

Escalate Your WordPress Website



Twelve Ways to Blog at a Higher Level

By Mari Kane

Escalate your WordPress Website

Twelve Ways
to Blog at a
Higher Level

Mari Kane

Blogsite Studio

Vancouver, BC

This ebook is licensed for your personal enjoyment only and may not be shared or re-sold

If you would like to share this book with another person, please purchase an additional copy for each recipient.

If you're reading this book and did not purchase it, or it was not purchased for your use only, then please [subscribe to Blogsite Studio.com](https://www.blogsitestudio.com) to receive your own copy.

Thank you for respecting the hard work of this author!

Escalate your WordPress Website © Mari Kane. All Rights Reserved, except where otherwise noted.

Contents

1 INTRODUCTION

3 Doing a Business Blog Post the Right Way

15 Don't Bite the Hand that Backlinks to You: Use 301 Redirects

23 61 of the Best WordPress Plugins for 2015

27 How to Customize your WordPress Themes without Knowing Code

36 7 WordPress Security Tips to Lock Down your Site

42 Getting the Most from Yoast: SEO Settings Tour

56 How to Use Google Analytics on Wordpress

67 How to Use Webmaster Tools and Make Google your Friend

81 8 Top Social Media Channels to Promote your Blog

93 How to Start a Blog Podcast and Give Voice to your Posts

99 Publish an Ebook of Posts to Build your Subscriber List

109 3 Reasons to Love Using Header Tags in
WordPress

113 SOMETHING ABOUT MARI KANE

Introduction

If you're reading this ebook you already have a WordPress website up and running.

Maybe you're a subscriber of my blog, BlogsiteStudio.com. Perhaps you even used my first ebook, *Create a WordPress Website in Ten Easy Steps*, to build your site. And now you want to take your site to the next level, to escalate your WordPress website to a more professional point.

That's great, because there is so much more to do with WordPress than just starting. This book is full of intermediate-level advice on ways to improve your site and expand its influence. I get technical in some places and include a little code, but I think you can handle it.

If you've purchased this ebook from a retailer, please review it on their site and [subscribe to Blogsite Studio.com](#) to receive my weekly doses of advice as well as to have the first opportunity to download future ebooks.

Please follow me on [Twitter @blogsitestudio](#), [Facebook](#), [Google+](#) and [Linkedin](#). And contact me if you have any questions about WordPress.

Thanks and enjoy escalating your WordPress Website!

Mari Kane
[@blogsitestudio](#)

Escalate Your WordPress Website



Twelve Ways to Blog at a Higher Level

By Mari Kane

Chapter 1

Doing a Business Blog Post the Right Way

Writing a high-quality business blog post on a regular basis can quickly become drudgery if you don't do it right.

Fortunately, like any professional pursuit, patterns for blogging success have emerged and conventions have been developed. The art of blogging is no longer a guessing game and if you stick to proven formulas, you're more likely to be successful at creating content that attracts readers.

The purpose of writing business blog is to attract new customers, and the best way to do that is to solve their problems. Readers who like your solutions to their problems are more prone to trust you and possibly hire you or buy something from you.

A quick Internet search reveals that **Information is the #1 reason people search the internet**. The sharing of information should be your #1 goal, #2 being entertainment.

Drawing from what I've learned in seven years of blogging, here's are the things every perfect business blog post needs to satisfy readers:

Viable Keywords

Fortunately, the world is full of problems to solve. If your customers are not giving you ideas of what problems you can solve for them, try Googling.

Searches related to keywords

resume keywords	keywords tool
keywords generator	keywords example
keywords in c	keywords in java
google keywords	keywords international



Use Google to get ideas about what people are saying about your industry and take note of the keywords they use. Once you see a pattern of keywords, use them to dig deeper into a topic of interest.

To get ideas about popular keyword phrases, use the Google auto-complete function. Then, go to the bottom of that Search Results Page and look at the Searches Related to for more ideas.

Once you have them, test your keywords and phrases in [Google's Keyword Planner](#) to see how searched they are.

[Current research and the law of averages](#) show that you'll get more traffic from long-tail keyword phrases than short-tail keywords. Instead of a short-tail keyword like "wine," which is widely used and faces tremendous competition online, you would do better to use "Superbowl Sunday Wines" to grab a more focused, specific market.

As they say, better to be a big fish in a small pond...

To optimize your posts and pages for your chosen keywords, use [WP SEO by Yoast](#).

You can't just add a bunch of keywords as meta tags to your post. You must work your keywords or key phrases multiple times into your text as well as in your Headline (title), permalink, post heading, and in your Meta Description.

Optimizing for keywords can be time consuming, but it's well worth doing if you want your content to be found.

Related: [Keywords are Useless – Long Live Keywords!](#)

Interesting topic



Once you have your keyword or keyword phrase, there are basically two ways to approach the writing of a business blog post topic.

TIMELY

Your topic might be timed with a news event, holiday, season. That timely event might tie to an audience looking for what you are selling at that period of time.

WordPress releases new major versions every 5-6 months, which provides me with fodder to write timely reviews.

When the minors were rescued in Chile, I wrote reviews of Chilean wines around them.

Christmas is an easy season to write about, but what about Secretary's Day or International Women's Day?

Even if your products or services aren't directly in demand during

a timely event, that event can be a stepping off point for a clever metaphor. For instance, "Wines to Drink for the Superbowl."

EVERGREEN

If it's not timely, your topic should be evergreen. That is, information in demand all the time.

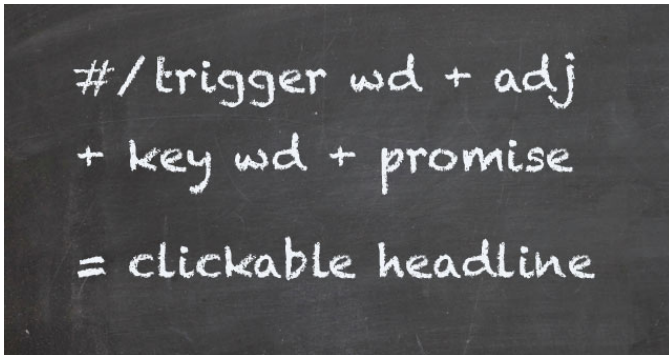
How To's are probably the most evergreen of all content. Write as if a beginner is born everyday and you're there to explain how to do something as clearly as possible.

Tips are extremely popular as they give people ideas about ways to accomplish things that matter to them.

Reviews are always helpful, but depending on the subject, they could have shelf lives. Nobody in 2015 wants to read a software review from 2010.

For more ideas on business blog post topics, check out [Chris Brogan's top 100 list](#)

Eye-catching headline



There is a whole school of research that insists that [your headline will make or break your blog post](#).

It's true. Headlines must grab reader's attention with a sexy promise that can't be ignored. Yet, you have to deliver on that promise or readers won't trust you.

To create the kind of headlines that strike at the readers brain

stem and make them click, Catherine Pascuas came up with this **simple headline formula** that incorporates the following ingredients:

1. A number – preferably random odd numbers like 19, 27, 836
2. Or, a trigger word – Why, How, What, When
3. Interesting adjectives – Effortless, Painstaking, Fun, Free, Incredible, Essential, Absolute, and Strange
4. A unique rational – Reasons, Principles, Facts, Lessons, Ideas, Ways, Secrets
5. An audacious promise – a value proposition or a dare

Pascuas cautions us to choose either a number or a trigger word, but not both.

Here's her formula:

Number or Trigger word + Adjective + Keyword +
Promise = Clickable Headline

Here's my example:

“How to Write Attention Getting Headlines to Get Wickedly High Traffic”

Try it, it works.

Or you can use the **Portent Title Maker** to help you out.

Related: [Studying at the David Ogilvy School of Blog Headlines](#)

Captivating introduction

Like a good book, you must grab your readers in the first sentence and render them unable to look away. Jump right into the action and go from there.

Resist the urge to warm up to the subject, or give a backstory. Use the first paragraph as if you are pitching a story idea to a magazine editor.

Tell the reader right up front what you are about to tell them and

how it will benefit them. And, use that keyword phrase in the first sentence to reinforce your topic.

Compelling information

The body of your post is where you're going to state your points with a fresh perspective.

Put forth your thesis and back it up with facts and resources. Fortunately, being on the Internet, you don't need to quote entire sources of information; that's what links are for.

Unless you are writing for an academic audience, your tone should be conversational, as if you were having a chat with a friend or colleague. That's not to say it should be wordy, just informal.

Be pithy in your sentence structure and clear in your syntax, so your readers don't have to re-read passages to understand them.

And if you use asides to illustrate a point, keep them succinct to avoid losing readers.

It's a good idea to lighten up a business blog post with tasteful humor wherever appropriate, and to insert cultural references when they are relevant to your audience.

The best blog writing informs and entertains. Strive for that.

[Related: 5 Big Differences Between Writing and Blogging](#)

Readable formatting

How people read is as important as what they read. The sexiest story in the world can look dull as heck when the type is too small or lines are too long. You want to present your business blog post in as easy to read way as possible.

- Use a font that's clear and large enough to read without strain.
- Make paragraphs short (1-3 sentences) and sentences short to medium-length.
- Use bullet lists to call out talking points.
- Create listicles of Top 10 Things.

- Be consistent in the use of Caps and Bolds and Italics.
- Use descriptive Header (H2) tags to break up text.
- Never have typos, but if you do, fix them asap.

The length of your post is also related to readability. There is **much being said** about the value of a long-form post, (2000+ words) on the page and in Google rankings, but is it right for your niche?

Google, and by extension Yoast, requires 300 words to warrant search engine attention. That's about a 2.5 minute read, just short enough for Google to consider it a **Bounce**. You want to keep your reader longer.

400-500 words is just meaty enough to keep readers engaged. 500-1000 words is good for a How To or Top Ten List. This post, over 2100, is long enough to be a book chapter.

Basically, you just have to experiment to see what appeals to your audience.

Alluring images or videos

Every picture tells a story, don't it?*

If you fail to add an image or two, your post will look like it's missing something.

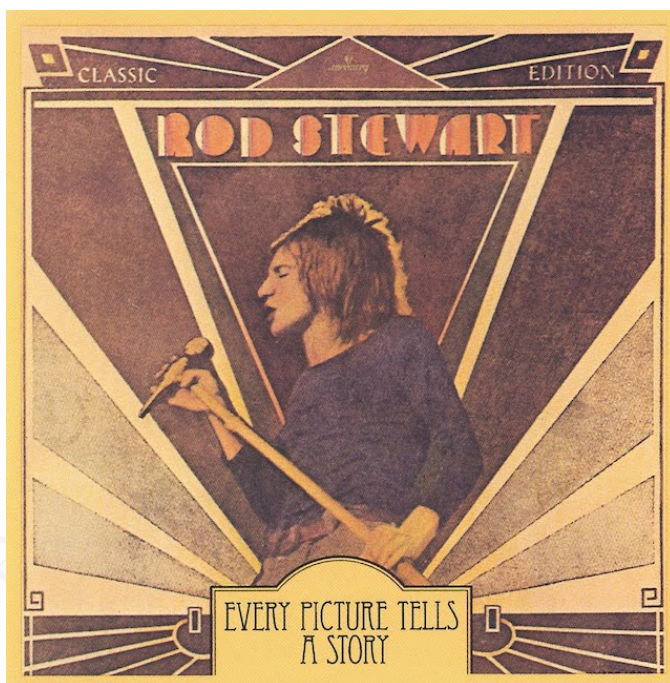
Why? **Because readers crave images**. Pictures break up the text, illustrate your point, and make the post feel more relatable.

Most WordPress themes call for a Featured Image. That image is like the post's book cover, following it wherever it goes. If nothing else, include a Featured Image.

Images that are inserted in the WordPress Editor among the text stays on the page itself. Some social media allows you to choose from those images when posting.

Images need to be well placed – flush right, flush left or centered – and sized to harmonize with the text.

If you are photographically creative, you can do a lot with a digital camera and photoshop. Get ideas by Googling images with your



*Thank you, Rod Stewart

keyword and then go out and shoot something original and manipulate it to express your vision.

For the less creative, there are [sites that offer the use of free images](#) with credit. There are also sites where you can buy stock images. Some photographers will allow you to use a credited image if you ask nicely. There are also archival images on the internet available for free.

Also, images found on a company website – such as new products – are available for free. Heck, they WANT you to use their images. The same goes for movie stills, record covers, and anything found under a site's Media tab. All free.

Make sure you size your images to a maximum of 1000 px and 72 dpi before uploading them to WordPress. Once loaded, use a plugin like [Smushit](#) for further compress them so they load faster.

Insert your keyword in your image's title and copy that into the Alt Text, Description, and if you use it, the Caption. You can work harder at optimizing the image using [WP SEO by Yoast](#).

Videos are also popular in business blog posts since they offer action and sound.

For How To's, videos are indispensable. Shooting with a smart phone camera and editing a file in iMovie or Quicktime is the basic level of production, but can look pretty amazing.

If your business is computer related, you can create screencast video and audio using Quicktime, but more sophisticated options exist – for a price.

Your edited video file must be uploaded to a service like YouTube or Vimeo, since WordPress can not handle a file large enough to play more than 8 seconds of video.

WordPress will now let you paste in the video's url in the Edit Box and it will format a preview for you. Otherwise, in the case of Youtube, just grab a pre-set embed code and paste in the Text view of the Editor.

[Related: Embedding Videos in WordPress is Easy](#)

Audio is easy to place as well. Files can be uploaded to the Media Manager where you can put together a Playlist to insert into the post. This is a cool feature if you also podcast your posts.

Useful links



Links are the backbone of the Internet and you must include them to make Google love your site.

Links create a richer reader experience and will support your argument without you quoting extensive passages. So, add some External links to your sources and Internal links to your pages.

EXTERNAL LINKS

When adding External links be sure they are of good quality and have staying power. And be sure to set them to Open in a New Window so your site does not get left behind.

INTERNAL LINKS

Setting Internal links is easy when using the Search function in the links window. Linking internally is the best way to keep readers on your site by pointing out more related information.

Some sites break up the text with emboldened call out links like this:

Related: Don't Bite the Hand that Backlinks to You: Use 301 Redirects

The Related Links function of your theme that appears after the

post will also keep the attention of readers by steering them toward stories in the same Category.

Irresistible Call-to-Action

By the end of your business blog post, you must give your readers something to do. Give them a Call to-Action.



Your conclusion must reiterate the original point of your post and offer readers a chance to agree, disagree or add a thought in your comments. That's the most common form of a Call to-Action.

Other a Calls-to-Action are: subscribe to this blog, follow on social media, call now for an estimate, buy an ebook, sign up for seminar, sign a petition, try a service for 14 days, etc.

There are plugins to present Calls-to-Action uniformly and automatically. I use [Calls to Action](#) for the page and [CTA Widget](#) for sidebars. I also use [OptinMonster](#) to get readers to subscribe

Whatever you do, give your readers something to do.

Write that business blog post

With enough practice, and by including all these elements, it won't be long before you're able to whip out a business blog post in an hour.

Before you post, read this [13 point blog checklist](#) to make sure you've covered everything.

Chapter 2

Don't Bite the Hand that Backlinks to You: Use 301 Redirects

Backlinks. They're the popularity contest of the Internet. Backlinks are the highest form of online compliment you can get. Backlinks say, *you're so special, I will place a link from my web site to yours.*

Backlinks are intensely sought after since the more you have, the more Google will favour your site with higher rankings. Backlinks cause people will go to extraordinary lengths and cost to acquire more of them, **as outlined in this story.**

So, given that backlinks are like the holy grail of the Internet, you wonder why anyone would simply throw them away, like yesterday's broken thumbdrive, but they do.

Especially in the wine business.

Backlinks like spilled wine

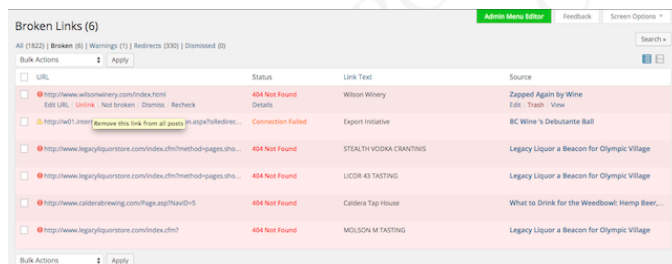
The reason I know wineries have little thought for their backlinks is because I have a blog about wine called **Tasting Room Confidential.**

I've blogged about wine since 2008. Developing that site on WordPress was what launched my career as a WordPress guru.

In seven years of wine blogging, I've placed a lot of links to wineries and their wine's pages thinking I was doing my readers and the

winery a favour by enriching each post with links to deeper information.

What a mistake! All those links are coming back to haunt me in the form of notices from a cool plugin called **Broken Link Checker** that chirps, “Broken Link Checker has detected 1 new broken link on your site.”



The screenshot shows the 'Broken Links (6)' dashboard of the Broken Link Checker plugin. It features a table with columns for 'URL', 'Status', 'Link Text', and 'Source'. The status for all listed links is '404 Not Found'. The table includes several rows of broken links, such as 'http://www.willsonwinery.com/index.html' and 'http://www.legacyliquorstore.com/index.cfm?method=pages.show...'. At the bottom of the table, there are bulk actions like 'Edit', 'Trash', and 'View'.

URL	Status	Link Text	Source
http://www.willsonwinery.com/index.html	404 Not Found	Wilson Winery	Zapped Again by Wine
http://www.legacyliquorstore.com/index.cfm?method=pages.show...	404 Not Found	Export Initiative	BC Wine's Debutante Ball
http://www.legacyliquorstore.com/index.cfm?method=pages.show...	404 Not Found	STEALTH VODKA CRANTING	Legacy Liquor a Beacon for Olympic Village
http://www.legacyliquorstore.com/index.cfm?method=pages.show...	404 Not Found	LICOR-43 TASTING	Legacy Liquor a Beacon for Olympic Village
http://www.caldersdrinking.com/Page.asp?NavID=5	404 Not Found	Calders Tap House	What to Drink for the Weedbowl: Hemp Beer...
http://www.legacyliquorstore.com/index.cfm?method=pages.show...	404 Not Found	MOLSON M TASTING	Legacy Liquor a Beacon for Olympic Village

Since August of last year I've received 60 of these damned alerts. One of the first told me I had 214 broken links on my wine site!

Then, I have to go into the plugin's dashboard and either edit, unlink, dismiss or recheck the link. What a hassle!

Know how many alerts I get from this site? Almost none. Probably because it's about tech and techies know better than to break their backlinks.

Mind you, those wine links were once good, but they've have suddenly gone bad through no fault of my own.

Often, the backlink breaks because the winery has released a new vintage of a wine and they replace the 2010 tech notes with the 2011 tech sheet.

Or, the winery has revamped their old HTML site into a WordPress one and the superfluous old “/index.html” breaks the link.

In some cases, the winery is just gone, with no forwarding message!

As a blogger, I don't have time to hunt down new links to replace the old ones. The best I might do is edit the link down to the bare URL and hope that sticks.

If you're planning to make changes to your site – winery or otherwise – please don't bite the hands that backlinks to you. And don't serve your readers a 404 error.

404 Errors



Unless you set your Robots.txt file to tell the search spiders not to crawl your discarded pages, they remain out there in the Internet, getting clicked on by someone who backlinked to them.

Since they have no where to go, orphaned pages not only lose their link juice, they create annoying **404 Errors**.

Google remembers these 404 Error for you in your **Webmaster Tools** account. Although Google says 404 errors don't affect your ranking, sometimes I wonder.

You can see who is linking to your pages by going to Webmaster Tools>Manage Site>Search Traffic>Links to your Site.

But the thing is, that link is out there, getting spidered, and producing 404 Errors. It could be bringing you link juice instead of wilting on the vine.

Related: [How to Use Webmaster Tools and Make Google your Friend](#)

You can bring those links back to life by simply redirecting them.

301 Redirects to the rescue







To permanently redirect of the your old pages use [301 Redirect](#). 301 refers to the HTTP status code for this type of redirect. The reason you should use 301 Redirects is that it passes between 90-99% of its link juice (ranking power) to the redirected page.

You can use 301 Redirects to send your links to a new home, enjoy their juice, and avoid losing the backlinks you so desperately want to keep.

Best ways to use 301 Redirects

PLUGINS

There is a plugin for everything on WordPress and 301 Redirects are no exception.

 <p>Eggplant 301 Redirects</p> <p> Easily manage and create 301 redirects for your Wordpress website. A robust interface allows you create and validate redirects.</p> <p>By Shawn Wernig http://www.eggplantstudios.co</p> <p>★★★★★ (18) 33,308 downloads</p> <p>Last Updated: 10 months ago Untested with your version of WordPress</p> <p>Install Now More Details</p>	 <p>Simple 301 Redirects - Addon - Bulk Uploader</p> <p> Adds on the ability to bulk upload 301 redirects via CSV to the Simple 301 Redirects plugin</p> <p>By Ash Durham</p> <p>★★★★★ (5) 16,900 downloads</p> <p>Last Updated: 5 months ago Untested with your version of WordPress</p> <p>Install Now More Details</p>
 <p>404 to 301</p> <p> Automatically redirect all 404 page errors to any page using 301 redirect for SEO. No more 404 Errors in WebMaster tool.</p> <p>By Joel James</p> <p>★★★★★ (6) 11,247 downloads</p> <p>Last Updated: 2 weeks ago ✓ Compatible with your version of WordPress</p> <p>Install Now More Details</p>	 <p>Simple 301 Redirects</p> <p> Simple 301 Redirects provides an easy method of redirecting requests to another page on your site or elsewhere on the web.</p> <p>By Scott Neill</p> <p>★★★★★ (110) 270,805 downloads</p> <p>Last Updated: 2 months ago Untested with your version of WordPress</p> <p>Install Now More Details</p>
 <p>Redirect Editor</p> <p> Centrally edit and manage htaccess-style 301 redirects.</p> <p>By Justin Watt</p> <p>★★★★★ (6) 10,685 downloads</p> <p>Last Updated: 8 months ago Untested with your version of WordPress</p> <p>Install Now More Details</p>	 <p>Redirects</p> <p> Create 301 redirects from one place to another.</p> <p>By Loud Dog</p> <p>★★★★★ (9) 16,534 downloads</p> <p>Last Updated: 8 months ago Untested with your version of WordPress</p> <p>Install Now More Details</p>

But if you want to reduce the weight of another plugin on your site, there are other options.

WORDPRESS SEO BY YOAST

If your unwanted page is on your current WordPress installation

and you use the **WordPress SEO by Yoast** plugin – which you should – it's easy to redirect a page.

WordPress SEO by Yoast

General Page Analysis **Advanced** Social

Meta Robots index: Default for post type, currently: index

Meta Robots Follow: ☒ Follow ☐ Nofollow

Meta Robots Advanced: Site-wide default: NO ODP, NO YDIR
 None
 NO ODP
 NO YDIR
 No Image Index
 No Archive
 No Snippet
 Advanced meta robots settings for this page.

Include in Sitemap: Auto detect
 Should this page be in the XML Sitemap at all times, regardless of Robots Meta settings?

Sitemap Priority: Automatic prioritization
 The priority given to this page in the XML sitemap.

Canonical URL:
 The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.

301 Redirect: http://blogstestudio.com/broken-link-2015
 The URL that this page should redirect to.

Go to the WordPress page or post you want to take offline and navigate to the Advanced tab in the WordPress SEO by Yoast module.

This box offers many options for changing the status of your page, but scroll to the bottom to find 301 Redirect.

Simply enter the destination URL and save. The page remains online, but it points to another page and the link juice follows.

REDIRECT LOST PAGES

To redirect trashed or lost pages attached to your current URL there are several options.

Add Redirect:

A permanent redirect will notify the visitor's browser to update any bookmarks that are linked to the page that is being redirected. Temporary redirects will not update the visitor's bookmarks.

Type: Permanent (301)

http://(www.)? marikane.com → /wordpress2/2011/09

redirects to → http://blogstestudio.com/keyword-basics-fi ✓

www. redirection: ☐ Only redirect with www. ☒ Redirect with or without www. ☐ Do Not Redirect www.

☐ Wild Card Redirect

Add

If you only have a few lost pages to redirect, you can use the Redirect page in your Cpanel. That will update your .htaccess file.

You'll pulldown the URL and place the permalink in the field next to the `"/`. Then, add the address it should redirect to.

BULK 301 REDIRECTS

But what if you have dozen or hundreds of lost pages to redirect?

Web sites like my fifteen-year old MariKane.com site, which has been through multiple rebuilds, tend to have a lot of lost pages.

I used to use a plugin to direct them, but the Redirects plugin is no longer working for me.

Plus, that I found that redirecting back to the home page caused a nasty Redirect Loop.

Coding all of those old URLs into a cpanel's 301 Redirect form could take hours!

But here's an easier way to bulk Redirect.

Start at Webmaster tools. Go to Manage Site>Crawl Errors and click the Not Found tab. The result is a list of all the orphaned pages that search spiders keep crawling.

	A	B
1	Old URL	New URL
2	http://mari-kane.com/wordpress/2011/06/04/wbc-2011-a-tale-of-two-keynotes/	http://tastingroomconfidential.com/wbc-2011-a-tale-of-two-keynotes/
3	http://mari-kane.com/wordpress/2010/06/28/wine-blogger-conference-2010-blog-awards/	http://tastingroomconfidential.com/wine-blogger-conference-2010-blog-awards/
4	http://mari-kane.com/hwarchi/issue16/Suisse.html	http://mari-kane.com/
5	http://mari-kane.com/index.html	http://mari-kane.com/
6	http://mari-kane.com/wordpress/photos-galleries/	http://mari-kane.com/portfolio/photography/
7	http://mari-kane.com/wordpress/2010/07/08/speed-tasting-reds-at-2010-wine-blogger-conference/	http://tastingroomconfidential.com/speed-tasting-whites-at-2010-wine-blogger-conference/
8	http://mari-kane.com/blogteststudio/contact-blogtest-studio/	http://blogteststudio.com/contact-blogtest-studio/
9	http://mari-kane.com/wordpress/legacy-liquor-a-beacon-for-olympic-villages/	http://tastingroomconfidential.com/legacy-liquor-a-beacon-for-olympic-villages/
10	http://mari-kane.com/wordpress/legier.html	http://tastingroomconfidential.com/ly-er.html
11	http://mari-kane.com/wordpress/perlage-cuvee-and-pinet-gris-cream-sunshine/	http://tastingroomconfidential.com/perlage-cuvee-and-pinet-gris-cream-sunshine/
12	http://mari-kane.com/wordpress/2010/09/28/bc-vqps-20th-anniversary-of-wine/	http://tastingroomconfidential.com/bc-vqps-20th-anniversary-of-wine/
13	http://mari-kane.com/wordpress/category/wine-reviews/	http://tastingroomconfidential.com/
14	http://mari-kane.com/wordpress/images/	http://mari-kane.com/portfolio/photography/
15	http://mari-kane.com/blogteststudio/	http://blogteststudio.com/
16	http://mari-kane.com/wordpress/traische-wines-bring-argentina-to-canada/	http://tastingroomconfidential.com/traische-wines-bring-argentina-to-canada/
17	http://mari-kane.com/wordpress/2010/10/20/mad-men-meet-gallo-winery/	http://tastingroomconfidential.com/mad-men-meet-gallo-winery/
18	http://mari-kane.com/wordpress/wines-for-the-madonna-super-bowl/	http://tastingroomconfidential.com/wines-for-the-madonna-super-bowl/
19	http://mari-kane.com/wordpress/hag-confessor-monday/	http://tastingroomconfidential.com/tendy-quid-confessor-to-winefest/
20	http://mari-kane.com/wordpress/2010/09/02/amitola-vineyards-a-wine-dream-realized/	http://tastingroomconfidential.com/amitola-vineyards-a-wine-dream-realized/
21	http://mari-kane.com/hwarchi/issue13/13etalk.html	http://mari-kane.com/
22	http://mari-kane.com/wordpress/2011/08/07/speed-tasting-the-wine-blogger-conference/	http://tastingroomconfidential.com/speed-tasting-the-wine-blogger-conference/
23	http://mari-kane.com/wordpress/hwarchi/issue14/14etalk.html	http://tastingroomconfidential.com/hwarchi/issue14/14etalk.html

Click Download and export that list as a **CSV** file, and open it in Excel. In the Excel file, delete all columns other than the Old URL column. Then, create a new column after that for the Redirected URLs.

Enter your new URLs in that second column. This is perhaps the

most time-consuming part of the process, depending on where you want those redirects to go.

Then, do a Find and Change in your Old URL column. Find "http://oldurl.com/" and replace it with "redirect 301_".

Next, export the Excel file to a Word file in order to lose the columns.

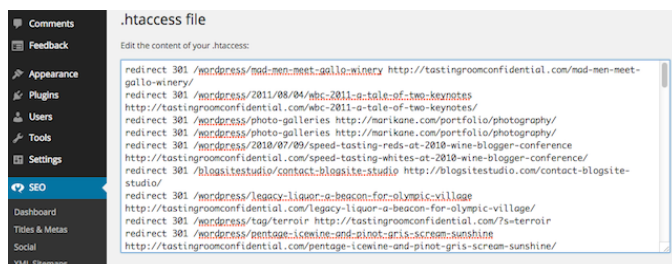
```
redirect 301 /wordpress/legacy-liquor-a-beacon-for-olympic-village http://tastingroomconfidential.com/legacy-liquor-a-beacon-for-olympic-village/
redirect 301 /wordpress/tag/terroir http://tastingroomconfidential.com/?s=terroir
redirect 301 /wordpress/pentage-icewine-and-pinot-gris-scream-sunshine http://tastingroomconfidential.com/pentage-icewine-and-pinot-gris-scream-sunshine/
redirect 301 /wordpress/2010/09/28/bc-vqas-20th-anniversary-of-wine http://tastingroomconfidential.com/bc-vqas-20th-anniversary-of-wine/
redirect 301 /wordpress/category/wine-reviews http://tastingroomconfidential.com/
redirect 301 /wordpress2/images http://marikane.com/portfolio/photography/
redirect 301 /blogsitestudio http://blogsitestudio.com/
redirect 301 /wordpress/trapiche-wines-bring-argentina-to-canada http://tastingroomconfidential.com/trapiche-wines-bring-argentina-to-canada/
redirect 301 /wordpress/2010/10/20/mad-men-meet-gallo-winery http://
```

Converting to text is difficult using Numbers on a Mac, I found. Eventually, I was able to copy and paste the columns from Numbers into a Simple Text file. Then, I opened it that text fill in Pages to Find and Change any extra spaces.

Now you have a nice list of bulk Redirects.

YOAST EDIT FILES

Once the bulk Redirects page is perfected, copy and paste it into **Yoast SEO>Edit Files**, where you should have an .htaccess edit box waiting. If you don't, Yoast will create one for you.



Copy and pasted the bulk 301s into this box and Save. Voila! All those lost pages are now going places.

Somewhere, I hear the sound of broken links connecting.

Related: [Getting the Most from Yoast: SEO Settings Tour](#)

USE .HTACCESS FILE

If you don't use the Yoast plugin (why the hell not?), you can perform the same feat in the .htaccess file on your server.

Your .htaccess file lives in the site's Public directory. It might be hidden, so you may need to find and expose it. If you have no .htaccess file, you can create one. Then, enter the list of bulk Redirects at the top of the file, before the "#Begin WordPress" line.

Redirect website en masse

To redirect an entire site from one place to another be sure to use the exact same permalink structure on the new pages.

At the top of the .htaccess file on your old site, place the following code:

```
"redirect 301 / http://www.new domain.com/"
```

This tactic is not exclusive to WordPress and can be done on any HTML site.

Read more about how to use 301 Redirects at the appropriately-named [301redirects.net](#)

Don't bite the hand that backlinks

So you see, Joe Winemaker, you don't need to break your backlinks every time you replace a new vintage's tech notes. If you use 301 Redirects wisely, you can retain your link juice and website reputation while keeping wine bloggers happy.

Chapter 3

61 of the Best WordPress Plugins for 2015

WordPress Plugins. What would our sites look like without these little apps?

Devoid of functionality is what they'd be since the WordPress core only provides so much. Without plugins our sites would be really boring and fairly useless.

Plugins, and their sidebar cousins the Widgets, are available by the hundreds through the WordPress Repository, and yet more premium plugins are sold privately.

Sometimes, badly coded plugins will conflict with others, so you have to be careful which ones you install. If your site shows issues after activating a new plugin, deactivate it to identify the problem, and delete if necessary. And if you can't make a plugin or widget work within an hour, ditch it and find another.

Here's a list of some of the best WordPress plugins I've found, segmented by function.

Almost all descriptions are those of the developer. Most of these plugins are free, but have Pro versions. Plugins denoted with \$'s cost money, ✓ means I've used it extensively, and the rest I've either just started with or have heard good things about.

Advertising/Promotion

AdRotate

Supports unlimited groups for banners allowing you to tie certain banners to different areas of the website. On top of that with GeoLocation you can tie adverts to certain areas of the world. Version 3.11 | By Arnan de Gans of AIdG Solutions

CTA Widget

A simple text widget with Title, Image URL, A text/html area, Link Text and Link URL. Version 1.1 | By Charlie Strickler ✓

Calls to Action

Create Calls to Action for your WordPress site. Monitor and improve conversion rates, run A/B split tests, customize your own CTA templates and more. Version 2.2.9 | By InboundNow ✓

Go – Responsive Pricing & Compare Tables

The New Generation Pricing Tables. If you like traditional Pricing Tables, but you would like get much more out of it, then this product is a useful tool for you. Version 2.4.5 | By Granth \$ ✓

HMS Testimonials

Display your customer testimonials on pages or posts. Use groups to organize and display specific testimonials on specific pages. Version 2.2.27 | By HitMyServer LLC ✓

OptinMonster

Lead-generation plugin for WordPress that allows you to create attention grabbing optin forms that convert. Version 2.1.4.1 | By Thomas Griffin \$ ✓

Communications

BuddyPress

Social networking in a box. Build a social network for your company, school, sports team or niche community all based on the power and flexibility of WordPress. Version 2.1.1 | By The BuddyPress Community ✓

BP Group Hierarchy

Allows BuddyPress groups to belong to other groups Version 1.4.3 | By David Dean ✓

Recently Registered

Add a sortable column to the users list on Single Site WordPress to show registration date. Version 3.3 | By Mika Epstein ✓

MailPoet Newsletters

Send newsletters, post notifications or autoresponders from WordPress easily, and beautifully. Version 2.6.14

Subscribe2

Sends a list of subscribers an email notification when new posts are published to your blog. Automate user growth through Ready-Graph integration. Version 10.18.2 | By Matthew Robinson, Tanay Lakhani ✓

Design

Column Shortcodes

Adds shortcodes to easily create columns in your posts or pages. Version 0.6.6 | By Codepress ✓

Flexible Map

Embed Google Maps in pages and posts, either by centre coordinates or street address, or by URL to a Google Earth KML file. Version 1.9.1 | By WebAware ✓

JetPack Custom CSS

Gives you the ability to add to or replace your theme's CSS, all while supplying syntax coloring, auto-indentation, and immediate feedback on the validity of the CSS you're writing. JetPack Extra Sidebar Widgets – adds extra widgets ✓

JetPack Mobile Theme

Visitors on iPhone, Android, Windows Phone, and other mobile devices will automatically see the mobile theme, with the option to view the full site. You can enable or disable the mobile theme by clicking the "Activate" or "Deactive" button above. ✓

Widget Visibility

Controls visibility- expand the widget and click the Visibility button next to the Save button, and then, choose a set of visibility options. ✓

Simple Page Sidebars

Designed for simplicity and flexibility, Simple Page Sidebars gives WordPress users, designers, and developers the ability to assign custom sidebars to individual pages—without making any template changes. Existing sidebars can also be assigned in quick edit and bulk edit modes. Version 1.1.8 | By Blazer Six ✓

Page Builder

Build responsive page layouts using the widgets you know and love using this simple drag and drop page builder. Version 2.0.5 | by SiteOrigin ✓

TablePress

Embed beautiful and feature-rich tables into your posts and pages, without having to write code. Version 1.5.1 | By TobiasBg

Thrive Content Builder

The Ultimate Click-to-Edit Front End Builder for Your Website. Great for landing pages. Version 1.60 | By Thrive Themes ✓

s2Member Framework (Member Roles, Capabilities, Membership, PayPal Members)

A powerful membership plugin for WordPress®. Protect members only content with roles/capabilities. Version 150102. | Web-Sharks ✓

Stay tuned for more of the best WordPress plugins!

Please bookmark this page for further updates on new plugins being released all the time. Better yet, please [subscribe](#) so you don't miss anything!

Chapter 4

How to Customize your WordPress Themes without Knowing Code

After you've built your WordPress site and populated it with lots of interesting content, you might decide to change the way it looks and feels. This is natural.

People are visual creatures and tend to respond to aesthetics either positively or negatively. You want your site to be an extension of yourself or your business, and present it in the best possible light.

You'll want to customize your WordPress theme.

The wonderful thing about WordPress.org – the self-hosted side of WordPress – is that it has an open-source protocol, which allows anyone to alter the code to suit their needs. All the pages are there for you to change, you just have to know which ones to alter.

WordPress on the server

If you log in to your web host and navigate to Manage Files, under Public_html you'll see three files: wp-admin, wp-content, and wp-includes. Below that, are the WordPress root files hanging loose.

The **wp-admin** folder contains files that control the Administrative, back-end workings of your WordPress site. The **wp-includes** folders contain everything needed to run WordPress via the frontend.

Files in these two folders should almost never be changed. When you upgrade WordPress to the next version, it is wp-admin and wp-includes that get replaced.

The **wp-content** files contain all of your data, including themes, plugins, posts, pages, and images. This folder is not replaced by WordPress upgrades and it is where you will perform any customizations to your site.

Open your wp-content file and you'll see folders called Plugins, Themes, Upgrade, and Upload, and possibly others. Most of your customizations will be in the Themes folder and your theme's folder inside of that.

Inside your theme's folder lives folders like, CSS, Fonts, Images, and Languages, plus all the individual php files related to your site.

These files can also be found in **Appearance>Editor** and changed there. However, the trend is to **disable this feature to prevent hackers from having easy access to your code.**

If you are interested in changing the appearance of your site, the file you need is **Styles.css**.

Cascading style sheets (CSS)

The meaning of style sheets is an easy guess: it's a sheet full of style rules.

But if "cascading" sounds like a waterfall you would be right. The styles are a collection of rules falling from top to bottom and what's at the bottom will override any conflicting rules at the top.

```
* Functions
*
@font-face {
  font-family: 'FontAwesome';
  src: url('includes/fonts/fontawesome-webfont.woff?v=3.2.1');
  src: url('includes/fonts/fontawesome-webfont.woff?v=3.2.1') format('embedded-opentype'), url('includes/fonts/fontawesome-webfont.woff?v=3.2.1') format('woff'), url('includes/fonts/fontawesome-webfont.woff?v=3.2.1') format('truetype'), url('includes/fonts/fontawesome-webfont.woff?v=3.2.1') format('svg');
  font-weight: normal;
  font-style: normal;
}
[class*="icon-"] {
  font-family: FontAwesome;
  font-weight: normal;
  font-style: normal;
  text-decoration: inherit;
  -webkit-font-smoothing: antialiased;
  *margin-right: .3em;
```

A typical cascading style sheet

Unless you want to customize your WordPress site line by line, page by page, the only method that makes sense is to use the external “Style.css” file to centralize your changes.

To make your changes, you don’t want to search through the style sheet to find the proper rule to, say, increase a font size and change it there. Don’t do that!

Remember the cascading part of style sheets, and how the last rule will overwrite a conflicting previous rule?

The better method is to put the new rule at the bottom of the style sheet where it is more visible and easy to locate, leaving the core style sheet intact.

But here’s an even better idea: use a separate Edit CSS page to contain all your new style changes that will overwrite the old ones.

Edit your CSS

CSS Editors are relatively new features that began to appear in themes as an alternative to creating a child theme.

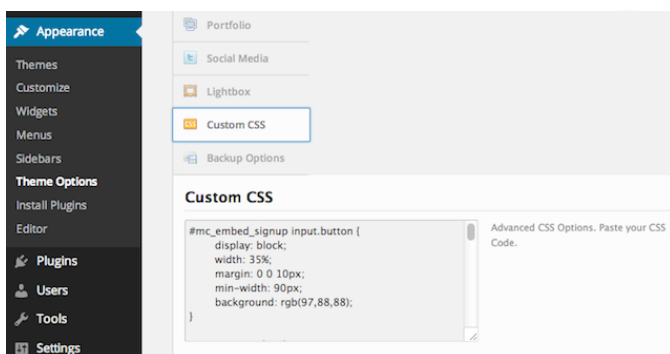
The idea is to have a separate page of styles that is protected from being overwritten when you update that same theme. Updating a theme, while it leaves your content intact, will wipe out the modifications you make to your style sheet in the Appearances>Editor page, which is the same style.css file living on your server.

To see if your theme contains a CSS Editor, look in your Theme Options for something like this:

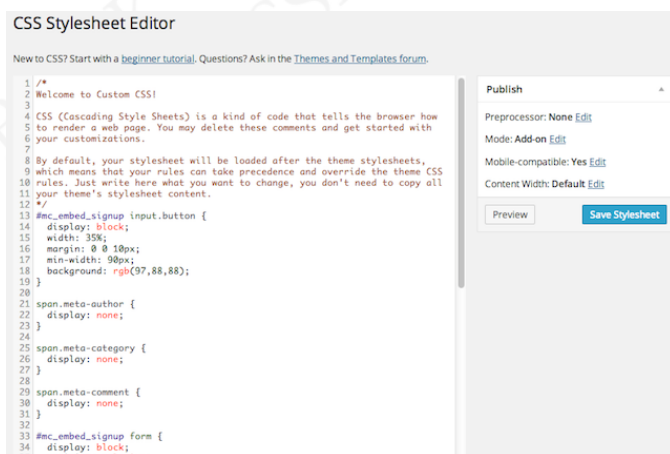
If your theme does not have its own CSS Editor, upload the WordPress Jetpack plugin called Edit CSS which, once activated, will appear in the Appearances drawer.

The Custom CSS page features links to a [beginners tutorial](#) and a [themes and templates forum](#) to help you out.

The page also has options for Preprocessor, Mode, Mobile-Compatible and Content Width. Definitely say yes to Mobile.



Custom CSS editor found in premium theme's Theme Options



Jetpack's CSS Editor

Since Custom CSS is enabled by Jetpack and [WordPress.com](https://wordpress.com), you must stay connected to make your new styles work. If things go all pear shaped, you'll know the plugin has cut loose from your site.

The other option is to create a Child Theme.

Why use a Child Theme

A child theme is a separate folder that lives in your server's Themes folder and inherits all the rules and attributes of the parent theme. The child theme stores all the code that overrides the parent.

So, when a server goes to serve up your web site, it first looks in the child theme folder for instructions before following the parent theme's rules.

Some premium themes come with their own child theme, ready to install and use. If not, setting up a child theme is not difficult. Simply create a new directory (folder) with the theme's child name and place it in the Themes folder.

In a text file named "styles.css," add the following information, personalized for your site:

```
/* Theme Name: Twenty Fifteen Child Theme
URI: http://yoursite.com/twenty-fifteen-child/
Description: Twenty Fifteen Child Theme
Author: Your Name Author
URI: http://yoursite.com Template: twentyfifteen
Version: 1.0.0 License: GNU General Public
License v2 or later
License URI: http://www.gnu.org/licenses/
gpl-2.0.html Tags: light, dark, two-columns, right-
sidebar, responsive-layout, accessibility-ready Text
Domain: twenty-fifteen-child */
```

Then, go to **Appearance > Themes** and activate your child theme. You can then use either an FTP client to change the stylesheet or use the Editor on your server. Or, the Editor in Appearance will work.

But the real value of a child theme is to contain other files you decide to customize.

For instance, if you want to change the PHP code for the site's header, you can include the file, "header.php" in your child theme's directory, and that file will be used instead of the parent theme's header.php.

The whole time, all the core files remain intact.

It's one thing if you are going to customize numerous disparate files, but I think creating a child theme just to customize your WordPress style.css file is a waste of time.

Better to still with a CSS Editor.

Chrome Developer Tools

What's an easy way to make stylesheet customizations in your WordPress theme without resorting to code?

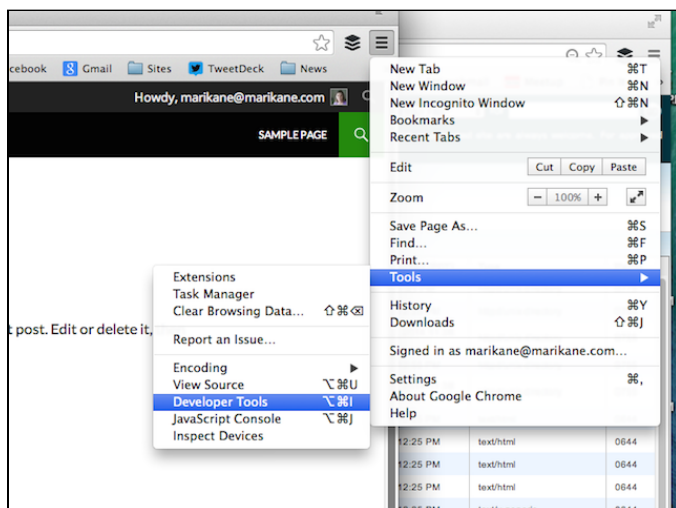
Use Chrome Developer Tools or Firebug for Firefox. They give you a view of the front and back ends of your site.

These Developer Tools display your code and allows you to play with the styles until you get what you want without changing anything on the site.

Copying and pasting the code that works into your CSS Editor will customize your WordPress theme's stylesheet.

Developer Tools and Firebug both require the uploading of a plugin into your browser.

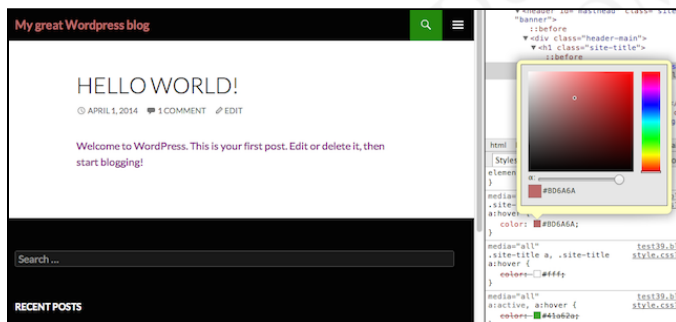
Once done, click the menu icon on the top right of the window. Hover down to Tools>Developer Tools and the page splits into two portions: frontend and backend.



Click on Elements and the magnifier icon. Then, hover over the ele-

ments you want to inspect and info pops up. This is great for ascertaining the actual size of an image.

Click on the element and see the line of code as well as the style rules that appear on the right. It's these rules you can play with.



Find the code on the right to affect changes on the left.

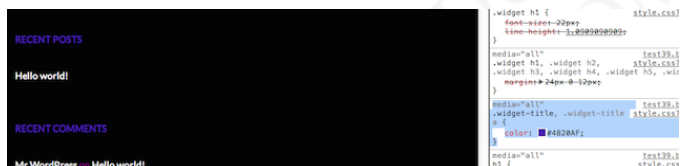
If you play right, the changes will appear before your eyes. Refreshing the page loses those changes.

Here is a page to show you how to use **Chrome Developer Tools**.

Under Styles, click on the bottom line of the code, before the “}” and a box will pop up. Fill it in with – in this case–“colour”. Hit your tab button, and a box will pop to the right, with a list of colour choices. Choose a colour, tab again and the change should become visible.

You can click on that colour box and a colour wheel pops up. Or, enter the colour number.

So what you’re doing is entering an attribute as well as a value. Look, you’re coding! Well, almost.



Changes to the code at right are affecting the text on the page to the left.

Copy and paste that whole snippet – from the period to the bracket – and paste it into the CSS Editor, and hit Update.

Now pat yourself on the back. You have just customized your WordPress site.

Code sources

If you don't know how to write code, there are many places to obtain code snippets to copy and paste into your CSS file, as well as in other files, like header.php, footer.php, and page.php for your WordPress theme.

THEME DEVELOPER

If you bought a premium WordPress theme, the theme's developer will offer support on a forum. You can read the forum to find a situation similar to your own, or post a question on a new topic. If that developer is good, they will reply to your question by offering snippets of code unique to the theme and tell you where to place them.

Finding a developer who offers good, timely support is, I think, the most valuable criteria for choosing a theme.

THE INTERNET

Code snippets can be found all around the internet. Google your need or try one of these sources.

WordPress.com Forums. Here's where you can ask questions and get code from people who are really into customizing a WordPress theme.

Stack Overflow also has a forum to search for and request code snippets.

Snippler is a virtual search engine for code.

CSS Tricks offers code solutions for all kinds of situations in a variety of languages.

Fiverr.com offers a whole segment of WordPress developers who

will give you specific code or will performs tasks on your site – all for \$5.

As always, be very cautious when editing the code of your WordPress theme. Keep track of what you do and test the site after each customization. And beware of bad code. To weed out the bad stuff, try using [Google Pagespeed Insights](#).

Customize your WordPress site

Now that you have the tools to make customizations for your site you might want to learn more about Cascading Style Sheets. [W3Schools](#) is perhaps the best place to learn about and play with CSS. Or take a course at [Lynda.com](#). It doesn't take much to get started.

Chapter 5

7 WordPress Security Tips to Lock Down your Site

You've heard about WordPress security issues and wonder, why would anyone want to hack into my site? My site has no e-commerce, aren't hackers more interested in stealing credit card information?

Yes, they are, but that's not all.

What hackers most often do is install malware to turn your site into a zombie to do their bidding. Like, infecting other sites to do the same. Or, to send spam emails.

Accidentally becoming a spam zombie has the added insult of getting your site blacklisted by Google, so there goes your page rank.

Unfortunately, the popularity of WordPress has made it a target for hackers. They know 60 million sites are running on WordPress and they've figured out ways to break in.

Perhaps you've heard the phrase, "Brute Force Attacks." That's when a hacker tries to break in with the brute force of knowing your login and using a tool to guess your password.

Here are some tips to improve your WordPress security and stop hackers.

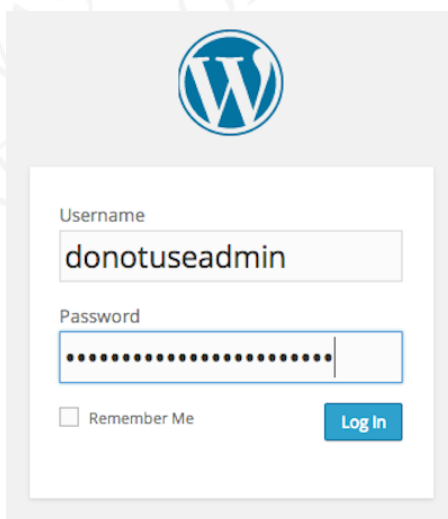
Create Obtuse Usernames

Years ago, all new WordPress site Administrators were assigned “Admin” as a username and people just kept it. Hackers knew that and they developed this method of entering “Admin” in your login page and then guessing at the password to break in.

That is no longer the case. Now, when you install WordPress in a hosting account, you have the option of choosing a username. Choose wisely.

Don't use:

- Your name
- Your site's name
- Site



The image shows a WordPress login form. At the top is the WordPress logo. Below it is a white box containing the login fields. The 'Username' field has the text 'donotuseadmin' entered. The 'Password' field is masked with dots. Below the password field is a checkbox labeled 'Remember Me' and a blue 'Log In' button.

- keywords
- Any words associated with your website

Once WordPress is installed, you cannot just change your username in your User Profile. If you want to change your username here's what you must do:

1. Create a New User with an Administrator role with a unique username
2. Logout from the old account and login as the new user
3. Go to the User list and delete the old administrator account
4. When WordPress asks you what username to assign the old posts to and choose your new username

In Users>Your Profile, enter your full name and choose a version to “Display Name Publicly As.”

Otherwise, WordPress will by default display your username in your blog and that gives hackers half of what they need to break in.

Use Mantra Passwords

For increased WordPress security, picking an uncrackable password is essential. Fortunately, passwords can be changed in User Profile every day of the week if you want.

Again, the password should have no relation to you or your site’s content. The more obtuse, the better.

Some people like to create logins and passwords that are unmemorable and nonsensical and using an app to create or keep track of them. Good luck with that.

I like to use mantras for logins and passwords. Having a full sentence of positive, intentional and inspirational words to type in before beginning an online task, you will not only focus your attention and intent, you’ll also have a bit of fun.

Personally, I look to pedestrian subjects as inspiration for login mantras, like the weather.

What’s even more fun is creating a password to answer the username, such as:

Login: theskyissodamnbluetoday

Password: Imightjustgoforawalkon10thave!

Who is going to figure that out if their password bot is spinning through combinations like “7c667f37e7ffc542fe585921ad99ccfb”?

Mantras: confusing to hackers, but memorable to users.

Use Security Plugins

I’ve been using the **Login Security Solution** plugin ever since my sites were first attacked.

Whenever an attack is waged, I get an email telling me how many attempts were made (20-40), the Network IP address used, and the username and passwords tried.

The 450 emails I got alerting me to brute force attacks to my wine site since April of 2013 revealed their top username choice is "Admin."

They also tried "tastingroomconfidential, wineriesnovember, support, contact, valley dry, viognier, vineyards, grub (?), oomconfiden, confidentil, room confid, quickly, targeting, communicating, life, piano, and alerttoday," among others.

Each email reminds me that, "The Login Security Solution plugin (0.47.0) for WordPress is repelling the attack by making their login failures take a very long time. This attacker will also be denied access in the event they stumble upon valid credentials."

Inside WordPress, the plugin nags me to change and harden my passwords, and it will log me out after a predetermined time, according to my settings. It will also limit the number of times someone may attempt to log in.

So, I feel pretty secure knowing that Login Security Solution has my back.

There are more plugins you can use to increase your WordPress security, among them:

[Better WP Security](#)

[Bulletproof Security](#)

[All in One WP Security and Firewall](#)

[Sucuri Scanner](#)

[Wordfence](#)

[Website Defender,](#)

[WordPress Security](#)

[Exploit Scanner](#)

Plugins can also be the source of malware, so choose your plugins carefully and keep your ears open for news of security holes. I have in the past used plugins that were later found to be insecure. When found, delete and uninstall.

Update WordPress and Plugins

Because hackers will always hack and software is always being secured, plugins and WordPress versions need constant updating.

The WordPress core needs **updating** about twice per year at every major version, and sometime for .1 versions.

Here's how you update:

1. Backup your data on multiple drives
2. Deactivate all plugins
3. Go to Dashboard>Updates and press Update WordPress. (You can also upload WordPress manually.)
4. Update plugins displayed on that page, and activate
5. Check your pages to make sure all functions are working correctly

Visit your Installed Plugins page often. Update cautiously as plugin updates can pose unforeseen problems with your theme, or with other plugins.

Plugins can be updated automatically through the WordPress Dashboard, but it's more secure to FTP them to the server. One is quick and easy, the other long and tedious.

Be Wary of Free Themes

Your theme can also contain security holes. Be sure to buy premium themes from reputable developers and only use the free themes available through the WordPress repository.

Backup, Backup, and Backup

Constantly backing up your site will not fend off attacks or malware. But if your site gets infected, having a stock of backups may be your site's saving grace.

Use a Secure Host

Secure web hosting companies offer the Secure Socket Layer pro-

ocol (or SSL) for encrypting data transmitted between your site and the user's web browser. SSL protects you and your site's visitors from hackers.

Two secure hosting companies are [Bluehost](#) and [HostGator](#), affiliated through this site.

Enjoy WordPress Security

By acting on these 7 tips, you will significantly reduce the chance of being hacked. If your site gets hacked, the first thing to do is contact your host and get help from them. They have resources to kill bugs and quarantine your site.

If you have any other tips for securing WordPress sites, please comment below.

Good luck and stay safe.

Chapter 6

Getting the Most from Yoast: SEO Settings Tour

The [Yoast WordPress SEO plugin](#) has to be the single most valuable plugin you can possibly install. Not only has developer Joost De Valk created a search engine optimization monster, he's extended it over time to do everything but wash your dishes. It's free and has been downloaded only about 11 million times.

But there are two sides to the [Yoast WordPress SEO plugin](#): the creative Edit Tool and the businesslike Settings.

The Yoast SEO on-page Edit Tool is something I've discussed in previous plugin-related posts like [Using WordPress SEO by Yoast](#).

Yet, while the Edit Tool is the sexy, powerful face of Yoast that tends to get all the attention, the Settings pages are quietly important too, as they allow you to set site-wide options and let some things go on autopilot.

Yoast SEO Settings features are a collection of plugins, and they do things you'd install a plugin for.

Like all plugins, Yoast SEO offers default setting recommended by the developer. Yoast's advice is always advised, but he also annotates the settings sufficiently enough to make you think.

I recently had the honor of presenting Getting the Most from Yoast at the [Vancouver WordPress Meetup on July 3rd at Codecore](#). In it, I covered both sides of Yoast WordPress SEO.

Here is my tour of the Yoast SEO Settings.

Dashboard General Settings

The photos below are screen shots of the naked install, to show Yoast's default settings.

Yoast WordPress SEO: General Settings

General

Introduction Tour: [Start Tour](#)
Take this tour to quickly learn about the use of this plugin.

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

Tracking

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

Security

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

Webmaster Tools

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

Alexa Verification ID:

Bing Webmaster Tools:

Google Webmaster Tools:

Pinterest:

Yandex Webmaster Tools:

[Save Changes](#)

This is where you can add the verification codes for Alexa, Bing, Google, and now Pinterest and Yandex. If you've already verify your site at those place – which is would normal since you have to get these codes there – then forget these.

TITLES AND METAS

In this module, the Home, Post Types, Taxonomies and Other are for optimizing site wide settings. The Edit Tool will override the Titles and Metas, so if you don't optimize the page settings, make sure these settings are tightly optimized.

GENERAL

Yoast WordPress SEO: Titles & Metas

General Home Post Types Taxonomies Other

Title settings

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

Sitewide meta settings

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

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

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

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

Clean up the <head>

☐ Hide RSD Links
☐ Hide Wlw Manifest Links
☐ Hide Shortlink for posts
☐ Hide RSS Links

On this page, you have General settings regarding Titles rewrite, Sitewide Meta Settings and options to Clean up the <head>.

Check Noindex subpages of archives to prevent “/page/2/” of archives from appearing in the search results.

Check Use Meta Keywords tag box if you want to include different long-tail keyword phrases on your pages.

Check the boxes in Clean Up Head to remove bloated code in recent versions of WordPress <head> sections.

HOME

Yoast WordPress SEO: Titles & Metas

General Home Post Types Taxonomies Other

Homepage

Title template: %sitename%% %page%% %sep%% %sitedesc%%

Meta description template:

[Save Changes](#)

Home Post Types only works when the Front Page is set for Posts. For a static page, you put your setting on the Edit Page for “Home.”

POST TYPES

Yoast WordPress SEO: Titles & Metas

General Home **Post Types** Taxonomies Other

Posts

Title template:

Meta description template:

Meta Robots: ☐ noindex, follow

Authorship: ☐ Don't show rel="author"

Date in Snippet Preview: ☐ Show date in snippet preview?

WordPress SEO Meta Box: ☐ Hide

Pages

Title template:

Meta description template:

Meta Robots: ☐ noindex, follow

Authorship: ☒ Don't show rel="author"

Date in Snippet Preview: ☐ Show date in snippet preview?

WordPress SEO Meta Box: ☐ Hide

Media

Title template:

Meta description template:

Meta Robots: ☐ noindex, follow

Authorship: ☒ Don't show rel="author"

Get more visitors!
Our SEO Website Review will tell you what to improve.
[Order now »](#)

Post Connector Plugin
Related posts that perform!
[Buy now from \\$49 »](#)

Local SEO Plugin
Local search optimization
[Buy now from \\$99 »](#)

Remove these ads?
[Upgrade to WordPress SEO Premium »](#)

Be aware that what you enter in the Edit Tool overrides the settings on the Post Types setting pages.

So if you are unable to optimize each and every page and post, these settings your backup plan. Be sure they are optimized using the variables code or hard code.

TAXONOMIES AND OTHER

Yoast WordPress SEO: Titles & Metas

General Home Post Types **Taxonomies** Other

Categories

Title template:

Meta description template:

Meta Robots: ☐ noindex, follow

WordPress SEO Meta Box: ☐ Hide

Tags

Title template:

Meta description template:

Meta Robots: ☐ noindex, follow

WordPress SEO Meta Box: ☐ Hide

Format

Title template:

Meta description template:

Meta Robots: ☒ noindex, follow

WordPress SEO Meta Box: ☐ Hide

Portfolio Filter

Title template:

Meta description template:

Get more visitors!
Our SEO Website Review will tell you what to improve.
[Order now >](#)

Post Connector Plugin
Related posts that perform!
[Buy now from \\$49 >](#)

Local SEO Plugin
Local search optimization
[Buy now from \\$49 >](#)

Remove these ads?
[Upgrade to WordPress SEO Premium >](#)

Using the same variables or hard code, optimize your Categories, Tags, Format and prevent search bot indexing wherever necessary.

Disable the author archives if your site has one author.

Disable the date based archives to redirect any date-based link to the homepage.

Social

If your theme has Theme Options where you enter your social information, you may not need to complete the following.

FACEBOOK

Yoast WordPress SEO: Social

Facebook Twitter Google+

☒ Add Open Graph meta data

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

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

[Add Facebook Admin](#) [Use a Facebook App as Admin](#)

Facebook Page URL:

Frontpage settings

Image URL:

Description:

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

Default settings

Image URL:

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

[Save Changes](#)

Get more visitors!
Our SEO Website Review will tell you what to improve.
[Order now »](#)

News SEO Plugin
Improve your Google News traffic
[Buy now from \\$69 »](#)

Video SEO Plugin
Catch attention and rank better!
[Buy now from \\$69 »](#)

Remove these ads?
[Upgrade to WordPress SEO Premium »](#)

Enable the Open Graph functionality, as well as assign a Facebook user or Application to be the admin of your site, to view the Facebook insights.

Open Graph adds meta tags that talk to search bots, and guide them what to do and what not to do.

Front Page Settings sets a standard image and description to be displayed when you link to your domain.

TWITTER CARDS

Yoast WordPress SEO: Social

Facebook Twitter Google+

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

☐ Add Twitter card meta data

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

Site Twitter Username:

The default card type to use:

[Save Changes](#)

Currently in beta, this feature allows you to add your Twitter Card information.

Twitter cards command more attention from followers due to their big size and allow you to extend your 140 character limit.

GOOGLE+

Yoast WordPress SEO: Social

Facebook Twitter **Google+**

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

Google Publisher Page:

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

[Save Changes](#)

Connect with Google Authorship as well as entering the address of your Google Publisher page here.

First, enter your Google+ URL in your user profile. After that, the Authorship feature will become visible on the Yoast Social page.

XML Sitemaps

Yoast WordPress SEO: XML Sitemaps

XML Sitemap

☒ Check this box to enable XML sitemap functionality.

You can find your XML Sitemap here: [XML Sitemap](#)

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

User sitemap

☒ Disable author/user sitemap

General settings

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

☐ Ping Yahoo!
☐ Ping Ask.com

Exclude post types

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

☐ Posts (post)
☒ Pages (page)
☐ Media (attachment)
☐ Portfolio (portfolio)
☐ Options (options)

Exclude taxonomies

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

☐ Categories (category)
☐ Tag (post_tag)
☐ Format (post_format)
☐ Portfolio filter (portfolio_filter)

Entries per page

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

Max entries per sitemap page:

Get more visitors!
Our SEO Website Review will tell you what to improve.
[Order now >](#)

Video SEO Plugin
Catch attention and rank better!
[Buy now from \\$69 >](#)

Local SEO Plugin
Local search optimization
[Buy now from \\$69 >](#)

Remove these ads?
[Upgrade to WordPress SEO Premium >](#)

This plugin adds an XML sitemap to your site and renders the XML Sitemaps plugin unnecessary. It automatically updates when you publish a new post, page or custom post. and Google and Bing are automatically notified but there's checkboxes for Yahoo! and Ask.com

Plus, you can exclude post types or taxonomies you don't want search engines to index,

Permalinks

Yoast WordPress SEO: Permalinks

Permalink Settings

☐ Strip the category base (usually `/category/`) from the category URL.
We suggest using [PV Top Level Categories](#). If you insist on keeping this but do know that the feature is very error prone and not that important for your SEO.

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

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

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

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

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

Canonical Settings

Force Transport:

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

This page is for advanced users so if you don't know what a slug is or what Canonical Setting do, just go with Yoast's default of removing stop words.

If you do know what you're doing, look at stripping `/category/` from its URL, enforcing trailing slashes, redirecting attachment URL's and enforcing HTTPS.

The canonical element is a utility to help fight duplicate content.

Internal Links

Yoast WordPress SEO: Internal Links

Breadcrumbs Settings

☐ Enable Breadcrumbs

Separator between breadcrumbs:

Anchor text for the Homepage:

Prefix for the breadcrumb path:

Prefix for Archive breadcrumbs:

Prefix for Search Page breadcrumbs:

Breadcrumb for 404 Page:

☐ Bold the last page in the breadcrumb

Taxonomy to show in breadcrumbs for:

Posts:

Portfolio:

Post type archive to show in breadcrumbs for:

Portfolio Filter:

How to insert breadcrumbs in your theme

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

```
<?php if ( function_exists( 'yoast_breadcrumb' ) ) {
    yoast_breadcrumb( '

Get more visitors!



Our SEO Website Review will tell you what to improve.



Order now »



Video SEO Plugin



Catch attention and rank better!



Buy now from \$69



Training Videos for WordPress SEO



Spend less time training your clients



Buy now from \$29



Remove these ads? Upgrade to WordPress SEO Premium »


```

Better known as Breadcrumbs, here is where you enable and manipulate how these trails of internal links appear.

-Breadcrumbs allow your users to easily navigate your site.

-Breadcrumbs allow search engines to determine the structure of your site more easily.

If your theme doesn't support breadcrumbs Yoast offers instructions on how to modify your theme to support them.

RSS Settings

Yoast WordPress SEO: RSS

Content of your RSS Feed

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

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

Content to put after each post:
(HTML allowed)

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

Explanation

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

%AUTHORLINK%	A link to the archive for the post author, with the authors name as anchor text.
%POSTLINK%	A link to the post, with the title as anchor text.
%BLOGLINK%	A link to your site, with your site's name as anchor text.
%BLOGDESCLINK%	A link to your site, with your site's name and description as anchor text.

Get more visitors!

Our SEO Website Review will tell you what to improve.

Order now »

Training Videos for WordPress SEO

Speed less time training your clients

Buy now from \$29 »

Local SEO Plugin

Local search optimization

Buy now from \$69 »

Remove these ads?
[Upgrade to WordPress SEO Premium »](#)

Here is an amazing function that lets you add content to the beginning and end of the posts in your RSS feed.

Yoast notes “It’s meant to add links back to your blog and your blog posts, so dumb scrapers will automatically add these links too, helping search engines identify you as the original source of the content.” Cool.

Import Export

Yoast WordPress SEO: Import & Export

Import

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

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

- ☐ Import from HeadSpace2?
- ☐ Import from All-in-One SEO?
- ☐ Import from OLD All-in-One SEO?
- ☐ Import from WooThemes SEO framework?
- ☐ Delete the old data after import? (recommended)

[Import](#)

Import settings from other plugins

- ☐ Import from Robots Meta (By Yoast)?
- ☐ Import from RSS Footer (By Yoast)?
- ☐ Import from Yoast Breadcrumbs?

[Import](#)

Export & Import SEO Settings

Export

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

☐ Include Taxonomy Metadata

[Export settings](#)

Import

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

[Choose file](#) No file chosen [import settings](#)

Get more visitors!

Our SEO Website Review will tell you what to improve.

[Order now >](#)

Local SEO Plugin

Local search optimization

[Buy now from \\$69 >](#)

Training Videos for WordPress SEO

Spend less time training your clients.

[Buy now from \\$29 >](#)

Remove these ads? [Upgrade to WordPress SEO Premium >](#)

If you've been using HeadSpace2, All-in-one SEO, and WooThemes SEO, as well as other Yoast plugins, here is the page you can import those settings.

Just switched over from another SEO plugin? Use the options here to switch your data over. If you were using some of my older plugins like Robots Meta & RSS Footer, you can import the settings here too.

Not only that, you can export all the painstakingly set settings from this WordPress installation in and import them to your next site. Very cool.

Bulk Title Editor

Yoast WordPress SEO: Bulk Title Editor Screen Options ▾

All (46) | Published (30) | Drafts (9) | Trash (7)

Show All Post Types ▾ Filter

46 items 1 of 5

WP Page Title	Post Type	Post Status	Page URL/Slug	Existing Yoast SEO Title	New Yoast SEO Title	Action
Activity	Page	Published	/activity/		<input type="text"/>	Save Save All
Afghan-Canadians Condemn the Taliban and Celebrate their Nation's Election	Post	Published	/afghan-canadians-condemn-the-taliban-and-celebrate-their-nations-election/	Afghan-Canadians Condemn the Taliban	<input type="text"/>	Save Save All
Afghanistan	Page	Published	/afghanistan-3/		<input type="text"/>	Save Save All
Afghanistan - first impressions	Post	Published	/afghanistan-first-impressions/		<input type="text"/>	Save Save All
Afghanistan Rising	Post	Published	/afghanistan-rising-get-your-tickets/		<input type="text"/>	Save Save All
Beauty of the Barrio	Post	Trash	/beauty_pagents_color_mbia/		<input type="text"/>	Save Save All
Big Water Park	Portfolio Item	Published	/portfolio-item/big-water-park/		<input type="text"/>	Save Save All

This page presents a list of every post and page on your site and you can view and edit the SEO titles of each, and save yourself the hassle of editing them one at a time!

Bulk Description Editor

Yoast WordPress SEO: Bulk Description Editor Screen Options ▾

All (46) | Published (30) | Drafts (9) | Trash (7)

Show All Post Types ▾ Filter

46 items 1 of 5

WP Page Title	Post Type	Post Status	Page URL/Slug	Existing Yoast Meta Description	New Yoast Meta Description	Action
Activity	Page	Published	/activity/		<input type="text"/>	Save Save All
Afghan-Canadians Condemn the Taliban and Celebrate their Nation's Election	Post	Published	/afghan-canadians-condemn-the-taliban-and-celebrate-their-nations-election/	Afghan-Canadians Condemn the Taliban and Celebrate their Nation's Election	<input type="text"/>	Save Save All
Afghanistan	Page	Published	/afghanistan-3/		<input type="text"/>	Save Save All
Afghanistan - first impressions	Post	Published	/afghanistan-first-impressions/		<input type="text"/>	Save Save All
Afghanistan Rising	Post	Published	/afghanistan-rising-get-your-tickets/		<input type="text"/>	Save Save All
Beauty of the Barrio	Post	Trash	/beauty_pagents_color_mbia/		<input type="text"/>	Save Save All

Just like the Bulk Title Editor, here you can edit the meta descriptions of posts and pages in one fell swoop.

Both are really useful for re-arranging keywords to suit a changing SEO landscape.

File Editor

Yoast WordPress SEO: Edit Files

Robots.txt

You don't have a robots.txt file, create one here:

[Create robots.txt file](#)

.htaccess file

Edit the content of your .htaccess:

```
# Use PHP54.4 as default
AddHandler application/x-httpd-php54 .php

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

# END WordPress
```







[Save changes to .htaccess](#)

This is another page for advanced users only. It allows you to edit the .htaccess and robots.txt files, “two of the most powerful files in your WordPress install,” according to Yoast.

Extensions

Yoast WordPress SEO: Extensions

[Extensions](#) [Licenses](#)

 <p>WordPress SEO Premium</p> <p>The premium version of WordPress SEO with more features & support.</p> <p>Get this extension</p>	 <p>Video SEO</p> <p>Optimize your videos to show them off in search results and get more clicks!</p> <p>Get this extension</p>	 <p>News SEO</p> <p>Are you in Google News? Increase your traffic from Google News by optimizing for it!</p> <p>Get this extension</p>
 <p>Local SEO</p> <p>Rank better locally and in Google Maps, without breaking a sweat!</p> <p>Get this extension</p>	 <p>WordPress SEO Training Videos</p> <p>Spend less time training your clients on how to use the WordPress SEO plugin!</p> <p>Get this extension</p>	 <p>Post Connector</p> <p>Easily create related posts that don't lag your server!</p> <p>Get this extension</p>

This page offers more plugins by Yoast for like the Video SEO, News SEO, Local SEO, SEO Training and a Post Connector. All the plugins fit to optimize!

Yoast is the Most

So, if you aren't using Yoast, I don't know what you are waiting for. It really is the best tool for your site.

Chapter 7

How to Use Google Analytics on Wordpress

Google Analytics is the motherlode of web data measurement. Its numbers will tell you everything and more about what your site is doing, so you can move forward with your marketing.

"The goal is to turn data into information, and information into insight."

-Carly Fiorina, Former CEO of HP and current Presidential candidate

The trouble is, the depth of Google Analytics' reporting is so vast and encompassing, it's easy get lost among the numbers and crawl out feeling bewildered and betwixt. But that's no reason to be daunted.

I can't tell you everything about Google Analytics in one post, but it would be professionally irresponsible to ignore this valuable tool in a series called Advanced Techniques for WordPress.

What I will show you is how to get started with Google Analytics and how to learn more.

Why Google Analytics?

Unlike any other form of publishing or advertising, online marketing has the unique ability to report in detail everything we want to know about how, what and where our digital content is consumed.

That information tells us what we're doing right and wrong so we can improve our marketing.

"Without big data analytics, companies are blind and deaf, wandering out onto the Web like deer on a freeway."

– Geoffrey Moore, Author of Crossing the Chasm & Inside the Tornado

Basically, you just have to have Google Analytics.

Open an account

To configure and access Google Analytics for your site you must be the site's administrator and have permissions to place code there.

After logging into your Google account, go to [Google Analytics Home](#). Click Access Google Analytics or Sign Up.

On the New Account page you'll enter an account name, website name and URL, industry category and reporting time zone. By default, Google will offer products and services, benchmarking, technical support, and account specialists.

Click Get Tracking ID and accept the terms.

Tracking Code

The next page presents your Tracking Code which appears like this:

```
<script>

(func-
tion(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new
Date();a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.
insertBefore(a,m)
})(window,document,'script','//www.google-
analytics.com/analytics.js','ga');

ga('create', 'UA-62413801-1', 'auto');
ga('send', 'pageview');
```

```
</script>
```

You'll also receive a Tracking ID which appears like this:

```
UA-62413801-1
```

Place Tracking code in Header.php

Google says that you must place the tracking code on each page of your site that you want tracked.

But with WordPress, since your header appears on every page, the code only needs to be pasted in the header section of your site, somewhere before `</head>` on header.php, which you'll find in Appearance>Editor.

Place UA Code in Google Analytics by Yoast

The other way to set your site up is using [Google Analytics by Yoast](#) plugin. Once activated, go to the GA Settings page and enter your UA Code. Save Changes.

Click authenticate with your Google Account and a box will pop up to choose your Google Account and then accept Yoast viewing of your data. Google will give you an authentication code to paste into a box – and Save.

User ID

You have the option of incorporating the User ID with your Tracking Code to get a more holistic view of your users.

"When you implement the User ID, you can identify related actions and devices and connect these seemingly independent data points."

– Google

Verify with Webmaster Tools

Since it's too early to see data appear under Reporting, now is a good time to verify your site at Webmaster Tools.

[Related : How to Use Webmaster Tools and Make Google your Friend](#)

Getting around Google Analytics

The Google Analytics site navigation has improved a lot over the years.

Home displays all the sites you manage and by dropping down the files you'll see in a glance the Sessions, Avg. Session Duration, Bounce Rate, and Goal Conversion Rate

Reporting contains a multitude of views of your site accessed through the left-side navigation with headings such as Dashboards, Shortcuts, Intelligence Events, Real-Time, Audience, Acquisition, Behaviour, and Conversions. More on that soon.

Customization displays customized reports you've created.

Admin is the drivers seat of Google Analytics, offering tools and views of all your settings.

Setting up

While waiting for enough time pass to accumulate enough traffic metrics to measure, you can finish setting up your Google Analytics account. This involves setting up **Goals, Filters, Site Search, Webmaster Tools**, and **Dashboards**

To do so, read the excellent post, [How to Setup Google Analytics: 5 Quick Videos That Make it Easy](#) from Orbit Media, and use it as your guide.

Reading reports

For most people, reading charts and graphs and lists of numbers is tantamount to drinking quinine, and can leave your mind in a swirl of timelines and tables, percentages and ranges.

But you have to read your GA reports. Not once in a while, but regularly. Otherwise, you'll forget your way around the dashboard and your sense of the metrics won't stick.

To help cut through the morass, Google Analytics allows you to make Shortcuts to your favorite reports in order to easily navigate to what you're following. Just click Shortcuts on the report page.

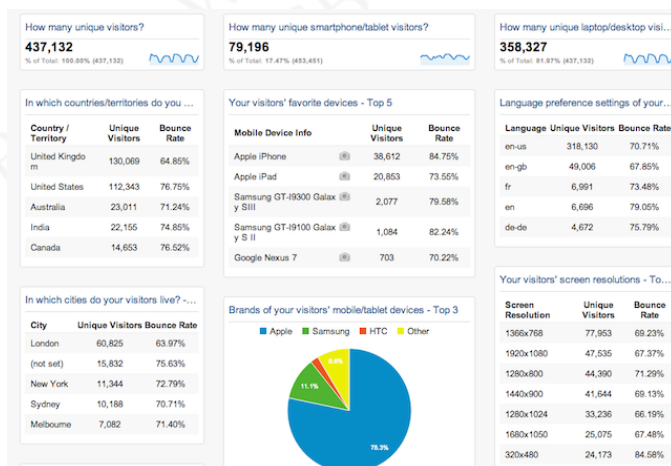
Or, click Add to Dashboard on your favorite reports, and that report will go to your dashboard for easier viewing.

If you have multiple “properties” in the account, you can switch between them from within a report. That way you can compare reports between sites.

There are dozens of possible reports to read, but I’ll tell you about my favourites.

My Favorite reports

Dashboard>Private>My Dashboard



google analytics dashboard

By default, this displays: Visits with Search, New Visits, Visits by geo, Visits by Browser, Unique Search, Bounce Rate, Revenue, Average Visit Duration and Pages per Visit, and Goal Completions. You can add widgets (mentioned above) to create a customized array of metrics.

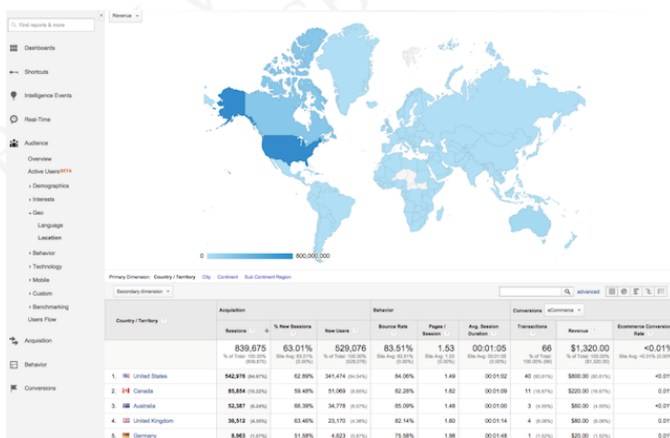
Audience>Demographics

Shows the age, gender and interests of your viewers, which comes in handy when you’re writing posts.



google analytics-demographics

Audience> Geo



google analytics geography

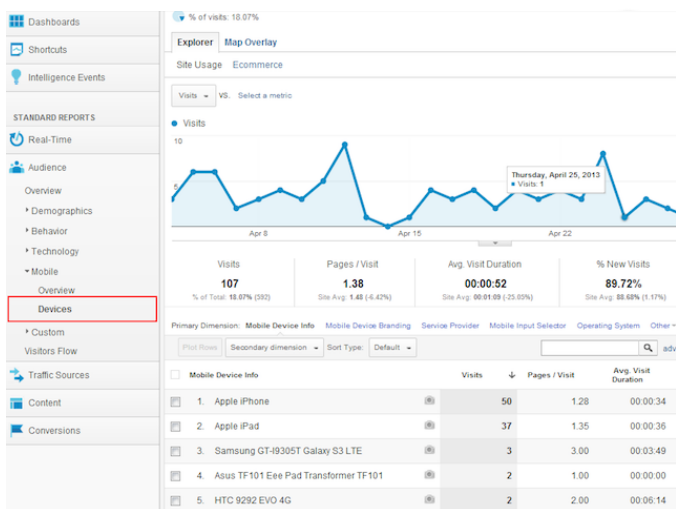
Shows the language breakdown as well as world map of your readers to expand your worldview for blogging.

Audience>Mobile>Devices

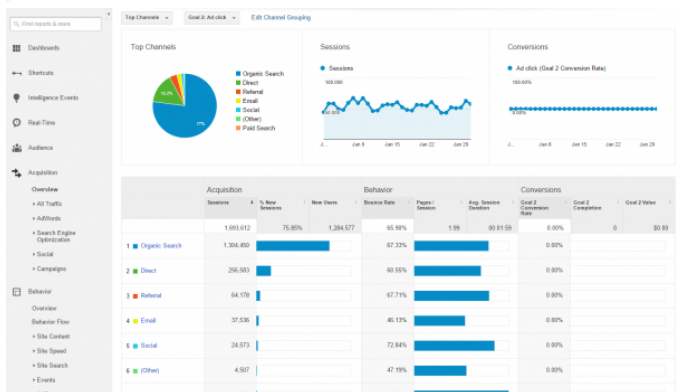
Super relevant now that Google has made mobile responsiveness a criteria for ranking. Seeing which devices are being used most can help you make design decisions.

Acquisition Overview

Shows a dashboard showing where your traffic and conversions (sales/signups) are coming from: Organic Search, Direct, Social,



google analytics devices

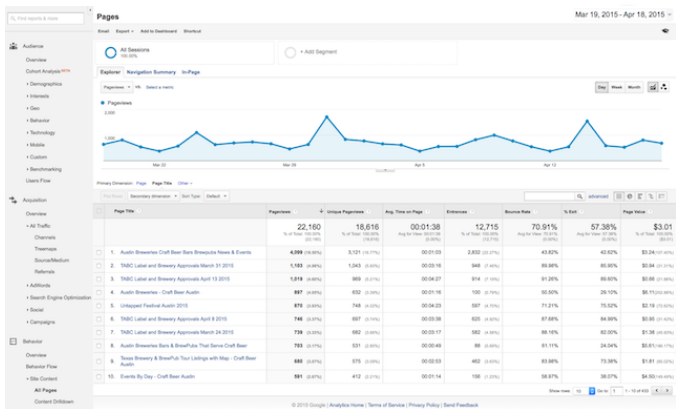


google analytics acquisition

Referral, Email and Other. Good for strategizing marketing and promotions.

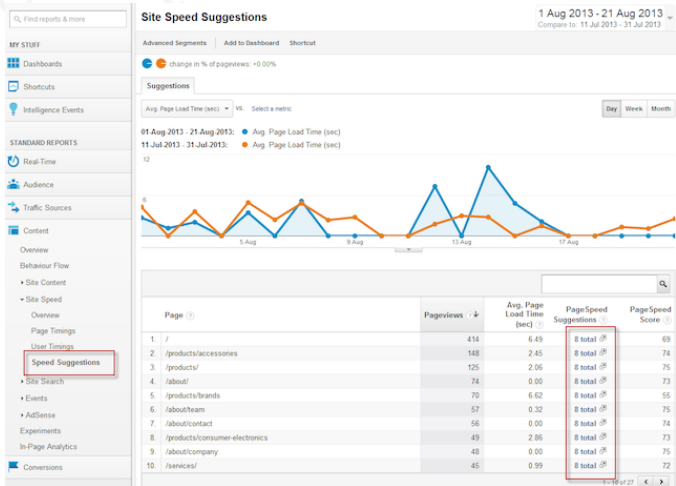
Behavior> Site Content> All Pages

You'll see the Page Views, the average time spent on that page, Entrances and % Exit as well as Page Value.



google-analytics-behavior-pages

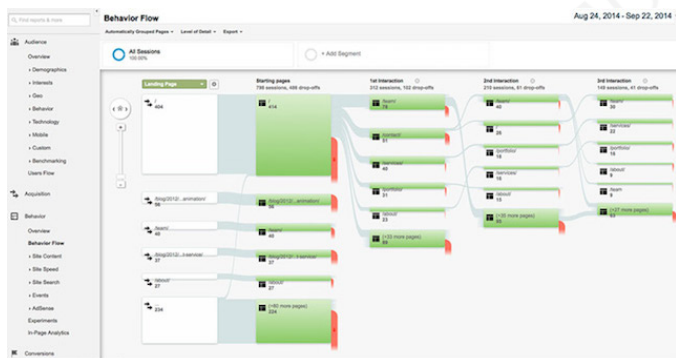
Behavior> Site Speed> Speed Suggestions



google-analytics-speed-suggestions

Here's where you can see the average load times for your top pages as well as suggestions for improving them. Clicking the number of suggestions takes you to Google Developers PagesSpeed Insights and a suggestions summary of what you should consider fixing.

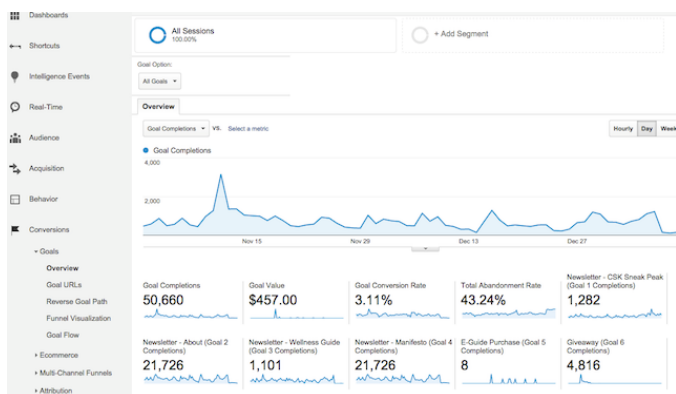
Behavior>Flow



google analytics behavior flow post

Presents a graphic of how traffic flows from the Landing Page to subsequent pages.

Conversions>Goals



google analytics goals

A view of how many sales or signups are made, by page.

Google Analytics glossary

Average Time on Page – An average of the amount of time page visitors spend on that particular page

Acquisition – How visitors arrive at your site is important for determining where to put your marketing energy

Behavior – Seeing how visitors interact with your site provides a guide to optimization

Bounce rate – For all sessions that start with the page, Bounce Rate is the percentage that were the only one of the session.

Exit % – For all pageviews to the page, Exit Rate is the percentage that were the last in the session

Pageview – An instance of an Internet user visiting a particular page on a website.

Sessions / Visits – The period of time a user is active on your site or app. By default, if a user is inactive for 30 minutes or more, any future activity is attributed to a new session. Users that leave your site and return within 30 minutes are counted as part of the original session.

Unique Page Views – Unique page views refers to the number of individual visitors to your pages as a subset of your total page views.

Users / Visitors – The unique browsers that visit your website or mobile app.

More to learn

As I said, this post is merely an introduction to Google Analytics. The tool is so deep and so vast that it takes so study and practice to master, one little post is just a blip on your dashboard.

If becoming a Google master is something that interests you, here are places to learn more:

Google – Analytics Training & Certification. Study for free on the mothership of web search.

Lynda.com – Google Analytics Tutorials & Training. A series from one of the best online training courses

And there are numerous blogs related to analytics, starting with the mothership itself:

[Google Analytics Blog](#)

[Crazy Egg](#)

[Optimize Smart](#)

[Kissmetrics](#)

[Occam's Razor](#)

[Online Behavior](#)

[Search Engine Watch](#)

Measurements Matter

Once you have Google Analytics measuring your website's traffic, the secrets of the Internet are yours.

Have fun with your Google Analytics account!

Chapter 8

How to Use Webmaster Tools and Make Google your Friend

If you currently don't use Webmaster Tools, get thee to the site now. Where Google Analytics tells you about your site's traffic, Webmaster Tools shows you how to *get more* traffic.

This Google toolbox is jammed packed with sophisticated tools that allow you to manage how Google indexes your site for search engines.

The [Webmaster Tools home page](#) says it all:

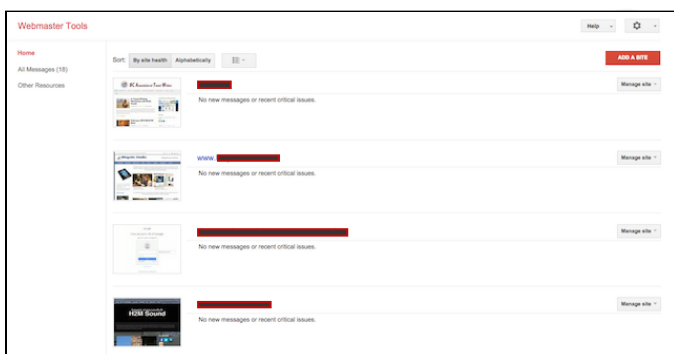
"You want to be found on the web. We want to help. Get data, tools and diagnostics for a healthy, Google-friendly site."

If you use Webmaster Tools in the daily maintenance of your site you'll be rewarded with more knowledge and more traffic. So, what are you waiting for?

Let's take a tour of Webmaster Tools.

Add a Site

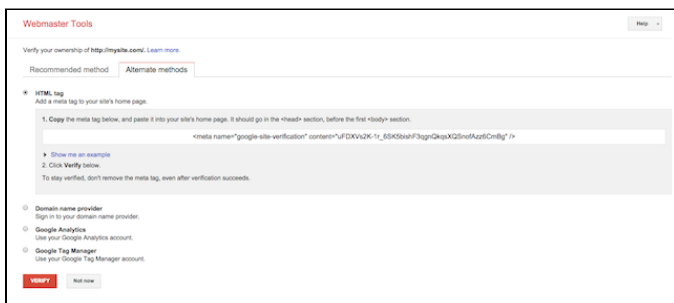
Click Sign in to Webmaster Tools and login with your Google account.



webmaster tools dashboard

You'll go to a Home page where you can click Add a Site. Enter a URL address in the pop-up and you'll go to a page where you will verify your ownership of the site.

You'll be given a Recommended Method of uploading an HTML page to your site, but I like the Alternate Method of placing an HTML meta tag to my site's header, just before `/header.` That can be done in Appearances>Editor>Header.php.



webmaster tools verify

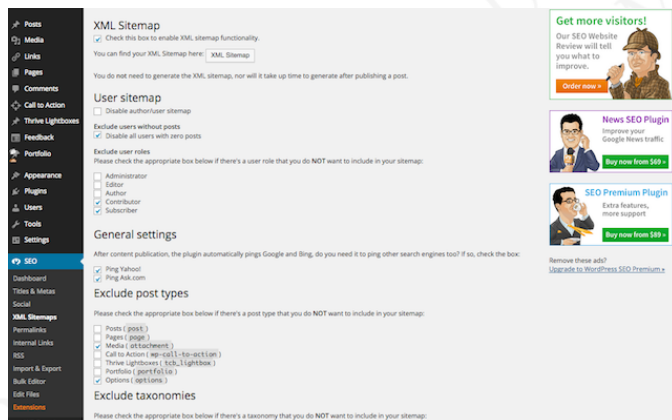
Once verified, Google believes your site is kosher.

Site Dashboard

At your site's Dashboard, the first thing you want to do is submit your site's sitemap. Click the header link to go to Crawl>Sitemaps.

What's a Sitemap?

You can manage your sitemap at **Yoast**. Go to **SEO>Sitemap** and check the box you enable the functionality. Then, check all the pages you **DON'T** want added to your sitemap, such as user roles, post types and taxonomies.



webmaster tools yoast xml

Save your changes and then click the box that says XML Sitemap.

You'll go to a page with the slug, "sitemap_index.xml". That's a list of your sitemaps.



webmaster tools sitemaps

At Webmaster Tools, Sitemaps page enter the slug into Add/Test Sitemap. Hopefully, it will return no errors.

You can also delete old sitemaps on this page.

Site Messages

Back up at Site Messages you find messages from Google telling you about any problems.

Search Appearance

STRUCTURED DATA



webmaster tools structured data

This page tells you if your site has **Structured Data** Markup.

In case you're wondering, Structured Data Markup updates your site with rich snippets so that Google can understand the data it contains and display it on your search results page.

That is a whole other project: adding markup data to your pages and posts. Fortunately, Google offers a **Structured Data Markup Helper** to help you mark up your data.

Once marked up, you can use the Structured Data Testing Tool and make sure it's working.

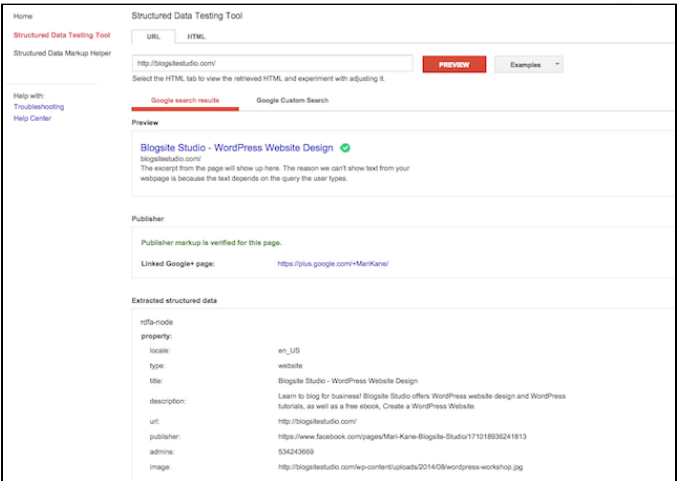
Fun times.

DATA HIGHLIGHTER

Google created Data Highlighter as an alternative way to show Google the patterns of structured data on your pages.

After you've marked up a page, use the Data Highlighter to "tag" each data field with your mouse. Then Google will apply the patterns of data highlighting across the site.

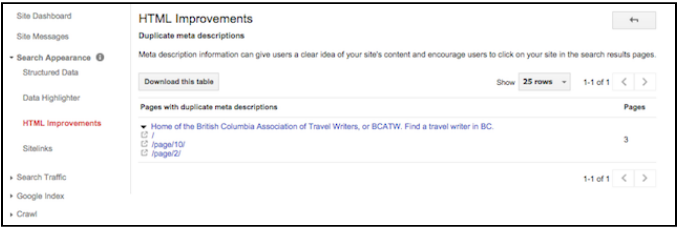
Here's a **video** to better understand how it works.



Webmaster tools structured testing tool

HTML IMPROVEMENTS

This is a cool page. It's where Google tells you what's wrong with the things like meta tags on your site.



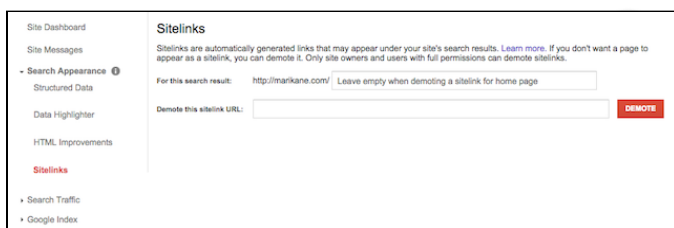
webmaster tools html improvements

Click to get a list of the specific pages that say, have duplicate meta descriptions, and then fix them on your site.

SITE LINKS

Here is where you can tell Google to demote a link from your page so that it doesn't appear on the Search Engine Results Page.

Related: The Chute to Google Hell



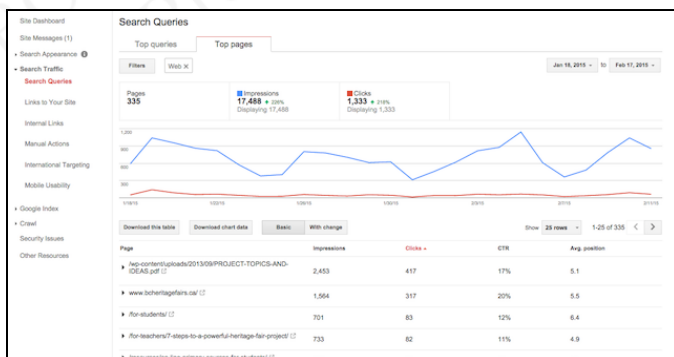
webmaster tools sitelinks

Search Traffic

This is the section where things get very interesting.

SEARCH QUERIES

Similar to Google Analytics, the Search Queries to you what pages people are asking for.



webmaster tools search queries

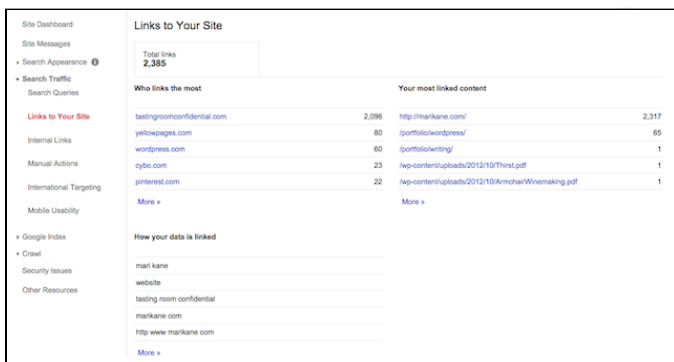
Under Top Queries you'll see the search terms used to find your site. Under Top Pages you'll see the most searched pages.

LINKS TO YOUR SITE

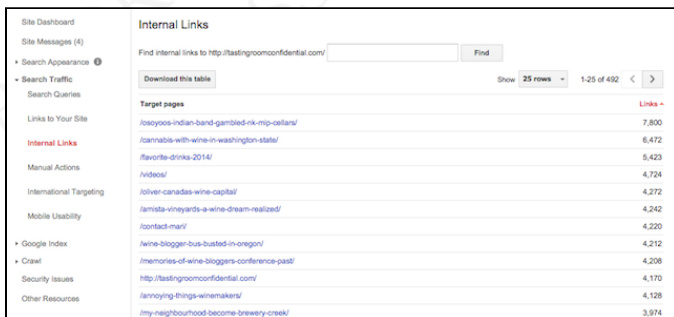
On this page you'll get a list of the sites that link to yours. Clicking each link shows which pages they link to.

INTERNAL LINKS

This is where you can check out all the links around your site.



webmaster tools links



webmaster tools internal links

MANUAL ACTIONS

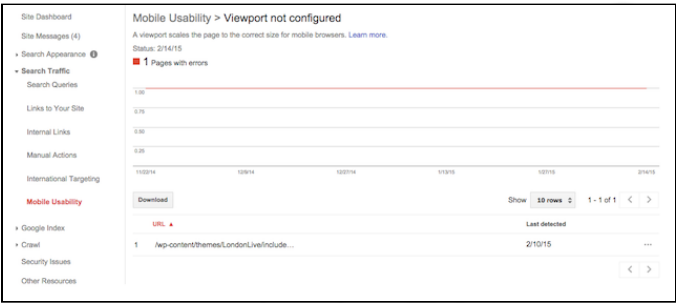
If something is amiss, Google will let you know in Messages and in Manual Actions where you'll fix the issues.

INTERNATIONAL TARGETING

This page is where you can tell Google in what language and country you are targeting users.

MOBILE USABILITY

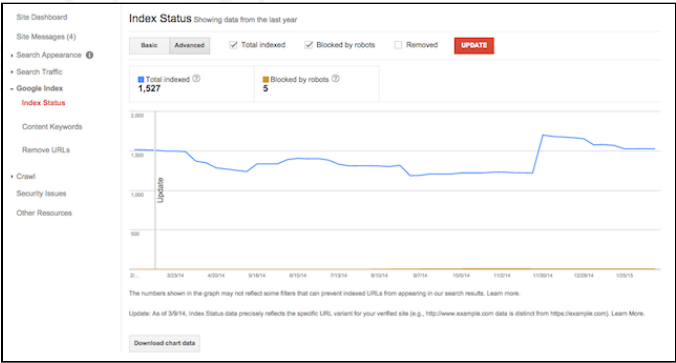
This page will show you which of your site's pages are not appearing correctly in a mobile device. Clicking on an offending link will bring up a box to guide you in the fixing of it.



webmaster tools mobile usability

Google Index

INDEX STATUS



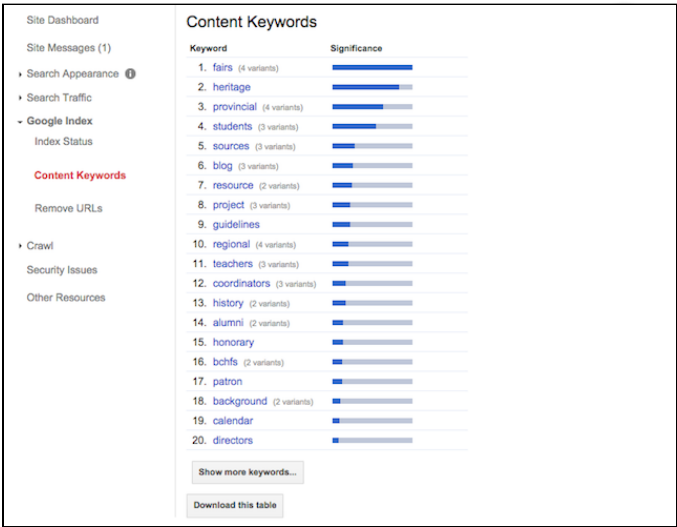
webmaster tools index status

Here you can see a chart for the number of pages indexed by Google. In the Advanced view you'll see the pages that are blocked by your Robots.txt file.

CONTENT KEYWORDS

This is where you'll get a list of the keywords used to find your site. By clicking on each you'll see the pages those keywords are found on.

Related: [Keyword Basics for Blogging](#)



webmaster tools content keywords

REMOVE URL

You can tell Google here to remove certain URLs from it's search results page.

Crawl

CRAWL ERRORS

This is a very important page. Here is where you'll find the errors that Google encounters while indexing your site. You can view Desktop, Smartphone and Featurephone errors, the most common of which are Server Error (503) and Not Found (404).

The offending URLs can be downloaded and used to place [301 Redirects](#).

CRAWL STATS

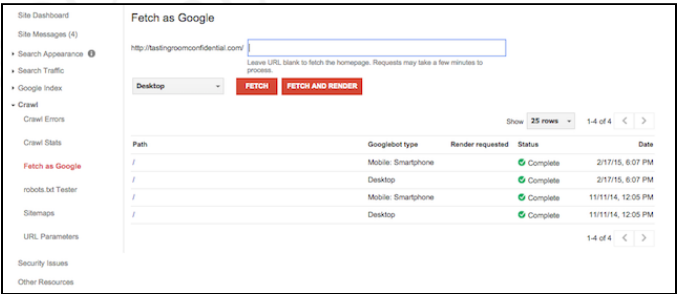
Crawl Stats tell when the Googlebot is crawling your site.

FETCH AS GOOGLE

Here you can tell Google to crawl (or Fetch) a particular page or post.

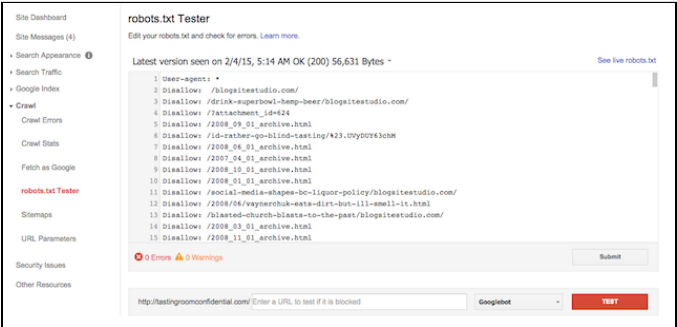


webmaster tools crawl stats



webmaster tools fetch as google

ROBOTS.TXT TESTER



webmaster tools robots tester

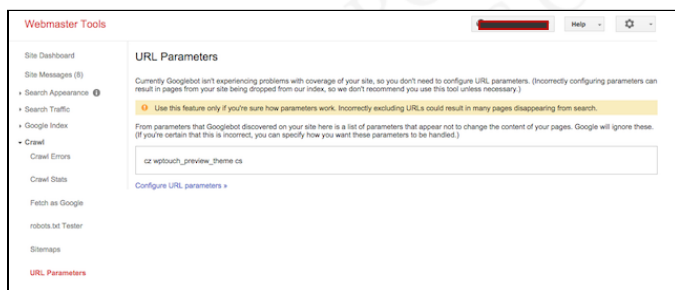
This page will show you what your robots.txt file looks like and

alert you to any errors. So if you thought you were blocking certain URLs, it will tell you otherwise.

SITEMAPS

We described that above.

URL PARAMETERS



webmaster tools url parameters

This page is most pertinent to shopping site where you need to set search parameters for duplicate content based on country or product. The preferences you set can encourage Google to crawl the preferred version of your URL or simply prevent Google from crawling duplicate content on your site.

Security Issues

This page will show you the same thing Messages will regarding hacking and malware.

Other Resources

This tab contains a lot of meaty tools to help you with your site.

STRUCTURED DATA TESTING TOOL

Covered above

STRUCTURED DATA MARKUP HELPER

Covered above

EMAIL MARKUP TESTER

Email Markup Tester

[Help](#)

Paste the HTML source of the email you wish to validate below.

HTML source of your email

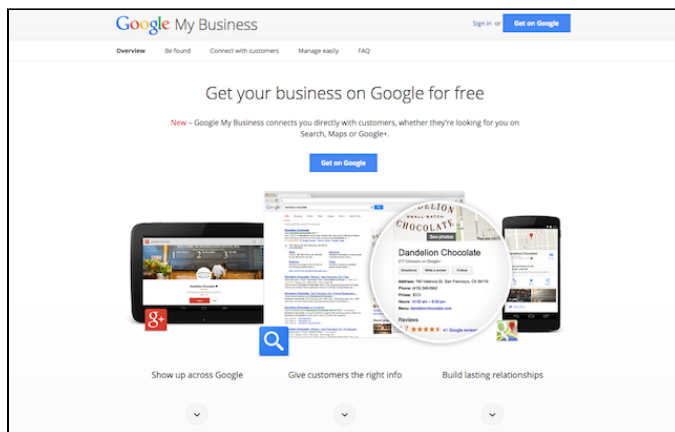
VALIDATE

Tip: To learn how to add structured data to your HTML email, try the [Structured Data Markup Helper](#).

Webmaster Tools Email Markup Tester

Similar to the Structured Data Testing Tool, use this to check the structured data contents in an HTML email.

GOOGLE PLACES



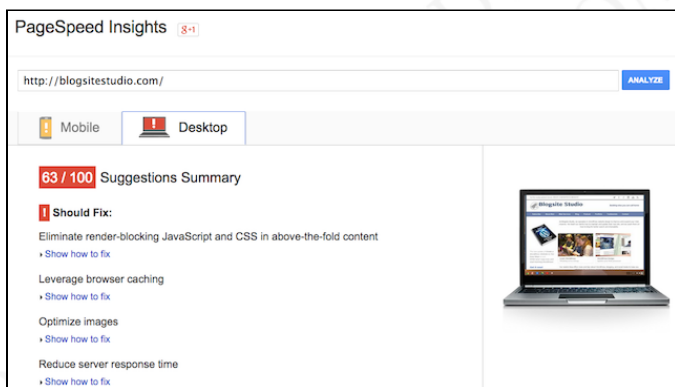
Google webmaster tools Places

Google Places is where you tell Google where to geographically find your business.

GOOGLE MERCHANT CENTER

The place to upload your product data to Google and make it available to Google Product Search and other Google services.

PAGESPEED INSIGHTS



webmaster tools pagespeed insights

Another super important page where you can find out how to make your web pages fast on all devices. Moving you to the Google Developers division, PageSpeed Insights will gauge your site's speed, find bottlenecks, and offer suggestions on how to fix them for both mobile and desktop.

CUSTOM SEARCH

This feature allows you to create a custom search engine for your site.

Just type in the name of the site and it will create the code you can place on that site. And you can customize the appearance and modify all kinds of settings.

This particular tool even comes with its own help section: Help Center, Help Forum, Support, Blog, Documentation, Terms of Service, and Feedback.

Related: [3 Steps on the Stairway to Google Heaven](#)

Custom Search

New search engine

Edit search engine

Help

Help Center
Help forum
Support
Blog
Documentation
Terms of Service

Send Feedback

Enter the site name and click "Create" to create a search engine for your site. [Learn more](#)

Sites to search

You can add any of the following:

Individual pages: [www.example.com/page.html](#)

Entire site: [www.mysite.com/*](#)

Parts of site: [www.example.com/docs/*](#) or [www.example.com/docs/](#)

Entire domain: [*.example.com](#)

If you want to search pages over entire web containing specific schema.org markups, click on "advanced" below.

New Use the [CSE creation from keywords tool](#) to get URL suggestions.

Language

English

Name of the search engine

Advanced Options

By clicking "Create", you agree with the [Terms of Service](#) .

CREATE

Webmaster Tools Custom Search

Use Webmaster Tools Now

So there you have a tour of Google's Webmaster Tools. It is imperative to familiarize yourself with these tools because even if you don't think you need them now, you will certainly need them at some point in the future.

Use Webmaster Tools to see exactly how Google sees your site and you will be a better friend to Google.

Chapter 9

8 Top Social Media Channels to Promote your Blog

Outside the email box, Social Media is considered the #1 way to promote your blog content to the world.

In the most recent big-screen endorsement of social media, Emma Stone in *Birdman* describes it as,

"An entire world out there where people fight to be relevant every single day."

And, it's true. It's commenter-eat-commenter among people fighting to be relevant by establishing authority and building relationships.

To make your posts relevant you must join the madness and promote your blog on social media.

But there are so many social media channels, if you tried to engage in them all you would drown in a sea of hashtags!

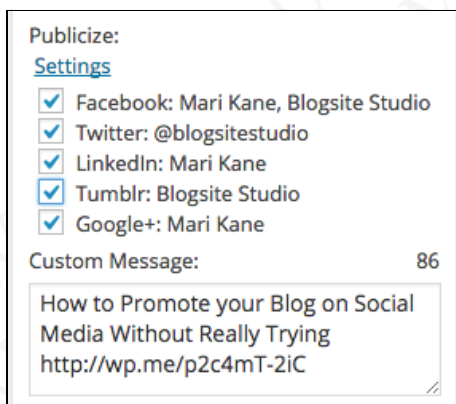
By spreading yourself too thin across the social spectrum you can easily spend too much time being social and too little time writing.

You have to decide which social media channels to focus on.

Which social media channels

WordPress makes it kind of easy to decide on the best social media to use.

If you are connected to Jetpack and upload the Publicize plugin and go to the settings page at Settings>Sharing, you'll get a quick picture of the channels they recommend.



The channels Jetpack will automatically Publicize to your post are: Facebook, Twitter, LinkedIn, Tumblr, Path, and Google+.

Jetpack offers Sharing to: Facebook, Twitter, LinkedIn, Tumblr, Google+, Pinterest, StumbleUpon, and Reddit.

(Jetpack Sharing also connects to Pocket, Press This, Email, Print, but those have limited reach.)

Related: [Promote Your Blog on Social Media the Easy Way](#)

But before you share posts, you have to build a following on each social site, and that is a commitment in itself. That's why you need to choose your social media channels wisely.

Here are my top five social media channels.

Social networking

FACEBOOK

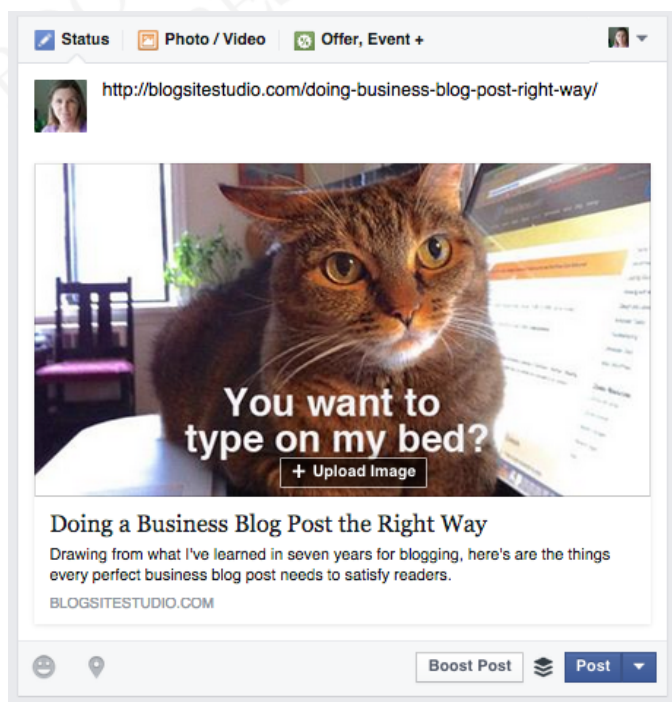
Originally launched as a frat boy cruising site, Facebook has become the grandpappy of social media. You must start with a personal Status page and a bunch of Friends, but you can also

add a Fan page which strangers can Like to get your posts, or add a Group page for a closed circle of commenters. Your News Feed is your dashboard. Facebook posts can also be Shared to groups and friends, with controls.

Even before going public in 2012, Facebook had created advertising and now allows you to Boost your posts for a price. That's because Facebook throttles its stream and your friends may not see your post unless it's widely Liked and Commented upon.

Too much hanging out on Facebook has been found to cause depression in adults, but it's definitely the first place to start crowding about what you are doing.

HOW TO PROMOTE ON FACEBOOK:



Just place a link to your post on your status/fan/group page and the post title, featured image and description will appear automati-

cally. Sometimes, arrows allow you to scroll through images from the post.

You can set the post's audience for Friends or Public, but of course you want Public. It's advisable to add a keyword-rich note above the post, and the URL can be deleted to make it pretty. You can also edit the Description.

That process can be repeated in other groups and pages. Or, use the Share button to share that post around, although its best to leave a different note for each posting.

Further promotion can be done by Tagging people in the photo and Liking the comments that people leave. If you pay to Boost Post it will be labeled Sponsored and will rise to the top of the News Feed. Or, you can always Advertise.

Best times to post on Facebook: 1-4 pm.

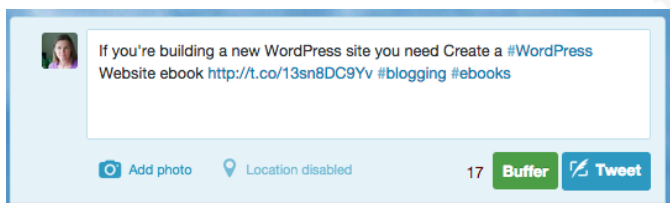
TWITTER

Twitter offers a limited 140-character Tweet that can be broadcast to the world, whether they are followers or not. Interaction is limited to "Followers," and although you're not required to reciprocate with followers, it's nice.

Twitter innovated the use of the @ "at" sign to call out the handles of users, created the #hashtag in order to sort tweets among a similar subject, and coined the phrase "trending topic" based on those hashtags. Those hashtags have been instrumental in spreading information during turbulent times such as with #arabspring and #occupywallstreet. Twitter users can share by ReTweeting, or save for later by Favouriting tweets they appreciate.

In 2010, Twitter began supporting pictures and videos within tweets. And to extend the depth of the tweet, Twitter Cards were created.

HOW TO PROMOTE ON TWITTER



Because tweets are so fleeting, Twitter is a channel where you can post tons of tweets. You can tweet about the same post over and over and chances are, few people will see it twice. However, it's a good idea to change up the wording.

Here is a standard issue format that includes the catchy title, the source, the shortened link, a couple of relevant hashtags, and a personal call out.

*Doing a Business Blog Post the Right Way – Blogsite
Studio bit.ly/1wxZTiV #blogging #wordpress
@marikane*

People who follow me will see this tweet, as well as those following #blogging #wordpress. I myself will receive notification of a Mention.

If you want your Tweet Retweeted, ask for it with, "Pls RT." To make it easy on Retweeters, reduce the length of your tweet by the number of characters in your handle, minus at least 4 for "@" and "RT."

Adding a small image takes up characters but Twitpics do increase clicks. However Twitter won't let you schedule a Twitpic tweet.

Timing is a consideration and scheduling is key. Twitter works best with a Tweetdeck or Hootsuite app to schedule umpteen tweets for the day, week or month. Most local activity occurs during office hours in your time zone, but Twitter is awake all night. You can tweet for Asia or Europe while you sleep.

Best time to Twitter is Monday-Thursday 1-3 pm.

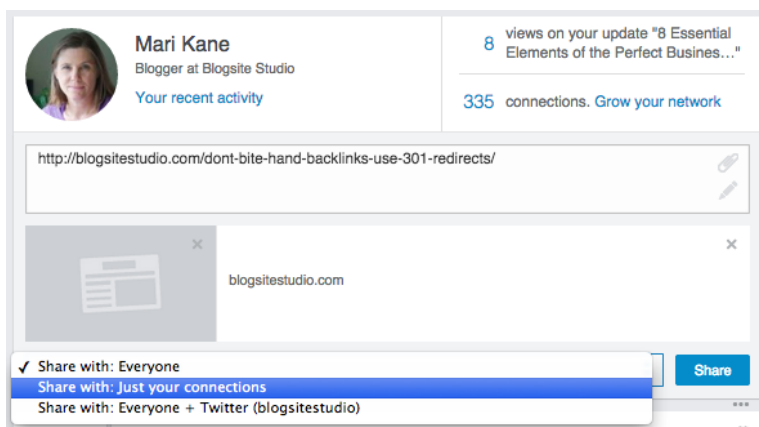
LINKEDIN

Linkedin is Facebook for professionals. It's a social network about

business, jobs, networking and career paths. As with Facebook, you post your hyperlinked content, and your connections may Like, Share or Comment on your posts. Members “Invite” a “Connection” by stating exactly how they know that person – Colleague, classmate, We’ve done business together, Friend, Other – and tests you to prove your connection. Spamming out invites will count against you in the network.

Linkedin provides users with an extensive profile page where you can create an online resume or advertisement. LinkedIn prompts you to endorse your connection’s by voting up their skills, and they will alert you when someone endorses your skills, which provides an unexpected big ego boost in the morning. There are groups to join and post on their status page without being connected to each group member. LinkedIn also offers its own blog posting service called Pulse. And, if you are in the job market, LinkedIn Jobs is the page to look.

I joined LinkedIn after getting invites from so many of my friends – that’s how prevalent it is in business.



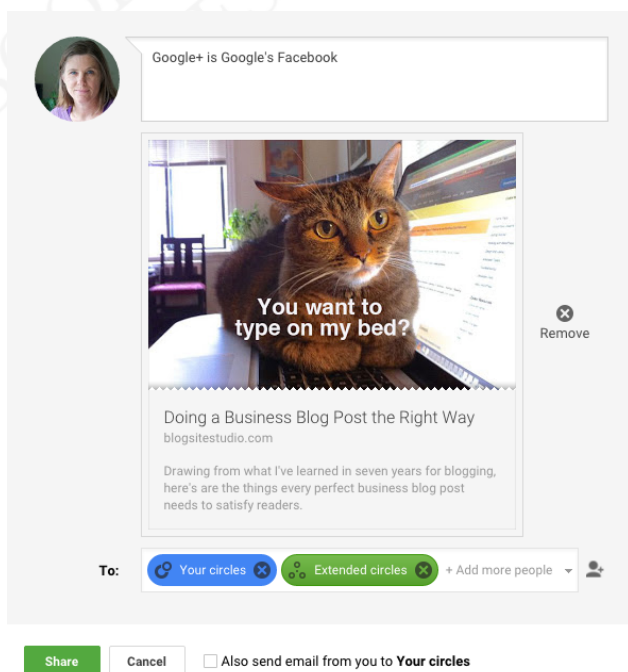
HOW TO PROMOTE YOUR POST IN LINKEDIN The posting process in LinkedIn is nearly identical to Facebook. The tone however is distinctly business like.

Best time to post is Tuesdays-Thursdays Noon to 6pm

Google+

On March 3rd we learned that Google will be rebranding Google+ and breaking it into two services: Google Photos and Google Streams (the Facebooky product). But since I already wrote the following analysis yesterday I'm running it with the hope it retains some relevancy.

Somewhat late to the social networking game, Google create Google+ to compete with Facebook. In Google+, you "Add" people by forming "Circles" of friends, family, acquaintances, or people you are following. I think Circles was what confused people and kept them away. When you post something, you can choose which circles will see it. Those people can comment and they can "Plus" it as a means of sharing it.



The significant thing about Google+ plus is that it's owned by Google, the ruler of the Internet world. And you know, all Google+ roads lead straight to the almighty search engine itself, and thou must participate or be smitten. The Google+ profile is less extensive than LinkedIn's but it's connected to YouTube, Gmail, Google

Maps, Android, Google Play, Google Music, Google Voice, Google Wallet, and Google Local, so one thing leads to another.

HOW TO PROMOTE YOUR POST ON GOOGLE+

While you can! Posting is much like Facebook and LinkedIn and it supports hashtags. But now is not the time to rush into a big Circle building effort. Stay tuned to further updates and get ready for the next thing.

Best to post between 9-10 am.

Related: [The End of Google Authorship as We Knew It](#)

Pinterest

In five years, Pinterest has gone from being a cute, digital pictures pin-up site to a mega-marketing powerhouse. Users set up a pithy profile and create niche boards to “Pin” linked images from the web using “Pin It,” an app that has now permeated the Internet. Just click to pin on any board you want. Your pins are seen on a page accessed by your followers. You invite Pinterest “Followers” the same as with Facebook – by having Pinterest search your database for other members. Your followers can follow all or any of your boards and can “RePin” your pins to their board to be seen by their followers. “Tastemakers” pages recommend pinboards similar to yours.

For both guests and Pinterest users, there are currently four main sections to browse: everything, videos, popular, and gifts. Pinners are comprised of about 70% women who have so much time on their hands to document objects of their fancy, you know they’ve got money. You can set up a Business page and create a virtual store to sell stuff to Pinners. Top board categories are: Food & drink, DIY & crafts, women’s apparel, home decor, and travel.

HOW TO PROMOTE YOUR POST ON PINTEREST

Pick a board

Board: Wines I Love

Description: [Osyoos Indian Band Gambled on Nk'Mip Cellars and Won – Big Time](http://tastingroomconfidential.com/osoyoos-indian-band-gambled-nk-mip-cellars/)
<http://tastingroomconfidential.com/osoyoos-indian-band-gambled-nk-mip-cellars/>

Close Pin it

Pin pictures from your blog posts and add a title and link. Since great pictures is what Pinterest is about, this approach only works for my wine blog. I pin pics of bottles and food porn and beautiful vineyards that I insert in my blog. What Pinterest loves is sky-scraper images and infographics.

Best time to post on Pinterest: Saturdays.

Microblogs and discovery engines

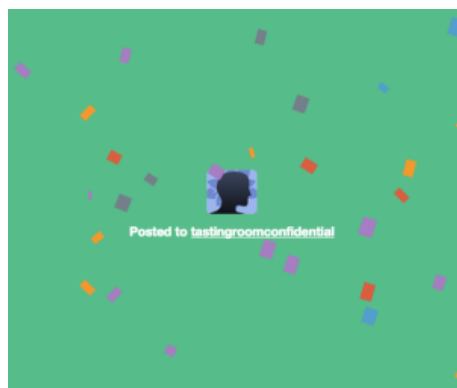
Reddit is a bulletin board site for entertainment, social networking and news.

Registered users, or Redditors, can submit content such as text posts or direct links and then vote submissions “up” or “down” to rank on the site’s pages. Content is organized by areas of interest called “Subreddits”. Redditors can organize their own Subreddits for other Redditors to subscribe to. They can earn “Link Karma” and “Comment Karma” or be giving “Reddit Gold” in what is called “Gilding.”

HOW TO PROMOTE YOUR POST ON REDDIT I’m not into Reddit, but I submit my posts when a Subreddit that allows it. Reddit is fairly pernickety about Subreddits. Sometimes I feel like an interloper there.

Best time to post on Reddit: **7 PM on a Monday night.**

TUMBLR

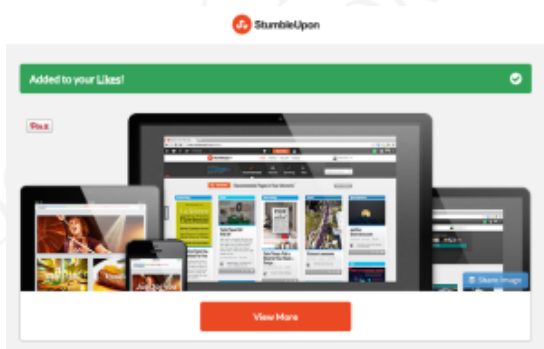


Tumblr is a microblogging platform and social networking website

now owned by Yahoo! The service allows users to post multimedia and other content to a short-form blog that can be followed other users and viewed on a Dashboard.

HOW TO PROMOTE YOUR POST ON TUMBLR If you have a WordPress blog, use your share button for Tumblr to post links on your Tumblr account. Best time to post: Friday evenings

STUMBLEUPON



StumbleUpon is a search engine-like, discovery engine that finds and recommends web content to its users, who rate Web pages, photos, and videos that are personalized to their tastes and interests. Relatively ancient in Internet terms, StumbleUpon also has StumbleVideo to aggregate videos, and StumbleThru, which stumbles through a number of the most popular web sites. Finding followers is much like Twitter, they don't have to follow you back.

HOW TO PROMOTE YOUR POST ON STUMBLEUPON Like Reddit and Tumblr, I post links to my blog on StumbleUpon and sometimes get hits. But there are **more ways to get hits from StumbleUpon**.

Automated social media tools

Once you get started on social media you'll find that you can't post enough on your blog to entertain, much less attract more followers. Not everything should be about you anyway, so you'll want to curate other people's posts into your network. The best way to do that with a social media automation tool.

TWEETDECK

Provides a dashboard for you to organize and monitor your Twitter account(s) in columns of tweets.

HOOTSUITE

Works much like Tweetdeck but it handles more social media channels than Twitter.

BUFFER

An app that will queue up any post found on the Web and schedule it for delivery to a number of social media channels

POSTPLANNER

A Facebook page management tool that helps automate the sharing of content to your Facebook page.

IFTTT (IF THIS THEN THAT)

Responds to a trigger event with an automated, corresponding action.

DLVR.IT

Allows you to specify the source of your desired content and the places you want to put it.

SOCIAL OOMPH

Allows you to add evergreen content to a Queue where you specify how often you want that content shared and in what form.

Related: [Promote Your Blog on Social Media the Easy Way](#)

Get your social on

So, pick three or four social media channels and one or two automation tools and get social! If you're going to fight for relevancy, it should be on your own terms and in places where you feel comfortable.

Chapter 10

How to Start a Blog Podcast and Give Voice to your Posts

I've been hearing about podcasts for so long, I'd thought by now the market would have dwindled, replaced by another new hot medium. But I was wrong. Podcasting didn't fade away, it got bigger. Now, podcasts are everywhere, especially in blogs.

Having hosted a jazz radio show back in California, I used to think podcasting was as much work as radio programming; mixing conversation with music for an hour. I thought, I don't have the time to produce that. I'm too busy blogging.

After stumbling across enough blogs that featured an audio version of the posts, I realized that would be a perfect format for me. People can listen to my tutorial posts as they work. That's when I decided to dive into podcasting.

Why podcast

Podcasting is the art of recording an audio file and making it available for download on the Internet.

What was known as Audioblogging started back in the 1980s, but it became known as Podcasts even before Apple released the first iPods in 2004. At that point, you could download a podcast via the new RSS Feed format onto your iPod and listen to homemade shows anytime, anywhere.



In addition to gaining more link juice, the main reason bloggers are podcasting is to expand their network of followers. And, listening to the author's voice offers a more intimate experience.

Podcasts also allow the listener to multitask while listening. You can work on your blog's dashboard while listening to me describing the steps in each task. That's why I'm doing this.

Here is how I started my podcast in less than four hours.

iPhone

Being a keep-it-simple kinda gal, I'm starting out on a low budget.

I experimented with reading my post on my MacBook Pro and recording my voice in Garageband using a cheapo microphone plugged into the microphone port.

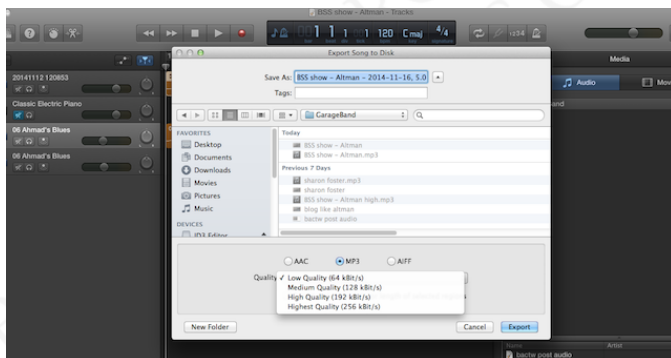
The vocal sound was decent, but there was a swooshy-wooshy sound in the background. Same with using the built-in computer microphone. And that was with the fan off.

Being an avid fan of the iPhone Voice-Memo, I tried reading into my ancient iPhone 4, which took a dunking this summer. The voice sounds a little tinnier, and a nylon sock helps to dampen breath wind, but that recording turned out clean, almost broadcast-quality. So that's what I'm going with for now.

Garageband

After I uploaded the voice memo into my iTunes library, I dragged the MP4 file to my desktop, and then opened a new file in Garageband and dragged the file into that.

I added a couple bars of music to the beginning and end during my intro and exit, and adjusted the volume levels for each.

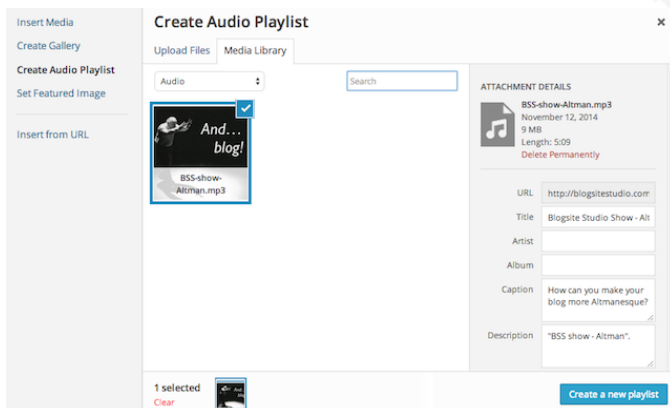


Saving the MP3 at the best quality put my 6 minute recording in a 10 MB MP3 file. Now to upload to a server.

WordPress

Since iTunes is not like YouTube and won't house my file on their server, I uploaded the file to my web server through WordPress.

WordPress allows a 50 MB media upload, but uploading even 10 MB per show gives me pause. I hope it doesn't slow down the site. Once these episodes start piling up, I'll probably find another place to house them.



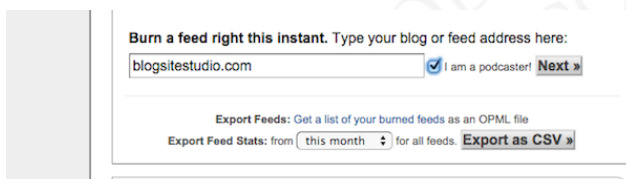
The Media Manager in WordPress version 4.0 allows us to post uploaded playlists. But to make it look prettier, I went to the Media Library, found the mP3 file, opened the editor and attached a feature image. Back in Media Manager, the image shows up in the file. Then, I hit Create a Playlist and inserted the playlist on my post page.

In the Media Manager, I also uploaded the cover image I created in Photoshop. (1400 x 1400 px is what iTunes requires and it will reject your feed if the image is too small.)

If I was happy enough to just have my readers listening, I'd stop there. But I want to attract a new following so I need to make it available where people expect to find it. To make my podcast more broadly available I need to burn my feed.

Feedburner

At [Feedburner](#), I scrolled to "Burn a feed right this instant" and entered my URL. This time I checked the "I am a podcaster" box, which gave me slight thrill. Hey, I am a podcaster!



From there, I followed the steps to burning a feed.

Step 2 is where I uploaded the link to the 1400 x 1400 px jpeg loaded on my Blogsite Studio server, and chose my categories and keywords, etc.

Then, I grabbed the feed – which looks like “<http://feeds.feedburner.com/blogsitestudio/wAfM>” – to give it to iTunes.

iTunes

On the Podcasts page at the iTunes store there is a Submit a Podcast link in the sidebar. After launching the app, I entered my feed address and then went through all the steps.



Apple emails you when your podcast is officially up. The problem I encountered was how my title did not stick, so my feed is currently called “No Title.”

Again, iTunes is not YouTube, and there’s no settings page to update. So I am waiting to get an answer to the emails I sent to Apple from their “Report a Concern” link. More on that later.

[Here’s an iTunes FAQ document for Podcast Makers.](#)

Meanwhile, please go to iTunes and subscribe to my podcast, The

Blogsite Studio Show, so you can listen to me talk about all things blogging.

Chapter 11

Publish an Ebook of Posts to Build your Subscriber List

As a blogger, publishing an ebook of posts is an easy and effective way to promote yourself as an industry authority.

Once created, you could sell the ebook on Amazon or Smashwords to make a little passive income.

Or, you can give away the ebook in exchange for the name and email of subscribers to build your list.

I gave away the first edition of *Create a WordPress Website in Ten Easy Steps* and increased my subscribers by 1000%.

Now that I'm working on my second ebook, *Advanced Techniques with WordPress*, I researched the current options for creating an ebook of posts to give away.

In this soon-to-be-ebooked post we'll discuss various ways to publish a free ebook of posts to help you grow your blog following.

Write a descriptive title

Writing a descriptive title will drive the intent of your ebook, and loading it with keywords will help the ebook get found later.

My first ebook, *Create a WordPress Website*, was an assemblage of posts written for the WordPress beginner. I spent a lot of time on

Google Keyword tool searching for just the right title to convey my intent.

Related: [1 Awesome Headline Formula to Increase Your Blog Clicks Immediately](#)

The subtitle, *In Ten Easy Steps*, was written to appeal to listicle fans who like to keep things simple. It also describes the journey the reader is setting out on.

Sort your best posts

Your descriptive title will frame your choice of posts to include.



Create a WordPress Website Step 10: Website Maintenance

by Marl Kane on August 19, 2013 in Create a WordPress Website, Maintenance

Website maintenance is like housework. You have to do it sometime. Better to clean up small messes than huge disasters.

[Continue Reading](#)



Create a WordPress Website Step 9: Monetize

by Marl Kane on August 14, 2013 in Create a WordPress Website, Monetization

Much of the income received from websites is passive. Someone clicks on your site, buys something, and you get a piece of the action. Easy.

[Continue Reading](#)



Create a WordPress Website Step 8: Search Engine Optimization

by Marl Kane on August 12, 2013 in Create a WordPress Website, SEO

Although Search Engine Optimization is a science, it's also a constantly moving target. Yet, you have to play the SEO game if you want to rank, and that means friending Google.

[Continue Reading](#)



Create a WordPress Website Step 7: Connect Social Media

by Marl Kane on August 7, 2013 in Create a WordPress Website, Social Media

By the time you've twitfaceinstalkpluspinned enough people, and they like your writing, your site will grow traffic exponentially. But you have to be dedicated to promoting through Social Media.

[Continue Reading](#)



Create a WordPress Website Step 6: Write a Blog Post

by Marl Kane on August 1, 2013 in Blogging, Create a WordPress Website

Depending on your subject, there are a number of ways to sort posts.

If topic is paramount, sorting by categories or tags is the most obvious method. I wrote a series of ten posts, one for each easy step, and used the main title, "Create a WordPress Website" in each one. By creating a category of the same name, I could easily view all my ebook chapters on the blog.

If popularity is paramount, go to Google Analytics and navigate to Behavior>Site Content>All Pages to sort your posts with the most hits.

If you want to package your most recent posts, well, that work is already done for you by WordPress.

In each case, make a new category or tag with the name of your ebook and tag each post with it so you can view them all on one page. This will also help the automatic tools create a compendium.

Write an Introduction and Prologue

Your introduction should tell readers why you wrote the book, how you accomplished it, dedications to those who supported you, and your personal thoughts about the subject matter.

The Prologue should be a Call to Action to get the reader to subscribe, follow, or buy something from you. Never let them get away without seeing a CTA!

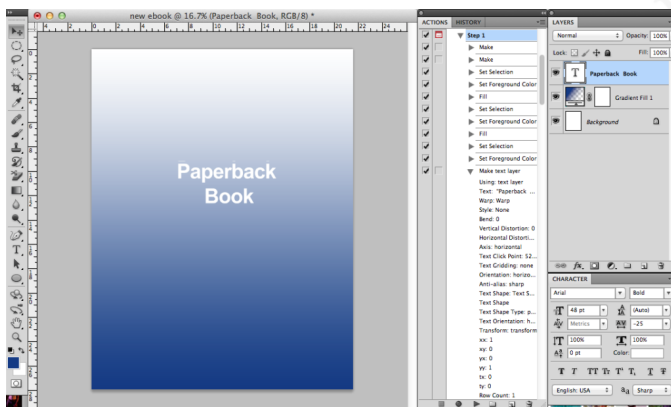
Create a striking cover

People judge books by the covers so your ebook needs to have a stunning image or graphic to grab the eye.

All the usual branding rules apply here, so once you have your text and images there are a number of tool to help put together a book cover.

PHOTOSHOP

This is where you can really utilize your artistic talents. And by installing **Cover Action Pro** in Photoshop you'll have a tool that walks you through the book's design elements.



Cover Action Pro will also create a 3-D version of your 2-D image.

3-D BOX MAKER

If you already have a 2-D image, upload it to this freemium site to turn it into 3-D image, with reflection.

MY COVER MAKER

If you don't have Photoshop installed, MyEcoverMaker is an easy to use point-and-click online tool to create ebook covers to create stunning 3D eCovers

DIY BOOK COVERS

This is a subscription service with templates that allows you to use your own art and text. Plus, it has book formatting tools and a bar-code generator.

FIVERR

If you don't want to wear your hands out on a keyboard, the freelancers on Fiverr will do almost any job starting at five bucks. A search for "ebook" brings up categories in Ebook Covers, Ebook Formatting and Ebook Promotion.

I've used Fiverr freelancers to create a 3-D version of my book and was happy with the results.

Format your chosen posts

Now you need to make a decision about how to assemble and for-

mat your chosen posts. Will you do it manually or use an automated tool? Here are some options.

COPY/PASTE IN WORD OR PAGES

This is the most basic way to create an ebook of posts. Copy and paste posts from the front end of your site into Word or Pages, and format the pages like any other word document. Photos will need to be added manually.

TIP: if you're using screenshot images, save the image at a resolution of 300 px to create sharp images.

Kind of tedious and time consuming, copy/paste offers the most control of the page. Then, you'll export as PDF or ePub.

The downside is that although links will work, anchor links will not. So, if you want your Table of Contents (TOC) to link to chapters, you're out of luck.

The upside to this method is when you want to add passages or edit the text without changing it in the original posts.

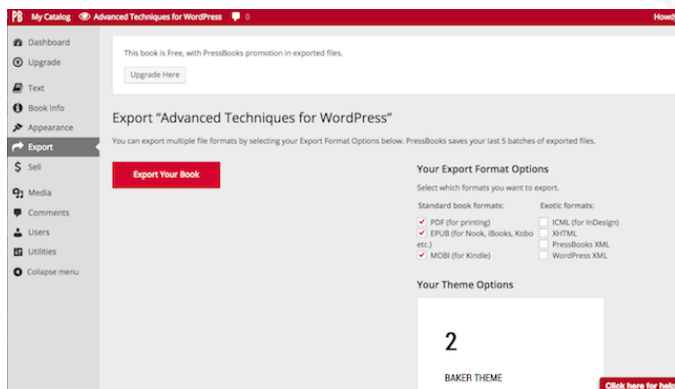
PRESSBOOKS

Pressbooks is a freemium Software as a Service (SaaS) that requires a free account.

Pressbook's dashboard is exactly like WordPress's, so you'll know your way around. Once logged in, import the WordPress XML file that you exported from your blog by category.

The posts appear under Text>Organize where they can be reordered by clicking and dragging. You can further edit each, WordPress style, on their individual pages.

Then, pick a theme, the same way as in WordPress.



Export options include PDF (for printing) Epub (for Nook, ibooks, Kobo) and Mobi (for Kindle).

In my test, all three formats exported, downloaded and opened perfectly the first time.

The links look beautiful and the TOC's are anchor linked.

On the PDF, lovely ebook titles are at the top right page and chapter titles are on the left top. Photo captions are well placed.

The Epub and Mobi are equally lovely .

The deal with Pressworks is: each format contains Pressworks watermarks, but only the PDF has obnoxious watermarking. For \$99.00 all three types of watermarks are removed.

Pressbooks is the tool I liked the best and I used it in the production of this ebook.

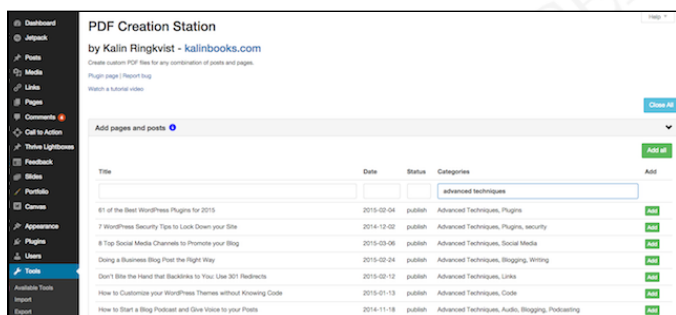


To get a 25% discount on **Pressbooks** exports, just go to the Pressbooks Upgrade page and enter this code at checkout: **MARIKANE**

KALIN'S PDF CREATION STATION

Settings for this free plugin live in Tools.

Enter the name of your Titles or Categories to bring up your chosen posts and Add.



There are fields to enter HTML formatting and files settings and the option to create a PDF, TXT or HTML file.

The process takes less than a minute

The PDF looks perfect, link and anchor link wise, but the photos did not transfer. Video is translated to cold links.

HTML returned a 404 error.

Text includes HTML markup.

BOOKWRIGHT BY BLURB

BookWright is a powerful, multi-featured design and layout application for creating photo books, trade books, magazines, and ebooks.

Once downloaded, Bookwright appears simple to use, but similar to designing in Word. And, it's freeium, with more options to buy.

ANTHOLOGIZE

This is a free, open-source plugin that nicely allows you to sort your posts by category and export them. In my test, Anthologize crashed a lot, although it saves automatically.

Then, after exporting to a PDF, I got an error saying, "This webpage is not available." Exporting to Epub led me to the iTunes store and upon opening the file, I got an error page. Exporting to RTF gave me an error upon opening: "the file might be corrupted, truncated

or in an unexpected format. Only exporting to HTML gave me a satisfying result, although not very pretty.

Maybe you can make it work better.

Promote Free Ebook with Subscription

Once your ebook of posts is finished you can upload it to your WordPress site like any other media file.

Keep the Media link – which looks like this: <http://blogsitestudio.com/wp-content/uploads/2013/11/Create-WordPress-Website-ebook-final-pdf.pdf> – handy for linking around the site.

Use that link to attach to text or cover images. WordPress will not find your PDF through the regular link tools.

CREATE A LANDING PAGE

Landing pages are typically stripped of all headers and footer for your site, so that it can stand alone as an advertisement. Your WordPress theme might include a template for a landing page.



If not, use a page builder like **ThriveThemes** to create a clean landing page with a form connected to your email service.

DELIVER THROUGH EMAIL SERVICE

Your subscription form is connected to your email service, such as Mailchimp, AWeber, etc. When someone completes the form they receive at least one confirmation email.

In one of these confirmation emails, place the ebook's cover image, blurb, and link to the PDF. Subscribers can click the link to be sent to the location of your ebook, and download it from there.

USE CALLS TO ACTION

You need to place links and Calls to Action all over your website. I use **CTA Widget** for my sidebar placement linking to a Landing page which contains an email signup form.

On the page, I use **Calls to Action plugin** to create an easy-to-place CTA following each blog post. See the CTA below.



For the site, I use **OptinMonster** to make an optin form pop up wherever I choose and it pays off beautifully.

WRITE AN ANNOUNCEMENT POST

There is no better post fodder than an announcement about your new ebook.

Related: Create a WordPress Website Ebook Launches on Amazon

Describe the ebook in detail as if you are writing the book's jacket. Use the ebook cover as the featured image. Include an optin CTA form on the page.

Then, promote that ebook post announcement all over social media.

Grow your list with ebook of posts

Now that you know how to do it, wrangle your hard-wrought posts into a crisp little ebook and give it away!

Please stay tuned for my upcoming ebook, *Escalate your WordPress Website*, to be given away free at the end of May 2015.

Happy blogging!

Chapter 12

3 Reasons to Love Using Header Tags in WordPress

Do you use header tags? If not, you are missing out on a huge opportunity to improve your blog.

Header tags are not just short bursts of text set apart from the body in large bold font.

Header tags are used to **define HTML headings**; H1 being the highest level, H6 being the lowest. They instruct the search engine spiders about the structural hierarchy of your post in a similar way as the sitemap.

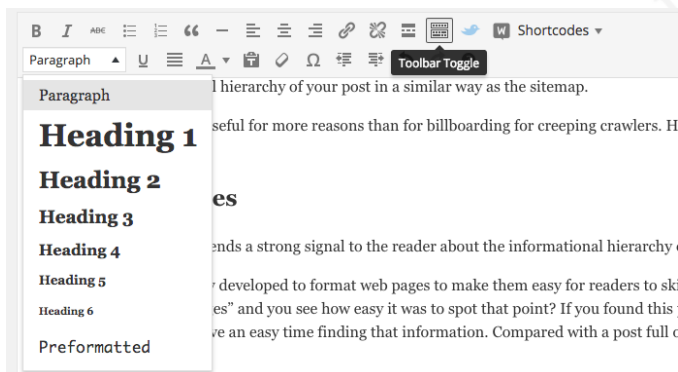
Here are three ways header tags improve your posts.

Formatting pages

The formatting of your headers sends a strong signal to readers about the informational hierarchy of your post or page.

Header tags were originally developed to format web pages to make them easy for readers to skim for information.

I just used the H2 tag for "Formatting pages" and you see how easy it was to spot that point? If you found this post and only wanted to read about formatting, you'd have an easy time finding that information. Compared with a post full of block text, header tags are a godsend.



To find your header tags in WordPress, be sure you've clicked the "Toolbar Toggle" icon, which extends your formatting tool palette. The default style is Paragraph, which is used for your text.

H1 should never be used in your post since H1 is automatically reserved for your post title, obviously the most important bit of information of all. Use H2-H6 for your post's section headers.

Also, header tags should not be used as design elements, inserted willy-nilly because you like their sizes. As with an outline, H3 tags are subsections of H2, with H4 being a subsection of H3. If you break this hierarchy by jumping from H2 to H4, you'll **screw up the whole works from a SEO standpoint**.

To apply header tags, the text must be on its own line and you must carefully select only that text. Do not select the whole line or the formatting will spill to the lines below. Then, pull the drop-down menu to H2.

Up until the release of version 4.1, it was possible to use keyboard commands like *Command>2* to format header tags. This made it so quick to format headers, I don't know why the feature was removed from subsequent versions, but I hope the geniuses at Automattic bring it back soon.

Read: [WordPress 4.2 Mirrors the Life of Bud Powell in a Bad Way](#)

Catching spiders

Once search engines were created and search spiders were

released into the Interwebs to find and report on what was being published, header tags became useful for another newfangled purpose: SEO.

When the spiders come crawling to your site, they will hopefully have a sitemap to direct them about which kinds of pages to visit. Once they get to a page they won't know what to look at first unless you tell them with header tags.

If they see text tagged with H1, they'll note that first, the H2 tags second, H3 third, and on down the line. Think of header tags as search spider sign posts.

```
href="http://www.w3schools.com/tags/tag_hn.asp" target="" blank">define HTML headings</a> H1 being the
highest level, H6 being the lowest. They instruct the search engine spiders about the structural
hierarchy of your post in a similar way as the sitemap.</span></p>
<p class="pl"><span class="sl">But these header tags are useful for more reasons than for billboard
for creeping crawlers. Here's how Header tags improve your posts.</span></p>
<h2 class="pl"><span class="sl">Formatting pages</span></h2>
<p class="pl"><span class="sl">The formatting of header sends a strong signal to the reader about the
informational hierarchy of your post or page.</span></p>
<p class="pl"><span class="sl">Header tags were originally developed to format web pages to make them
easy for readers to skim for information. I used the H2 tag for "Formatting pages" and you see how easy
it was to spot that point? If you found this post and only wanted to read about formatting, you'd have
an easy time finding that information. Compared with a post full of block text, Header tags are a
godsend.</span></p>
```

What search spiders see when they crawl your site.

Adding keywords to your headings makes an even more powerful statement to the spiders about the gist of your post.

If you use WP SEO by Yoast, you'll know that including your focus keyword in at least one header tag is a requirement for a green light. The logic being that keywords in your H2 tag will reinforce the keywords used in your Title, Heading, Body, Description and URL.

If your keyword is "red wine" and it appears in an H2 tag, the spider will definitely know your post is about red wine.

TWEET REFRESHERS

Recently, I've found another great use for headers, rarely discussed, but powerful. Headers are super handy for promoting posts on Twitter.

Say you post once a week. The day the post launches you might just tweet the title, the shortened URL and a few hashtagged keywords. If you repeated that tweet for the rest of the week your followers will quickly get bored. How do you keep tweets fresh all week?

Pull from your header tags! Go from this...

*7 Ways to Ruin your #WordPress Website Without
Really Trying buff.ly/1dU6eN5 #blogging*

... to this!

*Don't upgrade plugins – 7 Ways to Ruin your #Word-
Press Website Without Really Trying buff.ly/1dU6eN5
#blogging*

By pasting in the headers as a prefix to the title, you'll give your followers a taste of what they'll read when they click your link. The more headers you have, the more variations on a tweet. Simple, yet effective.

Toward better header tags

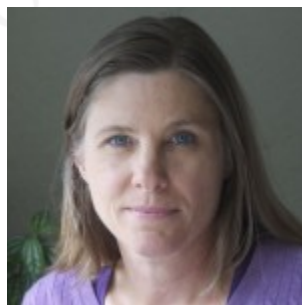
See how I used my keyword “header tags” in this header. For me, this usually works at my conclusion, but not always. And don't think that using your keyword (phrase) in more than one header tag will increase the posts searchability. It won't.

So that's what header tags are good for: improving the readability, optimizing for search engines, and giving you more meat to tweet about.

SOMETHING ABOUT MARI KANE

It was wine that got Mari Kane into WordPress.

In 2007, after 15 years of writing for print, she launched the wine blog, **Tasting Room Confidential**, on Blogspot.com – now Blogger.com. Eventually though, she wanted more functionality and more control of her blog.



In early 2010, while working on a Master Certificate of Internet Marketing through the University of San Francisco, Mari took the plunge into WordPress. She quickly realized that WordPress is a lot like wine: you can learn something new about it every day – forever.

In June of 2011, she went pro by starting BlogsiteStudio.com, blogging about how to use WordPress. Later that year, she launched WordPress Workshop, a Meetup to coach users about WordPress.

Since then, Mari has spoken about WordPress at WordCamp Vancouver, the BC Association of Travel Writers Symposium, Vancouver Business Network Meetup, YVR Bloggers Meetup and the Blog Mastery Conference. She has been a regular on the web show, Women Talking Tech, talking about all things technology.

Her message: it's fun to use WordPress, you just have to know how.

In 2013, Mari wrote a blog series called Create a WordPress Web-

site to give her readers a step-by-step guide to setting up a new site.

That series evolved into an ebook of the same name. *Create a WordPress Website in Ten Easy Steps: Updated for Version 4.1* is available at blogsitestudio.com, at Amazon.com and at Smashwords.com.

Escalate your WordPress Website: Twelve Ways to Blog at a Higher Level is Mari's follow-up ebook.

Mari has just finished her wine memoir, *Mouthfeel: Confessions of a Wine Slut*, and is seeking a traditional publisher.

Please [subscribe to Blogsite Studio.com](#) to receive alerts for Mari's weekly posts, as well as having the earliest opportunity to download future ebooks.

You can follow her on [Twitter @blogsitestudio](#), [Facebook](#), [Google+](#) as well as [Linkedin](#).

And if you're planning to publish an ebook of blog posts, Mari heartily endorses Pressbooks, with or without the watermarks.

To get a 25% discount on **Pressbooks** exports, just go to the Pressbooks Upgrade page and enter this code at checkout: **MARIKANE**