



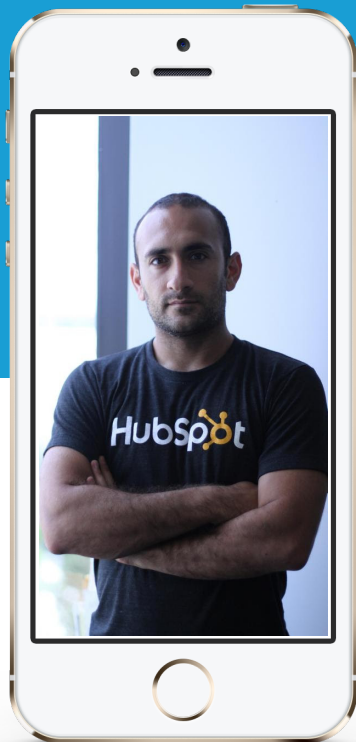
WordPress & SEO: A Technical talk

Baltimore WordCamp / 10.18.14

Hi, I'm Arsham.

Co-founder of WebMechanix, 100% nerd

@WebMechanix
@Arshammm
#WCBalt



Analytics
Junkie

SEO/UX
Nerd

WordPress
Developer

Team
Evangelist

Tracking stuff, using
the data to make
decisions

Optimizing user &
search engine
experience

Building on top of an
already awesome
platform

Growing and having
fun with our smart
team



Cool, so what's SEO?

The image shows a Google search interface. At the top left is the Google logo. To its right is a search bar containing the text "define: seo". A microphone icon is on the right side of the search bar. Below the search bar are navigation tabs: "Web" (highlighted with a red underline), "News", "Images", "Videos", "Maps", "More" (with a dropdown arrow), and "Search tools". Below the tabs, it says "About 74,100,000 results (0.64 seconds)". The main content area is a white box with a thin border containing the following text:

SEO

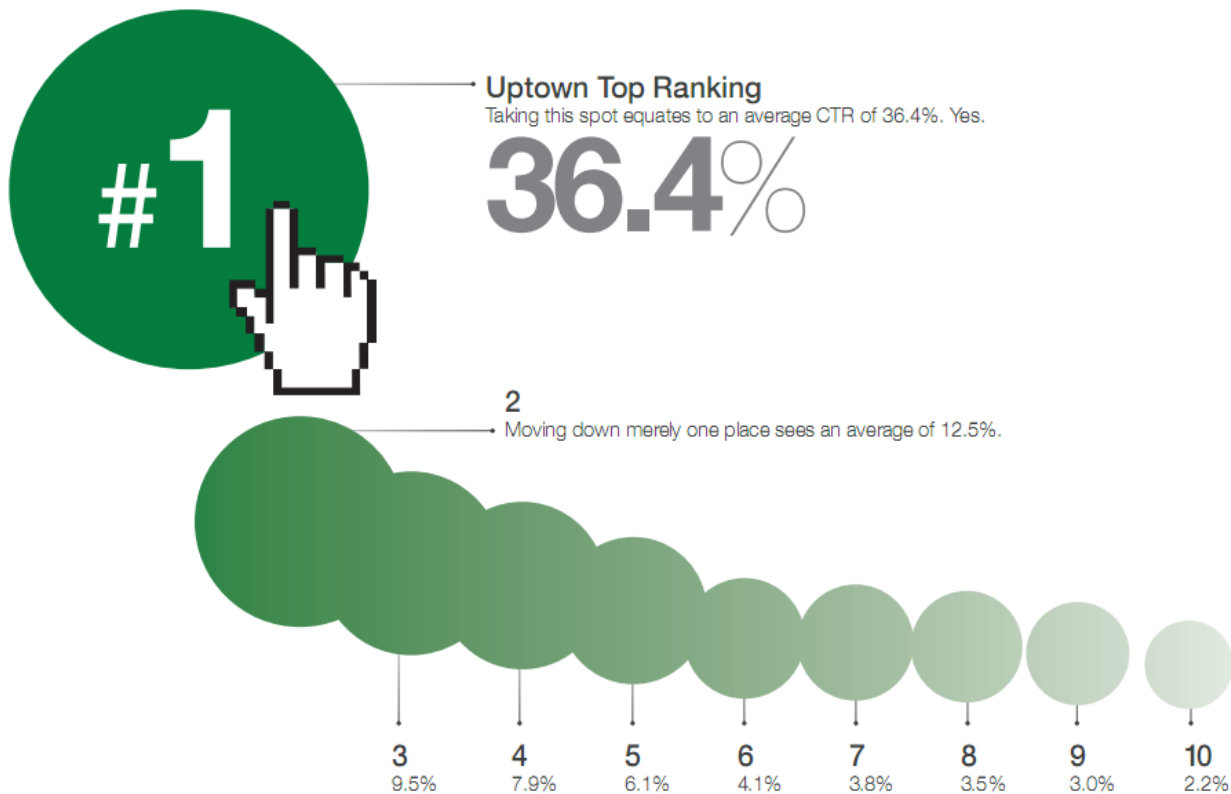
Search engine optimization (**SEO**) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.

[Search engine optimization - Wikipedia, the free encyclopedia](https://en.wikipedia.org/wiki/Search_engine_optimization)
en.wikipedia.org/wiki/Search_engine_optimization Wikipedia ▾

Feedback



Why show up organically?



Google Targets Sites Using Private Blog Networks With Manual Action Ranking Penalties

Penguin – What Happens Next?

What Is The Google Pigeon Update?

Buffer saw a 90% drop in Google traffic but recovered after Google fixed an unconfirmed bug.




[Infographic] Google's 200 Ranking Factors

Panda 4.1 (#27) – September 23, 2014

Panda 4.1 Algorithm Update: Google Gleans Deeper



Let's make it simple

Web News Videos Shopping Images More ▾ Search tools

About 4,520,000 results (0.24 seconds)

Google's mission is to organize the world's information and make it universally accessible and useful. Our company has packed a lot into a relatively young life. Since **Google** was founded in 1998, we've grown to serve millions of people around the world.

Company – Google
<https://www.google.com/about/company/> Google ▾

Feedback

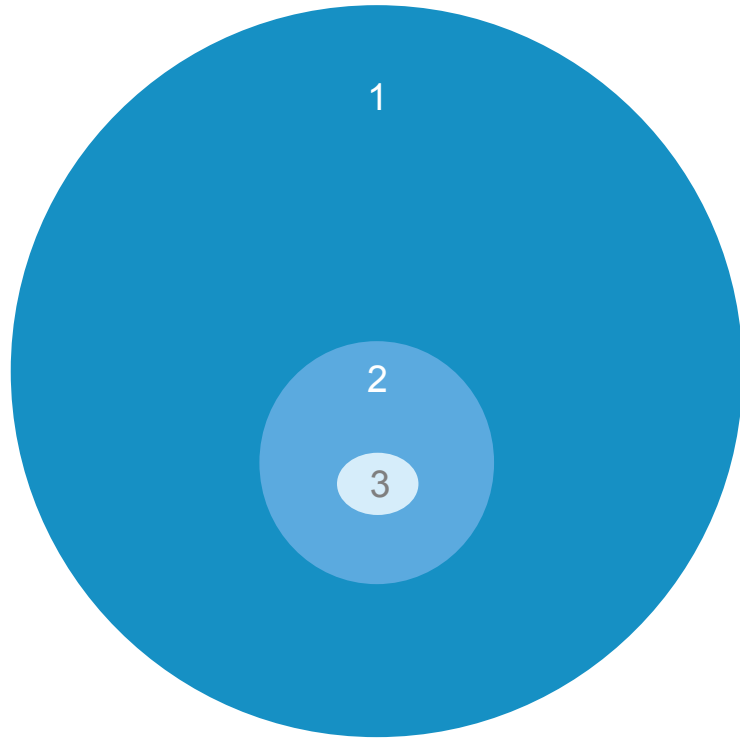


Your mission...

Make it (super) easy for users and search engines to access, understand, and digest your website (content).



Three layers of SEO



- 1 The internet aka "off-site"
- 2 Your website aka "on-site"
- 3 Your webpage aka "on-page"



Off-site in 2 minutes

pointblankseo.com/link-building-strategies

Visit the site above and choose the options to fit your scenario.

Start with low time to execution (1), high value impact (2), and low dependencies (3).

Do many strategies at once. Win.

1 AVAILABLE TIME TO EXECUTE

1 Weeks 2 Weeks 3 Weeks 4 Weeks 8 Weeks 12 Weeks > 12 Weeks

2 LINK VALUE

- High
- Moderate-High
- Moderate
- Low-Moderate
- Low

3 DEPENDENCY ON OTHER SOURCES

- Content
 - Customer Service
 - Design
 - Development
 - Executive Team
 - Social
 - Translation
 - User Testing
 - Video Production
- Financial
- HR
- Legal
- Marketing
- PR

On-page SEO



Start with keywords

Your product or service

wordpress seo

Get ideas

Modify search

Ad group ideas		Keyword ideas			Download	Add all (801)
Keyword (by relevance)	Avg. monthly searches <small>?</small>	Competition <small>?</small>	Suggested bid <small>?</small>	Ad impr. share <small>?</small>	Add to plan	
wordpress seo plugin	880	Low	-	0%	»	
wordpress seo tips	260	Medium	\$8.20	0%	»	
wordpress and seo	90	High	\$3.49	0%	»	
best wordpress seo plugin	320	Low	-	0%	»	
wordpress seo plugins	210	Medium	\$9.04	0%	»	
wordpress tags seo	70	Low	-	0%	»	



Keywords, not "blind blogging"



Google Bing YouTube App Store

wordpress seo google.com English Q

Search for keyword "wordpress seo" found **338** results

COPY ALL

Keyword Suggestions

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 10

wordpress seo 10
wordpress seo +
wordpress seo tips +
wordpress seo yoast +
wordpress seo tools +
wordpress seo optimization +
wordpress seo plugin reviews +
wordpress seo premium +
wordpress seo title +

wordpress seo _ 10
wordpress seo plugin +
wordpress seo yoast +
wordpress seo tips +
wordpress seo keywords +
wordpress seo tools +
wordpress seo plugin 2014 +
wordpress seo plugin reviews +
wordpress seo premium +

wordpress seo a 10
wordpress seo all in one +
wordpress seo audit +
wordpress seo analytics +
wordpress seo article heading +
wordpress seo analysis +
wordpress seo apps +
wordpress seo author page +
wordpress seo api +

<http://keywordtool.io/>

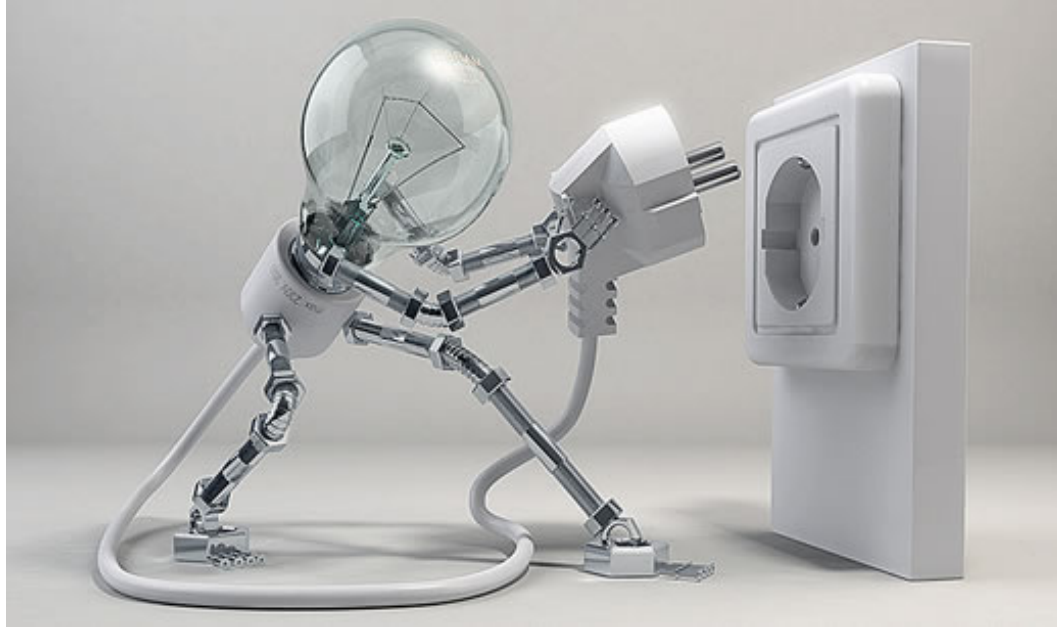


Anatomy of a well optimized page



- 1 Page URL
- 2 Title tag
- 3 Meta desc tag
- 4 Page format:
 - Headlines
 - Paragraphs
 - Lists

WordPress plugins for SEO



Plugin: Custom Permalinks



Exit Page [Add New](#)

Add Posts To Pages

Permalink: <http://www.webmechanix.com/wordpress-plugins/add-posts-to-pages/>

[View Page](#) [Get Shortlink](#)

This is the permanlink...
aka "slug"
aka "URL"
aka "web address"

SEO Weight = 10/10
UX weight = 7/10

Plugin: Custom Permalinks

For nested pages

1

Page URL



Before:

Something Awesome!

Permalink: [http://www.arshammirshah.com/who-is-arsham/](http://www.arshammirshah.com/who-is-arsham/something-awesome) something-awesome

OK [Cancel](#)

After:

Something Awesome!

Permalink: [http://www.arshammirshah.com/](http://www.arshammirshah.com/who-is-arsham/something-awesome) who-is-arsham/something-awesome

[View Page](#)

[Get Shortlir](#)

Notice how you can change the **entire** URL now.

Setting: Permalinks



Tools

Settings

- General
- Writing
- Reading
- Discussion
- Media
- Permalinks**
- Akismet
- Custom Login
- Captain Typekit
- Admin Columns

Day and name `http://www.webmechanix.com/2014/10/15/sample-post/`

Month and name `http://www.webmechanix.com/2014/10/sample-post/`

Numeric `http://www.webmechanix.com/archives/123`

Post name `http://www.webmechanix.com/sample-post/`

Custom Structure `http://www.webmechanix.com /%postname%/`

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` :

Cleanest, least amount of waste, keyword closest to the root URL.

SEO Weight = 10/10
UX weight = 7/10



Publishers, close your eyes.



Anatomy of a well optimized page

H1 (HEADER) TAG

Include target keyword verbatim within the header tag. Blend in other words if needed for readability.

Weight = 10 (must do)

www.mysite.com/search-engine-optimization.html

URL

Include only target keyword verbatim within the page's URL. Avoid using other words if possible.

Weight = 10 (must do)

SEARCH ENGINE OPTIMIZATION TIPS

Looking for more traffic to your website? Enjoy these free **Search Engine Optimization** Tips, courtesy of MySite, the clear leader in Mobile User Management.

Lorem ipsum unum e pluribus dos Lorem ipsum dolor amet, consectetur adipiscing elit. Etiam et dui. Nam ut ipsum a arcu vehicula pretium. Praesent posuere aliquet neque. Donec elementum magna sit amet ligula. Duis sit amet est. Donec lectus.

SEARCH ENGINE OPTIMIZATION CHECKLIST

- Require hasellus aliquam magna in aliquam lobortis
- Lorem dui ornare libero nec gravida lacus diam sed quam
- Nunc ut sapien id sapien faucibus cursulla lorem

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Ut mollis consequat lectus.

INVISIBLE SEO POINTS
(in order of importance)

Keyword to be included in...

PAGE TITLE

Use target keyword as first words, move branding to back.

Weight = 10

PAGE META DESCRIPTION

Prominently, at least once, no more than twice, include variation as well if possible.

Weight = 8

- 1 Page URL
- 2 Title tag
- 3 Meta desc tag
- 4 Page format:
 - Headlines
 - Paragraphs
 - Lists



Plugin: WordPress SEO by Yoast

Who saw that coming?



WordPress SEO by Yoast

Improve your WordPress SEO: Write better content and have a fully optimized WordPress site using Yoast's WordPress SEO plugin.

[Download Version 1.6.3](#)

<https://wordpress.org/plugins/wordpress-seo/>

On page SEO using Yoast SEO Plugin

2

Title tag



3

Meta desc tag

WordPress SEO by Yoast

General Page Analysis Advanced

Snippet Preview ? **Plugin: Add Posts to Pages in Wordpress**
www.webmechanix.com/plugin-add-posts-to-pages-in-wordpress
Looking to **add posts to pages** in WordPress? Try this plugin. Choose categories & tags of **posts**, thumbnails, and use full **posts** or just the title.

Focus Keyword: ?
Focus keyword usage
Your focus keyword was found in:

- Article Heading: **Yes (1)**
- Page title: **Yes (1)**
- Page URL: **No**
- Content: **Yes (2)**
- Meta description: **Yes (1)**

SEO Title: ?

Meta Description: ?
The meta description will be limited to 156 chars, 11 chars left.

SEO Weight = 10/10
UX weight = 9/10





SEO Weight = 7/10
UX weight = 8.5/10





Meta description examples

Web Images News Shopping Videos More ▾ Search tools

About 2,700 results (0.47 seconds)

Arsham Mirshah's Blog | The Fun, Uncalculated, Naked, Truth

www.arshammirshah.com/ ▾

Posted by **Arsham** in Games · No comments. Hey! You new here? Are you on Twitter? Do you use RSS feeds? How about Facebook? Thanks for visiting, hope ...

Who Is Arsham? | Arsham Mirshah

www.arshammirshah.com/who-is-arsham ▾

Who is this **Arsham Mirshah** character? Don't know exactly what to share... I Love Tennis & Skiing Honestly, if my body could handle it, all I would do.

Arsham Mirshah | LinkedIn

www.linkedin.com/in/arshamm ▾

Baltimore, Maryland Area - Co-Founder at WebMechanix, LLC

Arsham Mirshah is a co-founder and Technical Director of Marketing at WebMechanix. Arsham has been on the cutting-edge of marketing technology for more ...



Doesn't answer your question..
Arsham get slap on wrist.



YES! Thank you LinkedIn!
High Five



Anatomy of a well optimized page

H1 (HEADER) TAG

Include target keyword verbatim within the header tag. Blend in other words if needed for readability.

Weight = 10 (must do)

www.mysite.com/search-engine-optimization.html

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Lorem ipsum unum e pluribus dos Lorem ipsum dolor amet, consectetur adipiscing elit. Etiam et dui. Nam ut ipsum a arcu vehicula pretium. Praesent posuere aliquet neque. Donec elementum magna sit amet ligula. Duis sit amet est. Donec lectus.

SEARCH ENGINE OPTIMIZATION CHECKLIST

- Require hasellus aliquam magna in aliquam lobortis
- Lorem dui ornare libero nec gravida lacus diam sed quam
- Nunc ut sapien id sapien faucibus cursulla lorem

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Ut mollis consequat lectus.

INVISIBLE SEO POINTS
(in order of importance)

Keyword to be included in...

PAGE TITLE

Use target keyword as first words, move branding to back.

Weight = 10

PAGE META DESCRIPTION

Prominently, at least once, no more than twice, include variation as well if possible.

Weight = 8

- 1 Page URL
- 2 Title tag
- 3 Meta desc tag
- 4 Page format:
 - Headlines
 - Paragraphs
 - Lists



Anatomy of a well optimized page (2)

Other VERY important attributes

In hac habitasse platea dictums **Search Engine Optimization**. Nullam aliquet turpis ac enim. Sed metus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Proin ultricies dui eu turpis. Morbi ut enim. Suspendisse aliquet varius est.

LINK ARCHITECTURE

Link to and from parent pages/related pages using relevant keywords within anchor text (linking from parent pages not shown here, but equally important).

Weight = 10 (must do)

[Learn more about Search Engine Optimization Techniques](#)

[Go back to Web Marketing Resources Overview](#)

[Go back to the MySite.com Home Page](#)

ON-PAGE LINK

Include target keyword within the anchor text of at least one link (but not more than two) that appears on the body of the page.

Weight = 10 (must do)

It's preferable that the keyword phrase (or a variation) is contained on the page being linked to, i.e. try to link to a relevant page.

5

Internal linking

6

Image alt tags



Internal linking
Image alt tags

```
▼ <div class="mugshot">  
    
</div>
```



Plugin: Yet Another Related Post Plugin



Yet Another Related Posts Plugin (YARPP)

Display a list of related posts on your site based on a powerful unique algorithm. Earn money by including sponsored content!

[Download Version 4.2.4](#)

♥ Favorite

<https://wordpress.org/plugins/yet-another-related-posts-plugin/>



Plugin: Yet Another Related Post Plugin

"Relatedness" options

YARPP limits the related posts list by (1) a maximum number and (2) a *match threshold*.

Match threshold:

Titles:

Bodies:

Categories:

Tags:

Display results from all post types

Show only previous posts?

Configurable with options, visit the settings page to adjust.

Ultimately it outputs this at the bottom of your post

ow to: Search gMail & Dri x

www.arshammirshah.com/technology/how-to-search-gmail-without-...

I know these two tricks have saved me a whole lot of time & heartburn, hope th

Like 2 g+1 5 Share 3

Related Posts:

1. [GMAIL: Send/Compose Email withOUT Opening Inbox](#)
2. [How To: Play YouTube Videos in Background of iPhone \[VIDEO\]](#)
3. [How To: Play Snake On YouTube Video](#)

This entry was posted by [Arsham](#) on June 20, 2013 at 1:20 pm, and is filled under [Technology](#). Follow any re [leave a response](#) or [trackback](#) from your own site.

Plugin: Add posts to pages

5

Internal linking



Add Posts to Pages



Easily add posts to pages. Add posts anywhere on the page (top, bottom, middle). Filter by category, tag, and choose number of posts to show.

[Download Version 1.4.1](#)

♥ [Favorited](#)

<https://wordpress.org/plugins/add-posts-to-pages/>



Plugin: Add posts to pages (shortcode)

In the post editor:

Examples:

Show the latest 2 posts from the "[Website Development](#)" category:

```
[add_posts category=website-development show=2]
```



What it looks like on the page:

Examples:

Show the latest 2 posts from the "[Website Development](#)" category:

- [Your Website May Have a Weight Problem](#)
- [7 B2B Email Marketing Tips for Optimizing Campaigns on Mobile](#)

When you visit the "WordPress Development" page, the 2 posts on the top are the same as the 2 bullet points that the plugin pulled.



Anatomy of a well optimized page (2)

Other VERY important attributes

5

Internal linking

6

Image alt tags

LINK ARCHITECTURE

Link to and from parent pages/related pages using relevant keywords within anchor text (linking from parent pages not shown here, but equally important).

Weight = 10 (must do)

In hac habitasse platea dictums **Search Engine Optimization.**

Nullam aliquet turpis ac enim. Sed metus. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Proin ultricies dui eu turpis. Morbi ut enim. Suspendisse aliquet varius est.

[Learn more about Search Engine Optimization Techniques](#)

[Go back to Web Marketing Resources Overview](#)

[Go back to the MySite.com Home Page](#)

ON-PAGE LINK

Include target keyword within the anchor text of at least one link (but not more than two) that appears on the body of the page.

Weight = 10 (must do)

It's preferable that the keyword phrase (or a variation) is contained on the page being linked to, i.e. try to link to a relevant page.



Internal linking
Image alt tags

```
▼ <div class="mugshot">  
    
</div>
```

Using alternative tag on images

No plugin needed, just discipline ☺



ss-blogging

edit Category

Name Business Blogging
The name is how it appears on your

Slug business-blogging
The "slug" is the URL-friendly version

Find the category slug and use that in the add_posts shortcode to show posts from a certain category

Image Details

Caption Find the category slug and use that in the add_posts shortcode to show posts from a certain category

Alternative Text edit wordpress category

Use the "alternative text" to describe the image.



Anatomy of a well optimized page (2)

Other VERY important attributes

5

Internal linking

6

Image alt tags

LINK ARCHITECTURE

Link to and from parent pages/related pages using relevant keywords within anchor text (linking from parent pages not shown here, but equally important).

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[Go back to the MySite.com Home Page](#)

ON-PAGE LINK

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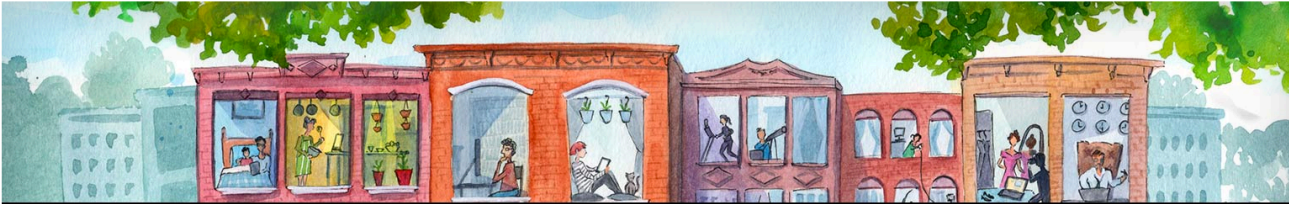


Internal linking
Image alt tags

```
▼ <div class="mugshot">  
    
</div>
```



Plugin: Shareaholic (social sharing)



Shareaholic | share buttons, related posts, social analytics & more

The easiest, most effective way to grow your website traffic, effectively engage your audience, monetize, and gain insights for free.

[Download Version 7.6.0.2](#)

♥ Favorite

<https://wordpress.org/plugins/shareaholic/>



On page SEO using Yoast SEO Plugin

WordPress SEO by Yoast

General Page Analysis **Advanced**

To update this page analysis, save as draft or update and check this tab again.

- The keyword doesn't appear in the first paragraph of the copy, make sure the topic is clear immediately.
- The keyword density is 0%, which is a bit low, the keyword was found 0 times.
- The keyword for this page contains one or more [stop words](#), consider removing them. Found 'to'.
- The images on this page do not have alt tags containing your keyword / phrase.
- The page title contains keyword / phrase, but it does not appear at the beginning; try and move it to the beginning.
- The keyword / phrase does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!
- The page title contains 39 characters, which is less than the recommended minimum of 40 characters. Use the space to add keyword variations or create compelling call-to-action copy.
- The copy scores 60.6 in the [Flesch Reading Ease](#) test, which is considered OK to read.
- This page has 4 outbound link(s).
- Keyword / keyphrase appears in 1 (out of 8) subheadings in the copy. While not a major ranking factor, this is beneficial.
- There are 431 words contained in the body copy, this is more than the 300 word recommended minimum.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The meta description contains the primary keyword / phrase.
- You've never used this focus keyword before, very good.

On page SEO guideline... use this like you use the pointblankseo.com link building strategies.



Grain of salt.

On-site SEO



Google | Webmasters

You want to be found on the web. We want to help.

Get data, tools and diagnostics for a healthy, Google-friendly site.

[Sign in to Webmaster Tools](#)

1 Submit sitemap

- Data highlighter #SemanticSearch
- HTML improvements #MadeEasy
- Content Keywords #Relevancy

<https://www.google.com/webmasters>



Back to Yoast SEO

The image shows a screenshot of the Yoast SEO sidebar menu. The menu items are listed on the left, and arrows point from each item to a corresponding text annotation on the right. A large bracket groups the last three items (RSS, Import & Export, and Bulk Editor) with a warning annotation.

Menu Item	Annotation
Dashboard	
Titles & Metas	General site settings, good for indexing what shows up in Google.
Social	Social signals, very good for ranking.
XML Sitemaps	Really good for indexing!
Permalinks	Tread cautiously.
Internal Links	Danger: requires developer.
RSS	} Danger: Experts only.
Import & Export	
Bulk Editor	
Edit Files	
Extensions	



Yoast SEO: Titles & Metas -> General

Titles & Metas - Yoast WordPress SEO:

General

Home

Post Types

Taxonomies

Other

Sitewide meta settings

- Noindex subpages of archives
If you want to prevent /page/2/ and further of any archive to show up in the search results, enable this.
- Use meta keywords tag?
I don't know why you'd want to use meta keywords, but if you want to, check this box.
- Add noodp meta robots tag sitewide
Prevents search engines from using the DMOZ description for pages from this site in the search results.
- Add noydir meta robots tag sitewide
Prevents search engines from using the Yahoo! directory description for pages from this site in the search results.

Clean up the <head>

- Hide RSD Links
- Hide WLW Manifest Links
- Hide Shortlink for posts
- Hide RSS Links



Yoast SEO: Titles & Metas -> Home

Titles & Metas - Yoast WordPress SEO:

General Home Post Types Taxonomies Other

Homepage

Title template:

Meta description template:

Probably the most important thing you can do for a new website.



Yoast SEO: Titles & Metas -> Post Types

Titles & Metas - Yoast WordPress SEO:

General Home **Post Types** Taxonomies Other

Posts

Title template:

Meta description template:

Meta Robots: **noindex, follow**

Date in Snippet Preview: Show date in snippet preview?

WordPress SEO Meta Box: Hide

Pages

Title template:

Meta description template:

Meta Robots: **noindex, follow**

Date in Snippet Preview: Show date in snippet preview?

WordPress SEO Meta Box: Hide

If you check these boxes, Google will not index your site... and other bad things will happen.



Yoast SEO: Titles & Metas -> Taxonomies

Titles & Metas - Yoast WordPress SEO:

General Home Post Types **Taxonomies** Other

Categories

Title template:

Meta description template:

Meta Robots: **noindex, follow**

WordPress SEO Meta Box: Hide

Tags

Title template:

Meta description template:

Meta Robots: **noindex, follow**

WordPress SEO Meta Box: Hide

These pages aren't unique content, so they likely won't rank... save Google the effort of indexing them by checking these boxes.



Unless you do something unique.



Yoast SEO: Titles & Metas -> Other

Titles & Metas - Yoast WordPress SEO:

General Home Post Types Taxonomies **Other**

Author Archives

Title template:

Meta description template:

Meta Robots: noindex, follow

Disable the author archives

If you're running a one author blog, the author archive will always look exactly the same make sure any link to those archives will be 301 redirected to the homepage.

Date Archives

Title template:

Meta description template:

Meta Robots: noindex, follow

Disable the date-based archives

For the date based archives, the same applies: they probably look a lot like your homepage

These pages aren't unique content, so they likely won't rank... save Google the effort of indexing them by checking these boxes.



Unless you do something unique.



Yoast SEO: Social -> Facebook & Google

Social - Yoast WordPress SEO:

Facebook

Twitter

Google+

Add Google+ specific post meta data

Google Publisher Page:

If you have a Google+ page for your business, add that URL here and link it on your Google+ page's about page.



Associates your website with your Google+ page... guess who likes this?

Facebook

Twitter

Google+

Add Open Graph meta data

Add Open Graph meta data to your site's `<head>` section.



Yoast SEO: Social -> Twitter card

Social - Yoast WordPress SEO:

Facebook

Twitter

Google+

Note that for the Twitter Cards to work, you have to check the box below and then validate your [Twitter Card Validator](#).

Add Twitter card meta data

Add Twitter card meta data to your site's <head> section.

Site Twitter Username:

webmechanix

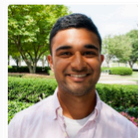
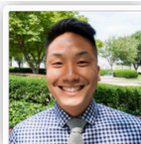
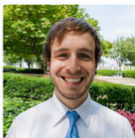
The default card type to use:

Summary with large image



WebMechanix @WebMechanix · Sep 19

You want these marketers on your team. They're eager. They're skilled. And they're awesome. #recruiting



Hire ready-to-work digital marketers trained by the WebMechanix team.

www.webmechanix.com

[Learn more](#)

About Tom
Tom is creative, personable and has a great marketing platform under his belt. He has a degree in digital marketing and would benefit from a great techn...





Yoast SEO: XML Sitemaps

XML Sitemaps - Yoast WordPress SEO:

XML Sitemap

Check this box to enable XML sitemap functionality.

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.

Sure, why not?
#OneLessPlugin

General settings

After content publication, the plugin automatically pings Google and Bing, do you need it to ping other search engines too? If so, check the box:

- Ping Yahoo!
- Ping Ask.com

Sure, why not?



Site speed optimization

Because fast is (usually) better



amazon

Page load slowdown of one second could cost \$1.6 billion in sales.

Google


Slowing its search down by just 4/10's of a second could lose 8 million searches per day.

Impacts of faster sites/pages

Faster websites lead to higher visitor engagement, retention, and conversion. All the things you want!

Don't you love it when a site loads quickly? Don't you hate it when a site loads slowly or fails to load?!

Plugin: WP Smush.it



wpmudev
presents:

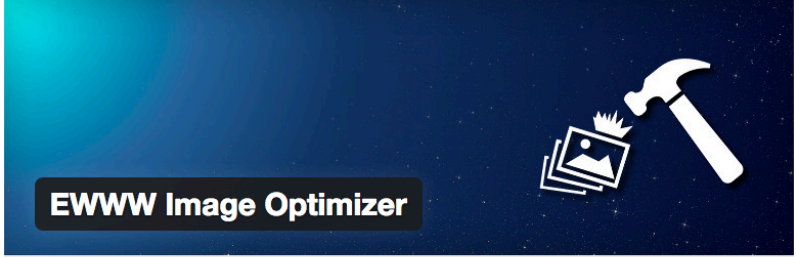
WP Smush.it

Reduce image file sizes and improve performance using the Smush.it API within WordPress.

[Download Version 1.6.5.4](#)

♥ Favorite

<https://wordpress.org/plugins/wp-smushit/>



EWWW Image Optimizer

Reduce file sizes for images in WordPress including NextGEN, GRAND FLAGallery and more using lossless/lossy methods and image format conversion.

[Download Version 2.0.2](#)

♥ Favorite

<https://wordpress.org/plugins/ewww-image-optimizer/>



Plugin: W3 Total Cache



W3 **TOTAL
CACHE**

Web Performance Optimization
for WordPress

W3 Total Cache

Easy Web Performance Optimization (WPO) using caching: browser, page, object, database, minify and content delivery network support.

[Download Version 0.9.4](#)

♥ Favorited

<https://wordpress.org/plugins/w3-total-cache/>



W3 Total Cache: General Settings



TOTAL CACHE

[General](#) | [Page Cache](#) | [Minify](#) | [Database Cache](#) | [Object Cache](#) | [Browser Cache](#) | [CDN](#)

Makes it so WordPress doesn't have to "build" the page every time someone visits.

Think of it like a prefix menu.

Combines JS & CSS files into one, reducing the number of "trips" your browser needs to make to the server.

Less round trips, faster load!

Tells browser to save the static files. When user navigates or comes back, it loads from their computer.

Deliver locally for speedy site.



BE CAREFUL: If you have a dynamic site (mobile, personalization, gated content, etc..) – Caching MAY NOT be a good idea.

W3 Total Cache: CDN



BE CAREFUL: Only cache static files.

Google PageSpeed module



Google
Developers



Super techies only ☺

<https://developers.google.com/speed/pagespeed/module>



Testing your website speed

www.webmechanix.com
Tested from New York City, New York, USA on September 29 at 13:36:52

Perf. grade	Requests	Load time	Page size
91/100	100	1.41s	2.5MB

Your website is faster than 82% of all tested websites

[DOWNLOAD HAR](#) [Tweet](#) [Post to Timeline](#) [Email](#)

<http://tools.pingdom.com/>
<https://developers.google.com/speed/pagespeed/insights/>

Don't forget...



Your mission...

Make it (super) easy for users and search engines to access, understand, and digest your website (content).

Questions?

Thanks for listening!

@webmechanix
@arshammm
#WCBalt

<http://webmechanix.com>