

## 1. Install Wordpress

- ✓ choose an intelligent domain-name which contains keyword(s) (if possible)
- ✓ choose the „right“ TLD for you

## 2. robots.txt

- ✓ create a file & name it „robots.txt“
- ✓ put it in the root directory of your domain
- ✓ to allow the bots of all the search engines to crawl all of you content, insert #1 in your robots.txt
- ✓ be careful with the use of robots.txt, you can harm your blog by using it the wrong way, better read this [great tutorial](#)

## 3. .htaccess

- ✓ create a file & name it „.htaccess“
- ✓ put it in the root directory of your domain
- ✓ to set your default URL with www, edit your .htaccess and insert #2
- ✓ Wordpress will also use .htaccess to create speaking URLs
- ✓ to use .htaccess, your apache webserver have to supports mod\_rewrite

**Hint:** A more detailed resource to optimize your WP blog: [Joost de Valk](#)

## 4. URL structure for posts

- ✓ optimize your URL structure by using the properties of wordpress (permalinks)
- ✓ don't include the category in your post-URLs, perhaps if you change the category of a post later, wordpress will not create a new URL
- ✓ by including a four-digit number, your post URL is optimized for Google News (perhaps you want to get in there)
- ✓ don't include too much folders
- ✓ for example you can set your post URL by using #3

## 5. Choose your theme

- ✓ you can find many themes, here are some great resources:
  - ✓ [Theme Viewer](#)
  - ✓ [Theme Designer](#)
  - ✓ [Candy College](#)
  - ✓ [Blogonaut](#)
  - ✓ [Wordpress Themes](#)
  - ✓ [Noupe](#)
  - ✓ [Magazine Themes](#)
  - ✓ [Hackwordpress](#)
  - ✓ [Dr. Web](#)
- ✓ download some themes you like, but also inspect the source code of the theme: be sure that the source code is well structured

## 6. Optimize theme: Header

- ✓ optimize your title, choose an ideal title for all kinds of pages of your blog: #4
- ✓ if necessary, do the same with your descriptions
- ✓ don't let search engines indexing all of your pages to avoid duplicate content: #5
- ✓ add some language information: #6
- ✓ specify the location of your robots.txt: #7

## 7. Optimize theme: Body

- ✓ remove the link of your posts headline
- ✓ use headlines to highlight text passages as important, not to style your your design (also remove the <h2>-headlines from your sidebar
- ✓ use pagerank sculpting carefully

### Hint:

- ✓ all the steps of this cheat sheet are only some basics
- ✓ with this cheat sheet it is possible to create a wordpress, nearly optimized for search engines
- ✓ to have success in search engines, it is also very important to get backlinks, connect and interact with other bloggers
- ✓ thats topic for another cheat sheet ☺

## 8. Must have plugins

- ✓ [Add link attribute](#) for doing pagerank sculpting the easy way
- ✓ [Custom Query String Reloaded](#) to change the number of posts displayed in your archives, categories...
- ✓ [Dagon Design Sitemap Generator](#) to create a HTML-sitemap for better internal linkbuilding
- ✓ [Google XML Sitemaps](#) to create web-sitemaps
- ✓ [Pagebar 2](#) to optimize the navigation in your blog
- ✓ [Similar Posts](#) to optimize your internal link structure
- ✓ [Sociable](#) includes buttons for social bookmarking pages in your posts
- ✓ [wpSEO](#) to optimize title, description & keywords easily

## 9. Usertracking

- ✓ install a usertracking system to analyse your traffic (for example use Google Analytics)

## 10. Adding a sitemap

- ✓ add your sitemap in Google Webmastertools

## 11. Archives

- ✓ create a monthly & weekly archive

## Example & Code Area

```
#1: User-agent: *
Disallow:
#2: RewriteCond %{HTTP_HOST} ^domain.tld$ [NC]
RewriteRule ^(.*)$ http://www.domain.tld/$1 [R=301,L]
#3: /666%post_id%-%postname%/
#4: <title>
<?php if (is_single()) { ?<?php the_title(); ?> | tekka.de</title><?php ; } ?>
<?php if (is_page()) { ?<?php echo wp_title(); ?></title><?php ; } ?>
...
```

```
#5: <?php if ( is_day() || is_tag() || is_search() || is_404() || is_author() ) { echo "<meta name='robots' content='noindex,follow,noodp' />"; } else { echo "<meta name='robots' content='index,follow,all,noodp' />"; } ?>
#6: <meta name='language' content='en' />
#7: <meta name='siteinfo' content='robots.txt' />
```

## Sidebar content

- ✓ you don't have to put the same sidebar-elements on all kinds of pages, for example the element „New posts“ is not necessary on home (there you already have the new posts)
- ✓ to control the power of your pages, you can use pagerank sculpting, but carefully (for further information read an article of [Johannes](#))
- ✓ put the following elements at your sidebar, some with nofollow (the nofollow elements are **highlighted**)
- ✓ by not linking to all the categories from all pages, you can create clusters of pages with same topics
- ✓ by linking to the x new posts from many pages you can accelerate the indexing of these posts
- ✓ by not linking to all the archive pages (after 2 years blogging you have 24 links to monthly archives) you can use the power of each post more intelligent
- ✓ the latest comments on your pages make sure, that there is action on your pages

### Home

- ✓ categories
- ✓ archive (monthly)
- ✓ latest comments

### Post

- ✓ new posts (i prefer 3-5 new posts)
- ✓ categories (exception: the category the post belong to, link this category without nofollow)
- ✓ archive (monthly) (exception: the month the post is published, link this month without nofollow)
- ✓ latest comments

### Archives, Pages

- ✓ new posts
- ✓ categories
- ✓ archive (monthly)
- ✓ latest comments

## Create a weekly archive

- ✓ create a new static page and insert the code #1 for the weekly archive overview page
- ✓ link to that weekly archive overview page from every page of your blog (same for your html-sitemap)
- ✓ link to the weekly archive by including #2 on all your posts
- ✓ by creating a weekly archive you can optimize your internal links

## Ping to other services

- ✓ by pinging other services you can accelerate the indexing of your posts
  - ✓ but don't ping too much services
- example-ping-list, you can configurate in your Wordpress properties:

<http://ping.wordblog.de/>  
<http://ping.blogstart.de/>  
<http://xmlrpc.blogg.de/>  
<http://rpc.pingomatic.com/>  
<http://rpc.technorati.com/rpc/ping>  
<http://ping.feedburner.com>  
<http://api.my.yahoo.com/RPC2>  
<http://blogsearch.google.com/ping/RPC2>  
<http://www.blogpeople.net/servlet/weblogUpdates>  
<http://rpc.weblogs.com/RPC2>  
<http://ping.wordblog.de/>

## Additional hints

- ✓ use [Feedburner](#) to optimize your feed
- ✓ track the activities of the search engine spiders with [Crawltrack](#)
- ✓ protect your content with [Bot-Trap](#)
- ✓ with the plugin [Popularity Contest](#) you can easily provide your burner-posts on different places on your blog
- ✓ save your database automaticly with the plugin [Wordpress Database Backup](#) !!!!

## Useful links

- ✓ Wordpress Download ([english](#) | [german](#))
- ✓ Template tags ([english](#) | [german](#))
- ✓ Wordpress forums ([english](#) | [german](#))

## Cheet Sheat: SEO for Wordpress

- ✓ Version 1.0
- ✓ Page 1: Steps to create an optimized Wordpress blog
- ✓ Page 2: Additional information, hints & links

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- ✓ [XING](#) | [Linkedin](#)

## Example & Code Area

#1: `<?php wp_get_archives('type=monthly&show_post_count=1'); ?>`

#2: `<a href="http://www.domain.tld/<?php the_time('Y'); ?>/w=<?php the_time('W'); ?>">All posts from week<?php the_time('W'); ?> / <?php the_time('Y'); ?></a>`