



Power WordPress SEO Basics

Want a lot of site traffic? Basic SEO practices are a must. Good hygiene for search engines is a constantly evolving field, and it's best to do it right to start with but even an established blog can have wins.

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STEPS

1. Revisit your `robots.txt`.
2. Validate your `sitemap.xml`.
3. Spend time working in Google Webmaster Tools. (<https://www.google.com/webmasters/>)
 1. Verify your site.
 2. Associate sitemap.
 3. Review indexing errors.

ROBOTS.TXT

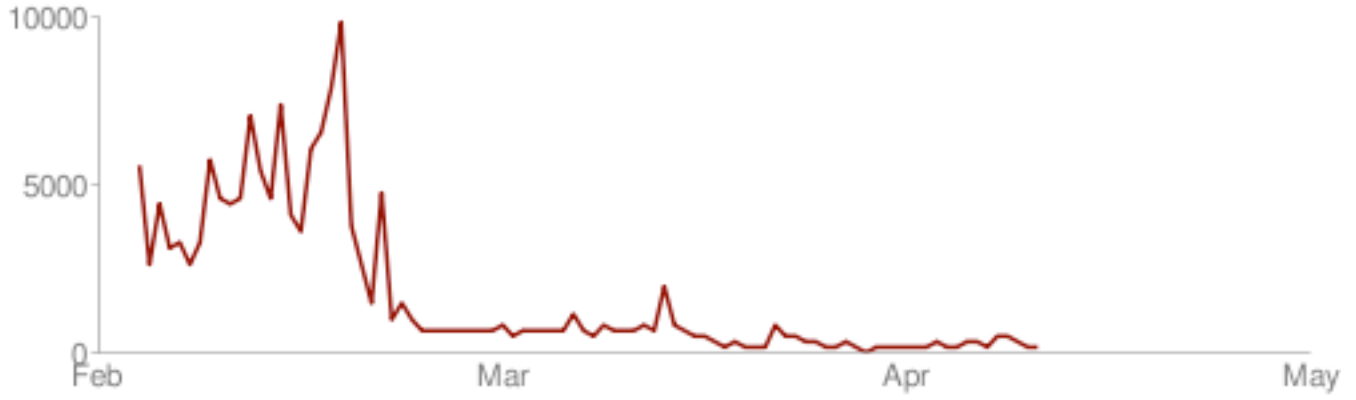
```
# robots.txt optimized for WordPress using a /[post-name]
permalink structure
```

```
User-agent: *
Disallow: /cgi-bin
Disallow: /wp-admin
Disallow: /wp-includes
Disallow: /wp-content/plugins
Disallow: /wp-content/themes
Disallow: /wp-content/cache
Disallow: /wp-login.php
Disallow: /page/
Disallow: /photos/
Disallow: /feed/
Disallow: /comments/feed/
Disallow: /tag/
Disallow: /author/
Disallow: /category/
Disallow: */trackback
Disallow: */feed
Disallow: */comments
Disallow: /*?*
Disallow: /*?
Disallow: /2000/
Disallow: /2001/    ...snip...
Disallow: /2010/
Allow: /wp-content/uploads
```

```
# Google Image
User-agent: Googlebot-Image
Disallow:
Allow: /*
```

Sitemap: <http://www.thingelstad.com/sitemap.xml>
Sitemap: <http://www.thingelstad.com/sitemap.xml.gz>

PERFORMANCE MATTERS



VOODOO

- I. Review your domain registration period.