
FRONT COVER:

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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 times 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.



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