# SEO with WordPress

# Important aspects

- Title Tags and Meta

- Links

- Page Speed

- Sitemap

- Canonical issues and duplicate content

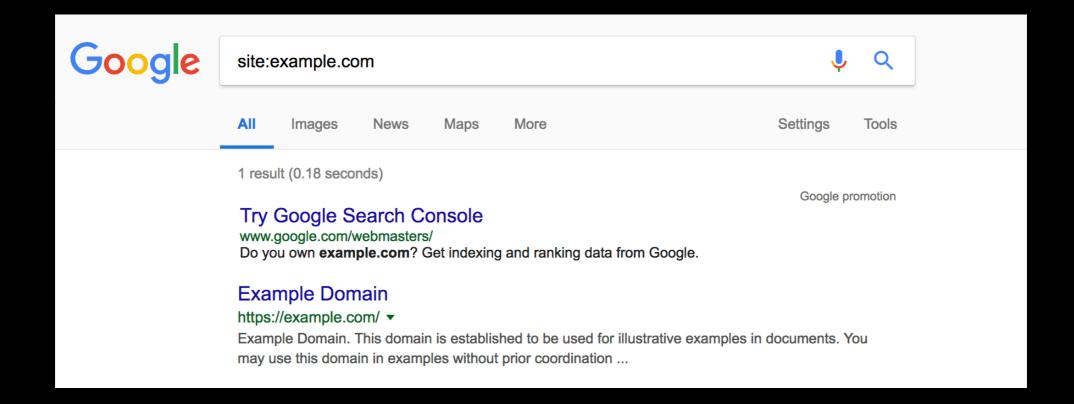- Google Webmaster Dashboard

# Things to know about SEO

- Website Owner v/s Marketer

- Nothing is Fixed

- Google isn't out to get anyone

- Visitors first

# Blogs already SEO friendly

- Search Engines know its structure

- XML sitemap and robots.txt is already available

- Title tag and Meta structure is already set

# But nothing is perfect

- See sites indexed pages
  site:yourdomain.com

    ‣ Cached snippet

    ‣ Indexed category, archive, and author pages

- Canonical

Google

site:example.com

🎤 🔍

All    Images    News    Maps    More                          Settings    Tools

1 result (0.18 seconds)

Google promotion

**Try Google Search Console**
www.google.com/webmasters/
Do you own **example.com**? Get indexing and ranking data from Google.

**Example Domain**
https://example.com/ ▾
Example Domain. This domain is established to be used for illustrative examples in documents. You may use this domain in examples without prior coordination ...

# Example Domain

This domain is established to be used for illustrative examples in documents. You may use this domain in examples without prior coordination or asking for permission.

More information...

# What can help?

- Google Webmaster Tool is a one-stop-shop

  ✓ Search Terms

  ✓ Crawls errors and HTML suggestions

  ✓ Sitemap, Indexed pages, Linkbacks

# Tips Time

- Mention your complete business address on website, possibly on all the pages, that will help in local optimization. (some call this hyper local set)

- Have forms on your website improves your site score (in Adwords) and may have SEO benefits too. Overall it is good to have forms on the website to allow conversation between your visitors and website owner.

# Thank You

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And we are hiring.

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