Successful SEO with Wordpress

- My name is Alec Kinnear
- I'm the Creative Director at foliovision

I've been doing SEO for 12 years now in the Canadian real estate and insurance space.

http://foliovision.com
Panska 12, Bratislava
What is SEO

- Search Engine Optimisation
- What is a search engine?
  - Google!
  - Except for Russia (Yandex) and China (Baidu)
<table>
<thead>
<tr>
<th>Search Engine</th>
<th>Domain</th>
<th>Hits</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>.ca</td>
<td>1,973</td>
<td>85.5%</td>
</tr>
<tr>
<td>Bing</td>
<td>.com</td>
<td>186</td>
<td>8.1%</td>
</tr>
<tr>
<td>Yahoo!</td>
<td></td>
<td>132</td>
<td>5.7%</td>
</tr>
<tr>
<td>Ask</td>
<td>.com</td>
<td>4</td>
<td>0.2%</td>
</tr>
<tr>
<td>Baidu 百度</td>
<td></td>
<td>3</td>
<td>0.1%</td>
</tr>
<tr>
<td>Babylon</td>
<td></td>
<td>2</td>
<td>0.1%</td>
</tr>
<tr>
<td>360 Search</td>
<td></td>
<td>2</td>
<td>0.1%</td>
</tr>
<tr>
<td>Яндекс</td>
<td></td>
<td>2</td>
<td>0.1%</td>
</tr>
<tr>
<td>SweetIM</td>
<td></td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>AOL Search</td>
<td></td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Seznam</td>
<td></td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Daum</td>
<td></td>
<td>1</td>
<td>0%</td>
</tr>
</tbody>
</table>
Brand new website.

How?

- Slovak Language Lessons for Beginners - Lesson 1 - Marek Hlavac
  sites.google.com/site/.../slovak_lessons_beginner_lesson1
  Lesson 1. You can download the entire Slovak course as a book in PDF format [here]. I am thankful to Alan Morelli of Bergamo, Italy for putting the book together.

- Slovak Audio Lessons - Learn Languages
  mylanguages.org/slovak_audio.php
  This page contains audio lessons in Slovak which you can download in MP3 format and also listen to the audio files on your iPod or computer.

- Slovak courses in Bratislava - Kurz slovenčiny Bratislava
  www.akademiaslovenciny.sk/en/
  22€ (60 Minutes). Favourable, Flexible. And very effective! Deutschkurs in Bratislava. The lessons are matched with your specific requirements and timetable.

- Slovak language, alphabet and pronunciation - Omniglot
  www.omniglot.com/writing/slovak.htm
  Information about Slovak, a Western Slavic language closely related to ... Slovak is closely related to Czech, Polish, and Sorbian. ... Links. Online Slovak lessons ...

- Slovak - Free online courses in Slovak - Learn Slovak on the web
  www.getthiskill.com/language-courses/slovak.php
  Learn Slovak with free courses. Every language course in Slovak you can learn on this website is free and available on the web.

- Learn Slovak online and for free, Dictionary, courses & exercises
  slovak.eu/en/
  On this multilingual website you can learn to speak the Slovak language easily, quickly and completely free. This portal contains language courses at different ...

- Slovak Lessons | Learn Slovak with me in Bratislava or online
  slowaklessons.com/
  Here are some basic colours in Slovak. Check them, learn them and try in sentences. What is your favourite colour? Aš sa tvoja obľúbená farba? my favourite ...

- Slovak Lessons in London - Learn Slovakian with a private tutor ...
  www.londonlanguagestudio.co.uk/languages/learn-slovak/
  Let us prepare your very own, individually tailored Slovak course. One to One tuition will dramatically improve your conversation skills. Learn Slovak fast with us.

- Slovak Language Lessons - SlovakCooking.com
  www.slovakcooking.com/language/- United States
  Aug 7, 2009 – Learn Slovak from free online language lessons. Each lesson introduces interesting cultural and historical information and includes a dialog ...

- Classes - Slovak Studies - University of Pittsburgh
  www.pitt.edu/volubialskprogram/skprogram.html
  The University of Pittsburgh is the only university in the United States where students can take Slovak language and culture classes and opt to receive a Minor in ...
What does Google Want

- A clear subject for your article
- A clear headline (not jokes or puns!)
- A clear short URL with your keywords
- A meta-description people would want to click on
- An article people would WANT to read
  - Short paragraphs
  - Clear headers
  - Bite Size Content
  - Good writing
Satisfy your visitors to keep Google happy

- Intriguing illustrations make people give your site a better chance
- Good design makes people give your site more of a chance
- You do not want people clicking the back button: give your content its best chance
- A good domain name
- An active site: post regularly!
Choosing a domain name

- Short, relevant
- No hyphens
- Not .info or .biz
- .com, .net, .org or country TLD's: .de, .sk, .ca, .at, .co.uk
- Good example our test site: http://slovaklessons.com
What Google does not want!

- Boring
- Repetitive, keyword stuffed articles
- Machine made content for machines
- Sites which are not updated or maintained
- People clicking the back button to return to the search results: those are unhappy Google customers.
- Each backclick is a failure for Google
Off Page SEO

- Sharing buttons
  - Just for the services people use
    - Twitter (blogosphere, Twitterverse)
    - LinkedIn (B2B)
    - Facebook (B2C: consumer)
    - Stumbleupon (web surfers)
    - Pinterest (visual)
    - Google + (measured by Google)

- Google Places for Business
  - Reviews
  - Local citations
Other Off Page Destinations

- **Forums:** connect to people, links are worthless now

- **Other weblogs:** participate in the conversation, get links and bring people back to your weblog

- **The right Mindset:**
  - Connect with people interested in the same things
  - Build relationships
Nirvana: Reach Influencers

- People with many relevant Twitter followers
- People with popular weblogs
- People who know many people in your area in Facebook
SEO and Social Media

• A trendy buzzphrase
• Don't worry we've already covered it
• Social media is just connecting with other people
• You do not need fancy courses in social media
• Use the available tools and learn
• Get out there and meet people online
Over 300 Comments

Drupal vs Joomla vs Wordpress: An Experienced Developer's ...
foliovision.com/2011/.../drupal-vs-joomla-mambo-vs-wordpre... Share
Apr 2, 2011 – Drupal can be justified for enormous projects, Joomla should die a violent death. Wordpress is great for any kind of site small or large.
Drupal vs Joomla vs WordPress: Developer’s Perspective

Posted on 2 April 2011 by Alec

In a CMS discussion group I belong to, someone recently asked:

Is there someone with experience with Drupal, Joomla/Mambo and WordPress who can tell what the differences are? What are the strong and weak points?

For better or worse, I am that person. So here’s my summary of the advantages and disadvantages of each of the above CMS platforms.

Drupal

Advantages

- Very clean core code.
- Good project leadership from Acquia.
- Some very good developers available for hire.
- Fewer clowns available for hire (you can either code Drupal or you can’t, it’s harder to fake it).
- Can be made very server efficient in the right hands (scalable).

Disadvantages

- Less ready made drop-in plugins. You’re going to have to get your hands dirty almost every time.
- More imposing default user interface.
- Fewer developers.
- More expensive developers.

Joomla/Mambo

Advantages

-
Tricks which do work

- Properly titled images will bring in lots of image search results
- “Mary Austin Freddie Mercury”
Google Image results
Tricks which can work...

...but are not worth it.

- Buying links
- Spam comments (annoy people, spoil your reputation)
- Other tricks: some may work short term
  - But Google will hang you later
One Chance to Make an Impression

- Don't drag people to a boring site.
  - Fix the site first!
- Don't promote a boring article even if you are unlucky enough to write one!
  - Bury it in the archives or better yet rewrite it first.
- Actively promote your best stuff!
  - Make it evergreen!
Google Webmaster Guidelines

Link schemes

Your site’s ranking in Google search results is partly based on analysis of those sites that link to you. The quantity, quality, and relevance of links influences your ranking. The sites that link to you can provide context about the subject matter of your site, and can indicate its quality and popularity.

Any links intended to manipulate a site’s ranking in Google search results may be considered part of a link scheme. This includes any behavior that manipulates links to your site, or outgoing links from your site. Manipulating these links may affect the quality of our search results, and as such is a violation of Google’s Webmaster Guidelines.

The following are examples of link schemes which can negatively impact a site’s ranking in search results:

- Buying or selling links that pass PageRank. This includes exchanging money for links, or posts that contain links; exchanging goods or services for links; or sending someone a “free” product in exchange for them writing about it and including a link
- Excessive link exchanging (“Link to me and I’ll link to you”)
- Linking to web spammers or unrelated sites with the intent to manipulate PageRank
- Building partner pages exclusively for the sake of cross-linking
- Using automated programs or services to create links to your site

Here are a few common examples of unnatural links that violate our guidelines:

- Text advertisements that pass PageRank

- Links that are inserted into articles with little coherence, for example:
  most people sleep at night, you can buy cheap blankets at shops. a blanket keeps you warm at night. you can also buy a wholesale heater. It produces more warmth and you can just turn it off in summer when you are going on france vacation.

- Low-quality directory or bookmark site links

- Links embedded in widgets that are distributed across various sites, for example:
  Visitors to this page: 1,472
car insurance

- Widely distributed links in the footers of various sites

- Forum comments with optimized links in the post or signature, for example:
  Thanks, that’s great info!
  - Paul
  paul’s pizza san diego pizza best pizza san diego
Converting visitors

- You don't just want visitors to come
- You want them to take action
  - Sign up
  - Buy something
  - Read more
Good Site Structure

- About page
  - Story which engages people's emotion and/or trust
  - Positive attitude: no mopiness
- Testimonials:
  - social proof
- Price List
  - Clear pricing
  - Guarantee
- Just add targeted traffic!
Slovak Lessons

Learn Slovak with me in Bratislava or online

Differences between "von" a "vonku" "von" and "vonku" are adverbs and in Slovak, you can use the in two different ways. We use "von" if we talk.

Continue reading →

The official name of Slovakia is the "Slovak Republic". The capital of Slovakia is Bratislava, which is also the largest city in the country. The most famous Americans of Rusyn

Continue reading →

Teacher — Učitel: m. sing. učitel, učitelka, f. pl.: učitelky, vzor: Jana Vodič — Driver: m. sing. vodič, m. pl.: vodiči, vzor: muskač — chlap: f. pl.: vodička, f. pl.: vodičky

Continue reading →

Basically kamaráti means friend, skôr kamaráti, singular
Pliarí Singular
Pliarí The feminine form is kamaratka. In Slovak we often use the word priateľ, priateľka which also means friend.
Singular m.

Continue reading →

Here are some basic colours in Slovak. Check them, learn them and try in sentences. What is your favourite colour? Sú ako ich oboľená farba? My favourite colour is.../ moja oboľená

Continue reading →

Hi everyone, here is some new vocabulary for beginners of slovak, which can help you to understand more words. slovak: bua cukor=sugar &aj=tea dvare=color: dakovať=thank

Continue reading →

The word "bláznivá" (bláznivý/bláznivá) in Slovak is very peculiar. It means crazy but usually in a good way...

Continue reading →

Since I finished my degree in Slovak linguistics (Polish and Slovak), I've been teaching friends and acquaintances Slovak. At first it was a hobby, but since my students had a

Continue reading →
I love languages and I love life.

I grew up in the small village of Nizny Orlik in Eastern Slovakia but now live in Bratislava where I teach Slovak language and translate Polish films (yes really) to Slovak. Those subtitles you see in film festivals, if they are in Slovak on a Polish film, I probably wrote them.

Yes, that's me in a field catching butterflies in an empty net. Slovak word of day:

Blaznivá
Testimonials

Some of my students.

I’ve been living in Bratislava on and off for five years and hadn’t made much progress in Slovak. Then I started lessons with Daniela and in two months I was speaking freely about everyday subjects. I continue to study with her but life in Bratislava is so much better once you know Slovak.

What’s great about studying with Daniela and very different from many Slovak language teachers is how much fun the lessons are. She always has a new theme. But be careful: she is very strict if you don’t have your homework done.

Futonvision Creative Director
Aleš Kirnár

It is my pleasure to help people enjoy life more.

"Hello there.

Lessons with Daniela are relevant, useful and fun. She introduces new vocabulary and gives plenty of practice in using it. You also get the opportunity to practice the language you already know. Also, learning grammar during her lessons is a passive process: practical and fun.

Learning Slovak is enjoyable. Give it a try!"

Robert Pettit
Native Speaker Tutor, Native English jazykové centrum, Škalka.

Share this:  Press This  Twitter  Facebook

Like this:  Like

Be the first to like this.

Leave a Reply

Enter your comment here...
I offer Slovak lessons to individuals and groups.

The price for an individual is €10/hour (a full hour, not 50 minutes).

When you’d like a group lesson, it’s €2/per person/per hour additional.

You can contact me on: 00421908471291 or danielavargova87@gmail.com

Price List
for Slovak Lessons
and Contact

What are you waiting for? Let’s get started learning Slovak.

Like this:  
Be the first to like this.

Edit
Get noticed: Funny/controversial

• Quality content: Slovak lessons
• Sexy pictures
  • Some people are not sure if it's an escort site or a language teacher
    - Call to find out
    - Prefer Daniela instead of official school
      • She has less experience
      • She can't give you a diploma
    - Daniela wants to take the sexy/cute pictures down
      • Less interest
      • Less links
      • Less calls
    - It would probably put her out of business.
The word “bláznivá” (blázniť/blažnivé) in Slovak is very peculiar. It means crazy but usually in a good way...
**Basically “kamarát” means friend.**

<table>
<thead>
<tr>
<th>Singulár</th>
<th>Plurál</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Nominativ:</strong> kamarát</td>
<td><strong>kamaráti</strong></td>
</tr>
<tr>
<td><strong>Genitiv:</strong> kamarátka</td>
<td><strong>kamarákov</strong></td>
</tr>
<tr>
<td><strong>Dativ:</strong> kamarátovi</td>
<td><strong>kamarátom</strong></td>
</tr>
<tr>
<td><strong>Akuzitiv:</strong> kamarátu</td>
<td><strong>kamarátov</strong></td>
</tr>
<tr>
<td><strong>Lokál:</strong> (o) kamarátovi</td>
<td>(o) kamarátoch</td>
</tr>
<tr>
<td><strong>Instrumetál:</strong> (s) kamarátom</td>
<td>(s) kamarátní</td>
</tr>
</tbody>
</table>
Be careful: in Slovak we use the word priatel, priateľka also as a boyfriend, girlfriend.

....this is my friend - toto je môj kamaráť

....this is my girlfriend - toto je moja priateľka
Here's a shortcut which works and is very inexpensive.

Start your new project on Wordpres.com
Total Cost for SlovakLessons.com

My Upgrades

Slovak Lessons (slovaklessons.wordpress.com – Current Site)

<table>
<thead>
<tr>
<th>Product</th>
<th>Subscription Status</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Domain: slovaklessons.com</strong></td>
<td><strong>Status: Active</strong>&lt;br&gt;This upgrade will be renewed automatically in 9 months on January 23, 2014&lt;br&gt;DNS is correct</td>
</tr>
</tbody>
</table>

Learn More | Domain Settings

Just in case you’re not happy with your upgrade we offer a limited refund on newly purchased upgrades.

1. New domain registrations will be refunded if requested within 2 days.
2. Domain renewals are non-refundable.
3. Most other upgrades can be fully refunded within 30 days of purchase.

You can use the “Cancel” button on My Upgrades if available or Contact support if you want to request a refund.
My Blog
Here's an overview of your blog. Don't forget that you can create another blog at any time.

Slovak Lessons
8 Posts 3 Pages 1 Pending Comment
Blog Admin · Check Stats · 8 posts (view drafts) · Manage Comments · Change Appearance

Create a New Blog
Start posting to a new blog in seconds.

GET UPGRADED
Get the Pro Bundle

DO MORE
Features
Store
Themes
Developers

COMMUNITY
Support
Forums
WordCamps
WordPress.org

COMPANY
Our Story
Privacy
Terms of Service
Matt Mullenweg

FROM OUR BLOGS
Preview the Future Design of the W...
Weekly Photo Challenge: Up
Daily Prompt: The Bizarro World
New Themes: Bon Vivant, SemPress,...
Wordpress.com SEO settings

General Settings

Site Title: Slovak Lessons
Tagline: Learn Slovak with me in Bratislava or online
E-mail Address: daniela.vargova@debutertools.com

Timezone: UTC+1
Date Format: April 19, 2013
Time Format: 7:40 pm
Week Starts On: Monday
Language: en - English

Save Changes
Reading Settings

Front page displays
- Your latest posts
- A [static page](#) (select below)
  - Front page: — Select —
  - Posts page: — Select —

Blog pages show at most
- 10 [posts](#)

Syndication feeds show the most recent
- 10 [items](#)

For each article in a feed, show
- Full text
- Summary

Site Visibility
- Allow search engines to index this site
- Discourage search engines from indexing this site
  - Note: Neither of these options blocks access to your site — it is up to search engines to honor your request.
- I would like my site to be private, visible only to users I choose

Enhanced Feeds
Add to each article in your feed:
- Categories
- Tags
- Comment count
- Sharing

Changes may not appear until you create a new post or your news reader refreshes.
Hi,
I'm progressing with my basic SEO knowledge and wonder if I either can use the mentioned plugin or have other options to have title tags, meta descriptions or meta keywords edition available.

The blog I need help with is magicmagdnia.wordpress.com.

No to all.

We do not have access to any metadata on this multi-user blogging platform. Our blogs share a common architecture. We bloggers cannot access metadata and insert keywords. However, that matters little given that these days search engines are focused on keywords in your content and not in your tags.
http://onecoolsitebloggingtips.com/2012/03/01/revisiting-keywords-and-tags/

There is no FTP access to our free hosted WordPress.com blogs and we bloggers can't install plugins for security reasons. http://en.support.wordpress.com/plugins/ Also note that there is no upgrade you can purchase that allows FTP access and the ability to install plugins. Only those with WordPress.org installs can use plugins
http://support.wordpress.com/com-vs-org/

So, practically speaking, all I need is careful strategy with primary and long tail keywords with the Google tool. I guess that ALT is available for photos on WP.com (have seen it)? And backlinks of course, wise guest blogging.

Yes to all of those.
I'd been living in Bratislava on and off for five years and hadn't made much progress in Slovak. Then I started lessons with Daniela and in two months I was speaking freely about everyday subjects. I continue to study with her but life in Bratislava is so much better once you know Slovak.

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Here are some basic colours in Slovak. Check them, learn them and try in sentences.
what is your favourite colour?/ aká je tvoja oblúbená farba? my favourite ...
Quick Posting Interface
WordPress.org

Self-hosted offers Better SEO Options.

WordPress.com and WordPress.org

WordPress.com is a hosting platform that makes it easy for anyone to publish online. The software is hosted and maintained by the team here at Automatic, letting you focus on creating awesome content!

WordPress.com is brought to you by some of the same folks who work on WordPress, the open source blogging software that powers millions of websites.

WordPress.com Benefits

- It’s free and super easy to set up
- All of the technical maintenance work is taken care of — Setup, upgrades, spam, backups, security, etc.
- Your blog is on hundreds of servers, so it’ll always remain available, even under high traffic
- Your content is backed up automatically
- You’ll get extra traffic from being a part of the WordPress.com community
- You can find like-minded bloggers using search and the reader
- Your dashboard is secure (SSL) making it even safer to log in on shared networks

WordPress.com Cons

- We provide 200+ themes (and adding more every day) which you can customize, but you cannot upload a custom theme
- You can’t modify the PHP code behind your blog
- You can’t upload plugins

Note: The VIP program on WordPress.com for high-traffic and high-profile sites allows you to run custom themes, custom PHP code, ad code, and WordPress plugins.

WordPress.org (self-hosted) Benefits

- Ability to upload custom themes
- Ability to upload plugins
- Complete control to change code if you're technically minded

WordPress.org (self-hosted) Cons

- You need a good web host — This generally costs $7-12 a month, or thousands of dollars per month for a high traffic site
- Requires more technical knowledge to set up and run
- You’re responsible for stopping spam
- You’re responsible for creating and maintaining backups of your site
- You’re responsible for updating the WordPress software when new versions are released
- If you get a huge spike in traffic, your site will probably go down unless you have a robust hosting setup
SEO Options with Wordpress.org

These are the options with our FV Simpler SEO. Let's you see preview how Google looks at your post/page.

Our intelligent defaults keep you safe.

FV Simpler SEO

Long Title: (?)
Drupal vs Joomla vs Wordpress: An Experienced Developer's Perspective

Meta Description: (?)
Drupal can be justified for enormous projects, Joomla should die a violent death. Wordpress is great for any kind of site small or large. Here's why.

SERP Preview: (?)
Drupal vs Joomla vs Wordpress: An Experienced Developer'...
Targeted traffic from Facebook let Daniela grow her business without too much SEO work.

She still enjoys nice rankings.
Targeted Traffic

Daniela needs visitors from Bratislava as language lessons are best in person.

Now teaching over Skype too.