

SEARCH ENGINE OPTIMIZATION

FOR

WORDPRESS 3.0 BLOGS

(A comprehensive guide to help you top the search engine rankings)



SEO for WordPress 3.0 blogs by [Kothapally Arun](http://www.choosyinfo.com) – <http://www.choosyinfo.com>

FOREWORD

Hello fellow WordPress users!!! You are probably here to optimize your Wordpress 3.0 Blog for Search Engines like Google, Yahoo and Bing to draw huge traffic to your blog and for this I appreciate you. This isn't a book written in one sitting nor should it be read that way. Instead I would suggest my readers to use this book as a guide. Take a paperback form of this book and chew it till digestion if you are serious about learning the basics of WordPress blog optimization. WordPress is the best and the most preferred Content Management System (CMS) for blogs. WordPress gives users two options of which one is a free WordPress account blog which is hosted as www.yoursitename.wordpress.com blogs and another one is self hosted WordPress blog where in you have to download the script provided by wordpress.org on to your server.

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This **eBook discusses about optimizing WordPress blogs which are self hosted** that is wordpress.org blogs.

The topics in this book have been arranged in systematic manner such that even a person new to WORDPRESS and SEO understands it. So begin with this book right now to learn techniques which only few webmasters follow and rule the search engine result pages right away.

DISCLAIMER : This eBook was written by Kothapally Arun out of his own experience on search engine optimization and his own learning. However the author is not liable for any actions that may result from the information enclosed within this product.

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I am learning all the time. The
tombstone will be my diploma.

- Eartha Kitt

STEP 1 CHOOSING A GOOD WEBHOST

Choosing a Web Host for your blog can be the most crucial part in optimizing your blog for search engines. There are many hosting services available you may choose from. There are hosts which provide WordPress specific easy to install packages and they come with deep discounts.

Few of them are [bluehost](#), [hostmonster](#) and [dreamhost](#). Another good hosting option is [HostGator](#) which makes life easy for WordPress users with the help of Fantastico plugin.

Choosing a right hosting service has many advantages both on the user's side and for your rankings in search engines. You may choose any Hosting Service for your blog provided you follow few guidelines

Guidelines in choosing a web host from an SEO perspective

1. Choose a hosting service which has good reputation. (Check the user reviews)
2. The hosting company should be reliable.

3. Less downtime, high speed and good customer support.
4. Know your **neighborhood sites**. (choosing a hosting service which has a heap of spam sites hosted will only result in search engines being suspicious about your site)

STEP 2 : WORDPRESS INSTALLATION

WordPress installation is easy and just a few clicks away. However there are certain issues which need to be addressed. Always Wordpress should be installed in root directory of your site.

It should be installed in <http://www.yourblogname.com/> rather than <http://www.yourblogname.com/blog>.

Installing WordPress in the wrong directory will lead to PageRank Splitting and duplicate content issues which will be addressed later in this eBook.

WordPress installation can be done manually or by using the super cool Fantastico plugin both of which are fine to go with.

STEP 3 : SELECTING AN IDEAL SEO WORDPRESS THEME

There are many freely available WordPress themes which you can access from your dashboard itself.

Dashboard >> Appearance >> Add New Themes

However you may download any WordPress theme freely available across the web. But doing so is not advisable since few of them may have improper theme layout which may make search engines find difficult to crawl. However there are few specially made SEO WordPress themes which can help your site definition and architecture.

[Thesis Themes](#) is one such SEO optimized theme which is used by many top bloggers. There are other Non- Thesis themes which are search engine optimized and available for free. We may also optimize our own template by using few tweaks which you are going to know in coming chapters.

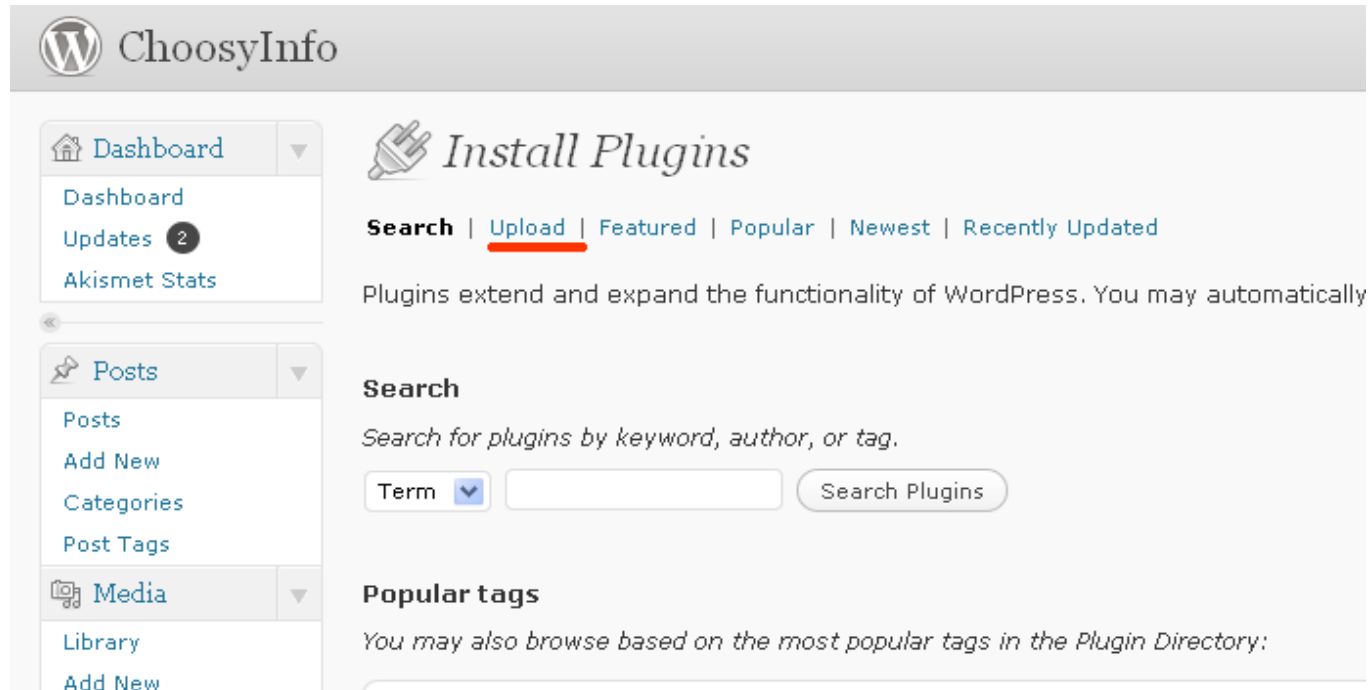
STEP 4 GENERATE GOOGLE XML SITEMAP

Generating Google sitemap is the first basic step in optimizing your site for search engines. A plug-in is readily available for this purpose and you can download and install it manually.

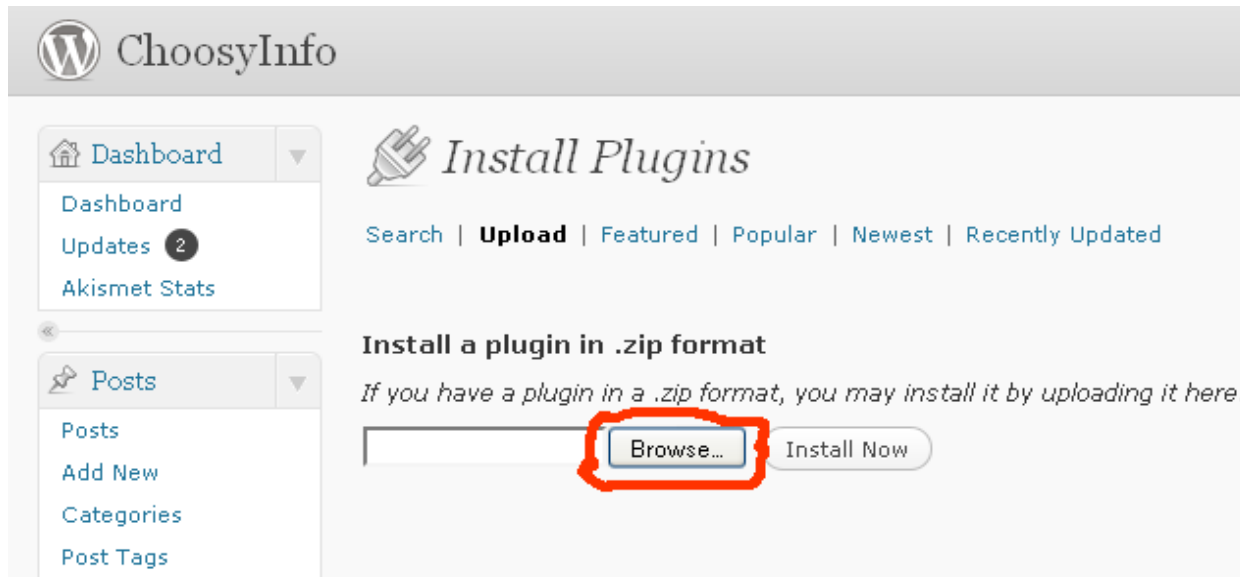
1. Download the plug-in via this [download page](#).
2. Upload the plug-in via the Add New option under the plug-ins section. Click it.



3. Hit the upload link at the top navigation.



4. You will be directed to a page something like this.



5. Hit the browse button and upload the zipped plugin file that you have downloaded.

Your site map URL link after the installation is either <http://www.yoursitename.com/sitemap.xml> or <http://yoursitename.com/sitemap.xml>. There are more uses of this sitemap which I am going to cover in the coming chapters.

STEP 5 : PAGERANK SCULPTING

PageRank Sculpting is one of the key aspects of optimizing your WordPress site for search engines and it can be accomplished by performing few tweaks. The following tweaks can be of immense help in preventing your PageRank from getting squandered.



Nofollow the leave a response link and comment time stamp link

1. Go to your theme editor in the left sidebar of your dashboard under Appearance section.
2. Go to single.php file and search for the following code as under. You may use the CTRL+F command for this purpose.

```
<a href="#respond">leave a response</a>
```

3. Add rel = "nofollow" attribute to the opening anchor tag. The resultant code looks something like

```
<a href="#respond" rel="nofollow">leave a response</a>
```

4. Save the changes and you are done.

The same method can be applied to nofollow the **comment time stamp link** too!!!



NoFollow the Read More Link

1. Go to your theme editor in the left sidebar of your dashboard.
2. Open index.php file and look for a code like the one below

```
<a class="readmore" href="<?php the_permalink() ?>" rel="bookmark" title="Permanent Link to <?php the_title_attribute(); ?>">Read More &raquo;</a>
```

3. Add rel="nofollow" attribute to the opening anchor tag and the resultant code should look something like this. (replace bookmark with nofollow)

```
<a class="readmore" href="<?php the_permalink() ?>" rel="nofollow" title="Permanent Link to <?php the_title_attribute(); ?>">Read More &raquo;</a>
```

4. Save the changes and you are done.

STEP 6 : MODIFY POST TITLE TAG

A very common mistake I observed in many freely available WordPress themes is that the post title tag is under `<h2>` tag. The `<h1>` tag hierarchically holds more importance than any other header tags, so it would be wise to change it to `h1` instead of `h2`.

1. Go to your theme editor and open your `index.php` file then you should see something like the code below.

```
<h2 class="title"><a href="<?php the_permalink() ?>" rel="bookmark" title="Permanent Link to  
<?php the_title_attribute(); ?>"><?php the_title(); ?></a></h2>
```

2. Change the header tag `<h2>` to `<h1>` and the resultant code looks something like the one below

```
<h1 class="title"><a href="<?php the_permalink() ?>" rel="bookmark" title="Permanent Link to  
<?php the_title_attribute(); ?>"><?php the_title(); ?></a></h1>
```

STEP 7 : SETTING IDEAL PERMALINK STRUCTURE

Permalink structure is a much debated topic and many bloggers would agree that

www.yoursitename.com/post-name is the best permalink structure to have. My recommendation is if you have a blog which updates multiple times a day or if you have a News site then

www.yoursitename.com/year/month/date/post-name is a good permalink structure to have. But if you are writing ever green articles like “100 places to find free eBooks” or “how to create a blog?” then choosing www.yoursitename.com/post-name would be ideal.

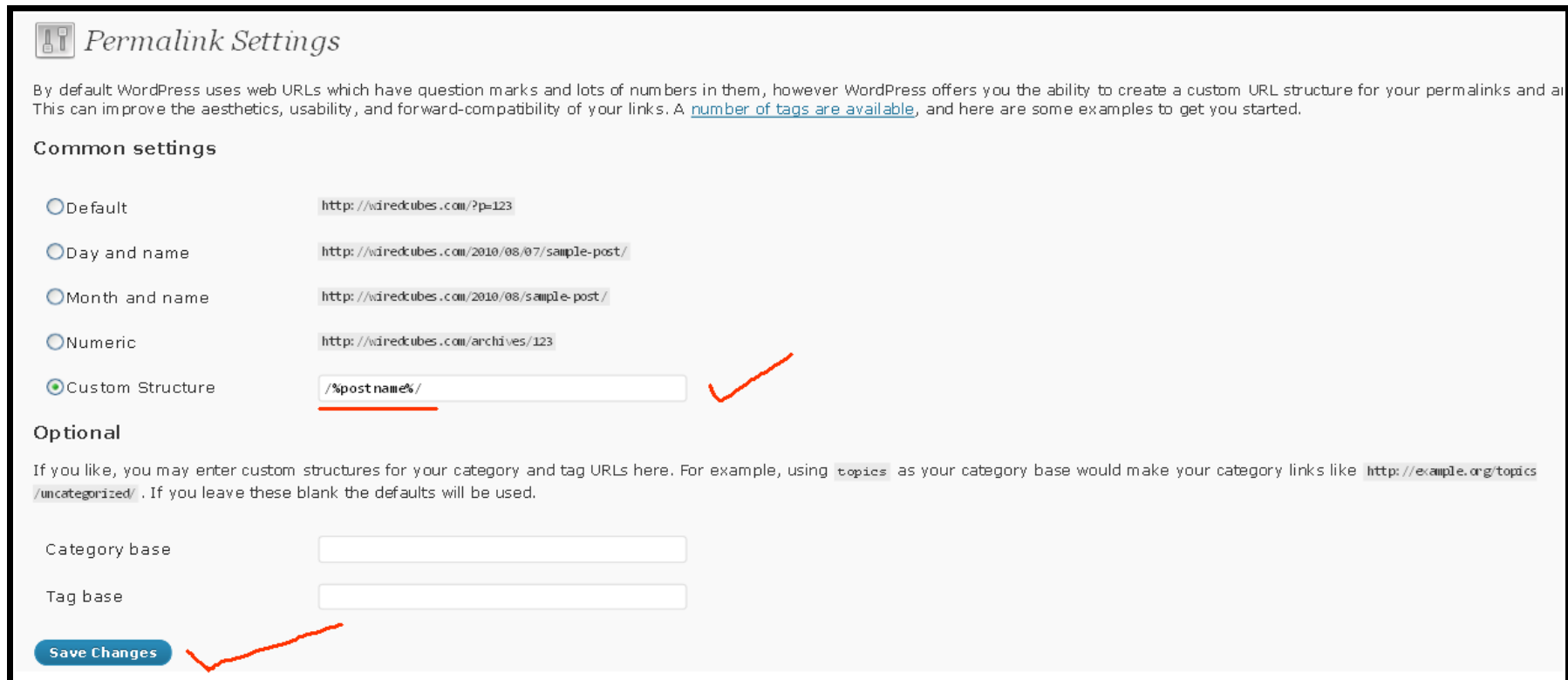
Warning

Changing permalinks without proper redirection can cause some serious problems and hence I suggest you to fix and forget it. There are more ways to optimize your blog which I am going to tell about later in this Book. Never use permalink structure which contains session ids and other parameters like www.yoursitename.com/p=?32/436 they do not offer any kind of SEO value or usability.



How to set a Permalink Structure for your blog?

1. Visit Permalinks in the settings section in the left hand sidebar of the dashboard.
2. Enable the Custom Structure button by clicking on it and paste **/%postname%/** in the form empty space.



Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them, however WordPress offers you the ability to create a custom URL structure for your permalinks and all your posts. This can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

Common settings

<input type="radio"/> Default	<code>http://wiredcubes.com/?p=123</code>
<input type="radio"/> Day and name	<code>http://wiredcubes.com/2010/08/07/sample-post/</code>
<input type="radio"/> Month and name	<code>http://wiredcubes.com/2010/08/sample-post/</code>
<input type="radio"/> Numeric	<code>http://wiredcubes.com/archives/123</code>
<input checked="" type="radio"/> Custom Structure	<input data-bbox="593 949 1012 981" type="text" value="/%postname%/"/>

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make your category links like `http://example.org/topics/uncategorized/`. If you leave these blank the defaults will be used.

Category base	<input data-bbox="593 1133 1012 1165" type="text"/>
Tag base	<input data-bbox="593 1189 1012 1220" type="text"/>

Note: Red checkmarks are present in the image, one next to the Custom Structure radio button and another next to the Save Changes button.

STEP 8 : INSTALLING AND CONFIGURING ALL IN ONE SEO PLUGIN

[Download and install All-in-one SEO plugin](#) or Platinum-SEO-Pack if you are serious about making your posts rank high in search engines. You need not do anything much in order to configure the SEO pack except for few changes. Go to All-in-One SEO pack settings section and enter the **Home Page Title**, **Home description** and **Home page keywords** appropriately at once since changing the configuration again and again is not advisable.

Make very sure that **Canonical URL's** and **Rewrite Titles** boxes are ticked.



The Last thing which you have to do is make sure the following boxes are ticked or not ticked.

Use Categories for META keywords:	<input type="checkbox"/>
Use Tags for META keywords:	<input type="checkbox"/>
Dynamically Generate Keywords for Posts Page:	<input type="checkbox"/>
Use noindex for Categories:	<input checked="" type="checkbox"/>
Use noindex for Archives:	<input checked="" type="checkbox"/>
Use noindex for Tag Archives:	<input checked="" type="checkbox"/>
Autogenerate Descriptions:	<input type="checkbox"/>
Capitalize Category Titles:	<input checked="" type="checkbox"/>

So now that you have configured your all in one SEO pack it is time for you to know some basics about how to write Meta description, Meta keywords and Post titles for **individual posts**.

Meta Description – This is nothing but the snippet which a search engine displays when the query entered by the user matches with the Meta description of the post. The Meta Description gives the bot a brief bird view about the content on the page. Make your description sensible and attractive to readers with few most important keyword scattered within it.

Meta Keywords - Give a minimum of 3 keyword phrases and a maximum of 4 keyword phrases. Use various forms like, -tor, -tion, -sion, -ful and such. Also make sure you use these keywords in the body of your post also.

STEP 9 : INSTALL WP-PAGINATION

Adding a numbered navigation after each page helps easy navigation for your audience and in turn gives search engine bots good idea about the structure of the site. Wordpress has a cool plugin named the wp-pagenavi and is quite easy to install. Follow the steps below and you will be done in few minutes.

1. First download [wp-pagenavi](#).
2. Upload the zipped file to add new plugin feature in the sidebar.
3. Activate the Plugin.
4. Go to settings page of wp-pagenavi and configure the widget the way you want and save.
5. Go to [/wp-content/plugins/pagenavi](#) and edit the pagenavi-css.css for more styling.

STEP 10 : GET YOUR BLOG CRAWLED AND INDEXED BY GOOGLE

Google provides webmasters with a great tool to improve their website standards and make it more crawlable and get indexed quickly. From SEO perspective this free tool helps you to know what keywords you are already ranking for and the keywords through which people are flocking your site. It also tells you how many of your links are crawl able and also the problem which occurred while crawling a particular page of your site. Here I am going to explain how you can optimize your blog for search engines by using Google Webmasters Tools.



Getting your site verified by Google Webmasters Tools

1. This is the first and foremost step you need to do before actually relishing the other super good features of this tool. First go to [Googlewebmasterstools](https://www.google.com/webmasters/) and sign in with your Google account.
2. You will be directed to a page where in you can **add your site** using a blue colored button.
3. Follow the steps there mentioned by Google and after adding the code or uploading the html file

simply hit verify.

This should give you access to a new set of tools which is the very purpose of joining webmasters central.

Increasing site crawl ability and indexation with Google Webmasters tools

Google is a very good search engine when it comes to crawling websites. However during your site down time the Google bot may have problems indexing your site. In order to increase your chances of more of your blog pages being indexed and ranked in Google submit your xml sitemap. The URL of your sitemap should be <http://www.yoursitename.com/sitemap.xml> or <http://yoursitename.com/sitemap.xml>. Submit this and Google will index most of the URL's present on your blog.

Also don't forget to check the crawl errors button on the sidebar. It gives you valuable information about when and which parts of your site the bot couldn't access.



Other ways to get indexed in Google within 24 hours

1. Know your site worth at sites like [statbrain](#), [cubestat](#), [whois](#), [QuarkBase](#) and [AboutTheDomain](#).

There are few high PR sites which tell your site worth. Getting your site notified to them or getting registered with those sites gets you a link back from them.

2. Register your blog at quality blog directories like [Technorati](#), [Blogged](#), [NetworkedBlogs](#) and [dmoz](#).
3. Comment on high PageRank dofollow blogs or forums.

STEP 11 : CLEAN UP YOUR TEMPLATE CODE

[WpMinify plugin](#) is a great way to shorten and clean up complex JavaScript and CSS files. The plugin is simple to use and you do not need any coding work. Just download the plugin from the download page and activate it and you are almost done.

Also it is advisable to **hire a good PHP developer** to clean up unnecessary complex code and make sure your files are rightly arranged. [W3C Validator](#) is a free tool which is used to check whether your template is in accordance with W3C standards. Cleaning up your site code improves speed which again in turn helps your search engine rankings. My advice is to try your best to reduce the errors so that even if the search engine bots take this aspect into consideration you will be on the safer side.

STEP 12 : INCREASE SITE SPEED WITH WP-SUPER CACHE PLUGIN

It is a must to reduce your site load time considerably since it is one of the major SEO factors. To improve site speed it is advisable to **minimize the use of flash script, java script and use VPS hosting**. Even though the above said mentions are followed your site load time may be effected due to heavy server loads at a time when your content goes viral over stumble upon, Digg or twitter. Follow the steps below to install and activate WP-Super cache plugin

1. Download the super cache plugin from the [download page](#).
2. Upload it to wpcontents/plugins folder and activate the plugin.
3. Now go to your wp-super cache settings page and check the “**ON** WP Cache and Super Cache enabled” radio button at the top.

WP Super Cache Manager

WP Super Cache Status

- ON** WP Cache and Super Cache enabled ✓
- HALF ON** Super Cache Disabled, only legacy WP-Cache caching.
- OFF** WP Cache and Super Cache disabled
- Don't cache pages for known users. (Logged in users and those that comment)
- Proudly tell the world your server is Digg proof! (places a message in your blog's footer)
- Clear all cache files when a post or page is published. (This may significantly slow down saving of posts.)
- Cache rebuild. Serve a supercache file to anonymous users while a new file is being generated. Recommended for *very* busy websites with lots of comments. Makes "directly cached pages" and "Lockdown mode" obsolete.
- Coarse file locking. You probably don't need this but it may help if your server is underpowered. Warning! *May cause your server to lock up in very rare cases!*

4. Scroll down a bit and hit the Update Status button as shown in figure.

/wp-content is writeable by the webserver so the files *advanced-cache.php* and *cache-config.php* can be deleted automatically. (Making sure those files are writeable too is probably a good idea!)

Please see the [readme.txt](#) for instructions on uninstalling this script. Look for the heading, "How to uninstall WP Super Cache".

Need help? Check the [Super Cache readme file](#). It includes installation documentation, a FAQ and Troubleshooting tips. The [support forum](#) is also available. Your question may already have been answered.

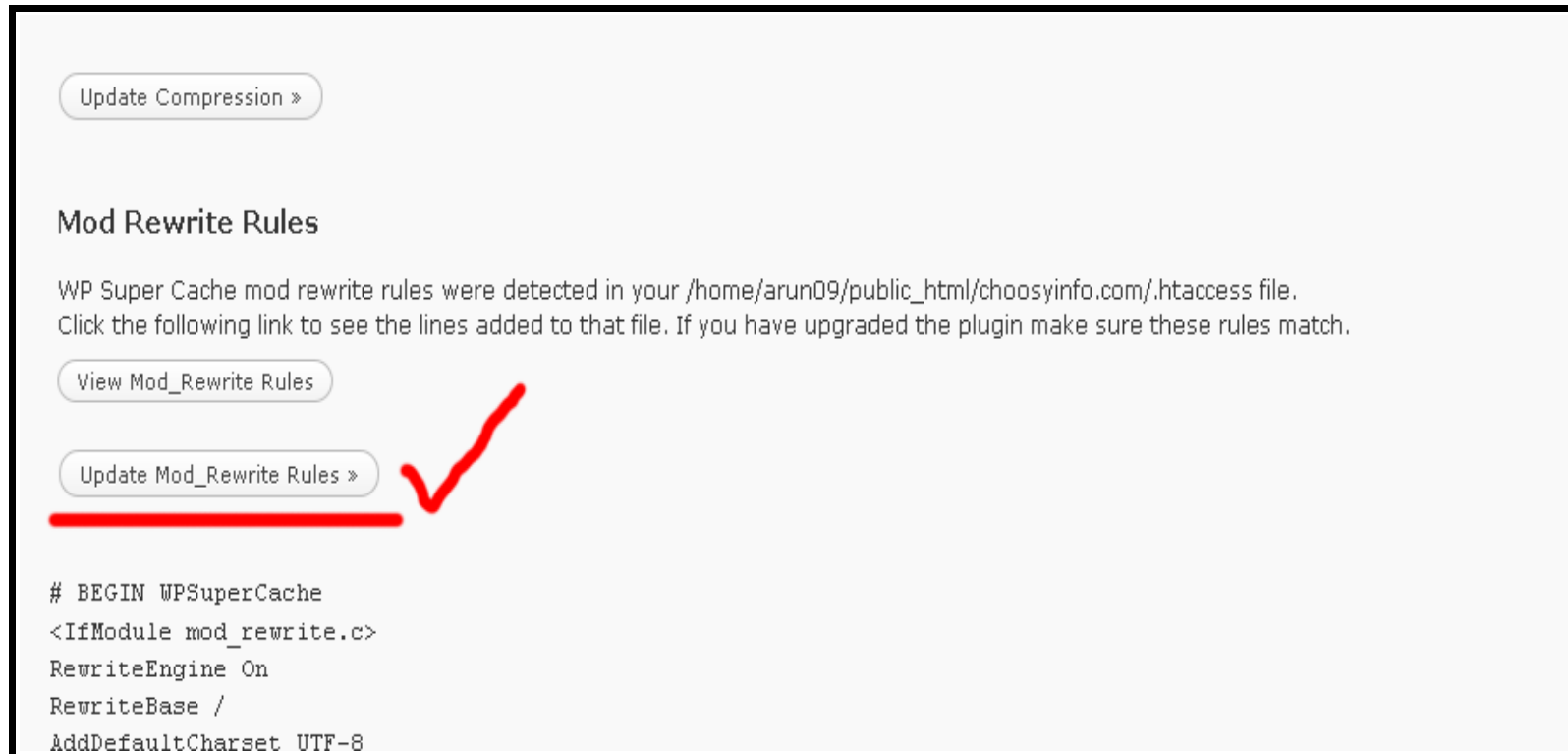
Update Status »

Cache Tester

Test your cached website by clicking the test button below.

Test Cache

5. Scroll further down and click "Update Mod_Rewrite Rules". And you are done.



Update Compression »

Mod Rewrite Rules

WP Super Cache mod rewrite rules were detected in your `/home/arun09/public_html/choosyinfo.com/.htaccess` file. Click the following link to see the lines added to that file. If you have upgraded the plugin make sure these rules match.

View Mod_Rewrite Rules

Update Mod_Rewrite Rules » ✓

```
# BEGIN WPSuperCache
<IfModule mod_rewrite.c>
RewriteEngine On
RewriteBase /
AddDefaultCharset UTF-8
```

STEP 13 : ADD ROBOTS.TXT FILE TO YOUR SITE ROOT FOLDER

The robots.txt file is a great way to tell search engine bots what to crawl and what not to. In this way we are reducing the time taken by a search engine bot to figure out where exactly the content on your site lies. The robots.txt file also helps in securing your WordPress against hackers who use bots to access your admin and login pages. The robots.txt is also used to fight duplicate content which will be dealt in the next chapter.

Follow the steps below **to create and upload robots.txt file**

1. Create a text file in your favorite editor like notepad and save it as robots.txt.
2. Add the following few lines to the text document

```
User-agent: *  
# disallow all files in these directories  
Disallow: /cgi-bin/  
Disallow: /wp-admin/  
Disallow: /wp-includes/  
Disallow: /wp-content/  
Disallow: /go/  
Disallow: /archives/  
disallow: /*?*  
Disallow: /wp-*  
Disallow: /author
```

Disallow: /comments/feed/

User-agent: Mediapartners-Google*

Allow: /

User-agent: Googlebot-Image

Allow: /wp-content/uploads/

User-agent: Googlebot-Mobile

Allow: /

3. **Upload the file to your site root directory** and you are done.

STEP 14 : FIGHT DUPLICATE CONTENT ISSUES ON WORDPRESS

Duplicate content within your site might lead to **splitting of PageRank** and even face penalties from search engines in certain cases. Wordpress unlike other blogging platforms like blogger is vulnerable to internal duplicate content issues and one must take extra measures to fight it. The most unfortunate part is people don't realize that duplicate content in their own site is stopping them from being visible on the search pages. Below I am going to suggest few good techniques to fight duplicate content both within the site and external to your site.



DID YOU MAKE THIS COSTLY MISTAKE?

The very first step of installing WordPress on your server can give rise to duplicate content issues. It is highly advisable that WordPress is installed in the root directory. The problem which arises due to this is that your <http://www.yoursitename.com> and <http://www.yoursitename.com/blog> both display the same content but search engines bots read the URL as same.

Fighting Duplicate Content with webmaster tools

Google webmasters tool has a unique feature which can help you fight duplicate content. If you feel few of your site URL's which are already indexed by Google have a potential capability of causing duplicate content then you can use the remove URL feature tagged under the crawler access button in the sidebar. This should direct you to a page like something below.

Crawler access

What would you like to remove from Google search results?
Removals are effective for 90 days. You can revoke a removal at any time. If, after 90 days, the page is blocked or doesn't exist, the page will not be displayed in the Google search results.

- Individual URLs: web pages, images, or other files**
Remove outdated or blocked web pages, images, and other documents from appearing in Google search results. Check this to remove URL
- A directory and all subdirectories on your site**
Remove all files and subdirectories in a specific directory on your site from appearing in Google search results.
- Your entire site**
Remove your site from appearing in Google search results.
- Cached copy of a Google search result**
Remove the cached copy and description of a page that is either outdated or to which you've added a noarchive meta tag. Tick this to remove an outdated cached copy of URL from Googles Index.

Check the appropriate radio button and then you are directed to a page where you have to add your URL. Google receives the request of URL removal and takes some time to remove the link completely from its index. So all in all

you have removed index of the URL page in Google but still your users can view it.

Another good way of doing this is to fight duplicate content with robots.txt file which we already discussed. Simply check which of your site pages have potential chances of duplicate content and simply add disallow tag to that file. The same goal can be used using the Robots Meta Plugin too.

Fight duplicate content external to your site

It is a must to avoid copy and pasting any part of your original post into the Meta description box. This has a particular disadvantage, when your post is submitted to social bookmarking sites As I said earlier that the same description is used as the story for the post in social sites like Digg and propeller, the entire text might look like duplicate content and it can be well spotted using [copyscape](#).

Also you may put up a [do not copy banner](#) to safeguard against content theft. Still if there is a miscreant who abuses and disrespects your hard work, then [follow these steps](#) to bring that content down.

STEP 15 PING AND THEY SHALL COME

Pinging bots about any updates in your site is a good way to get your post pages crawled and indexed within few minutes. Getting indexed in Google is not a challenge at all and simple verification and submission of sitemap at Google webmasters central can do it but getting your page indexed in couple of minutes is indeed a challenge.

Follow the steps below and you should be done within couple of minutes.

1. Go to your **settings** -> **writing section** -> in your WordPress dashboard sidebar.
2. Scroll to the updates section and you should see something like this.

Update Services on the Codex. Separate multiple service URLs with line breaks.' Below this is a text input field containing the URL 'http://rpc.pingomatic.com/'. At the bottom left of the form is a blue button labeled 'Save Changes'." data-bbox="200 575 790 815"/>

Update Services

When you publish a new post, WordPress automatically notifies the following site update services. For more about this, see [Update Services](#) on the Codex. Separate multiple service URLs with line breaks.

http://rpc.pingomatic.com/-

Save Changes

3. Add the mega ping list provided by a very good site SEO-shop [Mega Ping List](#).
4. If your publishing of post takes a lot of time after adding the list then you may go ahead and remove few of those ping links.



After publishing the post if you have the habit of frequently updating it then with such a huge ping list your site may be tagged as a ping spammer. Hence I suggest you to install the [Cbnnet Ping optimizer plugin](#) which does not ping unnecessarily when you make any kind of minute changes.

Follow the above steps and very soon you should see bots flocking your site to check what's fresh today!!!!

STEP 16 WRITING SEO FRIENDLY CONTENT



ON PAGE OPTIMIZATION USING KEYWORDS - CHECK LIST

1. Use Keywords as the first few words of your title tag.
2. Use **target term/phrase** in Meta Description of post.
3. Use just **3-5 words** in your URL.
4. For images use proper descriptive keywords with dimensions as file name and alt tag.
5. Use Italics for “names of anything” and Jargons. Use bold to help skim through the post and important notes.
6. The most targeted and competitive post should have a link from every other page of your blog.(A link on homepage)
7. Use at least one strong keyword (very relevant and relatively competitive) and one specific

phrase pertaining to the post (in quotations) in the first 1-75 words of the post.

 **Important Note**

1. Always remember you are writing for people not for search engines.
2. Never Overdo, never force it, use your creativity and never keep SEO in mind while writing posts just make sure the keywords are at the right places during the time of proof reading you post.

WordPress has few good plugins which help you define your **site architecture** very well which in turn helps your **On Page Optimization**.

STEP 17 BUILD FEW LINKS QUICKLY

Content and On-Page techniques by itself don't make you rank high in search engine results instead your site should get back links to your site and your most important contents. There are few good link building ways which are very famous among bloggers and also quite effective.

One has to remember that only dofollow backlinks pass PageRank and not nofollow. So all our efforts should be to build dofollow backlinks with appropriate anchor text to get the most out of a backlink.

How to know whether a blog is a dofollow blog or not?

Simple just install the "[nodofollow plugin](#)" for Firefox browser or flock browser which ever you use. Activate the plugin and it shows nofollow links in pink color and dofollow links in blue. Surf the web with the dofollow plugin activated and drop in a comment where there is possibility of getting a dofollow back link.

Dofollow Blogs

By default all Wordpress blogs come with nofollow attribute in the comments section. But there are few good dofollow blogs out there where we can comment and get good link juice to our own site. Choose a dofollow blog with high page rank pertaining to your niche and comment on it consistently

adding value to the topic in discussion.

Here are few good dofollow blogs you might consider commenting on

[Savedelete](#) – A great blog for tips and tutorials on web 2.0, technology and social media.

[HellboundBloggers](#) - A good blog to get tips on blogging, web designing and making money online.

[Kikolani](#) – Blogging Tips and Social Media strategy blog.

[GadgetCage](#) – If your niche is into gadgets and technology then this is a blog you must comment on.

[A big directory of DoFollow Blogs at dofollow.info](#) – A well maintained directory of dofollow blogs sorted by niche.

Dofollow Social Bookmarking sites

Just like dofollow blogs there are many **dofollow social bookmarking sites** which can help you get link juice.

Here are few good **dofollow social sites** you might consider submitting your blog posts to.

[buddymarks](#) – PageRank 6 social bookmarking site with good variety of categories.

[Spotback](#) – PageRank 5 social bookmarking site

[A1-webmarks](#) – Another PageRank 5 social site

[Ziki](#) – PR2 site good one if you are promoting a small brand.

[Yattle](#) – A PageRank 3 social site with a cool look and lot of activity going on.

[mylinkvault](#) – PageRank 6 site a place to store all your links.

DoFollow Forums

Forums are a great way to get traffic to your site and learn from other bloggers. Just like dofollow blogs there are many dofollow forums which get decent traffic and good activity going on.

Few of the dofollow forums with high page rank are

[SitePoint Forums](#) – PR7

[WebMaster Talk](#) – PR5

[V7n Forums](#) – PR5

[Digital Point Forum](#) – PR4

[forums.seo](#) - PR4

[webmaster forums](#) - PR4

Mentioned above is a small list of forums with high PageRank which will be helpful to webmasters and SEOs. Always remember to choose a forum pertaining to your niche and a forum with high page rank and activity. And most importantly add value with your comments and help others in the community and you will see people flocking your blog.

Submit articles to Quality article submission directories

There are few places where you can submit quality articles pertaining to any niche you choose. Article directories like [ezine](#), [articlegeek](#), [articlebase](#) and [squidoo](#) are a store house of good articles. Submit your articles to these directories with a dofollow link back to your own site. (homepage or category page)

Get backlinks via Guest Blogging

Guest blogging is a good way to get backlinks and helpful in getting a large new audience to your

blog. There are many sites with high PR which you can choose for guest blogging so go ahead and share your valuable knowledge with a new audience.

The above 5 simple link building techniques can be adopted by bloggers in any field and also are very effective techniques in getting quality backlinks.

STEP 18 COMMENT AND BUILD A COMMUNITY AROUND YOUR BLOG

Your blogs authority can be judged by seeing at two places within your blog. The **comments section** and **subscribers count**. What is a blog without comments? What is a blog where only one speaks and others just pass by? Comments are the single most thing which differentiates between a static website and a blog. Getting your visitors to comment by writing compelling content can do more good than any other marketing campaign in the long run. Good comments build a positive community around your blog which in turn attracts even more visitors to participate in the discussion. It is a community of people around your blog which encourages people to return to your site again and again.

Before writing any post just think whether the topic which you have chosen **invokes a discussion on your blog?**

How is getting comments on blog related to SEO?

Getting Comments/discussion on your blog has many **indirect effects on SEO** and readership.

1. The time spent on site increases and hence the chance of decreased bounce rate.
2. If you have an active discussion going on in your blog then you get more direct traffic or navigational queries for your site name. (which can also help get Google site links quickly)
3. More chances of your readers to suggest your site to their friends and more chances of sharing it on social media or even on their own site.

SIGN OFF NOTE

Congratulations for learning the best techniques and strategies you can apply to optimize your WordPress blog and raise your rankings to top positions on search engine pages. However I would like you to remind a famous quote --

“Knowing is not enough we must apply. Willing is not enough we must do”

I love to hear your opinion about this book. I am open to any remarks and suggestions so do mail be at Kothapally.arun09@gmail.com.

May you build amazingly wonderful WordPress blogs and be the leader in your niche.

Regards Arun



About The Author

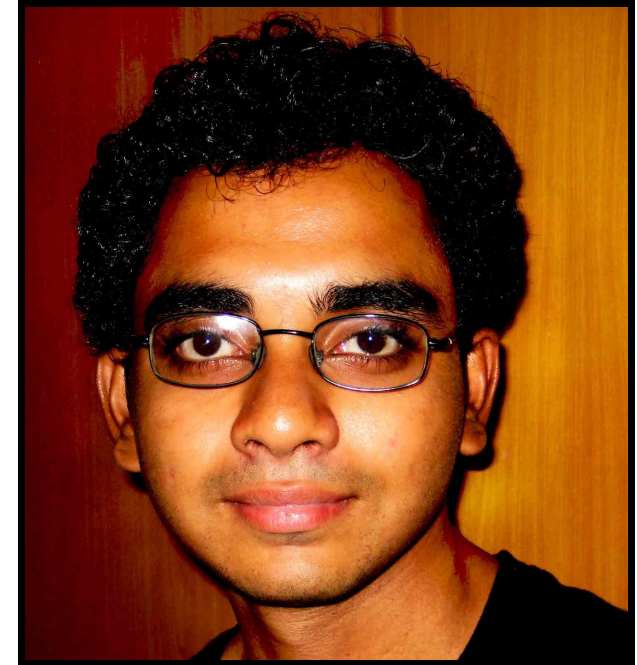
Kothapally Arun is an internet marketing executive who fell in love with blogging and web 2.0 18 months ago. Since then he has been consistently learning and improvising skills relating to internet marketing, blogging and designing.

Kothapally Arun is a budding SEO professional, a hobbyist blogger and social media addict with great passion for gadgets and technology. He is on Instant Messenger at

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You may also find him on twitter: <http://www.twitter.com/kothapallyarun> and

also on [Google Search](#)



SEO ARTICLES TUTORIALS AND TOOLS

Keyword Research and Usage

[10 Steps to Advanced Keyword Research](#) – SEOmoz

[Optimizing for Multiple Word Order Search Phrases](#) – SEOmoz

[Sizing up the Long Tail of Search](#) –weblogs.hitwise.com

[5 Steps to effective keyword research](#) – Search Engine Guide

[Understanding User Data to Measure Searcher Intent](#) – Search Engine Land

[How Might the Machine Understand Text Relevance](#) – Search Engine Journal

[Why Single Keywords are for Losers](#) – wordtracker

[The Ultimate Guide to Keyword Competition](#) : Tips from 35 Experts

[200+ Google Ranking Factors](#) – SEOmoz

SEO for WordPress 3.0 blogs by [Kothapally Arun](http://www.choosyinfo.com) – <http://www.choosyinfo.com>

[10 Rules of Keyword Usage for Search Engine Optimization](#) – marketingtechblog

[101 Keyword Research Tools, Tutorials and Resources](#) – Choosyinfo

[Keyword Research for Bloggers](#) – CopyBlogger

[21 Sites to find what's hot right now?](#) - Makeuseof

Link Building

[How to Build Links Fast : 101 Tips & Strategies](#) – By Aaron Wall and Andy Hagens

[131 Legitimate Link Building Strategies](#) – Search Engine Watch

[75+ Link Building Strategies](#) – Search Engine People

[Top 100+ Link Building Resources](#) – Vertical measures

[5 SEO Experts and 8 Link Building Tips](#) –Wordstream

[What makes a link Worthy Post?](#) – seomoz.org

SEO for WordPress 3.0 blogs by [Kothapally Arun](http://www.choosyinfo.com) – <http://www.choosyinfo.com>

[How to scale your link building efforts?](#) – Wordstream

[10 Link Building and Tracking Tools](#) – toprankblog

[17 ways Search Engines can Judge the Value of a Link](#) – seomoz.org

[Link Building Techniques and Tips](#) – davidnaylor

[Why Link Building is like growing a Farm?](#) - Choosyinfo

[100+ Link Building Resources](#) – Vertical measures

[The disproportionate value of deep links](#) – Stone Temple

[My quality link may not be your quality link](#) – Search Engine Land

[44 Link Building queries for citation prospecting and Opportunity Analysis](#) - Ontolo

On Page Optimization Techniques

[Perfecting Keyword Targeting and On-Page Optimization](#) – seomoz.org

SEO for WordPress 3.0 blogs by [Kothapally Arun](http://www.choosyinfo.com) – <http://www.choosyinfo.com>

[On-Page Optimization a Complete Walkthrough](#) - Search Engine Journal

[An Introduction to Information Architecture](#) - SitePoint

Technical Issues

[Why is my SEO guy Obsessed with 301 Redirects](#) - internetmarketinginc

[Non-Tech Guide to Technical SEO](#) -goodroi

[20 SEO Tips that every Web Developer should Follow](#) - blog.themeforest

[Migrating to a New Domain and URL Structure](#) - Search Engine Journal

Other interesting reads

[Top 50 SEO Tips at Pubcon 2009](#) - Vertical measures

[Page Rank Sculpting](#) - By Matt Cutts

[The Anatomy of a Large-Scale Hypertextual Web Search Engine](#) - By Sergey Brin and Lawrence Page

SEO for WordPress 3.0 blogs by [Kothapally Arun](http://www.choosyinfo.com) – <http://www.choosyinfo.com>

[10 Common SEO Mistakes](#) - Search Engine Watch

[SEO for WordPress blogs](#) -marketingpilgrim

[8 First Step SEO Tips for Bloggers](#) - Prologger.net

[Wordpress SEO Tweaks](#) - Yoast

[10 Ways to Use Web Analytics to Improve your Blog](#) - conversionrater

[150 SEO keywords and their definitions](#) - Madrasgeek

Cool Video resources

[Google Search quality Head Matt Cutts Video series from webmaster central](#) - 100 videos

[SEO : White Board Friday by Rand Fishin of SEOMOZ](#) - 43 videos

[How to do keyword research on the internet](#)

[Use Google wonder wheel for keyword research](#)

SEO for WordPress 3.0 blogs by [Kothapally Arun](http://www.choosyinfo.com) – <http://www.choosyinfo.com>

SEO tools

[Keyword Discovery Tool](#) – A free tool from Trellian.

[Google Adwords Keyword Tool](#) – A Free tool provided by Google useful for advertisers and publishers.

[Freekeywords wordtracker software](#) – A keyword tool which gives good suggestion on keyword phrases.

[SEOBook keyword suggestion tool](#) - Signup for SEOBook training and get this cool keyword tool free.

SEO Toolbar

[SEOBOOK SEO Toolbar](#)

[SEMRush Toolbar](#)

[SEOQuake toolbar for Chrome and Firefox](#)

Best Free WordPress SEO Plugins

[All in One SEO Pack](#) – A very useful plugin to give Meta description and keywords for individual posts and also helps you preventing duplicate content.

[Robots Meta Plugin](#) – A Good plugin which helps you fight duplicate content very easily, nofollow outbound links on homepage and so on.

[Redirection Plugin](#) – A plugin very helpful in redirecting the old URLs to its new destination.

[SEO-Friendly Images](#) – If you forgot to place alt attribute to all your previous blog posts neglecting the value of image search then go ahead and install this plugin.

[SEO No Duplicate Wordpress Plugin](#) This plugin sets your post page canonical to the permalink hence prevent duplicate content on your WordPress blog.

[Platinum SEO Plugin](#) – A very good alternative to All-in-One SEO pack.

[SEO Smart Links](#) – This plugin is a very useful when interlinking your previous posts. Once for all set the keyword phrase and the target URL and this plugin automatically links to the target page every time you mention the keyword phrase

[Broken Link Checker](#) – Broken links on your site can be a turn off to your audience and it is one of the SEO factor. This plugin detects all such links on your site and delinks them with your consent.

[SEO Tag Cloud](#) - All most all blogs display tag cloud, but the script which is used it very complex and hence difficult for search engines to read. This plugin will optimize your tags for search engines.