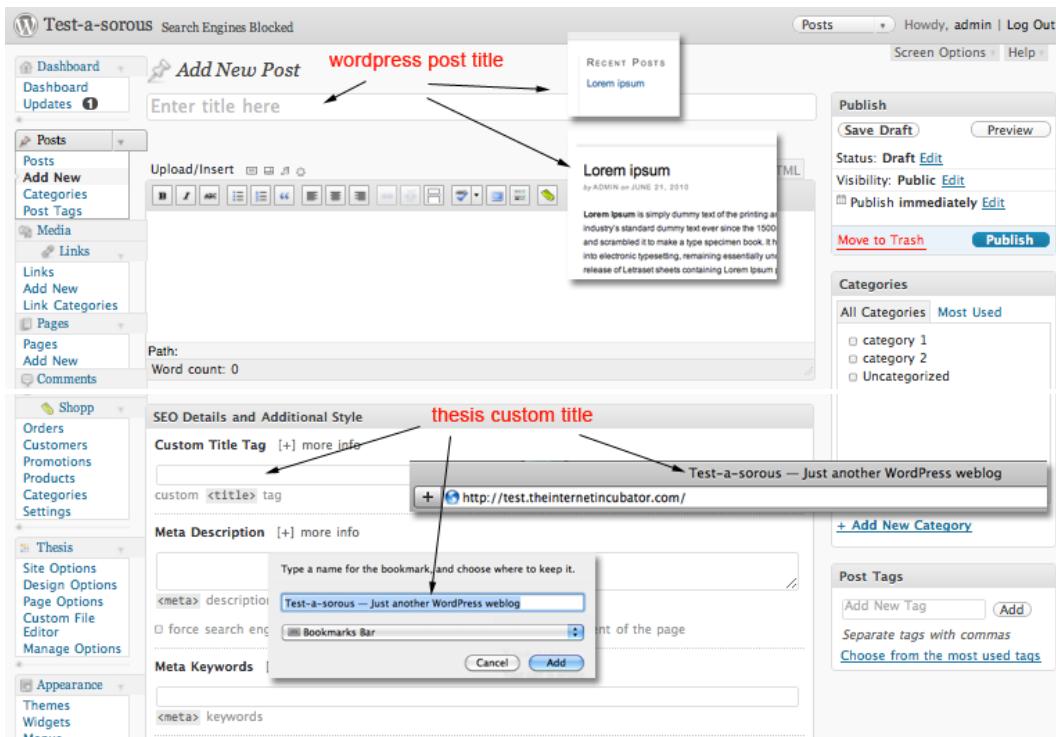


## SEO for WordPress/Thesis

### Post & Page Titles



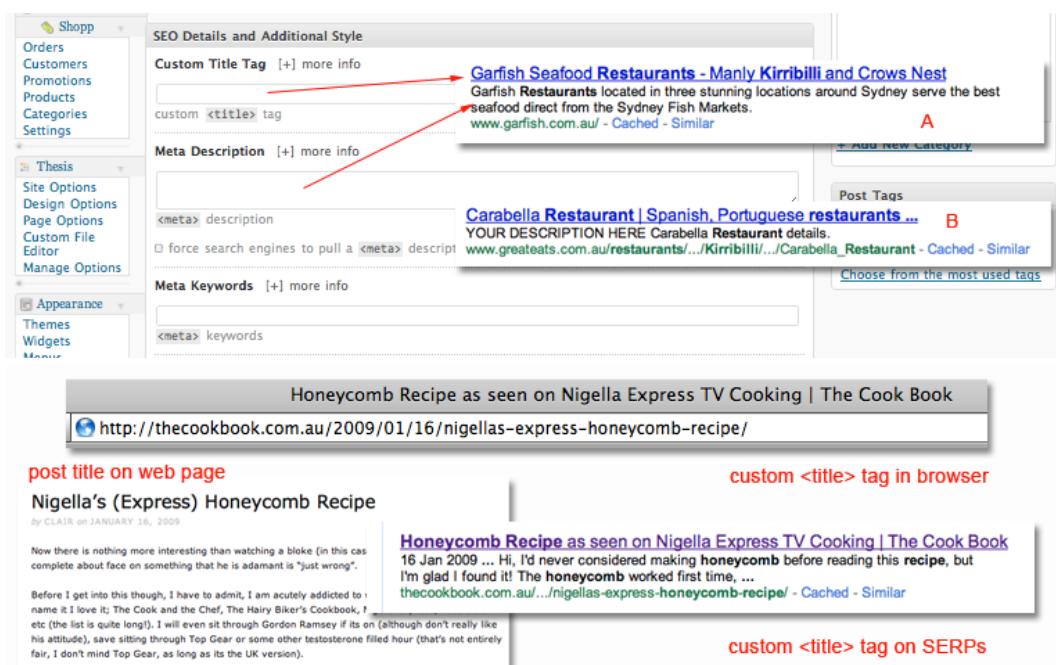
The screenshot shows the WordPress admin interface. In the top left, it says "Test-a-SOROUS Search Engines Blocked". The main area shows an "Add New Post" screen with a title field containing "wordpress post title". Below the title is a rich text editor toolbar. To the right, there's a "Recent Posts" sidebar with "Lorem ipsum" and a main content area for "Lorem ipsum" by ADMIN on JUNE 21, 2010. The right sidebar includes "Publish" buttons (Save Draft, Preview, Publish), "Status: Draft Edit", "Visibility: Public Edit", "Publish immediately Edit", and "Move to Trash" and "Publish" buttons. At the bottom, there's a "Categories" section with "All Categories Most Used" and checkboxes for "category 1", "category 2", and "Uncategorized".

**Custom Title Tag:** In the SEO Details and Additional Style panel, under "Custom Title Tag", there's a "custom <title> tag" input field containing "Test-a-soros — Just another WordPress weblog".

**Meta Description:** Under "Meta Description", there's a "Type a name for the bookmark, and choose where to keep it." input field containing "Test-a-soros — Just another WordPress weblog". Below it is a dropdown menu set to "Bookmarks Bar".

**Meta Keywords:** Under "Meta Keywords", there's an input field containing "<meta> keywords".

### Search Engine Result Pages



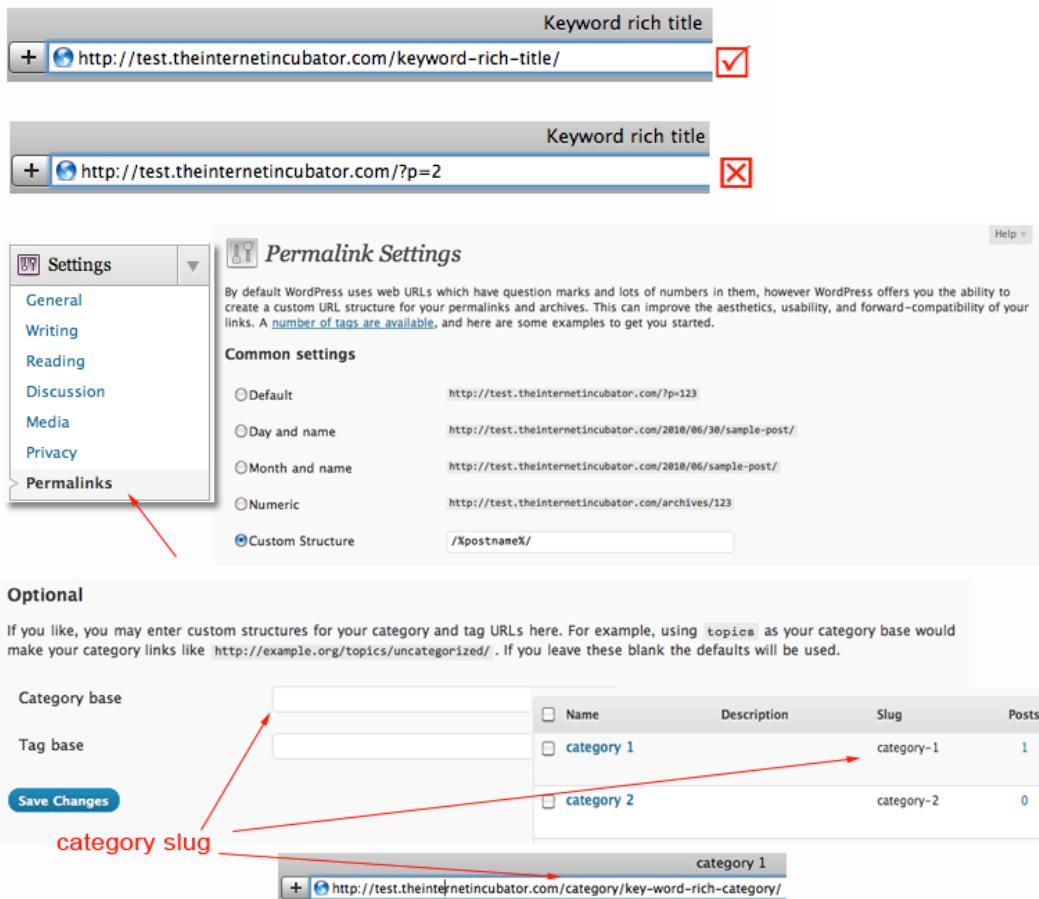
The screenshot shows search results for three different websites:

- A:** Garfish Seafood Restaurants - Manly Kirribilli and Crows Nest. The result shows "Garfish Restaurants located in three stunning locations around Sydney serve the best seafood direct from the Sydney Fish Markets." with links to "www.garfish.com.au/- Cached - Similar".
- B:** Carabella Restaurant | Spanish, Portuguese restaurants ... B. The result shows "YOUR DESCRIPTION HERE Carabella Restaurant details." with links to "www.greateats.com.au/restaurants/.../Kirribilli/.../Carabella\_Restaurant - Cached - Similar".
- Post title on web page:** Honeycomb Recipe as seen on Nigella Express TV Cooking | The Cook Book. The result shows "Honeycomb Recipe as seen on Nigella Express TV Cooking | The Cook Book" with a link to "http://thecookbook.com.au/2009/01/16/nigellas-express-honeycomb-recipe/".

**Custom <title> tag in browser:** Shows the browser title bar with "Garfish Seafood Restaurants - Manly Kirribilli and Crows Nest" and the URL "http://test.theinternetcubator.com/".

**Custom <title> tag on SERPs:** Shows the search results for each website with the custom titles and descriptions.

## URLs & WordPress Permalinks



**Optional**

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

Category base	Name	Description	Slug	Posts
Tag base	<input type="checkbox"/> category 1		category-1	1
	<input type="checkbox"/> category 2		category-2	0

**Save Changes**

**category slug**

+ <http://test.theinternetincubator.com/category/key-word-rich-category/>

## SEO & Images

1. Name the image with keywords, words separated by hyphens ‘-’
2. In the `<img>` tag a width attribute in pixels
3. In the `<img>` tag a height attribute in pixels
4. In the `<img>` tag an alt attribute that describes the content of the image - keywords!
5. In the `<img>` tag a title attribute that contains text to be displayed when the user hovers over with mouse - more keywords!

Wordpress takes care of 2 and 3, as a user you have to do 1,4 & 5.

Title	A) when adding an image
Alternate Text	<small>Alt text for the image, e.g. "The Mona Lisa"</small>
Edit Image Title	B) when editing an image
Edit Alternate Text	