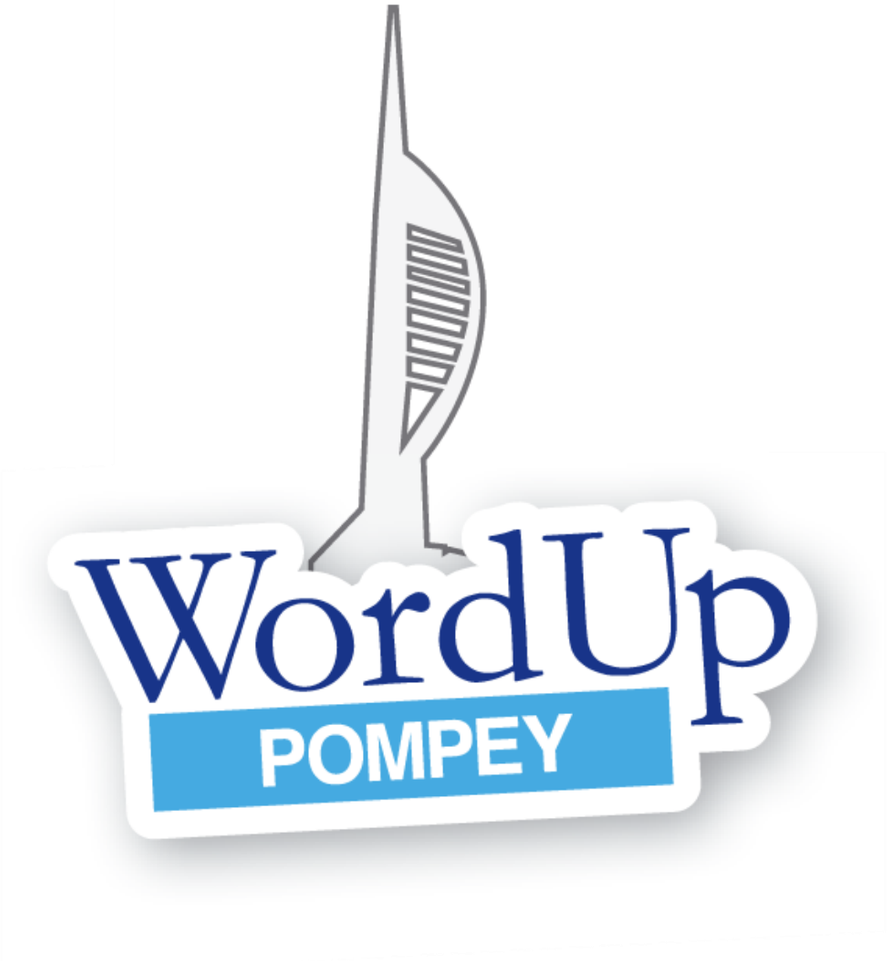



# Welcome to WordUp Pompey!
# 17th November 2021

@wppompey

#WPPompey
#OnlineWPMeetup

UK Slack: #meetup-portsmouth

https://www.wp-pompey.org.uk/

/about-wordpress-meetups/code-of-conduct/

**Agenda**

19:00 - Connect to Zoom.
19:10 - Organiser's introduction
19:15 - Lightning talks – SEO related tools – keyword research, rank tracking, analytics
20:15 - Q & A
20:45 - Wrap-up

# Sponsors

## Venue sponsor

redIT
@reditcouk

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)

## Pizza / refreshment sponsor

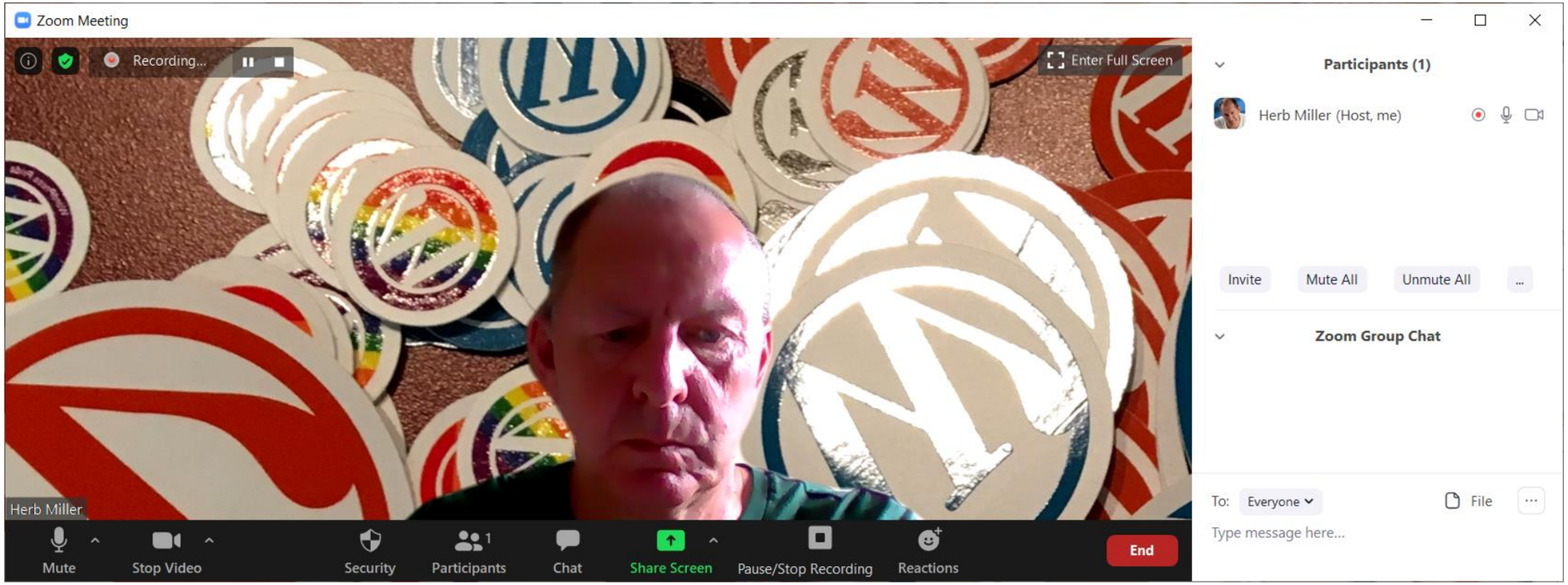
34SP
@34sp

Manchester, UK based website hosting.

Free 3 month trial of WordPress hosting.
Use code: WPPOMPEY

# Zoom being recorded

If you do not want to appear in the recording you may turn off your video.
The meeting settings should *Hide non-video participants*.
Also consider muting your microphone and changing your name.




Note: Meetings which have been recorded are published, after some editing /cropping, on YouTube in the wppompey channel…
https://www.youtube.com/channel/UCNyGdMrd6sFkWjsSenxd8Hg

# Lightning talks – SEO related tools

# 25 top SEO tips

## DO's

1. **Keyword / keyphrase research**
2. **Technical SEO – Site speed**
3. Technical SEO – no broken links
4. Site structure
5. Great user experience
6. Write high quality unique content
7. Social media strategy
8. Link building
9. Internal linking structure
10. Secure & updated
11. Write meta description
12. **Get indexed**
13. Cornerstone content
14. Write in the reader's language
15. Know your competition
16. Canonical URLs
17. Redirects
18. Accessibility
19. Schema structured data
20. Mobile optimization
21. Optimize text for SEO
22. Make your content readable
23. Use your focus keyphrase  only once
24. Use SEO plugin(s)
25. **Keep up the good work**

## DONT's

1. Keyword stuffing
2. Buy / trade links
3. Page swapping
4. Duplicate content
5. Orphaned content

This slide copied from last month's meetup.  The **bold bits** are relevant to this month

# Further reading

You all know how to do searches:

- Keyword research tool
- Keyword research tool free
- Measure SEO ranking
- Backlink analysis tool
- Click Through Rate (CTR)

Some sites I found

- Google Search Console
- Analytics.google.com
- Ahrefs.com
- Moz.com
- Searchenginejournal.com
- Backlinko.com
- Semrush.com
- Serpstat.com

This slide copied from last month’s meetup

# SEO related tools - overview

Chrome extensions: Keyword research
Keyword Surfer
Ubersuggest
Keywords Everywhere

WordPress plugins:

Google-Site-Kit – Search Console, Analytics, PageSpeed Insights, Adsense, Optimize, Tag Manager

Google Analytics for WordPress - Analytics

SEO Training:

- Searchenginejournal.com
- Backlinko.com

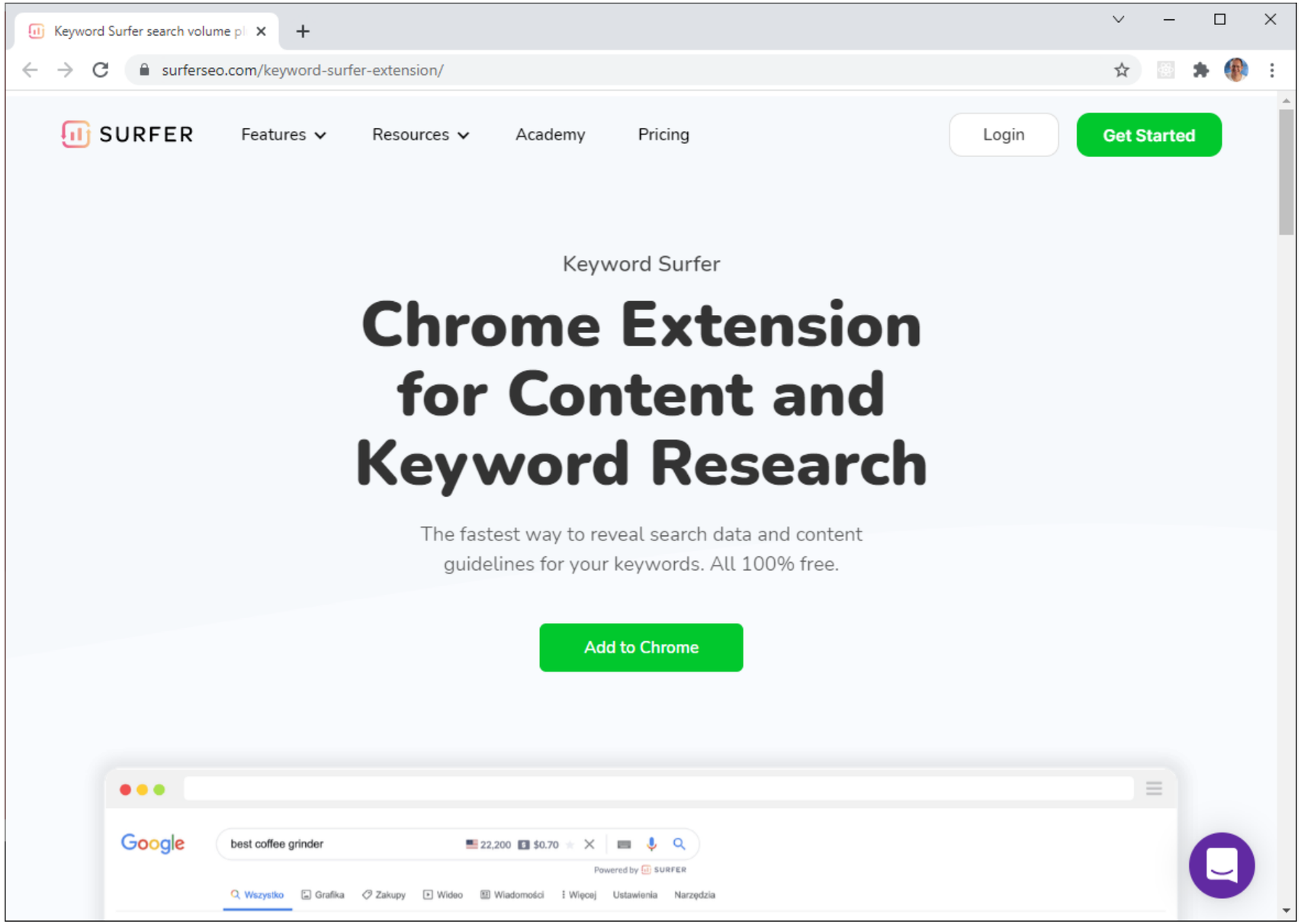
Websites:

- Google Trends Keyword research
- Google Analytics Analytics
- Google Search Console Analytics
- SEO PowerSuite Keyword research, Rankings, Link opportunities

- Ahrefs.com Keyword research, Rankings
- Moz.com Keyword research, Rank tracking
- Semrush.com Keyword research, Analytics
- Serpstat.com

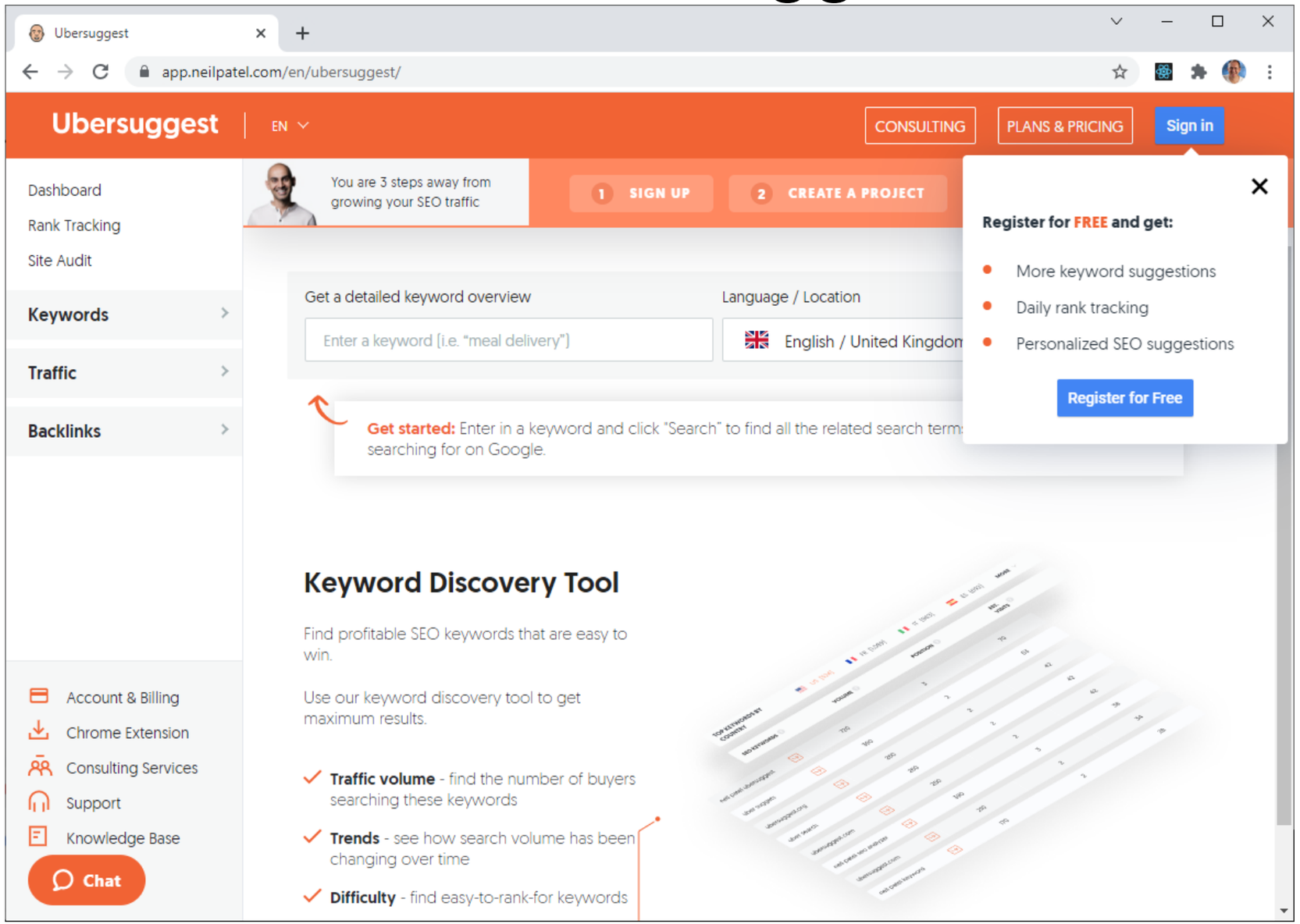
- Oribi – Analytics

# Keyword Surfer



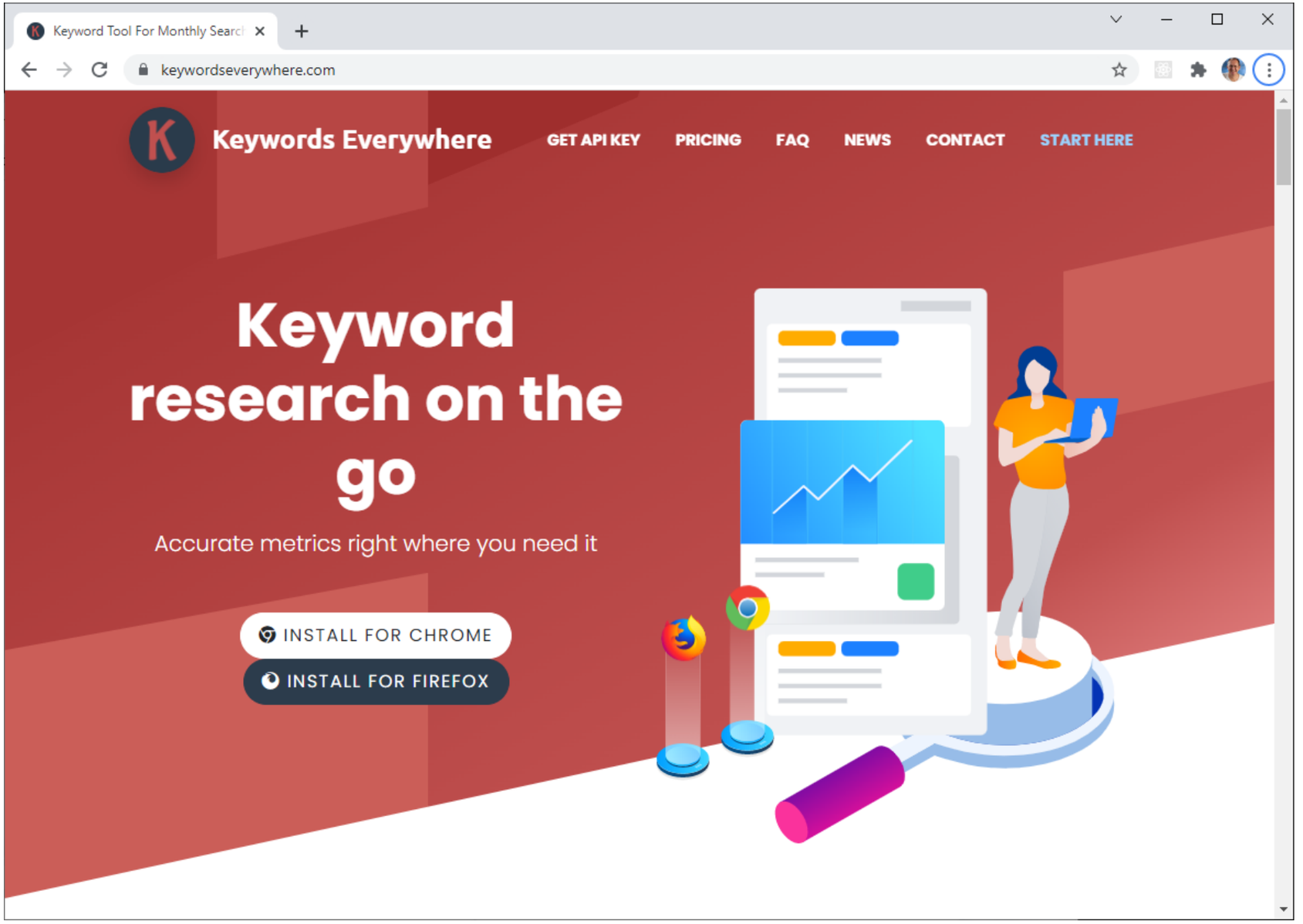

https://surferseo.com/keyword-surfer-extension/

# Ubersuggest



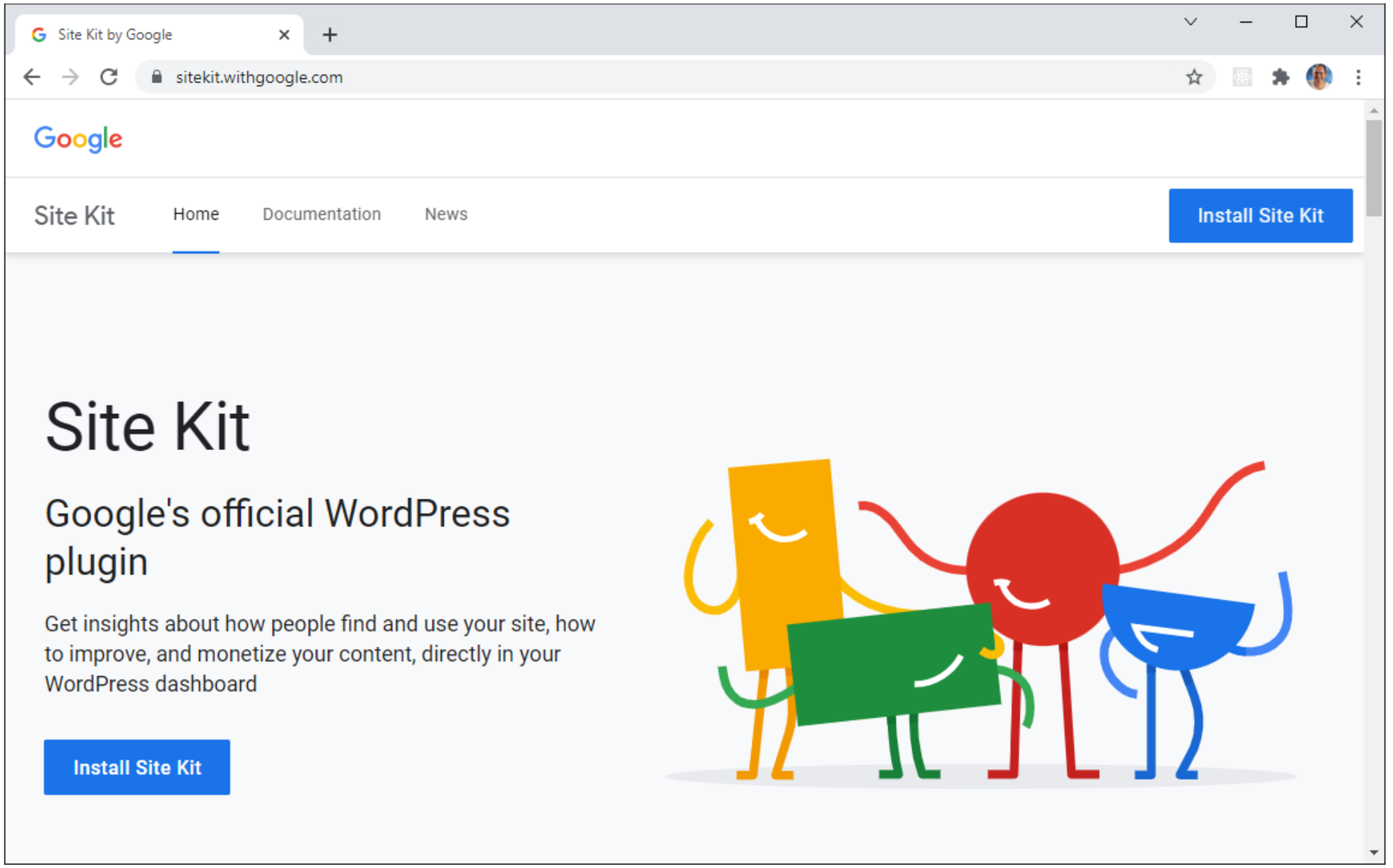

https://app.neilpatel.com/en/ubersuggest/
https://chrome.google.com/webstore/detail/ubersuggest/nmpgaoofmjlimabncmnmnopjabbflegf?hl=en

# Keywords everywhere



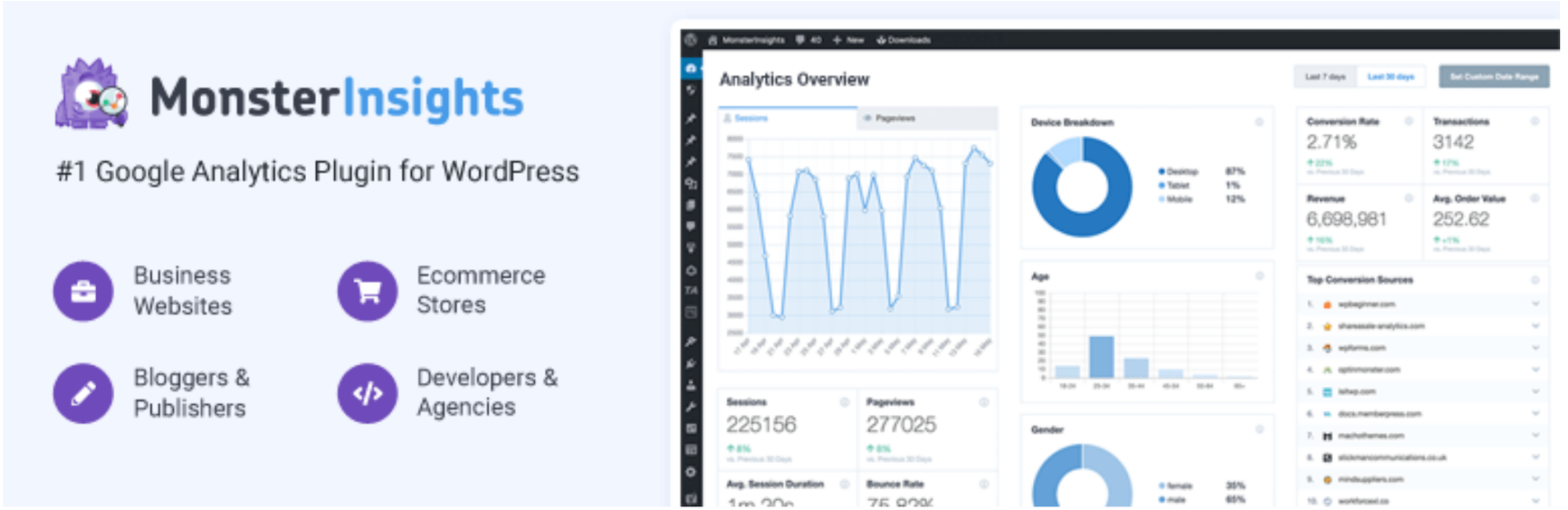

https://keywordseverywhere.com/

# Google Site Kit




https://sitekit.withgoogle.com

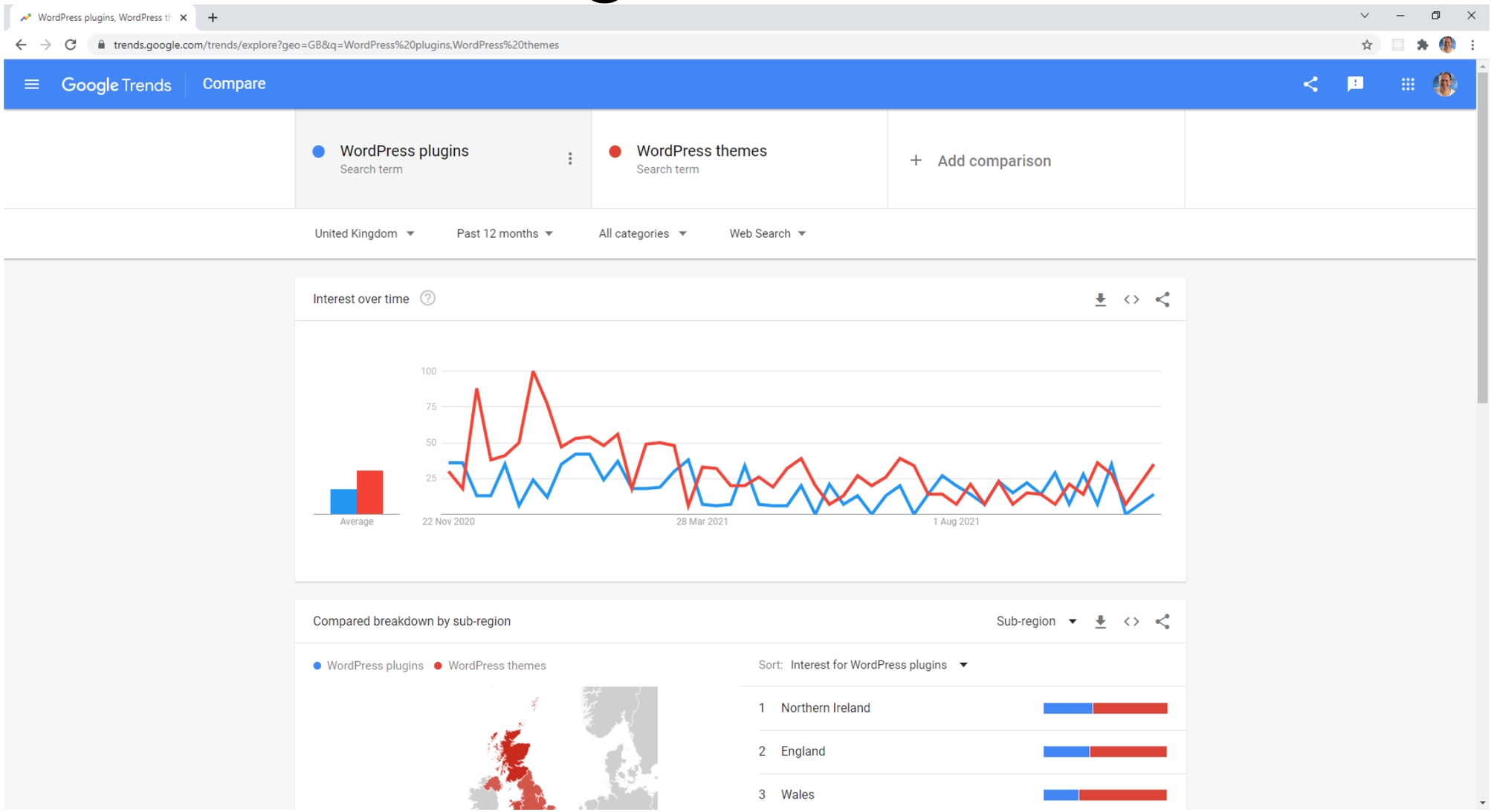
# Google Analytics for WordPress




MonsterInsights – Google Analytics Dashboard for WordPress (Website Stats Made Easy)
https://wordpress.org/plugins/google-analytics-for-wordpress/

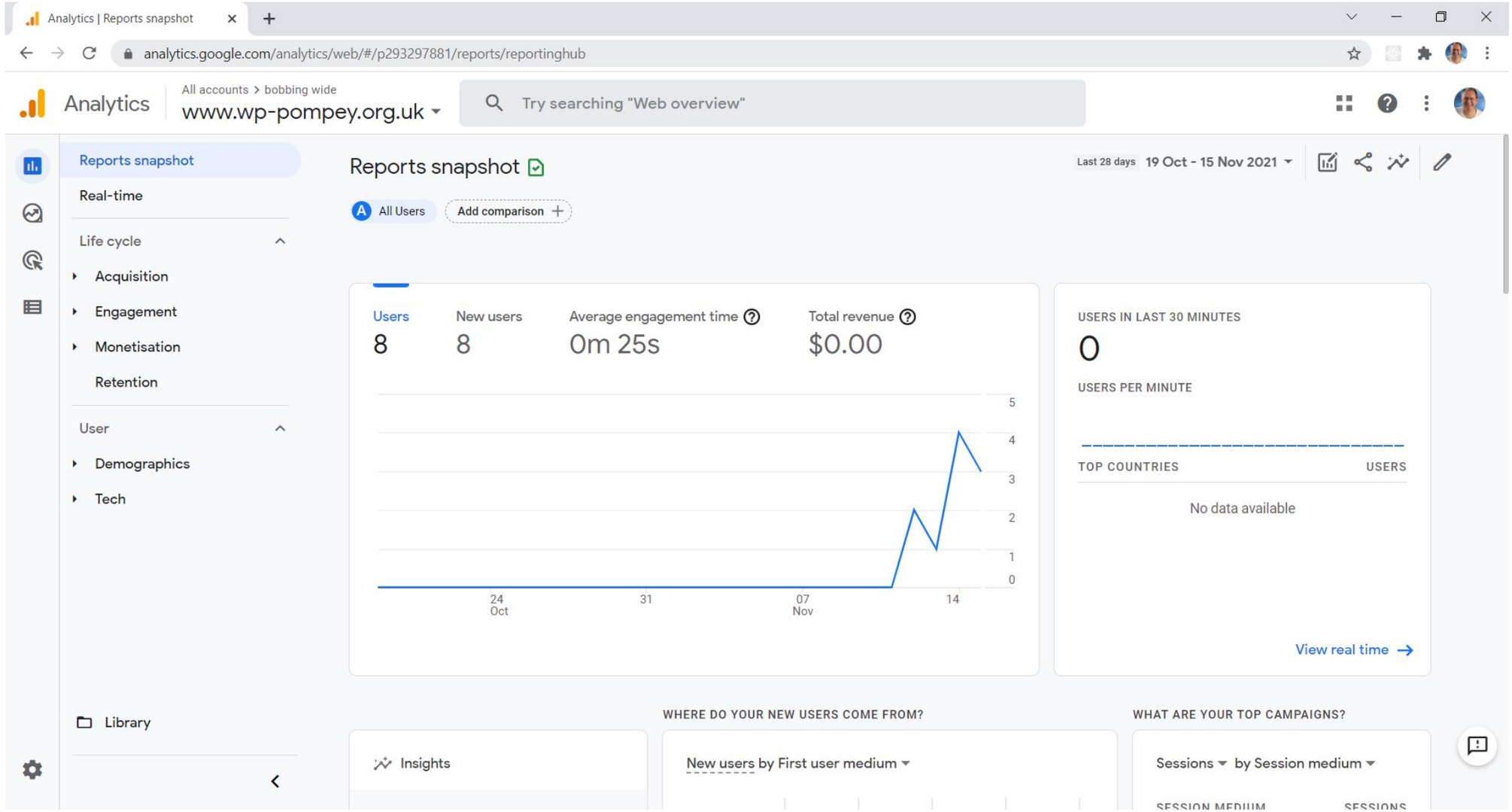
8th most popular plugin in terms of total downloads.

# Google Trends



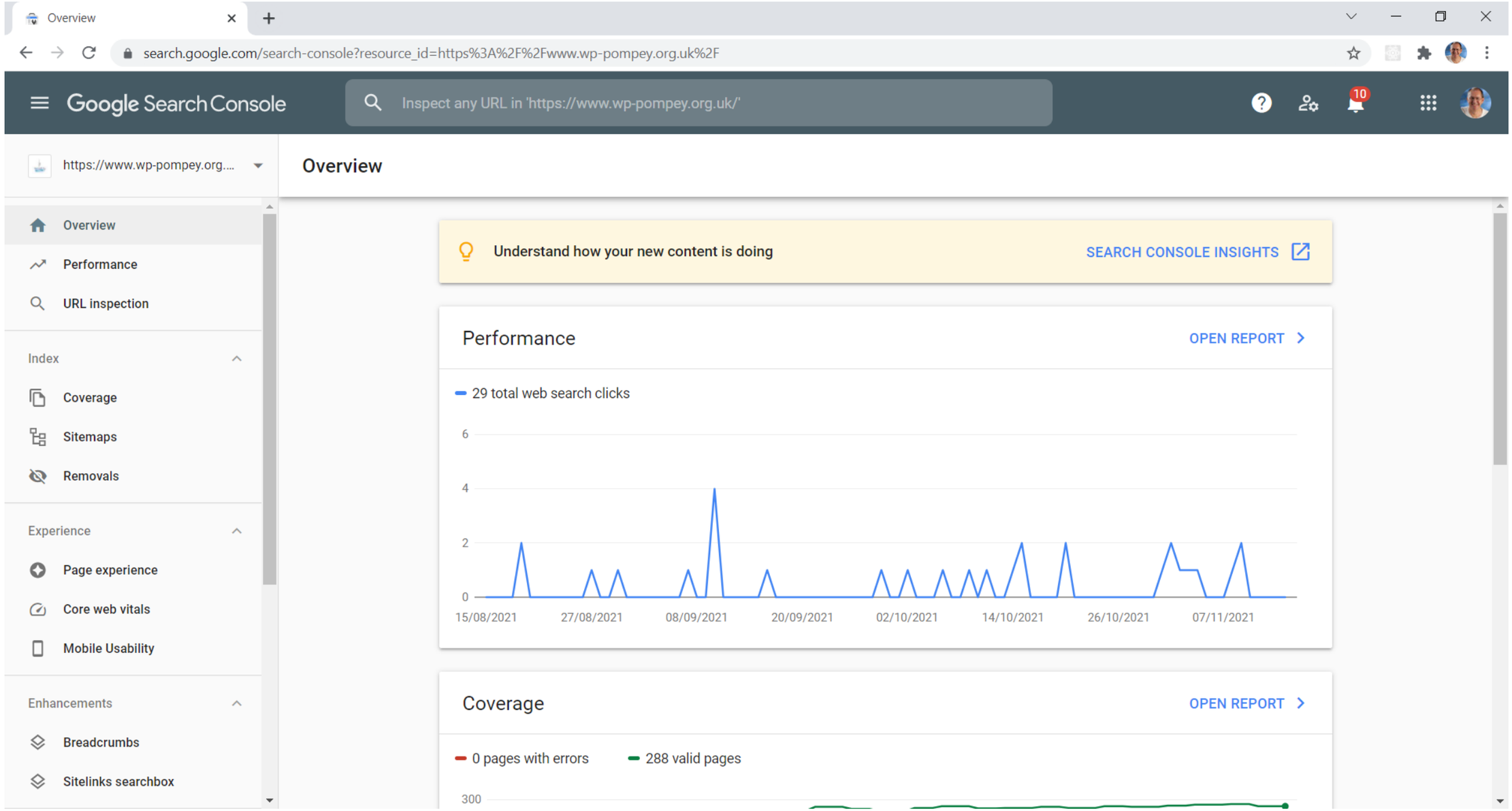

https://trends.google.com Keyword research

# Google Analytics




https://analytics.google.com Analytics

# Google Search Console

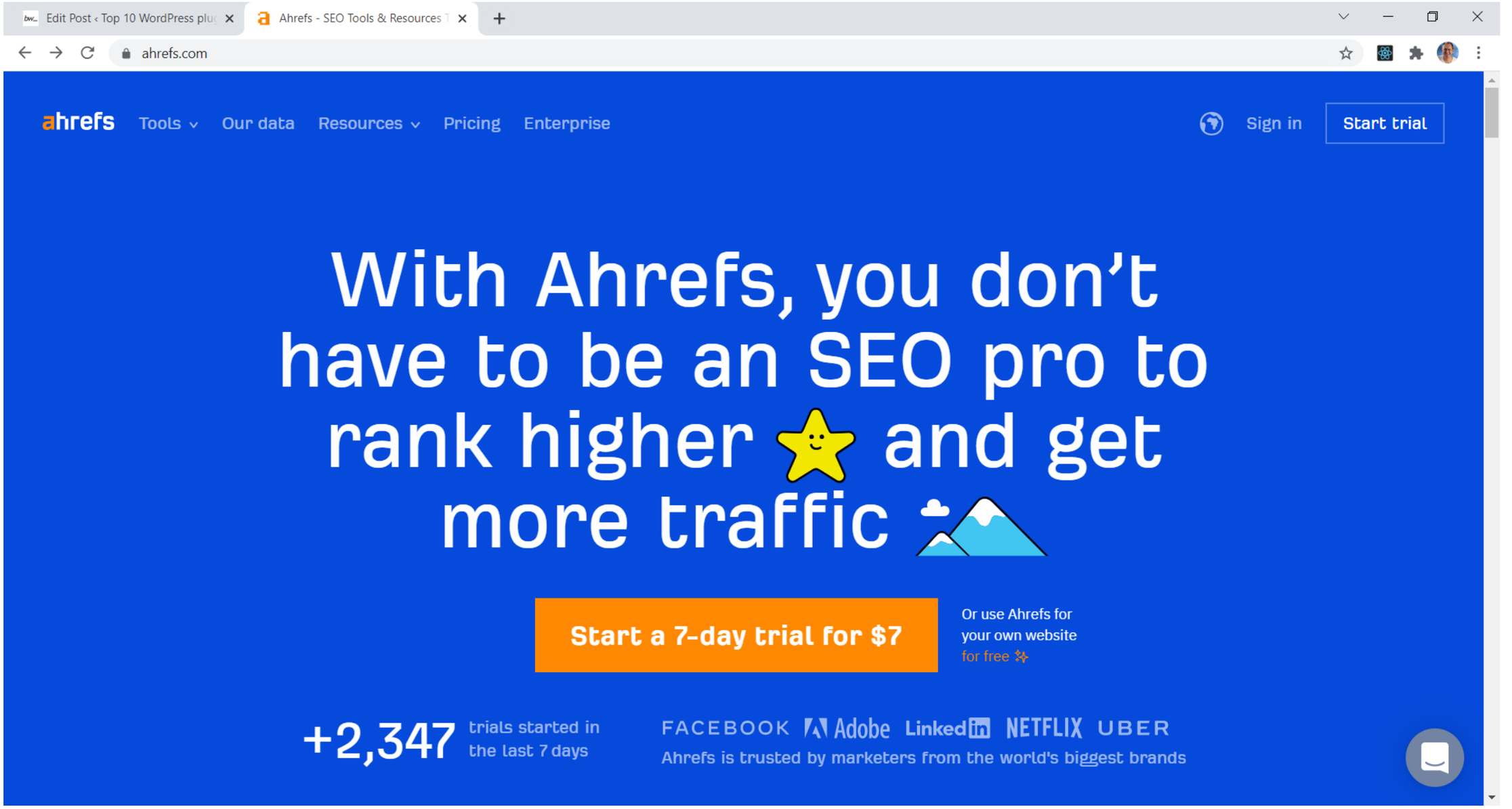



https://search.google.com Analytics

# SEO **PowerSuite**

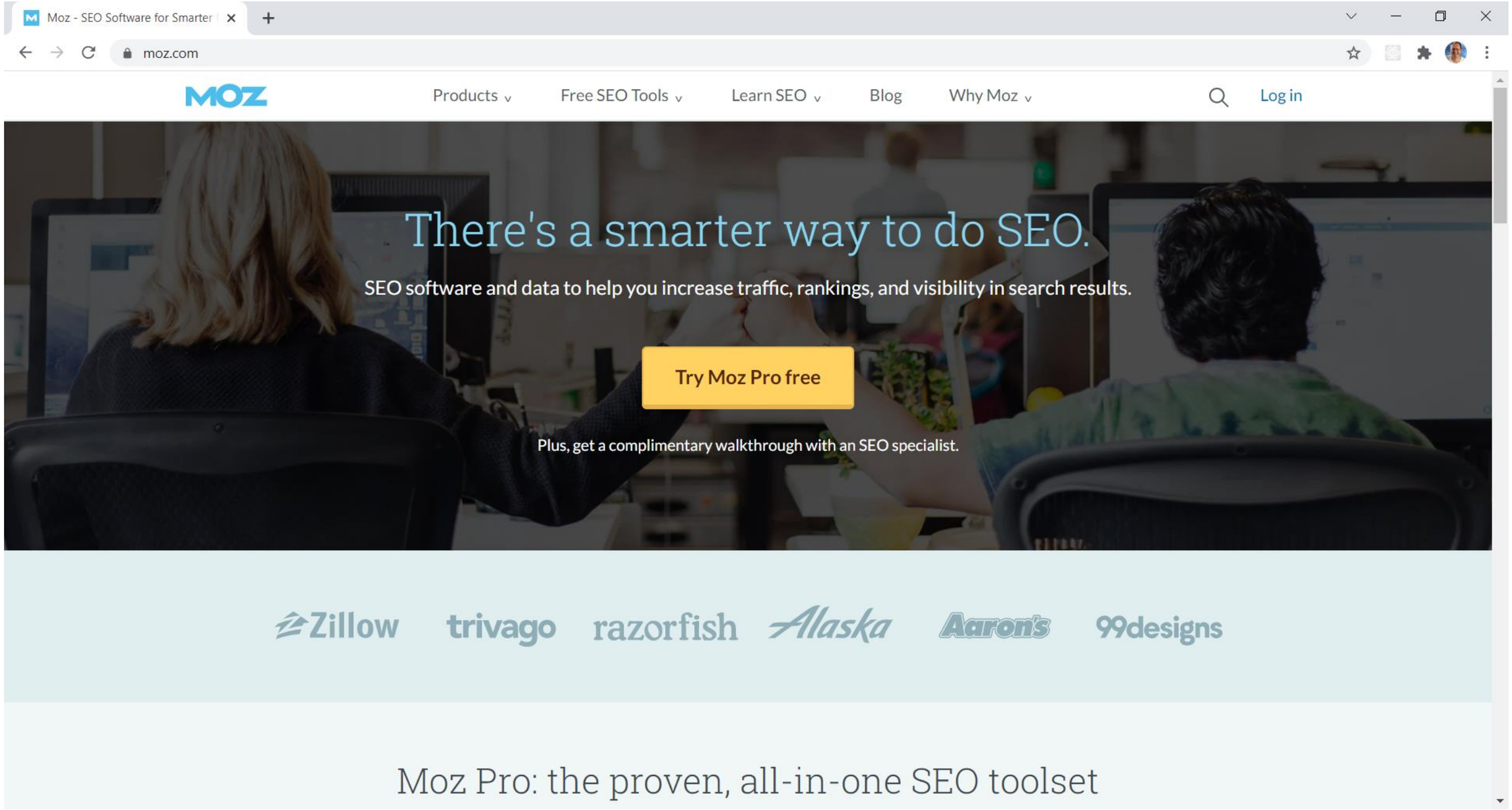
[SEO PowerSuite](#) Keyword research, Rankings, Link opportunities

# Ahrefs.com



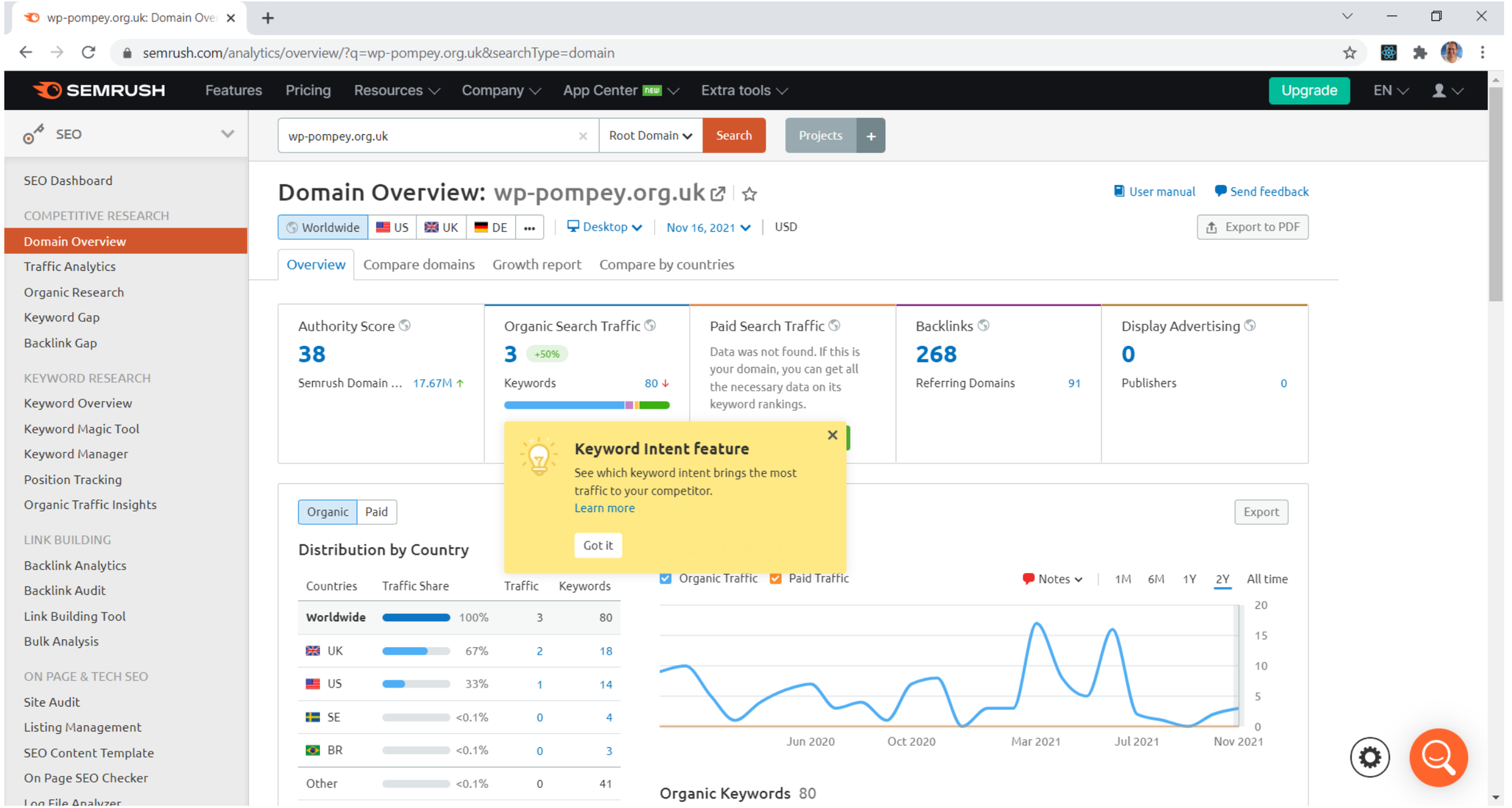

https://ahrefs.com Keyword research, Rank tracker, etc

# moz.com



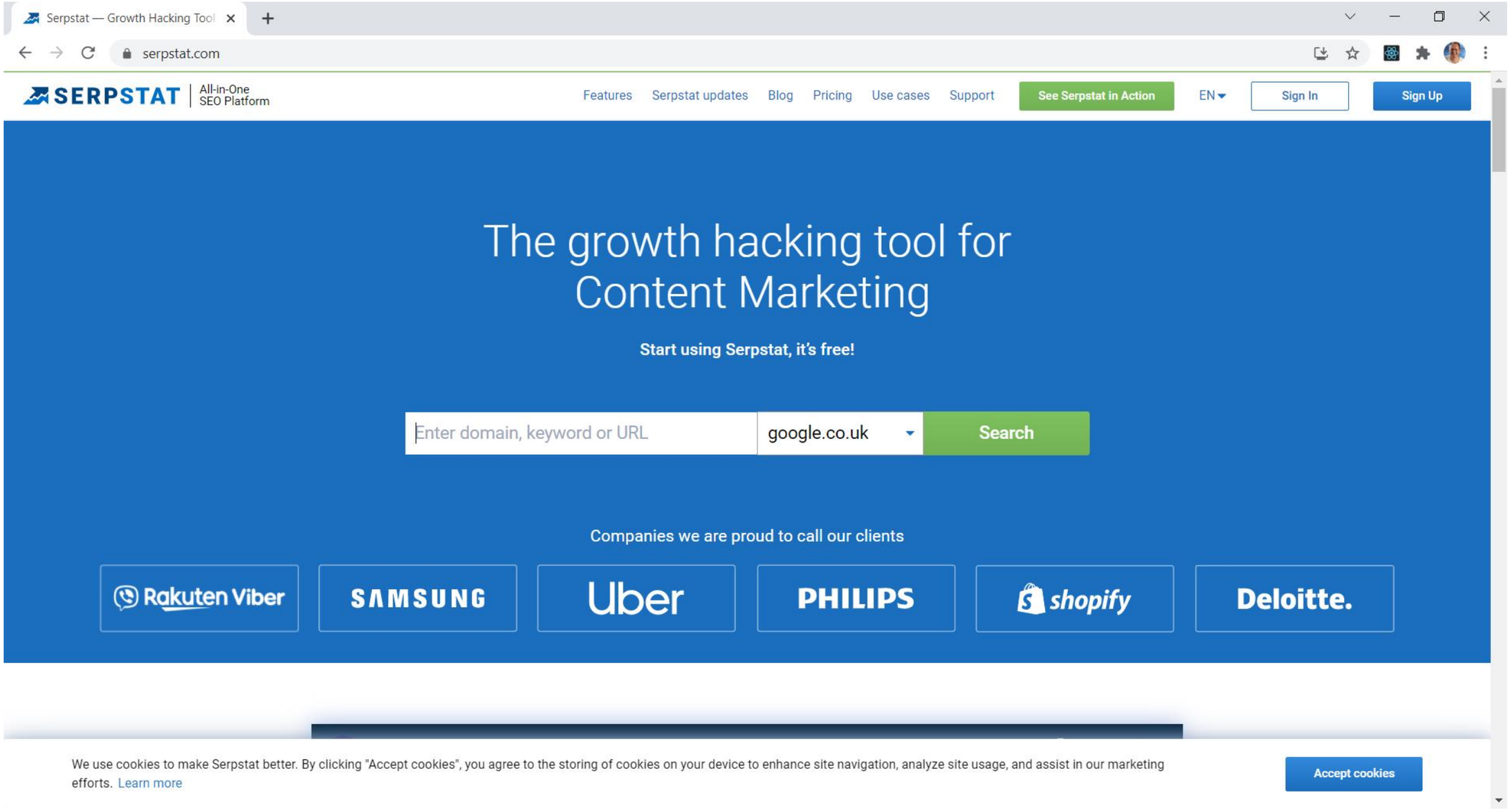

https://moz.com Keyword research, Rank tracking

# SEMrush




https://semrush.com Keyword research, Analytics

# Serpstat




https://serpstat.com

# What tools do you use for keyword research, rank tracking and analytics?

Replies to this month's question.

SEO PowerSuite, Knime

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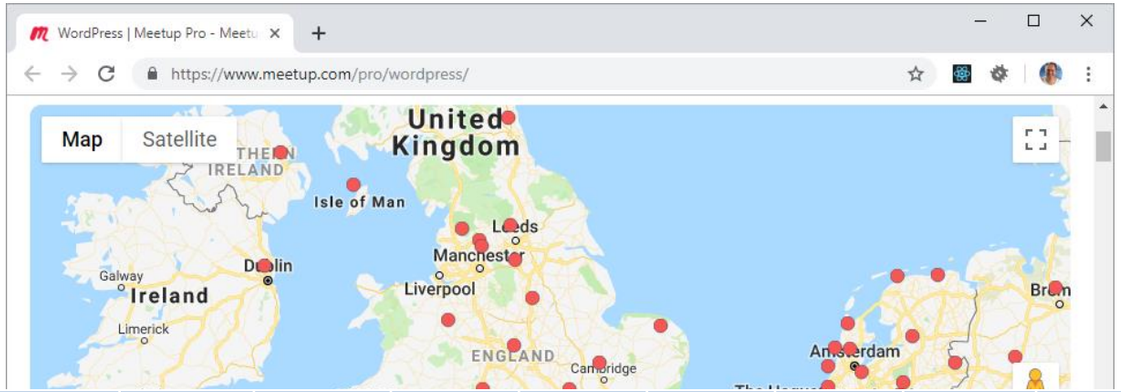
# WordPress Global Community Sponsorship

A big thanks to our Global Community Sponsors:

- Bluehost
- GoDaddy Pro
- GreenGeeks
- Jetpack
- WooCommerce

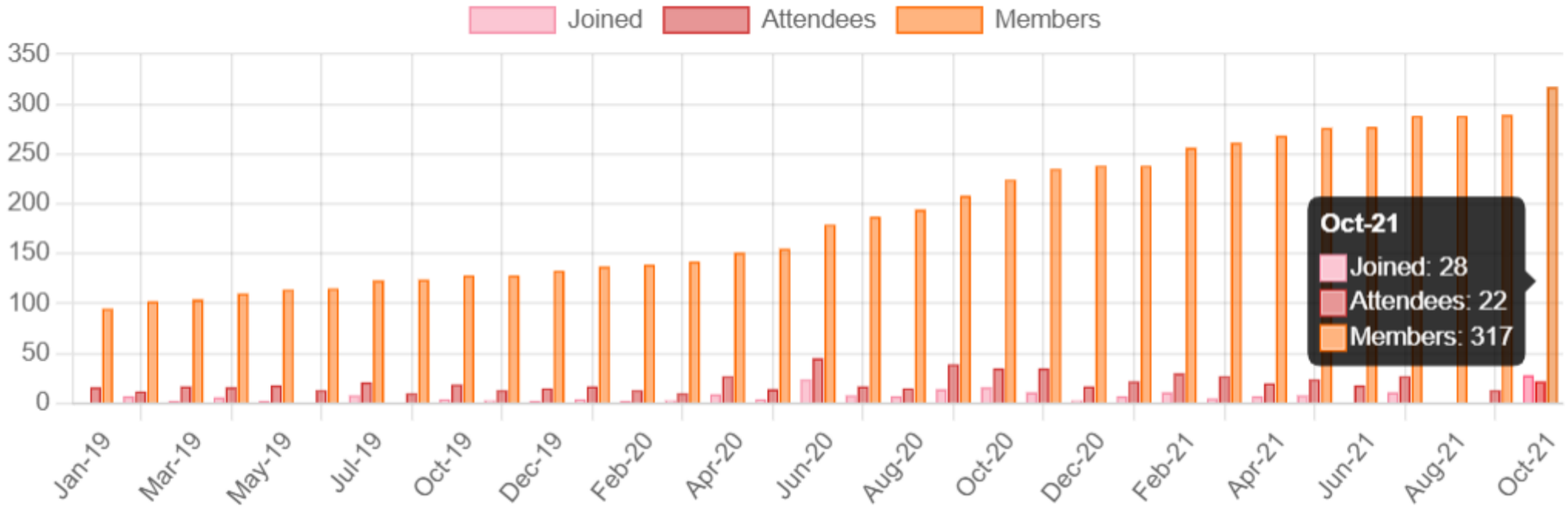
https://make.wordpress.org/community/2021-wordpress-global-community-sponsorship-program/

# 319 meetup members




| Key | Nov | Oct | Sep | Jul | Jun | May | Apr | Mar | Feb | Jan 21 | Nov | Sep | Jul | May | Mar | Jan 20 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Countries | 111 | 111 | 111 | 109 | 109 | 109 | 109 | 109 | 109 | 109 | 109 | 109 | 113 | 112 | 111 | 108 |
| Groups | 757 | 757 | 755 | 750 | 749 | 748 | 746 | 746 | 746 | 745 | 742 | 741 | 857 | 847 | 837 | 818 |
| Members | 473830 | 472504 | 469961 | 466725 | 464568 | 462860 | 461054 | 458338 | 455779 | 453109 | 447379 | 442153 | 456627 | 448208 | 439203 | 424517 |
| Portsmouth | 319 | 317 | 289 | 288 | 277 | 276 | 268 | 261 | 256 | 245 | 235 | 208 | 187 | 155 | 142 | 137 |
| Brighton | 641 | 641 | 642 | 642 | 642 | 643 | 642 | 643 | 643 | 643 | 645 | 645 | 648 | 636 | 636 | 613 |
| Bournemouth | 564 | 564 | 564 | 563 | 563 | 562 | 561 | 561 | 561 | 560 | 559 | 560 | 558 | 560 | 559 | 536 |
| Exeter | 281 | 281 | 283 | 283 | 281 | 281 | 282 | 282 | 281 | 283 | 281 | 281 | 278 | 276 | 277 | 278 |
| Bristol | 1043 | 1044 | 1046 | 1046 | 1048 | 1048 | 1050 | 1053 | 1057 | 1057 | 1060 | 1060 | 1063 | 1065 | 1066 | 1024 |
| Tunbridge Wells | 469 | 468 | 466 | 461 | 459 | 455 | 452 | 454 | 451 | 446 | 440 | 436 | 431 | 417 | 406 | 393 |

# Meetup stats since 2019




https://www.wp-pompey.org.uk/wordpress-portsmouth-meetup/meetup-stats/

# WordPress plans – 2021

Main goal of 2021 is Full Site Editing ( FSE )  via Gutenberg

| | |
|---|---|
| 9 Sep | WordPress 5.8.2 released |
| | Gutenberg 11.9.0 |
| Nov | WooCommerce Developer Survey |
| | State of the Word |
| | WordPress Survey |
| 16 Nov | WordPress 5.9 beta 1 |
| 30 Nov | WordPress 5.9 RC1 |
| 14 Dec | WordPress 5.9 – Twenty Twenty-Two theme |

https://make.wordpress.org/marketing/2019/12/05/wordpress-major-release-schedule/

https://central.wordcamp.org/schedule/
https://make.wordpress.org/core/tag/5-9/

# Full Site Editing – outreach experiment

#fse-outreach-experiment  #fse-outreach-program

FSE is

23 Dec – Call #1  - Template editing
18 Feb – Call #2 – Build a Homepage with Site Editing Blocks
9 Mar – Call #3 – Create a fun & custom 404 page
25 Mar – Call #4 – Building a restaurant themed header
14 Apr – Call #5 – Query Quest
12 May – Call #6 – Template editing and navigation block
26 May – Call #7 – Polished portfolios
24 Jun – Call #8 – Thrive with theme.json
11 Aug – Call #9 – Handling HigherEd headers
29 Sep – Call #10 – Pattern Party

https://make.wordpress.org/test/handbook/full-site-editing-outreach-experiment/
https://make.wordpress.org/core/2020/12/11/the-fse-outreach-program-is-officially-starting/
https://make.wordpress.org/test/tag/fse-outreach-experiment/

# Other #OnlineWPMeetup events

# wppompey review 2019

| Date | Agenda | Notes | Attendees | Members |
|---|---|---|---|---|
| 16 Jan | Website Search Engine Optimisation (SEO) | @yoast | 16 | 95 |
| 20 Feb | Lightning Talks | Various | 12 | 102 |
| 20 Mar | Why and how to do a website health check | @missjwo | 17 | 104 |
| 17 Apr | Useful Accessibility Tools | @coolfields | 16 | 110 |
| 15 May | Lightning Talks Part Two | Various | 18 | 114 |
| 19 Jun | Steps to make your brand engage | @yellobrand | 13 | 115 |
| 17 Jul | Migrating our business to the cloud | @wfckeego | 21 | 123 |
| 18 Sep | Clinic | Various | 10 | 124 |
| 16 Oct | Content is King, with Lesley Hussell, Editing Edge | @editingedge | 19 | 128 |
| 20 Nov | How to Build an Accessible WordPress Theme, with Graham Armfield, Coolfields | @coolfields | 13 | 131 |
| 18 Dec | Lightning talks. Xmas special | Various | 15 | 133 |

# wppompey review - 2020

| Date | Agenda | Notes |
|---|---|---|
| 15 Jan 2020 | Clinic – Hands on Problem Solving | Run by organisers |
| 19 Feb 2020 | Nightingale: How Gutenberg can save the NHS money and improve health outcomes. Tony Blacker | Remote talk |
| 18 Mar 2020 | Virtual Meetup trial. | #virtual #trial |
| 15 Apr 2020 | Build, maintain and sell a WordPress Plugin – Lessons learned. Robert Windisch @nullbytes | #OnlineWPMeetup |
| 20 May 2020 | Lightning Talks: My favourite plugin with Steve Wood, Bernhard Kau, Herb Miller | #OnlineWPMeetup |
| 17 Jun 2020 | Build your WordPress website in 21 steps. Vicki Jakes | #OnlineWPMeetup |
| 22 Jul 2020 | How to build a WordPress website – Part Two – Paul Tansom, Scott McKeown and others | #OnlineWPMeetup |
| 19 Aug 2020 | Plugin Kollektiv - Bernhard Kau, Torsten Landsiedel and Simon Kraft | #OnlineWPMeetup |
| 16 Sep 2020 | What's new in WordPress 5.5. and how to use it. | #OnlineWPMeetup |
| 21 Oct 2020 | Gutenberg – the block editor. Belinda Mustoe | #OnlineWPMeetup |
| 18 Nov 2020 | WP Plugin presentation – Joe A Simpson Jr | #OnlineWPMeetup |
| 16 Dec 2020 | Seasonal Quiz and Social | #OnlineWPMeetup |

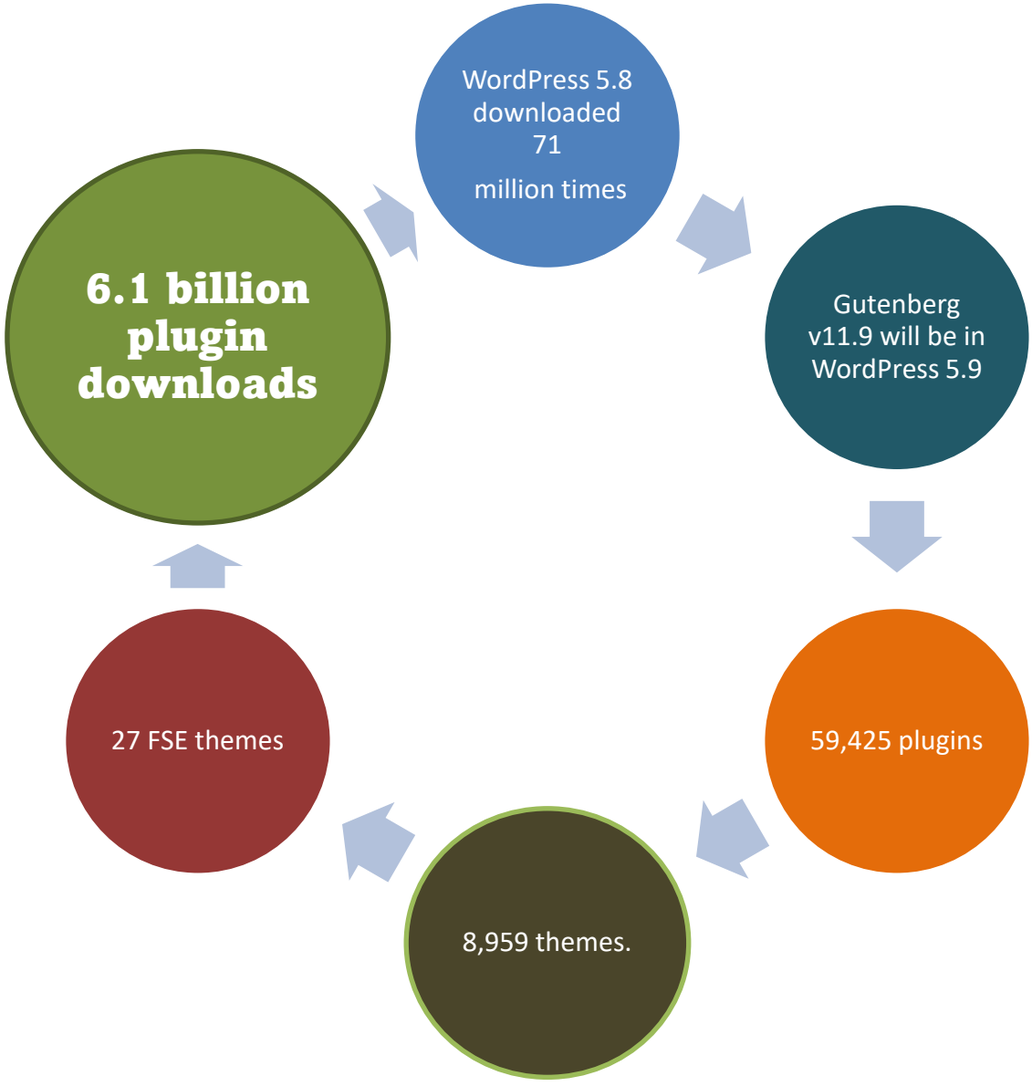
# wppompey plans - 2021

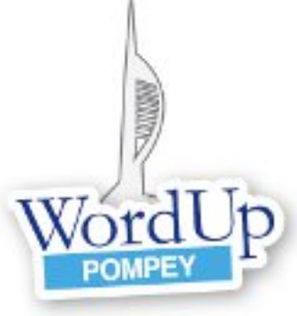
| Date | Agenda | Notes |
|---|---|---|
| 20 Jan 2021 | Clinic | #OnlineWPMeetup |
| 17 Feb 2021 | Taking a plugin from pre to post Gutenberg.<br>Meg Phillips | #OnlineWPMeetup |
| 17 Mar 2021 | A practical session on upgrading WordPress versions | #OnlineWPMeetup |
| 21 Apr 2021 | Show and Tell | #OnlineWPMeetup |
| 19 May 2021 | A guide to the Full Site Editor, blocks and themes | #OnlineWPMeetup |
| 16 Jun 2021 | Midsummer Clinic | #OnlineWPMeetup |
| 21 Jul 2021 | What's in WordPress 5.8? | #OnlineWPMeetup |
| 18 Aug 2021 | Summer holiday | #OnlineWPMeetup |
| 15 Sep 2021 | Clinic & #WPTranslationDay | #OnlineWPMeetup |
| 20 Oct 2021 | 25 top tips from Yoast SEO for beginners | #OnlineWPMeetup |
| 17 Nov 2021 | More lightning talks – SEO related tools | #OnlineWPMeetup |
| 15 Dec 2021 | What's in WordPress 5.9 | #OnlineWPMeetup |

# wppompey plans - 2022

| Date | Agenda | Notes |
|---|---|---|
| 19 Jan 2022 | | #OnlineWPMeetup |
| 16 Feb 2022 | | #OnlineWPMeetup |
| 16 Mar 2022 | | #OnlineWPMeetup |
| 20 Apr 2022 | | #OnlineWPMeetup |
| 18 May 2022 | My wedding anniversary | #OnlineWPMeetup |
| 15 Jun 2022 | | #OnlineWPMeetup |
| 20 Jul 2022 | | #OnlineWPMeetup |
| 17 Aug 2022 | | #OnlineWPMeetup |
| 21 Sep 2022 | | #OnlineWPMeetup |
| 19 Oct 2022 | | #OnlineWPMeetup |
| 16 Nov 2022 | | #OnlineWPMeetup |
| 21 Dec 2022 | | #OnlineWPMeetup |

# Some WordPress trivia






# Thanks to our sponsors

Thanks again to our venue sponsor @reditcouk
… since January 2018

red IT

And to our pizza / refreshment sponsor @34SP
… since December 2018

34SP.com