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Simple Tips To Make Your Wordpress Blog Search Engine Friendly

Blogging has become a way of life for many people, and for internet marketers in particular it is a great tool for finding customers. One of the biggest reasons for using a blog to drive traffic to an online business is the low cost, and the fact that search engines love the new information that is so easily added to a blog. This makes blogging a must use tool for getting free traffic from search engines.

You can just throw up a blog, and Wordpress makes it so easy especially as so many webhosts include Fantastico which makes installing a blog as easy as a few mouse clicks, and expect some traffic to flow from the search engines. As with anything though there is always room for improvement, and using a blog as a search engine magnet is no different.

For starters, the default url (web address) of a blog post would look something like <http://www.myblog.com/?p=9> which is not very search engine friendly at all. A quick fix for this is already available in Wordpress using the **"options"** link along the top then **"Permalinks"** (marked with red circles in the image below)



Once there, fill in the box as the picture below

Common options:

- Default
» <http://www.douglastitchmarsh.com/PCPROBLEMS.blog/?p=123>
 - Date and name based
» <http://www.douglastitchmarsh.com/PCPROBLEMS.blog/2008/04/06/sample-post/>
 - Numeric
» <http://www.douglastitchmarsh.com/PCPROBLEMS.blog/archives/123>
 - Custom, specify below
- Custom structure:

Use the following code (copy and paste the text below if you need to)

```
/%category%/postname%/
```

Update the permalinks and this will update your links to look more like a standard website, and also uses the post title as a part of the link which is also more acceptable to search engines for ranking your site.

That's a good start, but in addition you can also add some excellent Wordpress plugins

to assist you in your blog SEO (search engine optimisation) efforts. Here are two tried and tested plugins to help get your site listed, and ranked favorably in the major search engines.

The first plugin is called All In One SEO Pack. Download this one from

<http://wordpress.org/extend/plugins/all-in-one-seo-pack/>

Once installed this plugin gives you plenty of options to help your search engine rankings, although the default settings will give a bit of a boost, you may wish to experiment with the field contents to see if you can improve them. Most of the fields are to do with Meta Tags (search engines use these to work out what your blog is all about and how to index it). It is beyond the remit of this report to go into depth on these meta tags, as we could not do it justice in the space we have here, to find out more about meta tags search on google :-)

The second recommended plugin is called Google XML Sitemaps and is available at

<http://www.arnebrachhold.de/projects/wordpress-plugins/google-xml-sitemaps-generator>

This plug in will generate a site map in a format which Google requests to help index your website (or blog in this case). It rebuilds the sitemap everytime you post, and resubmits it to Google, and MSN. You can also add Yahoo to the list of search engines it sends your sitemap details to if you sign up for a Yahoo Api using the link in the plugins options page.

By making it as easy as possible for search engines to index your site, and giving them the right information to index it correctly you will improve the speed at which your site gets listed. More importantly the ranking in the search engines for your specific keywords will also be improved. Using the tips above is a good start, and following the resources below will help you even more.

Search Engine Optimisation And Traffic Generation Resources

[SEO Elite](#) is the most well known and well respected of all the SEO software available, and is recommended by the worlds top search engine experts. [Find out more here](#)

247webtraffic.com offers a free course of traffic generation tips by email which you can get by subscribing to their newsletter [click here for more information](#)

[SEO Videos For Top Rankings](#) a step by step blueprint to structure your website ready for top 3 positions on the major search engines [follow this link for details](#)

Blogging Resources

[Wordpress Blog Setup Tips And Tricks](#) . Easily Set Up A Real Hosted Blog With High Earning Potential By Following These Clear Step By Step Instructional Movies [visit the site for more info](#)

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[WordPress Seo Sniper.](#) Seo Your WordPress Blog Like A Seasoned Pro With Ease. Quickly And Easily Implement The Most Advanced Seo Strategies On Your Site And Gain All The Ranking Benefits. [Click Here to See The Site](#) .

I hope you find this quick and easy guide useful

Douglas Titchmarsh

<http://www.blog-for-profit.info>