a minute. I'm going to show you how to, what you want to do is to make sure you have an XML site map which is the protocol now for Google to let them know that you have new content on your site. It's easier for them to come and view one site file then it is for them to come out and crawl your entire website. That's why that's important to have.

Most of the optimization for speed and performance is done within W3 total cache I would say. I mean there's a lot a lot of features in there that can be configured. So you know, this is a great list of plug-ins. We can go in and install a couple more. There are other ones that I liked are, for example, efficient related posts. What this does here is underneath your blog post you want to have other posts that are related to it, linked. Okay, so part of SCO is having a really good linking structure in that all of your articles that are sort of related to each other are all you know combined and linked together in some fashion, okay?

Andrew: Okay. And we intentionally both agreed that we would show how you find and install a plug in. And that's what people just saw right now. You found it, you installed it, boom it's that easy. What's another one that we need to add?

Ryan: I like this plug in called SCO Smart Links. There it is right there. What this does is you're a (?) that has a lot of product pages, what you want to do is link what you're writing about in your blog to your product pages or your service pages. And so what this thing allows you to do is basically anytime you mention the word WordPress hosting inside your blog post, it will link them to the page that talks about that product. And it's a really great way to have internal linking to product pages that may otherwise be sort of light on content and so forth.

Andrew: Okay.

Ryan: Really great thing there. And then, what else do we have? Web Master, Google Web Master tool. This is a great one.

Andrew: So, actually before you do that one why don't we just show how you

got into it. And I know I'm taking this a little too slow, but let's make sure that we fully understand it. The first thing you're doing is you're going over to the left side of the page. You're going to the plug-in section. You're hitting add new. The next thing you're doing is going right there to the top and hitting the search link which is black right now, because you're on it. Then you're going to type in the key word. OK?

Ryan: Right, web master tools. Maybe Google and [master] tools. Then I'm just going to search. Now there are lots of tools that will come up. Trying to figure out which one you should install, it's kind of hit or mix. Some of them work really well, other ones don't. I would be really careful on all of the plug-ins that you use. Because that's actually part of the reason why WordPress sites are really slow. It's great to have lots of plug-ins and stuff that you don't need to code and build yourself. However, if they're not built really, really well it can slow down your entire website.

Andrew: OK. I've definitely felt that. I ended up, or at least at first, I added so many plug-ins that some of them ended up not getting updated in time. Others ended up causing me, what is it called where somebody just broke into my website?

Ryan: Oh, the security breaches are incredibly. You don't want to go plug-in happy. You want to just install the few that you need to get the things down that you need. We've kind of vetted through all of these. We know that they work really well. That there's not any security issues or there's not any performance issues. Then we can kind of go from there.

(Inaudible).

Andrew: What's this last one that you just installed? Web master tools verification, right?

Ryan: Right. Web master tools verification allows me to set up (inaudible). All three search engines, they all have a web masters tools area. Google's not the only one but Yahoo and Bing also have an area where you can go in and tell them that your site exists.

Andrew: OK, now Ryan is there another plug-in that you want to install or is that pretty much it?

Ryan: That's pretty much it.

Andrew: Let me do this. Since we talked about so many different plug-ins now I want to do a quick recap of the ones that are critical for search engine optimization. Maybe you can do what you did before where you just check them off and we'll be able to follow visually on the screen.

What are the ones that are critical for SEO? All-in-one SEO pack? You're saying no and you'll explain why not in a moment, right?

Ryan: Efficient related post is one.

Andrew: All right, what's the next one?

Ryan: Google xml site maps. We're going to have to activate this for this particular site.

Andrew: I see, Google xml site maps. Perfect.

Ryan: All right, Platinum SEO pack.

Andrew: Let me make sure I see that up on the screen. There it is, Platinum SEO pack. OK.

Ryan: SEO smart links.

Andrew: SEO smart links. OK.

Ryan: W3 total cache.

Andrew: W3 total cache. OK. How about, before we click and dig into any one of them, can you just give a quick one or two sentence summary of what each of these does? Then we'll start off with the one that's most critical and discuss it and go on to the next and the next.

Ryan: Sure. The W3 total cache is going to help you set up for speed and performance. A lot of that has to do with caching, minimizing your code or scripts on the page, things of that nature. This is a little bit of a technical piece that if you're not really comfortable with you can certainly reach out to Zippy Kid and they'll help you.

Andrew: OK.

Ryan: SEO smart links is a plug-in that allows you to link easily for any given keyword that you might be writing about on a blog and linking them to other pages that exist on your site.

The platinum SEO pack is pretty much the one that's going to allow you modify your tags on the page and all that stuff. There's some technical pieces to that, which I'll go through in a minute. But this is really a big one for optimizing the entire blog, or site. Even your static pages.

Andrew: OK.

Ryan: Google xml site maps is just an automatic configurator for xml site map. If you did have WordPress you'd have to go and make an xml site map yourself and then put it in the root folder. This does all of that automatically.

Andrew: Perfect.

Ryan: The efficient related posts allows you to display underneath any given blog post other posts that could be related to it. Either through similar tags or categories or other things that you set up.

Andrew: OK. I think that's it. I guess the first thing we need to do is activate them all. You can leave them checked and then turn on activation, right?

Ryan: Yeah. I'm going to go ahead and activate this one and then what we'll do, first thing I always start off by doing is going to the platinum SEO pack.

Andrew: OK. It's right there on the left. You click on it and then we've got it up here center screen.

Ryan: Right. What's cool about platinum SEO pack is you can migrate, if you have the all-in-one SEO pack already and you want to move to platinum all you have to do is migrate everything over. They make it super easy to do that. Since we didn't have all-in-one installed anyway I'm starting from scratch with platinum.

The reason I like this plug-in better than all-in-one is for a couple of reasons. They're kind of big reasons. The first one is this automatic 301 redirects for any permalink changes. Inside WordPress if you're writing a blog post and you publish it, and all of a sudden you go back and say you know what, I want to change the URL path and I want to rename my blog post to something else. What will happen is that you're now going to have two versions of that page in Google.

Let's just assume that you wrote the post and then a week later you decided to change the name of it. Well, Google probably already came and indexed that page because it's really fast if you use these plug-ins. Well, a week later you change it and you create a duplicate page. That creates duplicate content problems and that's a big issue that you want to avoid. What this plug-in does is that any time you go in and change the name of that post to something else it's going to automatically redirect the old one to the new one. That way you won't have that duplicate content problem. That's really a big deal.

Andrew: That's a huge deal for me. I sometimes change it because I have a typo in a URL. I have a typo in the URL, I fix it. Everyone who goes to the type ends up with a dead page. You're saying because of this plug-in that won't happen anymore. What's another benefit of using this?

Ryan: The other benefit is they have [canonical] URLs and [canonical] URL is a kind of a geeky term to tell the search engine what my preferred URL is. Sometimes websites use multiple versions of the same page to do things like affiliate marketing, tracking, or other things. Maybe they're running a promo and they want to track a different URL or something like

that. It's usually (inaudible). They'll take their homepage (inaudible) or something like that. (Inaudible) like ignore these other copies. I just want you to focus on this one and this one only. That way, again, you're avoiding duplicate content.

Andrew: OK. The goal of [conautical] URLs is to avoid duplicate content. That's why you've got that checked and that's why you like this plug-in.

Ryan: Right.

Andrew: OK.

Ryan: Now if I scroll further down, a lot of this out of the box comes pretty much set. You don't really need to (inaudible). If you come down you're going to see a lot of checked boxes, OK. The other nice feature about this plug-in is that it no indexes a lot of the garbage that WordPress ends up producing for you. I say that lightheartedly. I don't mean garbage but anytime you make a post on WordPress it basically creates the tag, the comments, the [track backpacks], the on and on and on. Different pages, right, that you can access and they all have the same blog post on it. Well that, again, is duplicate content.

What you need to do is no index all of these ancillary pages that WordPress is producing. You can do that right here. You start no indexing, for example, comment pages, RSS feed pages, things that just are not going to matter for you in terms of SEO right now. Just go ahead and no index them because it's going to create a bigger problem for you later on.

Andrew: Let me ask you this. I understand why a RSS feed would be the exact copy of what's on my website. Almost by definition that's what it's meant to do. It's supposed to grab the content on your website and make it more computer readable and easier to share. Why does it matter if Google is indexing that and putting it in its database and the original content? Don't we just want to feed Google as much data as we possibly can from our sites?

Ryan: Oh absolutely. What we don't want, though, is to confuse them as to what they need to put into their index. If they find that they've got multiple pages for you in the index that are all the same they're going to be confused as to which one they should show somebody who's searching. What they'll end up doing is either showing the wrong page or they won't show any of them.

A lot of times what we find when we're working on sites is a duplicate content issue. We correct the issue and all of a sudden their rankings go back to where they were. Duplicate content is a big problem. It's something a lot of site owners aren't aware of.

Andrew: Is there anything here else that we should especially point out?

Ryan: I think that right out of the box this is pretty well configured. Depending on how complex you've set up your blog, I wouldn't do a lot of this no follow stuff. I'll tell you why. If you start to no following a lot of links in your site, you can run into an issue where you shoot yourself in the foot. If you no follow a lot of links, what you might be doing is shutting a door to get link use from somewhere else later on. Without going into a lot of geeky technical stuff, don't follow everything, unless you know what you're doing. You can actually hurt your site. I usually leave things like log in and registration links. Those are perfectly fine for no follow. For the rest, leave it turned off. It's not going to hurt.

Andrew: I know these are pretty much the settings out of the box, but if you scroll from top to bottom, if anyone has any questions, they'll be able to pause this section of the screen and see how their configuration should look. So, just do a quick scroll down and we'll have that for them. You can go a little faster than that and hope they have a fast trigger finger when it comes to pause.

Ryan: Let me say one more thing about this here at the top. Most of these SEO values allow you to configure your home page title, description and keywords. If you were to go to the home page, you'll notice that I've got this in the home title, but why is that when I go to the title page it doesn't show it? There's a reason for that. You're going to have to take this and actually install it on the home page.

Andrew: Let's take a moment here. The post title format and the page title format, are you sure you want to leave that the way it is? Let's go back to the plug-in configuration page. There it is. Do you want to keep the blog title in the page title format and the post title format? The site is going to pretty much rank for the blog title anyway, isn't it?

Ryan: Right. The way I usually set it up is either leave this on or off. As long as blog title is at the end, it's fine, because the search engine will truncate from the end. What you really want is the post title to be first. You could choose to leave this off if you wanted to. Where you wouldn't do that is if your blog title contained key words in it that you wanted to rank for. In this case it's fine. It's going to append Burnham Nationwide to the end of every single blog post. If the search engine cuts it down, that's fine.

Andrew: If it was the first thing, then it would be putting too much weight on the title of the company, which is unnecessary. But, if it's at the back it doesn't matter. What are the home title, home description and home keywords?

Ryan: What I want to point out is if you go to [??], she's got hers in the front, so she should reverse that.

Andrew: Definitely in the front, and then she has a pipe or a straight line and then the keywords. You're saying get rid of that.

Ryan: Right. Reverse it if you can. If she were on WordPress, you'd go here and reverse these two things.

Andrew: The home title, home description, and home keywords, what do they mean?

Ryan: The title is what you see up here up in the title. I'll show you how to fix that because it isn't showing up. The plug-in is not overriding. The meta description, if we go to Google, and we look for anything in Google. Let's take a second to make sure everybody knows this. I'm going to look for sporting events. This the meta description right here. This sentence that comes right after the title. This is the title in bold, and then under here are the two sentences or the meta description.

Andrew: So if this company was using the plug-in that you recommended and filled in that field, they would have a clearer description right there. Instead, what they have is the first text that's on their site.

Ryan: Right. It's good to know that Google will rewrite your meta description if they don't like what you wrote or you're missing one. This is why we took the time to carefully construct a meta description tag so that Google doesn't rewrite them and it's better to optimize for one anyway. For Burnham, we didn't put all that stuff here. Instead of putting it in the plug-in, I have to go to the actual page to do that but now that I have the plug-in installed I'm going to go the homepage. I'm going to click edit and I'm going to go ahead and see down at the bottom here you'll see the platinum SEO pack settings. Right here, you see right here?

Andrew: Let's give it a moment to show up on my screen since I'm looking remotely. I see, yes.

Ryan: I'm just going to plug-in code compliance and building code experts. Those are two keywords that describe what they do. Burnham Nationwide is a company that specializes in code compliance and building codes...

Andrew: That's good for now.

Ryan: ...in Chicago. That's all I have to do. Now, I normally leave out keywords because number one, Google, any other search engine really, does not recognize the keyword tag anymore. Really all you're doing is tipping your hat off to competitors as to what kind of keywords you're trying to rank for. I just leave this blank.

The rest of this stuff you don't really need to mess with. All I need to do now is go ahead and hit update. I'm going to update the page. That works. Now I'm going to go back over here to Burnham and I'm going to refresh. You'll notice that my title has been fixed.

Andrew: I see it up there. Most people in WordPress, first of all let me acknowledge that I do see that it works. Now I see that on the page there's a section for platinum SEO that allows you to fill in the keywords and the title that you're looking for. Most people don't actually have a homepage that's a page on WordPress, correct?

Ryan: Right.

Andrew: In this case you have it and that's why you need it to override it.

Ryan: That's why. If you're just running a blog and you're not running any static pages then you would do the same thing into the posts or, for blogs that have a static homepage, you would put that back where we had it in the plug-in. Where it asked for that.

Andrew: OK. Can you go back into that plug-in? For most people that place that they're going to put in the description that you just typed in and where they're going to put in the title, it's right here. For you, because you're using a different homepage, you've got a different set-up and that's why you had to go into that homepage.

Ryan: That's correct.

Andrew: OK. The way to select what that homepage is, I don't want to get too far off course, but I think the place to do that is settings, reading. That's where you can pick a different homepage for your site. But I could be wrong. It's over, right on the left side of the screen there. Yes. That's where you picked home as a page that you created in WordPress and you made into the homepage.

Ryan: Yes, it depends on how your theme was built in WordPress. If your designer, however they built your theme. Yeah, this is pretty much the standard how you do that.

Andrew: OK. All right, so I see how that goes. Is there anything else we need to know about this plug-in before we go to another plug-in?

Ryan: I think that's it. I think that pretty much covers that plug-in. It's the bigger one. It's going to allow you to add all of those tags on all the different pages and post pages that you have.

Andrew: OK, all the key words that we used we now know where to put them. What about in individual blog posts? Would we need to override individual blog posts and give them their own heading and their own descriptions?

Ryan: Well, let's take a look at one (inaudible). Lead homes, whose grass is greener? OK, let's look at that. Now you'll notice that this one, platinum SEO pack, this information hasn't been installed. You could set the platinum SEO pack to go ahead and use the title of the post as the title here and then auto-write your meta-descriptions. I don't really like

doing that. I'll basically take this. I'll copy it, put it here. Then I'll actually write the unique description for this page. Then I'll update it.

Andrew: OK.

Ryan: That's the way I like to work. I'm not saying that you can't automate this but I almost don't like to automate every single thing in SEO.

Andrew: OK. If we wanted to automate it, it would automatically, apparently, be done already based on the settings that you showed us earlier. What we're doing here is overriding it for individual posts and you're saying you like to override all posts.

Ryan: Right.

Andrew: OK, how about another plug-in? What's the next one that we should be looking at in depth?

Ryan: Here's one called, let's go to the xml site map. Let's say that you finish putting your blog together. Everything's pretty much configured and you're ready to go ahead and submit the site map to Google. Now, the first thing that is good about the new WordPress is that it tells you when you're blocking search engines. The reason that we're still blocking search engines is that this site was launched this morning. They want to make sure that they get all of their final changes done before they go ahead and launch it and turn it over to search engines. If you want to change it you go here to privacy settings and you basically click this button instead and you're done. That's all you have to do.

Andrew: We just did it right now? We just made this visible to search engines together.

Ryan: Yep. Now it's visible to search engines but I've still got to tell Google that the site is existing. I'm going to go back to the site map plug-in. Now it says my site map was built today. It's in a different time zone but we have a site map that was built and then (inaudible) notify Google. All the settings in here are generally out of the box. Notify Google, then we have updates, rebuild the site map if you change your content. We can click here to notify Yahoo. It's going to ask you for an ID. That just takes a little bit longer to set up. That's why that's not clicked on yet. All of these things are generally OK out of the box.

Andrew: OK. It's the site map plug-in that we set up earlier?

Ryan: Correct. It's going to automatically detect where it's located. It's going to put them in the right place. Sitemap.xml is the standard, where you want to put it. If you want to check it you just go here and you put /sitemap.xml. There it is.

Andrew: This is pretty much what Google wants to see? They don't want to have to go through your whole website trying to find the pages that they need to index. They want this page to give them the secrets. To tell them exactly what to index.

Ryan: Exactly right.

Andrew: OK, what's the 20% there?

Ryan: These are the priorities. Meaning how important is it that you come and crawl this page? How often? This one's daily, this one's monthly, weekly. Now, for the most part you're not changing pages all the time. What you're really doing is adding new ones. Every time you add a new one it's going to come index the immediately. What these settings are for is how often do you want them to come back and look for changes?

Andrew: OK. All right, let's look at another plug-in. That plug-in pretty straightforward. You just have to make sure that you install it and you should have the settings the way that Ryan just set up. Right?

Ryan: Yes.

Andrew: Do you want to scroll us through that one too? Just so we can have a look at it and if anyone wants to they can just copy.

Ryan: Yeah, the only thing I would click on probably is notify Yahoo. I would go through this process of setting that up.

Andrew: OK. There's a link right there that says request on here and that's how you would do it?

Ryan: Right.

Andrew: OK.

Ryan: All these priorities, all these frequencies, you can change them here if you want to. Like if I'm Mashable.com I'm probably going to change the frequencies and so forth. But for most people out of the box, this is fine.

Andrew: OK. Great. Let's look at another plug-in.

Ryan: All right, so we have related posts. What this does is if I'm on the bottom of a blog post and I want to know what other related posts go with this, which is a great way for internal linking for SEO, I can set this up so if I have blog posts that have the similar or same categories and/or tags I can have that populate. Right here it will say the title, related posts. This is fine. What to display if there aren't, no related posts. This is fine.

Now you can ignore categories. In other words if you don't want related posts to consider anything in some category that you might have you can go ahead and deselect it. I generally don't find anything I have to deselect. Maximum posts, historic (inaudible), posts to display is five. This is fine.

Now here's the setting you want to make sure you change. Right now it's defaulted into do not auto-insert into posts. We're going to go ahead and auto-insert into posts. Because I just want this on the blog. If I wanted this on all of my static pages I would auto-insert everywhere, posts and pages. I really just want to put this on the blog for right now so I'm going to put auto-insert, into post.

Andrew: All right, and of course pages like contact pages, about us pages, you don't need to have related links over there.

Ryan: Probably not.

Andrew: Now I actually don't use this at all on my website. Am I making a big mistake? I don't want people to have to go to related post just because they happen to be on one. I'm hoping that they'll do something else. I'm not yet sure what that something else is but not necessarily looking to feed them over to another post.

Ryan: I don't know, it's probably not a big mistake. I think it's like a way to get better in terms of linking. A lot of sites are going to suffer from poor linking structure, and this is one way to help detour that is to make sure that all your posts kind of, at least in the same category or the same topics come and link together that way. So for SEO reasons that kind of helps you.

Andrew: What do you mean by internal linking? Why is that important for my pages to link to my other pages?

Ryan: What you don't want is for neither a user nor a search engine to come and find dead end pages. A dead end page is really a page the kind of well a dead end it doesn't really lead to anywhere else.

For a blog, you're information architectural and how you set it up your blog is important, and not every post has to link to each other, but the ones that are related in terms of the same topic can create a content hub for you.

Such that like, if you connect them all together it may give you a boost in rankings because that content is all in one place. So rather than having blog posts spread out what we're trying to do is group them together.

Let's say that I'm writing about SEO software. Well I'm going to group all of my SEO posts together, and then I'm going to group all my Google Analytics posts together, and so on down the chains.

That's going to help you sort of avoid these dead end pages down and get better internal linking, because that's usually a problem as to why Google comes and they crawl the site and they have problems crawling your site.

You look at Google's index and you only have 20 pages in there, yet you know you have 100 pages in Word Press, well where are the other 80, where did they go. Well Google couldn't easily get to them. So that's why we install the XML site map plug-in, that's why we link pages together like this. So we're just making it easier for the search engine to get those pages.

Andrew Warner: All right, that makes sense. You're starting to convenience me that I should probably do this too. How about one more plug-in?

Ryan: Let's see, this Web Master tools verification one that we set up. What you're going to do here is, if anybody's done a Google Web Master verification before.

You usually have to put this long string of characters on their website as a meta-tag. So what you're going to do here. This Word Press plug-in makes it really easy so that you don't have to install all this meta-tag on the header. You're just going to go a head and set up your WebMaster tool account, your Yahoo, and your Bing, and then get those long strings of characters and put that here.

Andrew: You're right, I always have to add, what do I do? I upload a file, via FTP to my system, to my server then Google knows that because I uploaded the file they gave me that I own the site that I'm using the WebMaster tools on. Now, what is WebMaster tools?

Ryan: WebMaster tools is way for you to sort of check and monitor the performance of your site. To make sure that Google didn't have any crawling issues, or they didn't find any errors.

It's a really good tool to see if you've got 404 pages laying around that you shouldn't have, which can create a problem for you. So if you have a lot of 404 pages, what happened in that last Google update which they call Panda.

One of the [??] updates, what they did is they kind of ding sites for having poor technical structure. Part of that is having lots of 404 pages that they hadn't cleaned up.

So we had a particular customer who going through three or four website designs and changing over to this system and that system, ended up with 4,000 404 pages, and he just needed to take the time to clean all that stuff up. What happen was we cleaned everything up, got everything in order and within a couple of weeks his rankings were restored.

Andrew: I've got to tell you that this is something that I've got to do on my site too. I've made so many changes, that I know I have 404 aka dead web pages. Pages I've forgotten, that I'm still linking to, but don't exist anymore. Webmaster Tools will help me identify it. Once I identify it on Webmaster Tools I can go on and delete them. You are saying, Google is going to say, 'This is a much more significant, much better website for us to link to and to rank higher.' One last plug-in, and then we'll go on to the next section in the session.

I live everyday in WordPress, because I publish, but I don't know a lot of this stuff. You're opening my eyes. I'm learning as we go through this. The reason I don't know about this stuff is that I want to do my work, pumping out great content, sweating the details of the content. I don't know how to make these adjustments.

What I'm loving about this course is that you're showing me adjustments I can make today and then pretty much set them and forget them and move on with the rest of my day and focus on content. Finding the 404 dead pages can be done once over a weekend and then go back to focusing on the content. Sorry, I was yapping, yapping, yapping, as you were setting which plug-in you were going in to. Which plug-in is this?

Ryan: This is SEO Smart Links. As an overview here, you can automatically link keywords and phrases in your post and comments with corresponding posts, pages, categories and tags in your blog. So, there's a lot of things you can configure in here, but let me show you what the coolest part of this whole thing is. If I want to link, in this case Burnham to a user, if I mention in any post, the word . . .

Andrew: Let's see what word they use often so we can test it out with that.

Ryan: 'code compliance'. So, I want 'code compliance'. Anytime I mention that word, I want it to go to . . . Let's just say I want to go to the code compliance page that they have. So, anywhere that this word is mentioned in a blog post or pages, it's going to underline it and link it to this page. It's another great way to really beef up your internal linking. You have to be careful with it, because I don't know about you, but I don't like reading a blog post that has 400 links in it. You really don't want to over use this.

Andrew: Let me ask you this, Brian. If on my site, I want to rank for 'business tips', I would come to that plug in exactly the way you did, SEO Smart Links and say, 'Business tips is the word that I want to rank for.' I would link that to Mixergy.com so that every first mention in a post of the phrase business tips would link to Mixergy. What I'd be signaling to Google is that this is the place to go for business links, Mixergy.com. Easy. Now you're checking to see on Burnham if that took effect, and so far I don't see it. You know what? You might not have hit submit on that.

Brian: What I'm going to do is pick Chicago Climate Action Plan. Let's

pick this right here, just to test it. Let's link it to Chicago.com. We will go back and change this step, but just to show you how this works. Open it in a new window, means if that if I click on that link, I'll open a new window. This is great for external links, because if you're sending somebody outside your website, you don't want them to lose their place inside your website. If they're all internal, then you want to leave that off.

Andrew: I like that we're looking at this on a live site, so we can see the results we're generating.

Ryan: Let's hope this works.

Andrew: I'm waiting as you refresh. I wonder if you have to click on the blog post or if it will just show on the home page? I see home somehow got it.

Ryan: Yeah, home got it. Somehow my Chicago Climate Action Plan didn't highlight.

Andrew: Okay.

Ryan: So obviously you know with these plug ins you have to kind of go through and test and debug them a little bit.

Andrew: Let's go take a look. Maybe there's something that we just missed in that. I want to give people a complete understanding of that plug in. And I know that stuff happens, so.

Ryan: Okay, so.

Andrew: We'll just do our best.

Ryan: Okay, to post pages, comments, pages. Linking...

Andrew: Settings, process only single posting pages. That's what we're checking up on now. Ignore key words about. Ignore posts and pages by contact. So, what is prevent duplicate links or group of links mean?

Ryan: Oh, like if you have a post and you keep repeating the same word over and over and over, it's not going to link it fifty times in the post. It's just going to do it once.

Andrew: I see. So I see that you're actually following the exact structure. Here you can manually, here you can enter manually the extra key words you want to automatically link. Use comma to separate key words and add target URL at the end, use a new line, okay. Hmm. Can it be that you need to have another slash at the end of the URL. Am I being a little too simplistic? Does Chicago need to be capitalized?

Ryan: That I don't think matters because I did say up here, case sensitive matching.

Andrew: And it looks like there's a typo there. After Chicago the word is climate, but there's no C.

Ryan: That's why. Chicago Climate Action Plan. Should be okay, let's try it again.

Andrew: Let's try it again.

Ryan: Update. Maybe, I spelled it wrong.

Andrew: I get obsessed as I use, or as I look over your shoulder here, with the root domain, with the score of each website. There we go, it worked.

Ryan: Yup. So now this will probably link me to Chicago.com. And you can see down here at the bottom that's where it's going to go.

Andrew: I see it, yup. Alright, so....

Ryan: It's just a nice little plug in. It's pretty helpful with internal linking, getting people to your. See, for me I've always had a problem getting people from my blog posts and then going to our product pages. And this is a great way to do that.

Andrew: I see, right. If for example we're selling fire hoses. I don't know why I picked fire hoses, but, if we are every time the word fire hose is mentioned on the site we can link over to our store where we're selling them.

Ryan: Correct.

Andrew: Perfect.

Ryan: And then here's the related posts. There's where all your related posts will show up.

Andrew: This site is too new for actually to have actual related posts. But that's where it would show up.

Ryan: Yup. Right.

Andrew: Okay.

Ryan: Crash course (inaudible) how to optimize your work (inaudible).

Andrew: So let's make sure to delete that. I don't want to (?) them with the wrong links. And then we'll go onto the next segment which is how to optimize a post.

Ryan: All right, so, inside your post. Pull up one here. This is the one we were just looking at, right? So lead hump (inaudible). Their, one of the Burnham, I know for a fact one of Burnhams key words that they're trying to target is lead and multiple variations of lead. You can do lead building, lead construction, lead homes. And so you know one of the things that they do is target all the different variations of that.

So, in this particular case one of the things I'm looking for is, okay, do you have the keyword in this title tag right here? Yes, Leed homes. This will say Leed homes is the target. Okay, do I also have it in the permalink? Yes, it's right here. Leed-Homes. If it wasn't there in the permalink, you know you can do things like make the headlining very catchy and then change your permalink to something else. I would recommend doing that before you publish it. Again, just because of that duplicate content issue.

And then the rest of the post here that they've put in with all this content is primarily related to lead. So that's what it's talking about. Now, I'm going to go down here and I'm going to go ahead and build out (inaudible). So I didn't have a copy and I went ahead and I copied this for a title. It was control v my title, because I do like to override what the Platinum SEO pack will display. Let's go ahead and pull in here what relates to what this post is about.

Andrew: Let me take a moment here. I was waiting for the video on my side to catch up. You and I aren't in the same room and sometimes the videos take a little time. What you're doing now is changing the title specifically for Google so that they would show a different title. You're picking a description right out of the post, but one that's more relevant for the content you want to rank for. David Anderson, the person who wrote this post, is not what you want to rank for. You want to be discovered when people are looking for Leed Homes, so you're looking for a paragraph that's descriptive but also includes Leed Homes. Am I right?

Ryan: Right. If they don't have anything in here, I'll modify the post a little bit, so that it does match up. Sometimes I really like the first sentence to become the meta description, so I'll modify it a little bit just to make sure it fits. I'll include the keyword that I like. So, energy consumed by all the buildings in Chicago accounts for 70% of the city's total greenhouse gas emissions. Substantial parts of these buildings are the homes where we live. Somehow, I would try to modify that sentence a bit to include Leed Homes inside the sentence. Then I would copy and paste it right here. Does that make sense?

Andrew: Yes. Here's what I'm learning from this. First of all, I'm learning that I need to be very clear about the keywords that I want. Second, include them in the headline, include them in the URL structure right there. WordPress makes it very easy to do it. I should aim to have it in the first paragraph so that when people see the content, they read what I'm

trying to rank for, but also to make it easier for me to pull that information from the post itself into the description. You're adjusting the description separately. You're not letting Google pick it for itself if you can avoid that. You are picking a title yourself for the post. In this case, it just happens to be the title of the post. What about categories? Should we pick categories that relate to the keyword we're looking for?

Ryan: Categories are also interesting. I've seen a lot of sites that put a category for everything. They make a different category and a different tag for every single post. I would say to limit your categories to the keywords you're trying to target. So, building code, building code violations, all of these things are keywords that they're asking for. Things like Seattle and New York don't really need to be categories.

I'm really looking for keywords that you're trying to rank for so I can group them all together. Going back to our strategy of related posts and such, by putting in and checking off the things that are related. In this case, he's got Chicago, community, green buildings, sustainability, the US GBC. He hasn't checked off anything related to Leed, and that's a problem. I want to categorize this under Leed, because that's what he's writing about.

So as I'm going through and optimizing posts for him, I'm going to make sure that his categories and his tags match the post. The general rule of thumb, that has worked pretty well for us, is to make the categories five or ten keywords that you're trying to rank for. The post tags are going to be the things you have in here like US GBC, which is more of a tag than it is a category. I don't really want to rank for US GBC. I'd rather have him rank for green building, green building energy. I keep mentioning US GBC in this post, so if the reader wants to see more things that relate to US GBC, I add it as a tag.

Andrew: What's the differences for SEO between tags and categories? Are categories given more weight by search engines than tags? Is that why you're giving it more weight here?

Ryan: Not necessarily. I would say that the reason I'm doing it that way is that I like to think of tags as keywords also, but not the ones I really want to rank for. It's more for a user to see other posts that I've written about. I don't want to rank for Google Analytics. I want to rank related to SEO optimization or SEO software, but I might mention Google Analytics in my post, so I'll tag it that way, but my category has to do with search optimization.

The categories in my mind are for the keywords you want to rank for, where the post tags are going to be for things that you mention inside the post. However, I wouldn't say that one weighs more heavily than the other as far as Google is concerned. It's really just a way for you to organize your information architecture.

Andrew: I always thought that tags were given less weight than categories. I see what you're going for here. You're saying, categories are what we're focusing on. Let's stick with keywords within the categories, and then we can create as many tags as we want. Don't focus those around the keywords that we're aiming for. What else should we know about posts before we move on from this section?

Ryan: The other thing you might do in here is you might add an image. Let's see if we can add an image. I'll pick something random here for example purposes. Let's say we want this one. So we add the image. What I want to do is put the alt text to this image. I want to fill this in and I want to include the keyword that I want to rank for. So, Leed Homes is going to be the alt text for this image.

Andrew: What about the title for the image, should we adjust that? Right now it looks a little funky. It's the screen shot time and date.

Ryan: Yes. Normally, I would rename the file it so that it would come up. The title is basically the file name. Normally I rewrite my image names to include the keyword, and then it pulls it in automatically, so this would be LeedHomesInChicago. Generally speaking, let's say a page had 50 images on it. You don't really want your alt text to be the same for every one of them. You want to vary it up a little bit. You don't want it to look like you're over optimizing the page.

If I have multiple images in the post, I'm going to change them up a little bit. It's also important that the alt text describes what the image is, not just keyword stuffing. You don't want to try to stuff the page with the keywords. That's not effective either. If I was done, I would save it and insert it into the post, then we would optimize our images at the same time.

Andrew: So, we want to pick the right title, then upload it, then the title automatically gets pulled in. We want to have the right alt text and make sure not to keyword stuff. Anything else on blog posts?

Ryan: That's it. You can update it, publish it, whatever you want to do. I systematically go through every post. What we're going to do for Burnham this week, as we optimize this site for them, we have to go through and optimize all these different posts he has. In WordPress, you have the categories, the tags, who the author is. We have to go through all of these and make sure that they're optimized. It's a little bit of an arduous process, but in the end you might get an extra three or four visitors a month just because you boosted one of these articles up further in the rankings by optimizing it.

Andrew: Three or four per post or three or four total?

Ryan: Per post. It really depends on the traffic you're getting now. Let's say you couldn't even find this Leed Homes article. Let's say we

optimized this post and all of a sudden you found it, and generated more traffic from it. It's definitely possible. If you take the time to go through all your posts, you will see over time some better traffic results.

Andrew: Let me ask you this. This is a lot of work to go back in and adjust all the old blog posts. If you're pumping out a lot, it's a lot of work individual posts. Can we pick out the keywords ourselves and then hand those keywords along with this course to one of our employees, or maybe based on this course, create a clear 'how to' for an outsourcer and say, 'Here, use these keywords. Follow these rules. Make sure I'm optimized, and I'll come back at the end of every day to make sure that you're doing it and you're on the right track. Is that easy to do?

Ryan: Sure. Learning how to do this is definitely not too hard. It really just takes a lot of patience. Sometimes it's tedious, as you can see with...

Andrew: That's what I was thinking. I'm thinking about my audience and I said this is really tedious. I can understand when you're starting out doing this for a month but eventually I want to get back into the actual content of my site. What you're saying, and from what I'm seeing, the tedious stuff can be outsourced fairly easily.

Ryan: Sure.

Andrew: OK. Next topic that you and I want to talk about is a comparison of search engine optimization and pay-per-click. I like to have visuals up on the screen as we teach this. Do you have a visual for that or do you want me to suggest one?

Ryan: I've got one.

Andrew: Oh, ha, ha. Ryan, I've got to thank you for all the work you put into it. OK, actually I'll let you take it from there and then I'll prod with questions as we go.

Ryan: OK, we always get this question almost daily from customers and other people. I've only got x amount of money to spend in SEO or PPC, which one should I do? They're at this decision process of choosing SEO or PPC. Since we get this question so often we went ahead and created a graphic to show them what the benefit is of spending money in PPC or SEO. And then what happens when you stop spending the money. Let's just say that over time you've spent a lot of money in PPC. What happens when you shut that off? Guess what, all your ads come down and nobody can find you anymore.

Andrew: When we're talking about pay-per-click, for this portion of this discussion only, we're talking about pay-per-click ads from search engines, right? We're talking about those ads that go at the top of search results. You're telling me that if all I do is buy those ads, as soon as I stop all my traffic is going away. Which, of course, is a natural thing to expect?

Ryan: Right. This red line right here represents PPC. I'm up here in the can easily find area, right? I'm easy to find because if I'm willing to pay for that position you're going to find me. Now SEO, let's just assume you're a brand new website you haven't really done any optimization. You've got very little content and so forth.

Well, you're down here where I can't find you at all. However, over time what happens? As you start to build your SEO you start to optimize pages. You start to find the right key words. You start to build content around those key words. Guess what? You move up the ladder and you start to move up the rankings.

At some point, let's just assume here that you were spending money in both things. You had \$3,000 a month and you had \$1,500 a month in SEO and you had \$1,500 a month in PPC. At some point what you hope for is that you have both your SEO and PPC working together and that you can have more real estate on the page on what we call the area of maximum exposure. Which is where you've got an ad somewhere on the page and you've also got an organic listing on the page. OK?

There's been studies that have shown that sometimes you're three to five times more likely to be clicked on if you've got two places on the same page where your brand is. What's interesting is that most people are more likely to click on the natural search. At that point your PPC is really just there for brand reasons and it's pushing more clicks on the organic side. Which is great because you're not really spending the money for the clicks on the PPC side.

This is kind of an optimal place where people like to be. It doesn't always happen that way however this is a really great spot to be in. But let's just say that at that point, right here, over time you ran out of money, you've got to wait until next budget season or something like that, all of these ads have got to come down. The minute they come down there goes your exposure on the paid side but your SEO value that you've built over the last, let's call this six months, is not going to go away overnight.

This blue line, the reason I show this little bit of a dip right here is because if you completely ignore it then you may have some competitors that come in and try to take you out. You may start to lose your positions if you just stop doing everything. The point I make here is if you're in this predicament where you've got a certain amount of money and you're trying to decide which one you should do. You really need leads for your business, like any money you spend in marketing is totally critical to the leads that you get and the sales that you get for your business. I would recommend doing both. I would really recommend both. I really recommend that you figure out to take that budget and split it between both. Have something where your SEO is building up over time.

Ultimately what you want do is scale back your PPC and reallocate that to

other marketing things or maybe more SEO. The point is that you don't want rely all of your leads on PPC because the minute those get shut off, it stops. And as you can see by the blue line here, SEO has residual values. So, you're investing this money, but that investment continues to reap rewards for you over time.

Andrew: I can understand why people go for pay per click as opposed to SEO. SEO takes a long time to work. SEO is not a sure effort to reward proposition. Sometimes you put a lot of effort in one direction and you don't get a reward. Other times something just happens to hit. I can understand saying, 'I don't want to mess with that.' I could understand saying, 'I've watched Ryan and Andrew talk for over an hour. I don't care to know any more about SEO. With pay per click, I put my money down I know exactly what I'm getting.' You make a great point. Sure, you get it instantly, but as soon as you stop, the faucet gets shut off.

For whatever reason it stops, it disappears. You're saying, invest in a longer term. Search engine optimization is that long term optimization. I get that. I get the plug-ins we need to create. I know the posts and content that we need to talk about. I know how to find my keywords. What do I do now at the end of all of this? It's pretty straight forward, right? They go back to the beginning of this video, and they start acting on what we talked about step by step.

First, pick your keywords. Make sure you have the search volume. Calculate the return on investment. Make sure you're investing your time and money on keywords that will likely bring in money for you. Use the right plug-ins. Create the posts that you need. Make sure you optimize those posts and understand, as we talked about here, why you want to invest all this time when you can just go out and buy. You want to do both.

So, Ryan, here's what people often ask me, 'Andrew, these courses are great.' I can't believe that people ask me for this, but what they want is a product from the person who's teaching. They want some kind of discount. You and I talked about this before. You have a product you can connect my audience with and you offered generously to give a promotion code. Let's talk about what that product is.

Ryan: We teamed up with ZippyKid and wanted to offer to your audience a Wordpress optimization package. So, we'll go through a lot of the things we talked about today. We talked about technical optimization, template optimization, page load times, which is more ZippyKid. We talked about structural optimization, linking related posts, site maps, making sure URL's are clean. Kind of like going into the auto mechanic and saying, 'I want my car to come out nice and clean and running perfectly.'

Here's a sample graphic of what a site looks like before ZippyKid in terms of load time, and what it looks like after ZippyKid. You can see that the goal here is to get it to load in less than two seconds. That's been stated by Google as an optimal load time. We have a post here that we did a white

paper and showed how page load times can affect visitor loss. Google is actually pushing websites further down the search results page if you have really slow loading pages. They're not going to send searchers to your website if it's really slow.

Andrew: I know that graph. I saw it on my friend, Paul Singh's website. He tried the ZippyKid. It worked and here's the graph to show how it worked. What's your connection to ZippyKid? I'm surprised that you're talking about ZippyKid and not Pear analytics. Are you an investor in ZippyKid? Are you guys partners somehow? Describe the relationship.

Ryan: We officed together. Ben was my CTO for a couple of years. He helped to build Pear Analytics products that you see today. All of our analysis tools and so forth. We have a great synergy between the two companies. He'll help me set up the site and servers, and we go in and optimize for the SEO piece. That's where we come in together. Paul is a great friend, a mutual friend. Whenever he comes to San Antonio we get to hang out. Paul has been a great adviser for both of us, so that's the connection there.

Andrew: All right. So you're saying, option one, just fix my SEO, please. That's for \$350. You guys do what for people?

Ryan: We're going to go through and basically everything you saw today, we're going to go set all that up for you. We're going to get you up and running on whatever plug-ins, and we're going to optimize some of your pages for you to get you going with that. We're going to show you how to specifically do it moving forward. Help you set up those categories and those things that you need to structure the site better.

And if you go with option two, then all that means is that we're going to move your hosting over to Zippy Kid, which doesn't cost anything. And then for \$20 extra a month, you could be hosted on a Rackspace Cloud server, which is super reliable. But you get the Zippy Kid installation which makes your WordPress site super fast. So what we're going to include as part of this is a sample cubit [sounds like] research report. So what we went over at the very beginning, trying to choose the right key words, we're going to go ahead and do that for your audience at no cost.

Andrew: So, if they sign up to this?

Ryan: Yes.

Andrew: Only if they pay for the \$350.

Ryan: Right.

Andrew: You will create a report for them where you pick the keywords for them and you advise them on what keywords to target.

Ryan: That's right.

Andrew: And, for the \$350, you will also set up their website properly where you will install all the plug-ins you and I talked about right now. I see. OK. So you guys would be getting so much more money for that.

Ryan: Yeah. It's a loss leader thing for us. What happens normally is we set up people's websites and then they want us to go within more of an ongoing relationship, which is really what we're after. But this cubit research report is very comprehensive and we're going to show them exactly, 'Here's the words that you wanted rank for. Remember all those search volumes?' And then, 'Here's the probability of ranking for those.' Are they good targets, yes or no? And then, here's what we recommend. Right? So retooling what you're going to actually rank for. We include here a sample for how to structure your website. We give you article ideas, because one of the biggest things is content. We need to generate really good content for you.

Andrew: You're going to give them content ideas for the topics that they want. This is just a sample. So, we're not giving them solar panel and green solar, and so on.

Ryan: Right.

Andrew: All the top solar panel incentives. Right. OK, I get that.

Ryan: So based on the keywords that we came up with, we'll show you how you can use those same keywords into article topics.

Andrew: OK.

Ryan: OK. We'll give you other related terms, just showing you how Google suggest works. Google suggests these six words if you type in this one. So another thing to think about when you're writing posts or pages, content for your site. We're going to show you trending keywords and hot geographic areas for your keywords that you're trying to target. If you're going with the ad words side of the house, then this is really good to know because it makes sense, right? Texas and California, that's where all the solar panel for home searches are because that's where all the sun is. So it totally makes sense, right? That's pretty much how you'd use this.

And then we give them a full data report here, which is really an extensive spreadsheet with probably thousands of words in here. In all of this, we're going to help you get started. This is really the cornerstone of everything you're going to do moving forwards. So that's why we're going to include that for free, so that they have that.

Andrew: OK. And we will link them to that in the program notes along with the spreadsheet that we talked about, along with the list of the plug-ins that we discussed, too. It's perfect. And where can people connect with you

after this course?

Ryan: Well, they can go to pearanalytics.com. They can run a free analysis and we have live chat pretty much running all day. We're normally helping people solve problems on chat, believe or not.

Andrew: So, if people want to talk to you, they can go to Pear Analytics and when that chat box comes up, they can chat with you.

Ryan: That's correct.

Andrew: All right. I'd love for them to do that. Well, Ryan, thanks so much for setting up this course with me.

Ryan: Thanks, Andrew. It was a lot of fun.

Andrew: I know for me for my side, it just flew by because you set so much of it ahead of time. You had a blog post ready for us ahead of time. You picked the specific topics based on the requests that people had ahead of time. So what I'm saying is, thanks for making it so easy for me. Thanks for making it look so easy to the audience by putting in so much work (?). I appreciate it.

Ryan: It was my pleasure.

Andrew: Thank you all for watching. Go out there, use this. And what I love more than anything else is feedback. Give me feedback on how this process worked. Everything within this session that you've seen, believe it or not, is based on someone's request. I listen to every single request and I want more of them. I listen to every piece of feedback and I want more of it. And treat me like your consultant. Say, 'Andrew, this is what I would like, this is what would help my business.' Come back and ask for that and you will get it. All right? We're just here to serve, (?).

Ryan: That's right.

Andrew: Well, thank you all.