

Published based on [How To Super-Power WordPress Search Engine Optimisation](#)

How To Super-Power WordPress Search Engine Optimisation

Wordpress out of the box permits primary management of the main SEO meta information. To expand the functionality we add our own super-charged version of the All-In-One-SEO Pack. The SEO pack makes it easy to change the page title and page meta description.

The All-In-One-SEO Pack is a great WordPress plugin that completes the SEO aspects for WordPress. For some reason WordPress still has not got the SEO fixed out of the box.

The All-In-One-SEO Pack allows you you to change the most significant page components - page title and page description. It also allows you to change the page keywords, but as we all know, search engines no longer take note of these because they have been spammed too much in the past. Google stopped using the keywords for page ranking in the early 2000\'s.

Page Titles

This is the No1 SEO element to control. Always make sure that you manipulate the page title. The page title appears in the browser window at the very top of the screen. Search engines use this in the listings and show it in their search results.

) between the words.

Just like with a book the page title of an HTML page is the most significant component. Never leave this element to chance. Make sure you use keywords in the title.

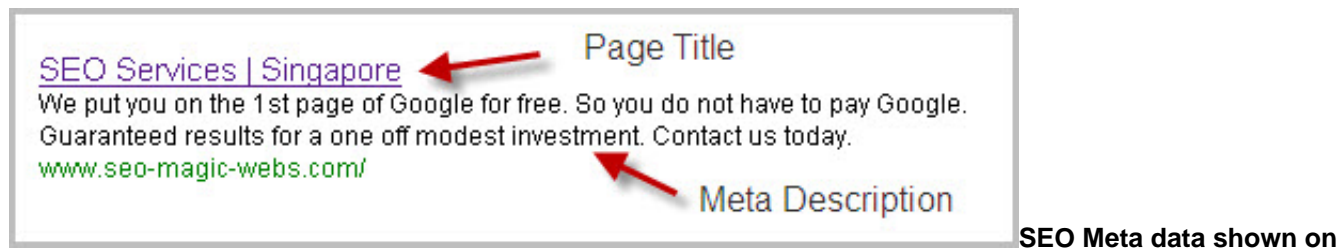
If your page needs to stretch to cover two or three keywords we have learned that you can still get solid rankings from adding multiple keywords to the title. However, always try to make the page title as close to the keyword you want to rank for. Adding extra non-beneficial words detracts from the results achieved.

Even though it\'s best to keep the page title just to the keywords you want to rank for, if you are a branded company you will also most likely need to add in your business name so that it shows up on Google in your listing.

Page Description Meta Tags

This element is NOT used by search engines for ranking purposes. Even So, most search engines will utilize this in their search results so it is important. We have found that Google will use the description most of the time. We have not yet learned how it determines if to use it or not. The rest of the time it will pick up the first piece of text on the page.

By having a good description it will increase your click through rates because the text will be more attractive to people. Ensure that you use a maximum of 156 characters. If you use any more characters Google will cut short the rest. If you can keep your descriptions to--0 characters or less this is even better seeing Google sometimes adds a date to the beginning of the description which is part of the 156 characters it displays.



Google listing

Changing the meta data and page title

At the bottom of every page and post you will find the meta tags plugin details. Update the details appropriately. **Note:** If you can only use see the title for the plugin and no details, just click the title and the section

will expand.

SEO Magic Webs SEO Pack

<http://www.seo-magic-webs.com/wp-content/uploads/2009/10/seo-services-SEO-pack-settings1.jpg>

Magic Webs SEO Pack

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Title:

Description:
111 characters. Most search engines use a maximum of 160 chars for the description.

Keywords (comma separated):

Disable on this page/post:

Keywords are **NOT** used now by most major search engines so no value to add

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