WordPress SEO by Yoast

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Disclaimers

• I am not an expert on SEO
  – BUT, I know more than the average person.
  – I can direct you to an expert if you need one.

• I am not an expert on WordPress SEO
  – BUT, I have used it with great success on over 20 websites.

Now that that’s out of the way...
WordPress SEO Settings
Yoast WordPress SEO: General Settings

General
Introduction Tour: Start Tour
Take this tour to quickly learn about the use of this plugin.

Default Settings: Reset Default Settings
If you want to restore a site to the default WordPress SEO settings, press this button.

Tracking
✓ Allow tracking of this WordPress install's anonymous data.
To maintain a plugin as big as WordPress SEO, we need to know what we're dealing with: what kinds of other plugins our users are using, what themes, etc. Please allow us to track that data from your install. It will not track any user details, so your security and privacy are safe with us.

Security
✓ Disable the Advanced part of the WordPress SEO meta box
Unchecking this box allows authors and editors to redirect posts, noindex them and do other things you might not want if you don't trust your authors.

Webmaster Tools
You can use the boxes below to verify with the different Webmaster Tools, if your site is already verified, you can just forget about these. Enter the verify meta values for:

Alexa Verification ID: 
Bing Webmaster Tools: 0A9CB7E0519E1F429A784C2D374B0E0A
Google Webmaster Tools: tJTHH0d4lzePooVKcEVUfaiQLk_QHHCs5mknj1RPWO
Pinterest:
Yandex Webmaster Tools:

Save Changes
### Yoast WordPress SEO: Titles & Metas

#### General

- **Title settings**
  - **Force rewrite titles**
    - WordPress SEO has auto-detected whether it needs to force rewrite the titles for your pages, if you think it's wrong and you know what you're doing, you can change the setting here.

#### Sitewide meta settings

- **Noindex subpages of archives**
  - If you want to prevent /page/2/ and further of any archive to show up in the search results, enable this.

- **Use meta keywords tag?**
  - I don't know why you'd want to use meta keywords, but if you want to, check this box.

- **Add noodp meta robots tag sitewide**
  - Prevents search engines from using the DMOZ description for pages from this site in the search results.

- **Add noydir meta robots tag sitewide**
  - Prevents search engines from using the Yahoo! directory description for pages from this site in the search results.

#### Clean up the `<head>`

- **Hide RSD Links**
- **Hide WLW Manifest Links**
- **Hide Shortlink for posts**
- **Hide RSS Links**

[Save Changes]
You can determine the title and description for the front page by editing the front page itself »

You can determine the title and description for the blog page by editing the blog page itself »
Yoast WordPress SEO: Titles & Metas

Post Types

Posts
Title template: 
Meta description template: 
Meta Robots: noindex, follow
Authorship: Don't show rel="author"
Date in Snippet Preview: Show date in snippet preview?
WordPress SEO Meta Box: Hide

Pages
Title template: 
Meta description template: 
Meta Robots: noindex, follow
Authorship: Don't show rel="author"
Date in Snippet Preview: Show date in snippet preview?
WordPress SEO Meta Box: Hide
<table>
<thead>
<tr>
<th>Media</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Title template:</td>
<td>%title%% %page%% %seph% %sitename%</td>
</tr>
<tr>
<td>Meta description template:</td>
<td></td>
</tr>
<tr>
<td>Meta Robots:</td>
<td>noindex, follow</td>
</tr>
<tr>
<td>Authorship:</td>
<td>Don't show rel=&quot;author&quot;</td>
</tr>
<tr>
<td>Date in Snippet Preview:</td>
<td>Show date in snippet preview?</td>
</tr>
<tr>
<td>WordPress SEO Meta Box:</td>
<td>Hide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Options</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Title template:</td>
<td>%title%% %page%% %seph% %sitename%</td>
</tr>
<tr>
<td>Meta description template:</td>
<td></td>
</tr>
<tr>
<td>Meta Robots:</td>
<td>noindex, follow</td>
</tr>
<tr>
<td>Authorship:</td>
<td>Don't show rel=&quot;author&quot;</td>
</tr>
<tr>
<td>Date in Snippet Preview:</td>
<td>Show date in snippet preview?</td>
</tr>
<tr>
<td>WordPress SEO Meta Box:</td>
<td>Hide</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Portfolio</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Title template:</td>
<td>%title%% %page%% %seph% %sitename%</td>
</tr>
<tr>
<td>Meta description template:</td>
<td></td>
</tr>
<tr>
<td>Meta Robots:</td>
<td>noindex, follow</td>
</tr>
<tr>
<td>Authorship:</td>
<td>Don't show rel=&quot;author&quot;</td>
</tr>
<tr>
<td>Date in Snippet Preview:</td>
<td>Show date in snippet preview?</td>
</tr>
<tr>
<td>WordPress SEO Meta Box:</td>
<td>Hide</td>
</tr>
</tbody>
</table>

**Custom Post Type Archives**

Note: instead of templates these are the actual titles and meta descriptions for these custom post type archive pages.

Save Changes
Yoast WordPress SEO: Titles & Metas

Categories
Title template: %term_title%% Archives %page% %sep% %sitename
Meta description template: 
Meta Robots: noindex, follow
WordPress SEO Meta Box: Hide

Tags
Title template: %term_title%% Archives %page% %sep% %sitename
Meta description template: 
Meta Robots: noindex, follow
WordPress SEO Meta Box: Hide

Format
Title template: %term_title%% Archives %page% %sep% %sitename
Meta description template: 
Meta Robots: noindex, follow
WordPress SEO Meta Box: Hide

Portfolio categories
Title template: %term_title%% Archives %page% %sep% %sitename
Meta description template: 
Meta Robots: noindex, follow
WordPress SEO Meta Box: Hide
### Author Archives

**Title template:**

```
%%name%%, Author at %%sitename%%
```

**Meta description template:**

```

```

**Meta Robots:**

- [ ] noindex, follow

If you're running a one author blog, the author archive will always look exactly the same as your homepage. And even though you may not link to it, others might, to do you harm. Disabling them here will make sure any link to those archives will be 301 redirected to the homepage.

### Date Archives

**Title template:**

```
%%date%% %page%% %sep%%sitename%%
```

**Meta description template:**

```

```

**Meta Robots:**

- [ ] noindex, follow

- [ ] Disable the date-based archives

For the date based archives, the same applies: they probably look a lot like your homepage, and could thus be seen as duplicate content.

### Special Pages

These pages will be noindex, followed by default, so they will never show up in search results.

#### Search pages

**Title template:**

```
You searched for %%searchphrase%%
```

#### 404 pages

**Title template:**

```
Page Not Found %sep%%sitename%%
```
Yoast WordPress SEO: Social

Facebook  Twitter  Google+

Add Open Graph meta data

Add Open Graph meta data to your site's `<head>` section. You can specify some of the ID's that are sometimes needed below:

Facebook Insights and Admins
To be able to access your Facebook Insights for your site, you need to specify a Facebook Admin. This can be a user, but if you have an app for your site, you could use that. For most people a user will be "good enough" though.

Add Facebook Admin  Use a Facebook App as Admin

Facebook Page URL:  

Frontpage settings

Image URL:  

Description:  

These are the image and description used in the Open Graph meta tags on the frontpage of your site.

Default settings

Image URL:  

This image is used if the post/page being shared does not contain any images.

Save Changes
Yoast WordPress SEO: Social

Facebook  Twitter  Google+

Note that for the Twitter Cards to work, you have to check the box below and then validate your Twitter Cards through the Twitter Card Validator.

- Add Twitter card meta data

  Add Twitter card meta data to your site’s `<head>` section.

Site Twitter Username:  circaconsulting

The default card type to use:  Summary

Save Changes
Yoast WordPress SEO: Social

- Facebook
- Twitter
- Google+

Add Google+ specific post meta data (excluding author metadata)

Google Publisher Page: https://plus.google.com/+Circaconsulting/

If you have a Google+ page for your business, add that URL here and link it on your Google+ page’s about page.

Save Changes
Yoast WordPress SEO: XML Sitemaps

XML Sitemap

- Check this box to enable XML sitemap functionality.

You can find your XML Sitemap here: [XML Sitemap]

You do not need to generate the XML sitemap, nor will it take up time to generate after publishing a post.

User sitemap

- Disable author/user sitemap

General settings

After content publication, the plugin automatically pings Google and Bing, do you need it to ping other search engines too? If so, check the box:

- Ping Yahoo
- Ping Ask.com

Exclude post types

Please check the appropriate box below if there's a post type that you do NOT want to include in your sitemap:

- Posts (post)
- Pages (page)
- Media (attachment)
- Options (option-tree)
- Portfolio (portfolio)

Exclude taxonomies

Please check the appropriate box below if there's a taxonomy that you do NOT want to include in your sitemap:

- Categories (category)
- Tags (post_tag)
- Format (post_format)
- Portfolio categories (services_rendered)

Entries per page

Please enter the maximum number of entries per sitemap page (defaults to 1000, you might want to lower this to prevent memory issues on some installs):

Max entries per sitemap page: [Input Field]
Yoast WordPress SEO: Permalinks

Permalink Settings

- Strip the category base (usually `/category/`) from the category URL.
- Enforce a trailing slash on all category and tag URLs. If you choose a permalink for your posts with `.html`, or anything else but a `/` on the end, this will force WordPress to add a trailing slash to non-post pages nonetheless.

- Remove stop words from slugs. This helps you to create cleaner URLs by automatically removing the stop words from them.

- Redirect attachment URL’s to parent post URL. Attachments to posts are stored in the database as posts, this means they're accessible under their own URL’s if you do not redirect them, enabling this will redirect them to the post they were attached to.

- Remove the `?replytocom` variables. This prevents threaded replies from working when the user has JavaScript disabled, but on a large site can mean a huge improvement in crawl efficiency for search engines when you have a lot of comments.

- Redirect ugly URL’s to clean permalinks. (Not recommended in many cases!) People make mistakes in their links towards you sometimes, or unwanted parameters are added to the end of your URLs, this allows you to redirect them all away. Please note that while this is a feature that is actively maintained, it is known to break several plugins, and should for that reason be the first feature you disable when you encounter issues after installing this plugin.

Canonical Settings

Force Transport: Leave default

Force the canonical to either http or https, when your blog runs under both.

Save Changes
Yoast WordPress SEO: Internal Links

Breadcrumbs Settings

- Enable Breadcrumbs

Separator between breadcrumbs:

Anchor text for the Homepage:

Prefix for the breadcrumb path:

Prefix for Archive breadcrumbs:

Prefix for Search Page breadcrumbs:

Breadcrumb for 404 Page:

- Remove Blog page from Breadcrumbs

Taxonomy to show in breadcrumbs for:

- Posts: [None]
- Portfolio: [None]

Post type archive to show in breadcrumbs for:

- Portfolio categories: [None]

- Bold the last page in the breadcrumb

How to insert breadcrumbs in your theme

Usage of this breadcrumbs feature is explained here. For the more code savvy, insert this in your theme:

```php
<?php if ( function_exists('yoast_breadcrumb') ) {
    yoast_breadcrumb('<p id="breadcrumbs">','</p>');
} ?>
```
Yoast WordPress SEO: RSS

Content of your RSS Feed

This feature is used to automatically add content to your RSS, more specifically, it’s meant to add links back to your blog and your blog posts, so dumb scrapers will automatically add these links too, helping search engines identify you as the original source of the content.

Content to put before each post in the feed:
(HTML allowed)

Content to put after each post:
(HTML allowed)

The post %%POSTLINK%% appeared first on %%BLOGLINK%%.

Explanation

You can use the following variables within the content, they will be replaced by the value on the right.

%%AUTHORLINK%%
A link to the archive for the post author, with the authors name as anchor text.

%%POSTLINK%%
A link to the post, with the title as anchor text.

%%BLOGLINK%%
A link to your site, with your site's name as anchor text.

%%BLOGDESLINK%%
A link to your site, with your site's name and description as anchor text.
Yoast WordPress SEO: Import & Export

Import

No doubt you've used an SEO plugin before if this site isn't new. Let's make it easy on you, you can import the data below. If you want, you can import first, check if it was imported correctly, and then import & delete. No duplicate data will be imported.

If you've used another SEO plugin, try the SEO Data Transporter plugin to move your data into this plugin, it rocks!

- Import from HeadSpace2?
- Import from All-in-One SEO?
- Import from OLD All-in-One SEO?
- Import from WooThemes SEO framework?

- Delete the old data after import? (recommended)

Import

Export & Import SEO Settings

Export

Export your WordPress SEO settings here, to import them again later or to import them on another site.

- Include Taxonomy Metadata

Export settings

Import

Import settings by locating settings.zip and clicking "Import settings":

Browse... No file selected. Import settings
<table>
<thead>
<tr>
<th>WP Page Title</th>
<th>Post Type</th>
<th>Post Status</th>
<th>Page URL/Slug</th>
<th>Existing Yoast SEO Title</th>
<th>New Yoast SEO Title</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>About</td>
<td>Page</td>
<td>Published</td>
<td>/about/</td>
<td>About Northwest Lien</td>
<td></td>
<td>Save</td>
</tr>
<tr>
<td>Annual Membership</td>
<td>Page</td>
<td>Published</td>
<td>/annual-membership/</td>
<td>Member Benefits</td>
<td>Northwest Lien</td>
<td></td>
</tr>
<tr>
<td>Annual Membership Information Request</td>
<td>Page</td>
<td>Published</td>
<td>/annual-membership/information-request/</td>
<td>Membership Information Request</td>
<td>Northwest Lien</td>
<td></td>
</tr>
<tr>
<td>Annual Membership Registration</td>
<td>Page</td>
<td>Published</td>
<td>/annual-membership/registration/</td>
<td></td>
<td></td>
<td>Save</td>
</tr>
<tr>
<td>Archiv</td>
<td>Page</td>
<td>Published</td>
<td>/liens-notices/archive/</td>
<td></td>
<td></td>
<td>Save</td>
</tr>
<tr>
<td>Claim on Bond</td>
<td>Page</td>
<td>Published</td>
<td>/services/claim-on-bond/</td>
<td>Claim on Bond</td>
<td>Northwest Lien</td>
<td></td>
</tr>
<tr>
<td>WP Page Title</td>
<td>Post Type</td>
<td>Post Status</td>
<td>Page URL/Slug</td>
<td>Existing Yoast Meta Description</td>
<td>New Yoast Meta Description</td>
<td>Action</td>
</tr>
<tr>
<td>----------------------</td>
<td>-----------</td>
<td>-------------</td>
<td>--------------------</td>
<td>---------------------------------</td>
<td>----------------------------</td>
<td>--------------</td>
</tr>
<tr>
<td>About</td>
<td>Page</td>
<td>Published</td>
<td>/about/</td>
<td>Northwest Lien was founded by Ken Martin in 1999. They help contractors get paid by providing lien, notice of intent, public works, and Miller Act services.</td>
<td>[input]</td>
<td>Save</td>
</tr>
<tr>
<td>Annual Membership</td>
<td>Page</td>
<td>Published</td>
<td>/annual-membership/</td>
<td>Northwest Lien offers annual membership services to help contractors get paid. Benefits include one free lien and no charge for rush liens or lien releases.</td>
<td>[input]</td>
<td>Save</td>
</tr>
<tr>
<td>Annual Membership</td>
<td>Page</td>
<td>Published</td>
<td>/annual-membership/information-request/</td>
<td>Request detailed information about Northwest Lien’s membership services and benefits.</td>
<td>[input]</td>
<td>Save</td>
</tr>
</tbody>
</table>
Yoast WordPress SEO: Edit Files

Robots.txt
If you had a robots.txt file and it was editable, you could edit it from here.

.htaccess file
Edit the content of your .htaccess:

```plaintext
# BEGIN WordPress
<IfModule mod_rewrite.c>
RewriteEngine On
RewriteBase /
RewriteRule ^index\.php$ - [L]
RewriteCond %{REQUEST_FILENAME} !-f
RewriteCond %{REQUEST_FILENAME} !-d
RewriteRule . /index.php [L]
</IfModule>

# END WordPress

RewriteEngine On
redirect 301 /OrderReturning.aspx
http://www.northwestlienservice.com/order-online/
redirect 301 /order.html
```

Save changes to .htaccess
WordPress SEO Page/Post Settings
WordPress SEO by Yoast

Snippet Preview:
Northwest Lien | Helping Contractors Get Paid
www.northwestlienservice.com/
Northwest Lien helps contractors get paid, offering lien, claim on bond, notice of intent, Miller Act, and public works services.

Focus Keyword:

SEO Title:
Northwest Lien | Helping Contractors Get Paid
Title display in search engines is limited to 70 chars, 25 chars left.

Meta Description:
Northwest Lien helps contractors get paid, offering lien, claim on bond, notice of intent, Miller Act, and public works services.
The meta description will be limited to 156 chars, 27 chars left.
Pick the main keyword or keyphrase that this post/page is about. Read this post for more info.

Focus Keyword:  

SEO Title:  
Northwest Lien | Helping Contractors Get Paid
Title display in search engines is limited to 70 chars, 25 chars left.

Meta Description:  
Northwest Lien helps contractors get paid, offering lien, claim on bond, notice of intent, Miller Act, and public works services.
The meta description will be limited to 156 chars, 27 chars left.
What are focus keywords?

• Focus keywords are not meta keywords
• A focus keyword is the topic of your post or page
• For more information: https://yoast.com/focus-keyword/
Northwest Lien helps contractors get paid, offering lien, claim on bond, notice of intent, Miller Act, and public works services.

Focus Keyword: lien

Your focus keyword was found in:
- Article Heading: No
- Page title: Yes (1)
- Page URL: Yes (1)
- Content: Yes (11)
- Meta description: Yes (2)

SEO Title: Northwest Lien | Helping Contractors Get Paid

Title display in search engines is limited to 70 chars, **25** chars left.

Meta Description: Northwest Lien helps contractors get paid, offering lien, claim on bond, notice of intent, Miller Act, and public works services.

The meta description will be limited to 156 chars, **27** chars left.
The images on this page do not have alt tags containing your keyword / phrase.
No outbound links appear in this page, consider adding some as appropriate.
The page title contains keyword / phrase, but it does not appear at the beginning; try and move it to the beginning.
There are 268 words contained in the body copy, this is slightly below the 300 word recommended minimum, add a bit more copy.
The copy scores 63.2 in the Flesch Reading Ease test, which is considered OK to read.
The keyword / phrase appears in the URL for this page.
Keyword / keyphrase appears in 1 (out of 8) subheadings in the copy. While not a major ranking factor, this is beneficial.
The keyword density is 4.48%, which is great, the keyword was found 12 times.
The page title is more than 40 characters and less than the recommended 70 character limit.
In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
The meta description contains the primary keyword / phrase.
You've never used this focus keyword before, very good.
The keyword appears in the first paragraph of the copy.
<table>
<thead>
<tr>
<th>Setting</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meta Robots Index</td>
<td>Default for post type, currently: index</td>
</tr>
<tr>
<td>Meta Robots Follow</td>
<td>Follow, Nofollow</td>
</tr>
<tr>
<td>Meta Robots Advanced</td>
<td>None, NO ODP, NO YDIR, No Archive</td>
</tr>
<tr>
<td>Include in Sitemap</td>
<td>Auto detect</td>
</tr>
<tr>
<td>Sitemap Priority</td>
<td>Automatic prioritization</td>
</tr>
<tr>
<td>Include in HTML Sitemap</td>
<td>Auto detect</td>
</tr>
<tr>
<td>Canonical URL</td>
<td>The canonical URL that this page should point to, leave empty to default to</td>
</tr>
<tr>
<td></td>
<td>permalink. Cross domain canonical supported too.</td>
</tr>
<tr>
<td>301 Redirect</td>
<td>The URL that this page should redirect to.</td>
</tr>
</tbody>
</table>
That’s it!
Any questions?