

Why WordPress?



I've been to a few Meet-Ups and I've not heard “Why Use WordPress?” The last November Meet-Up covered how to install, configure, style and organize a WordPress website using best practices. Also covered was SEO and optimization.

In the second meet-up the mechanics of WordPress was covered with installations, theme picking and plugins.

Because this meeting is a WordPress Orlando RoundTable Meet-Up, we will review, “Why WordPress” from my perspective. When developing websites for clients this presentation will help in marketing efforts.

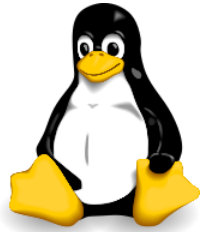
Carol Gann – Project Manager



<http://www.OrlandoWebWizard.com>

Hello my name is Carol Gann and I'm the Orlando Web Wizard project manager.

Linux



Is an open source software
operating system on servers

I build on a Linux Server

Apache & CPanel



Is the most popular HTTP server software.



Is a web hosting software control panel that simplifies the process of running a hosting service.

Using Apache and Cpanel.

SingleHop



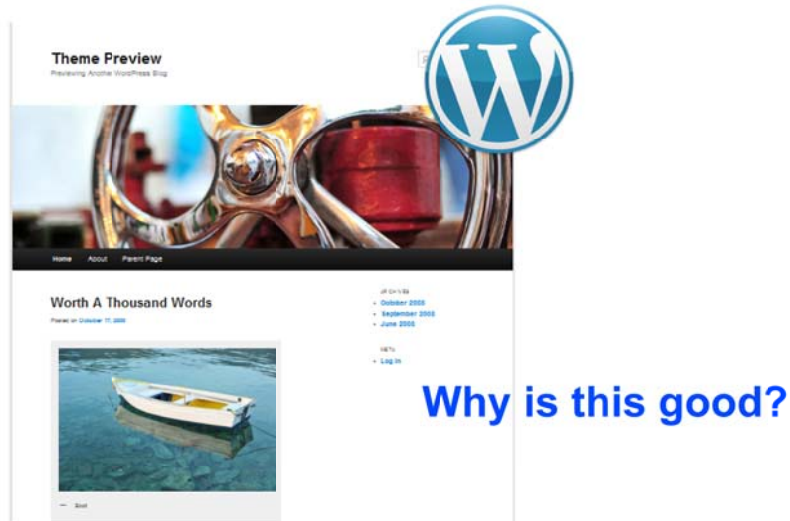
SINGLEHOP
Managed & Complex Hosting Solutions



I purchased a dedicated server and a cloud server from SingleHop, (winners of the 6th Annual Web Hosting Awards for dedicated servers.)

I develop websites primarily for small business owners using WordPress as a content management system and an inbound marketing tool.

WordPress



1. WordPress is open source and often used as a blog publishing application.
2. It is used by over 12% of the 1,000,000 biggest websites.
3. Today, WordPress is the most popular Content Management System in use.
4. The core of WordPress is designed to be lean, to maximize flexibility and minimize code bloat.

WordPress is so cool because you can **integrate your blog with your website. You can use WordPress as your main website and as your blog.**

WordPress has become a Content Management System over the last few years, but wasn't originally designed for CMS. It still has an excellent reputation as a blogging environment.

When properly configured WordPress is a wonderful inbound marketing tool.

Blog + Website = SEO



a. Search Engine Optimization (SEO)

1. The greatest benefit of blogging is SEO.
2. Each new blog you create offers another page or post to be indexed by the search engines. Blogging helps a website to be found.
3. For good SEO you want your website and blog to be found together on the same domain name.

Blog + Website = Branding



b. Branding

1. Linking from your website to your blog will have a negative impact on branding because they'll be viewed as separate websites.
2. This could be confusing, unprofessional and may undermine your business credibility.

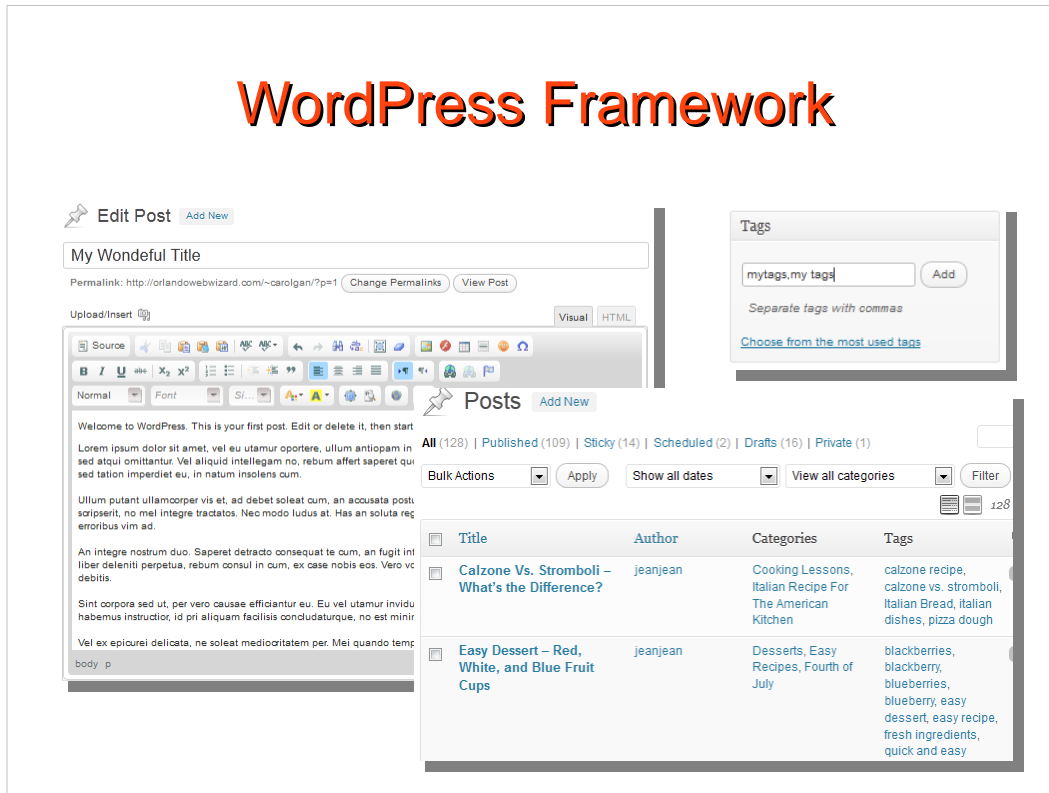
Blog + Website = Centralization



c. Centralization

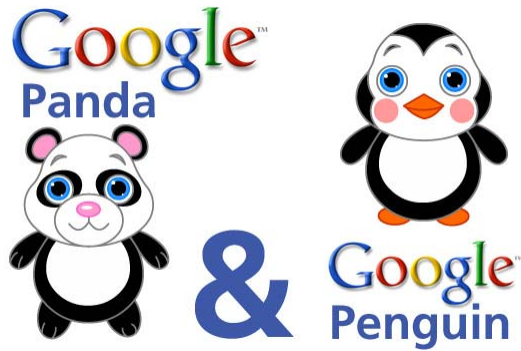
1. Instead of sending visitors away from your website to a blog; all your inbound marketing happens on your main website/domain name.
2. Then visitors will associate your blog with your brand name/domain name.

WordPress Framework



1. The wonderful easy to use Content, Titles and Tags allows the search engines to prowl a WordPress website to gather information.
2. Title tags are first to be seen by the search robots and are the most important part of the per-page content for search engine optimization ("SEO").
3. Post titles are also used as title tags by WordPress.
4. Search Robots compare the words within each of these sections and "ranks" the site; dependent upon how well the information matches each word. (word relevancy)
5. There are many enhanced, easy to use visual editor plugins; each plugin can be used for various purposes.
7. You can add a descriptive title for each page or post in the title field; which is also the page title. This can also be the navigation title.
8. You can create categories, posts with tags that can corner the descriptive keywords that the search robots index.

Follow the Rules



Make sure to follow the rules:

Google recently released a new update to their webspam algorithm called the Penguin or Panda update.

Due to this new update only high quality content will be the key to SEO success.

Follow the Rules



Write to REAL people not Search Robots

Make sure to write content to real people and not to search robots.

Follow the Rules



Don't use Blackhat or deceptive practices that will get your WordPress website blocked.

Make sure all keywords, titles and links are relevant and don't use software to submit to search engines.

Effective Blogging Tips

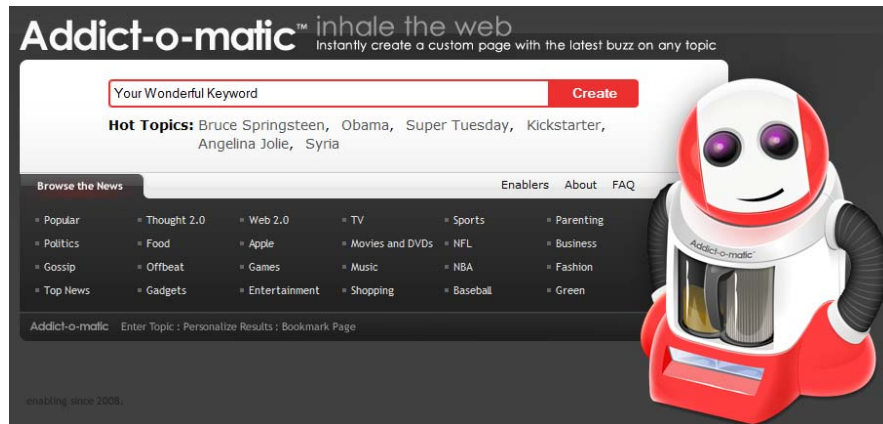


Google AdWords

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
ss coupon theme	Medium	2,400	880
wordpress themes	Medium	880	480
ss music player	Low	12,100	4,400
ss music themes	Medium	12,100	3,600
ss coupon plugin	Low	1,900	720
worupress music templates	High	1,900	590
wedding wordpress theme	Medium	5,400	1,900
wordpress jobs	Low	40,500	12,100
wordpress job board	Low	2,900	880
music wordpress themes	Medium	12,100	3,600
wordpress shopping cart	High	27,100	12,100
cute wordpress themes	Medium	1,300	720
wordpress database backup	Low	8,100	1,900
wordpress fashion themes	Medium	4,400	1,000
wordpress music theme	Medium	14,800	4,400

- Do keyword search
(Using the Google AdWords Keyword Tool)
- Write with primary keywords and phrases that have low competition and high searches.
- Google averages the number of searches over 12 months for each keyword

Effective Blogging Tips



<http://addictomatic.com>

Helps find viral blogging content

Addictomatic searches the best live sites on the web for the latest news, blog posts, videos and images. It's the perfect tool to keep up with the hottest topics, performs topic searches to find the viral content for your blogging.

You can personalize your results dashboard by moving around the source boxes. When you're done, bookmark the page and keep coming back to your personalized results dashboard for that search.

Don't copy and paste, that's blackhat. Use this tool to find the viral topic then your expertise to write the blog. Put your personal spin on the viral topic.

Effective Blogging Tips



General rule:

Intriguing Title + 600 words + 1 image + YouTube Video

You've found the latest news you want to blog about.
Now you need to know the architecture

- 1, Start with an intriguing hook title.
2. A nice thumbnail picture relevant to the topic
3. No more than 2 paragraphs
4. A YouTube relevant video

You can purchase your thumbnail images from
www.bigstockphoto.com or use your own digital camera

You can start your own YouTube account and upload videos or use ones with open sharing and embed them.

What is a Permalink?

Permalinks are the permanent URLs to your individual pages, posts, categories and tags.

Default:

http://orlandowebwizard.com/?page_id=5

Pretty Links:

<http://orlandowebwizard.com/wizard/tutorial-categories/wordpress-tutorials/>

Under settings go to permalinks where you can create a custom permalink to give the URLs descriptive keywords.

Descriptive keywords in the URL will further enrich the WordPress website for SEO.

Permalinks are the permanent URLs to your individual pages, posts, as well as categories and other lists in your WordPress.

Custom Permalink = SEO



Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your links. A number of tips are available, and here are some examples to get you started.

Common Settings

- Default `http://orlandoweblizard.com/-carolgan/?p=123`
- Day and name `http://orlandoweblizard.com/-carolgan/2012/07/02/sample-post/`
- Month and name `http://orlandoweblizard.com/-carolgan/2012/07/sample-post/`
- Numenc `http://orlandoweblizard.com/-carolgan/archives/123`
- Post name `http://orlandoweblizard.com/-carolgan/sample-post/`
- Custom Structure `/Year%/postname%/`

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics/` as your category base would make your category links like `http://example.org/topics/uncategorized/`. If you leave these blank the defaults will be used.

Category base

Tag base

[Save Changes](#)

My favorite:
`/%category%/postname%/`
for "Pretty Links"

For MultiSites &
Multi-categories per post
use
`/%year%/postname%/`

**Never, ever put your site url
in the permalinks slot**

My favorite custom permalink is

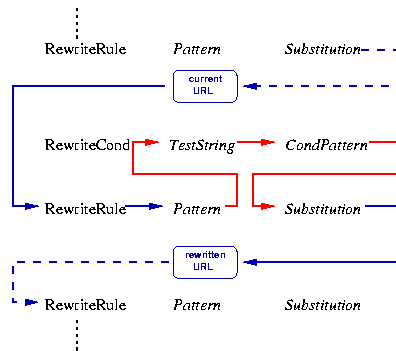
`/%category%/postname%/` for "Pretty Links".

However if you use this method only use one category per post and never use it for a Multi-site. It would be better to use `/%year%/postname%/`

The reason I like my favorite custom permalink is because the category can also be used in the pretty link offering more keywords for the search robots to index.

The reason you cannot use my favorite for more than one category per post is because when you assign multiple categories to one post, only one category will show in the permalink. WordPress will use the lowest numbered category. Keep titles fairly short and clean as very long URL's slows down the website. In my favorite theme you can customize them further. (More about themes later...)

Apache Module mod_rewrite



Filename	Filesize	Filetype	Last modified	Permissions
..				
cgi-bin		File folder	6/10/2012 4:54:...	drwxr-xr-x
images		File folder	6/23/2012 12:0:...	drwxr-xr-x
wp-admin		File folder	6/13/2012 5:02:...	drwxr-xr-x
wp-cont...		File folder	6/23/2012 12:5:...	drwxr-xr-x
wp-inclu...		File folder	6/13/2012 5:02:...	drwxr-xr-x
.htaccess	256	HTACCESS...	6/14/2012 11:0:...	-rwxr-xr-x
fantastic...	346	Text Docu...	6/10/2012 4:58:...	-rw-r--r--
fantversi...	36	PHP File	5/29/2012 3:09:...	-rw-r--r--
index.php	395	PHP File	6/13/2012 5:02:...	-rw-r--r--
license.txt	19,929	Text Docu...	6/13/2012 5:02:...	-rw-r--r--
readme...	9,175	Firefox HT...	6/13/2012 5:02:...	-rw-r--r--
wp-activ...	4,264	PHP File	6/13/2012 5:02:...	-rw-r--r--
wp-app...	1,354	PHP File	6/13/2012 5:02:...	-rw-r--r--
wp-blog...	271	PHP File	6/13/2012 5:02:...	-rw-r--r--

Selected 1 file. Total size: 256 bytes

.htaccess permission set to 755 or 744
Settings > Permalinks > Custom Structure

I use Apache web server with the module mod_rewrite, it **provides** a rule-based rewriting engine to rewrite requested URLs on the fly. I use a writeable .htaccess file for updating the permalink in the admin area.

Using the apache Module mod_rewrite you can produce nicer permalinks.

Themes = Beautiful Websites

aquoid themes

The home of Suffusion

Download
Please use the following links to download
content developed on this site.



Suffusion



Photonic



FontMeister



Suffusion BP Pack



Suffusion
Commerce Pack



Suffusion Custom
Post Types

<http://aquoid.com>

Why this is good?

Integrated plugins = fast seamless upgrade
Saving you time and money

WordPress offers easy to install themes that make a beautiful website.

Suffusion theme is my favorite due to it's high customization capabilities, navigation and permalinks edits within each page or post.

Using this theme I can usually fulfill all client needs.

It has wonderful SEO capabilities and other built in functions..

I can write custom scripts or styles without editing the master theme.

Why this is good?

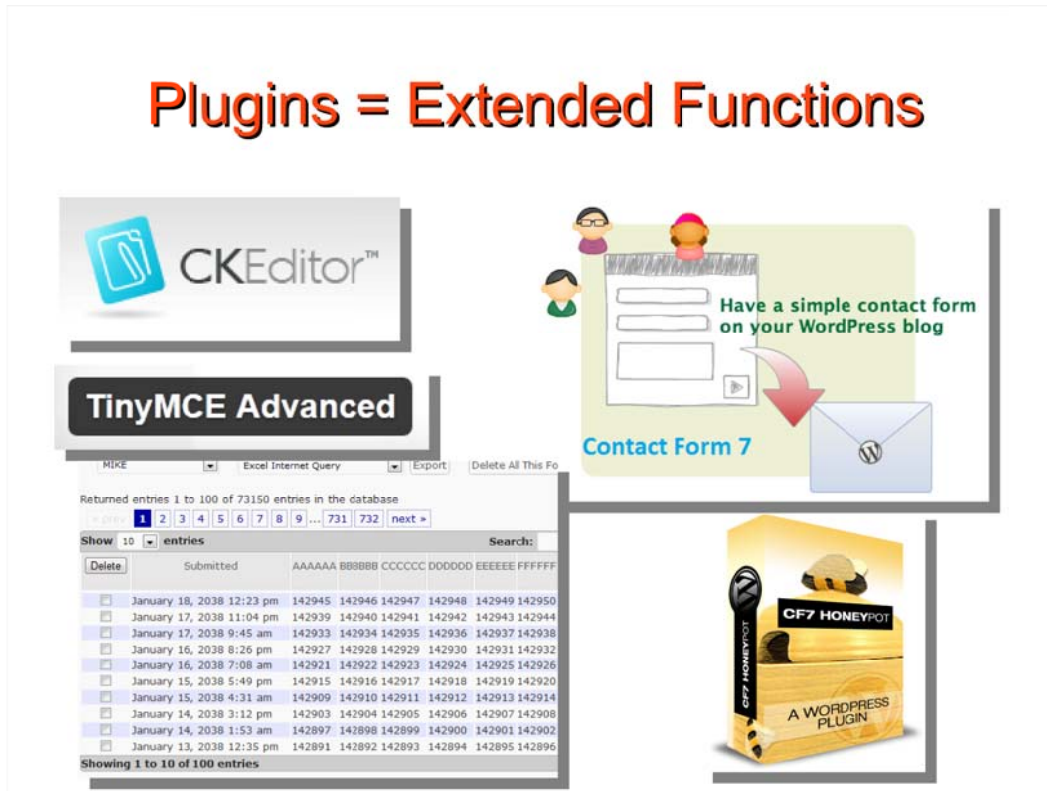
When upgrading, theme notes are not needed. After a backup, Suffusion upgrades seamlessly. This fast upgrade saves time and money.

Suffusion has many add-ons that can be used according to the website objective.

There isn't time to explain all this theme offers.

Please visit <http://aquoid.com> for more information.

Plugins = Extended Functions



This is a list of my favorite plugins . Plugins are tools to extend the functionality of WordPress. Plugins offer custom functions and features to help tailor your website to your specific needs.

- CKEditor from Cksource is a plugin to customize the appearance of the visual editor to resemble Microsoft Word. It Allows client comfort using a less intimidating visual editor. This plugin won't work for all website projects as it adds unwanted code. When CKEditor is not appropriate I use TinyMCE Advanced editor, customized for the need of the client.
- For online forms I use Contact Forms 7 with the extended database and honeypot to keep out spam robots. Clients love the database feature that allows the contacts to be downloaded in an excel spreadsheet format. It then can be uploaded into a list or contact manager.

Tools Correctly Used Keeps WordPress Ranking High

**Need Help Call Me: 407-927-7338
Or visit
www.OrlandoWebWizard.com**

Orlando Web Wizard offers free online tutorials and screenshot videos. Soon we will be offering seminars and courses. We will be offering a website marketing course using WordPress this fall at Score, National Entrepreneur Center in the Orlando Fashion Square Mall. If interested please give me your business card with your email address. I'll add you to the list to keep you posted on our classes and courses.