WORDPRESS OPTIMIZATION SECRETS

GET YOUR BLOG TO RANK HIGHER

InspirationDNA

Terms and Conditions

LEGAL NOTICE

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to reply on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting and finance fields.

You are encouraged to print this book for easy reading.

Table Of Contents

Foreword

Chapter 1:
Page Rank Basics

Chapter 2:
Using Articles And Blog Posts

Chapter 3:
Using Backlinks

Chapter 4:
Using Directories

Chapter 5:
Using Social Media And Site Maps

Chapter 6:
The Downfall Of Not Using The Tools Available

Wrapping Up

Foreword

Optimization is the name of the game when it comes to drawing as much traffic to any site because of the revenue potential this can bring. This book will give you all the secrets.

WordPress Optimization Secrets

Get Your Blog To Rank Higher

Chapter 1:

Page Rank Basics

Synopsis

Knowing something about how to create this optimization to harness the best benefits will definitely be advantageous.

The Basics

Keywords – these are by far will allow all visitors to be directed to the said domain the most important elements that will ensure the ranking process creates the best results.

Learning to identify and use the best words as much as possible effectively and quickly.

Title tag - the next step would be to title tag appropriately, which basically means the text will be shown in the color blue whenever something has been goggled.

The general noted maximum title tags should not exceed 70 characters, and this should always be the same as the actual headline of the said page.

Meta data – here a short description of the general content of the site is featured and it should be done in a way that convinces the visitor to open the site as the information source that is being sought. Here 150 characters are the maximum amounts allowed or allocated.

Headings and subheadings – the Googlebot primarily looks for well structured pages which have the heading and subheadings that outline the general content. This is similar to a book with the title tablets on the inside cover.

The first third – although repeating keywords are important, doing so too many time within the first few pages of information will cause the exercise to be Google slapped. A suitable guideline to follow would be about 2.5% keyword density.

Back links – having a good number of these is also another way to get good page ranking. However the links should be relevant and spam free, as visitors will not appreciate unnecessary solicited disturbances.

Using anchor text that has is rich in keywords within the back links will ensure phrases that are hyperlinked.

Chapter 2:

Using Articles And Blog Posts

Synopsis

Making use of as many tools as possible available on the internet to attract visitor to one's site is very important to the existence and popularity of the said site. Therefore with this in mind, using the tools like articles and blog posts has the ability to increase traffic to the site if some primary points are carefully included in the process.

Writing It

By using the articles or blog posts to create a "buzz" on a particular topic, the interested parties will be able to access the information because of the search engines ranking.

Ensuring the information formatted is of the highest quality both in content and design is one way of creating a fresh and engaging page of the potential visitor to the site.

Besides the obvious importance of the content and design of the article and blog posts, there should also be a concerted effort made to include a set of chosen keywords as often as possible within the page's content.

In doing so the page ranking can then be satisfactory as the relevant search engines will be able to pick up on these chosen words and feature the site favorably.

Though it may not be easy to avoid the more popularly chosen words, with a little time and effort it would be worth it to come up with some lesser or lower competitive keywords or key phrases.

If the choices are well made it could have surprisingly popular results as these would then cause the articles and blogs to be more sought after. The more successful the article or blog the better the traffic directed to the site will be.
Therefore the key is to pay some attention to the quality of the work being featured to a certain extent ensure the material being presented is relevant enough to garner the interest of the surfing crowd.

Chapter 3:
Using Backlinks

Synopsis

This is another tool that is beneficial if used to its optimum capacity. The idea of using backlinks to direct traffic to a site is a tried and true method that has already been very successfully used over time. These backlinks will allow the article or blog to be used as a tool to link to other websites that either have similar corresponding material or use a lot of similar word links.

The Backlinks

For most individuals the need for traffic to a site is to create as much revenue to the site as possible. This can also come in the form of passive income because the traffic is constantly being directed to the site and this helps to create the constant interest needed to keep the site relevant and effective.

It is also helpful as the actual material posted may not need constant attention but only periodical up dates. Producing several websites that always have the assistance of reference to other site because of the backlinks is one way to ensure the articles are accessed successfully and optimized.

Understanding the fundamentals of the backlinks tool is also essential to its successful use. The two types of backlinks should be used according to the requirements of the particular posting in mind. The “follow” style allows the link to have many other backlinks which in turn help in the move up the search engine results.

The other style which is the “no follow” one only allows a visitor to access a webpage that is linked but does not really help in the search engine results. Depending on the needs or intentions desired of the posted one can choose the suitable option for the best effects.

Backlinks are particularly useful when doing social networking or social bookmarking. The forums are also another place where the links can be used to its optimum.

Chapter 4:
Using Directories

Synopsis

As the main idea behind using any tool is to direct as much traffic to a site as possible, the importance lies in the need to unsure the right tool is used for optimum benefit. Directories have been known to be able to provide invaluable assistance in the particular platform without too much hassle.

The Directories

For some tagging on already pre existing websites is sufficient for whatever purpose intended while for other this may dilute the impact needed to make a particular posting individual. If this is the desired intention, then designing a page that is both personal and to be placed on the directory list will give the individual the necessary influence intended.

Therefore it is very important to identify the particular niche one intends to focus on for the successful vertical directories placing. This is particularly good option to explore as it provides the type of setups that are helpful in assisting the individual to get optimum results from the listing.

Using the directories to provide or assist in the unlimited possibilities of back links will help the visiting party to a site get even more information when compared to simply linking to one or two corresponding sites.

These internet directories have an enormous often untapped potential to provide information about possible links that usually contribute to providing an equally enormous amount of information.

This is especially useful when conducting researchers where information gathering is an important part of the exercise. When using the directories option, as an appropriate strategy the directory tools can prove to be very beneficial for the enterprising and prospecting webmaster.

It should be understood that there is more potential in using these directories as a valuable assistance tool than merely as a one way

incoming link. The goal should be to get listed and be able to garner as much inbound links as possible.

Chapter 5:
Using Social Media And Site Maps

Synopsis

As consistently mentioned the tools available on the internet for the purpose of directing traffic to sites are vast and varied. Therefore in the process of filtering the ones that are most suitable for a particular exercise, the social media and site maps tool ideally should be explored for its benefits too.

Social Sites

There is a lot of power and reach that can be harnessed through the use of the online social media and site maps tool besides the more obvious one on promoting a particular site.

This tool can be successfully used to create a wider online presence in the branding and marketing channels. It provides the more visually appealing or better presented social reference as a guide and this applies to also getting a more organized overview of the subject matter being searched.

In providing a potentially great conceptual overview these tools greatly help to narrow down any search exercise that would otherwise may be more time consuming than desired.

Increasing the visibility to ensure the connection with the target market is also optimized through these tools. Being able to reach a much wider audience simply and quickly with just a flick of the finger allows the posted material to be accessed through multiple channels.

This is also an avenue that provides the host with the connectivity needed to be able to “listen” and understand the target audience adequately.

This then provides the competitive advantage that gets the desired recognition for contributing to the enhancing of traffic to the site.

Through the informative and interesting material being designed and posted the viewing target audience will be able to get the necessary information and

perhaps more which will then create the potential to have a loyal following base. This of course is another favored featured to be considered.

Chapter 6:
The Downfall Of Not Using The Tools Available

Synopsis

These little helper applications make any task a whole lot easier and enjoyable provided the user has some knowledge of its workings.

Great Tips

There are a lot of reasons as to why these tools should be used as often as possible, some of which include the expansion of knowledge and horizons, applying these tools to work as an added advantage to the target audience with the prime goal of realizing optimum revenue, acquiring new and improved skill build upon new experiences and the list goes on.

Using the internet alert services one can basically find the best tools to suit the intended purpose at hand. As all endeavors need a good and steady flow of traffic to be successful, these tools can help to create that ideal environment.

Therefore failing to understand and capitalize on the potential these tools can provide will result in the decreased chances of achieving the thriving chances of optimizing traffic.

There is also the cost factor which in some cases can be considerably cheaper if not free, when using these tools to advertise as opposed to using the more conventional methods available.

Advertising this way can also reach a bigger audience and the exposure gained will be worth the effort of using the best tool.

Providing prospective interest through the links will also bring in the traffic to the sites which again contributes to the desired revenue levels. Thus there is a definite advantage in understanding and choosing the best tools to be used towards making the site a success.

Wrapping Up

The internet can be a wonderful resource to tap into when trying to make some headway in any endeavor in today's very fast moving environment making use of all the advantages made available by the various tool are not just wise but also essential in ensuring success.

http://iDNA.fyi/lifetime