Launching your very first WordPress website

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Hello, World!

- Have been a web developer for more than a decade
- Manager, Web Development at American Enterprise Institute
- Key to an awesome website: "TELL THE STORY"

AGENDA

- Basics of SEO
- How to optimize your WP website
- Analytics
- Website Security for WordPress

Basics of Search Engine Optimization

- Optimizing your website to appear on top on Google's or other search engines' results
- SEO focuses on ranking organic search results
- On-page SEO factors
- Off-page SEO factors

Exercise

Search engines determine the authority of a web page or a domain by – among other things – evaluating the links pointing to it.

What factors do you personally consider when evaluating the authority and credibility of a website, or even a search engine?

How to optimize your website

- It is important to build trust with your users

- "Content is King"

- Authority and relevance are both important for search engines to find your website.
  - Choose better keywords
  - Securing natural links from quality/ relevant pages

Choosing the right keywords

- What are your users searching for?
- Using keyword/ market research tools
  - Google's Keyword Planner (linked to Google Ads)
  - Wordtracker
- Beware of keyword stuffing

DEMO

Google Keyword Planner

18 free searches remaining. Unlock for free...

📋 Search with: 🔍 Enter keyword   🌐 Territory

| Google ▾ | cheap hotels | United States ▾ | Search | ⬆ Import... |

70 of **439** keywords

🔒 **369** more keywords available...

✓ SAVE   ⬇ EXPORT   🗑 REMOVE...   ⚙

Suggestions

🔍 cheap inn	⊕
🔍 cheap villas	⊕
🔍 flophouse	⊕
🔍 barrelhouse	⊕
🔍 honky-tonk	⊕
🔍 cheap inns	⊕
🔍 steerage	⊕
🔍 cheap resorts	⊕
🔍 bowery	⊕
🔍 cheap lodges	⊕
🔍 cheap restaurants	⊕
🔍 gaff	⊕
🔍 cheap rooms	⊕
🔍 fleabag	⊕
🔍 cheap accommodations	⊕
🔍 cheap motel	⊕

🔽 + Volume...   🔽 + Competition...   🔽 + IAAT...

☐ Keyword		Volume ⓘ	Comp. ⓘ	IAAT ⓘ
☐ cheap hotels	📈	450000	18.65	6574
☐ cheap hotels near me	📈	368000	3.21	2
☐ cheap hotels in nyc	📈	74000	2.77	1
☐ cheap hotels las vegas	📈	74000	3.21	2
☐ cheap hotels in vegas	📈	40500	4.34	8
☐ cheap hotels chicago	📈	33100	3.21	2
☐ cheap hotels in orlando	📈	27100	3.51	3
☐ cheap hotels miami	📈	27100	—	—
☐ cheap hotels orlando	📈	27100	2.77	1
☐ cheap hotels san diego	📈	27100	—	—
☐ cheap hotels los angeles	📈	22200	2.77	1
☐ cheap hotels near me under $50	📈	14800	—	—
☐ cheap hotels san antonio	📈	12100	—	—

INCLUDE KEYWORDS

| Enter term... | Add |

EXCLUDE KEYWORDS

| Enter term... | Add |

MY LISTS   Upgrade to save

| Untitled list | ✏ ▾ |

Saved keywords

Click a result to add it to this list...

Essential HTML tags

- Title tag
- Meta tag description
- Header tags to indicate the structure of your content
- Image alt tags
- Anchor/ Clickable text: what the link is about

Yoast SEO (WordPress) Plugin

- Content and SEO analysis
- The snippet preview shows you how your post or page will look in the search results
- Yoast SEO tunes the engine of your site so you can work on creating great content
- Easy to install and use

WordPress SEO by Yoast

Snippet Preview: **WordPress SEO Plugin • Search Engine Optimization Plugin • Yoast**
yoast.com/**wordpress**/**seo**/
The most complete **WordPress SEO Plugin**, Yoast's **WordPress SEO plugin** is an All in
One **SEO** solution for your **WordPress** blog, used by experts worldwide.

Focus Keyword: (?)

wordpress seo plugin

Your focus keyword was found in:

Article Heading: **Yes (1)**

Page title: **Yes (1)**

Page URL: **No**

Content: **Yes (11)**

Meta description: **Yes (2)**

SEO Title: (?)

WordPress SEO Plugin • Search Engine Optimization Plugin • Yoast

Title display in search engines is limited to 70 chars, **6** chars left.

Meta Description: (?)

The most complete WordPress SEO Plugin, Yoast's WordPress SEO plugin is an All in One SEO solution for your WordPress blog,
used by experts worldwide.

The `meta` description will be limited to 156 chars, **6** chars left.

DEMO

Yoast SEO Plugin

Exercise

Create a sample blog post and optimize it using Yoast SEO plugin

Social Media Integration

- Create conversations about your product/ service

- Get more traffic on your website

- Know which social networks are most relevant for your company

- Know your audience

- Monitor analytics, engagements, and traffic

AddThis (WordPress) Plugin

- Easy to install using WP dashboard
- Share Buttons that are easy to configure
- Customizable & Responsive
- Provides useful analytics
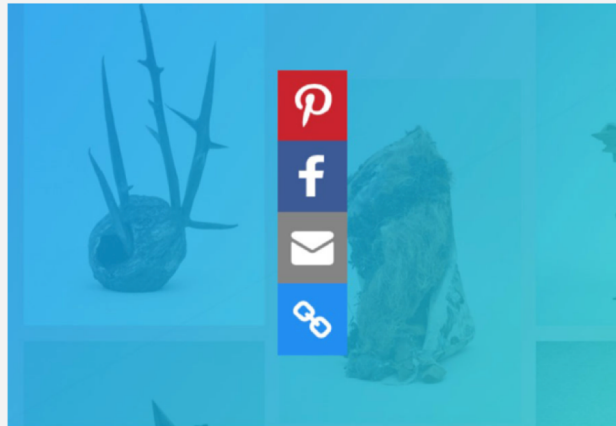- Makes sharing simple
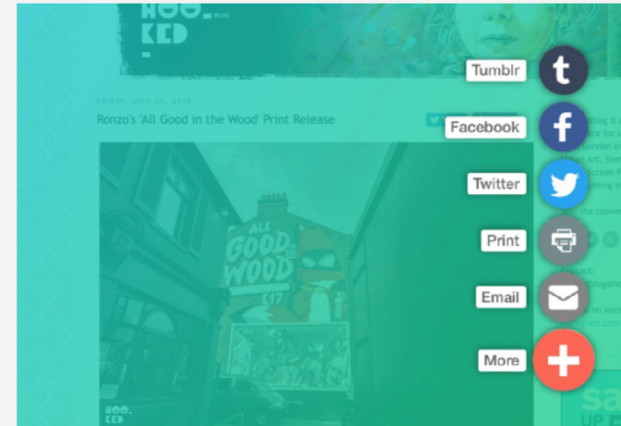
Social Media Integration

Image Sharing

—

Seamlessly integrate sharing into your layout with adjustable inline sharing buttons. Perfect for pages with tons of shareable content.

Activate

Inline

—

Integrate share buttons into your own content for a seamless sharing experience.

Activate

Expanding

—

Modern, clean, and best suited for sites with tons of mobile traffic. This button expands to reveal sharing options on hover or click.

Activate

Welcome Back!

All Domains ▾   Past Two Weeks ▾

VISITS	SHARES	FOLLOWS	RELATED POSTS	CONVERSIONS
74K	1,112	-	772	145
Total Visits	Total Shares	Total Follows	Total Clicks	Total Conversions

Shares Activity
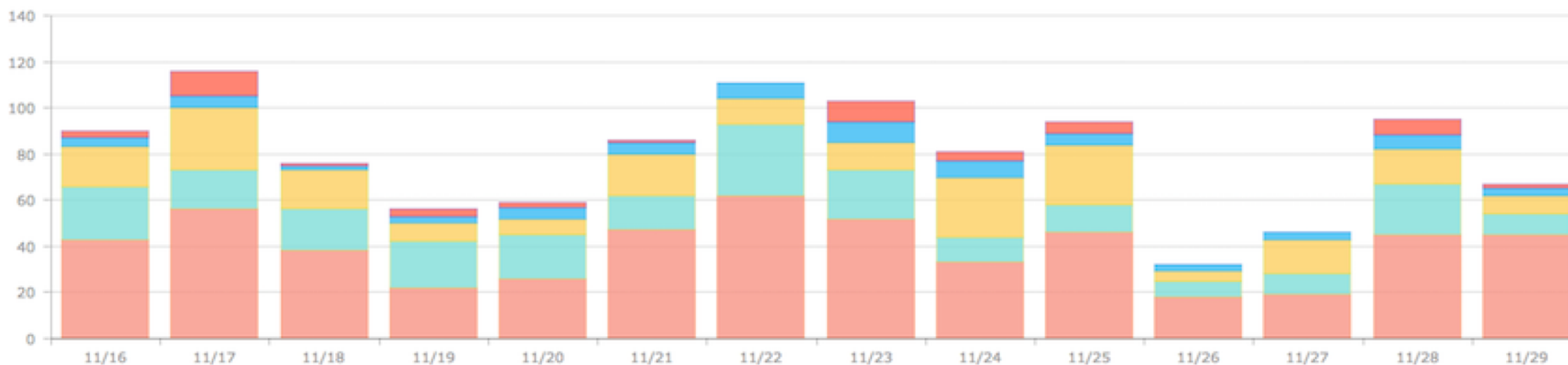
552	234	211	67	48
ADDRESS BAR	FACEBOOK	OTHER	TWITTER	WHATSAPP

CSV

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AddThis Plugin

Google Analytics

- Standard when it comes to web analytics tool
- How visitors find and use your website
- Page level analytics
- Location, demographics and user interests tracking
- Technology used by your users

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Google Analytics

MonsterInsights (WP Plugin)

- Connect Google Analytics with your WP website
  - Quick and easy setup
- View Google Analytics reports inside your WP Dashboard
- Site performance at a glance
- Real time stats

Dashboard

Dashboard

Home
Updates 7

📌 Posts
🎵 Media
📄 Pages
💬 Comments

🎨 Appearance
🔌 Plugins 4
👤 Users
🔧 Tools
⚙️ Settings

📊 Insights

◯ Collapse menu

MonsterInsights

Last 30 days | Last 7 days

Overview Report

SESSIONS PAGEVIEWS

150
140
130
120
110
100
90
80
70

31 Jul
144
Unique Sessions
⬆ 28%

8 Jul 9 Jul 10 Jul 11 Jul 12 Jul 13 Jul 14 Jul 15 Jul 16 Jul 17 Jul 18 Jul 19 Jul 20 Jul 21 Jul 22 Jul 23 Jul 24 Jul 25 Jul 26 Jul 27 Jul 28 Jul 29 Jul 30 Jul 31 Jul 1 Aug 2 Aug 3 Aug 4 Aug 5 Aug 6 Aug

Sessions ⓘ
3,190
⬆ 5%
vs. Previous 30 Days

Pageviews ⓘ
5,722
⬆ 4%
vs. Previous 30 Days

Avg. Session Duration ⓘ
1m 32s
⬇ 4%
vs. Previous 30 Days

Bounce Rate ⓘ
71.25%
⬇ 1%
vs. Previous 30 Days

Top Posts / Pages ⓘ

Surrealism Today - Surreal art by contemporary...	973
17 Mind-Blowing Surreal Artists you Need to Fo...	420
Collage Archives - Surrealism Today	238
Digital Art Archives - Surrealism Today	223
Artists - Surrealism Today	205
Painting Archives - Surrealism Today	175

New vs. Returning Visitors ⓘ

● New 93%
● Returning 7%

Device Breakdown ⓘ

● Desktop 77%
● Tablet 5%
● Mobile 18%

Be the best result

- Technical Excellence
- Great User Experience
- Website Security
- Awesome content!

Website Security

- Why care about website security?
  - Duty to protect clients
  - Reputation of your organization
  - Trust in critical relationships

Protecting your website

- Choosing a strong password

- User management. Change "admin" username!

- Not using a single FTP account for all users

- Make regular back ups

- Serve 404 page when content does not exist

Protecting your website

- Regularly update:
  - WordPress core
  - WordPress plugins
  - Theme
- Secure website forms
  - Honeypot (hidden fields)
- Disable plugin/ theme editor in Dashboard

Protecting your website

- Use SFTP for file uploads
- Secure your .htaccess and protect from external access
- Set directory and file permissions carefully.
- Disable directory listing in your .htaccess
- Secure your wp-config.php file

Protecting your website

- Set up a website lockdown feature to prevent brute force attempts (iThemes Security plugin)

- Rename your WP login/ admin URL for added security

- Automatically log out idle CMS users (Bulletproof Security plugin)

- Use SSL to encrypt data

Hosting Provider

- Takes extra measures to protect their servers against common threats
- Automatic backups
- Automatic WP updates
- Examples: BlueHost, Siteground, WPEngine

Keep In Mind

- Website Performance
- Use categories and tags judiciously
- Use plugins that are actively maintained
- Update core and plugins regularly
- Website Security
- Documentation!

Thank You

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