

Welcome to WordUp Pompey! 15th June 2022

 [@wppompey](https://twitter.com/wppompey)

#WPPompey
#OnlineWPMeeup

 UK Slack: #meetup-portsmouth

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

[/about-wordpress-meetups/code-of-conduct/](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 - Yoast SEO Premium plugins
- 20:00 - Q & A
- 20:15 - Wrap-up
- 20:30 - Close – can we stick to 1.5 hours?

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)

The logo for redIT, with 'red' in a large, bold, red font and 'IT' in a smaller, black font.

Pizza / refreshment sponsor

34SP
@34sp

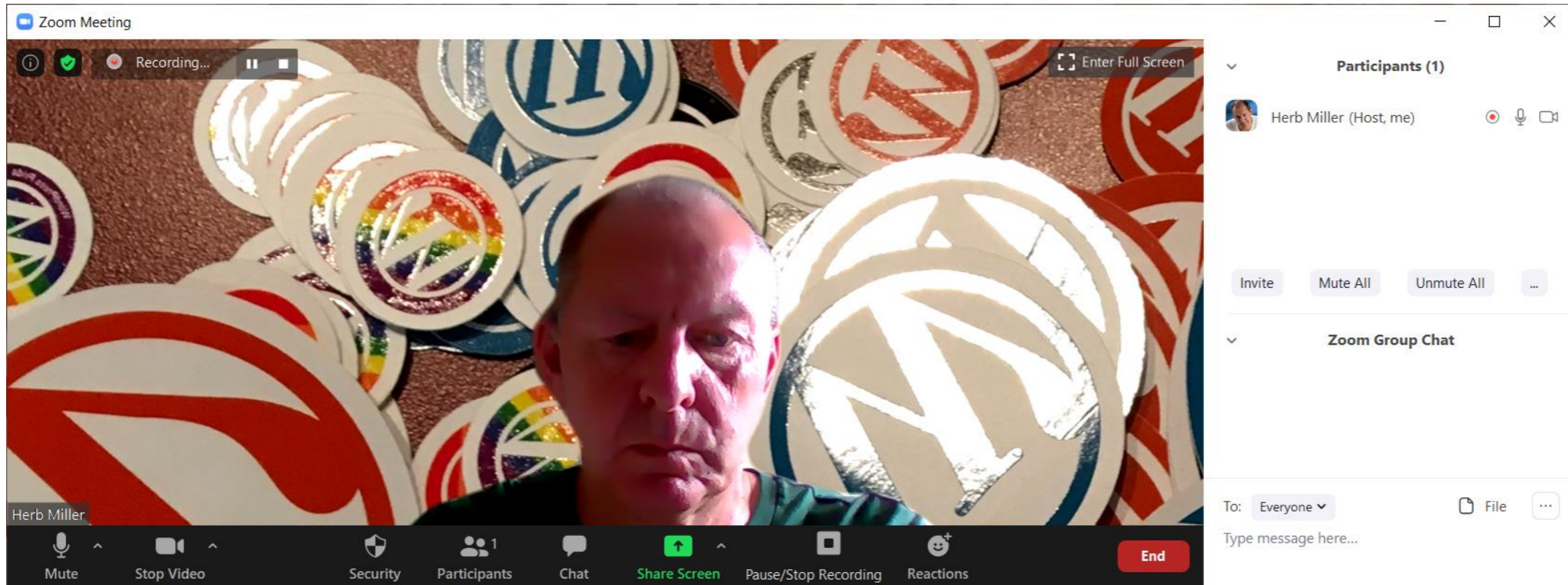
Manchester, UK based website hosting.

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>

WordPress plugins

Optimize every specific aspect of your site!

Next to Yoast SEO for WordPress we have several other WordPress plugins to optimize specific aspects of your site. These vary from SEO plugins to functionality plugins with specific goals.



Our SEO plugins



Yoast SEO: The #1
WordPress SEO plugin



Video SEO for WordPress
plugin



Local SEO for WordPress
plugin



This month's question

Have you used any of Yoast's Premium SEO plugins? If Yes, which ones? Do you want to share your experience?

1. No, I use Rank Math
2. Possibly using it on my own business soon



Yoast SEO premium plugins

1. Yoast SEO Premium
2. Yoast SEO Local
3. Yoast SEO WooCommerce
4. Yoast SEO News
5. Yoast SEO Video

Yoast SEO premium



Installation successful!

So, what's next?

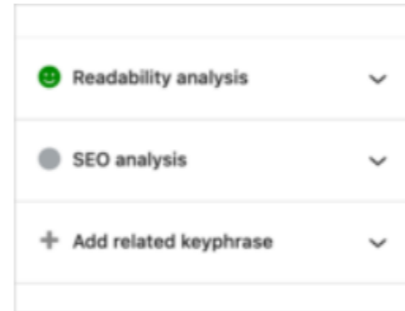
Rank with articles you want to rank with



Cornerstone content is the content on your site that's most important. You want to rank highest in Google with these articles. Make sure your internal linking structure reflects what pages are most important. Want to know how?

[Do the cornerstone workout!](#)

Optimize your content further with our smart analysis



Different people search with different search terms. With our premium analysis, you are free to use variations and synonyms of your keywords in your content, which will make your writing style far more natural.

[Score some more green bullets](#)

Keep your site well-organised so people won't get lost



The Yoast SEO Redirect Manager automatically prevents visitors from reaching a dead end whenever you move or delete content. It also makes managing your existing redirects easy.

[Check out the Redirect Manager](#)

Master vital SEO skills with our online courses



Yoast SEO Premium grants you direct access to all premium Yoast SEO academy courses. Learn all the ins and outs of holistic SEO from industry experts.

[Browse our courses](#)



Yoast SEO premium

Cornerstone workouts
Redirect manager– avoid 404's
Site structure and Internal linking
SEO analysis:
 4 related keyphrases
 Synonyms
 Word-form recognition
Better Facebook and Twitter previews

Blocks

Yoast related links
Yoast table of contents
Yoast siblings
Yoast subpages
Yoast Estimated Reading Time
Yoast Breadcrumbs

Includes complimentary access to Yoast SEO academy

Semrush: Keyword research

Wincher: Tracking <https://app.winner.com/websites>

Elementor: integration

Zapier: Share content

Algolia: Improve your site search

<https://www.youtube.com/watch?v=fqQFstQsv4My> 8:50

<https://yoast.com/wordpress/plugins/seo/> £99 / per year (ex. VAT)



Yoast SEO Local

Better suited to organizations with multiple physical locations and ecommerce

Business info – schema structured data
Opening hours – scheme structured data
KML file in geo-sitemap.xml – locations.kml

Blocks

Yoast SEO: Local – Map
Yoast SEO: Local – Address
Yoast SEO: Local – Store locator
Yoast SEO: Local – Opening hours

Yoast SEO: Local needs a Google Maps API key to show Google Maps on your website.

Course Content

- What is local SEO?
- On-page optimization for local search
 - Technical optimization
 - Content optimization
 - Keyword research
 - Content strategy
 - Contact page optimization
- Off-page optimization for local search
 - Link building, local citations, local reviews, Social media, Behavioral signals
- Google My Business
- The Yoast Local SEO plugin

<https://search.google.com/test/rich-results>

<https://search.google.com/test/mobile-friendly>



Yoast SEO WooCommerce

For sites with WooCommerce

Schema & OpenGraph additions

- Manufacturer
- Brand
- Color

Breadcrumbs replace

Admin meta box position

Product identifiers

- GTIN8
- GTIN12 / UPC
- GTIN13 / EAN
- GTIN14 / ITF-14
- ISBN
- MPN

Local Store Pickup replaces WooCommerce Local Pickup

Expand your ecommerce SEO knowledge with a bi-weekly email full of ecommerce SEO essentials. Learn how to drive traffic and sales for your online store.

Course Content

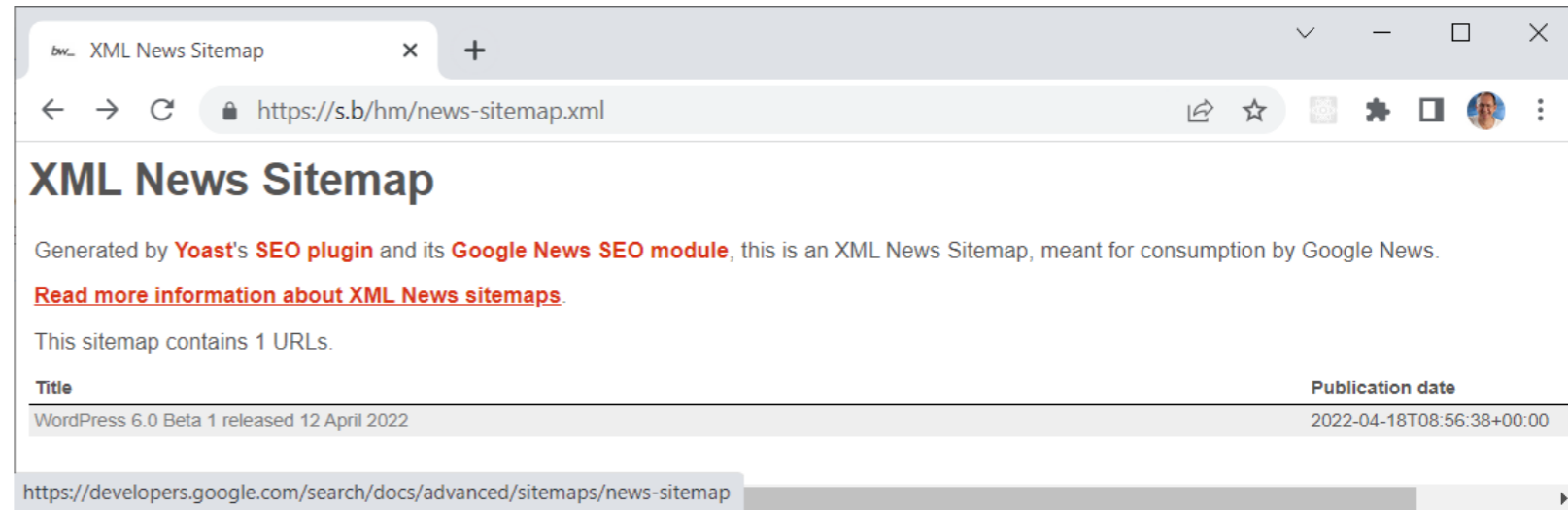
- What is ecommerce SEO?
- Where to start?
- Structured data for shops
- Site speed
- Shop structure
- Product page optimization
- Mobile shop SEO
- Marketing your shop
- Yoast & ecommerce platforms

Yoast SEO News

You will generally only need a News Sitemap when your website is included in Google News.

Course Content

- Help search engines discover and understand your news articles
- Create XML News Sitemaps
- Adds all the right and relevant structured data to your posts
- Immediately ping Google on the publication of a new post



<https://developers.google.com/search/docs/advanced/sitemaps/news-sitemap>

<https://yoast.com/wordpress/plugins/news-seo/> £79

Yoast SEO Video

Drive search traffic to videos on your website.

- Show your videos in Google's results
- Link back to your site for more traffic
- Make your pages load faster
- Make your videos responsive for all screen sizes

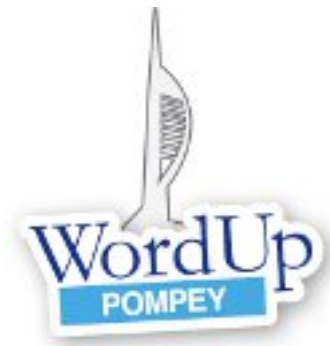
The Yoast Video SEO plugin makes sure your videos are recognised by search engines and social platforms, so they look good when found on these social platforms and in the search results.

XML Video Sitemap `video-sitemap.xml`

<https://developers.google.com/search/docs/advanced/sitemaps/video-sitemaps>

<https://www.youtube.com/watch?v=VVVdU7Pg2yY>

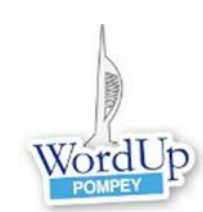
<https://yoast.com/wordpress/plugins/video-seo/> £79



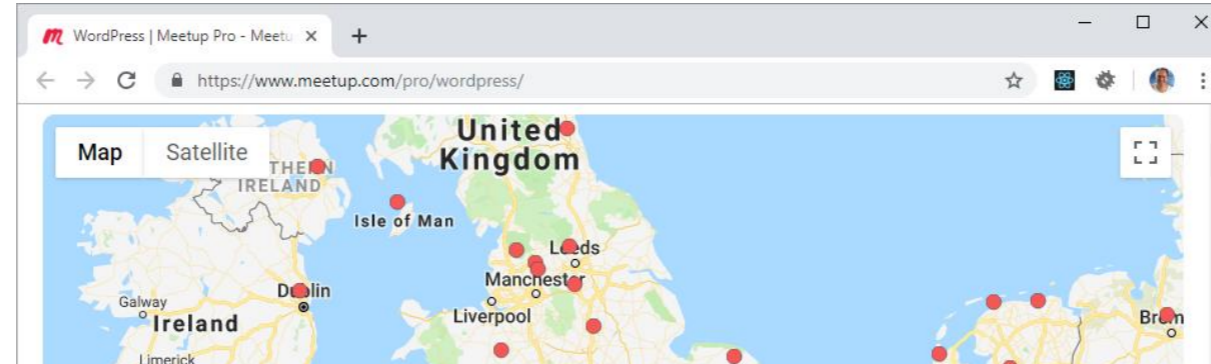
WordPress Global Community Sponsorship

A big thanks to our Global Community Sponsors:

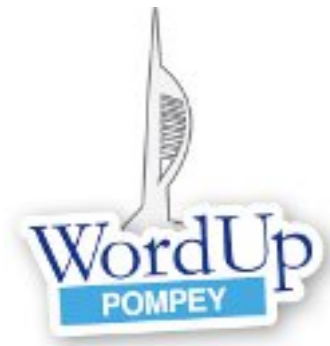
- [Jetpack](#)
- [WooCommerce](#)
- [Bluehost](#)
- [Weglot](#)
- [Nexcess](#)
- [WordPress.com](#)



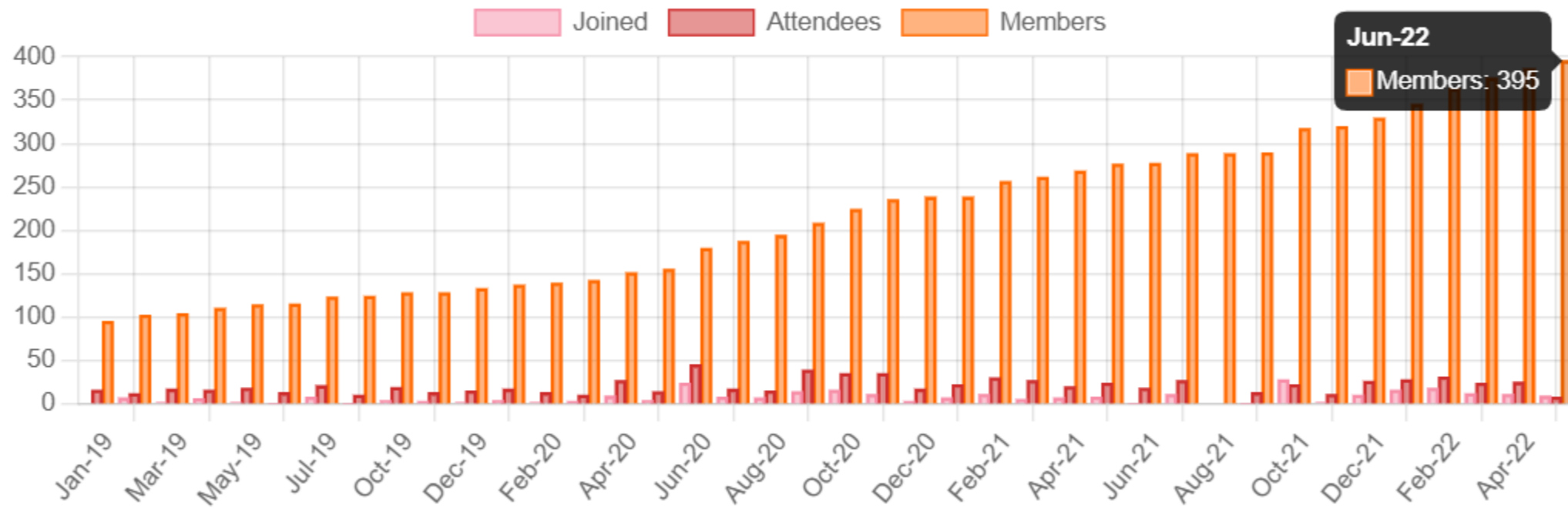
395 meetup members



Key	Jun	Apr	Mar	Feb	Jan 22	Nov	Sep	Jul	May	Mar	Jan 21	Nov	Sep	Jul	May	Mar	Jan 20
Countries	112	111	111	111	111	111	111	109	109	109	109	109	109	113	112	111	108
Groups	769	762	760	758	757	757	755	750	748	746	745	742	741	857	847	837	818
Members	489256	484813	481908	482017	479658	474124	469961	466725	462860	458338	453109	447379	442153	456627	448208	439203	424517
Portsmouth	395	386	375	363	345	319	289	288	276	261	245	235	208	187	155	142	137
Brighton	637	637	638	638	638	640	642	642	643	643	643	645	645	648	636	636	613
Bournemouth	560	561	562	562	563	564	564	563	562	561	560	559	560	558	560	559	536
Exeter	305	303	302	299	293	281	283	283	281	282	283	281	281	278	276	277	278
Bristol	1033	1035	1038	1040	1042	1042	1046	1046	1048	1053	1057	1060	1060	1063	1065	1066	1024
Tunbridge Wells	472	471	470	469	470	469	466	461	455	454	446	440	436	431	417	406	393



Meetup stats since 2019





WordPress plans – 2022

24 May

WordPress 6.0 - Arturo

2-4 Jun

WordCamp Europe 2022 <https://europe.wordcamp.org/2022/>

Mid Oct

WordPress 6.1

<https://central.wordcamp.org/schedule/>

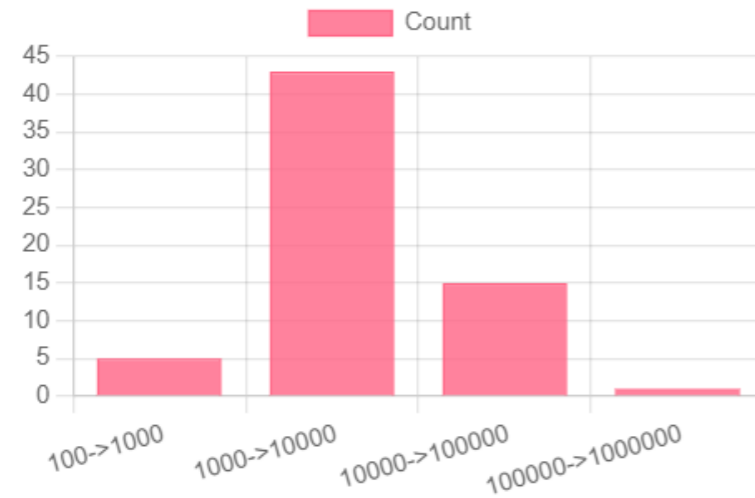
<https://make.wordpress.org/core/tag/6-0/>

<https://make.wordpress.org/core/2021/12/17/discussion-2022-major-release-timing/>

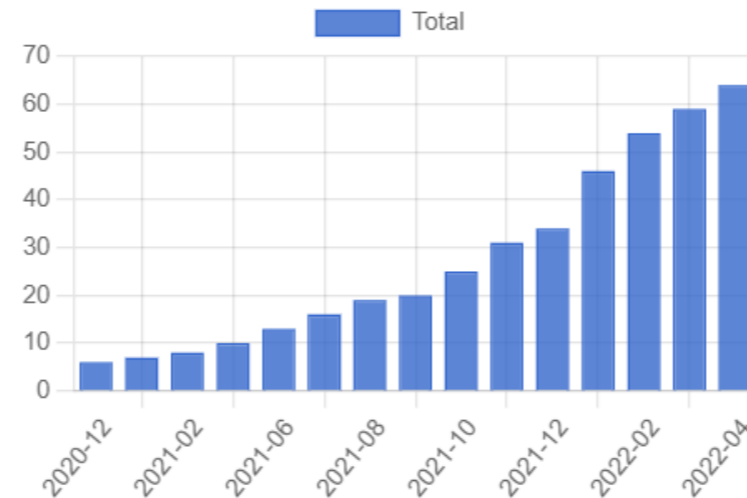
<https://make.wordpress.org/project/2022/01/21/big-picture-goals-2022/>

Full Site Editing themes

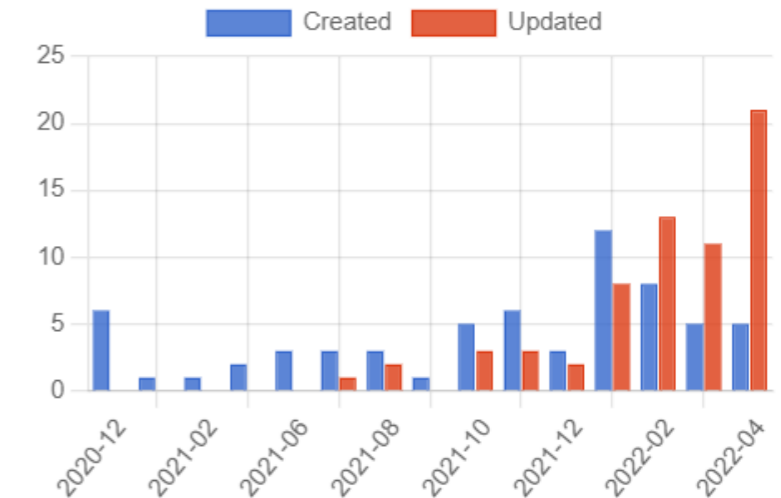
Grouped by total downloads



FSE theme count



Last updated / created



<https://blocks.wp-a2z.org/2022/04/19/fse-theme-statistics-19th-april-2022/>

Target: **500** block themes in the WordPress theme repository by end 2022

<https://wordpress.org/themes/tags/full-site-editing/>

Generate a child theme at:

<https://blocks.wp-a2z.org/about/fse-themes-summary/generate-fse-child-theme/>



Full Site Editing – outreach experiment

FSE is a new way to express yourself

<https://sneak-peek.me/2021/05/02/fse-is-herb-miller/>

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

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

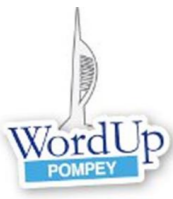
8 Nov – Call #11 – Site Editing Safari

23 Feb – Call #12 – Hying Headers

<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/>

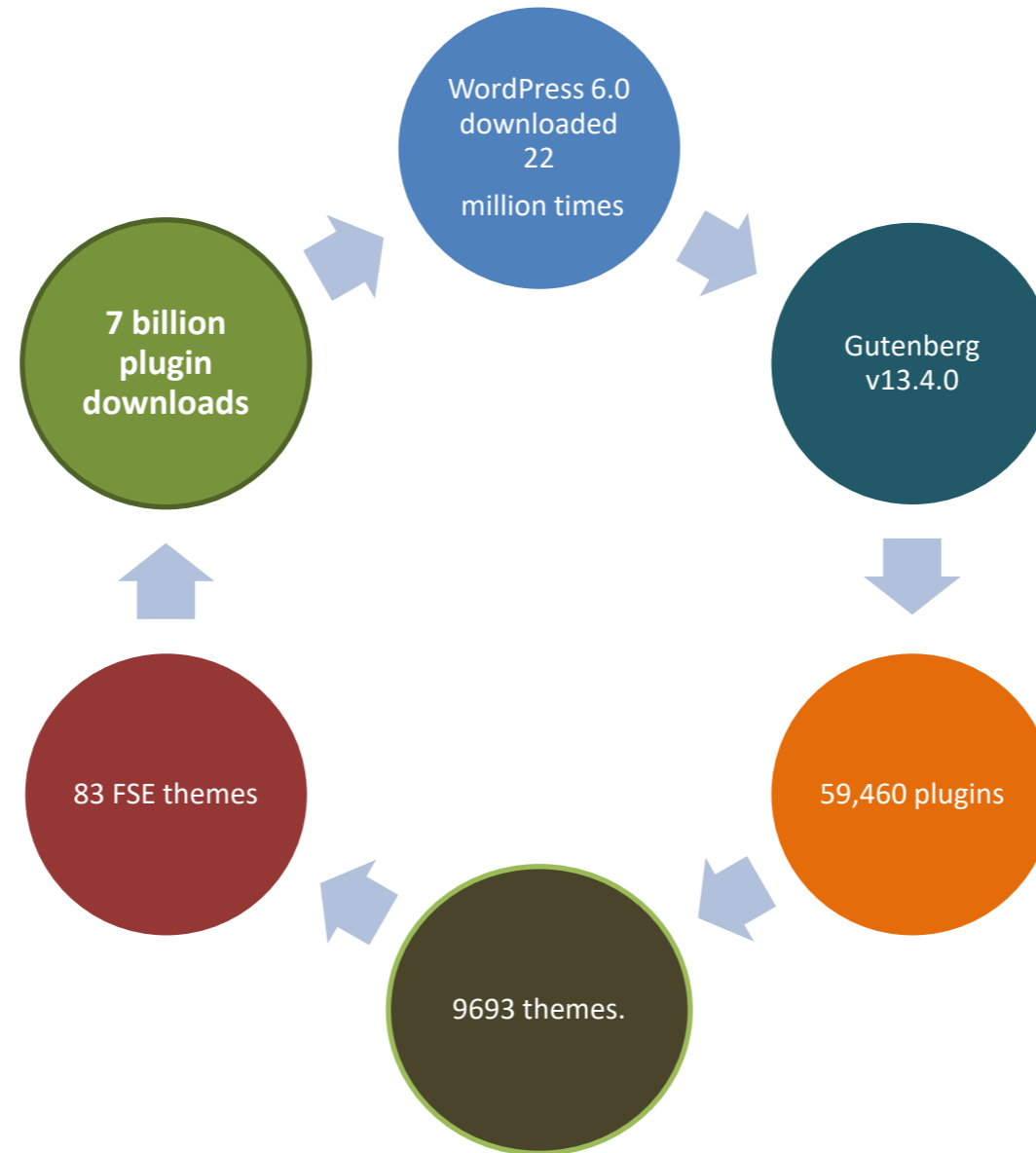
<https://make.wordpress.org/test/tag/fse-outreach-experiment/>



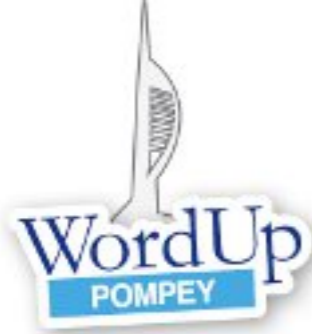
wppompey plans - 2022

Date	Agenda	Notes
19 Jan 2022	What's in WordPress 5.9	#OnlineWPMeetup
16 Feb 2022	Performance – Measuring and improving your Core Web Vitals.	#OnlineWPMeetup
16 Mar 2022	Spring Clinic – Problem Solving	#OnlineWPMeetup
20 Apr 2022	Lightning Talks - Deeper dive into Analytics and other topics	#OnlineWPMeetup
18 May 2022	NO MEETING	
15 Jun 2022	Yoast's Premium SEO plugins	#OnlineWPMeetup
20 Jul 2022	Accessibility of the block editor – Graham Armfield	#OnlineWPMeetup
17 Aug 2022	Mobile WordPress with Drew Westcott	#OnlineWPMeetup
21 Sep 2022		#OnlineWPMeetup
19 Oct 2022		#OnlineWPMeetup
16 Nov 2022	Headless CMS + blazingly fast front ends	#OnlineWPMeetup
21 Dec 2022	Caching – battle of the caches	#OnlineWPMeetup

Some WordPress trivia



See also : <https://displaywp.com/>



Thanks to our sponsors

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



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

