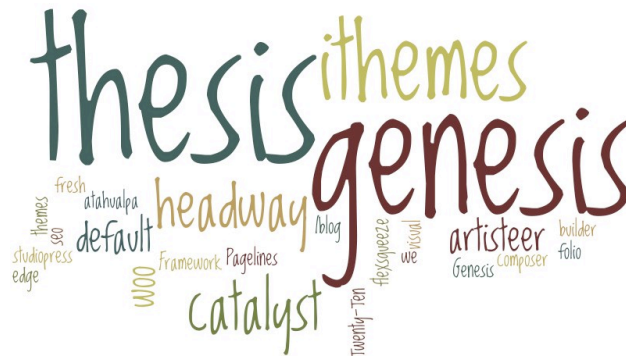


Themes

- What are your thoughts about...?



SEO BRAINTRUST

Q: All things being equal i.e. content, links etc., are there blog themes you would expect to work well with your seo plugin?

- Eric

A: Thesis doesn't work with it... would expect others to work unless they're doing something wild and crazy.

SEO BRAINTRUST

Q: What would you consider the best SEO theme out there, premium and free?

-Dan

A: Sort of the wrong question – there are no “SEO themes.” Well, people SELL their themes that way, but it makes (more or less) no sense at all.

SEO BRAINTRUST

Plugins

Q: Does your SEO plugin need any set up at all?

- Kevin

A: Not much... It doesn't do much unless you tell it to do stuff – that's kind of the point – it enables you to do SEO stuff you want to do.

SEO BRAINTRUST

Plugins

Q: I installed the SEO for wordpress plugin. It is on a multisite that is set to a language other than English. The plugin recognizes this and switches the itself to that language. Is there any way to switch that off? So that we can just have the plugin in English?

SEO BRAINTRUST

Taxonomy, Categories, Tags

Q: Do you have any sort of diagram or documentation that explains the relationship between categories and tags and the best way to use them?

- Charles

A: ...

SEO BRAINTRUST

Taxonomy, Categories, Tags

Q: Should we update the taxonomies on an old blog with lots of posts?

- Dennis

A: You can – it's a little disruptive but usually not horribly so, since very few URLs are affected.

<http://davidwalsh.name/wordpress-category-slug>

SEO BRAINTRUST

CDN

Q: what would you say the best CDN is?

- Jeffrey

A: Depends on where you are – check edge locations for the CDN.

Q: What if you are using a CDN? Are the benefits still there with this plugin?

-Charles

A: With WP Total Cache, a CDN adds to it.

SEO BRAINTRUST

Q: I've heard Cloudflare is the best cdn as I already use it for protection, can you shed light on that?

- Caleb

A: There's no such thing as "best" here. We will discuss.

SEO BRAINTRUST

Q: I implemented rel=author and am not seeing my picture yet. Any suggestions?

- Kelly

A: Kelly, assuming you have checked your implementation thoroughly, get some folks to add you to circles, slap a +1 button on that site, keep publishing, and fill out the Authorship Request form.

<http://yoast.com/wordpress-rel-author-rel-me/>

SEO BRAINTRUST

Q: What's his view of SEO Pressor plugin & others that attempt to give a % success rate for SEOing a WP page?

- Don

A: Dan demands that you hear his rant now... their examples of "success" are made up keywords with matching domains... their actual on page SEO advice is insanely stupid... run far far far away.

SEO BRAINTRUST

Q: Concerning google analytics, how would I set it to first cookie instead of last cookie inside the plugin?

- Glen

A: Let's hope Joost has a better idea of what Glen wants... sounds like Multi-Channel Funnels / Multi-Touch Attribution issue.

SEO BRAINTRUST

SEOs Without Borders...

- Would you consider hosting at a company in your own country better for SEO rankings?

– Stefan

SEO BRAINTRUST

Q: I found a high ranking website that was using today's date in the TITLE tag - does this really work?

- David

A: Short answer? No.

SEO BRAINTRUST

Q: What is the maximum numbers of categories around the main theme for a WordPress site ?

Q: What is the overall best on page link strategy in a SEO point of view (with examples please) ?

Q: How do I choose the category around my theme on Wordpress to get a good "Silo" structure ?

- Marc

A: How tall is a tree? How long is a string? And don't say "theme" or "silo" around us please...

SEO BRAINTRUST

Q: I have a question. I have a WP theme that has the Meta fields already for the posts and pages. I am using Yoast WP SEO. My question is will the SERPs be confused as to which SEO Meta fields to look at?

Q: So I can use WP SEO in place of my theme's SEO?

- Tim

A: You will only have one TITLE and one META description... Joost can fill in the rest...

SEO BRAINTRUST

Q: I use Thesis theme. Would using Yoast's SEO Wordpress plugin be overkill. It looks like it has a lot of interesting features, but I don't want the plugin installed with the theme if they don't work well together.

- Heath

A: As discussed on the webinar, Thesis is not designed to be 100% compatible with the rest of the WP universe. Including Yoast's SEO plugin.

SEO BRAINTRUST

Q: How about Video sitemaps?

Q: Does his plugin pickup up video's?

Q: What strategy do you use to get the Content to show up above Related Navigation... recommend a theme? Or does it have to be customized...

- Karlyn

A: Joost is working on a video SEO plugin – there are other solutions right now.

SEO BRAINTRUST

Q: How do you create new post types? Is there an easy way?

Q: How do you add a new Post Type?

- Dan

SEO BRAINTRUST

Q: Hi guys, this is great. Some plugins auto link your pre-selected anchor text across posts and other taxonomies. I guess this is a good thing. Is it? (I used a plugin called ultimate seo)

- Sanjaya

A: That can create a terrible user experience – that's the main thing to be concerned about. If you don't care about users, you're in front of the bus, not on it.

SEO BRAINTRUST

Q: What if you're using Amazon S3 to store all your images... is it better to store on your server and do these optimizing

Q: Thank Joost! Great job! thanks for your advice

- Colette

SEO BRAINTRUST

Q: Can you explain again how to submit an rss feed for sitemaps? is it domain.com/sitemap.xml/feed ?

Q: If W3 total cache conflicts with another plugin, what other cache plugin do you recommend? I thought Quick Cache maybe?

- Jan

A: Use the URL for your feed – usually domain.com/feed – submit via Webmaster Tools

A: Maybe the other plugin sucks... but... TEST. Turn it on, check the results – Pingdom tools are easy to use.

SEO BRAINTRUST

Q: Any plans for fixing his google analytics plugin to play nicely with wordpress multisite?

- Lou Anne

SEO BRAINTRUST

Q: I'm having difficulties with pagination and breadcrumbs showing up properly. I also have a ton of webmaster tools error messages and im constantly finding myself doing redirects... any advice on my theme set up? id change themes if I can get the same look and feel..

- Brad

A: If the theme you are using doesn't WORK right, "look and feel" are the easiest things to change.

SEO BRAINTRUST

Q: Doesn't Google treat /%postname%/ and /%postname% as 2 distinct URLs, but WordPress does not 301 redirect to the canonical version (i.e. with the trailing slash).

Q: Do you recommend disabling the post date from displaying the SERP?

A: Answered on the webinar – Recommended? No.

Q: Should I disable the rel=shortlink meta that Wordpress adds by default (since I'm using custom slugs).

- Jeremy

SEO BRAINTRUST

Q: When would I consider disabling date or author archives?

Q: Does Yoast use the Featured Image tool in Wordpress or embed images using the Media Library tool and inserting them into the post?

Q: What's the best location to install a forum, on a domain name, such as vbulletin, if you are mainly running a forum with a blog on your website? Any advice on seo for forum/blog technology?

- Mark

SEO BRAINTRUST

Q: what about video plug ins for less-known video platforms such as brightcove?

- Sarah

A: We'll see what Joost has to say, but Dan would like to suggest using a search engine to search for stuff. He also wonders what the benefits are of the lesser-known platform because he likes to discover new things that work better.

SEO BRAINTRUST

Q: Does using cloud front in conjunction with S3 improve streaming? - Wal

A: Depends on where the visitor is but that's the idea.

Q: Are wordpress sites less likely to get hacked and more secure than a joomla site? - Wal

A: No. Ain't a site on the planet that can't be hacked.

SEO BRAINTRUST

Sprites

Q: Any rough guidelines on building the sprites...total images by page..or by total image file size...or...category...or ??- Joe

Q: I heard that spritcss was not good? –Marcus

Q: Re: SpriteMe, what about the loss of SEO through named images? - David

A: Sprites are typically used for images that are part of the site design – not the ones you'd "SEO"

SEO BRAINTRUST

Site Speed

Q: I hope there will be a replay on this! My people should be watching this too.

Q: What is the best way for someone to become more technical and have a better understanding of speeding up a wordpress site? - Jim

Q: Is Hostgator VPS good enough for loading speed, etc.?

Q: How much difference can it make in the loading speed between the shared hosting and VPS hosting?- Jae

SEO BRAINTRUST

Site Speed

Q: How would you rate "WP Super Cache" as a page speed enhancement plugin.

- Fred

SEO BRAINTRUST

Q: W3 total cache setup options best practices would be awesome.

A: Dan's "instantly go 5x faster without losing sleep" settings...

1. Enable Page Cache / Disk
2. Enable Minify / Auto / Disk / Defaults...
3. Enable Database Cache / Disk
4. Enable Browser Cache
5. Leave everything else alone to start

SEO BRAINTRUST

Q: Been to a lot of webinars - this is by far the best organized and well presented. thanks so much. great information!

Q: Is using a content delivery network the best ROI for speeding up sites? (esp if you're on a low-end hosting plan?)

- Nathan

SEO BRAINTRUST

Q: Would you encourage or discourage use of a slider on the home page?

Q: would audio slow pageload?

- Frank

SEO BRAINTRUST

Q: I've found that WP total cache drains more resources than any other plugin I use... thoughts?

- Tom

SEO BRAINTRUST

Q: Do you recommend a social button plugin?

-K

Q: Regarding social buttons, what does Joost think of the AddThis social widget? Speed? Can it be optimized to perform better?

- Bob

SEO BRAINTRUST

Q: How can you make content load first?

Q: I use ckeditor to vary page layouts. I found by testing load speed, that the plugin is bloated and really slowed down load time. I actually delete the plugin after I use it. What theme options are there to do the same thing but avoid the install/delete process?

Q: how necessary is a visitor sitemap?

- Kirt

SEO BRAINTRUST

Q: Does it ever make sense to have two wp installs for a website? For example, the blog is separate from the site. How would this affect SEO?

Q: Are there any seo disadvantages to using the wp multisite plugin to manage several sites using wp?

- Erika

SEO BRAINTRUST

Q: Joost, this has been one of the best webinars I've attended in a long time. Thanks very much to all :-)

Q: Should your legal pages be no follow?

Q: Does Joost think WSO/paid for plugins are safe to use?

- Judi

SEO BRAINTRUST

Q: are 0777 permissions a serious vulnerability

Q: Are the 404's webmaster throws up the only ones that matter?

Q: I have a few suggestions thrown up by Yslow....where can I get advice to resolve these issues

Q: do backlinks in plugin configuration drain link juice?

Q: Do categories and tags conflict?

- Marcus

SEO BRAINTRUST

Q: Can you explain the video sitemap/facebook link?

Q: Don't use %post_id%/postname% ? That lets you link to the page with just /%post_id%/ (good for twitter, e.g.)

Q: I have some slow downs from the various security/ssl/BBB buttons

- Steven

SEO BRAINTRUST

Q: Do Dan and Leslie agree on what he said about not have tags that are the same name as categories?

- Adam

A: Yes. "Don't confuse people" being an important idea that is important.

SEO BRAINTRUST

Q: Our WP install is on a Windows server running PHP/MySQL. Is there any known issue for installing/running Yoast in this environment? For example, my IT guy can't get pretty permalinks to work so we're stuck w /index/ in our urls.

- Matt

A: Why in the world would anyone do such a thing? Maybe Joost has some suggestions...

SEO BRAINTRUST

Q: What would be different if we write blog posts for someone else like a newspaper or magazine?

- Naomi

A: ...

SEO BRAINTRUST

Q: Is there any advantage/disadvantage to having comments enabled on blog posts?

- Wayne

SEO BRAINTRUST

Q: Do you recommend using a server that is closer to Google's servers (in the USA) rather than in the Netherlands?

Q: Can you explain how keyword density is not as important when you need the keyword to make Google know what the page is about?

- Quincy

SEO BRAINTRUST

SEO BRAINTRUST

Q: When using Google Libraries will we need typically need to remove the calls from our plugins and themes too or will it filter them out?

Q: Question: The best way to split test WordPress sales pages without worrying about duplicate content?

- Daniel

A: It's automagic. Split testing with Visual Website Optimizer or Reedge/Convert.com isn't duplicate content

SEO BRAINTRUST

Q: So we should add both xml sitemap and feed to Webmaster tools?

- Jerry

A: Yes, that's the idea.

SEO BRAINTRUST

Q: Other than Google and Bing sitemaps submission- where else has real value ?

A: Depends on where you are – your sitemap should be auto-discoverable anyway.

Q: In the seo equation- have we underestimated the weight of Aged Domains ?

A: Asking the question at all means that you are massively OVERestimating “domain age.”

SEO BRAINTRUST

Q: Would you use Wordpress to build a corporate site with 1,000 pages? Would the WP platform be reliable in time for not having to constantly update the existing pages after upgrade?

- M

A: Did you know that there are GIGANTIC sites with MASSIVE traffic running on WP?

SEO BRAINTRUST

Q: Feature suggestion: it would be nice if SEO for Wordpress could alert us to which other plugins have become obsolete and can be removed once your plugin is installed.

- Rick

Q: is it possible to have too many seo plugins - should i only use 1? - or is it ok to use seo-all-in-one pack with yoast?

- Erik

SEO BRAINTRUST

Permalinks

Q: Is there any way to change future permalink structure without screwing up all the past posts?

- Jarrah

Q: I heard the browsers load WP faster with a number in the permalink - like year or date. No longer true? – Pam

A: Once upon a time Wordpress was slightly slower if you didn't use a number – no longer true.

SEO BRAINTRUST

Q: Is it worthwhile changing permalink structure from post_id/postname to postname for existing blogs?

- Russell

Q: If you have dates in your URLs today, is there a problem changing to only use %postname going forward?

- Mark

SEO BRAINTRUST

Q: What do we expect to see from the WordPress SEO plugin in the future? Microdata integration? Broken Link Checkers? etc...

Q: What would you recommend for Video Sitemaps? Does the functionality on WordPress SEO do anything for videos?

- Steven

SEO BRAINTRUST

Q: seo data transporter is great...just converted 2,000+ posts form All in One SEO to Word Press SEO in 1 minute

Q: Re: Video Sitemaps...what about video play duration....recommend...not recommend...in my experience Google does not like it...

- Joe

SEO BRAINTRUST

Security

Q: Can you recommend any hacking prevention plug-ins ? Example - limit logins, etc.?- Andrew

Q: How do we stand a chance if you get hacked twice a month... Is there something that we can do when we are hacked? - Susan

Q: Is it possible to be hacked via a theme that is not well made? - Paulette

SEO BRAINTRUST

Security

- Q: What is what was the security service that Joost was going to mention as an alternative to Sucuri?-Wal
- What's the best way to protect your WP site, what kind of logins, passwords and maybe security plugins to use? -Stefan

SEO BRAINTRUST

Mobile

Q: Hi Guys - great webinar!! - What is the best way to make a Wordpress site mobile friendly? - Larry

Q: Is SEO for mobile sites important and if any suggestion how to optimize? – Stef

Q: what about mobile sitemaps? - Nik

SEO BRAINTRUST

Thank You!

SEOBrianTrust.com

Dan Thies, Leslie Rohde, Andrea Warner

Yoast.com

Joost de Valk

(Please answer 2 Question Post-Webinar Survey)

SEO BRAINTRUST