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EFFECTIVE METHODS OF SEO PROMOTION OF WEB SITES BUILT ON THE BASIS OF CMS WORDPRESS

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The article presents practical ways of work with web sites built on the basis of CMS Wordpress. They will help to achieve maximum results in their SEO promotion. It is considered as a built-in CMS Wordpress functionality, presented by third-party plug-ins.

What is SEO? It is an acronym that stands for Search Engine Optimization. It's a strategy used by website owners to get more traffic by ranking higher in search engines. Search engine optimization isn't about tricking Google or gaming the system. It's simply about creating a website that has optimized code and formatting which makes it easy for search engines to find your website[1].

Why SEO is important. Search engines are often the biggest source of traffic for most websites. Google and other search engines use advanced algorithms to understand and rank pages appropriately in search results. But those algorithms aren't perfect — they still need human help to understand what your content is about. If your content isn't optimized, then search engines won't know how to rank it. When people search for the topics you write about, your website won't appear in the search results, and you'll miss out on all that traffic. It is really important for all business owners to make their website search engine friendly, so that they can maximize their search traffic.

Site's Visibility Settings. WordPress comes with a built-in option to hide your website from search engines. The purpose of this option is to give you time to work on your website before it's ready to go public.

However, sometimes this option can get checked accidentally and it makes your website unavailable to search engines.

If your website is not appearing in search results, then the first thing you need to do is to make sure that this option is unchecked.

Simply log in to the admin area of your WordPress site and visit Settings » Reading page. You need to scroll down to the 'Search Engine Visibility' section and make sure that the box next to 'Discourage search engines from indexing this site' is unchecked [2].

SEO friendly URL structures in WordPress. SEO friendly URLs contain words that clearly explain the content of the page, and they're easy to read by both humans and search engines.

Some examples of SEO friendly URLs are [3]:

— https://www.wpstart.com/how-to-install-wordpress/

— https://www.wpwiki.com/common-wordpress-errors-and-how-to-fix-them/

Notice that these URLs are readable and a user can guess what they will see on the page just by looking at the URL text.

So what does a non-SEO friendly URL look like?

— https://www.example.com/?p=10467

— http://example.com/archives/123

Using SEO friendly permalink structure improves your chances of getting better positions in search results.

Here is how to check and update your WordPress site's permalink structure. You need to visit the Settings » Permalinks page. Select the post name option and then click on the 'Save Changes' button to store your settings.

WWW or non-WWW. If you are just starting out with your website, then you need to choose whether you want to use www (http://www.example.com) or non-www (http://example.com) in your site's URL.

Search engines consider these to be two different websites, so this means you need to choose one and stick to it.

You can set your preference by visiting the Settings » General page. Add your preferred URL in both the 'WordPress Address' and 'Site Address' fields. From a SEO standpoint there's no advantage to using one or another.

XML sitemaps in WordPress. An XML Sitemap is a specially formatted file that lists every single page on your website. This makes it easy for search engines to find all of your content.

While adding an XML sitemap does not boost your site's search rankings, it does help search engines find the pages quickly and start ranking them.

If you're using the Yoast SEO plugin, then it will automatically create an XML sitemap for you. To find your sitemap, just go to this URL (don't forget to replace example.com with your own domain name) [4]:

─http://example.com/sitemap_index.xml

Optimizing blog posts for SEO. Often beginners make the mistake of thinking that installing and activating a WordPress SEO plugin is all what's needed. SEO is an ongoing process that you must keep up with if you want to see maximum results.

Yoast SEO allows you to add a title, description, and focus keyword to every blog post and page. It also shows you a preview of what users will see when they Google your website.

When writing a blog post, simply scroll down to the Yoast SEO section and take full advantage of it [5].

Properly using categories and tags in WordPress. WordPress allows you to sort your blog posts in-to categories and tags. This makes it easy to manage your content by topics, and for your users to find the content they're looking for.

Categories and tags also help search engines understand your website structure and content. Categories are meant for broad grouping of your posts. If your blog was a book, then categories will be the table of content.

For example, on a personal blog you can have categories like music, food, travel, etc. Categories are hier-archical, so you can add child categories to them.

On the other hand, tags are more specific keywords that describe the contents of an individual post. For example, a blog post filed under food category can have tags like salad, breakfast, pancakes, etc. Think of these as indexes section in a text book.

By using categories and tags properly, you make it easy for your users to browse your website. Since it's easy for users, it also makes it easier for search engines to browse your website.

Internal linking in Wordpress. Search engines assign each page on your website a score (page authority). The recipe of this score is kept secret so that people cannot game the results. However, the most common sig-nals of authority are links.

This is why it's important that you link to your own content from your other blog posts and pages.

You should make it a habit to interlink your own posts whenever possible. If you have multiple authors, then create a pre-publish blog post checklist that requires them to interlink at least 3 other blog posts.

This will help you boost your pageviews, increases the time users spend on your site, and ultimately will improve the SEO score of your individual blog posts and pages.

NoFollow external links in WordPress. As mentioned above, links help search engines decide which pages are important. When you link to a website, you are passing some of your site's SEO score to that link. This SEO score is called "link juice."

For good search rankings you need to make sure that you are getting more link juice from other websites than you are giving away.

Adding the "nofollow" attribute to external links (links to websites that you don't own) instructs search engines not to follow those links. This helps you save link juice.

A normal external link looks like this in HTML:

─Example Website

An external link with the nofollow attribute looks like this:

─Example Website

You can also add rel="nofollow" checkbox to the insert link popup. This will allow you to easily add no-follow to external links [6].

Full posts vs summaries or excerpts. WordPress displays and links to your posts from a number of pages like home page, category archive, tags archive, date archive, author pages, etc.

By default, it shows the full article content on all these pages. This affects your site's SEO, as search en-gines may find it to be duplicate content. Full articles also make your archive pages load slower.

Showing full articles everywhere also affects your page views. For example, users who subscribe to your RSS feed will be able to read the full article in their feed reader without ever visiting your website.

The easiest way to solve this is by showing summaries or excerpts instead of full articles.

You can do this by going to Settings » Reading and select summary.

Optimizing Images in WordPress for SEO. Images are more engaging than text but they also take more time to load. If you are not careful with image sizes and quality, then they can slow down your website.

You need to make sure that you use images that are optimized to load faster.

A trick you can use to optimize your images for search engines is to use descriptive title and alt tags. These tags help search engines understand what your image is about. They also help users with visual impairment as their screen readers can read the alt and title tags to them.

WordPress allows you to add title and alt tags when you upload an image.

If you are a photographer or add a lot of images to your WordPress site, then you need to use a gallery plugin [7].

Conclusion. In the course of this study, the most effective ways of SEO promotion of a site created on the basis of CMS Wordpress were considered. The question of optimizing the speed of website loading, which also affects SEO, was indirectly raised. The methods given in the article can be used on other sites, as well as in other CMS-systems with similar functionality.

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