

Welcome to the WordPress Portsmouth Meetup WordUp Pompey! 16th January 2019

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#wppompey

www.wp-pompey.org.uk

[/about-wordpress-meetups/code-of-conduct/](http://about-wordpress-meetups/code-of-conduct/)

Agenda

- 19:00 Meet and Greet
- 19:15 Yoast SEO Webinar
- 20:00 Workshop
- 20:50 Wrap Up – incl. more 2019 plans
- 21:00 Social at Sovereigns



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Scott McKeown says

I'll offer a 25% discount on Web Hosting or Virtual Servers to WordUp Pompey! members entering **wordup** at checkout

(that's for life by the way, not once)

redIT

Pizza / refreshment sponsor

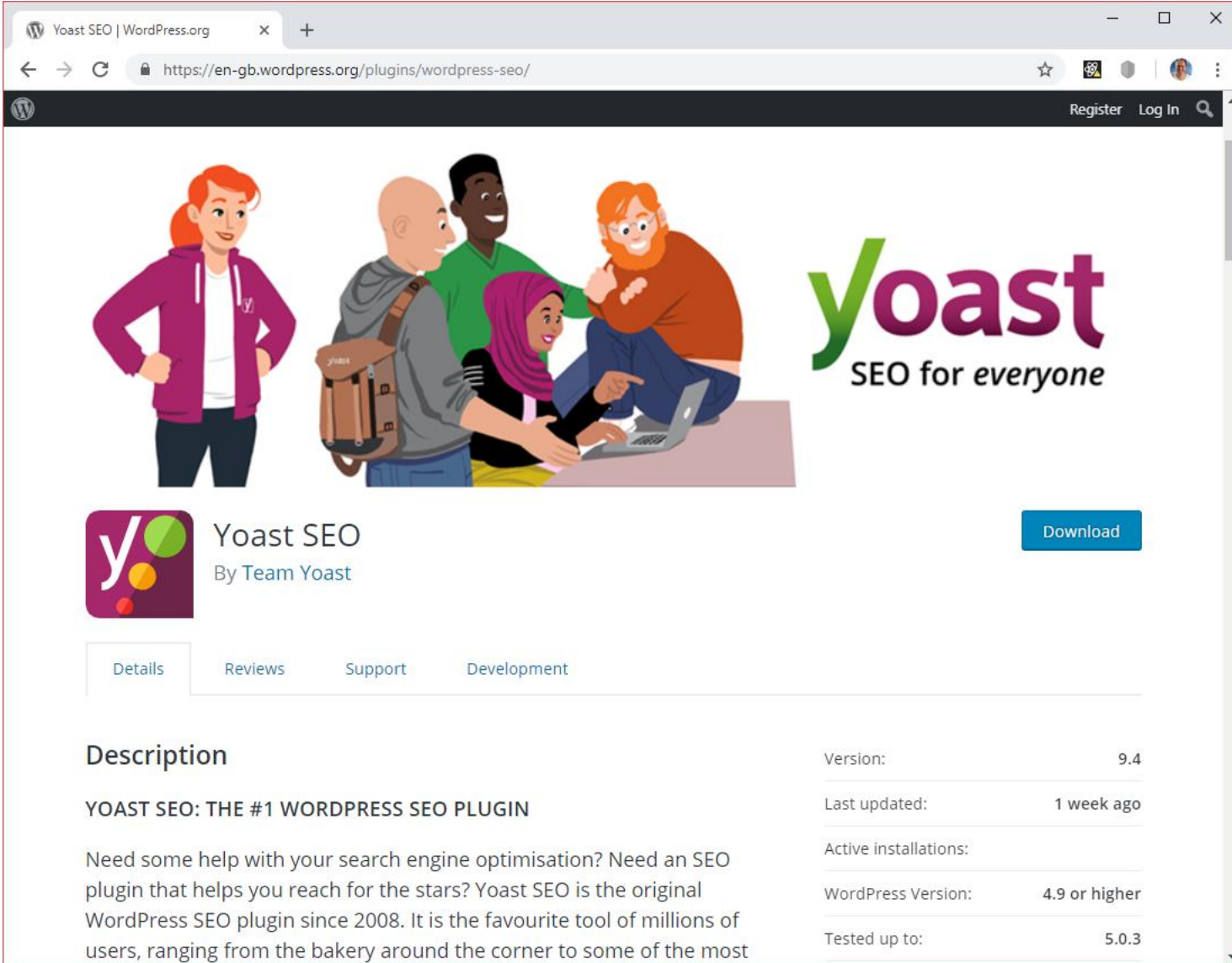
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Yoast SEO – Search Engine Optimization



The screenshot shows the WordPress.org plugin page for Yoast SEO. At the top, there's a navigation bar with 'Register' and 'Log In' links. Below that is a large illustration of a diverse group of people (a woman in a purple hoodie, a man with a backpack, a man in a green shirt, a woman in a pink hijab, and a man with a beard) gathered around a laptop. To the right of the illustration is the Yoast logo, which consists of a green 'y' followed by 'oast' in purple, with the tagline 'SEO for everyone' underneath. Below the illustration and logo, there's a 'Download' button. Underneath the 'Download' button is the Yoast SEO logo (a purple square with a white 'y' and three colored circles) and the text 'Yoast SEO By Team Yoast'. Below this are four tabs: 'Details', 'Reviews', 'Support', and 'Development'. The 'Details' tab is selected. The main content area is titled 'Description' and contains the text: 'YOAST SEO: THE #1 WORDPRESS SEO PLUGIN' and 'Need some help with your search engine optimisation? Need an SEO plugin that helps you reach for the stars? Yoast SEO is the original WordPress SEO plugin since 2008. It is the favourite tool of millions of users, ranging from the bakery around the corner to some of the most'. To the right of the description is a table with technical details:

Version:	9.4
Last updated:	1 week ago
Active installations:	
WordPress Version:	4.9 or higher
Tested up to:	5.0.3

<https://wordpress.org/plugins/wordpress-seo>

Yoast SEO Webinar



<https://www.youtube.com/watch?v=gbJuCoyRjvU>

Abha's negotiated permission to use the Yoast Academy webinar (20 Nov 2018) as the introduction to our SEO workshop.

View with Transcript and/or Closed captions.

The next two slides summarise Joost's presentation.
Then there are 4 on the round table discussion and Q&A.

Changes in Search and SEO 2019 and beyond

Nine Trends	Time
1. Truly understanding content	2:51
2. Content analysis gets better	3:07
3. Schema for everything schema.org – structured data	4:00
4. Search behaviour is monitored – results different between desktop and mobile	5:19
5. Brands even more important	5:53
6. Speed up or fall down - Monitor site load in Google Chrome	6:23
7. Mobile is the default Regardless of where the real traffic is	07:19
8. Voices of change Google expecting more voice search – Answer boxes	08:03
9. Search is on the move Amazon, Bing, Apps	09:06

Getting traffic in 2019

	Time
Fast, easily usable, technically flawless website with high quality content that truly helps visitors.	10:28
WordPress, Yoast SEO, simple site structure, good theme, great content	10:38
Brand with high quality products, services	10:57
Depending on niche -	11:20
What should you do	11:38
Keyword research needs an update What changed in company, audience, language, where?	11:44
Your content needs an update Reassess structure, content “Gutenberg is in that sense a blessing”	12:32
Website update Use schema easily, flawless – no 400 errors, speed < 4 secs avg. load	12:52
Etc...	14:29

Roundtable Discussion – Part one

	Time
About OSCON and other speakers	18:32
The most important trend in SEO in 2019	20:20
Related entities – e.g. lasagna is pasta – use more synonyms	21:02
Related keywords and synonyms	21:12
Write good stuff, don't overoptimise for one keyword	21:40
Google is getting better at Dutch	22:40
Google is getting better at understanding search intent	23:44
Google suggest gives very suggestive results	24:37
Entirely different results for eCommerce queries	25:08
A lot of people use Voice search	25:27
Solve the query; answers not just links – rich experiences	25:51
I want to choose	26:50
Ordering a taxi... is it a search?	27:29
Google is an assistant that lives in your phone and solves problems for you	29:12

Roundtable Discussion – Part two

	Time
What are the practical things we can do?	30:54
Schema is going to be the big change	30:58
Structured format for: recipe, job, events, local businesses	31:14
Stand out with a nice picture	32:05
Need 5-star review to rank highly for your Lasagna	32:19
Improve your brand strategy, product quality, pricing structure	32:27
It's hard to win in a competitive marketplace by just doing tricks	32:55
Small businesses can win by doing things quickly	33:49
Focus on nice, get good keyword strategy	34:08
What is Yoast going to implement. More features with schema?	34:37
Video SEO plugin	34:49
How to blocks, FAQ blocks. More planned next year	34:58
Good content needs... structure, message in first paragraph, readable text, transition words, sub-headings	35:49
Visitors can land on any page	38:03

Roundtable Discussion – Part three

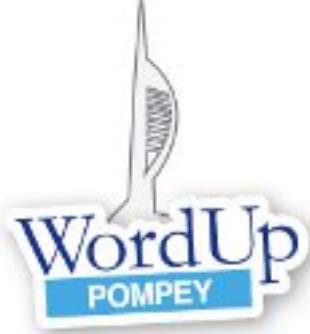
	Time
Internal linking	38:27
Being as link heavy as Wikipedia has never hurt any site	38:50
Tags, categories or both? Custom taxonomies applying to multiple CPTs	40:00
150 tags is overdoing it	40:26
Categories are good for grouping similar things	41:07
Do what makes sense for your audience	41:28
SSL is needed... since HTTPS is a requirement for many web features	42:04
How important is the Flesch reading skill?	42:51
Never chase the green traffic light	45:11
Short sentences 20 to 25 words	45:53
Convey complicated things with easy words	46:04
Use simpler words to describe complex things.	46:22
Who's your audience / potential audience. Could you reach more?	46:30
Alexa – do I need a website now I'm on Amazon?	46:43
Chiropractic near me? – ties back to schema	47:56
Being number one becomes even more important	48:17

Roundtable Discussion – Part four

	Time
Last question...	48:56
eCommerce, category changes and redirects – what is the solution?	49:04
- Not a 404	49:18
- Show a 410 – gone forever deliberately	49:21
- Out of Stock – give us your email address	49:30
- And other answers	
- URLs should be permanent	50:31
Thanks for watching	51:19

Snippet competition





Further reading / viewing

Topic	Sample link
WordPress TV - SEO	https://wordpress.tv/?s=SEO
WordPress TV – schema	https://jimbir.ch/presentations/meta-schema-wp
Schema dot org	https://schema.org/
Sample schema blocks	tbc
Core blocks	https://core.wp-a2z.org/block
Advanced tips for using Yoast SEO	https://hs.wpengine.com/advanced-tips-yoast-seo-webinar
Definitive guide to higher rankings	https://yoast.com/wordpress-seo/
Lasagne recipe for cats	https://www.epetstore.co.za/lasagne-recipe-for-cats



WordPress plans for 2019

9 Jan	5.0.3
10 Jan	5.1 beta
7 Feb	5.1-RC1
21 Feb	5.1

PHP version upgrade notices
Plugin error protection
Block editor improvements

9 projects for 2019

<https://make.wordpress.org/core/2018/12/08/9-priorities-for-2019/>

2018 State of the word - Slides only:

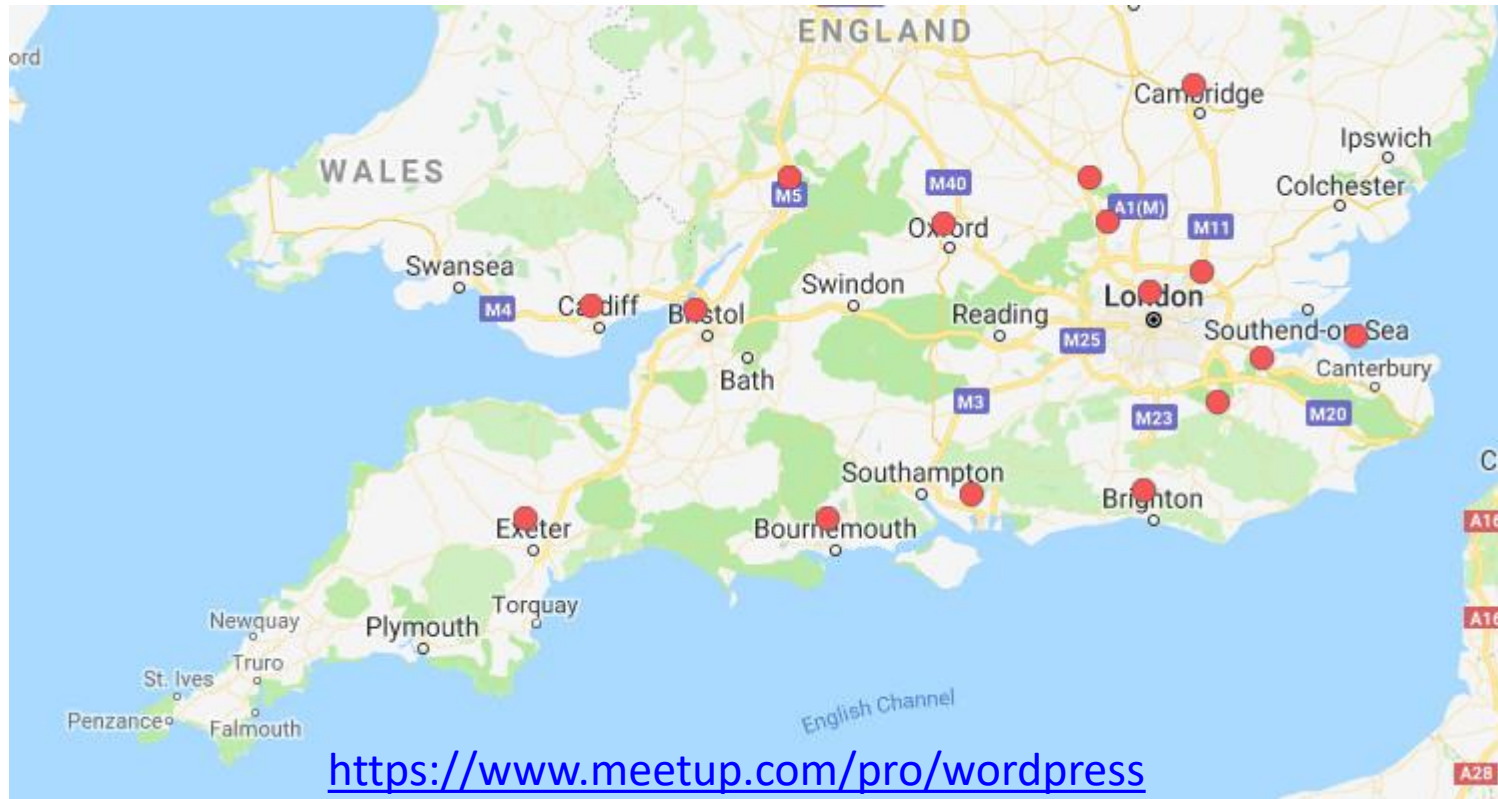
<https://www.slideshare.net/photomatt/wordpress-state-of-the-word-2018>

2018 SOTW - Blog and video (52 mins):

<https://ma.tt/2018/12/state-of-the-word-2018/>

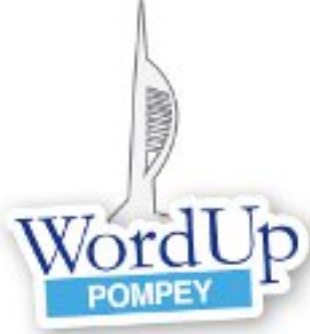


Coming up nearby-ish



<https://www.meetup.com/pro/wordpress>

- | | |
|-----------|---|
| 28 Jan | WordUp Brighton Meetup |
| 31 Jan | WordPress Bournemouth Meetup |
| 7-8 Feb | SEO Conference, Nijmegen, The Netherlands |
| 12 Feb | WP_Hooked, London |
| 6-7 Apr | WordCamp London |
| 20-22 Jun | WordCamp Europe |
| 17-19 Aug | WordCamp Brighton |



#wppompey plans for 2019

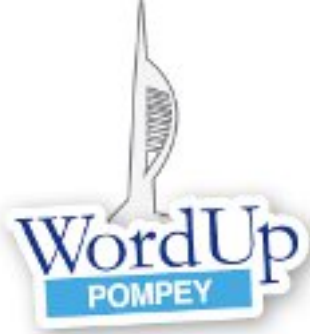
Date	Agenda	Notes
Jan 16	Yoast SEO webinar and workshop	
Feb 20	Lightning Talks	Your name here
Mar 20	Site Health Check with Jenny Wong	@miss_jwo
Apr 17	Accessibility Tools with Graham Armfield	@coolfields
May	tbc	
Etc...		

Date: 3rd Wednesday of every month

Start: 19:00

End: 21:00

At: Technopole, Kingston Crescent,
Portsmouth, PO2 8FA



Thanks to our sponsors

Thanks again to our venue sponsor @redIT



And to our new sponsor @34SP

