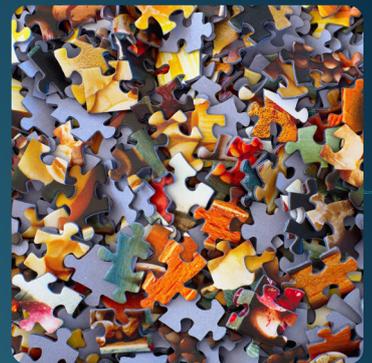SEOPress

SEO Success for WordPress with a Two-Hours-a-Week Routine

Learn how to improve your on-site SEO
and get more sales

AUGUST 2023

SEO Success for WordPress with a Two-Hours-a-Week Routine

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Introducing your 2-hour-a-week SEO plan with SEOPress

SEO – Search Engine Optimization – can refer to the work you do to a website to make it more interesting for search engines like Google. The aim of doing SEO is to make sure that the site ranks in Google for relevant search terms to generate visits to your website. Some website owners just want traffic to their website, but many also want this traffic to produce contacts or online sales. For many businesses, time spent doing SEO will be a good investment as it will increase traffic and sales over a long period of time.

There are two popular misconceptions around SEO. The first is that SEO is fully built into a website when it is delivered. The second is that the person who designed your website is the best person to do SEO.

In reality, SEO is something that needs constant work, and it is usually carried out by search engine specialists (called SEOs, meaning Search Engine Optimizers) or by the website owners themselves. The latter may have little training or time to do SEO, but they strongly desire better ranking and traffic for their website. If that describes your situation - and your site is built on WordPress - then this guide is for you!

If you can set aside just 2 hours every week, we can show you how to best invest this time to improving your SEO. This plan may also help website designers who want to offer SEO services.

To start, chose a day and a time that you will set aside every week for SEO and add it you your agenda. If you use a calendar in Outlook or Gmail for your appointments, then create a recurring meeting with yourself to do SEO.

Add an SEO meeting with yourself to your agenda

Setting up SEO Tools – your first 2 hours will be well invested

Speaking of misconceptions, there is a popular misconception in WordPress that you just need to install a great SEO plugin like SEOPress to improve rankings in Google. This is a bit like imagining that you just need to subscribe to the gym to get fit. No, you must go to the gym and work out! SEOPress is a tool that will allow you to do SEO tasks in WordPress.

Before getting into a regular weekly routine, spend your first 2 hours on setting up and understanding the most important SEO tools for your website. This step just involves setting them up, we will look at how you will exploit these tools in later chapters.

SEOPress – the best SEO plugin for WordPress

If you haven't installed SEOPress on your WordPress site yet, follow the guide Getting started with SEOPress. In our guide we assume that you have bought a SEOPress PRO license. You will need the advanced features of this plugin to do some of the tasks listed in your weekly routines.

Use the installation wizard to configure the basic settings including replacing existing an SEO plugin. We will come back to some settings later.

https://www.youtube.com/watch?v=9sh5vMKT-OI

SEOPress Insights

We also recommend that you purchase and install our SEOPress Insights tool. This plugin will allow you track ranking for your favorite keywords over time and detect new links to your site. Don't run the installation wizard just yet, as you will want to determine a list of keywords first. You will do this later.

Google Search Console

Google Search Console is a free tool offered by Google that will give you insights into how it crawls, indexes and ranks your site in search results. It will be an important tool for detecting issues with your site. Correcting issues can help improve ranking. Read our introduction and instructions for creating your account here: Getting Started with Google Search Console.

Google Analytics or alternative

Whereas Google Search Console indicate how many visitors Google sent to your site over time (the indicator is called "clicks" in Google Search Console reports), a web analytics tool like Google Analytics will show you what those visitors did when they arrived on the site. If Google Analytics is correctly configured it will let you see if traffic from Google generated contacts and sales. See our guide: Getting started with Google Analytics 4. If you don't like Google Analytics, we suggest you read this article: Alternatives to Google Analytics for WordPress Sites.

Spreadsheet software such as Microsoft Excel our Google Sheets

There are a lot of small jobs to do in SEO. You will improve ranking by making small incremental changes. To keep track of these tasks we will guide you through using a spreadsheet to note a list of keywords, link opportunities and a to-do list for on-page and off-page optimizations.

Setting up your SEO strategy: target keywords

Before launching into your weekly SEO routine, it is important to establish your SEO objectives and your SEO strategy. Depending on your ambitions and complexity of your site, you may need a lot longer than 2 hours to complete this phase.

We recommend that you start by downloading and reading our eBook Introduction to WordPress SEO. This eBook is a 12.000-word document so you should be able to read through it in just over an hour. However, you may want to spend some more time going through the recommendations to find good keywords.

Before moving onto the regular weekly SEO routine, you will need a list of keywords that you want to target. Add these targeted keywords to a spreadsheet as detailed in the eBook. You can have anything from 10 to 100 keywords to target. We suggest starting with between 10 and 30.

Note: the word keyword is often misleading because keywords are usually a phrase of more than one word. Some people prefer to use the term "keyphrase".

The weekly 2-hour routines

Once you have set up your tools and you have a list of keywords to target, you are ready to start on a regular 2-hour-per-week SEO routine. To make sure that you concentrate an equal amount of time to different, but important SEO jobs, we have organized tasks into 4 routines. Once you have completed week 4, come back to week 1.

We will deal with each week as a separate chapter, but here is a short introduction.

Week 1: Checking progress and finding issues

This is an important routine to check on progress and act on issues reported by SEOPress and Google Search Console. It is tempting to analyze SEO metrics every week but if you spend too much time drilling-down into data every week you may never get any actual SEO work done.

Week 2: Creating SEO optimized content

You can gain a lot of advantages in SEO just by regularly producing new, relevant content on your website. Even better make sure that this content is optimized for your keywords or supports other content that is being optimized for keywords. Even if you not responsible for producing content on your website, go through this routine to make sure that new content is being used to maximize SEO.

Week 3: On-page SEO optimizations

You should always have a full list of things to do on your website. Go through this routine every 4 weeks to make sure you are keeping on top of your to-do list. With your target keywords set up using the SEOPress metabox, you will have ongoing analysis of your content.

Week 4: Off-page SEO optimizations

Getting links and citations from other sites is important, but finding good sources of links and outreach can be very time consuming and not everyone's favorite job. Having this routine once every 4 weeks make sure that you get round to doing some link-building work.

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Week 1: 2 Hours to Check SEO Progress and Issues

As part of your plan to spend 2 hours every week on SEO, we recommend that once every 4 weeks you dedicate your 2 hours to checking your progress using reports from SEOPress, Google Search Console and Google Analytics (or alternative). This is an important routine to check on progress and act on issues reported by SEOPress and Google Search Console. It is tempting to analyze SEO metrics every week but if you spend too much time drilling-down into data you may never get any actual SEO work done.

In this 2-hour period, you will

- Use **Google Analytics** to check for changes in search engine traffic

- Check ranking with SEOPress Insights

- Check **Google Search Console** Performance, Page Indexing and Page Experience reports

Setting up a spreadsheet to track SEO work

Unless you have another project management tool you would prefer to use, we suggest that you create an Excel spreadsheet to keep track of your SEO work. You can download an empty template of an Excel file here!

This file contains the following tabs

- Keywords

- Content Ideas

- Link Building

- To-do

Remember we said that installing SEOPress is like taking out a gym membership? To illustrate our SEO process and the SEO spreadsheet, we have invented a fictive WordPress site for a fitness gym in Bristol (UK) called "Vegas Fit Zone" (a slang term for Bristol is "Briz Vegas").
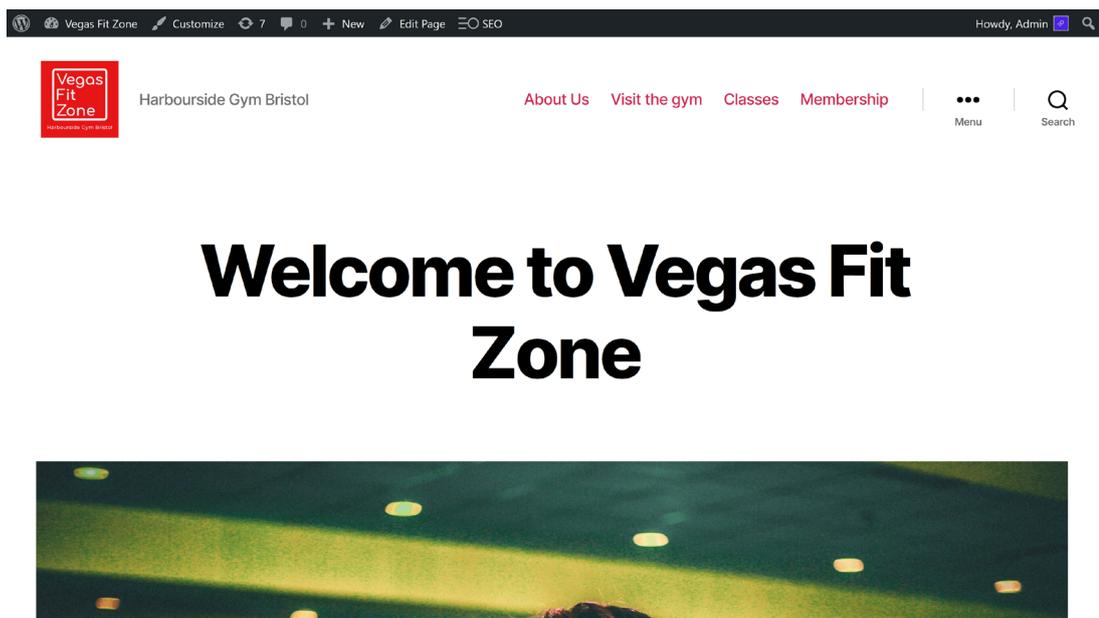
Fictive WordPress site

We have imagined that the Vegas Fit Zone would like to rank in Google for the following keywords:

- Vegas Fit Zone

- Vegas Fit Zone Bristol

- Bristol gym

- Bristol fitness gym

- Workout gym Bristol

- Bodybuilding gym Bristol

- Harbourside gym Bristol

- Fitness classes Bristol

- Spin class Bristol

- Crossfit Bristol

- Pilates classes Bristol

- Yoga classes Bristol

- HIIT classes Bristol

- Step classes Bristol

- Zumba Bristol

These keywords have been added to the SEO spreadsheet as target keywords and we have associated a target URL to each keyword. This means that this is the URL that we expect to rank for the particular keyword.

Target keywords in Excel

[You can download the excel spreadsheet for this fictive example too](#).

Before starting your weekly routine, you should also have a list of 10 to 30 keywords that you would like to rank for. As we have done for the Vegas Fit Zone example above, add a target URL for each keyword. This is the page that that you think should rank for each keyword you have chosen. Ideally, you should structure your website so that each keyword has a dedicated page. Vegas Fit Zone may be a too ambitious expecting the home page to rank for Vegas Fit Zone, Vegas Fit Zone Bristol, Bristol gym, Bristol fitness gym, workout gym Bristol, bodybuilding gym Bristol and harbourside gym Bristol.

Use Google Analytics to check for changes in search engine traffic

Google Analytics can be used to give you an insight into visitors to your WordPress site over time. It can identify different sources of traffic including search engines.

> *See our eBook Analyze your audience with Google Analytics for a full guide to using Google Analytics with WordPress.*

As part of this week's SEO routine we recommend you check your search engine traffic for the previous 30 days. In Google Analytics, navigate to the Traffic acquisition report via the right-hand menu **Reports > Acquisition > Traffic acquisition**. Click on "Organic Search" in the legend of the graphic to focus on that line (Organic traffic excludes traffic from Google Ads).

Because Vegas Fitness Zone is a fictive example, we do not have access to their Google Analytics account. The illustrations below use data from the Google Merchandise Store.
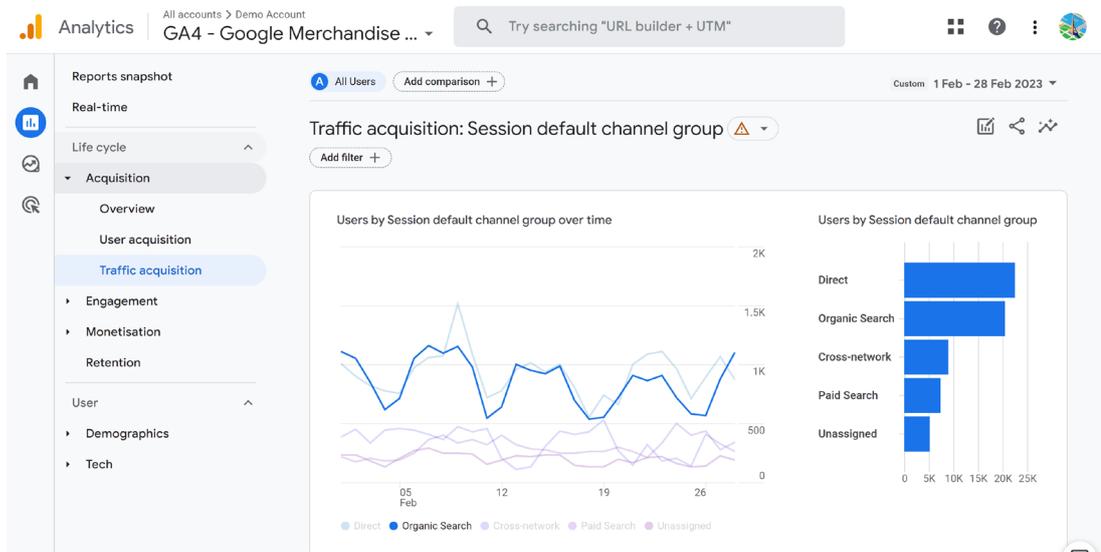
Using Google Analytics Traffic Acquisition report to check Organic Search traffic

Hopefully, you will see the blue line going up – this means that you are getting more traffic from search engines. Using the date selector at the top of the report, you can change dates and compare one period to another. For example, comparing the past 30 days to the same period last year may be the most relevant way to check progress for you. Below the graphic, the two periods will be compared in table form for each source of traffic.
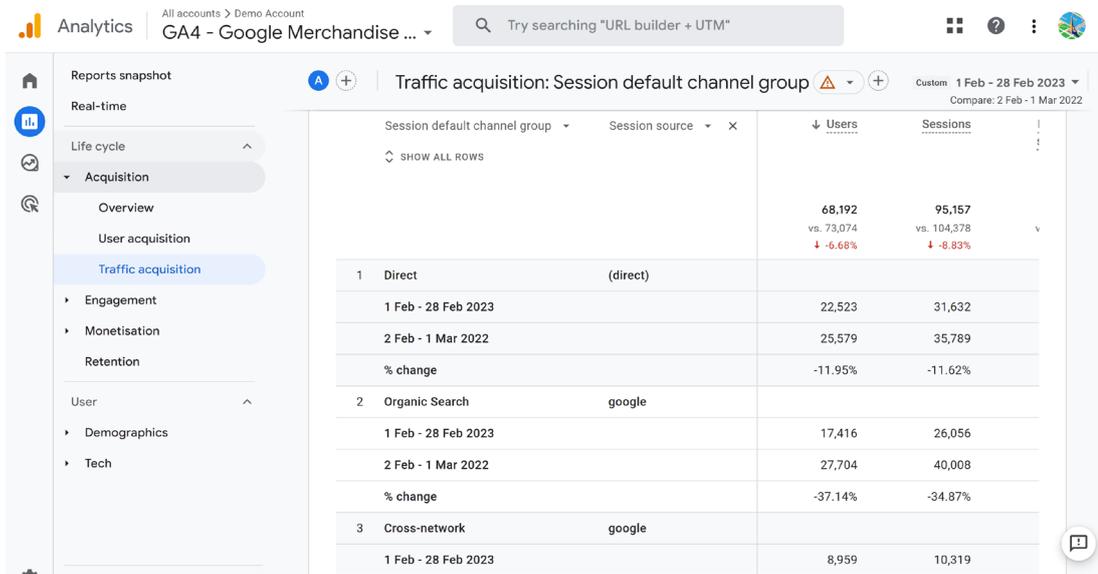
Comparing traffic sources in Google Analytics

In the screenshot above, we see that this site has 34.87% less organic search traffic from Google in February 2023 compared to February 2022. This could mean that it has lost ranking for important keywords.

If you are noticing a large drop in traffic, continue through the following tasks to see if you can identify where the problem is coming from.

Check ranking with SEOPress Insights

Google Analytics no longer gives full data on traffic per keyword. This is one of the reasons we recommend that you use a rank tracking solution like SEOPress Insights to check your position for important keywords regularly. SEOPress Insights will give a detailed report keyword, by keyword of your ranking in a search engine.
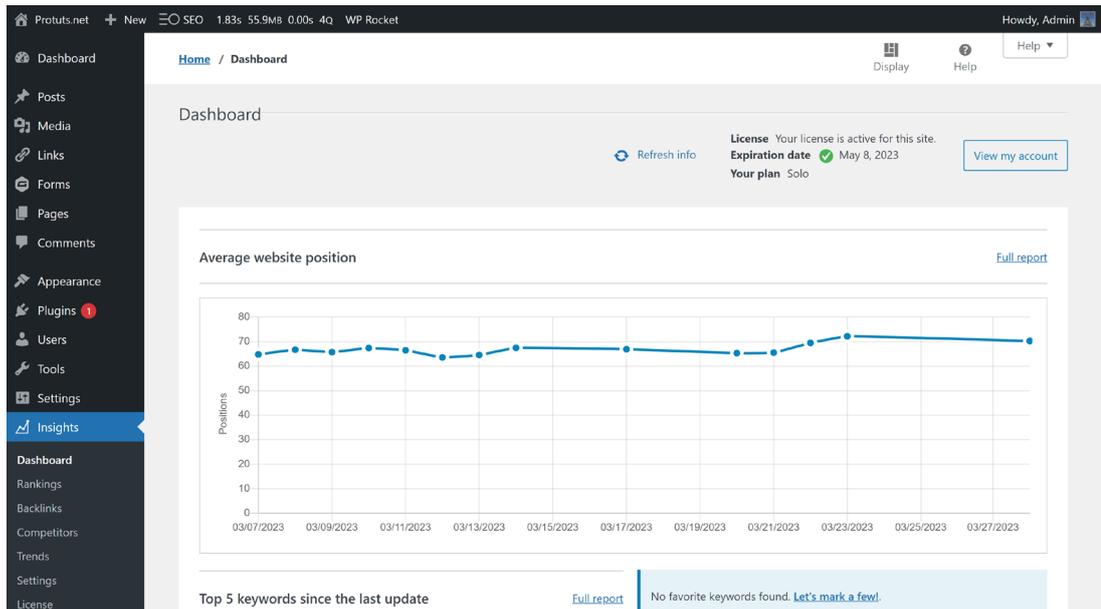
SEOPress Insights overview showing average website position

SEOPress Insights Ranking report showing keyword positions

If ranking is improving for your website, you will see green, positive variations in positions. In the screenshot above, there is no change for the first two keywords

(the site is still ranking #1) but there are red, negative drops in ranking for the 6 following keywords.

Seeing some positive and some negative variations from one month to another is normal. But if you see many keywords dropping, you may start to wonder if your site has been hit by an update to Google's algorithm. We suggest you continue going through this routine before starting to research that as problems may be coming from a technical problem on your site.

If you do not have the $99 / year budget to add SEOPress Insights to SEOPress PRO, then see our tutorial on checking ranking manually. For our fictive example, Vegas Fit Zone we may have noted the following positions for their different keywords:
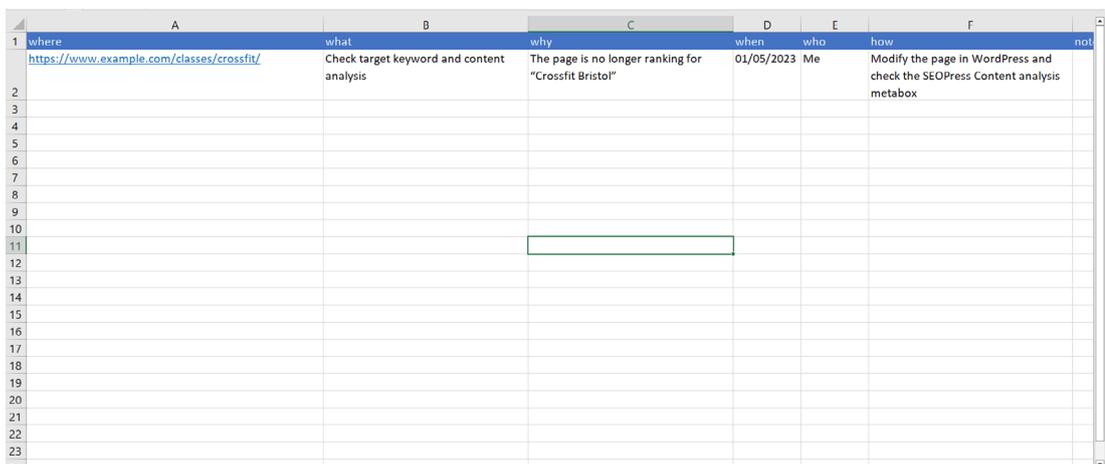

Example of a manual keyword ranking report in Excel

If you are seeing a big drop for one keyword, you may want to check the page you were expecting to rank for. If you can't quickly identify why the page is not ranking (for example has the page been moved to trash) then make a note in the To-do tab of your spreadsheet to check back on this page later.

Here's an example of what you could add to the To-do list.

- **Where**: https://www.example.com/classes/crossfit/

- **What**: Check target keyword and content analysis

- **Why**: The page is no longer ranking for "Crossfit Bristol"

- **When**: 01/05/2023

- **Who**: Me

- **How**: Modify the page in WordPress and check the SEOPress Content analysis meta box

Example of this task in the To-do list

Google Search Console Performance reports

Google Search Console's Performance report gives you more specific data on visibility obtained for your site in Google. Connect to Google Search Console and from the Overview page, click on **Full report** in the Performances overview. By default, this report will give you a quick overview of the traffic (Total clicks) and visibility (Total impressions) your site has obtained from Google over the

past 3 months. You can also click on **Average CTR** and **Average position** to add them to the graphic.
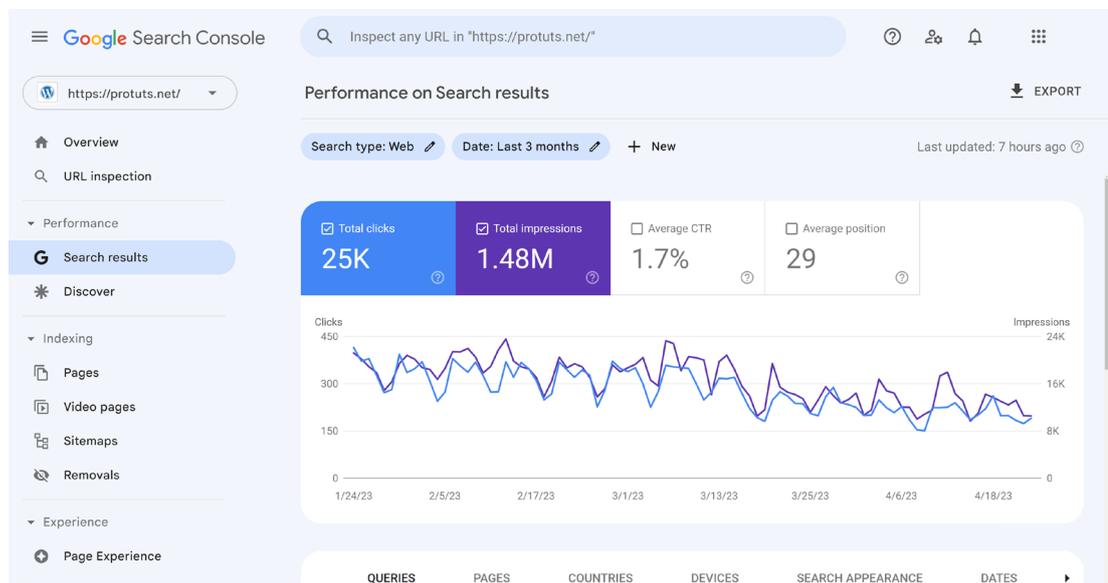
Google Search Console – Performance on search results

If your ranking is improving, you should see the blue line (Total clicks) and purple lines (Total impressions) moving upwards. Generally, it is a good sign if both lines are jumping up – not sliding down as seen in our screenshot above. If the purple line (Total impressions) remains stable and the blue line is rising, then your ranking is probably improving for important keywords.

Drops in traffic and visibility may be linked to seasonality. The drop in clicks and impressions above in April, may just be caused by fewer people searching for your keywords over Easter.

In the example above, we can see that the traffic and the visibility of the site have declined over the past few weeks. Using the **Date** filter, we can compare the past 28 days with the previous 28 days to see what queries and pages are losing traffic.

Top Queries by numbers of clicks in search results

Top pages by number of clicks in search results

Again, you may spot that you are losing traffic for one or two pages. Add a note to your To-do list to check these pages later if you are running out of time. There

are still some important reports to look at in Google Search Console and these may provide you with the explanation for a sudden loss of traffic or visibility.

Dealing with Google Search Console indexing issues

The next report to check in Google Search Console is the Page Indexing report. From the left-hand menu, navigate to **Indexing > Pages** to find this report.

Why pages aren't indexed

This will give you a list of issues that Google has encountered while trying to index URLs from your website.

To interpret errors in this report we can refer you to the Common errors in the Page indexing report in our overview on How to troubleshoot indexing issues in Google Search Console. The most common error is that you have deleted a page or that it has changed URL (permalink).

Dealing with Google Search Console experience issues

Google Search Console also provides a series of Experience reports. These are listed in the left-hand menu and for most sites you will see access to Page Experience, Core Web Vitals and Mobile Usability reports. Page experience, which includes page speed is a ranking factor in Google and you should pay attention if your site is failing these evaluations.
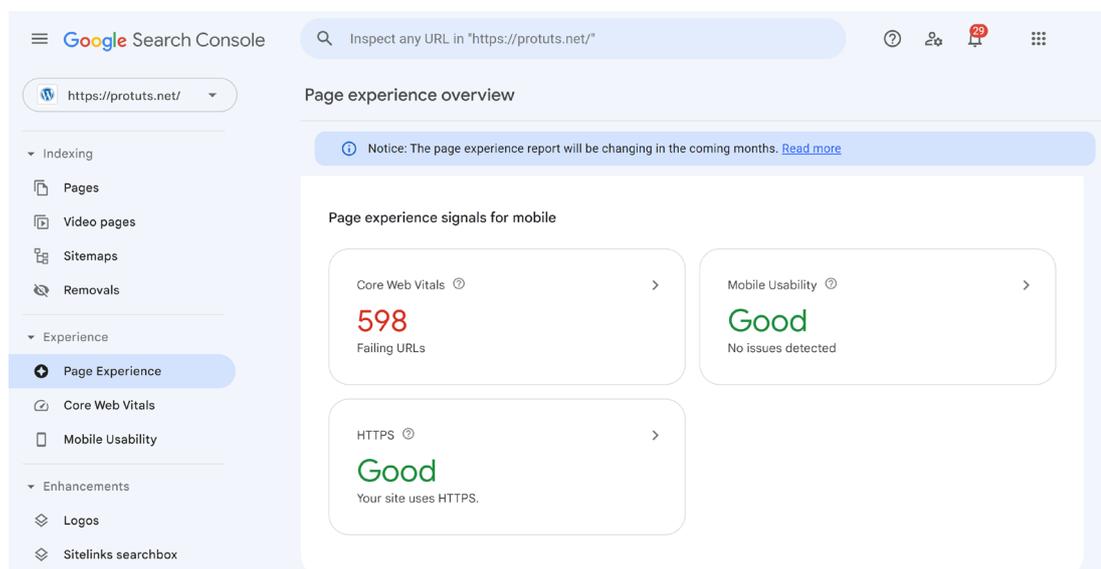
Page experience overview

If you are seeing problems with Core Web Vitals we can refer you to our guide Core Web Vitals and WordPress SEO. At this point, you may just want to add a task to your To-Do list

- **Where**: Google Search Console

- **What**: Analyze Core Web Vitals scores

- **Why**: 598 URLs are failing Core Web Vitals and this is a negative ranking factor

- **When**: 01/05/2023

- **Who**: Me

- **How**: Indexing > Page Experience report in Google Search Console

Note that at the time of writing, Google has announced that these reports will change at the end of 2023.

Important messages from Google

If you have created your Google Search Console account using an email address that you consult regularly, you will receive important (and some less-important) messages from Google including warnings on indexing and experience issues. From the Google Search Console interface, you can check these messages by clicking on the Notifications icon on the top right-hand corner of the header.
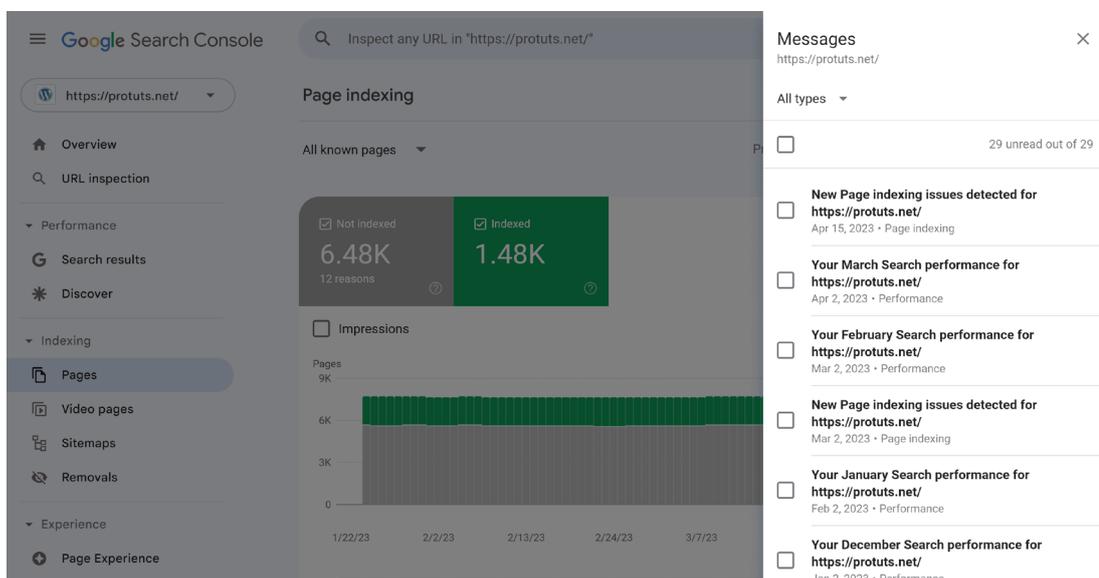
Messages from Google in Google Search Console

This could be your final check of the day. Hopefully, during this 2-hour routine you have only seen good news about your SEO. Traffic from search engines is increasing, according to both Google Analytics and Google Search Console.

Ranking for target keywords is improving according to SEOPress Insights. And Google Search Console is showing no indexing or experience issues.

If you have encountered some issues and you have some time left in your appointed 2-hours, try and delve into them. Otherwise note them consciously in your To-do list as things to do the next time you can dedicate some time to SEO. Next week you will dedicate 2 Hours to creating SEO optimized content.

SEOPress PRO

Premium features to increase your rankings
and visibility in search engines results

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Week 2: 2 Hours to Create SEO Optimized Content

You can gain a lot of advantages in SEO just by regularly producing new, relevant content on your website. 2 hours should be enough to write and publish 1000 words of content in WordPress. Even better, write content that is optimized for your keywords. Even if you are not responsible for producing content on your website, go through this routine to make sure that new content is being correctly prepared to maximize SEO.

In this two-hour period, you will

- Do keyword research using **Google** and **SEOPress**
- **Find ideas** for new pages and blog posts
- **Write text** for existing or new posts and pages

Guidelines for length of posts and pages

In WordPress, **pages** typically correspond to static information about you and your products / services whereas **posts** are typically used to add news articles to a blog.

To ensure that Google finds any piece of content interesting enough to index, whether it be a post or a page (or a product page on a WooCommerce site), we recommend that it contains at least 300 words of unique content. General consensus in SEO is that pages (including product pages) should be 300 to 500

words long and that posts should be over 1000 words long. This is not a hard and fast rule, but various studies such as this one by SEMRush shows that Longer Content Ranks for More Keywords and Shows Up in the Top 10 More Often.

When counting words on a page, don't include words from the header or footer or any text that you repeat from one page to another. When you analyze any page or post using SEOPress Content Analysis, you will be warned when a page or article does not contain at least 300 words.

In our fictive example, Vegas Fit Zone (a fitness Gym in Bristol), the text on the Spin class page is only 88 words long. This text is not long enough for the page to be considered as correctly optimized for SEO and it is probably not detailed enough for a prospective client who wants more information about this class.
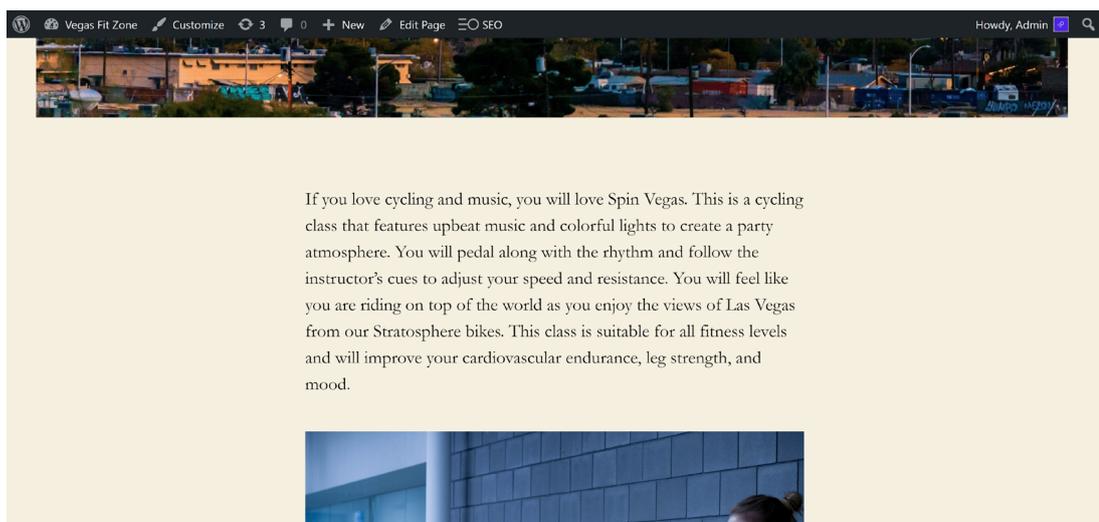
Fictive Spin Classes page in WordPress

One of the first jobs that the person who is responsible for SEO on the Vegas Fit Zone will be to add more text to these pages.

If you need ideas for content, you can use our general advice on keyword research to find what questions a page should answer: Brainstorm with other people, use Google Search Console data, use Google Suggest and People Also Asked

in search results. You can also use SEOPress PRO to get keyword suggestions directly in WordPress.
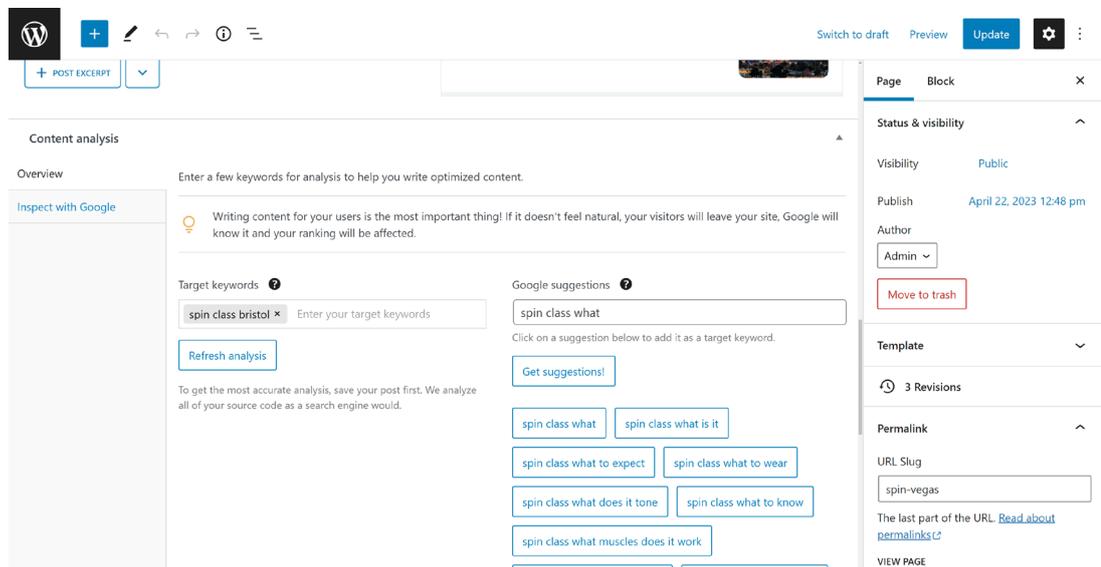
Google Suggestions in WordPress with SEOPress PRO

Using keywords to generate article ideas

While you are doing keyword research, bear in mind that some questions asked in Google may merit a whole article to themselves. The keyword "What are the benefits of spin classes" is a good example of this.
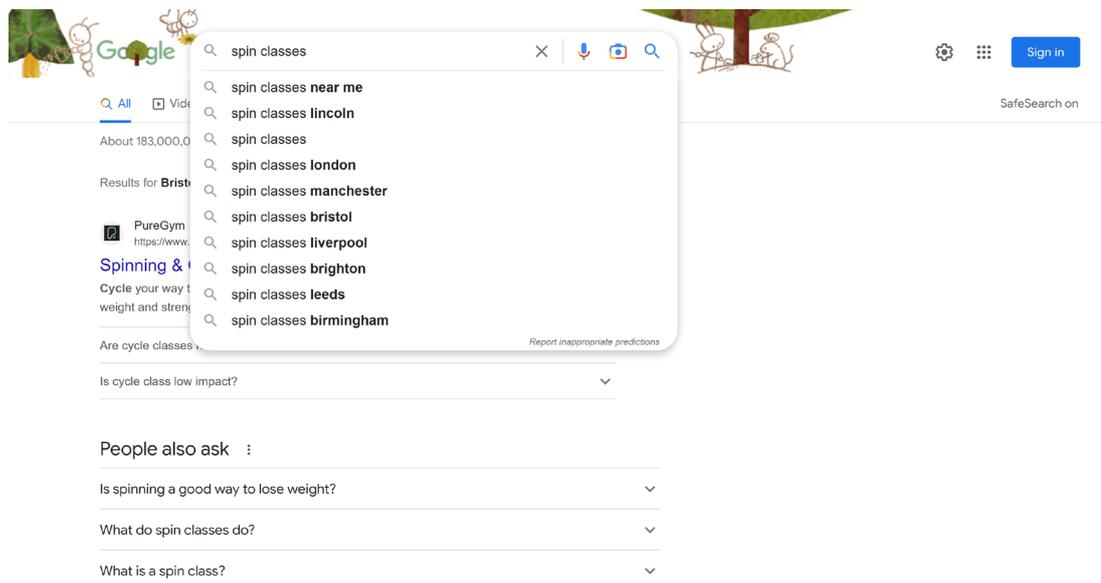
Suggested searches related to "spin classes"

The question has been answered by posts such as [What are the benefits of spinning? An expert spin class instructor explains all...](link) on Cosmopolitan.com or by [8 Reasons Why You Should Give Spin Class a Try](link) on Bicycling.com. Both these 1000-word articles are ranking well on Google.co.uk for searchers Bristol (and the rest of the UK) at the time of writing.

By regularly adding new content like this to your website, you could rank for a new keyword, but more generally adding new content will help improve the site's overall ranking. Vegas Fit Zone may never rank in the top 10 results for "benefits of spin classes" on Google.co.uk, but the fact that it has published new content and linked it to the Spin Vegas page may well help that page rank for its target keyword "Spin Class Bristol".

There is also the chance that another site will find and cite your article with a link (as we have done for Cosmopolitan.com and Bicycling.com) and give you an all-important backlink.

"Benefits of Spin Classes" is a great idea of an article. During your keyword research, you may also find some great ideas for articles. If you are not going to write these articles now, in the 2 hours you have for SEO this week, note the article idea in your SEO spreadsheet so as not to forget it!

Using keywords to structure articles

The example of the article on Cosmopolitan.com also serves to illustrate how keyword ideas can be used to structure the article. The author of this article has structured it by answering 5 questions (probably found as People Also Asked suggestions in Google):

- Is spinning a good workout?

- Is spinning better than running?

- Is spinning good for beginners?

- How many calories does spinning burn?

- How many spin classes should you do a week?
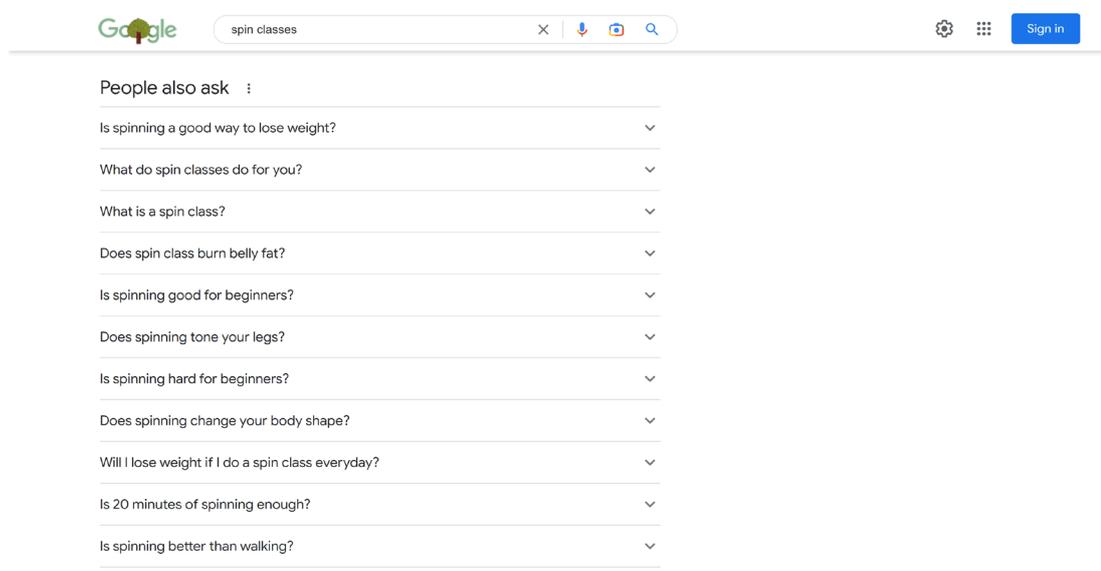
People also ask in Google search results

If you are daunted about writing 1000 words, this method may help you. Writing 200-word-long answers to 5 questions sounds much easier than writing 1000 words! And it is.

Writing 1000 words

Enough of theory, if you are the only person who can produce content for your website, then your 2 hours routine this week should be dedicated to writing. Two hours is just enough time to write and publish a 1000-word article on your blog. In two hours, you could also write and publish 2 or 3 product pages. Publishing 1000 words of new content every month is a good target to set yourself. A site that continues to publish new content over time will rank better in Google.

Some people prefer to prepare and write their articles directly in WordPress. Others prefer to write in Word and then integrate content into WordPress later. It will mainly depend on how much you need Word's spell checker to avoid spelling mistakes and grammatical errors. If you do write in WordPress, make sure that you save your post as a draft regularly.

If you are not a specialist in the subject you are writing about, start by doing some research online and / or interviewing an expert. Even if you are the expert, do some basic keyword research to familiarize yourself with terms and questions used the general public when they search in Google. If you find ideas for new articles while you are doing this, note them in the SEO spreadsheet.

Start by writing the title of the article and then structure the future article by adding headings. Some people may find tools like Clearscope, ChatGPT, Bing Chat or Google Bard really useful to speed up this process. We encourage you to use them but suggest you resist the temptation to ask an AI to write the article for you! AI tools are too likely to create incorrect or unhelpful content that cannot rank in Google. Adding too much unhelpful content to a site may harm rankings for all the pages on the site – even the ones written by humans.
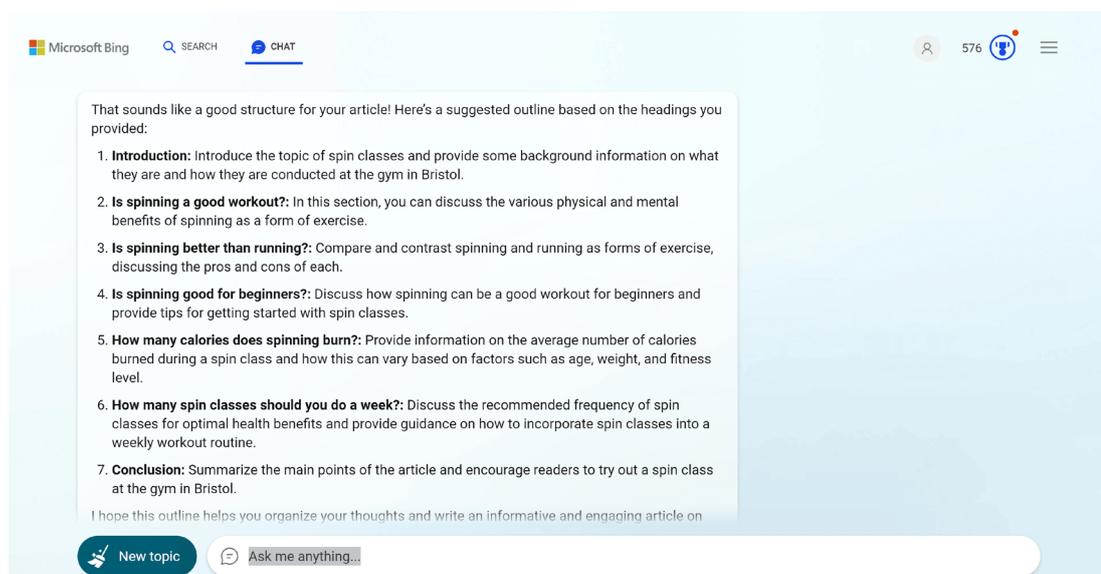
An example of how Bing Chat can help with structuring an article

From the layout created with a title and headings, start by writing the introduction and then write two or three paragraphs under each heading. Treat the headers as questions and your paragraphs as replies to that question. Give examples to illustrate your points, add visual illustrations and links to other websites where it is useful. Finish with a one-paragraph conclusion.

Starting an article in WordPress

Don't stop at 1000 words if you are "in the flow" and don't worry too much if you fall just short of this word count. Leave enough time (10 to 30 minutes) to add the article to WordPress if you have written it in Word.

Proofread your article before publishing it, and make sure that you have added at least one internal link to another page on your site. It is important to add links to relevant words such as "discover our spin classes in Bristol" in the text of the articles rather than link using "click here", images or buttons.

Adding more text to existing pages

As mentioned above for the Vegas Fit Zone example. You may need to add text to existing pages before you start producing blog posts. The site may also be missing pages that target keywords.

Generally, we can say that adding good content to an existing page will help it rank better for its main keyword and it also increases the potential to rank

for other keywords. However, other on-page factors can also be taken into consideration when updating pages. If like Vegas Fit Zone, you have pages that are not ranking and need new content, you can write the content this week but wait for next week's On-Page optimization routine before adding new content to the pages in WordPress.

SEOPress Insights

Rank and backlink tracking in WordPress
Off-site SEO plugin

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Week 3: 2 Hours to do On-Page Optimizations

As part of your 2-hour-per-week routine to work on your SEO, we have dedicated Week 3 to On-Page optimization. On-Page optimization typically refers to improvements that you make to your website to help it rank better (as opposed to off-site improvements such as link building). It includes important and basic tasks such as making sure that keywords you are targeting are being used in the pages and posts that you are publishing. To learn more about this subject, download and read the eBook Improve your rankings with On-Page SEO.

In this two-hour period, you will

- Check your **To-do list**

- Use the **SEOPress Content Analysis** feature to optimize pages and posts

- Detect **broken links** and create **redirections**

Check your To-do list

At this stage, week 3 of your SEO routine, your To-do list should be filling up with things to do. The first step is therefore to open your SEO spreadsheet (created and updated during week 1) and see if there are any tasks that need your attention.

For our fictive Vegas Fit Zone site, we had noted that we should check up on the Crossfit page because it was no longer ranking in Google. We may discover

here that the page has been deleted. The solution would therefore be to find it in Trash and restore it. Simple.
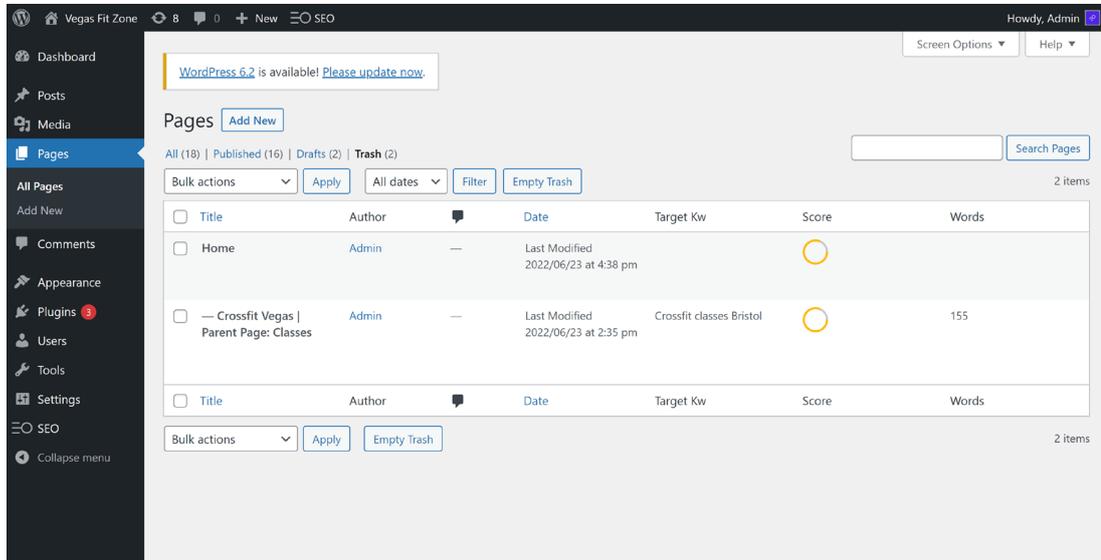
Pages in Trash in WordPress

Add a note in the Excel file, to indicate that you have corrected the problem and color the background in green to indicate that the task has been completed.
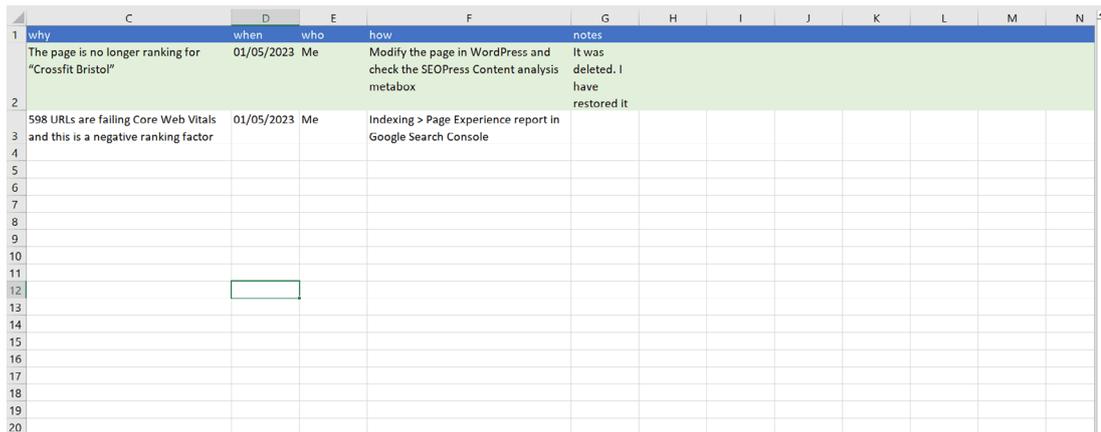
Update your SEEO To-do list

One down, many more to go? If you have completed your To-do list, move directly onto the next step, content analysis. Don't spend the full two hours on the To-do list either, leave some time to check your content analysis scores and check for broken links.

Check SEOPress Content analysis reports

The SEOPress Free plugin contains a powerful feature to analyze pages for on-page SEO optimization. It is accessible via a dedicated **Content analysis metabox** in the editor or via the **Universal SEO metabox**.
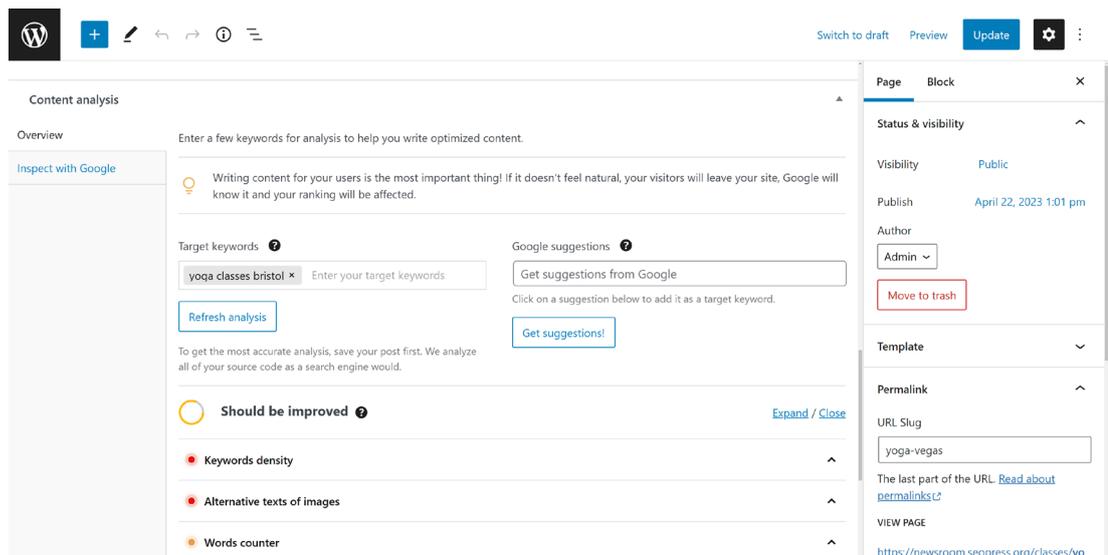

Content analysis meta box in the editor

The content analysis tool will check your page against the most important on-page ranking factors. Where a point needs attention (shown by a red or orange light) you will find detailed notes on what needs to be done. You should aim for the overall score of "Good" (green light) for all the pages and posts that have a target keyword (Note: you will have to set the Target keywords field yourself in the Content analysis meta box based on the target keywords and target URLs you created in the SEO spreadsheet. Not all pages and posts need a target keyword).

For full detail on the ranking factors analyzed by the tool, see our article How to Use Content Analysis to Improve On-Page SEO in WordPress. The most frequent errors are that keywords are not being used in URLs, titles or image ALT tags. In our fictive example of a gym in Bristol, the target keyword "Yoga Classes Bristol" is not used at all on the page at all!
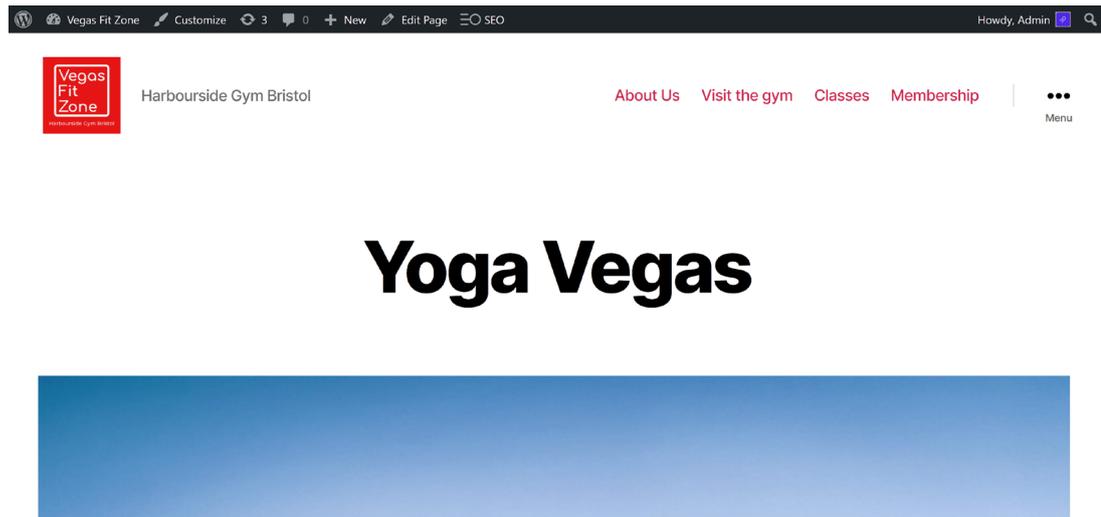
Yoga Vegas page from the fictitious site

To optimize this page, the title should be modified to contain the keyword "Yoga classes Bristol" and this text should also be added to the TITLE tag, the Meta Description, the ALT text of an image and be used at least once in the text and a H2 heading. The permalink should also be changed to contain the slug yoga-classes-bristol.

All these points will be detailed in the Content analysis report. While the score is still "Should be improved", you still have work to do!

To easily see if pages and posts have been optimized, use the targeted keyword and content analysis score columns in the Pages and Posts screens as shown below.

Pages screen in WordPress with Target keyword and Content analysis score

To get these columns, navigate to SEO > Advanced and click on the Appearance tab. Tick the boxes that correspond to "Show Target Keyword column in post types" and "Show content analysis score column in post types" and save changes. Back on the Pages screen, click on the Screen Options tab at the top of the screen to show or hide these columns.

Adding Schema to your existing content

One of the recommendations for on-page optimization is to have at least one structured data Schema on every page. If you do not have structured data on a page, you will see the warning "No schemas found in the source code of this page" in the content analysis report.

SEOPress PRO allows you to add structured data types to WordPress. If you are a business, the easiest and most relevant Schema to add first is the Local Business schema. This structured data provides your business address and contact details in a format that Google will understand. To set that up, navigate to **SEO > PRO** and click on the **Local business** tab.

For any type of site, adding the Breadrumbs schema to all your pages can also be a quick way of ensuring that all your pages pass the schema test in the content analysis tool. To set this up, navigate to **SEO > PRO** and in the **Breadcrumbs** tab, click "Enable JSON-LD Breadcrumbs".

Other structured data schema fully integrated into SEOPress are Product (for WooCommerce sites), Job, Video, Service, Event, Article, Recipe, FAQ, Review, Software application, Course and How-To. You can add other structured data types using the Custom schema feature. See How to add schema markup to WordPress for a detailed guide on adding structured data to pages. Adding relevant schema can improve your ranking and enhance the appearance of your pages in Google – improving click-thru-rates and get you more traffic.

Finding broken links and handling redirections

The other issue to be very attentive of during on-page optimization, is broken links. A broken link is a link to your website that sends the user to an error message (usually a 404-error message) rather than a page. In the fictive Vegas Fit Zone example above, we saw that the Crossfit page had been inadvertently deleted. This would result in links to the Crossfit page (links in the menu and from the home page for example) sending users to an error-message page. Having too errors like this is considered bad for SEO, but it is also a poor user experience.

You can track broke links in SEOPress by navigating to **SEO > Audit** and clicking on **Launch the bot**!

The best solution may be to restore a deleted page, but what if there was a good reason why a page was deleted (you no longer have a teacher for Crossfit classes, for example)? The alternative solution is to set up a redirection from the deleted page to an existing page.

If the deleted page had the full URL https://www.example.com/classes/crossfit-vegas/ and you want to redirect it to the Classes page https://www.example.com/classes/ then you could set up the redirection like this using the **SEO > Redirections** feature in SEOPress like this:
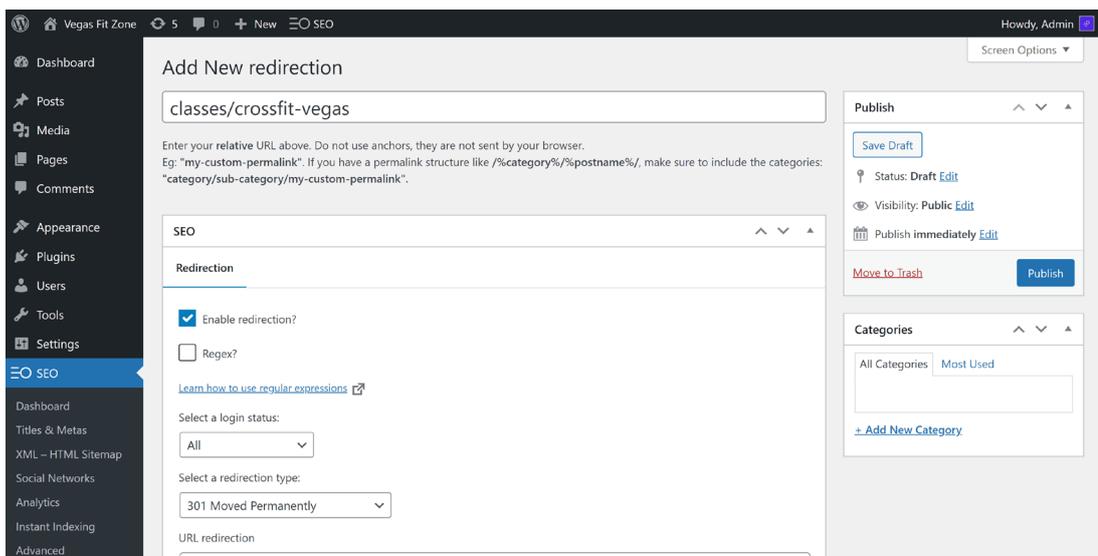
Add New redirection in WordPress

Note that the deleted URL, entered at the top of the page, is written as a "relative URL" (i.e. without https://www.example.com/) but the destination URL is written in full. It is important to check the "Enable redirection" checkbox and to click **Publish** to activate the URL.

Any user (including Google) who now tries to access https://www.example.com/classes/crossfit-vegas/ will be redirected to https://www.example.com/classes/ and not an error message.

Even if you do delete internal links to deleted pages, it is still good practice to add a redirection if that page has already been indexed by Google.

Handling errors from Google Search Console

Google will indicate any 404 errors it has found on your site in the Google Search Console Page indexing reports and you may have noted some of these types of errors during Week one of your SEO routine. Set up redirections for these 404 errors following the process above.

To interpret other errors found in Google Search Console, see our overview on How to troubleshoot indexing issues in Google Search Console.

It is possible that 2 hours is not enough to deal with all your tasks and on-page optimizations suggested by the content analysis tool. But as you keep working on this list you are making incremental improvements to your site that will help it rank better in Google for the keywords you are targeting.

If you start to get the impression that the list is never ending, your impression is correct. SEO is a continuous process. It is why you need to keep dedicating 2 hours a week to improving your ranking.

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Week 4: 2 Hours to do Off-Page Optimizations

Getting links and citations from other sites is important for SEO, but finding good sources of links and performing outreach can be very time consuming and not everyone's favorite job. Having this routine once every 4 weeks make sure that you get round to doing some link-building every month.

In this two-hour period, you will

- Check **SEOPress Insights** for new backlinks
- Add to your list of **potential backlinks**
- **Create links** to your site or ask other people to create links through **outreach**

SEOPress Insights Backlinks report

Your first stop for today will be to check the SEOPress Insights **Backlinks** report. First of all, you can get a general appreciation of whether the number of backlinks and referring domains is increasing (which is generally a good thing) and also check on the latest links you obtained. Are they ones you were expecting? Are they of good quality?
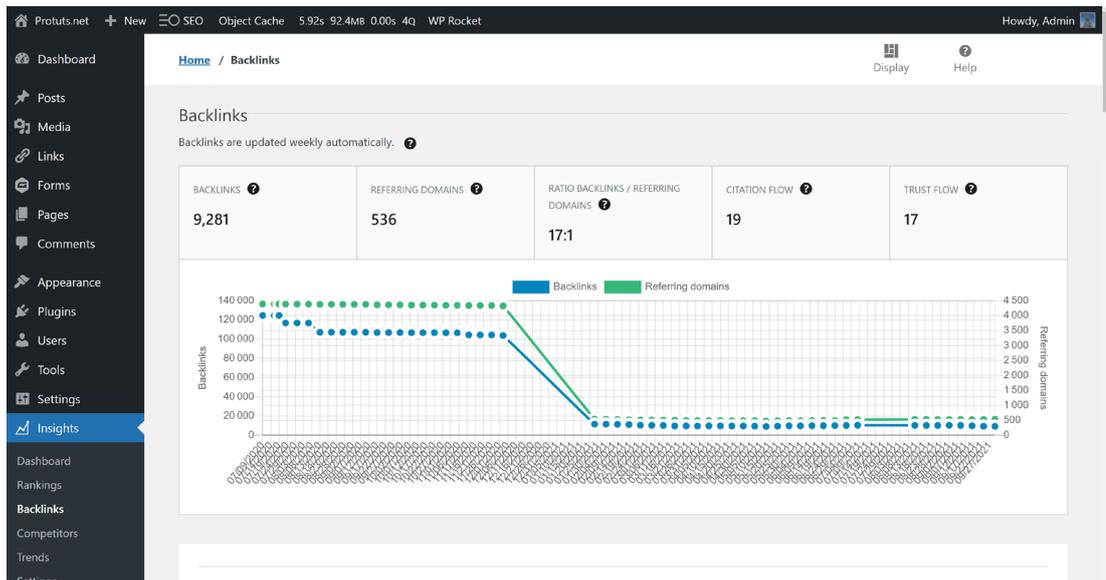
SEOPress Insights Backlinks report

After the chart you can see a list of backlinks to your site, by sorting them by the "Last Seen Date" you can see the most recent links found. The CF and TF columns correspond to the Citation Flow and Trust Flow scores provided by MajesticSEO. These indicate the importance of pages for SEO based on a score from 0 to 100. Generally, if both CF and TF are over 30, the link can be considered as of good quality and helping your ranking. Ideally, the subject and the country of the site where the link is coming from is also relevant for the subject of your website and its audience.

For our fictive example of a fitness gym in Bristol (UK) called Vegas Fit Zone, it would be better to get a link from a UK website about fitness rather than from an American website about cryptocurrency.

SEOPress Insights Backlinks report

Pay attention to the NF column too. This column will indicate if the link is a "No Follow" link with a white cross on a red circle. No Follow links do not count towards Page Rank and may not help you rank. You may be able to contact the site to ask them to change their link to remove the No Follow attribute. Note this in your SEO spreadsheet in the "link building" tab.

If you spot a lot of good links in your report this week then maybe it is the reward for the hard work you did in previous weeks, creating links, contacting bloggers or writing new content. In any case, well done!

Search for new link opportunities

However positive your SEOPress Insights backlinks report was, don't rest on your laurels! Keep looking for links. It is generally thought that a popular website should be continually earning links from other sites. You want to make your efforts to obtain links constant over time to prove to Google that your site is popular and deserves to rank in the first results.

If you are starting your SEO routine, then the first thing you want to do is to start building a list of link candidates. You may also want to take some time out to read our eBook Link building with WordPress. If you already have a long list of link candidates to process, jump down to the sections on directories and outreach.

One of the first ideas for finding links is to search in Google for the name of your company. You may need to put your company name between quotes and add your city name to make sure that you filter results down to sites that are talking about your company and not a homonym.

Searching for "Vegas fit zone" Bristol in Google gives very few results – but this is normal, it is a fictive example!
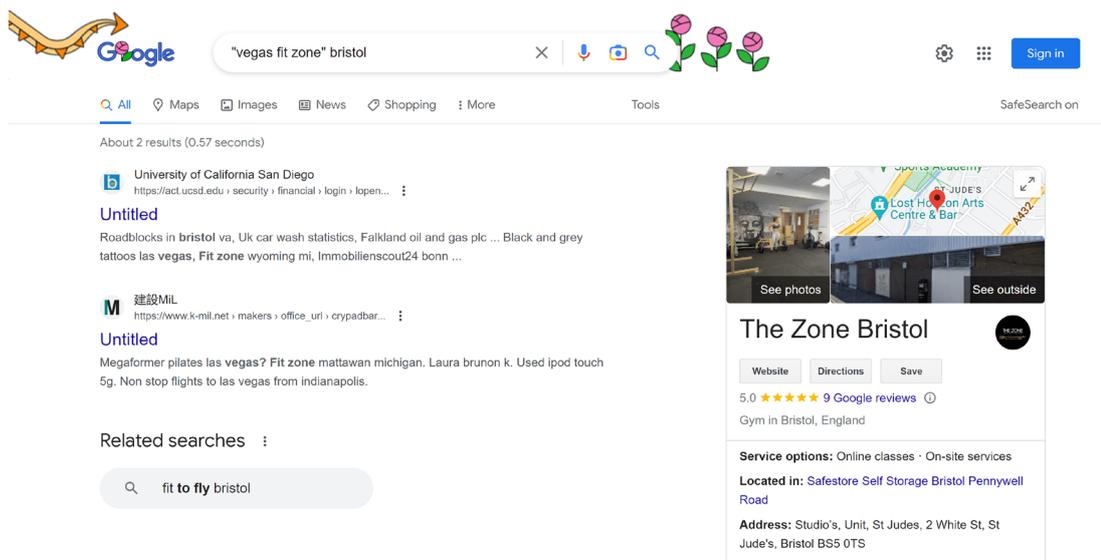
Search your site on Google

What you are looking for is sites that cite you, but that are not linking to you.

Imagine that we found the text "Vegas Fit Zone" on the personal blog of one of the gym's coaches, Alex, who mentions that he works at the gym, but he doesn't provide a link to its new website. This would be the first good candidate for a link – should we rush into his HIIT class and ask him for a link straight away?

No. We recommend spending separate time researching link candidates and contacting them. Note Alex as a link candidate in your SEO spreadsheet.

Here are the details you could add:

- **Site**: https://www.example.com/ (this would be the home page of Alex's blog)

- **Page**: https://www.example.com/personal-trainer/ (this would be the page where Alex mentions Vegas Fit Zone)

- **Type**: Partner (this is the type of website, Alex is a partner)

- **Contact**: Alex, with his email address and or phone number

You may find it interesting to note all your coaches and instructors in this list. Maybe you could contact them all and suggest they link to your website from their personal sites – or mention you on their social media.

After searching for your own name, you could try searching for competitors to see where they are getting citations and links from. Try searching all your target keywords one by one and have a close look at the results to see if there are sites where you could be listed.

Here is an example of link opportunities that we could find for the Vegas Fit Center in an hour.

Link building ideas

Adding your site to directories

Once you have spent some time searching for link opportunities, spend some time this week creating links and contacting sites. For businesses, a lot of the sites found in link opportunity research will be directories.

There are Yellow-Pages-type directories like Yelp.com or Yell.com but also specialist directories like https://www.zumba.com/, https://pilatesnearby.com/ or https://www.hussle.com/. Go back to these sites and try and find how you can submit your site and whether it costs money to do so. Even just adding your address and phone number to a well known, official directory may help your ranking. For directories that cost money, you will have to make a decision whether to invest or not. Base this decision on the potential for this site to give you useful visibility and traffic rather than promises of improved ranking. It is mainly popular sites that can drive traffic that provide good links for SEO.

Once you have submitted your site to a directory note the date in the SEO spreadsheet. If you get a link, add this information too. Color the line in green to show that it is done.

Social network optimization

Searching link opportunities may surface a lot of links from social networks like Facebook, Twitter and YouTube. Visibility in social networks can be a massive source of traffic for some websites – in some cases more than traffic from search engines. However, links from posts in social are usually No Follow and do not help you rank better in Google.

This said, if you do manage social networks, make sure that you do link to your website from the profile page. You can do this in Facebook, Twitter, LinkedIn, Pinterest, YouTube and Instagram, for example.

Doing outreach to obtain links

Beyond directories and social networks, there will be sites that you have to contact one-by-one to ask for a link. Coming back to the Vegas Fit Zone gym example, the owner could contact coaches and instructors to ask them to link to the website. This is an example of "Outreach" – he is reaching out to other people.

Asking partners directly for a link may be successful because you already have a close relationship with these people. When reaching out to strangers (bloggers for example), asking straight up for a link will probably be unsuccessful.

You may want to imagine a promotion or giveaway that you could share with bloggers, give them exclusive information or offer to promote them on your site or social networks.

Again, note when you contacted these sites in your SEO spreadsheet and note when you are successful in obtaining a link. It is a good idea to note the contact person for the site in this file too so that you have easy access to email addresses and phone numbers if you need to contact them. See the article How to Run Link Building Campaigns for more help on outreach.

Next week you will go back to Week One in your SEO routine, "2 Hours to Check SEO Progress and Issues". Keep going! It may take a few months to see concrete results but as you add content, improve on page optimization and obtain links, you will be improving your chances to rank in Google and get more traffic for your website.

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