

NO BULLSHIT SEO, THIS STUFF WORKS.

WORDPRESS EDITION

BY AARON VAN NOY



INTRODUCTION

WHO IS THIS GUY?

- ▶ I'm Aaron Van Noy, owner of BigTenWebDesign.com

HOW DID I GET STARTED WITH SEO?

- ▶ Intrigued by getting my first websites found online my freshman year, 1995-1996. I took "Hello World" to a whole new level.
- ▶ Owned multiple top-ranking pinball websites back in early 2000.
- ▶ Worked for Medical Legal Art helping get their website found online.
- ▶ Transitioned into website design and SEO years later.

WHAT AM I ASHAMED OF?

- ▶ I did metadata keyword stuffing before I knew what black hat SEO was back in early 2000s, but I never did hidden text that matched the same color as the background color.



SEO IS DEAD (WELL, BLACK HAT IS)

Scam Artists hurt the industry

- ▶ Scam artists selling “snake oil” and often they don’t do anything that will benefit the website, almost always nothing measurable for the customer.
- ▶ Callers saying register your Google Business Page and when you ask them what company they are associated with they quickly hang up.
- ▶ Callers saying they work for Google/Bing (like it is the same company)
- ▶ People selling you multiple positive online reviews on Google and/or Facebook reviews that will increase your rankings.
- ▶ Backlink Farms: Selling hundreds of “top quality” backlinks to your site for money.
- ▶ Scam artists trying to sell you multiple BlackHat SEO techniques that if they do implement them they will only be temporary, but in the long run will get your website penalized on Google SERP results.
- ▶ Who’s Emails inbox isn’t flooded?



WHAT I'LL BE TEACHING YOU IN THIS TRAINING SEMINAR



Website Best Practices 2017

(and beyond)

(and SEO)

ONPAGE SEO

ONPAGE SEO (PAGE 1)

WEBSITE BEST PRACTICES START BEFORE YOU UPLOAD IMAGES

- ▶ **Image file naming practices:**

- ▶ Be descriptive of what you see in the image. Originally I was trying to paint a picture for Google to understand what was in the image because back then Google didn't have image recognition software. Little did I know it was helping out people with **accessibility** issues as well. It doesn't have to be extremely long. Keep it short but long file names will not hurt either.



New Medieval Madness pinball machine by Planetary Pinball.jpg



Close up of the eyes on a Tortoiseshell cat.jpg

ONPAGE SEO (PAGE 2)

A MUST: YOAST SEO PLUGIN FOR WORDPRESS (OR ALL IN ONE SEO PACK)

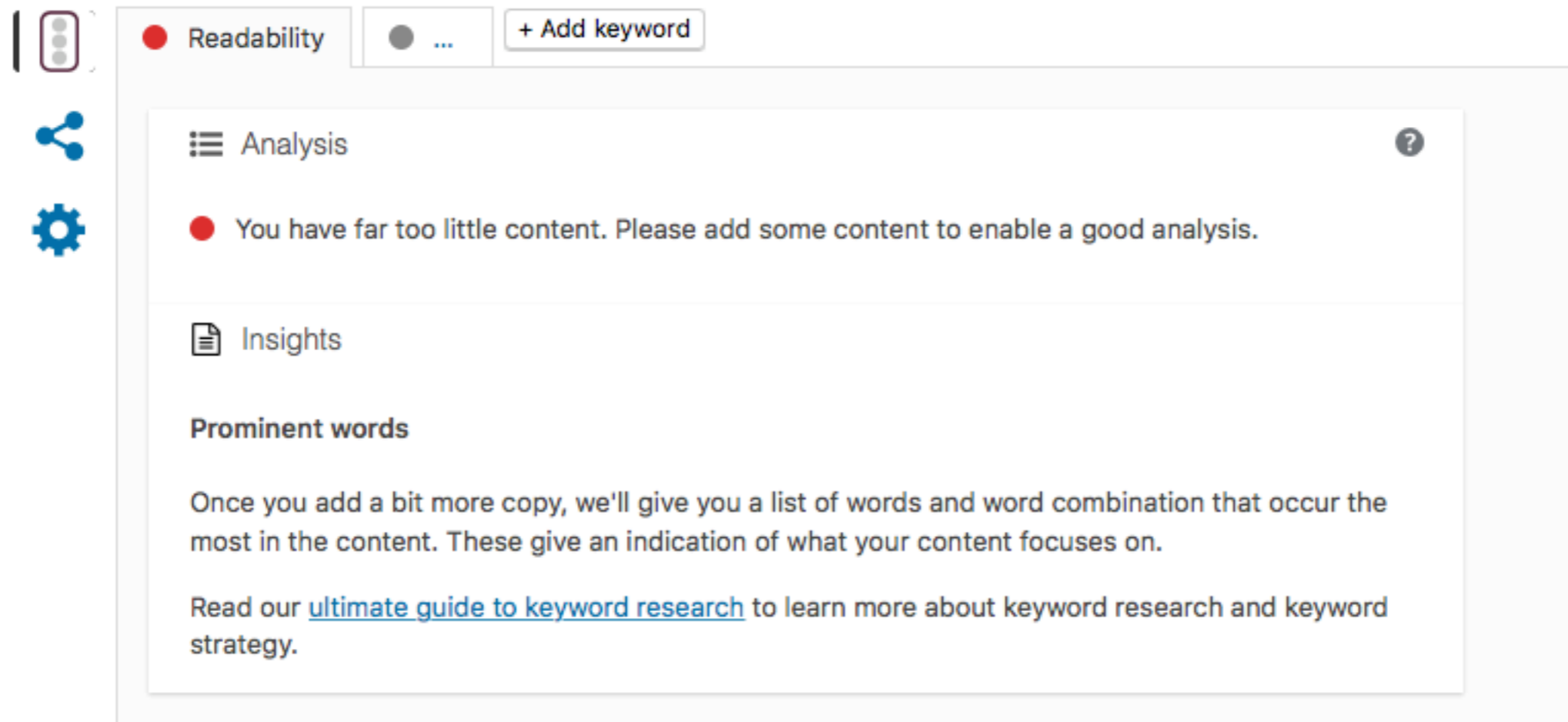
- ▶ WordPress, maybe some day, will have all of the features built in without needing to use a plugin to extend it's functionality. But until then, you should use your favorite SEO plugin.

QUICK OVERVIEW OF YOAST —>

The screenshot displays the Yoast SEO plugin interface. At the top, there are navigation icons and a 'Readability' section with a red dot, 'Enter your focus keyword', and a '+ Add keyword' button. Below this is the 'Snippet preview' section, which includes a URL field, a 'Please provide a meta description by editing the snippet below.' instruction, and an 'Edit snippet' button. The 'SEO title' section has a text input field with a green progress bar. The 'Slug' section has an empty text input field. The 'Meta description' section has a text area with the placeholder 'Modify your meta description by editing it right here' and a 'Close snippet editor' button. The 'Focus keyword' section has a text input field and a checkbox for 'This article is [cornerstone content](#)'. The 'Analysis' section shows four red error messages: 'No focus keyword was set for this page. If you do not set a focus keyword, no score can be calculated.', 'The text contains 0 words. This is far below the recommended minimum of 300 words. Add more content that is relevant for the topic.', 'No meta description has been specified. Search engines will display copy from the page instead.', and 'The SEO title is too short. Use the space to add keyword variations or create compelling call-to-action copy.'. The 'Insights' section is partially visible, showing 'Prominent words' and a link to 'Read our [ultimate guide to keyword research](#) to learn more about keyword research and keyword strategy.'

ONPAGE SEO (PAGE 3)

- ▶ Readability has become much more important recently. Be sure to break up your text content into readable titles and paragraphs using <h1>, <p>, <h2>, <p>, <h3>, <p> etc.
- ▶ Original text content is somewhat important. It's even more important that it is not plagiarized.
- ▶ Don't know the tangential content as well as another website? This is the web! Do not feel shy to link your page to other sites. In fact, you will outrank other sites often by doing exactly this. Even if it is a competitor's website. I'm sure you've Googled something and found [yellowpages.com](https://www.yellowpages.com) is the number one choice by Google. It's because they have 25+ links on that page that may answer that question for you. Not because that site is quality.
- ▶ **Yoast Readability feature may not work with your page builder.**



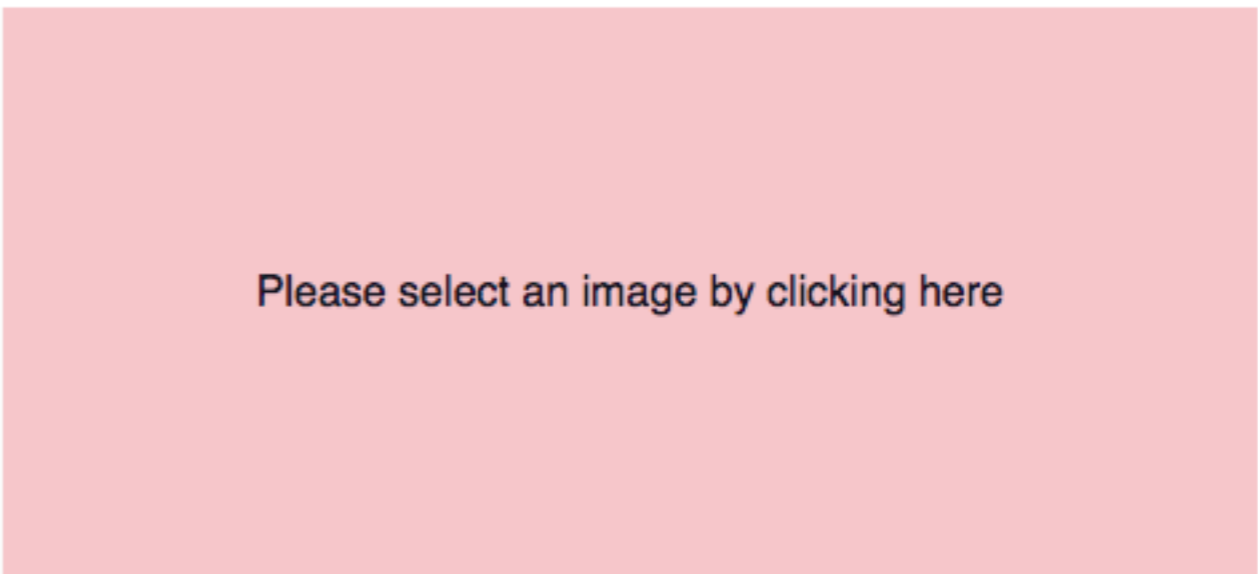
The screenshot shows the Yoast Readability feature interface. At the top, there is a red dot next to the word "Readability", followed by a grey dot and three dots "...", and a button that says "+ Add keyword". Below this is a section titled "Analysis" with a menu icon on the left and a question mark icon on the right. A red dot indicates an error: "You have far too little content. Please add some content to enable a good analysis." Below the error message is a section titled "Insights" with a document icon on the left. Under "Insights", there is a sub-section titled "Prominent words". The text below reads: "Once you add a bit more copy, we'll give you a list of words and word combination that occur the most in the content. These give an indication of what your content focuses on." At the bottom of the "Insights" section, there is a link: "Read our [ultimate guide to keyword research](#) to learn more about keyword research and keyword strategy."

ONPAGE SEO (PAGE 4)

SOCIAL MEDIA



Facebook preview



Modify your Facebook description by editing it right here



Facebook editor

Facebook image



Upload image

Facebook title



%%title%% %%page%% %%sep%% %%sitename%%

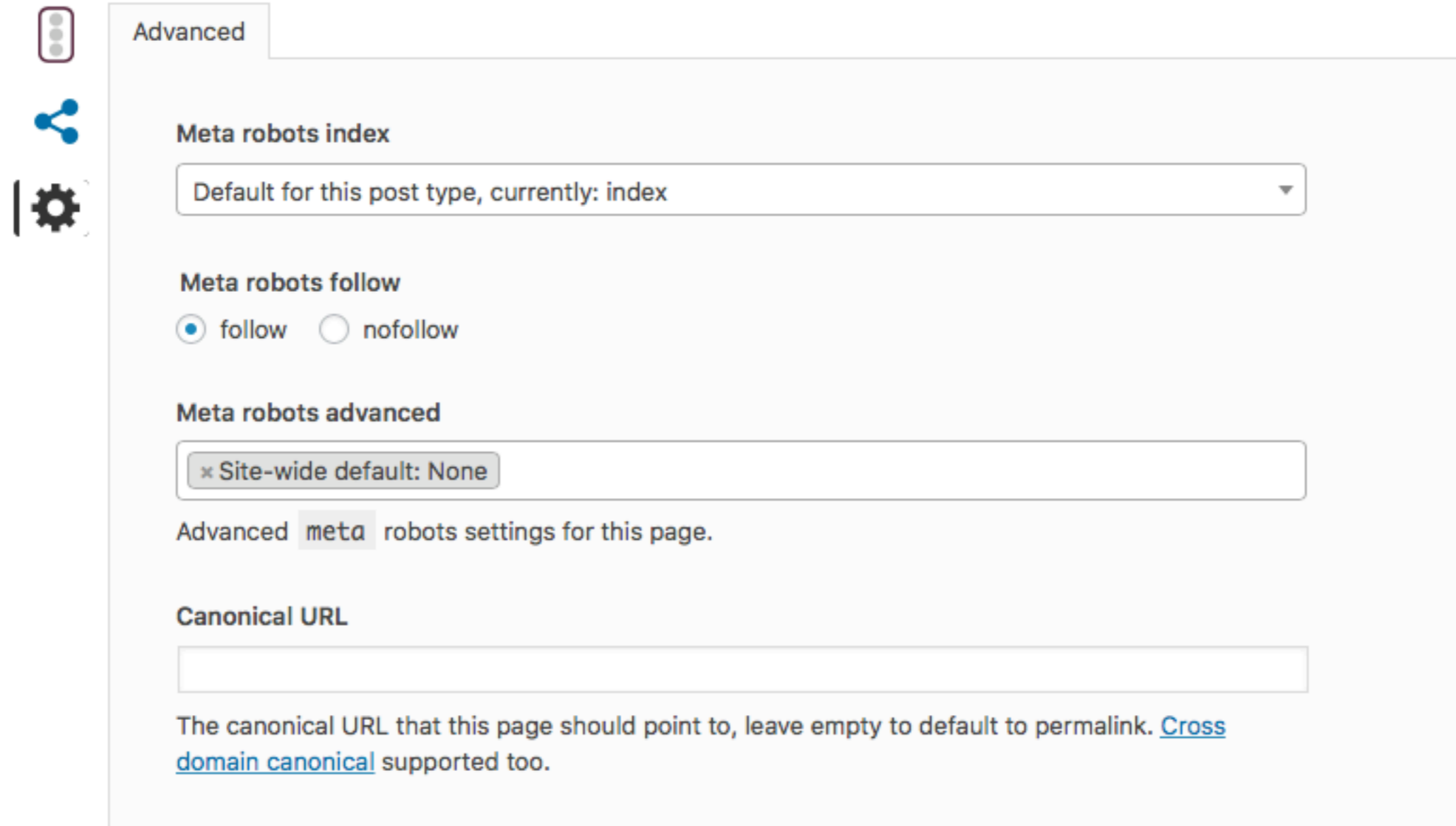
Facebook description



Modify your Facebook description by editing it right here

ONPAGE SEO (PAGE 5)

INDEXING OPTIONS



The image shows a screenshot of the 'Advanced' meta box in WordPress, specifically the 'Indexing Options' section. On the left side, there are three icons: a vertical ellipsis, a share icon, and a gear icon. The main content area is titled 'Advanced' and contains the following settings:

- Meta robots index:** A dropdown menu with the value 'Default for this post type, currently: index'.
- Meta robots follow:** Two radio buttons, 'follow' (selected) and 'nofollow'.
- Meta robots advanced:** A text input field containing 'x Site-wide default: None'.
- Advanced meta robots settings for this page.** A heading for the following section.
- Canonical URL:** An empty text input field.
- Text below Canonical URL:** 'The canonical URL that this page should point to, leave empty to default to permalink. [Cross domain canonical](#) supported too.'

- ▶ A **canonical tag** (aka "rel canonical") is a way of telling search engines that a specific URL represents the master copy of a page. Using the **canonical** tag prevents problems caused by identical or "duplicate" content appearing on multiple URLs.

ONPAGE SEO (PAGE 6)

SOME ADDITIONAL OPTIONS ON THE PAID VERSION

General - Yoast SEO

[Dashboard](#)[General](#)[Features](#)[Company info](#)[Webmaster tools](#)[Security](#)[? Help centre](#) ▼

Configuration wizard

Need help determining your settings? Configure Yoast SEO step-by-step.

[Open the configuration wizard](#)

Internal linking

Want to use our internal linking tool? Analyse all the published posts and pages to generate internal linking suggestions.

[Analyse your content](#)

Text link counter

The links in all your public texts need to be counted. This will provide insights of which texts need more links to them. If you want to know more about the why and how of internal linking, check out [the article about internal linking on Yoast.com](#).

[Count links in your texts](#)

Credits

Take a look at the people that create Yoast SEO.

[View credits](#)

Restore default settings

If you want to restore a site to the default Yoast SEO settings, press this button.

[Restore default settings](#)[Save changes](#)

ONPAGE SEO

FEATURES

General - Yoast SEO

Dashboard General **Features** Company info Webmaster tools Security

Help centre ▾

Features

Yoast SEO comes with a lot of features. You can enable / disable some of them below.

Readability analysis

Removes the readability tab from the metabox and disables all readability-related suggestions.

Enabled Disabled

Keyword analysis

Removes the keyword tab from the metabox and disables all keyword-related suggestions.

Enabled Disabled

Advanced settings pages

The advanced settings include site-wide settings for your titles and meta descriptions, social metadata, sitemaps and much more.

Enabled Disabled

OnPage.org

The OnPage.org integration checks daily if your site is still indexable by search engines and notifies you when this is not the case.

Enabled Disabled

Admin bar menu

The Yoast SEO admin bar menu contains useful links to third-party tools for analysing pages and makes it easy to see if you have new notifications.

Enabled Disabled

Cornerstone content

The Cornerstone content functionality enables you to mark and filter cornerstone content on your website. [Read more about how cornerstone content can help you improve your site structure.](#)

Enabled Disabled

Text link counter

This feature helps you improve the internal link structure of your site. If you want to know more about the why and how of internal linking, check out the [article about internal linking on Yoast.com](#).

Enabled Disabled

Metabox insights

The metabox insights section contains insights about your content, like an overview of the most prominent words in your text.

Enabled Disabled

Link suggestions

The link suggestions section contains a list of posts on your blog with similar content that might be interesting to link to.

Enabled Disabled

ONPAGE SEO (PAGE 8)

COMPANY INFO

General - Yoast SEO

[Dashboard](#)[General](#)[Features](#)[Company info](#)[Webmaster tools](#)[Security](#)[? Help centre](#) ▼

Website name

Google shows your website's name in the search results, we will default to your site name but you can adapt it here. You can also provide an alternate website name you want Google to consider.

Website name:

Alternate name:

Company or person

This data is shown as metadata in your site. It is intended to appear in Google's Knowledge Graph. You can be either a company, or a person, choose either:

Company or person:

Company

Company name:

Company logo:

ONPAGE SEO (PAGE 9)

SOCIAL PROFILE LINKING

- ▶ This takes the guess work out of the rel="author" tag (more on Rich Snippets, Schema & Microdata later)

Social - Yoast SEO

[Accounts](#) [Facebook](#) [Twitter](#) [Pinterest](#) [Google+](#)

[? Help centre](#) ▼

Your social profiles

To let search engines know which social profiles are associated to this site, enter them below:

Facebook Page URL:

Twitter Username:

Instagram URL:

LinkedIn URL:

MySpace URL:

Pinterest URL:

YouTube URL:

Google+ URL:

[Save changes](#)

ONPAGE SEO (PAGE 10)

XML SITEMAP

- ▶ You'll need this URL for Google Webmaster Tools (I'll go over that soon)

XML Sitemaps - Yoast SEO

XML sitemap functionality

Enabled Disabled

General Post Types Excluded Posts Taxonomies

[? Help centre](#) ▼

Your XML Sitemap

You can find your XML Sitemap here: [XML Sitemap](#)

You do **not** need to generate the XML sitemap, nor will it take up time to generate after publishing a post.

Entries per sitemap page

Please enter the maximum number of entries per sitemap page (defaults to 1000, you might want to lower this to prevent memory issues on some installs):

Max entries per sitemap:

Save changes

ONPAGE SEO (PAGE 12)

ACCESSIBILITY

- ▶ I recommend watching the lovely lady Andrea Skeries's presentation about accessibility for WordPress. You can find it online at: <http://btwd.io/accessibility>



- ▶ Also make your youtube videos accessible with subtitles.

ONPAGE SEO (PAGE 13)

RICH SNIPPETS, SCHEMA & MICRODATA

- ▶ Manually add Rich Snippets to your HTML code.
- ▶ <http://schema.org/docs/schemas.html>
- ▶ Google is recognizing more types of rich snippet including products, video, music info, restaurants, business organizations, people and authors. Yes, the rel="author" is schema. Odds are you've already used it.
- ▶ Test your Schema with Google's Structured Data testing tool:
<https://search.google.com/structured-data/testing-tool/u/0/>
- ▶ There is a WordPress Plugin called "Rich Snippets WordPress Plugin" of all things!

ONPAGE SEO (PAGE 14)

WORDPRESS SECURITY

- ▶ Add an SSL
 - ▶ Get a Free SSL via Let's Encrypt if your hosting environment has that options.
- ▶ Security Plugin of your choice
 - ▶ WordFence
 - ▶ Sucuri
 - ▶ SiteLock (not an actual plugin)
 - ▶ Etc.

WHY IT'S IMPORTANT?

- ▶ Hacked sites show up in Google searches as “This website may be hacked” and if not fixed quickly enough may be banned from Google’s SERP.
- ▶ User trust will be lost (and I’m guessing Google’s as well)

ONPAGE SEO (PAGE 15)

UPTIME MONITORING

- ▶ Monitor your website's uptime. If your site is down more than ~5% of the time, I would recommend migrating your website to a different hosting company.
- ▶ After all, Google doesn't want to send traffic in your direction and not have it up and running.

FREE UPTIME MONITORS

- ▶ <https://www.godaddy.com/pro> (has a free uptime monitor)
- ▶ <https://uptimerobot.com> (50 Monitors, Checked Every 5 Minutes, Totally Free!)
- ▶ <https://www.pingdom.com/free>
- ▶ <https://managewp.com> (NOT FREE, but has LOTS of things, now owned by GoDaddy)

ONPAGE SEO (PAGE 16)

LOADING SPEED

- ▶ Slow loading websites will lead to people “bouncing” off your site and going somewhere else. Statistics show that 25% of people will look for another website if the site hasn't loaded in 4 seconds.
- ▶ Solutions are often **reducing image sizes that are being shown to the end user** and **combining Javascript files into one download location** vs. multiple sites.

FREE LOAD SPEED CHECKERS

- ▶ [tools.Pingdom.com](https://tools.pingdom.com) (industry standard)
- ▶ <https://developers.google.com/speed/pagespeed/insights/> (PageSpeed Insights by Google)
- ▶ <https://testmysite.thinkwithgoogle.com> (not sure if this is Google or not actually. Whois says yes.)
- ▶ <https://www.webpagetest.org> (emulates load times on phones and more)
- ▶ <https://www.dareboost.com/en/home> (Worked, not sure how well)

STRESS TEST YOUR WEBSITE (MULTI USER EMULATION)

- ▶ [LoadImpact.com](https://loadimpact.com) (Industry standard)
- ▶ <https://www.paessler.com/tools/webstress>

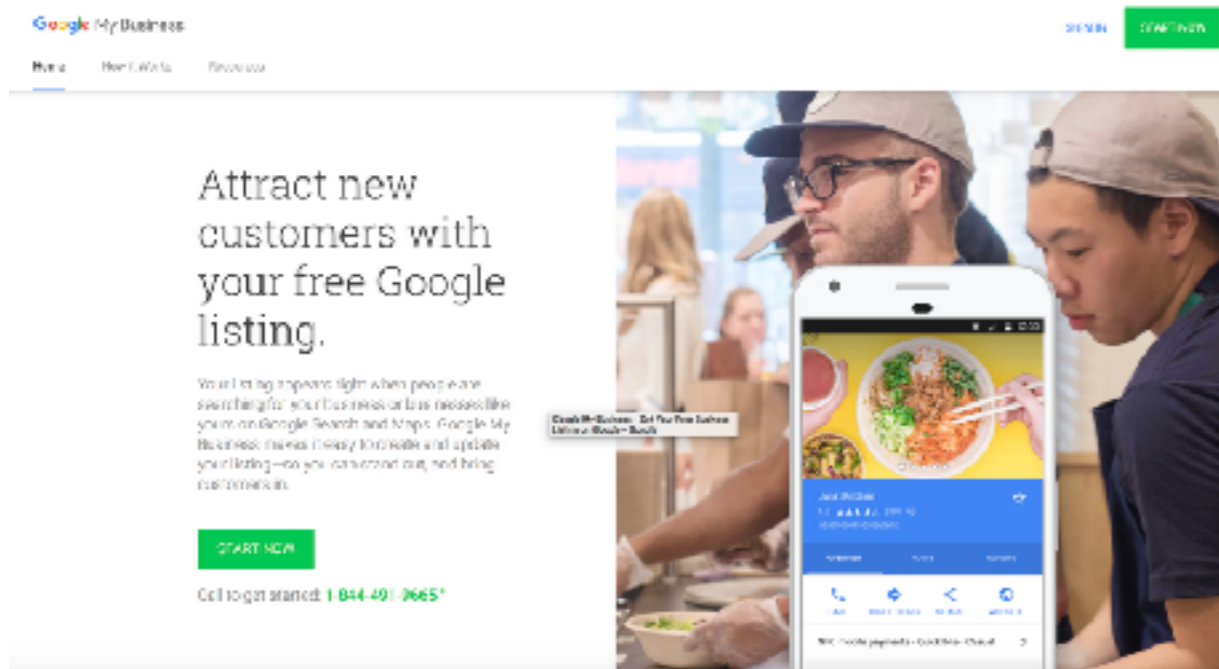
OFFPAGE SEO

BUSINESS PAGES

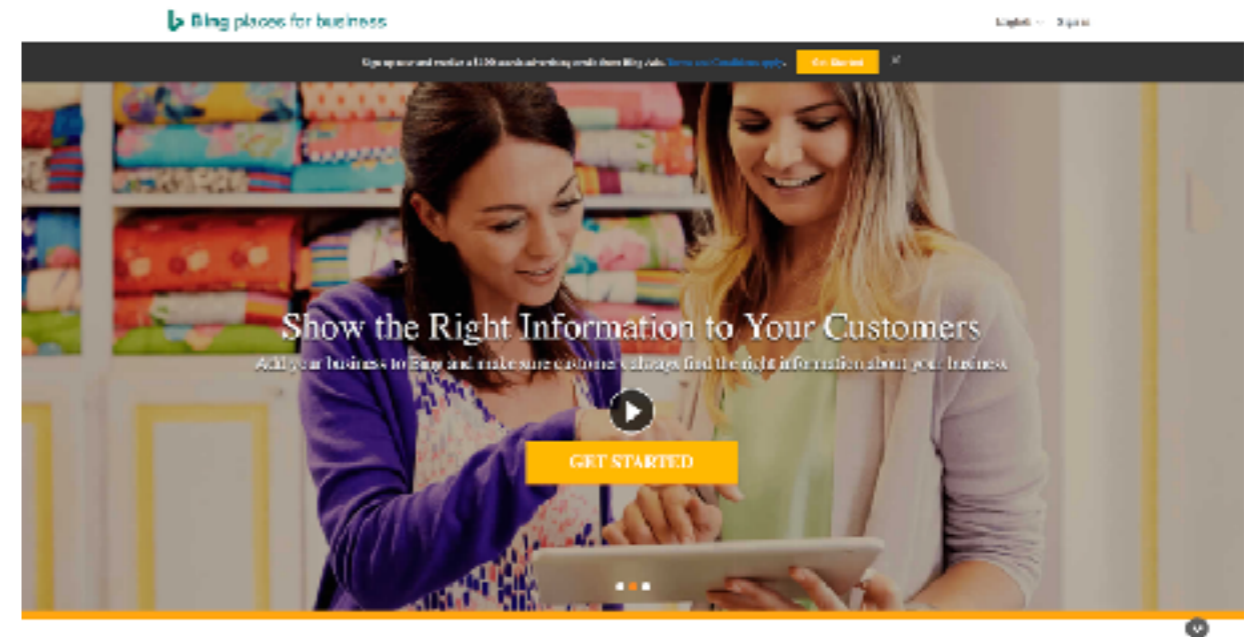
OFFPAGE SEO (PAGE 1)

SIGN UP FOR FREE BUSINESS DIRECTORIES
(ESPECIALLY RELATED TO SEARCH ENGINES)

GOOGLE MY BUSINESS



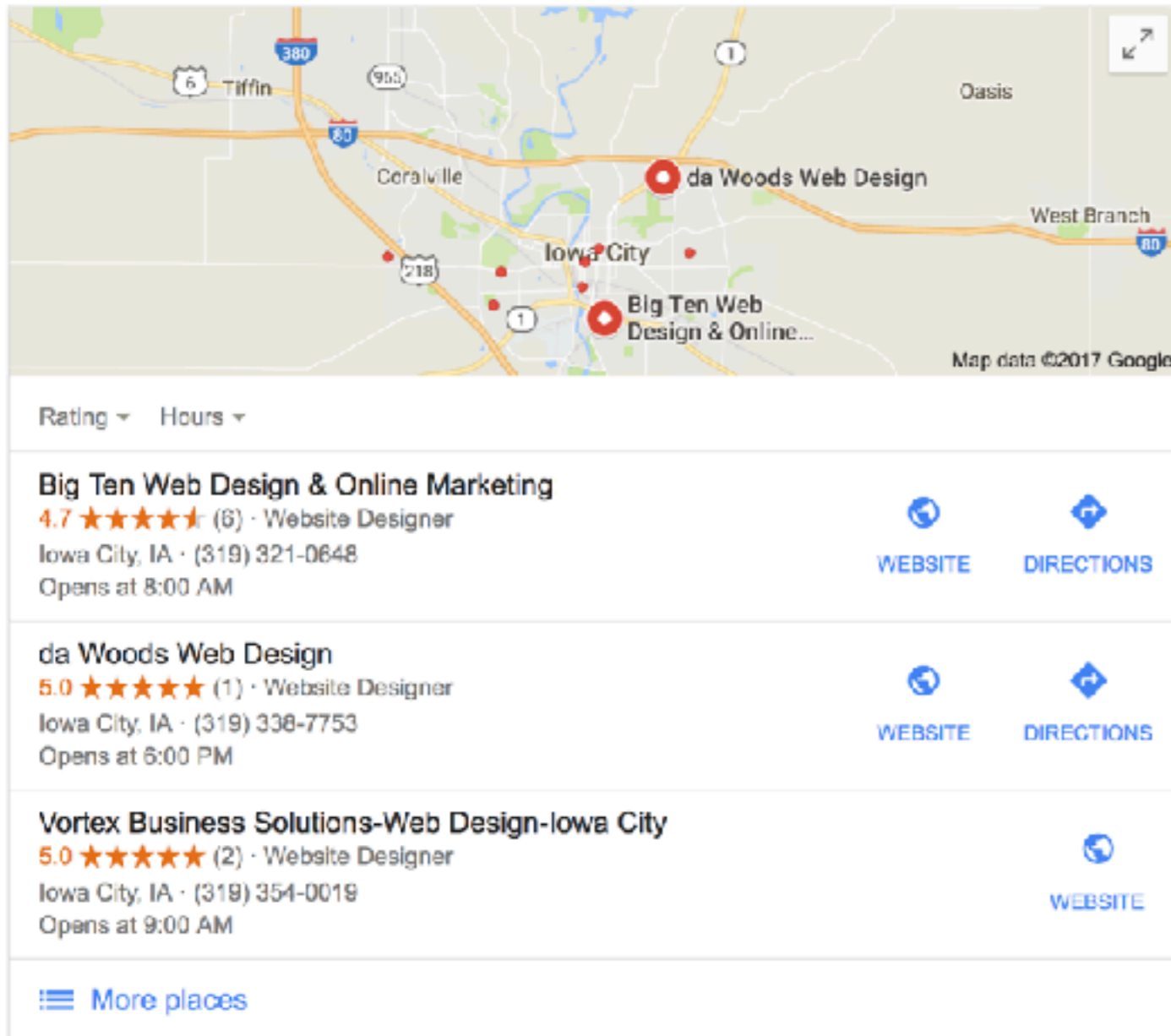
BING PLACES FOR BUSINESS



- ▶ Register your company, brand, etc on both Google My Business and Bing Places for Business pages.
- ▶ You can also sign up on other business directory pages. See a list here btwd.io/directories. Please note I do not think backlinks like these are nearly as important as they once were. I think this is a good way for some people to stumble upon your website.

OFFPAGE SEO (PAGE 2)

WHAT GOOGLE MY BUSINESS PAGE DOES



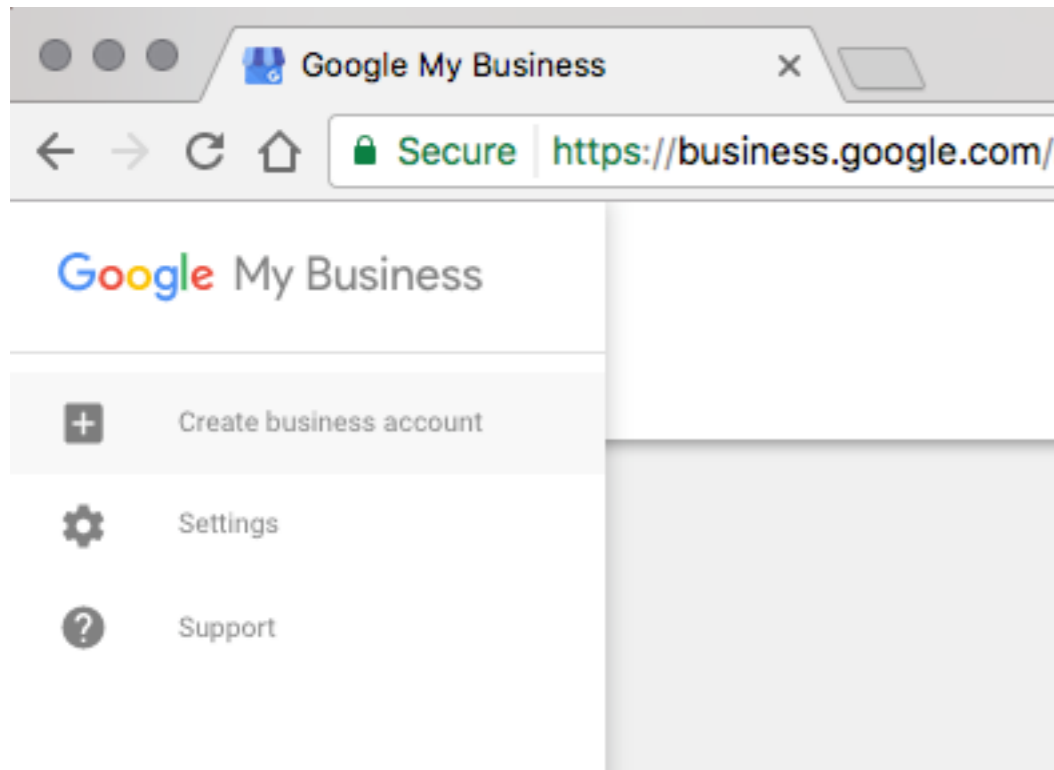
- ▶ Show up under Google searches on maps for local results.



- ▶ Show up under Google Knowledge Panel

OFFPAGE SEO (PAGE 3)

GOOGLE MY BUSINESS PAGE SETUP



Create business account

Business account name

0 / 50

Choose an account name that briefly but clearly identifies your business.

[?](#) [CANCEL](#) [DONE](#)

How would you like to get your verification code? [Learn more](#)

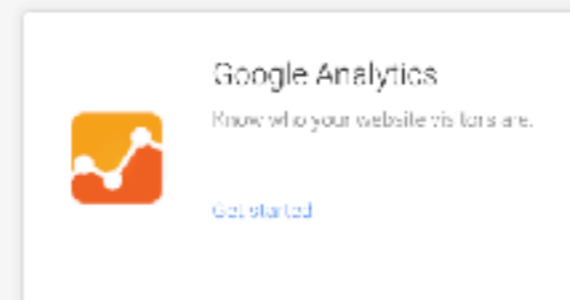
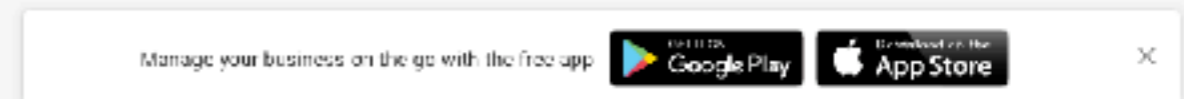
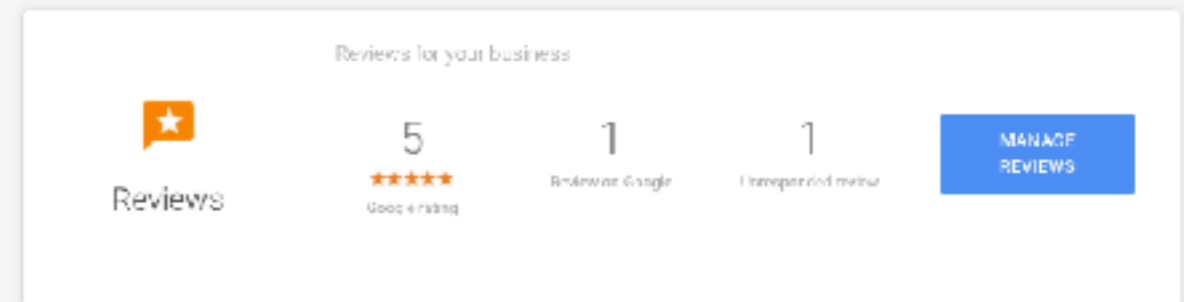
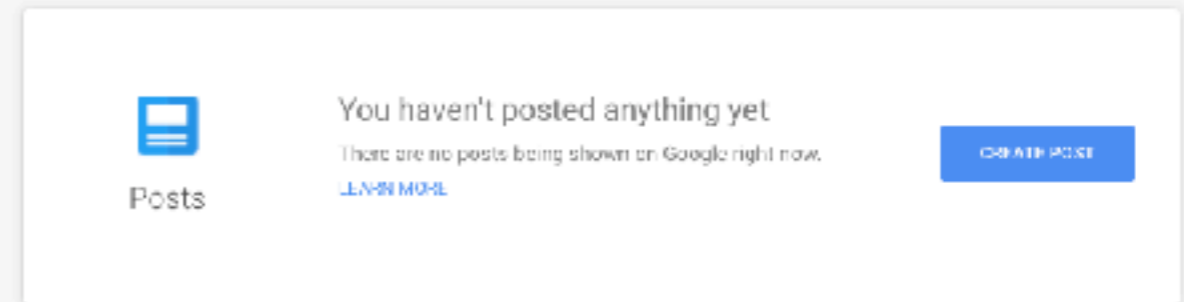
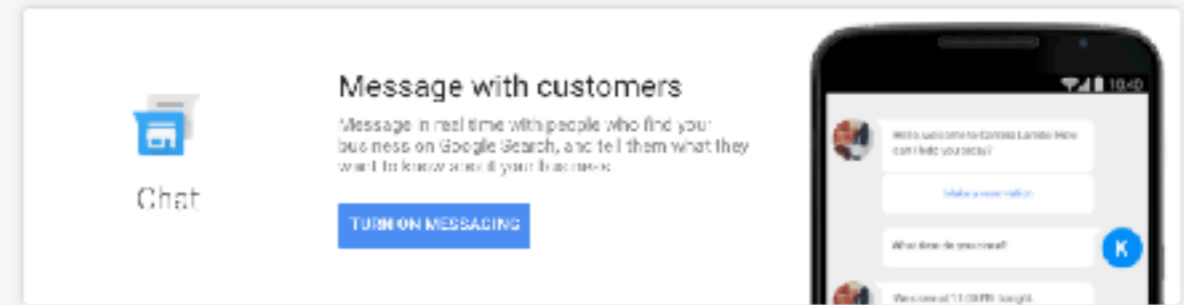
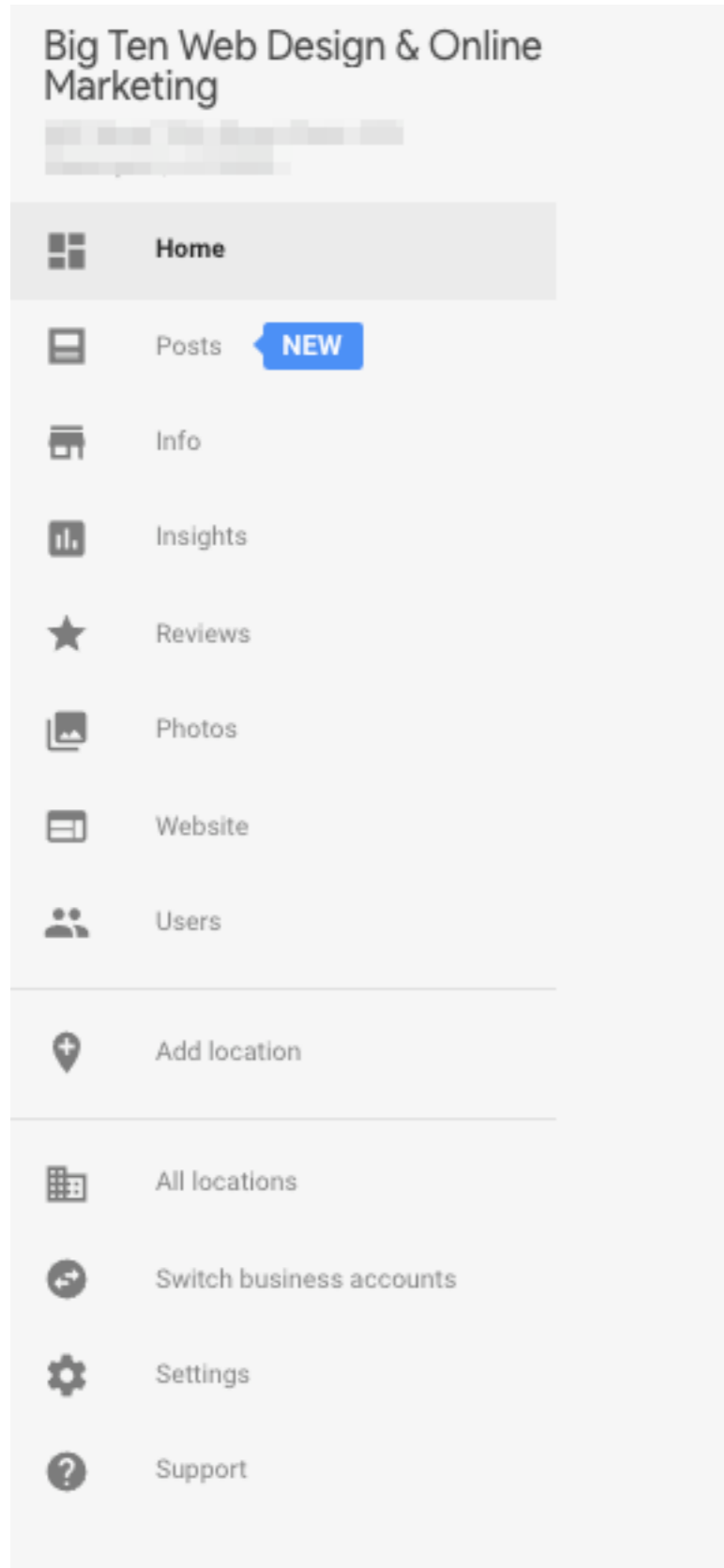
By post to [Post](#)

By phone now [Call](#)

[Verify later](#)

OFFPAGE SEO (PAGE 4)

GOOGLE MY BUSINESS PAGE SETUP



OFFPAGE SEO (PAGE 5)

GOOGLE MY BUSINESS PAGE

- ▶ Name of Business
- ▶ Categories
- ▶ Address
- ▶ Business Hours
- ▶ Specialty Houses Closed
- ▶ Phone number
- ▶ Website Address
- ▶ Add photos (Location, People working, etc.)

The screenshot shows a Google My Business profile for 'Big Ten Web Design, SEO & Online Marketing'. The profile includes a blue header with a cityscape illustration, the business name, and a list of categories: Website Designer, Internet Marketing Service, Marketing Agency, Advertising Agency, and Marketing Consultant. Below the header, the address is listed as 1820 Boyrum Street Suite B Iowa City IA 52240. The business hours are shown for each day of the week, with Sunday hours from 10:00 am to 1:00 pm. There are also special hours for 12/25/16 and 7/4/17, both marked as 'Closed'. The phone number is (319) 321-0648, and the website is http://bigtenwebdesign.com. An 'Add photos' button is visible at the bottom.

Published on

- Google Search
- Google Maps
- Google+

Close or remove this listing

Who has access



Advanced information

Store code BTR-WD

Labels *Enter labels*

AdWords location extensions phone *Enter phone*

OFFPAGE SEO (PAGE 6)

DISPLAY YOUR GOOGLE+ BADGE

- ▶ This was designed for the average user as an easy way to link your business page to your website.
- ▶ <http://btwd.io/badge>
- ▶ You'll notice the data-rel="author" code in the code that they create for you.

Google+ Badge



Link your Google+ page to your site. Get more recommendations for your site in Google search and grow your audience on Google+.

Google+ user **Aaron BTWD**

Features Icon Badge

Layout Portrait Landscape

Width 300

Color theme Light Dark

Cover Photo Enabled Disabled

Tagline Enabled Disabled

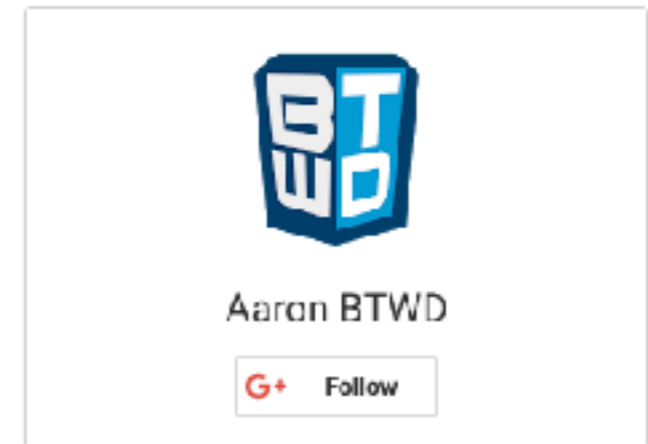
Language **English (United States)**

Advanced options

Dynamic

Parse tags Default (on load) Explicit

Look good? Copy the code.



```
<!-- Place this tag in your head or just before your <body> tag. -->
<script src="https://apis.google.com/js/platform.js" async defer></script>

<!-- Place this tag where you want the widget to render. -->
<div class="g-person" data-href="//plus.google.com/u/0/10462585680298263
```

Want to customize your snippet?

OFFPAGE SEO (PAGE 7)

DISPLAY YOUR GOOGLE+ BADGE

- ▶ I would use this version because the other is a space hog in the footer area.

Google+ Badge



Link your Google+ page to your site. Get more recommendations for your site in Google search and grow your audience on Google+.

Google+ user **Aaron BTWD** ↕

Features Icon Badge

Layout Portrait Landscape

Width 315

Color theme Light Dark

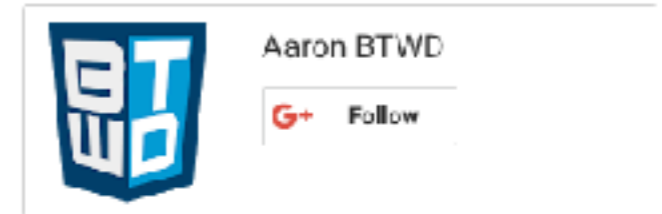
Language **English (United States)** ↕

Advanced options

Dynamic

Parse tags Default (on load) Explicit

Look good? Copy the code.



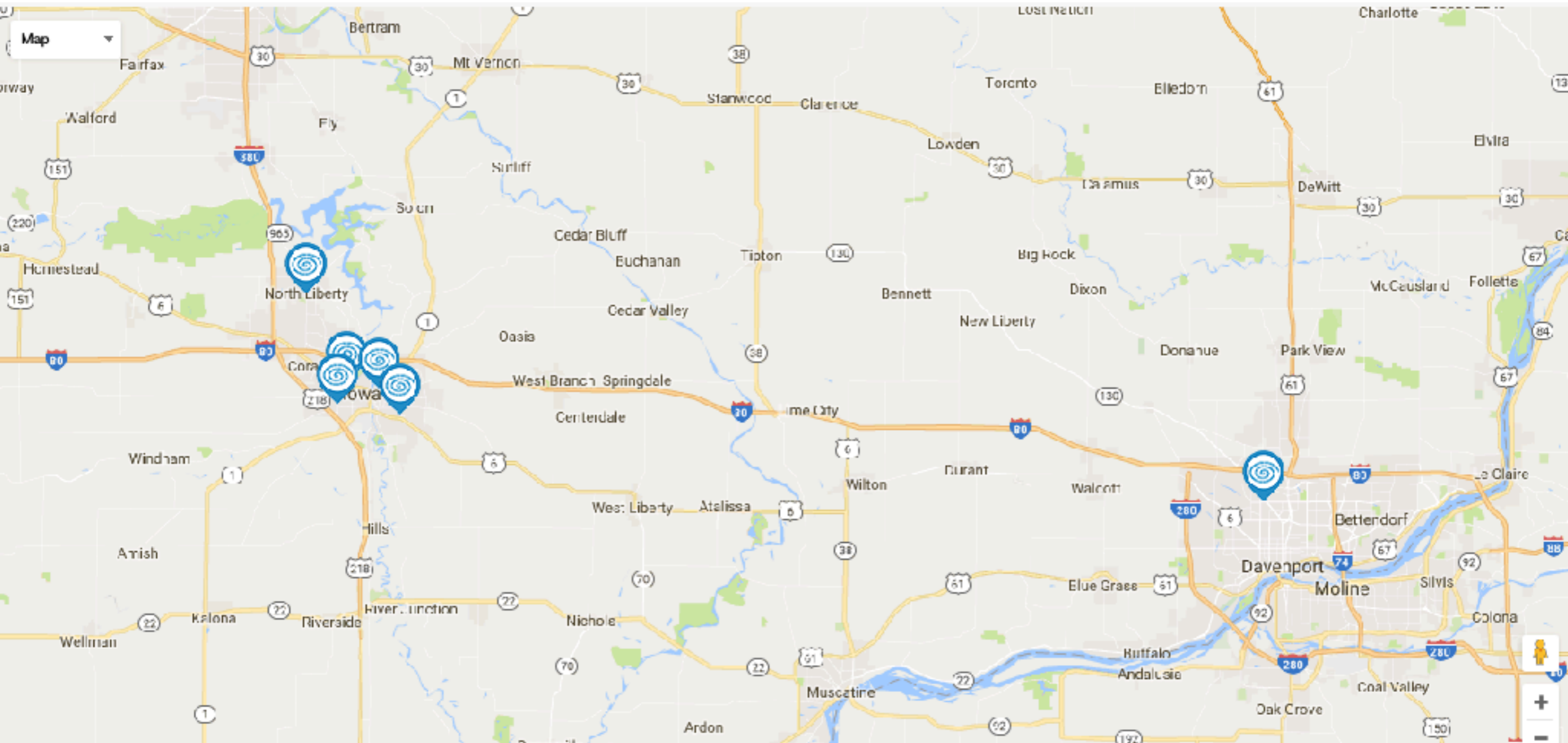
```
<!-- Place this tag where you want the widget to render. -->
<div class="g-person" data-width="315" data-href="//plus.google.com/u,

<!-- Place this tag after the last widget tag. -->
<script type="text/javascript">
(function() {
  var pu = document.createElement('script'); pu.type = 'text/javascript';
  pu.src = 'https://apis.google.com/js/platform.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.
})();
</script>
```

OFFPAGE SEO (PAGE 8)

GOOGLE MY BUSINESS PAGES FOR COMPANIES THAT HAVE MULTIPLE LOCATIONS

- ▶ When you have a business with multiple locations you will still want to verify each and every location. Then have a dedicated page on the site for every location with link back to that specific Google My Business page. Be sure to have that dedicated location be the main domain on your Google My Business page.
- ▶ For example on the Davenport Laundromania Google My Business page you will see the URL of <http://laundromania.com/davenport/>



OFFPAGE SEO (PAGE 9)

BING PLACES FOR BUSINESS

- ▶ Setup is about the same as Google (Just like Bing's PPC ads are the same as Google's) minus some creative options.

 Bing places for business

 English 

Home

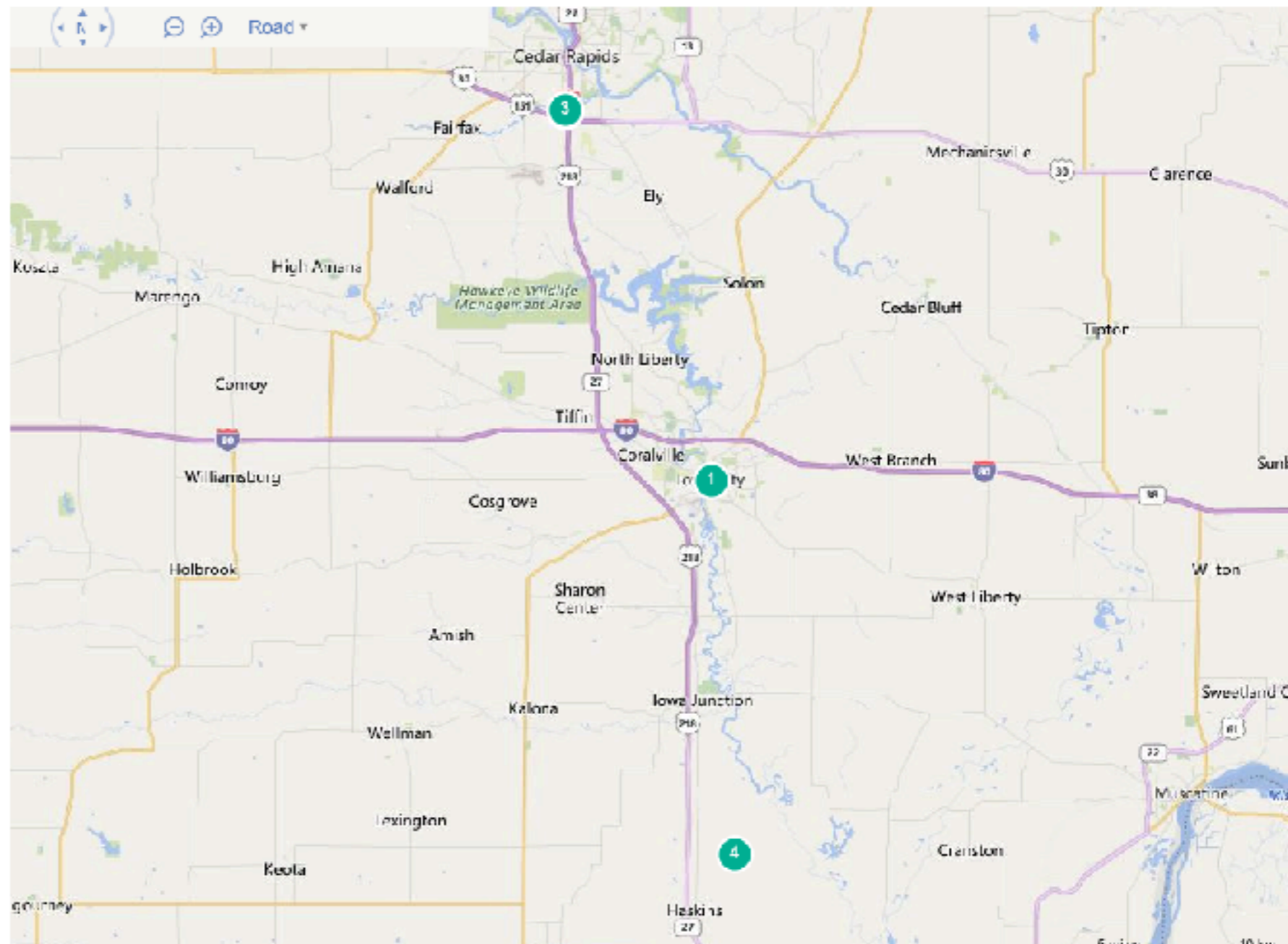


1 Big Ten Web Design, SEO & Marketing

1820 Boyrum St Ste B
Iowa City, IA 52240-4555, US



Show published listing



If you are an agency, [start here](#).

If you are a chain business with more than 10 locations, [start here](#).

If you wish to add more listings, use the create new business button here.

Create new business

WEBMASTER TOOLS

GOOGLE & BING (BUT MOSTLY GOOGLE)

WEBMASTER TOOLS (PAGE 1)

ADD YOUR WEBSITE TO GOOGLE WEBMASTER TOOLS

Add a property

Select the type of property you would like to manage. [Learn more.](#)



Search Console

Verify your ownership of [\[redacted\]](#). [Learn more.](#)

Recommended method

Alternate methods

Recommended: HTML file upload

Upload an HTML file to your site.

1. **Download** [this HTML verification file](#). [google1b50b2009da59cd1.html]
2. **Upload** the file to [\[redacted\]](#)
3. **Confirm** successful upload by visiting [\[redacted\]/google1b50b2009da59cd1.html](#) in your browser.
4. **Click** Verify below.

To stay verified, don't remove the HTML file, even after verification succeeds.

I'm not a robot



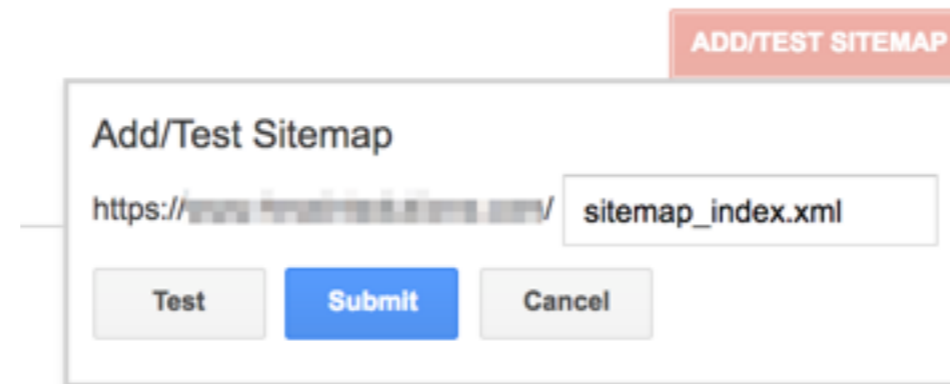
reCAPTCHA
Privacy - Terms

VERIFY

Not now

WEBMASTER TOOLS (PAGE 2)

ADD A SITEMAP IN GOOGLE WEBMASTER TOOLS



ADD/TEST SITEMAP

Add/Test Sitemap

https://[redacted]/sitemap_index.xml

Test Submit Cancel

XML SITEMAP FROM YOUR WEBSITE

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

You can find more information about XML sitemaps on sitemaps.org.

This XML Sitemap Index file contains 2 sitemaps.

Sitemap	Last Modified
https://[redacted]/page-sitemap.xml	2017-07-06 19:56 +00:00
https://[redacted]/attachment-sitemap.xml	2017-03-14 14:12 +00:00

WEBMASTER TOOLS (PAGE 3)

GOOGLE SEARCH CONSOLE OVERVIEW

Search Console

Dashboard

Messages (2)

▼ **Search Appearance** ⓘ

Structured Data

Rich Cards

Data Highlighter

HTML Improvements

Accelerated Mobile Pages

▼ **Search Traffic**

Search Analytics

Links to Your Site

Internal Links

Manual Actions

International Targeting

Mobile Usability

▼ **Google Index**

Index Status

Blocked Resources

Remove URLs

▼ **Crawl**

Crawl Errors

Crawl Stats

Fetch as Google

robots.txt Tester

Sitemaps

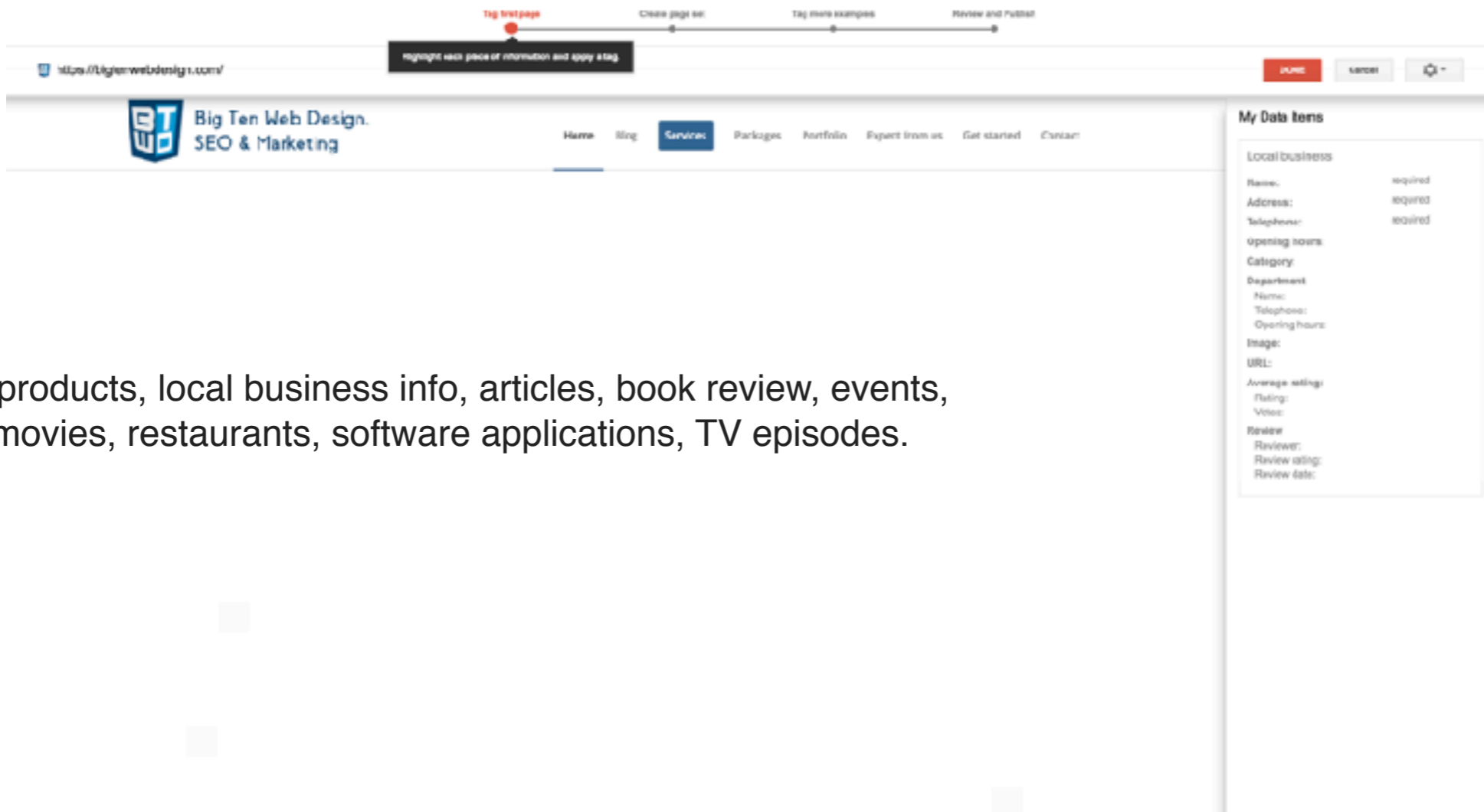
URL Parameters

Security Issues

Web Tools

WEBMASTER TOOLS (PAGE 4)

DATA HIGHLIGHTER



- ▶ Highlight products, local business info, articles, book review, events, movies, restaurants, software applications, TV episodes.

Overview

About

Data Highlighter

START HIGHLIGHTING

Filter

Unpublish

Delete

Show

25 rows

1-2 of 2



Page set published.

Data will become available as Google recrawls your site. [More info](#)

Page set

Data type

Status

of pages

Last modified

Products

Products

Published

13+

6:33 PM

Big Ten Web Design page

Local Businesses

Published

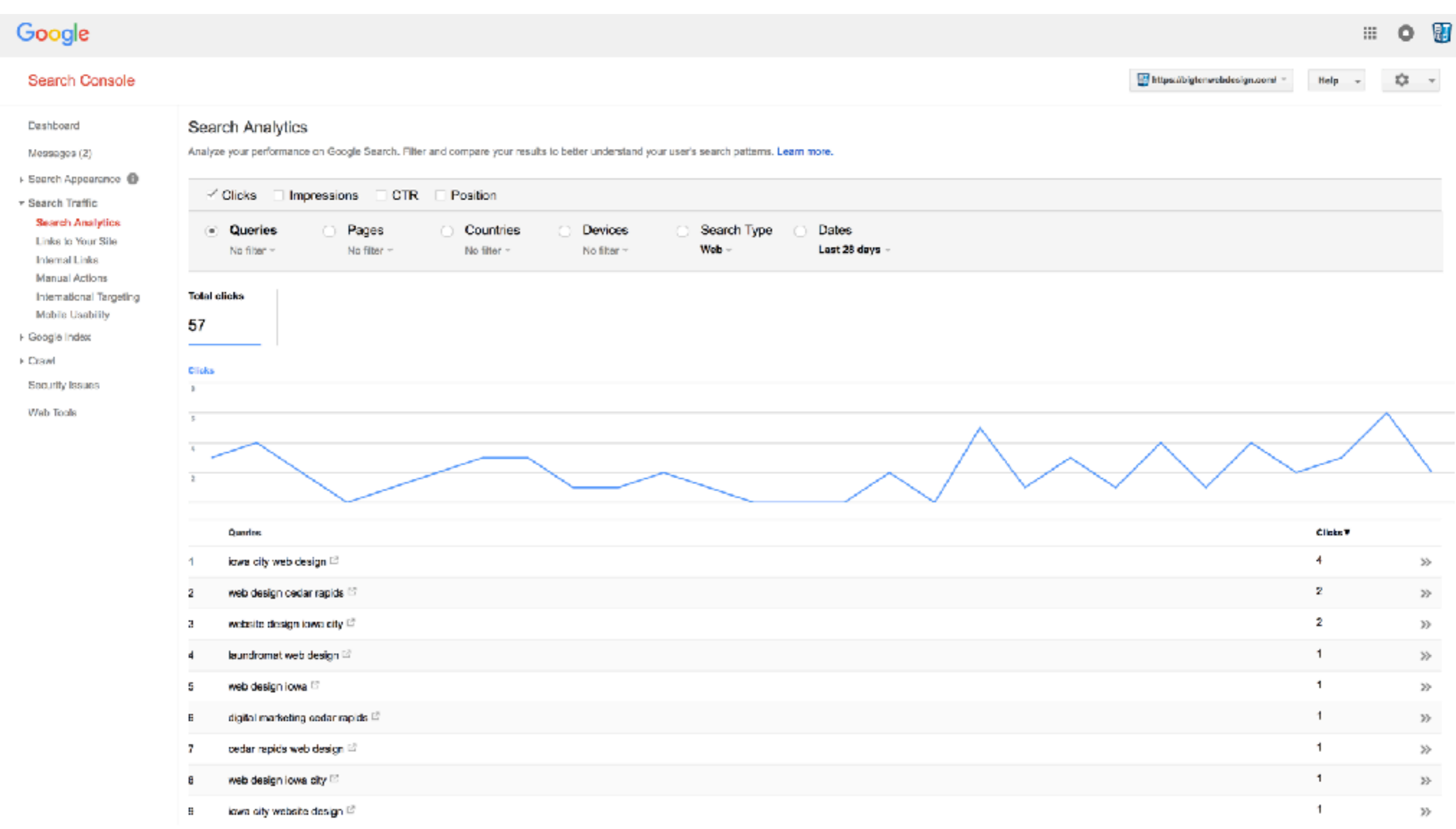
1

6:22 PM

WEBMASTER TOOLS (PAGE 5)

SEARCH TRAFFIC

Search Analytics



WEBMASTER TOOLS (PAGE 6)

SEARCH TRAFFIC

- ▶ Links to your site

The screenshot shows the Google Search Console interface for the website <https://bigtenwebdesign.com/>. The main section is titled "Links to Your Site" and displays a total of 14,140 links. It is divided into three sub-sections: "Who links the most", "Your most linked content", and "How your data is linked".

Who links the most

Domain	Number of Links
https://www.linkedin.com/	7,871
https://www.facebook.com/	2,250
https://www.instagram.com/	1,460
https://www.pinterest.com/	263
https://www.youtube.com/	252

[More »](#)

Your most linked content

Content URL	Number of Links
https://bigtenwebdesign.com/	14,067
/blog/best-website-builders-compared/	17
/blog/wordpress-child-theme-development-using-source-control-integrating-development-environments/	6
/blog/can-rapids-wordpress-meetup-group-oyama-sushi-steakhouse/	6
/blog/category/seo-tips/	5

[More »](#)

How your data is linked

Linking Source
website seo by
big ten web design of iowa
website design and online marketing by big ten web design of iowa
big ten web design seo marketing & ppc
website

[More »](#)

WEBMASTER TOOLS (PAGE 7)

SEARCH TRAFFIC

▶ Internal links

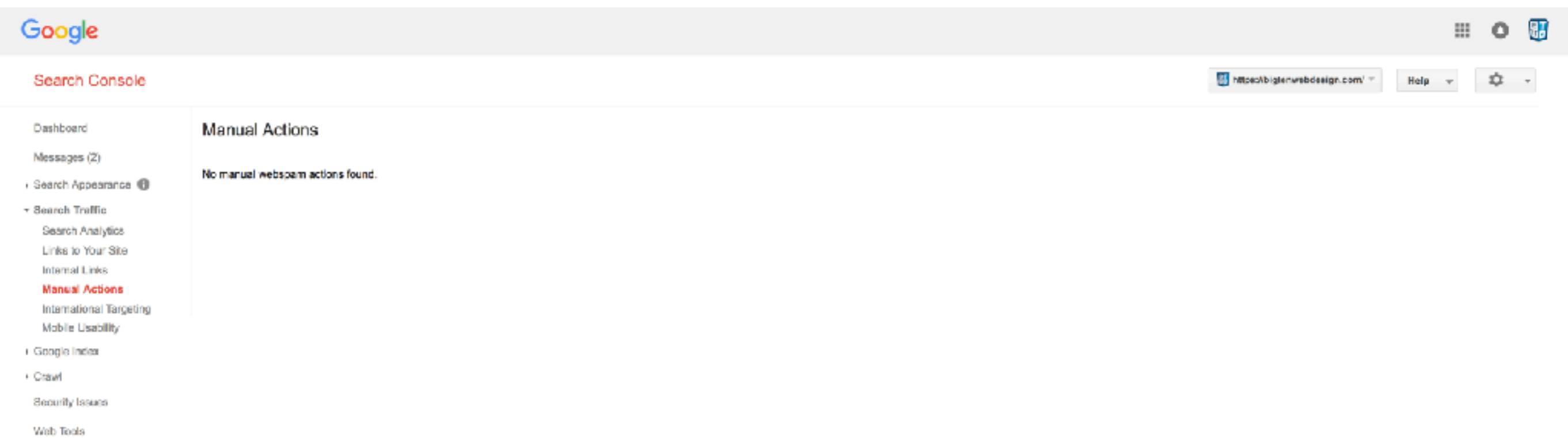
The screenshot shows the Google Search Console interface for the domain <https://bigtenwebdesign.com/>. The main section is titled "Internal Links" and displays a table of internal links found on the website. The table has two columns: "Target pages" and "Links". The "Links" column shows the number of internal links pointing to each target page. The table is sorted by the number of links in descending order. There are 97 total internal links found, with the first 25 rows displayed. The "Links" column values range from 224 for </blog/best-website-builders-compared/> down to 184 for </services/print/>.

Target pages	Links
/blog/best-website-builders-compared/	224
https://bigtenwebdesign.com/	217
/get-started/	203
/services/website-porting/	202
/services/	202
/services/online-store-creation-showrooming/	202
/blog/	202
/our-program/	202
/contact/	202
/services/entire-website-creation/	201
/services/advanced-wordpress-customization/	201
/our-program/seo-process/	201
/services/increase-brand-recognition/	200
/services/social-media-marketing-strategy/	200
/particip/	200
/services/database-migration/	200
/services/3D-business-street-view/	200
/services/tracked-wordpress-website/	200
/services/ppc-ad-setup/	200
/services/social-ad-optimization/	200
/services/aerial-photography-videography-drone-service/	200
/export-from-us/	188
/packages/	186
/services/print/flyer/	184
/services/print/	184

WEBMASTER TOOLS (PAGE 8)

SEARCH TRAFFIC

- ▶ Manual Actions

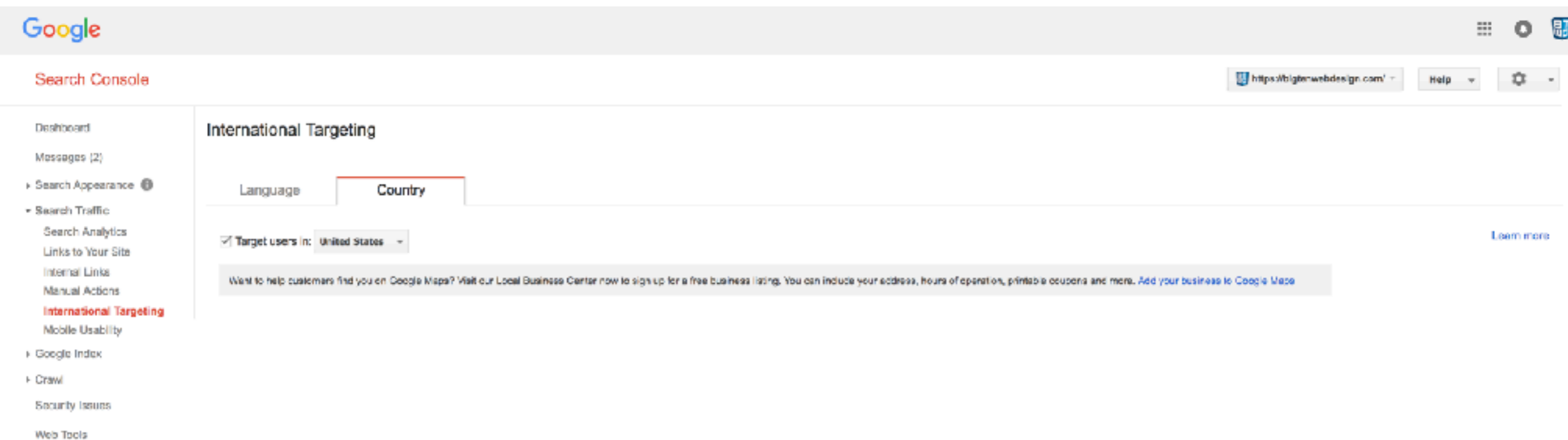


The screenshot shows the Google Search Console interface. At the top left is the Google logo. The page title is "Search Console". The browser address bar shows "https://bigtenwebdesign.com/". The left sidebar contains a navigation menu with the following items: Dashboard, Messages (2), Search Appearance (with an information icon), Search Traffic (expanded), Search Analytics, Links to Your Site, Internal Links, Manual Actions (highlighted in red), International Targeting, Mobile Usability, Google Index, Crawl, Security Issues, and Web Tools. The main content area is titled "Manual Actions" and displays the message "No manual webspam actions found."

WEBMASTER TOOLS (PAGE 9)

SEARCH TRAFFIC

- ▶ International Targeting (Language & Country)



The screenshot shows the Google Search Console interface. At the top left is the Google logo. Below it, the text "Search Console" is visible. On the right side of the top bar, there is a browser address bar showing "https://bignerwebdesign.com/", a "Help" button, and a settings gear icon. A left-hand navigation menu lists various tools: Dashboard, Messages (2), Search Appearance, Search Traffic, Search Analytics, Links to Your Site, Internal Links, Manual Actions, International Targeting (highlighted in red), Mobile Usability, Google Index, Crawl, Security Issues, and Web Tools. The main content area is titled "International Targeting" and features two tabs: "Language" and "Country", with "Country" being the active tab. Below the tabs, there is a checkbox labeled "Target users in:" which is checked, and a dropdown menu currently set to "United States". A "Learn more" link is positioned to the right of this section. At the bottom of the main content area, there is a grey banner with text: "Want to help customers find you on Google Maps? Visit our Local Business Center now to sign up for a free business listing. You can include your address, hours of operation, printable coupons and more. Add your business to Google Maps".

WEBMASTER TOOLS (PAGE 10)

SEARCH TRAFFIC

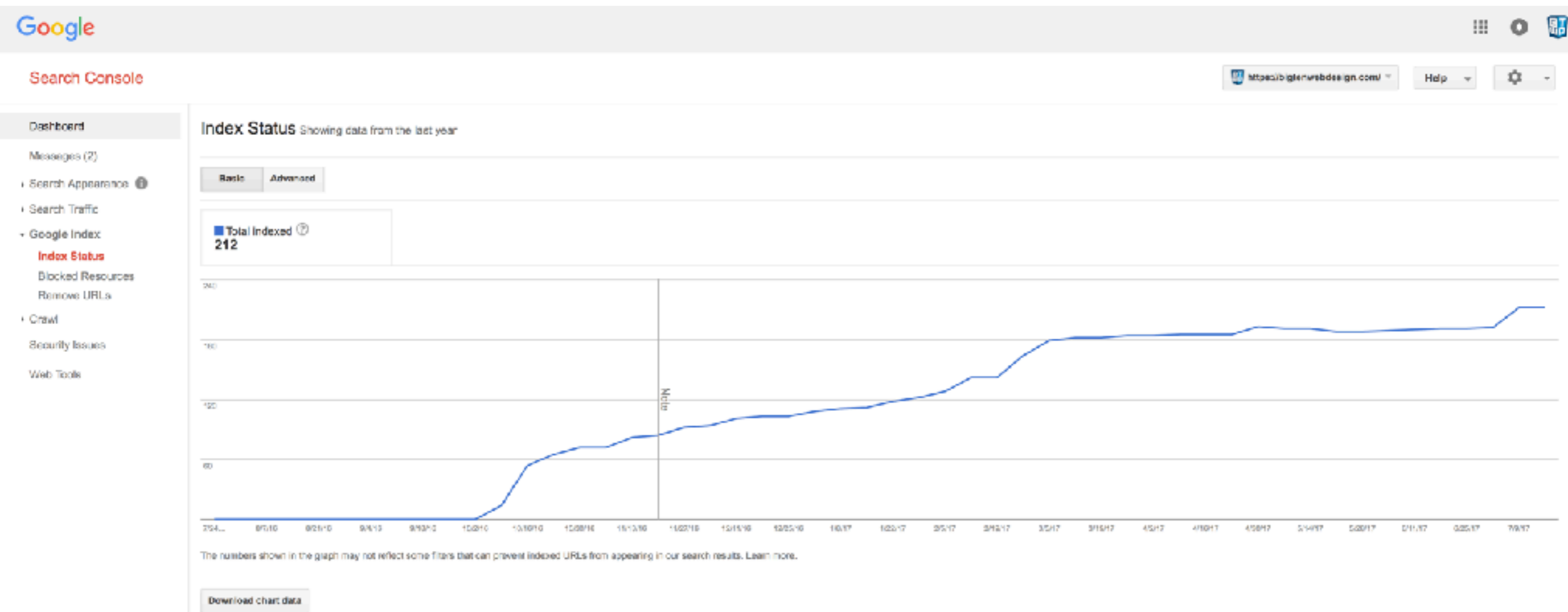
- ▶ Mobile Usability is measuring button sizes, navigation, etc.



WEBMASTER TOOLS (PAGE 10)

GOOGLE INDEX

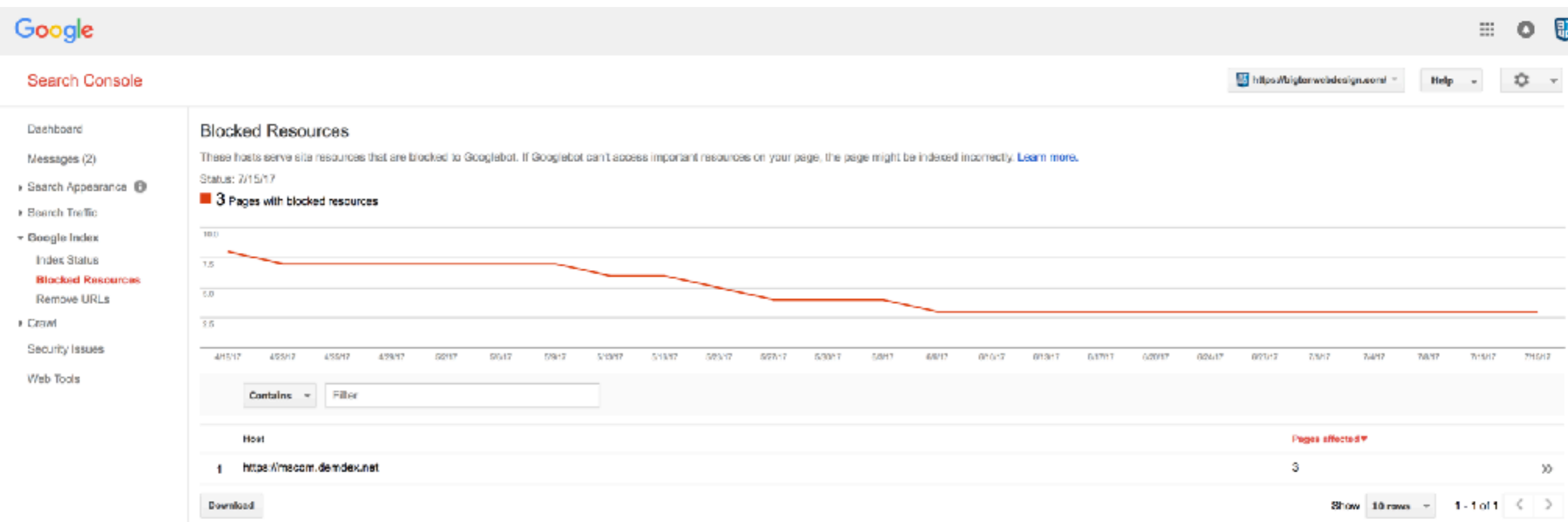
- ▶ Index Status chart. Higher is better here.



WEBMASTER TOOLS (PAGE 11)

GOOGLE INDEX

- ▶ Blocked Resources (lower is usually better Yet you may want to keep some folders blocked)



WEBMASTER TOOLS (PAGE 11)

GOOGLE INDEX

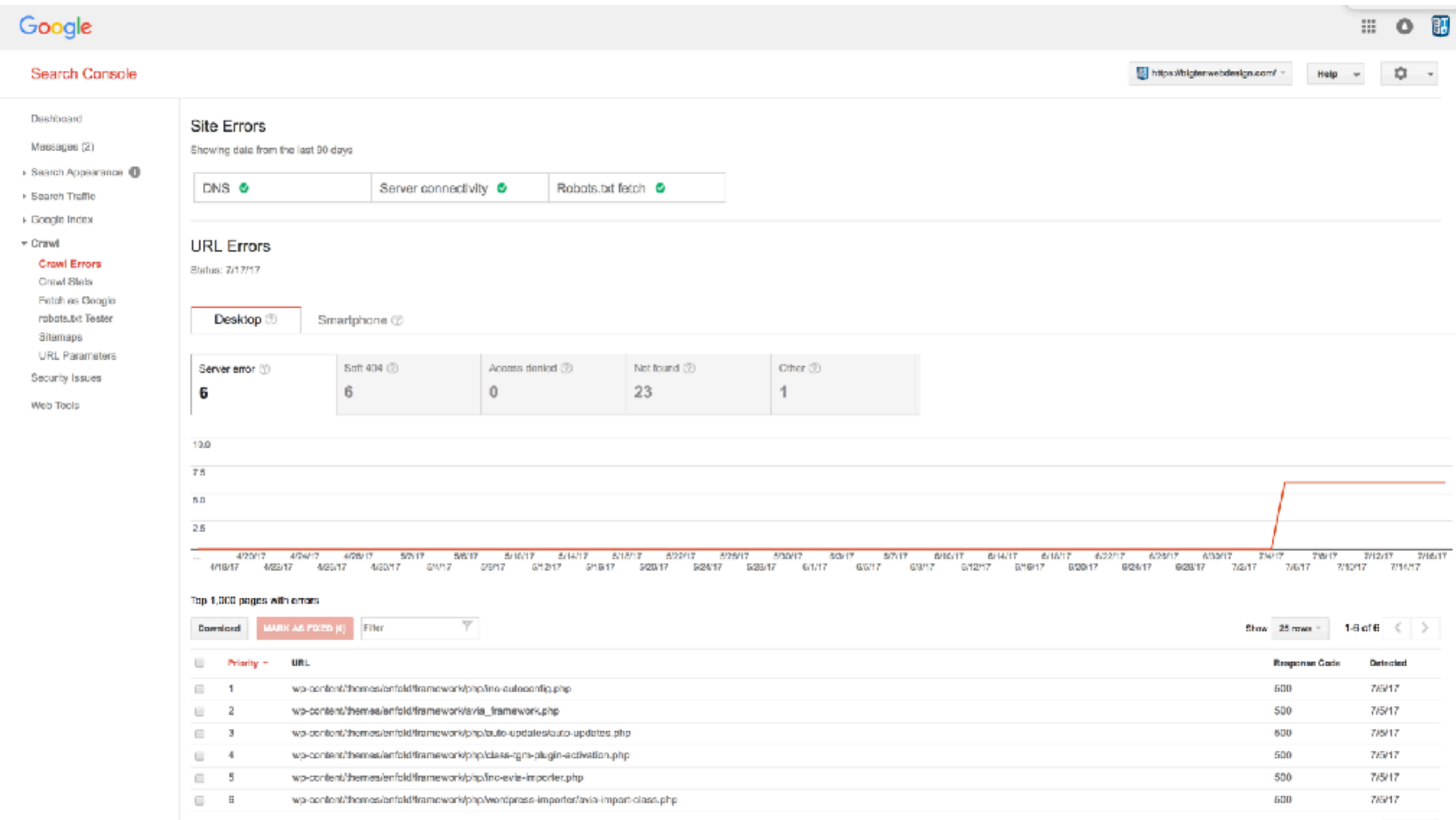
- ▶ Remove URLs. Don't want content indexed; you can submit it for removal here.

The screenshot shows the Google Search Console interface. The top navigation bar includes the Google logo, a search bar with the URL 'https://bigtenwebdesign.com', and a 'Help' button. The left sidebar contains a menu with items: Dashboard, Messages (2), Search Appearance (1), Search Traffic, Google Index (with sub-items: Index Status, Blocked Resources, and 'Remove URLs' in red), Crawl, Security Issues, and Web Tools. The main content area is titled 'Remove URLs' and contains the following text: 'Temporarily removes URLs that you own from search results. To remove content permanently, you must remove or update the source page. [More information.](#)' Below this is a 'Temporarily hide' button. A table header is visible with columns for 'URL', 'Status', 'Removal Type', and 'Requested'. The table body shows a message: 'No URL removal requests in the last 6 months.'

WEBMASTER TOOLS (PAGE 12)

CRAWL

- ▶ Site Errors (The errors here look like it was from some kind of attack on the site, looking for a vulnerability)



The screenshot shows the Google Search Console interface for the domain <https://bignerwebdesign.com/>. The 'Site Errors' section is active, displaying data from the last 90 days. The status is '7/17/17'. The error counts are: Server error (6), Soft 404 (6), Access denied (0), Not found (23), and Other (1). A line chart shows a sharp increase in errors starting around 7/4/17. The 'Top 1,000 pages with errors' table lists the following entries:

Priority	URL	Response Code	Detected
1	wp-content/themes/enfold/framework/php/inc-autoconfig.php	500	7/5/17
2	wp-content/themes/enfold/framework/avia_framework.php	500	7/5/17
3	wp-content/themes/enfold/framework/php/auto-updates/auto-updates.php	500	7/5/17
4	wp-content/themes/enfold/framework/php/class-gtm-plugin-activation.php	500	7/5/17
5	wp-content/themes/enfold/framework/php/inc-exile-importer.php	500	7/5/17
6	wp-content/themes/enfold/framework/php/wordpress-importer/avia-import-class.php	500	7/5/17

WEBMASTER TOOLS (PAGE 13)

CRAWL

- ▶ Crawl Stats: Shows how much your site is crawled per day, Kilobytes downloaded per day, and time spent downloading page.

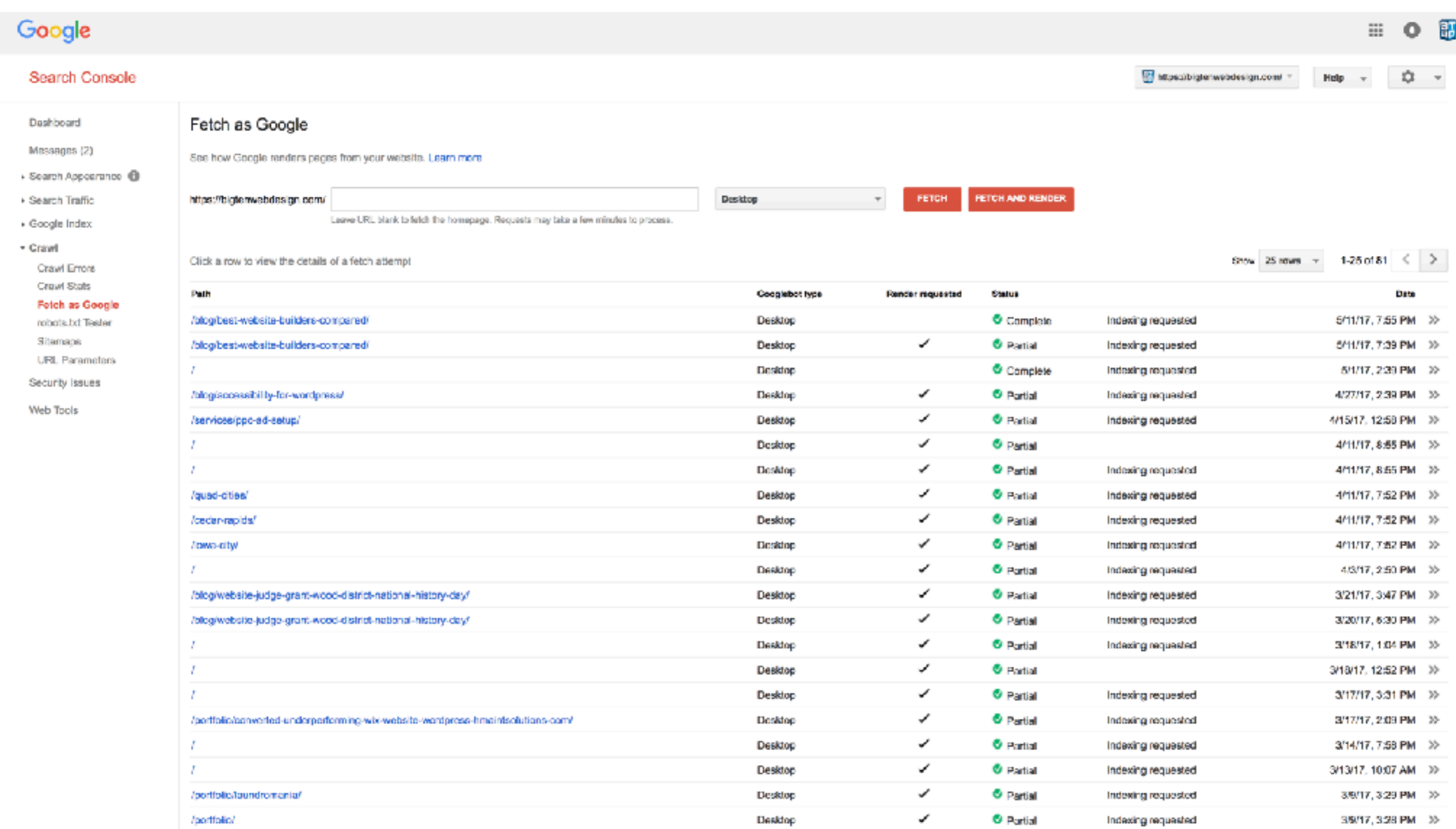
The screenshot displays the Google Search Console interface for the domain <https://bigtenwebdesign.com/>. The 'Crawl Stats' section is active, showing Googlebot activity over the last 90 days. The interface includes a sidebar with navigation options like Dashboard, Messages, Search Appearance, Search Traffic, Google Index, Crawl, Crawl Errors, Crawl Stats, Fetch as Google, robots.txt Tester, Sitemaps, URL Parameters, Security Issues, and Web Tools. The main content area features three line charts and summary statistics for 'Pages crawled per day', 'Kilobytes downloaded per day', and 'Time spent downloading a page (in milliseconds)'. Each chart shows daily fluctuations from May 2017 to July 2017. Summary statistics are provided for each metric, including High, Average, and Low values.

Metric	High	Average	Low
Pages crawled per day	363	173	45
Kilobytes downloaded per day	56,430	6,532	612
Time spent downloading a page (in milliseconds)	552	243	80

WEBMASTER TOOLS (PAGE 14)

CRAWL

- Fetch as Google: Ask Google to index a new page and get it online and searchable within minutes.



The screenshot displays the 'Fetch as Google' interface in Google Search Console. At the top, there's a navigation bar with the Google logo, 'Search Console', and the website URL 'https://bigtenwebdesign.com/'. Below this, a sidebar on the left lists navigation options like 'Dashboard', 'Messages (2)', 'Search Appearance', 'Search Traffic', 'Google Index', 'Crawl', 'Crawl Errors', 'Crawl Stats', 'Fetch as Google', 'robots.txt Tester', 'Sitemaps', 'URL Parameters', 'Security Issues', and 'Web Tools'. The main content area is titled 'Fetch as Google' and includes a 'Learn more' link. Below the title, there's a form to enter a URL (currently 'https://bigtenwebdesign.com/'), a device selector set to 'Desktop', and two buttons: 'FETCH' and 'FETCH AND RENDR'. A note below the form states: 'Leave URL blank to fetch the homepage. Requests may take a few minutes to process.' Below the form, there's a table of fetch attempts. The table has columns for 'Path', 'Googlebot type', 'Render requested', 'Status', and 'Date'. The table shows 25 rows of data, with the first few rows indicating 'Complete' or 'Partial' status for various paths like '/blog/best-website-builders-compared/'.

Path	Googlebot type	Render requested	Status	Date
/blog/best-website-builders-compared/	Desktop		Complete	5/11/17, 7:55 PM
/blog/best-website-builders-compared/	Desktop	✓	Partial	5/11/17, 7:39 PM
/	Desktop		Complete	5/11/17, 2:39 PM
/blog/accessibility-for-wordpress/	Desktop	✓	Partial	4/27/17, 2:39 PM
/service/ppc-ad-setup/	Desktop	✓	Partial	4/15/17, 12:58 PM
/	Desktop	✓	Partial	4/11/17, 8:55 PM
/	Desktop	✓	Partial	4/11/17, 8:55 PM
/quad-cities/	Desktop	✓	Partial	4/11/17, 7:52 PM
/cedar-rapids/	Desktop	✓	Partial	4/11/17, 7:52 PM
/paw-city/	Desktop	✓	Partial	4/11/17, 7:52 PM
/	Desktop	✓	Partial	4/3/17, 2:50 PM
/blog/website-judge-grant-wood-district-national-history-day/	Desktop	✓	Partial	3/21/17, 3:47 PM
/blog/website-judge-grant-wood-district-national-history-day/	Desktop	✓	Partial	3/20/17, 6:30 PM
/	Desktop	✓	Partial	3/18/17, 1:04 PM
/	Desktop	✓	Partial	3/18/17, 12:52 PM
/	Desktop	✓	Partial	3/17/17, 3:31 PM
/portfolio/converted-underperforming-wix-website-wordpress-1mainitsolutions.com/	Desktop	✓	Partial	3/17/17, 2:09 PM
/	Desktop	✓	Partial	3/14/17, 7:58 PM
/	Desktop	✓	Partial	3/13/17, 10:07 AM
/portfolio/taundromania/	Desktop	✓	Partial	3/8/17, 3:29 PM
/portfolio/	Desktop	✓	Partial	3/8/17, 3:28 PM

WEBMASTER TOOLS (PAGE 15)

CRAWL

- ▶ robots.txt tester: Block and allow pages to be accessed here.

The screenshot shows the Google Search Console interface. At the top left is the Google logo. Below it, the 'Search Console' title is visible. On the right side of the header, there is a browser address bar showing 'https://bigtewebdesign.com/' and a 'Help' button. A left-hand navigation menu includes 'Dashboard', 'Messages (2)', 'Search Appearance', 'Search Traffic', 'Google Index', 'Crawl' (with sub-items: 'Crawl Errors', 'Crawl Stats', 'Fetch as Google', 'robots.txt Tester', 'Sitemaps', 'URL Parameters'), 'Security Issues', and 'Web Tools'. The main content area is titled 'robots.txt Tester' and includes a link to 'Edit your robots.txt and check for errors. Learn more.' Below this, it states 'Latest version seen on 7/3/17, 1:16 PM OK (200) 67 Bytes' and provides a link to 'See live robots.txt'. A code block displays the following robots.txt rules:

```
1 User-agent: *
2 Disallow: /wp-admin/
3 Allow: /wp-admin/admin-ajax.php
4
```

At the bottom of the main content area, there is a status bar showing '0 Errors' and '0 Warnings', and a 'Submit' button. At the very bottom, there is a search bar with the URL 'https://bigtewebdesign.com/' and a 'TEST' button.

WEBMASTER TOOLS (PAGE 16)

CRAWL

- ▶ Sitemaps: See how many pages are submitted vs. how many are indexed. (I've never found this to be accurate. This site has 213 pages indexed on Google.)

Sitemaps ADD/TEST SITEMAP

By me (0) **All (1)**

Sitemaps content

All content types	Web pages	Images
Submitted	155 Submitted	30 Submitted
Indexed	82 Indexed	22 Indexed

Sitemaps (All content types)

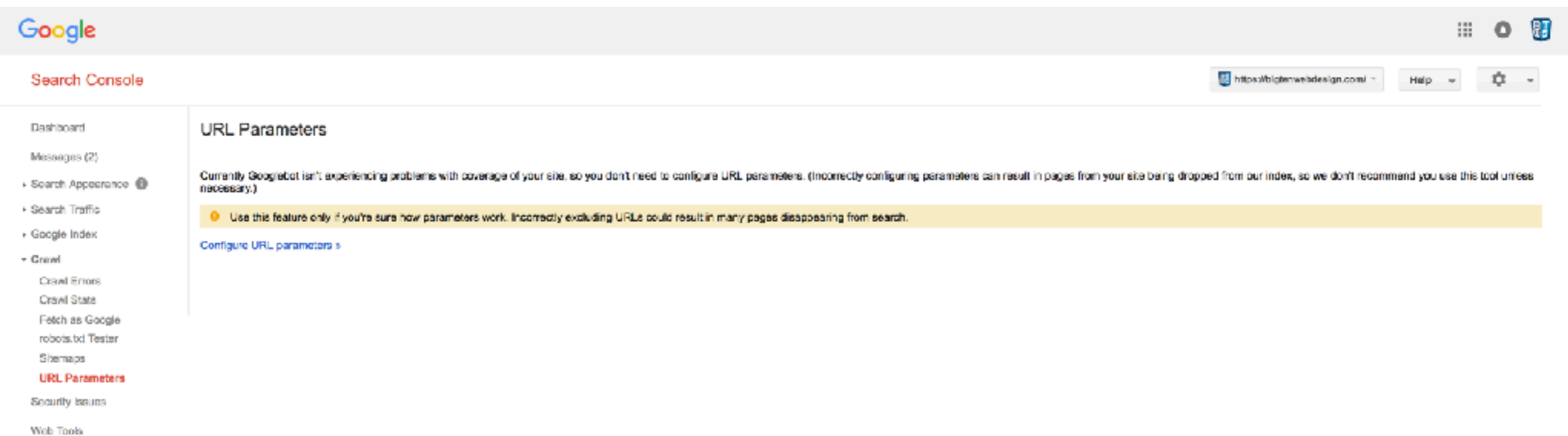
Download All Resubmit Delete

#	Sitemap	Type	Processed	Issues	Items	Submitted	Indexed
1	/sitemap_index.xml	Sitemap index	Jul 17, 2017	5 errors	Web: 155 Images: 30	155	82

WEBMASTER TOOLS (PAGE 17)

CRAWL

- ▶ URL Parameters: Shows errors if you have any.

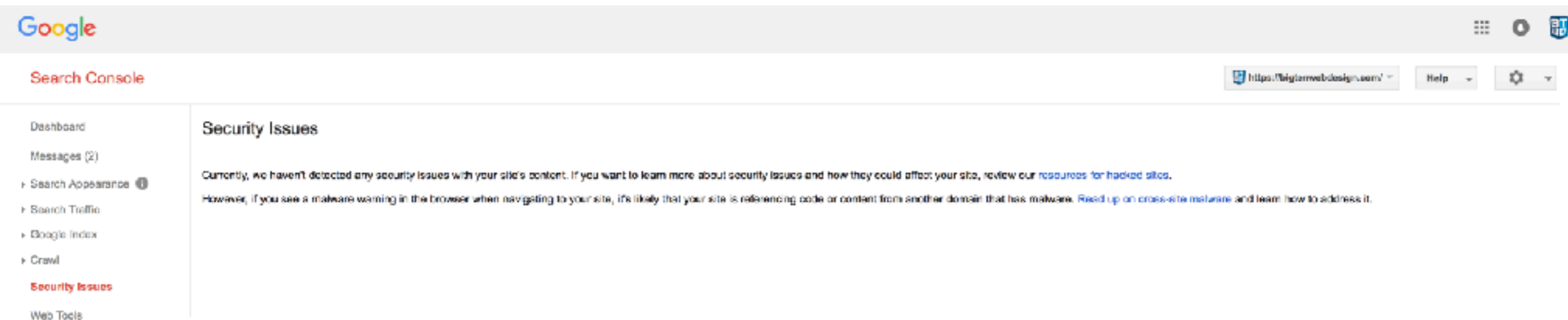


The screenshot shows the Google Search Console interface for the domain <https://brightwebdesign.com/>. The left sidebar contains navigation links: Dashboard, Messages (2), Search Appearance, Search Traffic, Google Index, Crawl (with sub-links for Crawl Errors, Crawl State, Fetch as Google, robots.txt Tester, Sitemaps, URL Parameters, Security Issues), and Web Tools. The main content area is titled "URL Parameters" and displays a message: "Currently Googlebot isn't experiencing problems with coverage of your site, so you don't need to configure URL parameters. (Incorrectly configuring parameters can result in pages from your site being dropped from our index, so we don't recommend you use this tool unless necessary.)" Below this is a yellow warning box: "Use this feature only if you're sure how parameters work. Incorrectly excluding URLs could result in many pages disappearing from search." A link "Configure URL parameters" is visible at the bottom of the main content area.

WEBMASTER TOOLS (PAGE 18)

SECURITY ISSUES

- ▶ Currently none. Also make sure notifications are turned on so Google can email you if any issues are found on/with your website.



The screenshot shows the Google Search Console interface. At the top left is the Google logo. Below it, the text "Search Console" is visible. On the right side of the top bar, there is a URL "https://bigtarmwebdesign.com", a "Help" button, and a settings gear icon. A left-hand navigation menu includes "Dashboard", "Messages (2)", "Search Appearance", "Search Traffic", "Google Index", "Crawl", "Security Issues" (highlighted in red), and "Web Tools". The main content area is titled "Security Issues" and contains the following text: "Currently, we haven't detected any security issues with your site's content. If you want to learn more about security issues and how they could affect your site, review our [resources for hacked sites](#). However, if you see a malware warning in the browser when navigating to your site, it's likely that your site is referencing code or content from another domain that has malware. [Read up on cross-site malware](#) and learn how to address it."

Q & A?

THANK YOU FOR WATCHING