

# Intro to SEO for WordPress

**Trevor Freeman**

SEO Specialist at G/O Digital Marketing  
@TrevorFreemanAZ

October 2, 2016  
WordCamp 2016  
Phoenix, AZ

# Download Slides

<http://goo.gl/yQg8pY>



# My Background

1998



2006



2015



# NORTH PHOENIX BLOG

NORTH PHOENIX BLOG FEATURES ORIGINAL NEWS ARTICLES, EDITORIALS, AND INFORMATION ABOUT PHOENIX, ARIZONA.

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[Most Popular Posts](#)  
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## CATEGORIES

[Architecture \(22\)](#)  
[Arizona \(27\)](#)  
[Arts and Culture \(18\)](#)  
[Aviation \(8\)](#)  
[Cars \(16\)](#)  
[Centennial \(4\)](#)  
[Construction \(29\)](#)  
[Deer Valley \(21\)](#)  
[Education \(5\)](#)  
[Events \(36\)](#)  
[Flagstaff \(1\)](#)  
[Fountain Hills \(3\)](#)  
[Gilbert \(1\)](#)  
[Glendale \(6\)](#)  
[Globe \(2\)](#)  
[Guides \(9\)](#)  
[Hiking \(8\)](#)  
[History \(38\)](#)  
[Mesa \(2\)](#)  
[North Phoenix \(41\)](#)  
[Phoenix \(65\)](#)  
[Photos \(23\)](#)  
[Places \(37\)](#)  
[Recycling \(3\)](#)  
[Reviews \(10\)](#)  
[Scottsdale \(21\)](#)  
[Tempe \(3\)](#)  
[Things To Do \(40\)](#)  
[Tucson \(2\)](#)

## Remembering the El Cid Castle in Sunnyslope

OCT 25, 2015

There is something about castles that captures the imagination. Castles are symbols of strength, able to withstand attacks from intruders and protect the occupants from harm.



El Cid Castle before its demolition.  
Photo by: Tony the Marine

Most of the world's historic castles were built in Europe between the 9th and 15th centuries, which means that Americans are not accustomed to seeing them in person.

Perhaps because of their rarity or perhaps because of their association with fairy tales and fantasy, many Americans are fascinated by castles. This led to a number of European-inspired castles being built in America in the 1800s and 1900s. One of the most well-known castles in Phoenix was the El Cid Castle in Sunnyslope.

[Read Entire Post >>](#)

POSTED BY TREVOR AT 9:30 AM 6 COMMENTS

## Food Truck Fridays in Gilbert

OCT 5, 2015

There's a new event going on in Historic Downtown Gilbert called **Food Truck Fridays**. Basically, a bunch of vendors get together every Friday night to offer up a selection of interesting culinary creations, prepared and served from their mobile kitchens. Recently, a friend invited me to go check out Food Truck Fridays.



I should clarify that I went into this event wondering why anyone would care about a bunch of food trucks. As far as I knew, food trucks were kind of a trashy thing; stalwarts of county festivals and fairs that served overpriced and low quality food with questionable standards of cleanliness.

Arriving at Food Truck Fridays, I found no such thing. Apparently I missed the memo that food trucks are hip and cool now, and people actually like them!

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BLOG ARCHIVE

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# All Traffic

Feb 1, 2009 - Sep 30, 2016

Customize Email Export Add to Dashboard Shortcut

All Users  
100.00% Sessions

+ Add Segment

## Explorer

Summary Site Usage Ecommerce AdSense

Sessions vs. Select a metric

Day Week Month

Sessions

2,000

1,000

2010 2011 2012 2013 2014 2015 2016

Primary Dimension: Source / Medium Source Medium Keyword Other

Secondary dimension Sort Type: Default

organic advanced

Source / Medium	Acquisition			Behavior			Conversion
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
	71,724 % of Total: 65.99% (108,681)	92.89% Avg for View: 91.42% (1.61%)	66,621 % of Total: 67.05% (99,353)	80.58% Avg for View: 81.72% (-1.39%)	1.43 Avg for View: 1.42 (0.13%)	00:00:55 Avg for View: 00:00:53 (3.22%)	0.00 Avg for View: 0.00 (0.00%)

# GENERATION HIGH OUTPUT

Tasteless Curiosities Driven Car Shows Features Gallery Calendar All

Search

## SEMA 2015: 1963 Pontiac Acadian 'Andiamo' by JF Kustoms

Posted on September 9, 2016 by [Trevor Freeman](#)

SUBSCRIBE



Generation High Output is an automotive enthusiast site that covers everything from tasteless cars to hot rods, muscle cars, customs, exotics, and more. We also bring you the latest auto industry news and event coverage.

INSTAGRAM FEED



Every year, hot rodders and custom car shops from around the world bring their automotive creations to Las Vegas to participate in the SEMA Show – the largest automotive trade show on the planet.

Many of these builders focus on creating pro-touring cars – that is, a classic 1960s muscle car updated with a modern powerplant, independent rear suspension, and disc brakes to name a few. These and other modifications vastly improve the safety and handling of these old rides and in many cases, exceed their original levels of performance.

# All Traffic

Apr 1, 2012 - Sep 30, 2016

Customize Email Export Add to Dashboard Shortcut

All Users  
100.00% Sessions

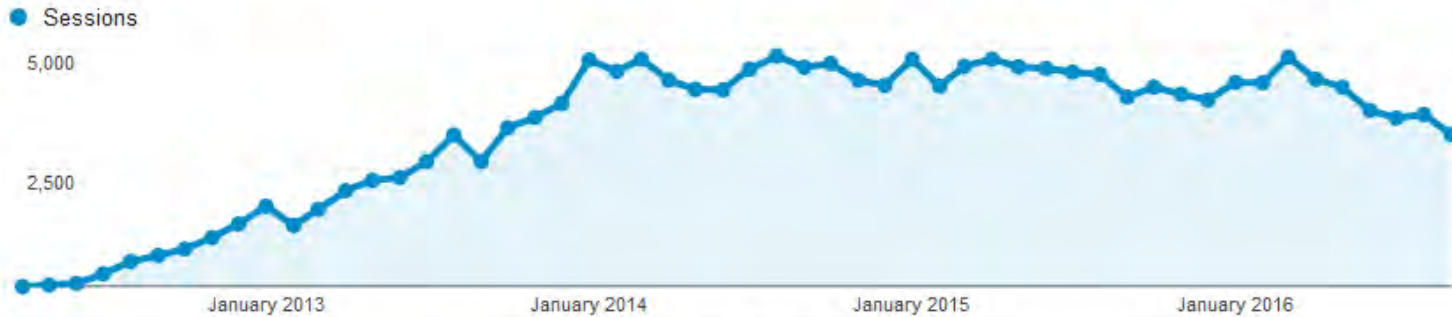
+ Add Segment

## Explorer

Summary Site Usage Ecommerce AdSense

Sessions vs. Select a metric

Day Week Month



Primary Dimension: Source / Medium Source Medium Keyword Other

Filter Rows Secondary dimension Sort Type: Default organic advanced

Source / Medium	Acquisition			Behavior			Conversion Rate
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	
	177,770 <small>% of Total: 65.14% (272,920)</small>	90.72% <small>Avg for View: 89.59% (-1.26%)</small>	161,269 <small>% of Total: 65.96% (244,501)</small>	83.93% <small>Avg for View: 82.43% (-1.81%)</small>	1.41 <small>Avg for View: 1.45 (-2.96%)</small>	00:00:43 <small>Avg for View: 00:00:48 (-9.57%)</small>	0.00

# Agenda

- What is SEO?
- Basic SEO Theory
- WordPress Optimizations
- What NOT to Do
- Wrap Up
- Questions



# What is SEO?

Any action intended to improve the organic ranking of a website or page.



# Why is SEO Important?





About 21,800,000 results (0.54 seconds)

### A Better Way To Buy A Car - Haggle Free Cars Online - beepi.com

Ad [www.beepi.com/Buy](http://www.beepi.com/Buy) (888) 542-3374

No Salesmen. No Hassle. Just Great Cars, Online, Delivered Right To Your Door!  
Everyone Gets the Bow - 240-Point Inspection - Delivery to Your Driveway - No Paperwork

- Beepi Certified
- See What Others Said
- What is Beepi?
- Our Pricing Advantage

### Used Cars For Sale - Cars.com

Ad [www.cars.com/](http://www.cars.com/)

4.1 Million Listings. Search Nearby Deals. Find The Used Car For You!  
Services: Shop, Service & Repair, Sell or Trade-in  
Accredited A+ Rating - Better Business Bureau

### Used Cars For Sale - chapmanbmwoncamelback.com

Ad [www.chapmanbmwoncamelback.com/](http://www.chapmanbmwoncamelback.com/)

Over 200 Used Cars In-Stock with Prices Starting at \$6,991  
Pre-Owned Cars - Weekly Specials - Hours & Directions  
830 E Camelback Rd - (602) 308-4269 - Open today - 11:00 AM - 6:00 PM

### Browse Used Cars For Sale - Autotrader® Official Site - autotrader.com

Ad [www.autotrader.com/Used/Cars](http://www.autotrader.com/Used/Cars)

Find Used Cars For Sale Near You. Compare Local Dealer Listings on Autotrader®!



#### Liberty Cars and Trucks

3.9 ★★★★★ (34) · Used Car Dealer

3010 E Bell Rd · (602) 331-3333

Opens at 10:00 AM

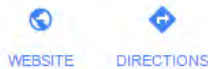


#### Trucks Only

3.2 ★★★★★ (14) · Used Truck Dealer

3110 E Bell Rd · (602) 971-7177

Opens at 10:00 AM



#### DriveTime Used Cars

4.8 ★★★★★ (234) · Used Car Dealer



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No Salesmen. No Hassle. Just Great Cars, Online, Delivered Right To Your Door!  
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4.1 Million Listings. Search Nearby Deals. Find The Used Car For You!  
Services: Shop, Service & Repair, Sell or Trade-in  
Accredited A+ Rating - Better Business Bureau

### Browse Used Cars For Sale - Autotrader® Official Site - autotrader.com

Ad [www.autotrader.com/Used/Cars](http://www.autotrader.com/Used/Cars)

Find Used Cars For Sale Near You. Compare Local Dealer Listings on Autotrader®!



#### Liberty Cars and Trucks

3.9 ★★★★★ (34) · Used Car Dealer

3010 E Bell Rd · (602) 331-3333

Opens at 10:00 AM

WEBSITE DIRECTIONS

#### Trucks Only

3.2 ★★★★★ (14) · Used Truck Dealer

3110 E Bell Rd · (602) 971-7177

Opens at 10:00 AM

WEBSITE DIRECTIONS

#### DriveTime Used Cars

4.8 ★★★★★ (234) · Used Car Dealer

SEO is important because it keeps your site visible all the time.



# Basic SEO Theory

What happens when  
you perform a  
Google search?





All Shopping Images Maps Videos More Search tools



About 10,900,000 results (0.37 seconds)

### The 10 Best Handmade Jewelry Services in Phoenix, AZ 2016

[www.thumbtack.com](http://www.thumbtack.com) > AZ > Phoenix > Thumbtack

Here is the definitive list of Phoenix's **handmade jewelry** services as rated by the Phoenix, ... Are you looking for a local artisan who custom designs rings?

### Unique Handmade Jewelry | Handcrafted, Artisan Made Earth Jewelry ...

[www.tenthousandvillages.com/jewelry](http://www.tenthousandvillages.com/jewelry) > Ten Thousand Villages

Items 1 - 16 of 470 - Ten Thousand Villages has a large selection of unique, fair trade jewelry gifts handcrafted by international artisans.

[Necklaces](#) · [Earrings](#) · [Bracelets & Anklets](#) · [Jewelry Boxes](#)

### Arts and Crafts | Shopping and Retail | Local First Arizona Business ...

<https://www.localfirstaz.com/directory/category.php?catid=1286>

Gifts & Games specializes in **locally** made items such as works of art, jewelry, knit ... One-of-a-kind **handmade jewelry**, painted silk scarves, and fused glass.

### MADE Art Boutique - 18 Photos & 48 Reviews - Cards ... - Phoenix - Yelp

[www.yelp.com](http://www.yelp.com) > Event Planning & Services > Cards & Stationery > Yelp

★★★★★ Rating: 4.5 - 48 reviews - Price range: \$\$

(602) 256-6233 · 922 N 5th St Phoenix, AZ 85004 ... "Made has a fantastic collection of **handmade** gift items, pottery, **jewelry** and even books and magazines. .... Very cute **local** art Boutique with tons of interesting artsy creations. I really ...

### Best Handmade gifts in Phoenix, AZ - Yelp

[https://www.yelp.com/search?find\\_desc=handmade+gifts&find\\_loc=AZ](https://www.yelp.com/search?find_desc=handmade+gifts&find_loc=AZ) > Yelp

Made has a fantastic collection of **handmade** gift items, pottery, **jewelry** and even ... and menswear, along with goods from **local** vendors and artists. .... read more.

### Meet Lisa — Be You Jewelry

[www.beyoujewelrydesign.com/meet-lisa/](http://www.beyoujewelrydesign.com/meet-lisa/)

Creating Be You Jewelry was a dream for Lisa. She is able to support **local** with her **handmade** products that are crafted to promote oneself. Lisa has made it a ...

### Etsy :: Your place to buy and sell all things handmade

<https://www.etsy.com/c/jewelry> > Etsy

Clothing & Accessories; Jewelry; Craft Supplies & Tools; Weddings ..... Pendant and Chain Necklace- Original Painting Domed Glass Silver Pendant **Handmade**.

### Wonderful handmade jewelry, using Peruvian silver and local stones ...

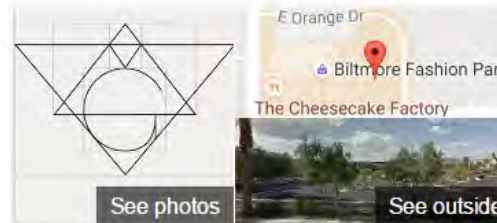
<https://www.tripadvisor.com/LocationPhotoDirectLink-g304036-d67341...> > TripAdvisor

Arte Joyeria Rumiwasi, Aguas Calientes Picture: Wonderful **handmade jewelry**, using Peruvian silver and **local** stones. - Check out TripAdvisor members' 3037 ...

### Handmade jewelry art garden art and gifts by local artists at ... - Solvang

[www.theartisticpony.com/](http://www.theartisticpony.com/)

**Locally** **handmade jewelry** fine art garden art and gifts are found at The Artistic Pony Studio Ltd. in



## Mother of Gideon

Website

Directions

Jeweler in Phoenix, Arizona

**Located in:** Biltmore Fashion Park

**Address:** Biltmore Fashion Park, 2502 E. Camelback Road 148-5, Phoenix, AZ 85016

**Phone:** (602) 628-8065

[Suggest an edit](#)

### Add missing information

[Add business hours](#)

### Reviews

[Write a review](#)

[Add a photo](#)

[Be the first to review](#)

### Profiles



Tumblr

### People also search for

[View 15+ more](#)



**Biltmore Fashion Park**

Shopping Mall



**Citrine Natural Beauty Bar**

Cosmetics Store



**The Red Door Salon & Spa**

Beauty Salon



**Calypso St. Barth**

Women's Clothing Store

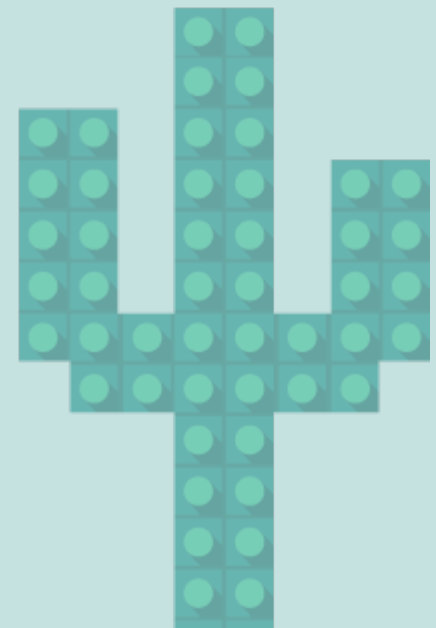
# Basic SEO Theory

How does Google  
decide which sites are most  
relevant for a keyword?



# Basic SEO Theory

*We sell **custom cigar humidors**.  
Our **custom cigar humidors** are  
handmade. If you're thinking of  
buying a **custom cigar humidor**,  
please contact our **custom cigar  
humidor** specialists at  
**custom.cigar.humidors@example.com**.*



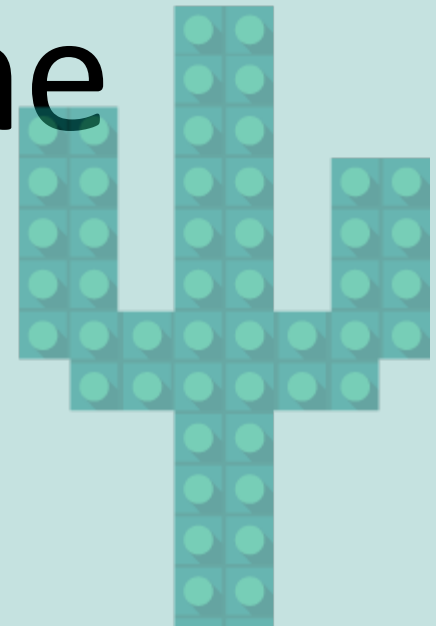
# Basic SEO Theory

- Over 200 different ranking signals
- Personalized Search
- RankBrain

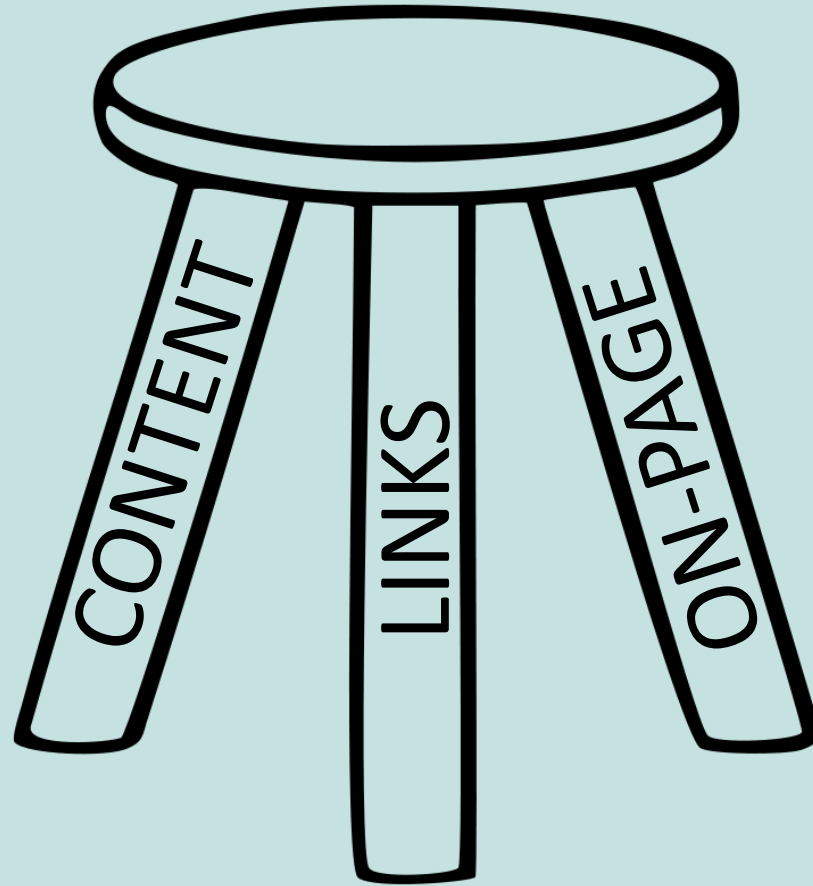


# Basic SEO Theory

- No Cheating!
- Penguin, Panda, Pigeon, Hummingbird, and Caffeine
- Hundreds of algo updates



# Basic SEO Theory



# On-Page WordPress Optimizations

1. URL Structure
2. Themes
3. SEO Plugins
4. XML Sitemaps
5. META Titles
6. Search Console
7. Local Business Schema
8. Page Speed



# #1). URL Structure

Ugly

[www.yoursite.com/?p=123](http://www.yoursite.com/?p=123)

Pretty

[www.yoursite.com/contact-us/](http://www.yoursite.com/contact-us/)



- Dashboard
- Posts
- Events
- Media
- Links
- Pages
- Comments
- Contact
- Appearance
- Plugins
- Users
- Tools
- Settings**
  - General
  - Writing
  - Reading
  - Discussion
  - Media
  - Permalinks**
  - Akismet
  - TOC+
  - Widgets on Pages
  - PageNavi
  - Related Posts Thumbs
  - Instagram Feed
  - WP-Optimize
  - WP-Pro-Quiz
  - WPtouch
  - All in One SEO
  - Collapse menu

## Permalink Settings

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetics, usability, and forward-compatibility of your links. [A number of tags are available](#), and here are some examples to get you started.

### Common Settings

- Plain `http://www.generationhighoutput.com/?p=123`
- Day and name `http://www.generationhighoutput.com/2016/10/02/sample-post/`
- Month and name `http://www.generationhighoutput.com/2016/10/sample-post/`
- Numeric `http://www.generationhighoutput.com/archives/123`
- Post name `http://www.generationhighoutput.com/sample-post/`
- Custom Structure `http://www.generationhighoutput.com /%postname%/`



### Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make your category links like `http://www.generationhighoutput.com/topics/uncategorized/`. If you leave these blank the defaults will be used.

Category base

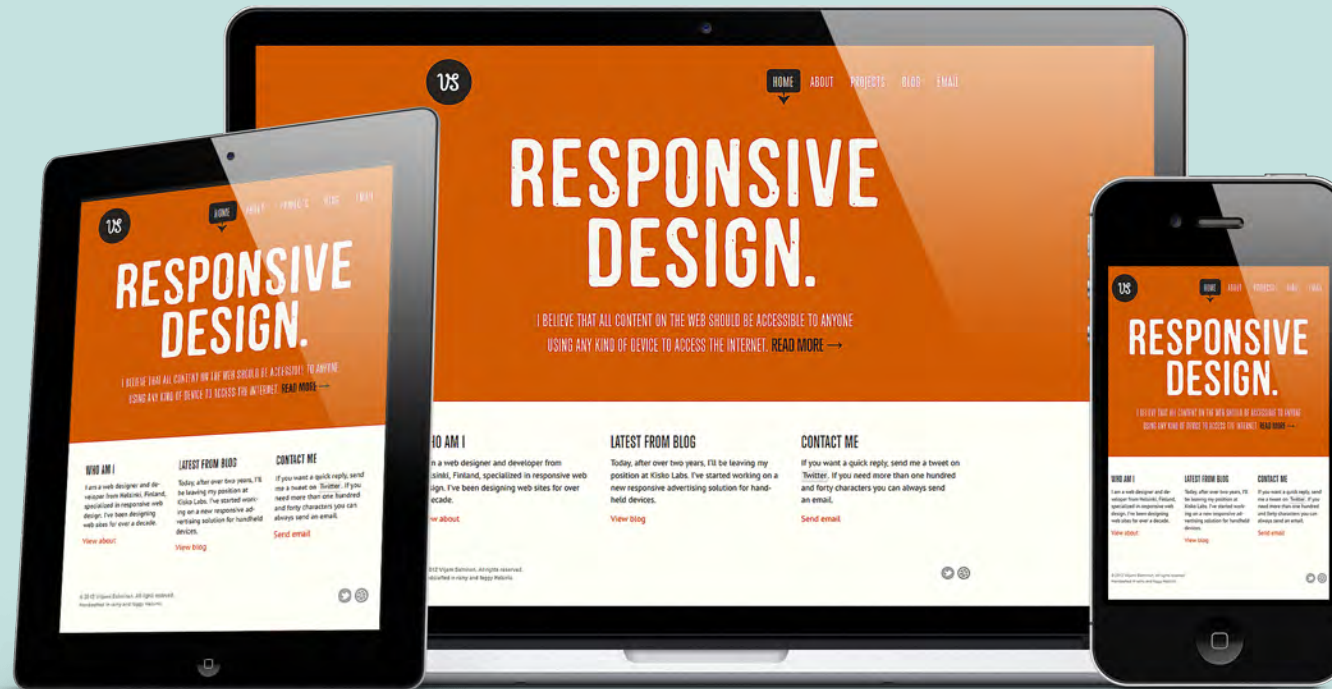
Tag base

**Save Changes**



# #2). SEO Friendly Themes

Look for:

- “Mobile-Friendly” / Responsive Themes
- 60% of Searches now come from Mobile Devices



## #3). SEO Plugins

		
First Released	2007	2008
Downloads	<b>29,797,289</b>	<b>33,053,279</b>
Free Version	YES	YES
Pro Version	\$79 single site	\$69 single site
License	Yearly	Yearly

# #4). XML Sitemaps

www.yoursite.com/sitemap.xml

```
<!-- Updated: 2016-03-31 22:11:05 MST -->
- <urlset xsi:schemaLocation="http://www.sitemaps.org/schemas/sitemap/0.9 http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance" xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  - <url>
    <loc>http://www.trevorfreeman.me/</loc>
    <lastmod>2016-03-31T21:28:10+00:00</lastmod>
    <changefreq>daily</changefreq>
    <priority>1</priority>
  </url>
  - <url>
    <loc>http://www.trevorfreeman.me/about.html</loc>
    <lastmod>2016-03-31T21:28:55+00:00</lastmod>
    <changefreq>weekly</changefreq>
    <priority>0.5</priority>
  </url>
  - <url>
    <loc>http://www.trevorfreeman.me/resume.html</loc>
    <lastmod>2016-03-31T21:31:15+00:00</lastmod>
    <changefreq>daily</changefreq>
    <priority>0.5</priority>
  </url>
</urlset>
```



# #5). META Titles

Google local handmade jewelry

Sign in

All Shopping Images Maps Videos More Search tools

About 10,900,000 results (0.37 seconds)

**The 10 Best Handmade Jewelry Services in Phoenix, AZ 2016**  
www.thumbtack.com › AZ › Phoenix › Thumbtack  
Here is the definitive list of Phoenix's handmade jewelry services as rated by the Phoenix, ... Are you looking for a local artisan who custom designs rings?

**Unique Handmade Jewelry | Handcrafted, Artisan Made Earth Jewelry ...**  
www.tenthousandvillages.com/jewelry › Ten Thousand Villages  
Items 1 - 16 of 470 - Ten Thousand Villages has a large selection of unique, fair trade jewelry gifts handcrafted by international artisans.  
Necklaces · Earrings · Bracelets & Anklets · Jewelry Boxes

**Arts and Crafts | Shopping and Retail | Local First Arizona Business ...**  
https://www.localfirstaz.com/directory/category.php?catid=1286  
Gifts & Games specializes in locally made items such as works of art, jewelry, knit ... One-of-a-kind handmade jewelry, painted silk scarves, and fused glass.

**MADE Art Boutique - 18 Photos & 48 Reviews - Cards ... - Phoenix - Yelp**  
www.yelp.com › Event Planning & Services › Cards & Stationery  
★★★★★ Rating: 4.5 - 48 reviews - Price range: \$\$\$  
(602) 256-6233 · 922 N 5th St Phoenix, AZ 85004 ... "Made has a fantastic collection of handmade gift items, pottery, jewelry and even books and magazines. ... Very cute local art Boutique with tons of interesting artsy creations. I really ...

**Best Handmade gifts in Phoenix, AZ - Yelp**  
https://www.yelp.com/search?find\_desc=handmade+gifts&find\_loc=AZ › Yelp  
Made has a fantastic collection of handmade gift items, pottery, jewelry and even ... and menswear, along with goods from local vendors and artists.... read more.

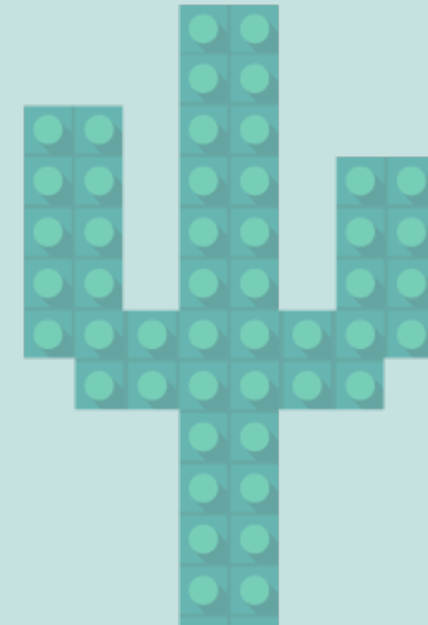
**Meet Lisa — Be You Jewelry**  
www.beyoujewelrydesign.com/meet-lisa/ ›  
Creating Be You Jewelry was a dream for Lisa. She is able to support local with her handmade products that are crafted to promote oneself. Lisa has made it a ...

**Etsy :: Your place to buy and sell all things handmade**  
https://www.etsy.com/c/jewelry › Etsy  
Clothing & Accessories; Jewelry; Craft Supplies & Tools; Weddings ..... Pendant and Chain Necklace- Original Painting Domed Glass Silver Pendant Handmade.

**Wonderful handmade jewelry, using Peruvian silver and local stones ...**  
https://www.tripadvisor.com/LocationPhotoDirectLink-g304036-d67341... › TripAdvisor  
Arte Joyeria Rumiwasi, Aguas Calientes Picture: Wonderful handmade jewelry, using Peruvian silver and local stones. - Check out TripAdvisor members' 3037 ...

**Handmade jewelry art garnden art and gifts by local artists at ... - Solvang**  
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**Mother of Gideon**  
Jeweler in Phoenix, Arizona  
Website Directions  
Located in: Biltmore Fashion Park  
Address: Biltmore Fashion Park, 2502 E. Camelback Road 148-5, Phoenix, AZ 85016  
Phone: (602) 628-8065  
Suggest an edit  
Add missing information  
Add business hours  
Reviews Write a review Add a photo  
Be the first to review  
Profiles  
t Lisa  
Tumblr  
People also search for View 15+ more  
Biltmore Fashion Park Shopping Mall  
Citrine Natural Beauty Bar Cosmetics Store  
The Red Door Salon & Spa Beauty Salon  
Calypso St. Barth Women's Clothing Store  
Feedback



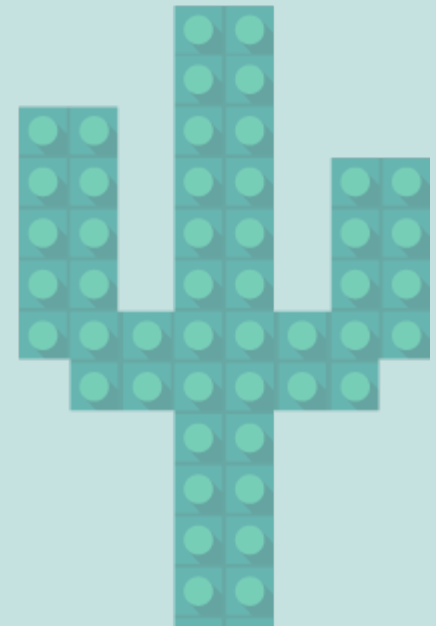
## #6). Search Console

- An extremely powerful, FREE tool from Google
- Submit XML Sitemaps
- Identify broken links, duplicate content, and malware
- Very easy to implement



# #7). Local Business Schema

- Important, especially in the age of Personalized Search and Mobile dominated results



About 5,950 results (0.38 seconds)

Perry's Pool Pump | & Electric Motor Repair

www.perryspoolpump.com/

Founded in 1982 as 'Mobile Pool Pump' here in Phoenix, we proudly recondition and rebuild more pool pump motors than any other shop in Arizona. With over ...

Shop Online

Order Online - Our rebuilt swimming pool pump motors ...

Location/Phone

Mon-Fri 8:00-5:00 PM Saturday 8:30-3:00 PM Phone: 602-943 ...

About Us

About Us. Perry's Pool Pump was founded in 1982 as 'Mobile Pool ...

Rebuilt Pool Pump Motors

We strive to make our rebuilt pool and spa pump motors look and ...

More results from perryspoolpump.com »

Perry's Pool Pump - 24 Reviews - Hot Tub & Pool - 12846 N 19th Ave ...

www.yelp.com > Shopping > Home & Garden > Hot Tub & Pool > Yelp

★★★★★ Rating: 4 - 24 reviews - Price range: \$\$

(602) 943-8850 - 12846 N 19th Ave Phoenix, AZ 85029 ... 24 reviews of Perry's Pool Pump "Honest and knowledgeable Our pool motor was acting sketchy and ...

Pool Motors, Polaris items in Perrys Pool Pump store on eBay!

stores.ebay.com > eBay Stores

Buy Perrys Pool Pump, Pool Motors items on eBay. Find a huge selection of Polaris, Filters, Accessories items and get what you want today.Perrys Pool Pump ...

Perry's Pool Pump Phoenix, AZ 85029 - YP.com

www.yellowpages.com/phoenix-az/.../perrys-pool-pump-15302138 > Yellowpages.com

★★★★★ Rating: 5 - 2 reviews

Get reviews, hours, directions, coupons and more for Perry's Pool Pump at 12846 N 19th Ave, Phoenix, AZ. Search for other Pumps-Service & Repair in Phoenix ...

Perry's Pool Pump 12846 N 19th Ave Phoenix, AZ Electric Motors ...

https://www.mapquest.com/us/arizona/.../perrys-pool-pump-10372154 > MapQuest

★★★★★ Rating: 7.8/10 - 19 reviews

Get directions, reviews and information for Perry's Pool Pump in Phoenix, AZ.

Perry's Pool Pump Review - Swimming Pool Service & Repair in ...

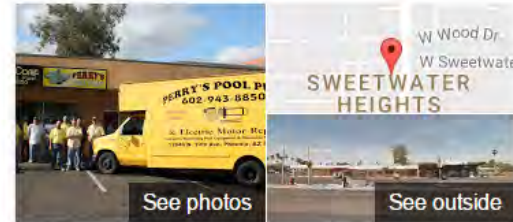
www.bbb.org/.../perry-s-pool-pump-in-phoenix-az-120... > Better Business Bureau

BBB's Business Review For Perry's Pool Pump that includes background information, consumer experience, BBB Accreditation status, BBB Rating, customer ...

Perry's Pool Pump - Yahoo Local

https://local.yahoo.com/info-20010819-perry-s-pool-pump-phoenix >

Find Perry's Pool Pump in Phoenix with Address, Phone number from Yahoo US Local. Includes Perry's Pool Pump Reviews, maps & directions to Perry's Pool ...



Perry's Pool Pump

Website Directions

4.2 ★★★★★ 25 Google reviews

Electric Motor Repair Shop

Address: 12846 N 19th Ave, Phoenix, AZ 85029

Phone: (602) 943-8850

Hours: Closed today

Suggest an edit

Reviews from the web

YP.com

5/5

2 reViews

Facebook

4.4/5

10 votes

Plan your visit

People typically spend 15 min here

Reviews

Write a review

Add a photo



"Best prices around and they know there stuff."



"A good resource for pool plumbing parts and DIY pool improvements."

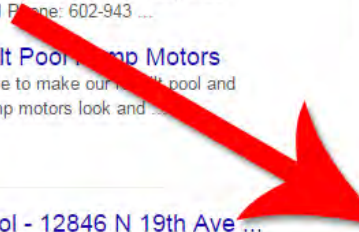


"Keep up the good service !"

View all Google reviews

People also search for

View 15+ more



## #8). Page Speed

- Google likes FAST sites
- Page Speed directly impacts SEO metrics like Time on Site and Bounce Rate



# Web Page Performance Test for

[www.generationhighoutput.com](http://www.generationhighoutput.com)

From: Dulles, VA - Chrome - Cable  
10/2/2016, 10:20:41 AM

[Need help improving?](#)

<b>F</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>F</b>	<b>X</b>
First Byte Time	Keep-alive Enabled	Compress Transfer	Compress Images	Cache static content	Effective use of CDN

**Summary** Details Performance Review Content Breakdown Domains Screen Shot

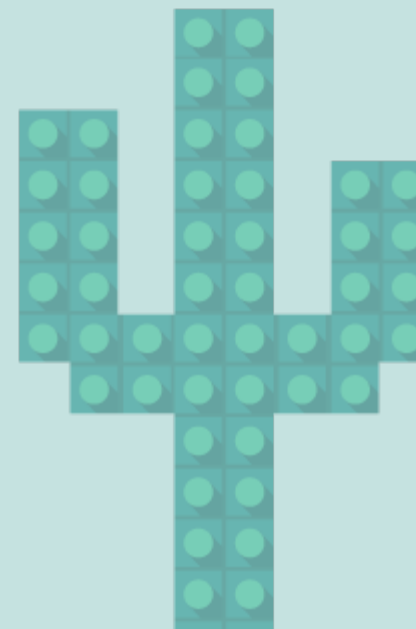
Tester: VM6-02-192.168.101.162

[Raw page data - Raw object data](#)  
[Export HTTP Archive \(.har\)](#)  
[View Test Log](#)

[Re-run the test](#)

	Load Time	First Byte	Start Render	Speed Index	DOM Elements	Document Complete			Fully Loaded			
						Time	Requests	Bytes In	Time	Requests	Bytes In	Cost
First View	7.064s	1.387s	3.298s	3590	905	7.064s	101	3,158 KB	8.404s	102	3,938 KB	\$\$\$\$\$
Repeat View	3.508s	0.940s	2.103s	2262	905	3.508s	13	197 KB	4.380s	16	211 KB	

	Waterfall	Screen Shot
First View (7.064s)		
Repeat View (3.508s)		



## #8). Page Speed

Tip: Use an image compression plugin like WP-SmushIt to improve page load times.



# Recap

1. URL Structure
2. Themes
3. SEO Plugins
4. XML Sitemaps
5. META Titles
6. Search Console
7. Local Business Schema
8. Page Speed



# What NOT To Do

- Don't overload on free plugins
- Don't create similar pages with duplicate content targeting multiple cities
- Don't buy paid links
- Don't try to cheat your way to the top



# Download Slides

<http://goo.gl/yQg8pY>



# Intro to SEO for WordPress

**Trevor Freeman**

SEO Specialist at G/O Digital Marketing  
@TrevorFreemanAZ

October 2, 2016  
WordCamp 2016  
Phoenix, AZ