Do It Yourself Wordpress SEO

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Introduction

Welcome to my report on Search Engine Optimization.

SEO, Search Engine Optimisation is a very important step if you do not want to miss out on the free traffic that you can get from Search Engines like the big Google.

Search engine results are much more targeted than any ad campaigns that you can pay for. This means more interested visitors and more revenues from your website.

I have outlined easy-to-read steps for you to achieve high standard SEO results in a short time.

90% of the material I use is free and they are excellent. You can also find my reources section showing the softwares that I recommend and use on a daily basis.

Step One - Do It Yourself SEO

SEO, Search Engine Optimization is talked abouyt every minute by the internet marketing community. If you are new to all this, it can kind of get you scared.

So, what exactly is SEO and how you can improve with your website with its simple steps?

In my report, I am going to take you every step of the way while I am creating a new website and show you how you can optimize your page and posts.

First Step -- Domain Name and Market Research

Our SEO success has to start from the word go and all the way to our published website. So, when we are choosing our domain name we need to follow certain creiteria.

When you have choosen your niche market, you should aim for one main keyword and two supplementary keywords, known as LSI keywords.

Let me give you an example.

Say that I have made my research and am keen to enter the market of GOLF BALLS.

My main keyword is *Best Golf Balls* and the two LSI keywords are *Used Golf Balls* and *Cheap Golf Balls*.

Then my aim for a good SEO domain name would be bestgolfballs.com or bestgolfballs.net.

Having my main keyword will give me an excellent chance to rank higher than many competitors. Let's say that these domain names are already gone. In that case I will add another word at the end of the domain and research again. For example bestgolfballsonline.com. Hope you get the idea. Always add the extra word at the end of your keyword.

Step Two –How To Install Wordpress

Now that you have a domain name that you want to purchase, you can go ahead and search for some reliable sellers. I have added the ones I use and promote in the resources section.

Once you purchase your domain, make sure you have updated your nameservers with your hosting providers' names.

Don't worry if you have not done this befor, as here is a quick look at how you can do this easily by using this example and installing your Wordpress site.

The very first step is to make sure you have added your domain to your hosting panel. Many of the hosting companies use C Panel (Control Panel). This is the page you arrive at when you log into your hosting account.

It looks like this. I use Hostgator for my hosting accounts.

C Panel – Hosting account

How to add a new domain on C Panel

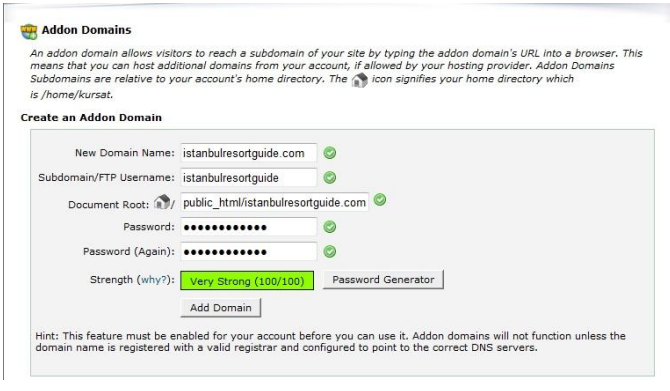
Now let's add a new domain to the C Panel.

Find add on domains on the C Panel and click on it.

For this tutorial, I am going to use a new domain that I got

Istanbulresortguide.com

And you can see how I added this domain at add on domains.

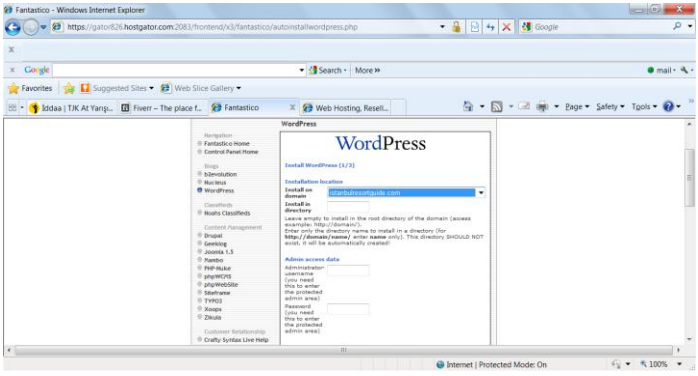


Once you have completed add on domain info and password, click on "add domain." That's it, your domain is now available on your C Panel.

Now let's go back to C Panel Home Page. If you scroll down you will find a Fantastico Icon. Click on this.

Look on the left Panel Click on Wordpress and you will see the next screenshot.

Now let's choose New Installation and find the domain you want to work on by scrolling down to the Installation location. As you can see, you need to leave the "Install In Directory" section blank, if you want the root of domain.



So, I leave mine blank. If I wanted to add "blog" in this section my site would have been

Blog.istanbulresortguide.com

Now add a Username and Password and you are all done!!!

Your Wordpress Site is now installed. You can now access your dashboard where we will start working on next.

Just add /wp-admin at the end of your domain adress and enter your username and password.

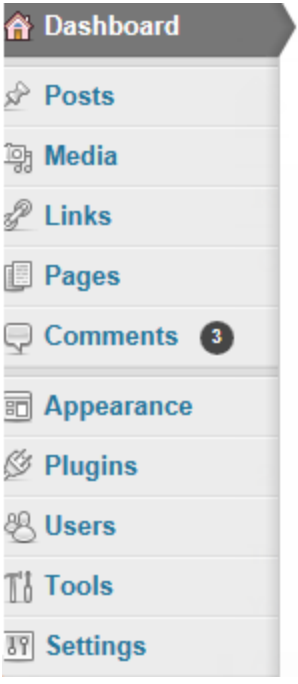
Yourdomainname.com/wp-admin

Step Three – Wordpress Dashboard and Set Up

Let's start working on your site now.

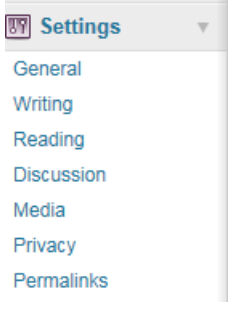
Until we organize everything we will not publish anything so do not worry if you make any mistakes, simply go back and follow each step again.

This is how your Wordpress Dashboard looks.



Let's first go to Settings and open it up.

Here you will find the following options. We are going to work on General first so click on the General tab.



In the General Tab, just make sure your Site Title and Title Description both have your main keyword in them.

You can check the rest of information that they are all correct like your email adress etc.

We now move to Writing Tab. Here the only area we need to update will be the bottom part where it says Update Service.

Copy all the ınformation below and add them to the box there. These are all the ping services that are going to help index our content fast. Once they all are there, then save the page and we move on to the next step.

Update Services List

http://1470.net/api/ping

http://www.a2b.cc/setloc/bp.a2b

http://api.feedster.com/ping

http://api.moreover.com/RPC2

http://api.moreover.com/ping

http://api.my.yahoo.com/RPC2

http://api.my.yahoo.com/rss/ping

http://www.bitacoles.net/ping.php

http://bitacoras.net/ping

http://blogbot.dk/io/xml-rpc.php

http://blogdb.jp/xmlrpc

http://www.blogdigger.com/RPC2

http://blogmatcher.com/u.php

http://www.blogoole.com/ping/

http://www.blogoon.net/ping/

http://www.blogpeople.net/servlet/weblogUpdates

http://www.blogroots.com/tb_populi.blog?id=1

http://www.blogshares.com/rpc.php

http://www.blogsnow.com/ping

http://www.blogstreet.com/xrbin/xmlrpc.cgi

http://blog.goo.ne.jp/XMLRPC

http://bulkfeeds.net/rpc

http://www.catapings.com/ping.php

http://coreblog.org/ping/

http://www.lasermemory.com/lsrpc/

http://mod-pubsub.org/kn_apps/blogchatt

http://www.mod-pubsub.org/kn_apps/blogchatter/ping.php

http://www.newsisfree.com/xmlrpctest.php

http://ping.amagle.com/

http://ping.bitacoras.com

http://ping.blo.gs/

http://ping.bloggers.jp/rpc/

http://ping.blogmura.jp/rpc/

http://ping.cocolog-nifty.com/xmlrpc

http://ping.exblog.jp/xmlrpc

http://ping.feedburner.com

http://ping.myblog.jp

http://ping.rootblog.com/rpc.php

http://ping.syndic8.com/xmlrpc.php

http://ping.weblogalot.com/rpc.php

http://ping.weblogs.se/

http://www.popdex.com/addsite.php

http://rcs.datashed.net/RPC2/

http://rpc.blogrolling.com/pinger/

http://1470.net/api/ping

http://www.a2b.cc/setloc/bp.a2b

http://api.feedster.com/ping

http://rpc.technorati.com/rpc/ping

http://rpc.weblogs.com/RPC2

http://www.snipsnap.org/RPC2

http://trackback.bakeinu.jp/bakeping.php

http://topicexchange.com/RPC2

http://www.weblogues.com/RPC/

http://xping.pubsub.com/ping/

http://xmlrpc.blogg.de/

http://rpc.newsgator.com/

http://xping.pubsub.com/ping/

http://www.snipsnap.org/RPC2

http://www.rssfwd.com/xmlrpc/api

http://www.newsisfree.com/RPCCloud

http://www.imblogs.net/ping/

http://www.holycowdude.com/rpc/ping/

http://signup.alerts.msn.com/alerts-PREP/submitPingExtended.doz

http://services.newsgator.com/ngws/xmlrpcping.aspx

http://rpc.wpkeys.com/

http://rpc.weblogs.com/RPC2

http://rpc.tailrank.com/feedburner/RPC2

http://rpc.icerocket.com:10080/

http://rpc.britblog.com/

http://rpc.blogbuzzmachine.com/RPC2

http://ping.blogg.de/

http://pingqueue.com/rpc/

http://pinger.blogflux.com/rpc/

https://phobos.apple.com/WebObjects/MZFinance.woa/wa/pingPodcast

http://bblog.com/ping.php

http://api.feedster.com/ping.php

……

Our next step is the Permalink Tab.

Here you need to change the Custom Structure box. Just delete what is in there and add

/%postname%/

and then save the page. This is going to make our posts and pages SEO friendly.

Now we can add the Plugins we need to work with.

I use both free and paid plugins on my sites and here is the list.

All In One SEO

Google XML Sitemaps

MaxBlogPingOptimiser

GoPages

Pretty Link

Easy WP SEO

Slimstats

Essential Pages You Need For SEO

In order to be in the good books of Search Engines you must have certain pages on your site.

These are a must and you can get the templates below to update them for your site.

About Us Page

Talk directly to your readers. Why are you creating this website and what benefits would they get. Just a few paragraphs with a photo would do excellent.

Privacy Policy

Here is a template you can use; Simply copy and replace the [Website] with your own URL name.

Your Privacy

Your privacy is important to us. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

Google Adsense and the DoubleClick DART Cookie

Google, as a third party advertisement vendor, uses cookies to serve ads on this site. The use of DART cookies by Google enables them to serve adverts to

visitors that are based on their visits to this website as well as other sites on the internet.

To opt out of the DART cookies you may visit the Google ad and content network privacy policy at the following url http://www.google.com/privacy_ads.html Tracking of users through the DART cookie mechanisms are subject to Google's own privacy policies.

Other Third Party ad servers or ad networks may also use cookies to track users activities on this website to measure advertisement effectiveness and other reasons that will be provided in their own privacy policies, [website name] has no access or control over these cookies that may be used by third party advertisers.

Collection of Personal Information

When visiting [website name], the IP address used to access the site will be logged along with the dates and times of access. This information is purely used to analyze trends, administer the site, track users movement and gather broad demographic information for internal use. Most importantly, any recorded IP addresses are not linked to personally identifiable information.

Links to third party Websites

We have included links on this site for your use and reference. We are not responsible for the privacy policies on these websites. You should be aware that the privacy policies of these sites may differ from our own.

Changes to this Privacy Statement

The contents of this statement may be altered at any time, at our discretion.

If you have any questions regarding the privacy policy of [website name] then you may contact us at [email address]

Disclaimer Page

Here is another template you can use.

DISCLAIMER
IMPORTANT -- PLEASE READ

By your use of this website, you confirm and agree to the statements and disclaimers set forth herein.

The products and information (individually and collectively "The Materials") obtained through this website, including but not limited to personal consultations and from [Website Name] [Product or Book] (individually and collectively "[Website Name]"), are for informational purposes only and are not intended to replace or substitute any advice from your medical practitioner, a qualified doctor, or any other professional and advisor. You should consult a qualified health practitioner before implementing any of the suggestions found on [Website Name], and should not give up any medical treatment you are using without the express consent of a medical professional.

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Contact Us Page

Add a contact email adress or phone number for anyone who needs to contact you. There are some free plugins on Wordpress. You can follow a simple search with the keyword "contact us page" and see if you like any of them. I simply add the following text which you can copy and paste if you'd like to use it.

Contact Me

Please do not hesitate to contact me if you have any questions, feedback or in need of assistance with regards to my website. My email adress is……..

Step Four -Post and Page SEO

Now that we have gotten all of our essential pages and plugins in place, we can go ahead and start working on our site.

One area I have not covered is your theme, which can be quite straight forward. There are tons of free themes at Wordpress, simply browse the theme section and activate one that you like.

Ok, the first step here is to go to your posts.

Here you will see a default posts (hello world), you can edit this post and add a welcome message to your readers.

Title can be- New Website On xxxxxx

Welcome to my site. This is just a quick note to all my readers to watch this space while I build up my website.

(Here you can talk a little bit about what your readers will benefit from if they visit your site).

We do not need to work on the SEO structure on this post as this one is only a welcome post.

So, let's go ahead and work on an example Wordpress post.

When you want to write your article here are the steps you should take to have a high SEO score.

On Page SEO Checklist

Here are the steps and what you need to do.

- Write down your keyword.
- Come up with a title for your article and make sure your keyword is in the title.
- Find 2 related keywords to your main keyword and aim to use them at least once in your article.
- Minimum 300 words and maximum 1500 words for your post.
- Find an authority site related to your keyword. (wikipedia is a good one).
- Prepare a H1 Header with your keyword.
- Prepare a H2 Header with your keyword.
- Prepare a H3 Header with your keyword.
- Complete the All In One SEO box. Title, meta tag and meta tag description must all have your keyword.

- Prepare an anchor text to one of your other post or pages with your keyword.
- Have 2% to 5% keyword density.
- Make one of your keywords bold, one underlined and one italic style.

If you get all the above done in your article, your on page SEO score will be between 90% to 100%.

Resources

Hosting I use Hostgator for the good customer services and easy Control Panel they provide with their hosting.

Domain Sales I use Godaddy for this and they are the market leading company for good domain names.

Free PLR Articles A great resources for finding PLR articles that you can edit and use.

Chris Farell Membership Site This site is the only place I go for when I do my learning. Chris has been voted many times as Number one for his membership site. Great for new beginners.