

WordPress SEO for Food Bloggers

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Are you lost in the kitchen?

SEO is the task of improving your website so that more people find you in search engines

The Google logo, featuring the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol.The YAHOO! logo, featuring the word "YAHOO!" in a bold, red, sans-serif font with a trademark symbol.The bing logo, featuring the word "bing" in a blue, lowercase, sans-serif font with a trademark symbol.The Pinterest logo, featuring the word "Pinterest" in a red, cursive script font.The Yummly logo, featuring the word "Yummly" in an orange, cursive script font with a trademark symbol.The Super Cook logo, featuring the words "Super Cook" in green, sans-serif font with a trademark symbol, and a cartoon chef character wearing a blue hat and holding a yellow spoon.

You made a good start

WordPress is great because

- It is easy to publish content
- It is free
- It is infinitely flexible
- It has a huge support community
- Google LOVES it



“WordPress is a fantastic piece of software... it solves some 80-90% of the mechanics of SEO”

– Matt Cutts, Google



SEO Fundamentals

If anyone tells you there is an easy way to be #1 on Google, they are either lying or misguided

There are 4 basic steps to getting found online:

1. Find your niche
2. Setup your website correctly
3. Write lots of good content
4. Encourage interaction



Find your niche

Who are you?

Why are you blogging?

What are you blogging about?

Who do you want to read you blog?

How do you measure success? e.g. views, subscribers, comments, sales, friends made, happiness, book deals



Find your niche

- Research popular search terms using Google Keyword Tool (filter to 'Exact Match')
- Keywords are useful, but less critical for bloggers than passion and personality
- Don't stuff too many keywords into your posts or the keywords will seem unnatural. Keywords should be used sparingly, so don't put keywords everywhere unless the keywords sound right.
- ***Quality content first, keywords second***



Setup your website correctly

Clean URLs

- In WP under Settings > Permalinks choose Post name

Common Settings

<input type="radio"/> Default	<code>http://www.livewholesome.co.uk/?p=123</code>
<input type="radio"/> Day and name	<code>http://www.livewholesome.co.uk/2014/06/07/sample-post/</code>
<input type="radio"/> Month and name	<code>http://www.livewholesome.co.uk/2014/06/sample-post/</code>
<input type="radio"/> Numeric	<code>http://www.livewholesome.co.uk/archives/123</code>
<input checked="" type="radio"/> Post name	<code>http://www.livewholesome.co.uk/sample-post/</code>
<input type="radio"/> Custom Structure	<code>http://www.livewholesome.co.uk</code> <input type="text" value="/%postname%/"/>



Setup your website correctly

One H1 heading as the main heading on each post

View 'Page Source' in your browser and search for H1



The screenshot shows a website header with a decorative banner containing the text "The SHIKSA in the KITCHEN". Below the banner is a navigation menu with items: HOME, IN THE KITCHEN, HOW TO..., OFF THE MENU, RECIPES, and THE SHIKSA M. A search bar is located below the navigation menu with the text "Find The Shiksa on:" and social media icons for Facebook, Twitter, Google+, Pinterest, and RSS. To the right of the search bar is a search input field with the text "Search The Shiksa in the Kitchen:". The main content area features a post titled "Falafel" (highlighted with a blue box and an arrow from the text "One H1 heading as the main heading on each post"). Below the title is the date "January 5, 2011" and a row of social sharing buttons: "Share" (1246), "Tweet" (19), "+1" (15), "Pin it" (1039), and "Save Recipe". Below the sharing buttons is a large image of three falafel balls on a plate with rice and herbs.

Setup your website correctly

Install the plugin **WordPress SEO by Yoast**

- Automatically generate sitemaps
- Allow you to write SEO titles and descriptions for each page
- Add author tags to your articles
- Add social graph tags to your articles



Basics: Titles and meta

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview: [The world's best **Black Bean Stew Recipe** - Dom's Food Blog](http://www.granu.la/the-worlds-best-black-bean-stew-recipe/)
www.granu.la/the-worlds-best-black-bean-stew-recipe/
I found this **black bean stew recipe** when wandering the markets of Istanbul and it blew my mind. Try out the **recipe** and taste it for yourself!

Focus Keyword:

Your focus keyword was found in:

Article Heading: **Yes (1)**
Page title: **Yes (1)**
Page URL: **Yes (1)**
Content: **Yes (1)**
Meta description: **Yes (1)**

SEO Title:

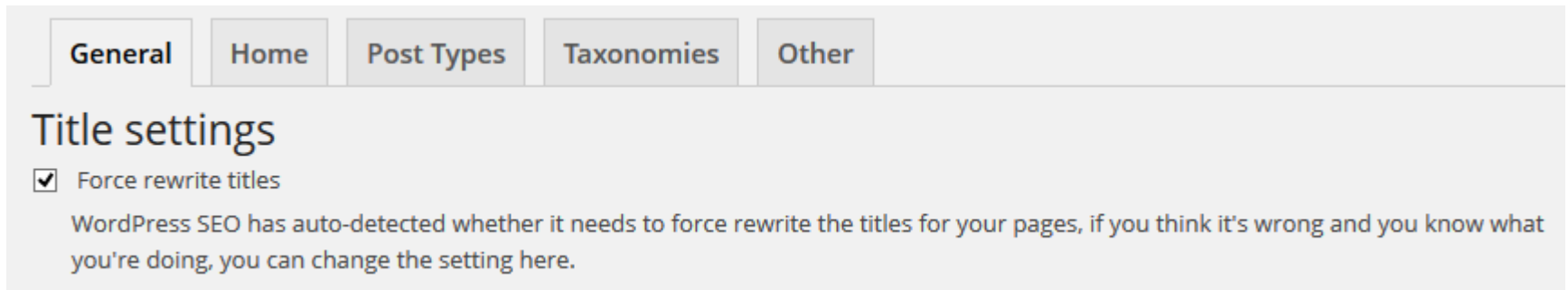
Title display in search engines is limited to 70 chars, **13** chars left.

If the SEO Title is empty, the preview shows what the plugin generates based on your [title template](#).

Meta Description:

Basics: Titles and meta

If titles are not updating, go to SEO > Titles & Meta > General and then tick 'Force rewrite titles'



The screenshot shows the WordPress SEO settings interface. At the top, there are five tabs: 'General', 'Home', 'Post Types', 'Taxonomies', and 'Other'. The 'General' tab is selected. Below the tabs, the section is titled 'Title settings'. Under this section, there is a checkbox labeled 'Force rewrite titles' which is checked. Below the checkbox, there is a paragraph of text: 'WordPress SEO has auto-detected whether it needs to force rewrite the titles for your pages, if you think it's wrong and you know what you're doing, you can change the setting here.'

Basics: XML Sitemaps



Yoast WordPress SEO: XML Sitemaps

XML Sitemap

Check this box to enable XML sitemap functionality.

You can find your XML Sitemap here:

[XML Sitemap](#)

You do **not** need to generate the XML sitemap, nor will it take up time to generate after publishing a post.

- It automatically creates XML sitemaps and notifies Google & Bing of the sitemaps existence
- It includes images from your pages/posts in the sitemap

Author Profiles

Get yourself known as a food blogger, and attract more traffic

[Top 10 Coffee Shops in London](#)

youngandfoodish.com/coffee/top-10-coffee-shops-in...



by Daniel Young - in 25 Google+ circles

Apr 24, 2009 – London's top 10 coffee shops (see map) nurture a close-knit community of *cafenatics* who circulate around East London and the West End and ...

- Create Google+ profile
- Add you blog to your profile
- Add your Google+ profile URL to your WordPress author profile (use Yoast SEO plugin)



Setup your website correctly

A lot of visitors will be on mobile devices, especially when reading recipes and restaurant reviews

- Use a responsive theme like CookingPress
- Keep image sizes small
- Use the fastest hosting you can afford

CookingPress

Version 1.3

Responsive design

Support for hRecipe and schema.org

Google Recipe View

Front-end "Add recipe form" for users

Recipe creator

Advanced search by ingredients



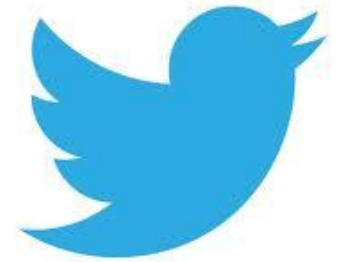
Write great content

Great content is like great food. It gets people through the door and keeps them coming back:

- Be unique – express your personality
- Write from the heart
- Don't waffle
- Include images
- Break it up with sub-headings and lists
- Proof read your posts
- Put yourself in the readers shoes
- Make your article titles engaging



Encourage Interaction



- Include sharing buttons prominently
 - Lots of plugins for WordPress
- Comments
 - Use Jetpack or Disqus for comments
- Engage with commenters
- Engage with influential bloggers/tweeters
 - Find influencers using Followerwonk.com
 - Ask to interview them
 - Reference their site or work
 - Review their venue (e.g. chefs)
 - Look for trending topics such as hot / new venues or recipes getting a boost due to trends or celebrity chefs (e.g. recipes from Masterchef). Notify influencers via social media and interact.

Encourage interaction

- Setup a **Feedburner account** and add RSS and email subscription links on your blog
- Feed Stats for WordPress plugin

Today's stats:

Subscribers: **11,709** Hits: **5,663** Reach: **1,508**

Today's item stats:

Feed Item	Views	Clicks
Red Pixels by Evil Slayer	867	112
Sky by The Shadow	849	79
Totti by The Shadow	838	64
Abstracts by riajss	591	52
INDONESIA 3.0 by IND190	250	18
INDONESIA 2.0 by IND190	247	2

Encourage interaction

Links bring visitors & boost your Google rankings

Attract links to your site by:

- Create amazing content
- Cross promote articles, recipes and reviews
- Give love to get love – don't be scared to link out
- Guest blogging for other people
- DO NOT buy links



Advanced: Photography

- Posts with images get 94% more views (*Skyword*)
- Get found in image search
 - Use readable file names, titles and alt tags
 - Use Yoast SEO plugin for image sitemap
- Encourage sharing
 - Use Pinterest Hover Pin It Button plugin (Free) or Pinterest "Pin It" Button premium (\$29)



Advanced: Recipe SEO

 [Roasted vegetable lasagne recipe - Recipes - BBC Good Food](#)



www.bbcgoodfood.com/recipes/.../roasted-ve...

★★★★★ Rating: 5 - 62 reviews

May 5, 2009 – Young, old and in-betweens will love this **vegetarian** Italian-style dish.

Recipe Schema and hRecipe

- Help Google, Yummly and SuperCook index your recipes
- Get thumbnail images next to recipes in Google search
- Cooking method, prep time, cooking time, cuisine, ingredients, yield etc etc
- Plugins - Schema Creator by Raven, Recipe Schema, hRecipe, Recipe SEO, Ziplist Recipe

Advanced: Review SEO

 [Food For Thought - Covent Garden - London](#)

www.yelp.co.uk > [Restaurants](#) > [Vegetarian](#)

★★★★★ Rating: 4 - 77 reviews - Price range: £

77 Reviews of **Food For Thought** "very good food. not great but very good. very homemade. decent prices even. great desserts. liked it a lot. 4.5 stars."

Review Schema

- Review restaurants, cafes, bars
- Google understands the site is a review and references it within Google local listings
- Sites like Urban Spoon also pickup reviews
- If review is *genuinely* favourable, contact the owners of the venue to suggest they to link to the review or quote something from the review on their website

WordPress Plugin List

- **General - WordPress SEO by Yoast** (essential)
- RSS - Feedstats for WordPress
- Social Sharing - Pinterest "Pin It" Button premium (\$29)
- Recipes and Reviews - Schema Creator by Raven, Recipe Schema, hRecipe, Recipe SEO, Ziplist Recipe
- Comments - Disqus or JetPack for comments

hRecipe Website: <http://microformats.org/wiki/hrecipe>

Schema Website: <http://schema.org/Recipe>



Summary

- Setup your website right
- Figure out who you are and what you're about
- **Write great content**
- Include great photography
- Use schema to tag recipes and reviews
- Make your content easy to share
- Engage with readers & influencers
- Monitor performance
- **Learn and get better!**



That's all folks

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