

## 1. Install Wordpress

- ✓ choose an intelligent domain and the right TLD
- ✓ install WP, here is a [guide](#)

## 2. robots.txt

- ✓ create a file & name it „robots.txt“
- ✓ put it in the root directory of WP installation
- ✓ insert at least the lines of **#1** in your robots.txt
- ✓ be careful with the use of robots.txt, you can harm your blog by using it the wrong way, better read this [great tutorial](#)

## 3. .htaccess

- ✓ create a file & name it „.htaccess“
- ✓ put it in the root directory of your WP installation
- ✓ WP will also use .htaccess to create speaking URLs, insert code you get by creating permalinks in WP properties
- ✓ to use .htaccess, your apache webserver have to supports mod\_rewrite

**Hint:** A more detailed resource to optimize your WP blog: [Joost de Valk](#)

## 4. URL structure for posts

- ✓ optimize your URL structure by using the properties of WP (permalinks)
- ✓ don't include the category in your post-URLs, perhaps if you change the category of a post later, WP will not create a new URL
- ✓ by including a four-digit number, your post URL is optimized for Google News (perhaps you want to get in there)
- ✓ don't include too much folders
- ✓ for example you can set your post URL by using **#2**

## 5. Choose your theme

- ✓ if possible, use a premium WP theme
- ✓ you can find many themes, here are some great resources for free and premium themes:
  - ✓ [WooThemes](#) (premium)
  - ✓ [Simple Themes](#) (premium)
  - ✓ [Elegant Themes](#) (premium)
  - ✓ [WP Theme Viewer](#) (free)
  - ✓ [Candy College](#) (free)
  - ✓ [Wordpress Themes](#) (free)
- ✓ download some themes you like, but also inspect the source code of the theme: be sure that the source code is well structured

## Ad: SEO Tool



## 6. Optimize theme: Body

- ✓ remove the link of your posts headline
- ✓ use headlines to highlight text passages as important, not to style your design (also remove the <h2>-headlines from your sidebar
- ✓ define your sidebar

### Hint:

- ✓ all the steps of this cheat sheet are only some basics
- ✓ with this cheat sheet it is possible to create a wordpress, nearly optimized for search engines

## 7. Must have plugins

- ✓ [Wordpress SEO by Yoast](#) free all-in-one SEO Plugin for WP
- ✓ [Cachify](#): caching plugin which is very easy to use
- ✓ [Google Analytics](#) for Wordpress easily insert Analytics code
- ✓ [Really simple Facebook Twitter Share buttons](#) social media buttons for your theme
- ✓ [Wordpress Database Backup](#) easily backup your WP database automatically

## 8. Usertracking

- ✓ install a usertracking system to analyse your traffic (for example use Google Analytics), you can use the plugin above

## 9. Adding a sitemap

- ✓ add your sitemap in Google Webmastertools, to generate a sitemap use the plugin Wordpress SEO

## Follow the author



## Code Area

```
#1: User-agent: *
Disallow: */feed/
Disallow: */trackback/
Disallow: /ext/
Disallow: /wp-admin/
Disallow: /wp-includes/
```

```
#2: /666%post_id%-%postname%
%!
```

## Premium Wordpress Themes



## Cheat Sheat: SEO for Wordpress

### Author:

Markus Walter is working in Munich at 1&1 Mail & Media GmbH, a subcompany of the 1&1 Internet AG. There Markus is responsible for SEO.

### Contact:

- ✓ Skype: m-walter /Website: <http://www.tekka.de>

## Sidebar content

- ✓ you don't have to put the same sidebar-elements on all kinds of pages, for example the element „New posts“ is not necessary on home (there you already have the new posts)
- ✓ for example put the following elements at your sidebar
- ✓ by not linking to all the categories from all pages, you can create clusters of pages with same topics
- ✓ by linking to the x new posts from many pages you can accelerate the indexing of these posts
- ✓ by not linking to all the archive pages (after 2 years blogging you have 24 links to monthly archives) you can use the power of each post more intelligent
- ✓ the latest comments on your pages make sure, that there is action on your pages

### Home

- ✓ categories
- ✓ archive (monthly)
- ✓ latest comments

### Post

- ✓ new posts (i prefer 3-5 new posts)
- ✓ categories
- ✓ monthly archives
- ✓ latest comments

### Archives, Pages

- ✓ new posts
- ✓ categories
- ✓ monthly archives
- ✓ latest comments

## Create a weekly archive

- ✓ create a new static page and insert the code **#1** for the weekly archive overview page
- ✓ link to that weekly archive overview page from every page of your blog (same for your html-sitemap)
- ✓ link to the weekly archive by including **#2** on all your posts
- ✓ by creating a weekly archive you can optimize your internal links

## Ping to other services

- ✓ by pinging other services you can accelerate the indexing of your posts
  - ✓ but don't ping too much services
- example-ping-list, you can configure in your Wordpress properties:

```
http://ping.wordpress.de/  
http://ping.blogstart.de/  
http://xmlrpc.blogg.de/  
http://rpc.pingomatic.com/  
http://rpc.technorati.com/rpc/ping  
http://ping.feedburner.com  
http://api.my.yahoo.com/RPC2  
http://blogsearch.google.com/ping/RPC2  
http://www.blogpeople.net/servlet/  
weblogUpdates  
http://rpc.weblogs.com/RPC2  
http://ping.wordpress.de/
```

## Additional hints

- ✓ use [Feedburner](#) to optimize your feed
- ✓ track the activities of the search engine spiders with [Crawltrack](#)
- ✓ protect your content with [Bot-Trap](#)
- ✓ with the plugin [Popularity Contest](#) you can easily provide your burner-posts on different places on your blog
- ✓ save your database automatically with the plugin [Wordpress Database Backup](#) !!!!

## Useful links

- ✓ Wordpress Download ([english](#) | [german](#))
- ✓ Template tags ([english](#) | [german](#))
- ✓ Wordpress forums ([english](#) | [german](#))

## Indexation

- ✓ don't let search engines index all of your contents
- ✓ add the robots meta tag at your header (use the plugin Wordpress SEO)
- ✓ with robots meta tag you can tell search engines, if they should index pages or not
- ✓ set following pages to nofollow:
  - ✓ archives
  - ✓ tags
  - ✓ paginations
  - ✓ author pages



## Example & Code Area

```
#1: <?php wp_get_archives('type=monthly&show_post_count=1'); ?>
```

```
#2: <a href="http://www.domain.tld/<?php the_time('Y'); ?>/?w=<?php the_time('W'); ?>">All posts from week<?php the_time('W'); ?> / <?php the_time('Y'); ?></a>
```



DEIN ASSISTENT FÜR  
DIE NACHHALTIG ERFOLGREICHE  
OPTIMIERUNG DEINER WEBSEITE

Von führenden  
SEOs empfohlen

Das will ich