

Salar de Uyuni, Bolivia



SEO on page optimisation

by Michael Hörnlimann



The Big WordPress 5.0 Meetup | 07.11.2018 | Zurich

About Michi

- ✓ 2014 – March 2018: PM at web agency
- ✓ Since April 2018: self-employed as WordPress webdesigner
- ✓ Location independent
- ✓ No Facebook, WhatsApp or Gmail

What does „on page“ mean?

- ✓ Search engine optimisation (SEO) directly **on** your website
- ✓ **No** paid SEO such as Google AdWords

Example

meta title

meta description

StartPage Web Search

<https://www.startpage.com/> Proxy Highlight

Startpage search engine, the new private way to search Google. Protect your Privacy with Startpage!



Ixquick - Wikipedia

<https://en.wikipedia.org/wiki/Ixquick> Proxy Highlight

Ixquick (styled "ixquick") was a metasearch engine based in Zeist and New York, which highlights privacy as its distinguishing feature. Ixquick now redirects users ...




Find your keyword(s)

◀ Locations: Switzerland Language: German Search networks: Google

Keyword ideas

Found 34 keyword ideas

 [Show broadly related ideas](#); [Exclude adult ideas](#) [Add filter](#)


<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
<input type="checkbox"/> camera	1K – 10K	High
<input type="checkbox"/> compact camera	10 – 100	High
<input type="checkbox"/> camera comparison	100 – 1K	Low

Find your keyword(s)

◀ Locations: Switzerland Language: German Search networks: Google

Keyword ideas

Found 259 keyword ideas

 [Show broadly related ideas](#); [Exclude adult ideas](#) [Add filter](#)

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition
<input type="checkbox"/> camera store zurich	10 – 100	Low
<input type="checkbox"/> fotograf zürich	1K – 10K	Medium
<input type="checkbox"/> bewerbungsfoto zürich	1K – 10K	Medium

h1 title

- ✓ Only one h1 title per page or post

```
<h1>Ballet shoes are awesome</h1>
```

```
<h2>Why ballet shoes are awesome</h2>
```

```
<h3>Ballet shoes are pink</h3>
```

```
<h2>Where to buy your ballet shoes?</h2>
```

Yoast SEO plugin

- ✓ Shows you exactly what to optimise
- ✓ Price: free

Hey, your SEO is doing pretty well! Check out the stats:



● Posts with the SEO score: **good**

29



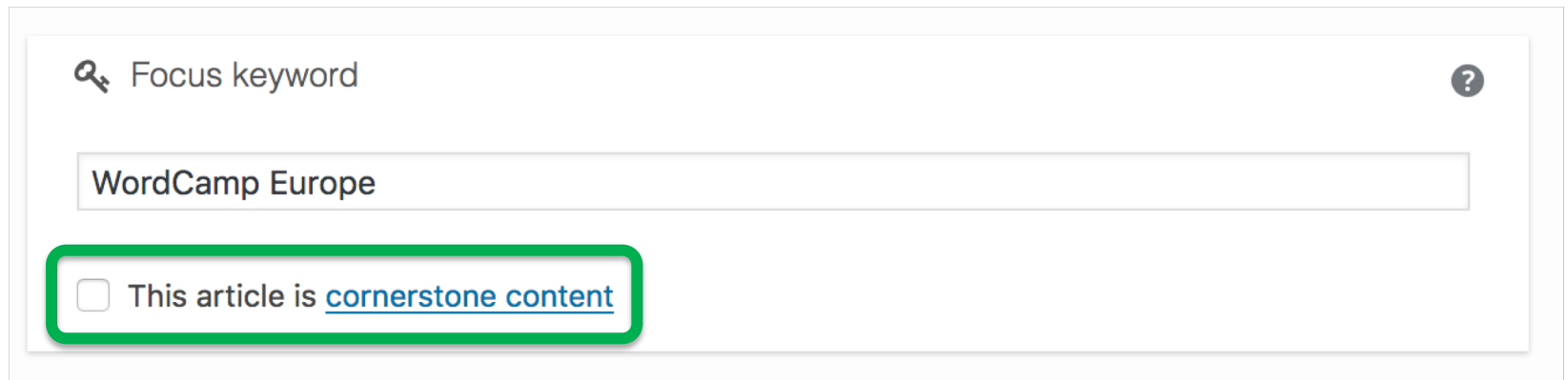
● Posts with the SEO score: **needs improvement**

3



Yoast cornerstone content

- ✓ Tell Google which content is most important
- ✓ Do **not** mark the home page as cornerstone content



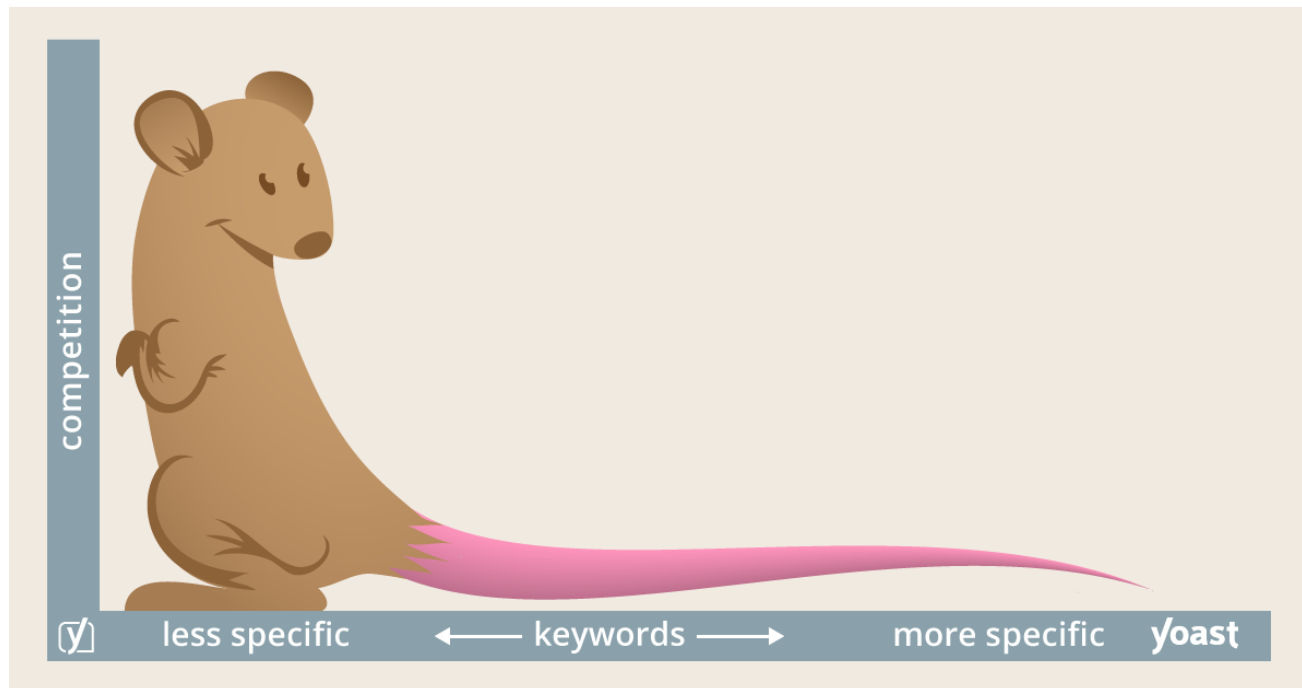
Focus keyword ?

WordCamp Europe

☐ This article is [cornerstone content](#)

Yoast internal linking structure

- ✓ Link from the tail to the head



Common mistake #1

✓ No HTTPS



Your connection is not secure

The owner of _____ has configured their website improperly. To protect your information from being stolen, Firefox has not connected to this website.

[Learn more...](#)

☐

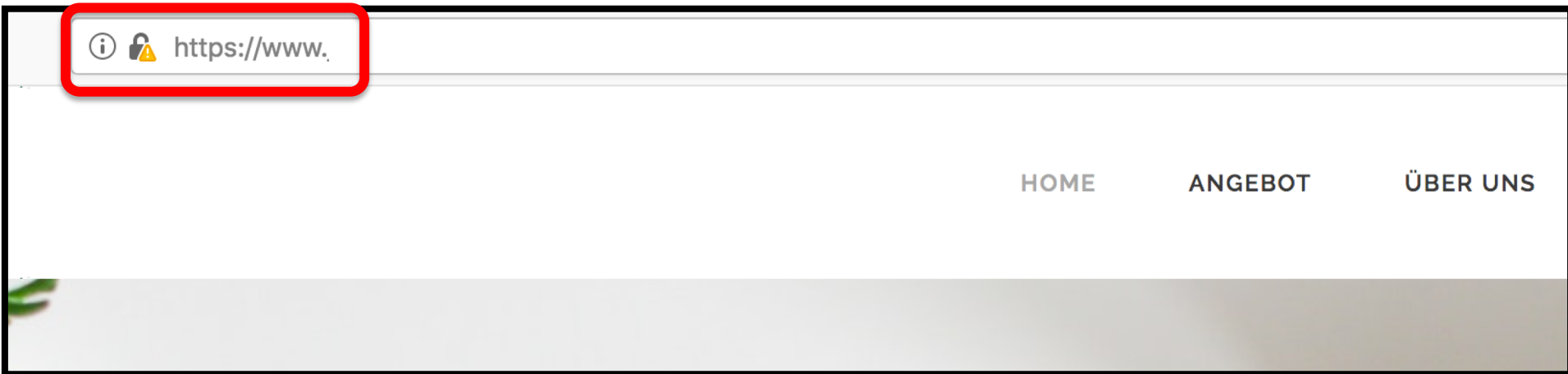
Report errors like this to help Mozilla identify and block malicious sites

Go Back

Advanced

Common mistake #2

- ✓ Mixed content HTTPS and HTTP



Common mistake #3

- ✓ Bad color contrast

HOME

ANGEBOTE

BLOG

PODCAST

ÜBER MICH

Common mistake #4

- ✓ Lorem ipsum text on your live website



HI, YOU! WANNA KNOW ME CLOSER 😊

HERE KÖNNTE DEIN ABOUT TEXT STEHEN !?!?!?

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing



Common mistake #5

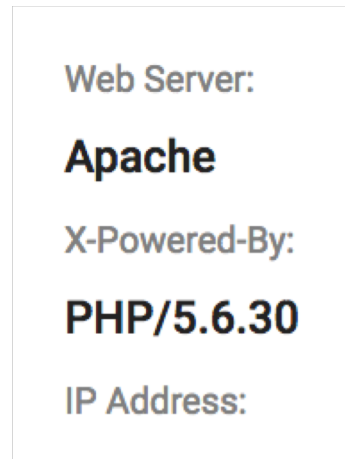
✓ First view load time to high

Performance Results (Median Run)

	Load Time	First Byte	Start Render	<u>Speed Index</u>	<u>First Interactive (beta)</u>
First View (<u>Run 1</u>)	14.041s	0.706s	13.800s	14081	1.623s
Repeat View (<u>Run 5</u>)	1.250s	0.493s	1.200s	1208	> 1.066s

Common mistake #6

- ✓ Using outdated PHP version



PHP 5.6 supported till 31 December 2018

PHP 7.3 released on 12 December 2018

Common mistake #7

- ✓ robots.txt file is configured wrong

```
User-agent: *
```

```
Disallow: /
```

To recap

- ✓ Google Keyword Planner
- ✓ Google Search Console
- ✓ Lightning speed (less than 4 seconds)
- ✓ HTTPS
- ✓ Yoast SEO plugin
- ✓ PHP 7.x



Thank you – questions?