

Title:

My Troubles With Wordpress Themes

Word Count:

571

Summary:

Google didn't like my blog. It wouldn't index much beyond the front page. Why, why, why?

Keywords:

wordpress, SEO, blog, blogging, search engine optimization

Article Body:

It all began in the late 90's. I wanted to put some news on my website. A diary. A list of for

Then I heard about 'blogs' and 'blogging'. Being smart, I picked Wordpress, the most popular s

This encouraged my to post my outermost thoughts; on politics, London, and personal gripes. AS

Except Google didn't like my blog. It wouldn't index much beyond the front page. Why, why, why

Duplicate content? I set it to put only one post per page.

No improvement.

I looked at what Google was indexing. Then I looked at the blog HTML. Soon, all became clear.

In sum:

- Wordpress was still duplicating my content, and

- It had no proper META tags, and

- There was a lot irrelevant HTML, and

- The layout obscured the content.

I had a quick search on Google to find search engine optimisation tips. There is a plugin 'hea

For some reason, I got the notion that a complete theme would be the ticket. I tried modifying

So I got someone else to do one, based on my criteria, which were:

- Grab a META 'title' from the blog post 'title';

- Grab a META 'description' from the blog 'excerpts';

- Put a ROBOTS 'noindex' tag in non-content pages.

But that wasn't enough. For best SEO results you need to configure Wordpress brutally. You hav

I did a bit of research and came up with to following tips.

WARNING: They are extreme. If you already have good rankings, making radical changes to your U

- Moving my blog <http://www.ttblog.co.uk> to the root web directory,

- MOD_REWRITING its URLs, and

- Removing a 301 redirect,

... caused my PageRank to go to 0. BUT, page indexing was unaffected.

This was temporary, as Google saw it as 'suspect' behaviour. I had radically changed my site.

Here are the tips, for real _men_, who can look in the face of internet death and laugh:

1. Activate permalinks by going to 'Options/Permalinks'. You may have to enable Apache MOD_REW
- 1a. Shorten the permalinks code to just the %postname% variable. Don't bother with the date co
2. Point your blog in the uppermost directory possible. <http://www.ttblog.co.uk> is better than

So a typical post would look like

<http://www.ttblog.co.uk/Im-hard-as-nails-me/>

rather than

<http://www.ttblog.co.uk/wordpress/2006/08/03/Im-hard-as-nails-me/>

3. Then install an SEO'd theme.

My blog posts are now being indexed beautifully. The Google 'site:' command returns all my pos

For my next challenge, I take on Windows XP, and turn it into an operating system.

This is a demo version of txt2pdf v.10.1

Developed by SANFACE Software <http://www.sanface.com/>

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