


Introduction to WordPress SEO

Learn how SEO works to increase your rankings, traffic, conversions and sales.

OCTOBER 2019

How many types of Indian Curries exist?

Fusce tincidunt nibh leo, ac fringilla diam vulputate id. Curabitur eu massa vitae ipsum dignissim pretium. Praesent vehicula, neque id elementum luctus, tortor erat tristique nisi, sed bibendum sapien leo quis ante. Mauris condimentum tempor ornare. Praesent laoreet porta ipsum, nec ultrices sem consectetur a. Nullam magna tellus, laoreet sed vulputate eu, blandit vitae tellus. Duis venenatis velit eget augue vestibulum tincidunt. In consequat convalis dolor



Type of Indian Curries



Introduction to WordPress SEO

SEOPress is a tool that will help you do SEO with WordPress (the World's most popular content management system for creating and managing websites)

It is a popular misconception, but SEO plugins for WordPress such as SEOPress, Yoast, Rank Math or All In One will not do SEO for you. Installing a SEO plugin will not improve your ranking in search engines like Google.

Using a SEO plugin for WordPress correctly, however, should help you improve your visibility in Google and drive more visitors to your website.

This guide was written with the aim of introducing WordPress users to SEO, to help them understand the basic concepts of search engines and search engine optimization. It also gives some useful hand on tips that can help you improve ranking and traffic.

Hopefully, this guide will be a great help for you. Please get in touch with your comments and questions.

Table of contents

Introduction to WordPress SEO 2

How search engines work and what to do about it (do SEO) 4

Unique marketing opportunity

Google does not search the web

Keyword queries

Algorithms to rank results

SERPs and snippets

What is SEO?

Is WordPress Good for SEO?14

WordPress is not the Perfect Cake Pan!

You will need a SEO plugin for WordPress

Why WordPress is Great for SEO!

Our Recipe for WordPress SEO Success

Finding SEO keywords for your WordPress site 20

Your first key word – You!

The best keyword research tools:

Competitor research

Conclusion

Optimize WordPress posts for a keyword 36

Optimizing HTML pages

Optimizing WordPress posts

Content Analysis with SEOPress

Conclusion

Getting your WordPress site indexed by Google 48

Checking if your site is indexed

How does Google find new sites?

How does Google find new pages?

Sitemaps

Indexing a site using the Google Search Console

Conclusion

Optimizing WordPress sites for Google EAT 56

What webmasters should know about Core Updates

Quality Raters Guidelines

Expertise, Authoritativeness, and Trustworthiness.

EAT as a ranking factor

Optimizing WordPress sites for EAT

The importance of backlinks 62

The invention of PageRank

Toolbar PageRank

Link Schemes

More reasons why links are important

How search engines work and what to do about it (do SEO)

Search engines including Google, but also including search engines on sites such as Amazon, Netflix or YouTube and search on your computer or email software – work to the same principles:

- The content you want to search is indexed first
- A user enters a search query as words
- The search engine returns results from the index that best match the query
- The results are ranked with the intention of putting the most relevant results at the top of the results

If you are a WordPress site editor in almost any country of the World, your main interest in search engines – and for reading this article – is ranking on Google. Always remember, though, that other search engines exist, and that Google may not always be the most popular search engine.

By learning how search engine work, you can optimize your site for better ranking and more traffic!

Unique marketing opportunity

Visibility in a search engine can generate traffic, but it is also a unique marketing opportunity: being visible in the very moment that a person is interested in finding you, your product or your content. If you have an Indian restaurant in Seattle, for example, then being visible in Google when people in Seattle search “Indian restaurant” is an amazingly effective way of earning a new client. With most alternative marketing tools – such as handing out flyers on a street-corner – you are pushing messages out to people who have not asked for this information and there is much less chance of converting them to clients. There is even the possibility you may annoy one of them and lose a potential client!

Google does not search the web

From early search solutions used to find files on a computer, it became obvious that opening and reading each file on the computer, one after the other, was not an efficient way to find matching results. As the storage capacity of computers increased searching directly through all the files on a disk was too slow and it also increased the risk of damaging fragile disk-drives.

Did you know? Because search was not an option, early computer users were encouraged to organize files in directories and sub-directories. Applied to the web, this led to the creation of Internet directories such as Yahoo or DMOZ whose purpose was to organize the World's websites in a directory structure. In the 1990s these sites were much more popular tools than search engines. DMOZ was even integrated into Google as Google Directory from 2000 to 2011.

Search engine software uses data stored in **indexes** to help it find results more efficiently. An index is part of a database that stores information in a format that makes it quicker to search. For example, rather than searching in multiple files for a word, an index will organize data by word: Listing all the files that contain a specific word in one index.

Google created and maintains its index by crawling the web. When it discovers a new page, it indexes the content of that page. It then regularly goes back to check to see if that page has changed – and if so, it indexes it again. When you search on Google you are searching Google’s index and not on the web itself. It is therefore possible that Google proposes a link to content that is no longer online, or that it omits content that is online but has not yet being indexed.

Pause for a moment and think of how big Google’s index is and how big a job it has keeping it up to date. Google says it crawls and indexes hundreds of billions of web pages (and as reported by Kinsta, [WordPress powers 37% of all the websites on the Internet](#) which is a cool thought). The index is well over 100,000,000 gigabytes in size and requires large industrial buildings to house the hardware that store the data. Crawlers, which are computer programs, are regularly re-visiting and re-indexing millions of web pages every day.

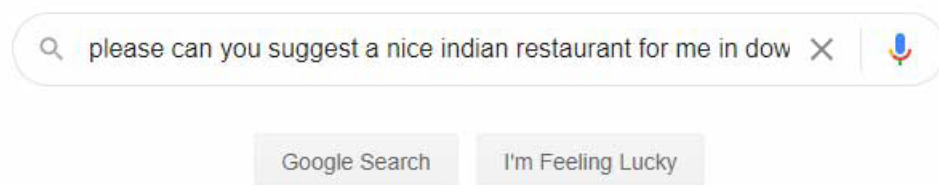


One of Google's data centers (Dublin, Ireland)

Keyword queries

Searches are performed using queries that are expressed in words. You can type these words into the Google search bar or use voice recognition instead of typing.

Different people have different methods for searching Google. For example, a person in Seattle looking for a restaurant may just type “restaurant” into Google (knowing that it will provide only local, relevant results), some may type “Seattle restaurant”, others “restaurants in Seattle” and so on. Someone, somewhere, may type – or say – something like “please can you suggest a nice indian restaurant for me in downtown Seattle please, thank you very much” and they all get quick, relevant results (which proves that it pays to be polite!).



Google Search

Google is quick at returning the results. We can therefore deduce that it is not searching through all the pages it found on the web to find pages that match the keywords you typed. It is possible that it has indexes for popular searches (this means maintaining a list of URLs that correspond to exact multi-word queries). This is certainly the case for “Restaurants in Seattle”. When a user types this query, Google already has a list of relevant pages that answer that question.

However the query ““please can you suggest a nice indian restaurant for me in downtown Seattle please, thank you very much” has probably never been searched before and it is unlikely that Google has a pre-prepared a list of relevant pages for this query. This is not a rare occurrence, Google indicates that every day, 15% of searches are for queries that have never been searched before.

In this case Google breaks down the query to the most relevant words and expressions to match it to its different indexes. Over the years, Google has got better at interpreting these more complex queries and currently does it better for other search engines in most languages.

Algorithms to rank results

It is believed that for any query, Google first creates a list of only 1000 pages and then ranks these from 1 to 1000, eliminating some results along the way. There is an algorithm for finding the best 1000 pages and another for ranking these 1000 results from 1 to 1000.

SEO expert Jason Barnard has a theory that Google has many algorithms that calculate different ranks for each page based on different signals (topicality, quality, page speed, etc). It then multiplies them together to calculate a bid. The page with the highest bid is ranked highest. He also points out that because scores are multiplied, a very low score for any factor can significantly reduce a bid and the page's rank.

Page A scores for Search Query X									Kalicube.pro
Topicality	Quality	Speed	Entities	RankBrain	Struct. Data	Freshness	A.N.Other 1	A.N.Other 2	Bid
2	4	1	8	5	3	2	2	3	11520
2	4	1	8	0.9	3	2	2	3	2074
2	4	1	8	5	0.5	2	2	3	1920
2	4	1	8	5	3	0.1	2	3	576

Illustration from Jason Bernard's article ["How Google Search Ranking Works"](#) in the Search Engine Journal

This is only educated guess-work though. The details of how Google works exactly are a closely guarded secret and Google remind us that they change and improve the algorithm every day.

The main factors, though, are certainly the use of words in individual pages on your site and the links that those pages receive from other pages on the web (whether they may be links from your own site or links from pages on other sites). Minor factors, but potentially with a big impact for some keywords, may be linked to user experience, page speed, social networks, and online reputation.

After ranking the pages, Google may also decide to filter out some results. This could simply be to reduce the number of results from one site, but it could also be filters against spam or adult content.

Usually less than a second after sending your query, you get results back from Google.

Also bear in mind that search results are also personalized to your geographic location and your search history. These factors can make a big difference on search from one computer to another.

SERPs and snippets

For each query, Google returns results as a SERP (Search Engine Results Page). It is very rare that Google finds no results for a query.

As well as results from the web search, Google may add advertising from Google Ads and results from other Google search engines such as Google News, Google My Business, Google Images, ...

The results from web search are typically listed as 10 results per page. Each result has a link to a web page and a short description. This result is called a Snippet. The Snippet may also be enriched with the websites' logo, reviews, images, prices and other useful information.

www.seopress.org › seopress-vs-yoast ▾

SEOPress vs Yoast SEO


SEOPress vs Yoast. Switch from Yoast SEO and we'll import your metadata for free. Here are 5 great reasons for you to choose SEOPress.

Simple snippet from desktop SERP

gf www.bbcgoodfood.com › recipes ⚡

Brilliant banana loaf recipe - BBC Good Food

Ingredients · 140g butter, softened, plus extra for the tin · 140g caster sugar · 2 large eggs, beaten · 140g self-raising flour · 1 tsp baking powder · 2 very ...

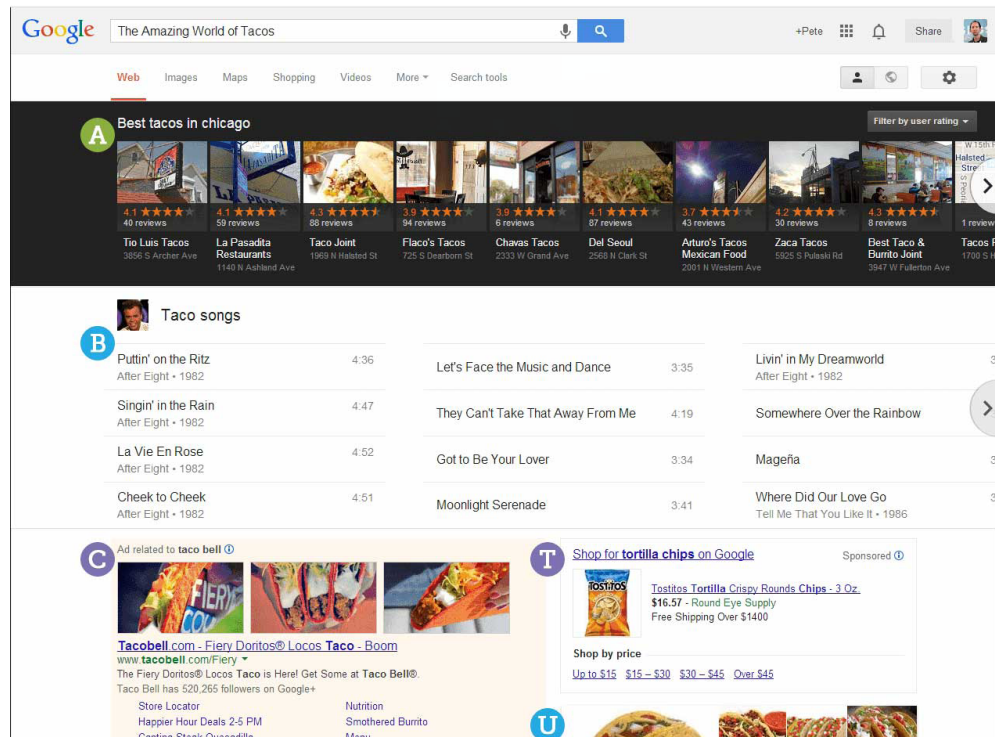


Rating	Cooking ti...	Calories
4.3 ★★★★★ (1,258)	1 hr 5 mins	Calories: 268

Enriched snippet from mobile SERP

The information for the snippet can be provided by the website itself using specific tags such as KEYWORD, META DESCRIPTION or Schema.org structured data. The quality of this information may influence Google in ranking your page, but it is also important in influencing the users who are looking at the results to click on your snippet and generate traffic. You may only rank third but have a very eye-catching snippet that means that most searchers will click on your link rather than the first two results.

In 2013, Dr Peter J. Meyers did a mock-up of [24 different SERP features](#). Although it is a bit old now, it is still a good introduction to the variety of results possible in Google.



Serp Features

What is SEO?

SEO is an acronym for **Search Engine Optimization**. This is the work you do to optimize your website for search engines – so that you can get listed (for free) in Google when there is a relevant search for your site.

From better understanding how search engines work, you can see that the main tasks in SEO are:

- Make sure that Google can index your site correctly, can find all your content and links between pages. Providing a sitemap is a good idea here,
- Understand what queries your target audience use on search engines and make sure that you have pages or posts that use the keywords of those searches and answer the question the search engine was asking. Most SEO plugins give you tools to analyze pages for keywords,
- Ensure that tags important for SEO are correctly completed. Most importantly TITLE and META Description tags. You will need a SEO plugin to do this,
- Where relevant, provide Schema.org structured data to describe your site or the content of your pages to obtain rich snippets. Again, using a SEO plugin that allows you to add relevant Schema to your posts and pages to gain rich snippets,
- Develop external links from other web sites,
- Analyze your ranking in search engines and the traffic you receive from them.

SEO is also used in another definition to mean Search Engine Optimizer, i.e. the person who is going to do the work above. If this person is you, then continue reading our articles to learn more about getting better visibility and more traffic for your WordPress site!



SEOPress FREE

Simple, fast and powerful
SEO plugin for WordPress

[Download >](#)

Is WordPress Good for SEO?

If you are using WordPress for your blog or are thinking of starting a site using WordPress, you'll want to know whether it's a good choice for SEO. More specifically: will WordPress help you get more traffic from search engines like Google? Before answering the question, it must be pointed out that there are a lot of factors to succeeding in SEO, not just the choice of a CMS.

French SEO Olivier Andrieu uses the metaphor of baking a cake to describe search engine optimization. To bake a good cake you need good ingredients, a good cake pan and a good oven. Transposed to SEO, the ingredients are your content, the cake pan is your HTML code and the oven represents the links to your website.



Source: Abondance

Who decides what's a good cake? The cook can have an opinion, but the opinion of those who taste the cake are paramount. If you are baking to please a group of friends, including Google, it's a good idea to learn what they like first, do they have allergies, ingredients that you shouldn't be using. Do they love dark chocolate? [Pro tip: Google likes TITLE tags, sprinkle them liberally on all your pages]

WordPress is not the Perfect Cake Pan!

The WordPress CMS produces the HTML code that make up your web pages. To answer the question "Is WordPress good for SEO?" you'll want to know if WordPress produces the HTML code search engines like.

Google publishes guides on how websites should code sites. A quick and easy to understand guide to some of these is [here](#). Bing also has a [one-page webmaster guidelines here](#).

Bad news! Your WordPress site probably doesn't produce HTML exactly the way search engines want it. Your HTML will depend on the theme you use, and a lot of themes – including the ones that say they are SEO-Friendly – are criticized for not respecting search engines guidelines or being too slow to load. A bad theme may have a negative effect on your SEO.

You may want to compare themes or check your site using a SEO audit tool like [Woorank](#).

You will need a SEO plugin for WordPress

Two HTML codes that are important to Google and Bing can't be managed in WordPress without a plugin. These are the TITLE tag and the META DESCRIPTION.

SEOPress - Best WordPress SEO plugin

<https://www.seopress.org> ▼

Freemium WordPress SEO Plugin. Manage your titles, open graph, and twitter cards, build your xml sitemap, edit your robots.txt and htaccess, add breadcrumbs ...

[Pricing](#) · [Features](#) · [Guides](#) · [Support](#)

Snippet Google SEOPress

Closer look: TITLE and META DESCRIPTION are HTML codes hidden in each web page.

When you visit a page with your navigator, you can't see the META DESCRIPTION without looking at the source code, but you can see the TITLE tag of a page as the text in the page's tab in your navigator).

These HTML codes tell search engines what text you would like them to use in creating the preview (snippet) of your page in search results.

The text of your TITLE tag becomes the clickable blue link and the content you add as a META DESCRIPTION is presented as the non-clickable description.

Search engines may ignore your TITLE and META DESCRIPTIONS and place other texts in the snippet. If they do this, it may indicate that something is wrong with the text you provided.

Maybe it wasn't very relevant to the search term or maybe your text was of low quality or too spammy.

Optimizing TITLE tags and adding META DESCRIPTION tags are the most important and popular features of any WordPress plugin for SEO. You can follow the guide on how to [manage Title tags globally and individually per page in SEOPress here](#). You can also [import metadata from a CSV file with SEOPress Pro](#).

A SEO plugin for WordPress will also allow you to markup content in a way that search engines appreciate. For example, Google likes us to provide a sitemap, structured data markup, breadcrumbs and redirections for pages that have changed. Again, your favorite WordPress plugin will allow you provide these things even where the default installation of WordPress, or your theme, doesn't.

You need a plugin to make your code better, consider it as grease in your cake pan.

Why WordPress is Great for SEO!

In conclusion, WordPress with SEOPress installed is a great CMS that will let you provide information the way search engines want it. To get the best results for SEO you need to be careful with your choice of theme and work on your content ingredients and netlinking oven.

Here are a few reasons why WordPress is great for SEO:

You can spend more time doing SEO. The great thing about WordPress is that it makes it easy to build web sites and publish content regularly. One of the big factors in SEO is the amount of content you can produce over time. Using a CMS rather than coding HTML pages, your time can be better spent doing SEO jobs: searching for keywords, producing content and contacting other sites for links.

Website structure. WordPress lets you have both static pages that can be organized into categories and blog posts that are linked to the date you publish them. Search engines, like Google, recognize the publication dates of articles and for lots of search terms give a preference to more recent articles – SEOs call this Freshness Rank. New content therefore has more chances to rank in Google and drive traffic to your site.

URLs. WordPress has a big advantage in the way that you can manage URLs through permalinks. Search engines want URLs to reflect site navigation and

not use extraneous parameters. You can handle this much better in WordPress than in other CMSs like Wix.

ALT text. You can help search engines understand what's in an image by providing alternative text. This then helps you get ranked for image searches. WordPress lets users add alternative text and titles for images when they are uploaded. SEOPress can automatically set image ALT text based on the filename (SEO > Advanced > Image SEO tab).

Great plugins. WordPress' founding philosophy means that it doesn't try to cover every user need in the default installation. This allows for a community of developers to provide themes and plugins that are adapted to users' needs. The competitive nature of the plugin market means that developers really strive to provide the most useful and up-to-date plugins. More about the [philosophy behind WordPress](#).

Most popular CMS. WordPress is the World's most used CMS. Estimates indicate that % of all websites use it. This means that search engines need to adapt to WordPress more than WordPress has to adapt to search engines. If there are flaws in WordPress' HTML code, Google works around them.

Our Recipe for WordPress SEO Success

Good SEO needs content, HTML and links but like cooking, you also need a good recipe to follow. You can get great SEO results using WordPress, but there are some important things to learn first.

Follow our blog over the next few months and you'll get detailed instructions on each step towards SEO success:

- Understand how search engines work
- Learn how to find good keywords
- Optimizing pages and articles for keywords
- Site Architecture for SEO
- Getting indexed and improving listing
- Optimize Local Search Results
- Show Expertise, Authority and Trust
- Getting links to your website
- Use social media to improve your SEO

Finding SEO keywords for your WordPress site

Finding the right keywords is fundamental to SEO and should be a first step when starting a blog. Good keywords will be the pillar on which to build your SEO strategy. They will help you structure the navigation of your site, highlight the pages and posts you will have to write, calculate search engine advertising budgets and find sites that will link to you.

You'll also be able to check on your keywords over time and see if your site is ranking better. By ranking higher for popular keyword searches, you'll generate more traffic to your website. Be warned, though, popularity is not the only criteria for a good keyword. You should also consider how relevant your site is for that keyword and vice-versa.

A keyword often has more than one word

A popular misconception is that a list of keywords is a list of single words. If you are an Indian Restaurant in Seattle, then your keywords are not Indian, Restaurant and Seattle, but search terms with multiple words like "indian restaurant seattle", "curry seattle" and "best naan bread in Washington".

If you are writing a blog with curry recipes, "curry" may be a good keyword, but there is a lot more potential if you target multiple word keywords like "chicken curry recipe", "basic Indian curry recipe", "chicken tikka masala". This "long-tail" of keywords has more potential, traffic-wise, than the main keyword.

A keyword can be a single word but it's more likely to be a combination of words that make a popular search query in Google. Before starting a site, try and make a list of 30 to 100 good keywords. If you are having trouble finding keywords, the website may not be a good idea after-all.

Local searches

A note about local-intent searches: if you stand in downtown Seattle and type "Indian restaurant" into Google Search, then you will see 3 results from Google Maps and organic search results made up of guides to local restaurants and nearby restaurants. The result will be different for a person in New York or even just in West Seattle. Google guesses that you are searching with local-intent and adds a location criteria to your search. Although "Indian restaurant" may be a popular search to target, you are better considering the keyword as "Indian Restaurant Seattle" when you are thinking of content for your site.

Equally "Indian restaurant near me" is a popular search but you don't need to add "near me" to your website. This should be replaced by your location. Ideally you should be using Schema on your site to indicate your physical address.

As you complete your keyword list, search for the term in Google to see what the result page looks like. Are results all national, local or a mix of both.

If you are writing a blog and you are targeting a national or an international audience, then you don't have to worry about adding your location to search terms.

Your first key word – You!

Often forgotten at the beginning of the keyword research process: your company / brand name is a keyword you need to target. When people search for you by name you want to be sure you are ranking number one in Google.

When you are thinking of a new blog name or even a new company name, it's worth searching the name-idea in Google first and make sure there's not a lot of pages listed already. You think that "Curry Guy" is a great name for your blog? Check Google first: **Dan Toombs** is already pretty well established using that handle. He will be difficult to beat.

A restaurant called The Curry Leaf in Seattle should add "The Curry Leaf Seattle" to the top of its keyword list. When The Curry Leaf becomes nationally acclaimed, like The French Laundry, you may not have to include Seattle in the keyword.

The best keyword research tools:

Your brain

The first tool to turn to is your own brain, **or rather your imagination**. Try and put yourself in your client's shoes and think what they are searching for in Google.

You may want to start classifying your searches to help you organize your thoughts. A popular organization is brand, category, products and questions.

brand related		category related
The Curry Leaf		indian restaurant
product related		questions
curry seattle		What's the best Indian restaurant in Seattle
Best naan bread washington		

Find SEO Keywords

You may find thinking about what other people search for really difficult! We tend to have our own technical slant on our own profession. If you're heading towards imagining keywords like "hygienic catering facilities for authentic Kerala cuisine", then you may be getting too technical. But maybe that's what people really search for – later we'll have a look at how you can tell whether a keyword is popular or not.

Some words have more than one meaning. A restaurant owner searching for a "dedicated server" will be looking for a loyal employee, but Google is more likely to interpret that search term as a search for web hosting service providers.

Other people's brains

Brainstorm with colleagues on what they think people search for. If you have the opportunity, ask your actual customers or end-users what they searched for in Google to find you. You can do this informally face-to-face, ask them to contribute ideas on social networks or organize a survey. You can ask them to look back at their search history to see what they typed into Google.

A real customer, all-thumbs, may have typed "idnain retorant seattle" into Google and still found you! This misspelled search shouldn't encourage you to add spelling mistakes to your list of keywords or your site. Google normally corrects these spelling mistakes before running the search.

Your search console data

If you have an existing website and you have followed our recommendation to submit it to Google Search Console, you will be able to obtain a lot of keyword information from the Performances / Search Results Report.

This report lists any searches that your site was ranked for, even if users didn't click on the link to go to your site. This gives you a great insight into what users really type and what is popular.

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES	
Query				Clicks	↓ Impressions	CTR
				3	84,777	0%
				27,424	46,357	59.2%
				2	23,632	0%
				0	22,474	0%
				1	20,783	0%
				1	20,395	0%
				45	20,361	0.2%
				2	19,835	0%
				0	14,938	0%
				0	12,472	0%

Rows per page: 10 1-10 of 1000

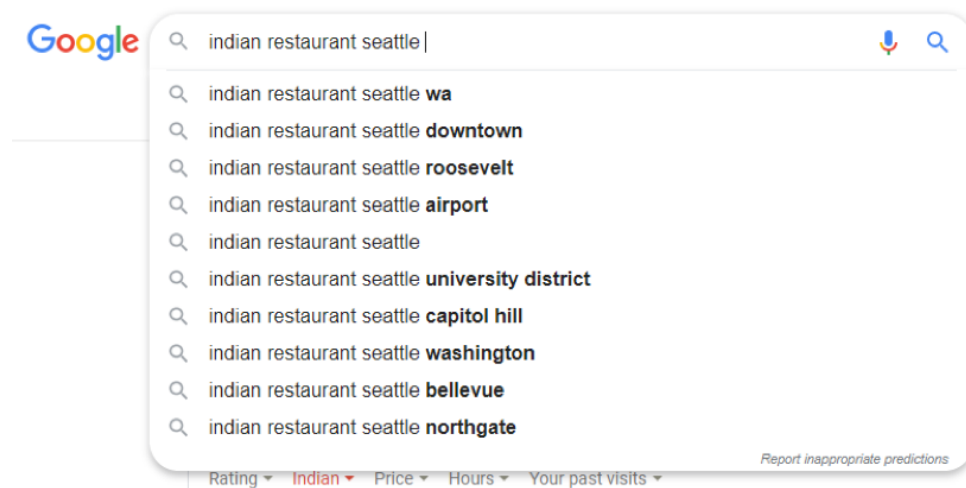
Search Console Queries

If you see some interesting searches here, add them to your list.

Learn how to [add your site to Google Search Console](#) with our video guide.

Google Suggest

As you type searches in Google, Google suggests ways to complete your search. Suggestions are based on what is popular in your location. This will give you new ideas for keywords and it is also a good way to test whether a keyword is popular.



Google Suggestions

If you start to type in a keyword and Google doesn't suggest your keyword as a complete suggestion with a magnifying glass icon next to it, then it's probably not a popular search. For example, if you start to type "Indian restaurant seattle good food hygiene" and Google shows a result like this, the complete term is not a good keyword to target – you can remove them from your list.



Google Suggestions

Google guessed that your next word may have been hygiene but it's not suggesting "indian restaurant seattle good food hygiene" as a complete search.

As well as using Google's suggestions you should also look at the end of the results page and see if Google has suggested some "related searches". These can often give you some useful ideas. Again, choose what is relevant for you. If you have a restaurant that does not propose a buffet, then "best Indian buffet seattle" is not a good keyword. But now you know that it's a popular search, why not start a buffet!

Searches related to indian restaurant seattle

- indian restaurant seattle **downtown**
- best indian restaurants in bellevue**
- best indian buffet** seattle
- taste of india** seattle
- indian **in** seattle
- nirmals** seattle
- indian **fusion** seattle
- indian **restaurants near me**



Google Related Searches

Google Suggest in SEOPress

SEOPress users can go a lot quicker here by using the Google suggestions feature in the “Content analysis” box on pages and posts.

The screenshot shows the 'Content analysis' section of the SEOPress interface. It includes a 'Target keywords' input field with the text 'indian restaurant seattle,' and a 'Refresh analysis' button. Below this is a note: 'To get the most accurate analysis, save your post first.' To the right, the 'Google suggestions' section shows a list of suggestions: 'indian restaurant seattle', 'indian restaurant seattle downtown', 'indian restaurant seattle roosevelt', 'indian restaurant seattle airport', 'indian restaurant seattle university district', 'indian restaurant seattle capitol hill', 'indian restaurant seattle washington', 'indian restaurant seattle believe', and 'indian restaurant seattle northgate'. A 'Get suggestions!' button is located above the list.

SEOPress Google Suggestions

Adding one or more keyword here will improve the content analysis of your page or post. It won't add keywords to your page or improve your SEO. See [this article](#) for more information on what target keywords do and don't do.

Google People also asked

For some searches, mainly questions, you will see “People also ask” suggestions from Google.

The screenshot shows the 'People also ask' section from Google. It features a title 'People also ask' and a list of four questions, each with a downward arrow icon to its right:

- What is the difference between pita and naan bread?
- How many carbs are in naan bread?
- What are the different types of naan bread?
- Why is it called naan bread?

[Feedback](#)

People Also Asked – Google

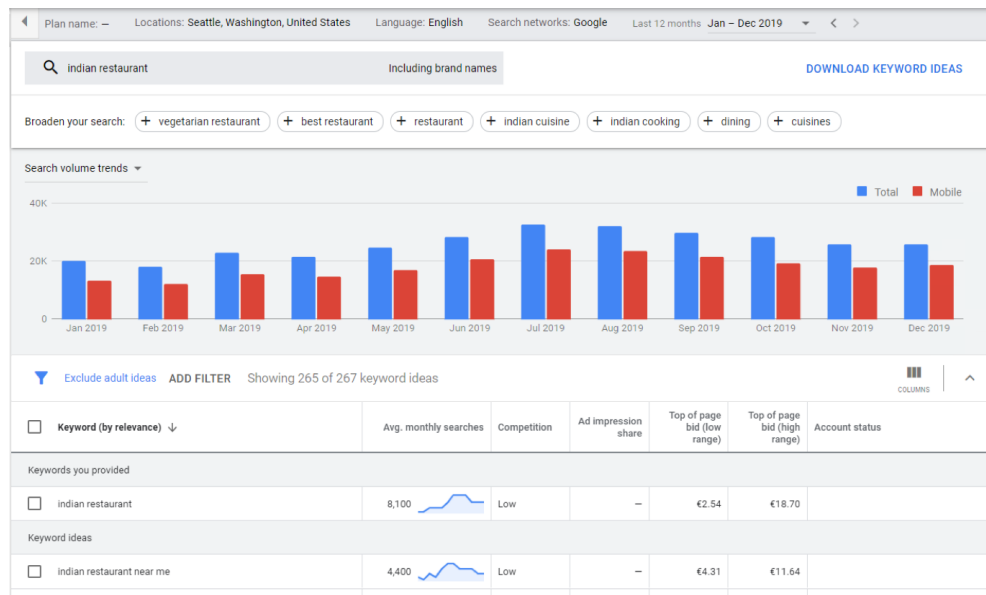
As you explore the questions and answers, more questions will be displayed. Explore these and add questions to your list of keywords.

Google Keyword Planner

Google Ads is the service that lets you place ads in Google (among many other things). You can enter bids per keywords. Depending on the amount you bid, the quality of your ads and the quality of your landing page, you will be placed at the top or bottom of search results.

To estimate costs, Google provides a Keyword Planner tool and even if you are not going to buy clicks from Google, it's worth creating an account just to have access to this data.

For a given keyword, language and location, Google will return a list of keyword suggestions with their historic search numbers. If you are a paying Google Ads customer, you will get more accurate data. If you don't pay for Google Ads you will only see ranges of search numbers.



Google Keyword Planner

Using the Average monthly searches and more keyword ideas you can complete your keyword list and spot the most important keywords to target on your site. Somehow, The Curry Leaf will have to organize its site to feature the keywords “indian restaurant Seattle” and “indian food Seattle”.

	brand related		category related
	10 The Curry Leaf	8100	indian restaurant
	0 Curry Leaf Seattle	880	indian restaurant Seattle
	10 Curry Leaf menu	210	indian restaurant Seattle downtown
	0 Curry Leaf delivery	260	indian in seattle

	product related		questions
	30 curry seattle	0	What's the best Indian restaurant in Seattle
	0 Best naan bread seattle	10	Where do the locals eat in Seattle?
	50 best indian buffet seattle	40	is indian food vegan
	0 indian fusion seattle	880	best indian food seattle
	10 tandoori seattle		
	880 indian food seattle		
	3600 indian food		
	480 indian buffet seattle		
	880 chicken tikka massala		

Keyword List Keyword List

Other tools

There are a lot of other keyword research tools to use if you need more help.

[Neil Patel's Ubersuggest](#) tool offers a similar service to Google Keyword Planner. For a given keyword you will get more keyword ideas and estimated search numbers for language-country combinations.

The screenshot displays the Ubersuggest tool interface. At the top, the search bar contains 'indian restaurant' and the location is set to 'English / United States'. Below the search bar, there are 468 keyword ideas. A table lists these ideas with columns for Keyword, Volume, CPC, PD, and SD. To the right, a 'Keyword Overview' panel for 'indian restaurant' provides a summary of the top 10 search engine results, including their rank, URL, estimated visits, backlinks, domain score, and social shares.

KEYWORD	VOL	CPC	PD	SD
indian restaurant	823,000	\$1.19	2	48
indian restaurant near me	673,000	\$2.08	4	36
indian restaurant near	22,200	\$1.84	6	21
indian restaurant nearby	18,100	\$2.27	7	20
indian restaurant nyc	6,600	\$1.55	6	16
indian restaurants nyc	6,600	\$1.62	4	16
indian restaurant in las vegas	5,400	\$2.07	4	8
indian restaurant las vegas	5,400	\$2.07	4	8
indian restaurant chicago	4,400	\$1.68	5	16
indian restaurant houston	4,400	\$1.77	3	15
indian restaurant austin	4,400	\$1.77	3	15

GOOGLE SERP	EST. VISITS	LINKS	DS	SOCIAL SHARES
1 indiarestaurant.com/	250,191	107	13	1,965
2 indianrestaurantpa...	133,326	32	4	8,217
3 yelp.com/biz/india...	80,077	2	97	32
4 sahibjohnsoncity.c...	54,235	12	1	154
5 kohinoorindianrest...	38,598	24	11	106
6 flavorsindianrestau...	27,817	35	17	237
7 newamberindian.c...	21,068	26	6	90
8 kohinoorchampag...	16,213	27	5	75
9 tajnashville.com/	12,344	29	3	420
10 holibedford.com/	9,299	60	2	183
11 havelindianrestaur...	1,735	68	13	38

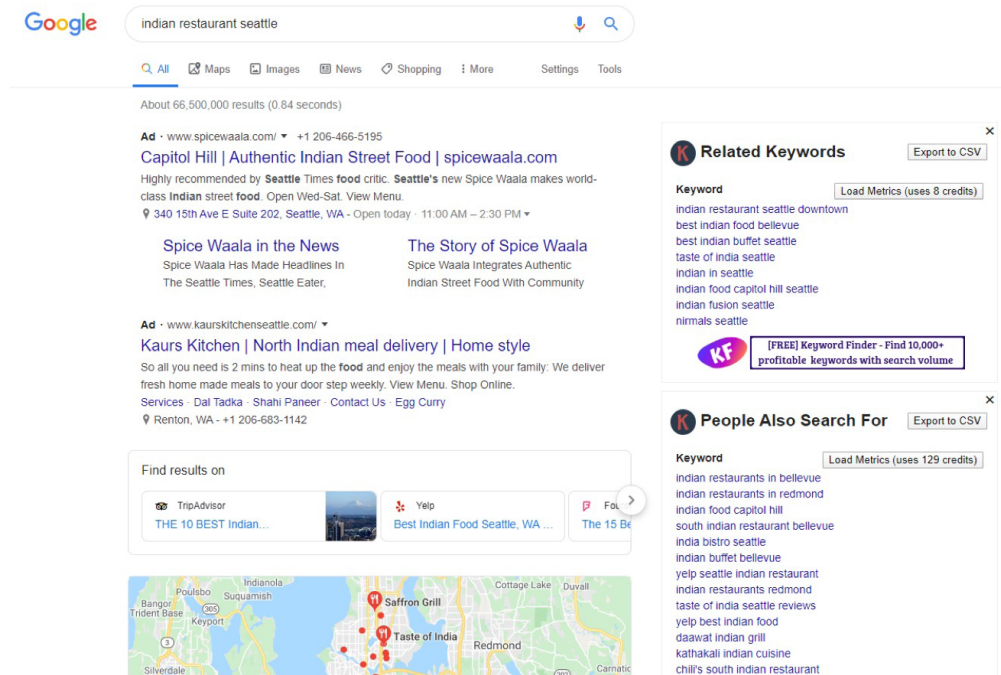
Ubersuggest

[AnswerThePublic](#) is useful for finding lots of long-tail keyword ideas. In the free version you can only limit your search by language and not by region. But it may give you some useful ideas.



Answer The Republic

[Keywords Everywhere](#) is a browser plugin that will add keyword data to Google and Bing search results.



Keywords Everywhere

It will also let you analyze any individual page on the web to find frequent phrases that page uses.

Keywords Everywhere GET API KEY CONTACT US FAQ NEWS VIDEOS

You have no credits left.
No volume data will be shown. [Purchase additional credits here](#)

Keyword Density Analysis for <https://www.curryleafcafe.com/>

Title: curry leaf cafe
Description: brighton restaurant brand serving traditional street food, expertly spiced curries, tandoor-grilled specialities and spiced desserts alongside a wide range of craft beers and cocktails. much of our food is suitable for vegan, vegetarian and gluten-free diners
Word Count: 53 words

Show only Two Word Phrases

Show 50 entries Copy Excel CSV PDF Print Search:

Add	Keyword	Found In	Density %	Occurrences	Monthly Volume (US)	CPC (US)	Competition (US)
★	south indian	H2	7.55	2	-	-	-
★	indian street	H2	7.55	2	-	-	-
★	food craft	H2	7.55	2	-	-	-
★	street food	D H2	7.55	2	-	-	-
★	craft beer	D H2	7.55	2	-	-	-
★	brighton lanes		11.32	3	-	-	-
★	kemptown kitchen		11.32	3	-	-	-
★	beer home		7.55	2	-	-	-
★	home locations		7.55	2	-	-	-
★	locations brighton		7.55	2	-	-	-
★	lanes cafe		7.55	2	-	-	-
★	cafe kemptown		7.55	2	-	-	-
★	kitchen takeaway		7.55	2	-	-	-

Keywords Everywhere Dashboard

In the paid version you also get to see keyword search volumes from Google Keyword Planner and Clickstream.

Competitor research

This leads us to a final subject: competitor keyword research. Just because there are some good tools to grab competitor’s keywords, does not mean that you should base your strategy on them. If their strategy is bad, you’ll be copying bad keywords and missing good ones.

As shown above, Keywords Anywhere can give you a list of words contained in any web page. A tool like SEMRush can list the keywords a site is ranking for in a given country. It is extremely powerful. The free version will only let you see the first few keywords, but it may be enough to inspire you – but no copying! SEMRush also have a Keyword Magic tool that helps drill down from a seed keyword to groups of long-tail searches.

The screenshot displays the SEMrush Organic Search Positions interface. It includes a sidebar with navigation options like 'Marketing Insights', 'Gap Analysis', and 'Topic Research'. The main area shows a table of search results for the keyword 'cedars indian restaurant'. The table columns include Keyword, SERP Features, Pos., Diff., Traffic %, Volume, KD%, CPC (USD), URL, SERP, and Upd. The data shows various competitors and their performance metrics over time.

Keyword	SERP Features	Pos.	Diff.	Traffic %	Volume	KD%	CPC (USD)	URL	SERP	Upd.
taste of india seattle	★	2 → 2	0	0.45	1,000	86.28	3.73	www.tasteofindi...html	📄	Jan 05
taste of india seattle coupon	★	1 → 1	0	0.41	30	71.65	2.32	www.tasteofindi...html	📄	Jan 10
taste of india menu	★	16 → 16	0	0.24	2,900	56.02	1.17	www.tasteofindi...html	📄	Jan 03
taste of india coupon	★	4 → 4	0	0.12	110	62.51	2.19	www.tasteofindi...html	📄	Jan 03
a taste of india	★	20 → 20	0	0.05	1,300	61.81	1.75	www.tasteofindi...html	📄	Jan 10
taste of india coupon code	★	5 → 5	0	0.03	50	68.02	0.00	www.tasteofindi...html	📄	Dec 28
dish 19.99 deal	★	99 → 99	0	<0.01	50	76.64	0.00	www.tasteofindi...html	📄	Jan 01
tandoori chicken cutlets	★	95 → 95	0	<0.01	40	79.02	0.00	www.tasteofindi...html	📄	Dec 29
lemon cuisine of india menu	★	42 → 42	0	<0.01	70	81.36	0.77	www.tasteofindi...html	📄	Jan 08
cedars indian restaurant	★	37 → 37	0	<0.01	50	85.41	0.00	www.tasteofindi...html	📄	Dec 22
salmon cutlets indian	★	87 → 87	0	<0.01	30	62.51	0.00	www.tasteofindi...html	📄	Jan 05
tandoor cuisine of india menu	★	63 → 63	0	<0.01	70	70.50	0.00	www.tasteofindi...html	📄	Dec 31
indian restaurant whitehaven	★	20 → 20	0	<0.01	70	86.00	0.00	www.tasteofindi...html	📄	Jan 09
cedars in university district	★	49 → 49	0	<0.01	30	86.23	0.00	www.tasteofindi...html	📄	Jan 22
retl cuisine of india seattle	★	61 → 61	0	<0.01	40	84.70	0.00	www.tasteofindi...html	📄	Jan 11
paneer aloo pakora	★	67 → 67	0	<0.01	70	65.17	0.00	www.tasteofindi...html	📄	Jan 09
paneer taste	★	67 → 67	0	<0.01	30	78.72	0.00	www.tasteofindi...html	📄	Jan 09

Semrush Organic Search Positions

Conclusion

Hopefully at the end of this article you have a better understanding of what SEO keywords are and how to find them. Targeting more keywords and ranking better for those keywords is an excellent strategy to get more traffic from search engines. In future articles we will look at what you need to add or change in your WordPress blog to integrate these keywords.

This article was inspired by some important information given by Rand Fishkin in his [closing speech at Brighton SEO in 2018](#). He said he was amazed by the standard of Indian restaurants in Brighton and in the UK in general but could just not find any decent Indian food in Seattle. He also compiled a list of [the best Seattle restaurants on the Moz blog](#) and didn't include a single Indian restaurant. It got me thinking that maybe good Indian restaurants in Seattle just haven't done enough SEO.

Sorry Rand, you may have also said some other important things about the future of SEO in that speech too!

Optimize WordPress posts for a keyword

In a previous article we had a look at [How to find keywords for your WordPress site](#). In this article we'll have a look at how to optimize WordPress posts for a keyword. In a later article, we'll look at how to structure your site (posts, categories and tags; parent-pages, pages, and menus) based on your keyword research.

Let's take the example of a post created to target the keyword "Types of indian curries."

You want to make sure that your post is optimized for search engines like Google, giving you more chance to appear in search results when users type "Types of indian curries".

Although many criteria are at work in ranking pages in search engines, on-page optimization is an important first step.

Optimizing HTML pages

This may seem obvious, but the first rule in optimizing a web page for a particular keyword is to include that keyword at least once on the page. It is very rare for a page to rank for a term if it doesn't contain the words used in the search. General opinion about optimizing HTML pages is that you should also feature your keyword in specific parts of the page:

- URL
- TITLE tag
- META description tag
- H1 title tag
- H2, H3 tags
- ALT text of at least one IMG tag on the page

The TITLE tag is probably the most important tag in SEO and it is limited to roughly 60 characters in length. It is recommended to place your keywords at the beginning of this tag. The limited space in the TITLE tag is one of the reasons why it's a good idea to dedicate a post or page to each keyword you want to target, rather than trying to get a single page to rank for a list of keywords.

The content of this tag is not visible on the page of your site, but it is used as the text for the tab in the navigator and, more importantly for SEO, the link to your page in the search engine results.

crushmag-online.com › the-ultimate-guide-to-diffe... ▼ [Traduire cette page](#)

The Ultimate Guide to Different Types of Indian Curry | Crush ...

30 juil. 2018 - Think you know your curries? Check out our ultimate guide to different **types of Indian curry** and see how you fare... Achari. Achari stems from the ...

Google Search Result Example

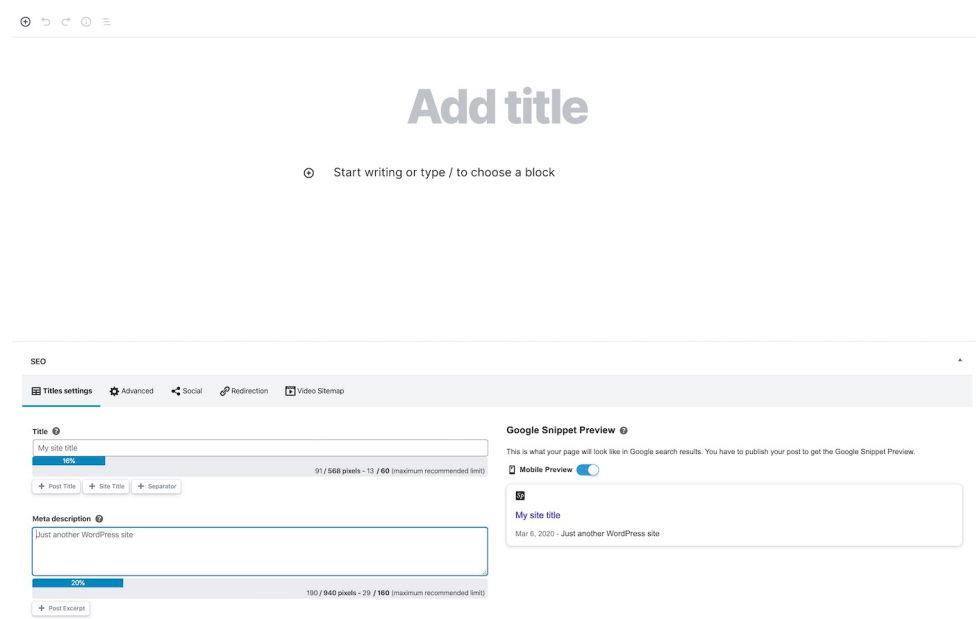
Optimizing WordPress posts

A WordPress post is a HTML page too. Let's go through the creation of a post in WordPress, making sure that all the necessary tags and the URL are optimized in the HTML page it produces.

Post title

The title of a post will be used to generate your H1 tag, your URL (via the permalink) and, by default, your TITLE tag.

The title doesn't need to correspond exactly to your keyword, you could have "All types of Indian Curries – your ultimate guide" or "My humble guide to types of Indian Curries" for example.



Add Post Title – Gutenberg

The permalink will be set once you save the post and it will automatically use the words of your title as part of your URL. Until you publish your article, the Permalink will also change when you change the title of the post. But once the

post is published for the first time, you'll need to edit the Permalink and ensure that the old URL is redirected to the new one. It's not an ideal situation for SEO.

A strong recommendation here is to get it right first time!

The screenshot shows the WordPress Block Editor interface. At the top, there are navigation icons and a 'Save' button. The main content area displays the title 'All types of Indian Curries - your ultimate guide' in a large, bold font. Below the title is a prompt: 'Start writing or type / to choose a block'. The bottom of the screen shows the 'SEO' sidebar with the following sections:

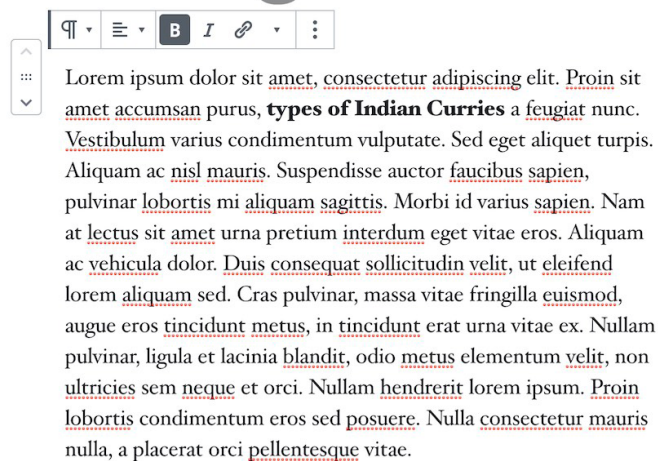
- Titles settings** (Active):
 - Title**: 'All types of Indian Curries - your ultimate guide - My site title' (91 / 568 pixels - 13 / 60 (maximum recommended limit)).
 - Meta description**: 'Just another WordPress site' (190 / 945 pixels - 20 / 160 (maximum recommended limit)).
- Google Snippet Preview**: Shows a preview of the search result for the title and meta description.

Add Post Title – Block Editor

Post text

As mentioned above you should use your keywords at least once in the text of the post. You can highlight the keyword by setting it to bold.

All types of Indian Curries - your ultimate guide



Highlight Keywords – Block Editor

HOW MANY WORDS DO YOU NEED TO WRITE FOR SEO?

It's a difficult question to answer. We recommend that a blog post should be at least 300 words long. This is to make sure that search engines consider the page interesting enough to index. Google answers the question in its Quality Raters Guidelines with "The amount of content necessary for the page to be satisfying depends on the topic and purpose of the page. A High quality page on a broad topic with a lot of available information will have more content than a High quality page on a narrower topic."

If you're really writing the "Ultimate Guide" on Indian Curries then 300 words is probably not enough!

More about quality raters and the Guidelines <https://support.google.com/websearch/answer/9281931?hl=en>

HOW MANY TIMES DO YOU NEED TO REPEAT THE KEYWORD?

Google insists that it doesn't have a keyword density limit, For this reason, SEOPress doesn't alert you when a keyword is repeated more than a certain number of times per 100 words. Only alerting you when the keyword is not detected in the text.

However, it is fair to say that a text that repeats any words or phrases too often may be deemed low quality. What you are trying to avoid is "Keyword Stuffing", using a particular word or phrase too often in a text therefore reducing the overall quality of the page.

WHAT'S KEYWORD STUFFING?

Keyword stuffing is when you stuff (or are stuffing) a keyword or keywords into text about keyword stuffing just to illustrate keyword stuffing. Stuffing keywords, just to keyword stuff is bad.

H2s, H3s, etc.

Depending on your theme, the title of your post will normally become the single H1 tag of your page. When optimizing blog posts, it is a good idea to add your keywords to H2 and H3 titles too.

Titles in HTML can be defined as H1, H2, H3, H4, H5 and H6 (H for Heading). Typically, these are titles of larger to smaller text size, but they actually represent a structure of titles, sub-titles, sub-sub-titles, etc. You should use a H2 after a H1, a H3 after a H2. SEOPress user Elephant-word.com uses a table of contents feature that illustrates how H1, H2 and H3 are used in this post.

Table of Contents

- 1. Asian Elephant (*Elephas maximus*)
 - 1.1. Average weight of the larger three subspecies of Asian elephants
 - 1.1.1. Average weight of Male Asian Elephant
 - 1.1.2. Average weight of Female Asian Elephant
 - 1.1.3. Average weight of Baby (calf) Asian Elephant
 - 1.2. Borneo Pygmy Elephant (*E.m. borneensis*)
 - 1.2.1. Average weight of Male Borneo Pygmy Elephant
 - 1.2.2. Average weight of Female Borneo Pygmy Elephant
 - 1.2.3. Average weight of baby (calf) Borneo Pygmy Elephant
- 2. African Elephant
 - 2.1. Average weight Savanna Elephant (*Loxodonta africana*)
 - 2.1.1. Average weight of Male Savanna Elephant
 - 2.1.2. Average weight of Female Savanna Elephant
 - 2.1.3. Average weight of Baby (calf) Savanna Elephant
 - 2.2. Average weight Forest Elephant (*Loxodonta cyclotis*)
 - 2.2.1. Average weight of Male Forest Elephant
 - 2.2.2. Average weight of Female Forest Elephant
 - 2.2.3. Average weight of Baby (calf) Forest Elephant

How much does an Elephant weigh? Elephants, the world's largest land mammals, can be split into two different genera, separating [Asian](#) and [African Elephants](#). The genus *Elaphas* corresponds to Asian Elephants and includes four different subspecies. The genus *Loxodonta* includes two different African Elephant species. Since the different species are adapted to different environmental conditions, they therefore vary in size and consequently also in weight. Overall, the African elephant is larger than the Asian elephant.

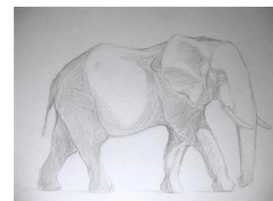
Asian Elephant (*Elephas maximus*)

The Asian elephant species is divided into four subspecies, which are spread over four different geographical locations. The subspecies, the Sri-Lankan elephant (*E. m. maximus*) can be found in Sri Lanka, the Sumatran

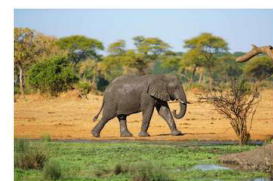
Example of Table Of Contents (TOC)



Top 10 Fictional Elephants



How To Draw A Realistic Elephant



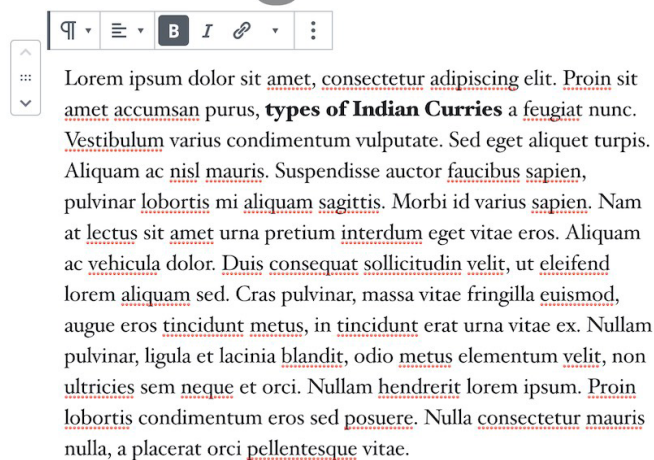
Elephant Lifespan

Tags

In WordPress you can add a Heading block and choose whether it's H2, H3, etc.

Making your own titles by increasing the font size of a line of text does not have the same effect. H2 and H3 titles are specifically identified as such in HTML code.

All types of Indian Curries - your ultimate guide



Headings in Block Editor

Image ALT text


The ALT text of images is an “alternative text” used instead of images in browsers that don’t show images – they will show the text in the space where the image should be. A long time ago, users browsed the web with an option to not load images to make the navigation experience quicker. Many HTML based emails are loaded without the images, but with the alternative text. Visually impaired users have browsers that read the content of pages and need the ALT text to understand the content of images.

ALT text is also used by Google to understand the content of images. It is therefore good SEO practice to use your keywords in at least one image on your page. Ideally an image that describes the subject of your article.

You can edit the ALT text within the editor (see block specific option bar to the right of the page).

How many types of indian Curries exist?

Fusce tincidunt nibh leo, ac fringilla diam vulputate id. Curabitur eu massa vitae ipsum dignissim pretium. Praesent vehicula, neque id elementum luctus, tortor erat tristique nisl, sed bibendum sapien leo quis ante. Mauris condimentum tempor ornare. Praesent laoreet porta ipsum, nec ultrices sem consectetur a. Nullam magna tellus, laoreet sed vulputate eu, blandit vitae tellus. Duis venenatis velit eget augue vestibulum tincidunt. In consequat convallis dolor



Type of Indian Curries

Save Draft Preview Publish ⚙️

Document Block ×

Image
Insert an image to make a visual statement.

Styles ▾

Image Settings ▲

Alt Text (Alternative Text)

Type of Indian Curries

Describe the purpose of the image [🔗](#)
Leave empty if the image is purely decorative.

Image Size

Large ▾

Image Dimensions

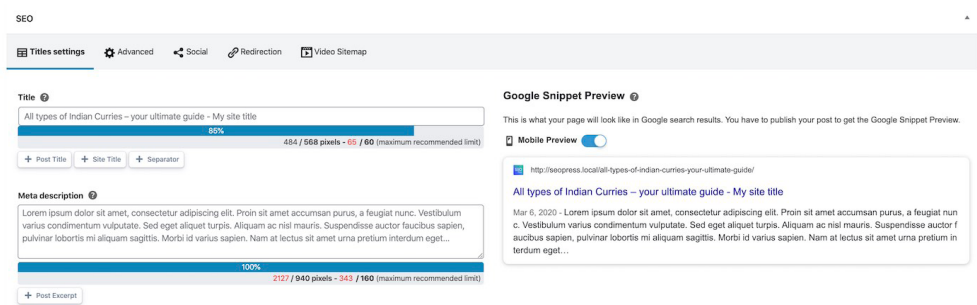
Width	Height
<input type="text" value="1030"/>	<input type="text" value="707"/>

Advanced ▾

Image Alt Text – Block Editor

SEO Title and Meta Description

When you've written your article, you can check the Title and Meta Description in the SEO metabox in the post editor.



SEO metabox – SEOPress

You can set these fields to automatic values, but it may be worth optimizing them manually at this stage.

Make sure that TITLE tags are under 60 characters and contain your keywords. It is a good idea to add the name of your site to the end of each TITLE tag, but if you have a very long site name, this may be reducing the space for keywords.

You can re-write a Meta Description to include your keywords, but the most important thing about this text is to accurately summarize the page's contents and make users want to read more. Meta descriptions are shown in the search results after your links. Whereas there is no official limit to the length of the Meta Description text, Google only currently shows the first 160 characters.

Avoid repeating the same Meta Description on all your pages!

Content Analysis with SEOPress

Once you have finished the post and your SEO Title and Meta Description tags, you may want to review the content using SEOPress' Content Analysis feature. Enter your target keywords (separate with commas if you have more than one) and click "Refresh Analysis".

- Red and orange lights will show you points that need attention.
- Green lights are things that you are doing well. Bravo!

The screenshot shows the SEOPress Content Analysis tool interface. At the top, it says "Content analysis" and "Enter a few keywords for analysis to help you write optimized content." Below this, there are two input fields: "Target keywords" with the text "types of indian curries" and "Google suggestions" with the text "Get suggestions from Google". There are buttons for "Refresh analysis" and "Get suggestions!". Below the input fields, there is a section titled "Should be improved" with a list of items: "Alternative texts of images", "Headings", "Meta title", "Meta description", "NoFollow Links", "Structured data types", "Last modified date", and "Words counter". Each item has a colored indicator (red, orange, or green) and a chevron icon. Below this list, there is a section for "Words counter" with a green checkmark and the text "Your content is composed of more than 300 words, which is the minimum for a post." Below this, there is a section for "Keywords density" with a green checkmark and the text "types of indian curries was found 1 times in your content, a keyword density of 0.28%". Below this, there are sections for "Keywords in permalink", "Social meta tags", and "Meta robots", each with a green checkmark and a chevron icon.

Content Analysis – SEOPress

Conclusion

By choosing a good title for your post, you can optimize a lot of the main elements for on-page SEO: URLs, H1 tag, TITLE tag. You will need to use your keywords in your title and in your page.

The Content Analysis feature of SEOPress will help you highlight further points that can be improved. There are a lot of factors to getting better ranking in search engines, but all these optimizations are things that you can do to improve your chances to be ranked higher. It would be a shame to leave too many red and orange signals, keep optimizing until “Could be improved” becomes “Good”.

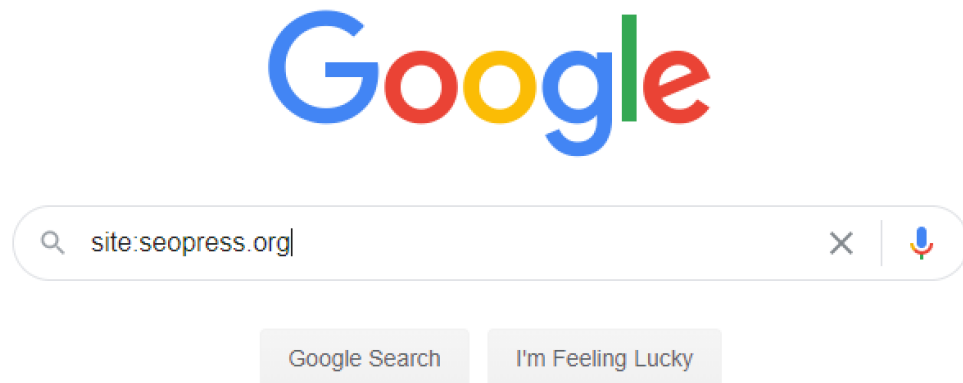
Getting your WordPress site indexed by Google

As discussed in the article [How search engines work and what to do about it \(do SEO\)](#), when you search Google you are not searching the web, but an index of the web created by Google, stored in data centers across the world. If you want to feature in Google's results, you have to first make sure that you are in their index.

One index to rule them all! Although Google exists in different countries (for example as google.fr, google.co.uk or google.com), in different languages and is stored in over 20 different data centers, there is in only one index of the web. This is duplicated across all the data centers in the World and used by all versions of Google.

Checking if your site is indexed

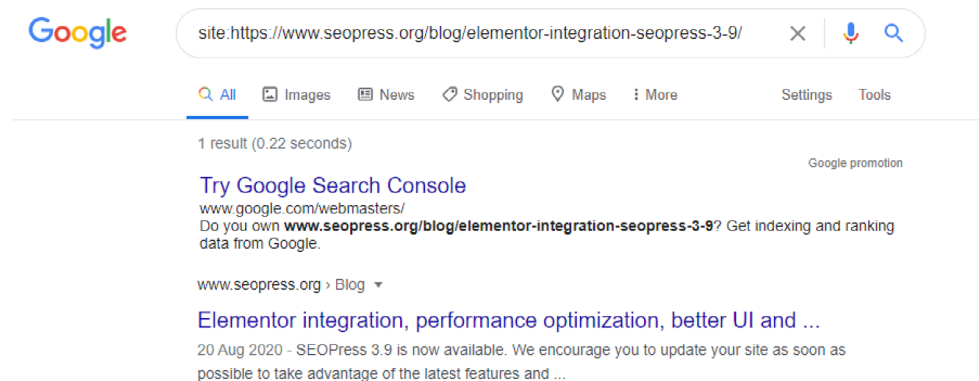
There is a quick way of checking whether a site is indexed in Google using the search engine itself. Simply type “**site:**” and your domain name into the search bar to see how many pages Google has in its index from your domain.



Google Search with site command

You will be able to scroll through the listing as with any search result, up to 1000 results. If Google shows zero results, then it has not indexed your website.

If you want to check just one URL you can also use the site: operator like this:



Search on Google using site:https://www.seopress.org/blog/elementor-integration-seopress-3-9/

This will list one result if a page is indexed and zero results if the page is not indexed. If you get zero results here, your page is not indexed in Google. It is therefore normal that you are not seeing that page feature when you search your keywords. Your first step to ranking is getting indexed.

Note: There is also a “Google Promotion” result on this page, advertising Google Search Console – this is also another great tool for finding out what pages are indexed and indeed indexing sites and pages. See below for more information on Search Console.

When a page is indexed, you may also be interested in using the “**cache:**” operator to see when Google indexed your page and what it looked like on that date.

You can see this result by typing **cache:https://www.seopress.org/blog/elementor-integration-seopress-3-9/** into the Google Search bar.

The information at the top of the page indicated that Google cached the page (i.e. stored a copy of it) on September 22nd – this is also likely to be the last date that Google updated its index for this page. By clicking the **Text-Only option** here you get a good idea of what Google “sees” on your page.

This is Google's cache of <https://www.seopress.org/blog/elementor-integration-seopress-3-9/>. It is a snapshot of the page as it appeared on 22 Sep 2020 21:04:50 GMT. The current page could have changed in the meantime. [Learn more](#).

[Full version](#) [Text-only version](#) [View source](#)

Tip: To quickly find your search term on this page, press Ctrl+F or ⌘-F (Mac) and use the find bar.

[Skip to content](#) [Skip to navigation](#)

- [Blog](#)
- [Contact](#)
- [Login to your account](#)
- [Français](#)
- [Español](#)

[WordPress SEO Plugin - SEOPress](#)

Menu

- [Features](#)
- [Pricing](#)
- [Support](#)
- [Get it now!](#)
- [Latest articles](#)
- [News](#)
- [How-to](#)
- [Tips and tricks](#)
- [Case study](#)
- [Developers](#)

Search for: Search

Elementor integration, performance optimization, better UI and more – SEOPress 3.9 update release

Text-only version of Google's cache of a page

How does Google find new sites?

Since it was launched in 1998, Google finds new pages by crawling web pages it already knows about and following links. When Google discovers a new page through crawling links, it adds its URL to a queue of pages to index. When you create a new website, you can get indexed simply because other websites link to your new site.

Links may happen without any action from your part as some sites list new domain names. Google is also a domain name registrar so it has access to information about the creation of new domains. But websites are often launched long after the domain name is registered, so it is still a good idea to find a way of creating links to your new site as soon as it is launched. Maybe you own another website that can link to it?

How does Google find new pages?

After crawling through the pages of your website several times, Google will determine whether the site frequently adds new pages and links or not.

To make sure that its index is up to date, Google is particularly interested in finding resources that help it discover new URLs and it will crawl sites more often if they regularly add new links. This includes internal links to new posts.

A web site that is static, in that does not add new pages or new links, will be crawled less frequently by Google. If you make no changes to your WordPress site for months and then add a series of new posts, Google may take over 10 days to discover these new posts. If you update your site every day by adding new pages or new outbound links, then Google will check back more than once a day to see if you have added new content and new pages will be indexed in just a few hours.

If you are using WordPress to publish a blog, you may have set up your homepage to display your latest posts rather than showing a static page. That is a great way for Google to find these new pages. But it is possible to add pages that are not accessible from the home pages or indeed from any other page on your website. Google may have trouble finding these pages.

Sitemaps

One way of making sure that Google finds all the pages of your website (even if you cannot navigate to them from clicking from your homepage) is to use Sitemaps. A Sitemap is a XML file that lists URLs. Good practice is to provide a sitemap that lists all the URLs published on your website and to update the file immediately when you add a new page.

Since version 5.5 [WordPress automatically generates a sitemap](#) in a file named /wp-sitemap.xml. This file is updated automatically when you add posts or pages.

If you use SEOPress and WordPress 5.5 or later, SEOPress will suppress the native sitemap and continue to handle sitemap generation to a file named /sitemaps.xml using the setup you have requested in the SEOPress admin (choice of post types and taxonomies).

Google first introduced sitemaps in 2005. They are not compulsory for sites that want to be listed in Google, but the search engine strongly recommends and promotes sitemaps because they are a more efficient way for it to find new pages than crawling a site. There is no ranking boost for using sitemaps, but they may get pages indexed quicker.

You can indicate the address of your sitemap in the robots.txt file of your site and you can declare it in Google Search Console. If your sitemap uses a common filename such as sitemap.xml, wp-sitemaps.xml, etc. Google will find it without you declaring it in robots.txt or Google Search Console.

Indexing a site using the Google Search Console

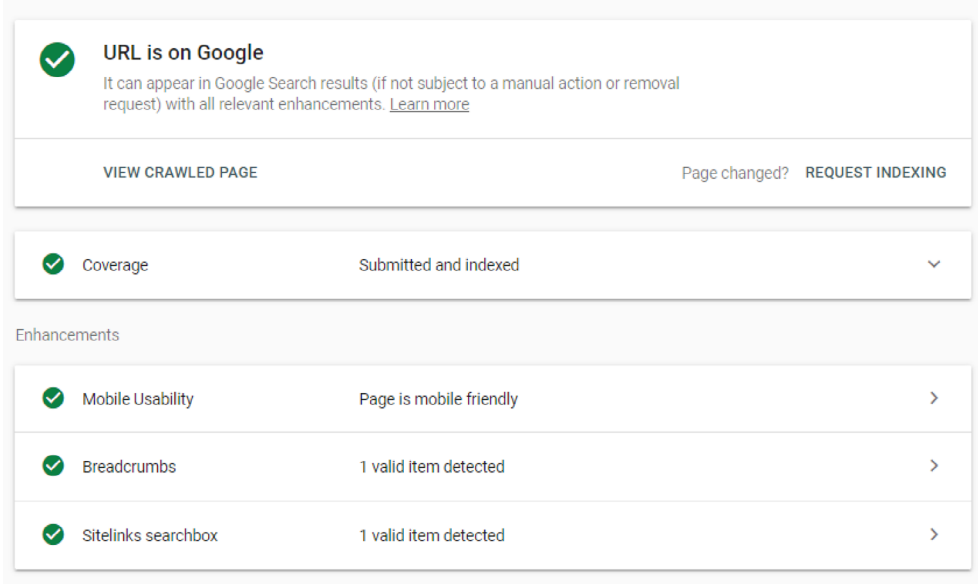
Google Search Console, previously known as Webmaster Tools, give site owners a powerful overview into what Google knows about a website. You can review webpages indexed by Google, see whether there are problems with their indexation and get information on ranking and traffic performance. It is highly recommended that you open an account with Search Console and add your site.

You can use SEOPress as part of your procedure to [add your WordPress site to Google Search Console](#).

If you add a new site to Search Console, Google will queue it to be indexed. It will first start looking for a sitemap but it will also crawl the site by following links. Links out to other sites will also be collected and indexed at this time.

Through the menu **Index > Sitemaps** you can submit and view its status over time.

Using the Inspect a URL feature at the top of the Search Console page, you can enter any **URL** and click on the link **REQUEST INDEXING**. This can increase the speed at which a new page or changes to an existing page is indexed.



The screenshot displays the 'Inspect URL' tool interface in Google Search Console. At the top, a green checkmark icon is next to the heading 'URL is on Google'. Below this, a descriptive text states: 'It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)'. A horizontal bar below contains the text 'VIEW CRAWLED PAGE' on the left and 'Page changed? REQUEST INDEXING' on the right. Underneath, a 'Coverage' section shows a green checkmark, the text 'Submitted and indexed', and a downward arrow. An 'Enhancements' section follows, listing three items, each with a green checkmark and a rightward arrow: 'Mobile Usability' with the note 'Page is mobile friendly', 'Breadcrumbs' with '1 valid item detected', and 'Sitelinks searchbox' with '1 valid item detected'.

The Google Search Console inspection tool can be used to request indexing

Conclusion

Two important things to take away from this article are:

- Getting indexed is the first step in getting ranked in Google.
- Frequently publishing new posts will increase the speed at which new webpages are indexed.

Bear in mind also that much of Google's ranking algorithm is based on links between pages. It is therefore important that all your pages can be found by clicking on links from your homepage and that your WordPress site and individual posts and pages obtain links from other sites.

Optimizing WordPress sites for Google EAT

Expertise, Authoritativeness, and Trustworthiness (E-A-T) are not new concepts for Google but SEOs have been viewing them recently as important ranking factors, possibly the major factors behind recent Core Updates and something that will gain more importance in the future.

It is particularly important for sites dealing with subjects such as health, safety, current events, finance, education, real estate, politics and religion.

What webmasters should know about Core Updates

Several times a year, Google releases a core update of its search algorithms and systems. Since August 2019, these updates refer to a Webmaster Central Blog post entitled "[What webmasters should know about Google's core updates](#)" and this document advises webmasters looking to improve the quality of their sites to "Focus on content" and "Get to know the quality rater guidelines & E-A-T."

In a rare move, Google also pointed to resources created by independent SEO's as further reading.

Quality Raters Guidelines

The Quality Raters Guidelines is an internal document used by Google to review search results. Thousands of individuals, known as Quality Raters, are given the task of searching for keywords and rating the quality of pages found in the results (they rate page quality on a 9-point scale from Lowest to Highest). They are asked to visit and evaluate the pages listed in the search results following a detailed procedure that includes background checks on the people and organizations who are responsible for the pages' content.

The results they obtain allow Google to rate the quality of search results over time and following algorithmic updates.

The first known versions of this document date from 2008 and various versions were leaked from Google before official versions were published publicly from 2012. The latest version is available [here](#) – and the time of writing the latest version was published on December 5th, 2019.

The document introduces two important concepts as acronyms: **YMYL** and **EAT**.

YMYL short for **Your Money or Your Life** refers to topics that could impact a person's future happiness, health, financial stability, or safety. Google wants quality raters to pay particular attention to the quality of pages that deal with YMYL issues because low quality pages could have a negative effect on the person searching in Google.

Expertise, Authoritativeness, and Trustworthiness (**EAT**) are ways that raters can evaluate the quality of pages by looking at the creator of the content rather than the content itself. Although the content itself, including the usefulness of titles, is also reviewed.

EAT seems to be important for all types of searches but it is particularly important for YMYL searches. If you are looking for information about a serious health

problem, Google wants to be sure that you will only see advice from qualified medical practitioners in search results. But it is equally possible that for less life-threatening searches like “french bread recipes” Google may also be able to reward content if it can recognize that it was produced by a French baker for example.

Expertise, Authoritativeness, and Trustworthiness.

EAT is often cited as a single factor but Expertise, Authoritativeness, and Trustworthiness can be assessed individually.

- **Expertise** applies to the creator (person or organization) of the main content on a page. It evaluates the expertise the author has on the subject.
- **Authoritativeness** applies to the creator, the website and the content itself. It evaluates whether the creator or the website owner is an authority on the subject of a page. An example is given of an About Us page on a business' own website – the company is an authority on the subject of itself.
- **Trustworthiness** applies to the creator, the website and the content itself. This is proved through third-party review and trusted websites. For private organizations sites such as the Yelp! Or Better Business Bureau (BBB) are named in the guidelines as a good source of information on trustworthiness.

Raters rate page quality overall, but low EAT means that raters should rate a page as lowest quality. The examples given for this in the guidelines are that content that can potentially spread hate, cause harm, or misinform or deceive users should have the lowest score. It also indicates that anonymous publications – where it is impossible to identify neither the author of a page nor the owner of the website – should also be considered the lowest EAT and therefore lowest quality.

EAT as a ranking factor

When a quality rater rates a particular page as low quality, this should not have any effect on that page's rankings in Google. The rate is used purely in the assessment of results internally.

However, it is not impossible for Google to take these scores and integrate them in their index. We only have their word that they don't do it. It is also possible for an engineer to receive a report from Quality Raters and refer low quality pages featured in the results to the Web Quality team. They could take manual actions against sites.

The big question, however, is whether Google has been able to code the evaluation of EAT into its algorithm and use it as a signal to rank pages. Although Google deny that there is something as simplistic at work, it is a very popular concept and many SEOs feel website owners should optimize for EAT or rather prove that they have EAT.

Optimizing WordPress sites for EAT

If you have Expertise, Authoritativeness, and Trustworthiness then you want to be able to show this on your WordPress site.

1. Identify yourself or your company as owner of your website. For businesses make sure you have your postal address and telephone number on your website and use the appropriate schema.org ([LocalBusiness](https://schema.org/LocalBusiness) for example) to identify the company more precisely for Google.
2. Make sure you publish the legal notices that are required in your country. For example, in the UK it is compulsory for business websites to have a privacy policy and for ecommerce sites to have a returns policy. In France you must identify the hosting company.

3. Use the **HTTPS** protocol and make sure that there are no error messages such as “mixed content”
4. For businesses, create an easy findable **About Us** page. Give some basic information about the company that will help identify it such as the date the company was created, the type of corporation, and who the founders were.
5. For blogs published by individuals create an **About Me page**. Give information about your education and experience as it is relevant to your site’s content.
6. **Identify the author of each blog post**. Some themes hide authors and many WordPress authors identify themselves as “Admin” – this needs to be improved to show EAT.
7. Add extended author bios to each article posted or provide a bio on each WordPress author page. Give details of the author’s qualifications for writing on your site. If your blog gives medical advice, then you will want to state the authors’ medical qualifications on their bio page. If it is a recipe site you may want to state your experience cooking personally or professionally.
8. If your authors have **published books**, use the Book Schema to identify books and author names more clearly. At the very least add ISBN or links to pages where the book is listed using its ISBN (such as Amazon).
9. Make sure that authors have **social profiles** that give similar bios to the ones they use on your site. Encourage authors to publish posts linking to the articles they have written on your site.
10. Add the **sources of information** you have used to write an article. If you are quoting facts and figures, you can link to reference pages on these subjects (on Wikipedia for example).
11. If Google shows a **Knowledge panel** when you search for your name in Google make sure that you claim it

12. **Check backlinks** you receive from other sites and work on obtaining more links from relevant sites
13. Claim your business on Google My Business and yellow pages services
14. Encourage happy customers to **leave reviews on relevant review sites**
15. Share your knowledge and expertise on the web by **writing great articles**.
16. Encourage comments on posts, but be very careful about who publishes comments and what they publish. They can be a double edge sword. The good news is that Google should be able to distinguish main content from comments on a WordPress post.

We hope that these tips give you the edge in ranking on Google now and in the future. We hope that you will also agree that whether Google uses EAT or not as a ranking factor, **all these tips are good practice for any WordPress site**.

The importance of backlinks

Google revolutionized web search in 1998 when it launched a search engine using links to rank pages.

Early search engines worked very much like search on your computer. When you search on your computer, you will see a list of all the files containing your search term in their content or filename. Search terms in the filename make it rank much higher in the results. The search term being multiple times in a document will make it rank higher too.

This sort of result was fine in the early days of the web, but soon there were too many results for many searches, and it was far too easy for webmasters to manipulate ranking by stuffing keywords into pages or filenames (URLs). Google became immediately popular because the top results using backlinks as a ranking factor were much better than the top results on alternative search engines (like Excite or Alta Vista).

Although Google's algorithm has changed over the years and the size of the web has multiplied by a million, (and Google is less keen on getting you quickly to other websites,) links between pages remain an important ranking factor. To get those precious first places in Google you still usually need to get good links to your site – although what constitutes a good (or bad) link remains a contentious question.

In this article we will look at the importance of backlinks. In future articles we will have a look at how to audit your current backlink profile and the strategies you can use to gain links from other sites (producing great content is a good start).

What are backlinks exactly?

Backlinks are links that a URL receives from other URLs. Webpages contain links to other webpages. Links can be to other pages on your website (internal) or to pages on other sites (external). Links can be in the menu, on images or text – underlined blue text in a paragraph. Links can go to other webpages or to resources like images or PDF files. It is rare for a page to have no links.

You need to use tools that index the whole web to find what backlinks exist to your site from other sites.

The invention of PageRank

At the core of Google's algorithm in 1998 was their patented [PageRank](#). The name refers to its inventor Larry Page and not the webpages it was ranking.

The story is that Page had the idea for using links to rank pages after a conversation with his father about how academics rated themselves. Whereas the number of papers published was a traditional way to measure academic success, academics themselves preferred a better system: counting the number of times their papers were cited by other academics (citation counting).

Applying this to the web, Page imagined that “backlinks” (links received by a page) could be used like citations to rank pages by importance and create better search engine results. He launched the development of BackRub with Sergey Brin to prove this, creating an index of links between sites to quickly access the backlinks of any particular URL.

But just “counting backlinks” was not a good enough indicator to improve results and was, again, open to manipulation by webmasters. He therefore imagined a

mathematical formula patented as PageRank to rank webpages based on the likelihood of a user finding them by randomly clicking on links during a visit to the web. A webpage that was unlikely to be discovered by random clicking would have a low rank. A webpage that would be frequently visited by random clicking would have a high rank.

BackRub became Google before it was launched to the general public and as [Page's PhD](#) paper explained it integrated PageRank as a ranking factor alongside other traditional search engine ranking factors (such as the use of a keyword in the filename and page content) to produce new, better search results. The text used in the link between sites also became a ranking factor as important as the name of the file (URL) of the page itself.

Toolbar PageRank

In 2000, Google published a toolbar that gave a PageRank indicator from 0 to 10 for any page visited.



Google Page Rank toolbar

Although the 0 to 10 were just indicators of where a page was situated in PageRank, the notion of increasing PageRank on the scale of 0 to 10 became

an important factor in SEO. A good link was considered as one from a page with a high PageRank.

Only the World's most popular pages had a score of 10 – including the home page of google.com and whitehouse.gov. Unpopular pages had a score of 0. But there was also the possibility that a page had a score of 0 because Google hadn't indexed the page yet or hadn't calculated its PageRank (before 2002 Google recalculated PageRank only once a month).

Webmasters would look for pages with a high PageRank (6 or 7 was high for most webmasters) using the toolbar scores before requesting links from them. The theory behind PageRank meant that you would increase your own PageRank if pages with a high PageRank linked to you. Getting a link from the home page of Whitehouse.gov, for example, could boost your ranking massively for lots of keywords (but Bill Clinton never answered our calls).

Google stopped updating toolbar PageRank in 2013 and then removed access to PageRank in 2016. In sharing PageRank information, it inadvertently created an industry in the fabrication of sites that could sell links with PageRank to other sites. Although PageRank is no longer available publicly, it is still very much part of Google's algorithm along with other signals obtained from links. It is therefore still interesting to try and calculate what PageRank you could get from links. Services like Majestic SEO and Moz index links like Google in an attempt to calculate an equivalent to PageRank.

Link Schemes

Google warn against buying links that pass PageRank. In their help pages on link schemes, they warn that sites that use [link schemes](#) may see a negative impact in their rankings.

They also warn against using other popular techniques for increasing PageRank artificially such as guest blogging, link exchanges and offering products for reviews.

Over the years, Google have developed anti-spam algorithms to detect link schemes (one named Penguin is the best known) but they also [review complaints manually](#).

Manual actions can be applied to sites by [Google's WebSpam team](#) and these can result in pages being blacklisted from Google's search results. Webmasters with an active Google Search Console account will receive an email notification if their site receives a manual action.

More reasons why links are important

It can be interesting to forget about PageRank when analyzing backlinks and managing link building campaigns.

Links from popular sites are by themselves great sources of traffic and conversions for your website. Being cited by certain sites – and linked from them – is also great for your reputation.

In future articles we will have a look at techniques for auditing your backlinks and ideas for obtaining more links.

SEOPress

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Simple, fast & powerful.

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