



GET FOUND AND NOTICED

SEO for the rest of us

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If a Website is part of your marketing plan for selling articles, books, photographs, or services; then, popping to the top of a list of search results is the essential first step.

However, just building the site doesn't ensure buyers will come. Far from it. Your superb writings and photographs may go unsold, and worse, undiscovered all because you didn't take the additional steps necessary to up the likelihood being found. You didn't optimize your Website to make it easier for search engines to catalog and rate it.

This is what we will explore today—what can we reasonably do to get found and noticed?

Sobering facts ...

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- There are over 1.8 BILLION Websites.
- 14,000 new Websites are added daily.
- 75 million pro photographers* (with website)

Here are some sobering facts that should serve to underline that having good content is just not enough.

There are over 1.8 BILLION Websites. And this figure was captured in March of this year. And, every day since, 14,000 new Websites have been added each day!

Looking at a segment important to us: There are 75 million* pro photographers with at least one website. That's a whole lot of competition!

* back of the envelope calculation from Quora

How do our clients find us?

- Yahoo Search's market share is about 2%.
- Bing Search's market share is about 2.5%.
- Google Search's market share is over 92%.

So ... Google drives how we design our Websites and implement our SEO.

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So, where do our potential customers go to find us? Here is a breakdown of each of the major search engine's market share:

Yahoo Search's market share is about 2%.
Bing Search's market share is about 2.5%.
Google Search's market share is over 92%.

Who knows where the other 3.5% are going?

The results are in: Google is the big dog and it dictates our strategy for designing and populating our Websites.



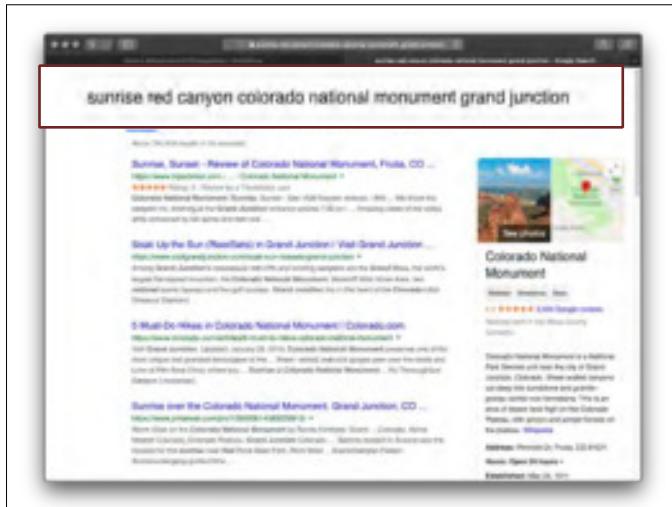
Let's do a search

A photo editor wants a sunrise photo of Red Canyon in Colorado National Monument for a guidebook cover.

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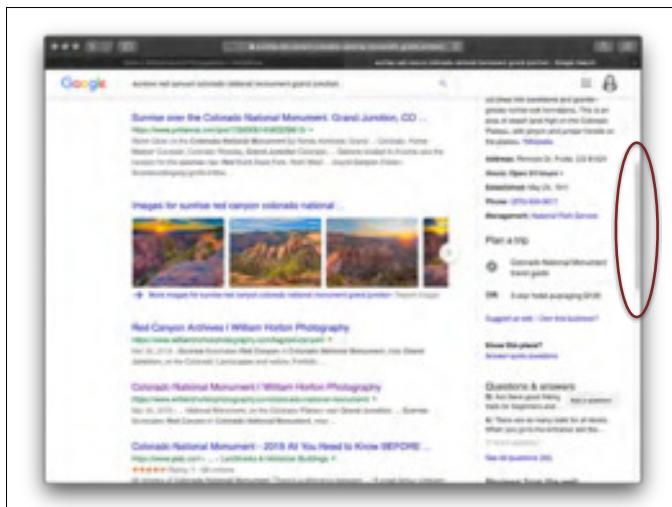
Here's simple case study using one of Bill's photos. Here is the scenario: A photo editor wants a sunrise photo of Red Canyon in Colorado National Monument for a guidebook cover.

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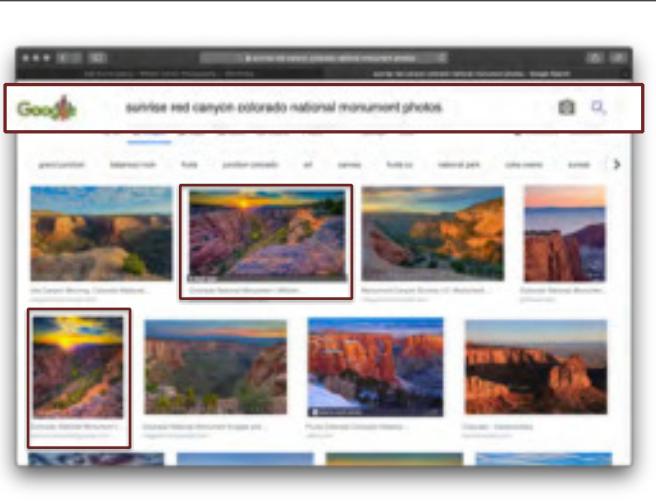


First, the editor enters a very specific search string: sunrise...red canyon...colorado national monument...grand junction. None of our pages pop to the top of the search results.

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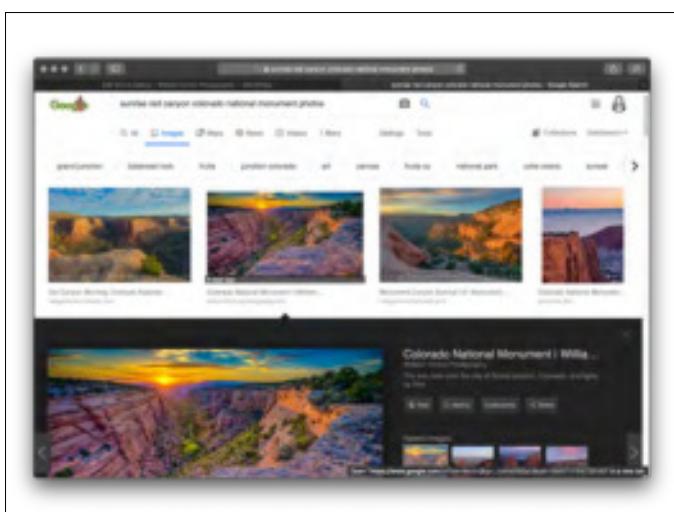


However, just scrolling down a bit reveals not only our blog posting, but also our photos appear at the head of the images results. Why, because we used all those search terms in the title and body of our blog post.



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Now, if the editor adds...photos...to the end of the search phrase, the editor is presented with just images as search results. And see what? The only two photos Bill has that meet that search criteria appear at the top of the first scrolling zone. Why? Because, those main terms appear in the title and description of the photos, as well as in the accompanying blog post.



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The editor takes a closer look at one of the photos

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and contacts us to negotiate a use.

Just to reiterate: notice that the main search terms appear in several places:

In the title of the blog post surrounding these photos,

and, in the description of the photo.



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Identify the terms people will use to find your content and use those terms throughout your content.

What is the take-away?

Identify the terms people will use to find your post and use those terms throughout your content.

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Now we are ready to discuss SEO, or Search Engine Optimization.



What is SEO?

AKA: Search Engine Optimization

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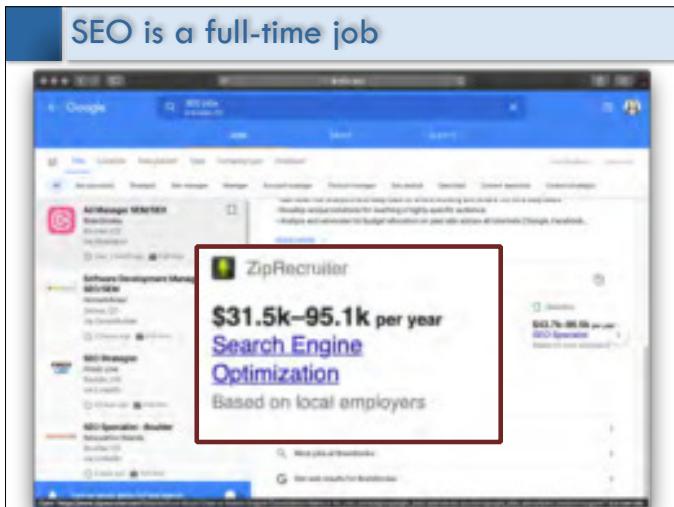
Here is a nice, simple definition for what is a very technical endeavor.

SEO is a methodology to improve the ranking of Web content in the search results of Google or other search engines.

SEO is a methodology to improve the ranking of Web content in the search results of Google or other search engines.

SEO is a full-time job

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SEO is a full-time job!!!

I did a quick search for SEO jobs in the Boulder, Colorado, area. And, here are my results. We have listings for Software Development manager in SEO/SEM (Search Engine Marketing), an SEO Strategist, and an SEO Specialist.

Notice that ZipRecruiter lists a pay range from \$31.5k to \$95.1k.

Now, let's look at what SEO involves...

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Here is just one of many SEO specialist job descriptions I found. Here is a close-up of just a portion. Here is an interesting article from ClickMinded offering a 51-point SEO checklist. That's 51 points!

Actually it is not a bad article to read. In fact, if you get really interested in SEO, take a closer look at it. You can find it at <https://www.clickminded.com/seo-checklist/>.

... but it's NOT my day job!

So, what can I do to improve the odds that my content will be found by people who matter to my business?

And, not spend all my time doing it!

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SEO is not my day job, you are thinking (or saying in the back row)!

So the question becomes:

What can I do to improve the odds that my content will be found by people who matter to my business?

You should concentrate on ...

- **SEO copywriting**, using effective keywords and phrases throughout your content and structure it for easy comprehension.
- **Handcrafted metadata** for *all* your content that is both complete and enticing.
- **Up-to-date XML sitemap** for all posts and pages you want found by Google.
- **Mobile-friendly content** that displays seamlessly on any device.

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Short of hiring a specialist, the answer is to focus your efforts on what will give you the most bang for your buck.
Concentrate on:

SEO copywriting, using effective keywords and phrases throughout your content and structure it for easy comprehension.

Handcrafted metadata for all your content that is both complete and enticing.

Up-to-date XML sitemap for all posts and pages you want found by Google.

Mobile-friendly content that displays seamlessly on any device.

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SEO copywriting

Optimizing the written word

I'm going to break this up into four sections: SEO copywriting; then, handcrafted metadata; XML sitemaps; mobile-friendly Websites; and, special issues for writers, photographers, and both.

So, pages first...

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SEO copywriting elements

That is, what does Google look at when their bots evaluate a page?

- Title
- Headings
- Outbound links (to other Internet sites and other pages within your site)
- Inbound links (from within your site and from other sites)
- Active voice
- Simple sentences
- Length of text

What affects page ranking? First, let's look at those items that make up your page (what the viewer sees): title, the headings on the page, links to other Internet content, links to other content within your site, inbound links that direct readers to this page from other pages and sites, and writing style (How understandable is it? Is it easy to read? Is it written in an active voice? Is it long enough?).

Start with your keyphrase

Before you start writing content, list the search terms and synonyms you think people will use to find your content.

Do a search using your terms and see what comes up.

Refine.

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Start with your keyphrase. I'm not talking about the banished keywords. I'm talking about likely phrases people might use to find your content. These are called "keyphrases," because they contain more than one word.

So, before you start writing content, list the search terms (or keyphrases) and synonyms you think people will use to find your content.

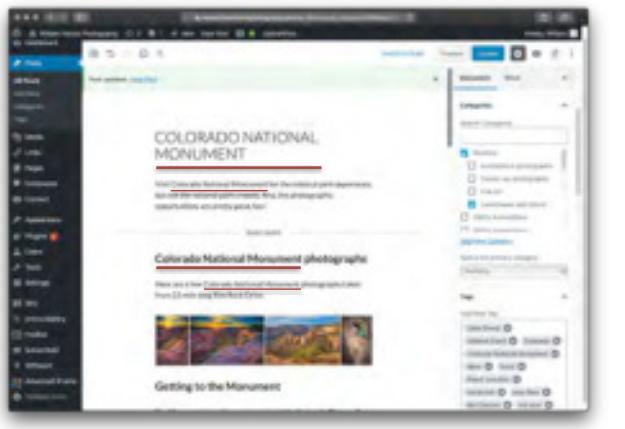
Do a search using your terms and see what comes up.

Refine.

For our example blog post showcasing photos from Colorado National Monument, I chose "Colorado National Monument" as my main keyphrase. It isn't particularly granular; but if readers want information about photographing the park, one of the phrases they will certainly use is "Colorado National Monument."

The title

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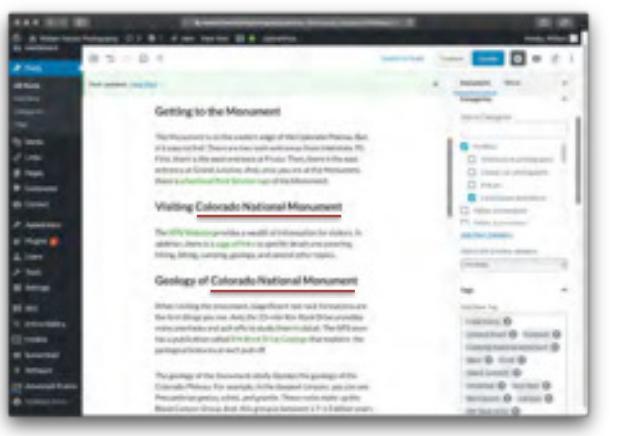


This is the title readers see. Titles should be about 50–60 characters. Try to “front-load” your title with all or part of your keyphrase. In this way, readers know immediately they are in the right place. If you must use a clever title, then be sure that you use a front-loaded title for your SEO title. More about the when we talk about invisible elements of a page.

Why didn't I use “Photographs” in the title? Well, I did, actually. My site is set up so that the the site title automatically appears in the title: | William Horton Photography. You will see more about this later, too.

Headings

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Google doesn't want readers to be presented with a great wall of gray text. And you don't either, right? So break up your content into chunks separated by first- and second-order heading. Also, try to work your main keyphrase into several of the headings.

Yeah, I know. This isn't very elegant, but the technique seems to make a difference.

Outbound links to Internet sources

The screenshot shows a website page titled "Outbound links to Internet sources". On the left, there's a sidebar menu with various options like Home, About, Services, and Contact. The main content area has three sections: 1) "The Monument is on the eastern edge of the Colorado Plateau. But, it is easy to find. There are two main entrances from Interstate 70. First, there is the west entrance at Fruita. Then, there is the east entrance at Grand Junction. And, once you are at the Monument, there is a National Park Service map of the Monument." 2) "Visiting Colorado National Monument" 3) "Geology of Colorado National Monument". Each section contains some descriptive text and a small image. A red box highlights the first section.

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Be sure to include some outbound links within your content. Outgoing links help elevate your “authority factor” with Google’s search bot; hence, your ranking improves.

For instance, if the topic is about a park, I usually include a link to the park’s Website. If we mention some geologic formation, I will try to link to more detailed information about the area’s geology. And, if the article is about a journey, I will include a link to Google maps with the route shown on a map.

Outbound links to other site pages

The screenshot shows a website page titled "Outbound links to other site pages". On the left, there's a sidebar menu. The main content area has a section titled "More photos of the Colorado Plateau" with the text "We have photographed much of the Colorado Plateau. Here are some of our favorite destinations:" followed by a bulleted list of national parks. A red box highlights this list.

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Outbound links to other pages on your site also help to establish a Website’s “authority” on a subject. The Google bot looks at these site links to see if you have any other content that relates to the current page content.

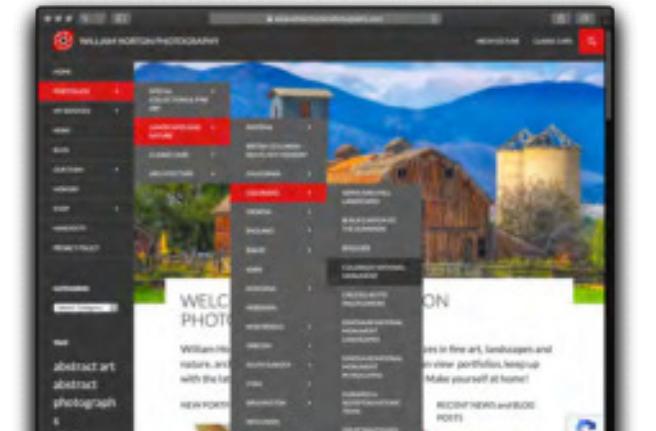
In this example, I linked the Colorado National Monument post to all the other posts that feature photos of the Colorado Plateau. And, from those pages, I link back to this page. Those are Inbound links, which we will talk about in a bit.

Inbound links from within your site

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Remember, add a link to your new page on every page you link to within your site.

And, if appropriate, add a link to your page from the main menu.



The following screenshots show a plug-in I use to help me analyze my writing style and enter metadata.

Yoast SEO Premium from:
www.yoast.com

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Up to this point, my examples show the basic Wordpress authoring interface. However, I want to discuss writing style in more depth. And to do that, you will see parts of my authoring interface that contain additional information and evaluation supplied by a plug-in called Yoast SEO Premium.

I'm not a gifted writer and need a lot of help avoiding common writing pit-falls.

The screenshot shows the 'Writing style' section of the Grammarly interface. At the top, it says 'Readability analysis'. Below that, 'Analysis results' is listed with two orange dots indicating improvements. The first improvement is 'Flesch Reading Ease': 'The copy scores 56.5 in the text, which is considered fairly difficult to read. Try to make shorter sentences to improve readability.' The second improvement is 'Transition words': 'Only 20.9% of the sentences contain transition words, which is not enough. Use more of them.' Under 'Good results', there are five green dots: 'Passive voice', 'Consecutive sentences', 'Subheading distribution', 'Paragraph length', and 'Sentence length', all of which are great.

This area of the authoring interface is just below the main content field. It is the **Readability analysis**. I have a green smiley face - Yay! But there are two improvements recommended, indicated by the orange dots.

The first one, the Flesch Reading Ease analysis, tells me that the text of my post is fairly difficult to read at 56.5. I'm willing to pass on further editing my post because the rating is so close to 60, which is considered easily understood by 13- to 15-year-old students.

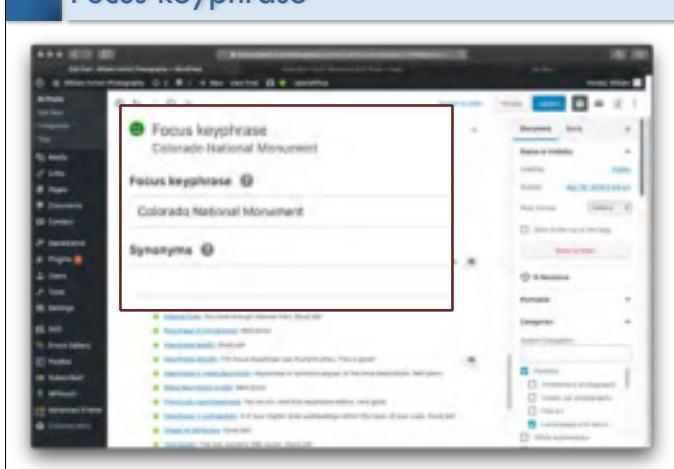
The other orange dot indicates that I am not using enough "transition" words. The magic number is 30%. I've just squeaked by with 20.9%. Transition words show the relationship from one thought to another: enumeration (firstly, secondly), causality (because, so, due to), conclusions (and so, as a result, therefore), etc.

Neither the Flesch Reading Ease or Transition words analyses directly affect ranking, they do affect readability, which DOES affect ranking. Google's Hummingbird update to their search bot algorithm can read text like a human. It can recognize synonyms, clauses, headings, and other structures. And, based on that analysis determines whether your content is "readable."

Readability is also important for site visitors that rely on text-to-speech synthesis.

Focus keyphrase

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The screenshot shows the Yoast SEO plugin's interface. On the left, there's a sidebar with various settings like 'All Posts', 'Pages', 'Custom Post Types', 'Rewrites', 'Advanced', etc. The main area has a title 'Focus keyphrase' with a sub-section 'Colorado National Monument'. Below it is a 'Synonyms' section. A large red box highlights the 'Focus keyphrase' input field. To the right, there's a preview of the post content and some meta-information.

In this portion of the authoring interface, Yoast SEO asks for the main keyphrase. Remember, this isn't the same thing as keywords that used to be stuffed in the HEAD of an HTML page. This is the phrase I mentioned earlier—the main topic of your post.

This SEO plug in helps to make sure that my main keyphrase appears just enough times throughout my content to help assure Google (and more importantly, the reader) that the content is focussed and about the same subject I said my post was about. See, I have a green smiley face!

Keyphrase analysis

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The screenshot shows the 'Keyphrase analysis' report. It starts with a heading 'Improvements (1)' with one orange item: 'Keyphrase distribution: Uneven. Some parts of your text do not contain the keyphrase or its synonyms.' Below that is a heading 'Good results (14)' with several green items, such as 'Outbound links: Good job!', 'Internal links: You have enough internal links. Good job!', and 'Keyphrase in introduction: Well done!'. There are also green items for 'Keyphrase length', 'Keyphrase density', 'Keyphrase in meta description', 'Meta description length', 'Previous posts: Keyphrase', 'Keyphrase in subheadings', 'Image alt attributes', 'Text length', 'Keyphrase in title', 'SEO title width', and 'Keyphrase in slug'.

Here is a closer look at the keyphrase analysis. Oh dear, I have one orange improvement. It says that some parts of my text do not contain my keyphrase. I'm letting this pass without making changes. There is a central part of the post that deals specifically with the Colorado Plateau. So, I think that is what is putting off the analysis. YOU aren't the boss of me!!!

Notice the items that Yoast checks to ensure the keyphrase is used appropriately. Some of the analysis deals with the metadata. We will talk about that next.

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Handcrafted metadata

Writing information about your content, including images

Now, let's take a closer look at crafting our metadata. Metadata is basically information about information. Your visitor doesn't see metadata, but Google does.

Metadata includes the meta-title, sometimes called the SEO title. This title may differ from the title of your page.

Metadata also includes the meta-description, AKA as SEO description; and the slug (the actual page link).

Finally, there are inbound links. These are links directing readers to this page from other pages in the site. As well as links on other Websites that point readers to your article.

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Metadata

Here is the metadata that is important to Google when their bots evaluate a page.

- Meta-title (SEO title) for posts and pages
- Meta-description for posts and pages
- Image ALT text
- Slug (Web link)

Secondly, there is information the viewer doesn't see, but Google does—the metadata. And, this includes the meta-title, sometimes called the SEO title. This title may differ from the title of your page.

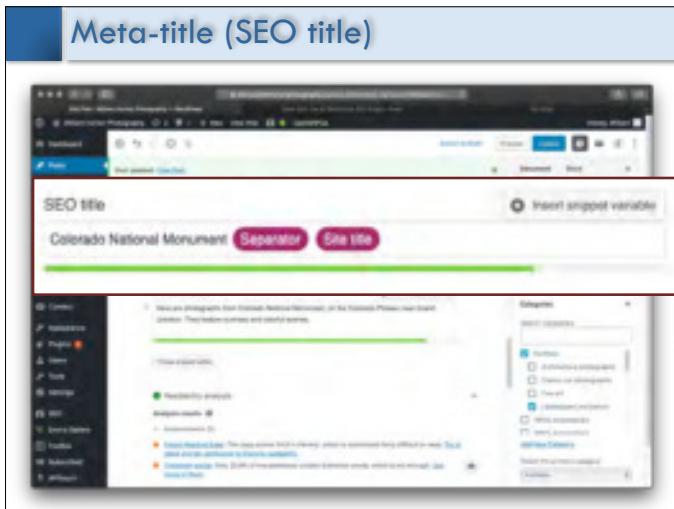
Metadata also includes the meta-description, AKA as SEO description.

There is also the ALT text that must be included for every image in your article.

And, finally, there is the slug (the actual page link). It is not exactly metadata, but is usually entered at the same time.

Meta-title (SEO title)

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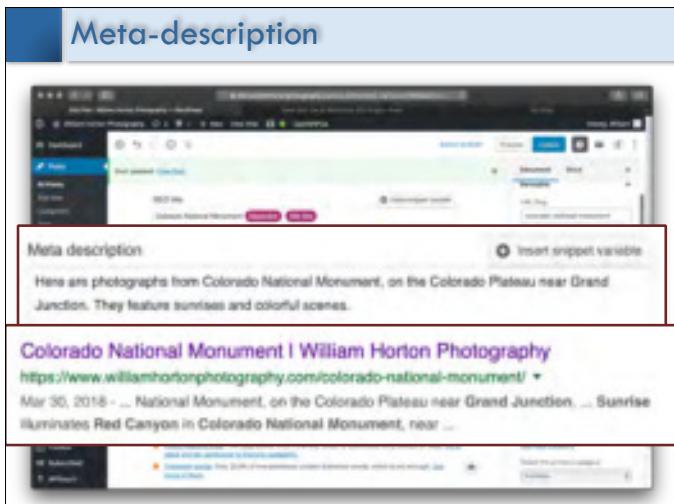
The screenshot shows the Yoast SEO plugin's 'SEO title' section. The title 'Colorado National Monument' is entered. Below it, there's a note about using the site title in the title. A sidebar on the right lists various SEO optimization sections like readability analysis, meta descriptions, and featured snippets.

The SEO title appears at the top of a Webpage, within the HEAD tag. It also appears in the search results (along with the meta-description). You definitely want your keyphrase to appear in the SEO title. This is not a place for cleverness.

Remember I said that I didn't use "Photographs" as part of the title? This is because I include our site title (William Horton Photography) in the SEO title. This ensures Google and everyone else knows the post is about Colorado National Monument **PHOTOGRAPHS**.

Meta-description

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The screenshot shows the Yoast SEO plugin's 'Meta description' section. The description 'Here are photographs from Colorado National Monument, on the Colorado Plateau near Grand Junction. They feature sunrises and colorful scenes.' is entered. Below it, there's a preview of the search result card with the title 'Colorado National Monument | William Horton Photography' and a truncated version of the description. A sidebar on the right lists various SEO optimization sections.

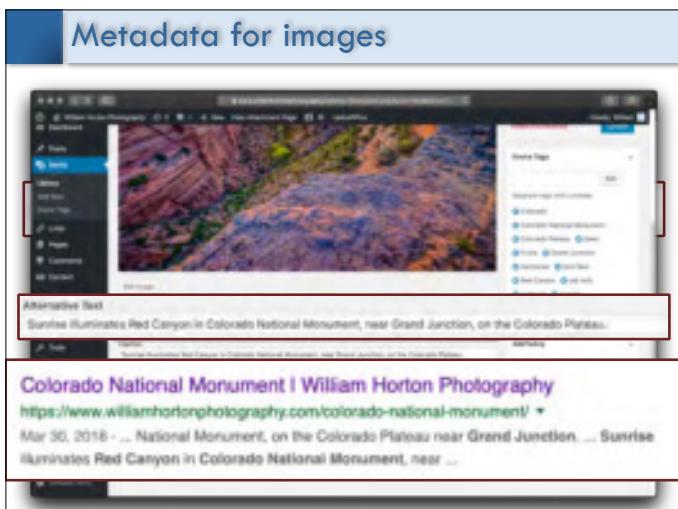
I also have the opportunity to write a targeted description for this post. And, in addition to my keyphrase, I have used other phrases and words readers might search for. For instance, I have included Colorado Plateau, Grand Junction, as well as the word sunrises in this description. Remember the guidebook editor? Most of the search words used in the Google search appear here in the meta description.

If I did not write a specific meta description then the truncated version of the first paragraph of the post would be used.

Remember the search performed by the guidebook editor. The search phrase she used was: sunrise...red canyon...

colorado national monument...grand junction. Here is how the search result appeared. Notice that the description is truncated at the beginning, cutting off Colorado. Then, it is truncated again after Grand Junction, where it displays a title to one of Bill's photos: Sunrise illuminates Red Canyon in Colorado National Monument, near

Interesting, Google is showing metadata from a specific photograph, too. Image metadata is pretty important. We'll be discussing that later



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Wordpress has form fields for the title, ALT text, caption, and description. Of those, the ALT text is crucial. But, let's look at each metadata element:

For the title, I used my main keyphrase, as well as specific words that describe this photograph: Red Canyon and sunrise. Google doesn't specifically look at the title; however, I many times display the photo titles in our portfolios

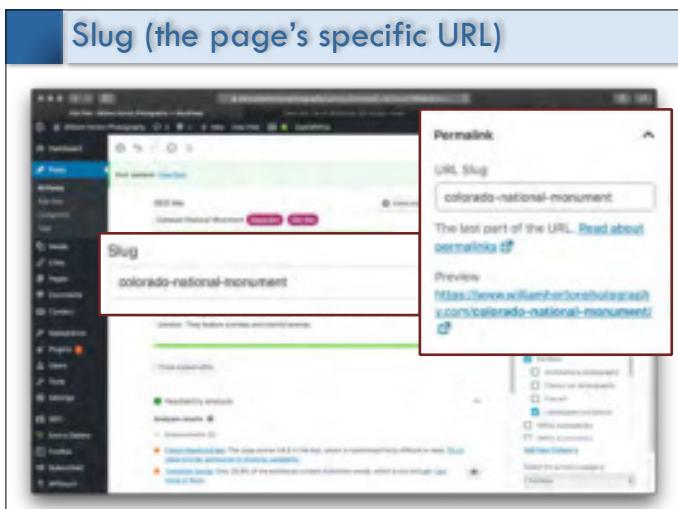
If you must use a clever title, for instance when titling artsy fartsy abstract work, make sure to add complete information in the ALT text.

For the caption and description, I usually use the same text as I use in the ALT text. I sometimes display captions

for photos I use in an article and it is nice to have that information pre-filled in. As for descriptions, we don't display them on our site. They are associated with image attachment pages.

It is the ALT text that is really important. It is not only cataloged by the Google search bot, but it is also the text screen readers use. Basically, I try to write a coherent description that accurately describes the photo and uses as many potential search terms as possible.

Remember that search result I showed earlier. The displayed description contains text from the ALT text of this photograph. That's why I say that the ALT text seems to be the most important metadata for an image.



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Finally, there is the slug. A slug is the part of a URL which identifies a particular page on a website in an easy to read form. The slug is one of the indicators search engines use to determine what a page is about when reading your XML sitemap. Therefore, be sure it contains your keyphrase. We'll talk about the sitemap next.

If I didn't specify the slug here, Wordpress would use the page title as the slug.

CAUTION: If your page is ALREADY published, then the ship has sailed for this part of your SEO strategy. If you were to change your URL's after the post is published, then you would have to prepare a re-direct for the old URL to

ensure that readers do not get a 404 error.



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A good XML sitemap acts as a roadmap of your website which leads Google to all your important pages. It sits at the root of your Website.

XML sitemap

Acts as a roadmap of your site.

Sitemap

<https://yoast.com/post-sitemap.xml>
<https://yoast.com/page-sitemap.xml>
https://yoast.com/yoast_plugins-sitemap.xml
https://yoast.com/yoast_dev_article-sitemap.xml
https://yoast.com/yoast_courses-sitemap.xml
https://yoast.com/yoast_jobs-sitemap.xml
https://yoast.com/yoast_events-sitemap.xml
https://yoast.com/yoast_employees-sitemap.xml
<https://yoast.com/category-sitemap.xml>
https://yoast.com/post_tag-sitemap.xml
https://yoast.com/yoast_dev_category-sitemap.xml
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<https://yoast.com/author-sitemap.xml>
<https://yoast.com/video-sitemap.xml>

Last Modified
2018-10-03 16:52 +02:00
2018-10-03 17:11 +02:00
2018-10-03 16:04 +02:00
2018-09-21 12:12 +02:00
2018-10-03 16:59 +02:00
2018-09-27 15:50 +02:00
2018-10-03 09:48 +02:00
2018-09-25 11:42 +02:00
2018-10-03 16:52 +02:00
2018-10-03 16:52 +02:00
2018-09-21 12:12 +02:00
2018-09-27 15:50 +02:00
2018-10-01 21:44 +02:00
2018-10-02 10:02 +00:00

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Site maps are written in XML, a special tagged mark-up language like HTML. This master XML sitemap is displayed prettily in a browser for human consumption. It is a list of sub XML sitemaps by category. Following the first entry...

Sub XML sitemap

URL	Images	Last Mod.
https://yoast.com/yoastcon-2017/	1	2017-06-13 16:35 +02:00
https://yoast.com/interview-with-katrina/	1	2017-06-13 16:34 +02:00
https://yoast.com/interview-marcus/	1	2017-06-13 16:33 +02:00
https://yoast.com/seo-basics-what/	1	2017-06-13 16:20 +02:00
https://yoast.com/case-study-seo-101/	1	2017-06-13 15:30 +02:00
https://yoast.com/cornerstone-content/	1	2017-06-12 13:59 +02:00
https://yoast.com/writing-blog-orms/	1	2017-06-12 13:48 +02:00
https://yoast.com/handling-stopwords/	1	2017-06-09 15:52 +02:00
https://yoast.com/5-tips-improve-ranking/	1	2017-06-09 15:39 +02:00
https://yoast.com/ask-yoast-buy-my-book/	1	2017-06-08 15:25 +02:00
https://yoast.com/domain-name-is-best/	1	2017-06-08 14:45 +02:00
https://yoast.com/yoast-seo-4-9/	1	2017-06-07 16:29 +02:00
https://yoast.com/ultimate-guide-best-practices/	1	2017-06-06 14:42 +02:00

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This lower-level site map lists all the pages categorized by “post.” Also notice that the sitemap also enumerates the number of images per entry, as well as the latest update date.

This is how Google knows how “fresh” your content is - which also affects ranking.

How do I create an XML sitemap?

Let a plug-in do it.

This is one of the benefits of using a plug-in to help with your SEO.

Yoast SEO creates and continually updates the XML sitemap so I do not have to.

There are other third-party plug-ins and sites that will generate a sitemap.

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So, how do I create an XML sitemap? Take it by the easy handle. Install a plugin to do it. Yoast SEO creates and continually updates the XML sitemap so I do not have to. And, there are other third-party plug-ins and sites that will generate a sitemap.



Mobile-friendly content

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Yes, that is a thing. Have you gone to a Website from your phone and found the whole home shrunk to fit into the viewport of the phone? That is what Google considers unfriendly to mobile users. And, as a result, sites like that are not ranked highly.

It is Google's belief that more and more people access information using a mobile device. I know I do. So, it is important that your site displays well on a variety of mobile devices.

Mobile-UNfriendly

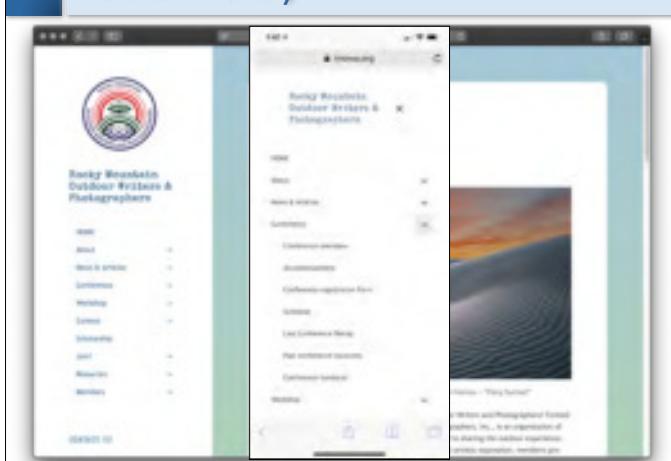


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I happened to run across this site the day I was doing this slide. I was looking for more information on the Big Dig project around Canterbury Cathedral in the early 2000s. The site looks OK on the computer.

Later on, I wanted to check something on the site, but only had my phone. This is what popped up. EEEEEWWWW! This is mobile-UNfriendly! The page has just scaled down to fit the available viewport of the phone.

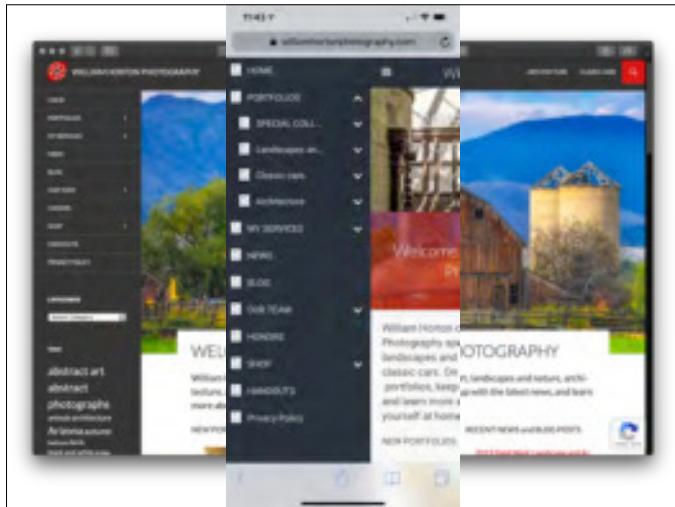
Mobile-friendly



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Here is a mobile-friendly Website viewed on a computer. Look familiar? Here is the same site viewed on a phone. To see the menu, just click the “hamburger” icon. This mobile view is built into our new Wordpress template - no special plugin is needed.

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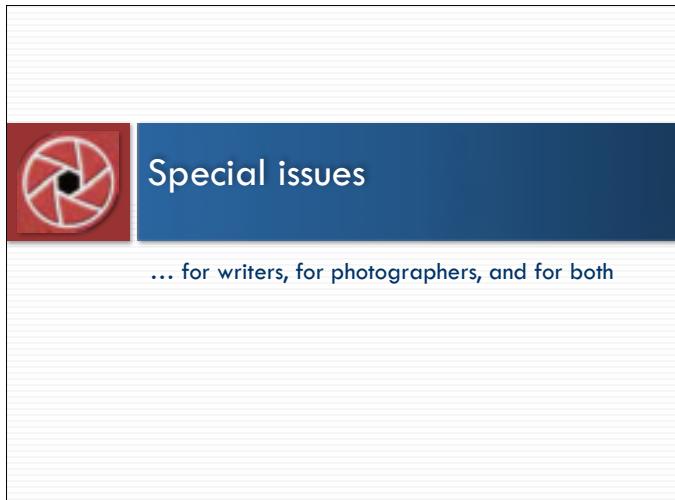
Here is our site. And, here is the mobile view and menu behavior. This layout is courtesy of a special plug-in.

One of the virtues of using a Content Management System (CMS) like Wordpress is that it includes a variety of page templates with all the mobile and accessibility features built-in. And, they are frequently updated.

The message here is: If your site template is not 100% mobile friendly on its own, then you can solve the problem with a plug-in.

Just make sure your site is mobile! Otherwise, it will not rank.

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Here are some special issues affecting SEO that do not fit easily in other sections. First, let's talk about creative writers.

SEO tips for creative writers

Write an optimized page that *introduces* your work.

- Include keyphrases and synonyms such as:
 - Genre (fantasy, thriller, mystery, dystopia)
 - Form (short story, novella, essay)
 - Locale (Rocky Mountains, London, New York)
 - Time period (future, middle ages, 1920's)
- Illustrate your content with a photo, drawing, or diagram from your work. Be sure to add metadata to the graphic.
- Link to your work: Amazon, Blurb, BookBaby; to a PDF; or to a separate post.

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Creative writing is just that, creative! So, how can we tackle SEO requirements - especially regarding writing style? Write an optimized page that *introduces* your work. Be sure to:

- Include keyphrases and synonyms such as:
 - Genre (fantasy, thriller, mystery, dystopia)
 - Form (short story, novella, essay)
 - Locale (Rocky Mountains, London, New York)
 - Time period (future, middle ages, 1920's)
- Illustrate your content with a photo, drawing, or diagram from your work. Be sure to add metadata to the graphic.
- Link to your creative work: to Amazon, etc.; to a PDF, or to a separate post.

SEO tips for photographers

In addition to always filling in the ALT text ...

Add a plug-in to Wordpress that enables deeplinking.

This ensures that every photo and photo gallery has a Google-friendly URL that appears in the XML sitemap.

Envira Gallery Pro:
enviragallery.com

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Always fill in the ALT text for every photograph. Yeah, it is a drag. But, DO IT!

Additionally, add a plug-in that enables “deeplinking.” No, I’m not talking about the Deep State. I’m talking specifically about Envira Gallery Pro. It ensures that every photograph has a Google-friendly URL.

I also use Envira as a display gallery for each post. That is, using the plugin, I can assign photos from my Wordpress media library to subject-specific galleries that I can embed into a post.

This is a premium plug-in and requires an annual subscription.

Strategies for getting inbound links

Incoming links to your site, specific posts, and images adds credibility to your site - ranking your site higher.

- Write guest articles and include the URL for your site, relevant post, or graphic.
- Get listed in online directories.
- Post to Facebook and Instagram with links back to your site.
- Ask your friends in the business to link to your site.
- _____
- _____

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This is a hard one to do—getting incoming links from other sites. Here are some ideas. Do you have more?

Increase page-load speed

Add a plug-in to Wordpress that renders and stores frequently accessed pages. This is called caching.

W3 Total Cache:
wordpress.org/plugins/w3-total-cache/

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Caching plug-ins can improve how fast your pages load. They do this by rendering and storing pages so that they can be retrieved faster.

With most database systems like Wordpress, every time someone clicks a link to a page, a request is sent to the web servers. From there, a query is sent to the Wordpress database, where the content is retrieved and then plugged into a template. Finally, the populated template is displayed in the browser. It is fast, but not instant.

Other factors can slow up the database, can slow the route between the browser and the server, or the media on the page may be slow loading.

Increase image-load speed

This is a special problem for photographers with numerous galleries

Add a plug-in to Wordpress that automatically reduces the file size of uploaded photographs.

This fix directly affects how fast your page loads.

reSmush.it Image Optimizer:
resmush.it

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We alluded to this when talking about page-load speeds. Large images can take a long time to load. Ideally, every image you upload to your media library should only be as large as needed to display well at 72 dpi at about 1200 px on the longest side. Even then, photos may still load slowly.

To help downsample (removed information) photos to improve loading speed, I use resmush.it Image Optimizer. There are other similar plug-ins.

Increase site speed

Link your hosted site to a Content Delivery Network (CDN), such as Cloudflare.

Cloudflare:
www.cloudflare.com/

This article "[How to Use Cloudflare to Speed Up Your Site](#)" shows how to connect Cloudflare to GoDaddy.

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While we are on the speed train, there is another approach you can take to shorten your load time. And, that is to link your site to a Content Delivery Network, such as Cloudflare. Here are some URLs with more information. In addition to increasing load speed, CDNs tend to provide additional services, such as shared SSL certificate and firewall protection.

We haven't tried that yet.



Questions?

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Questions? You can e-mail me with your questions (using the address on the next slide). But please, google your question first and see if you can answer it on your own.

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Kit Horton

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@



So, thank you for your attention. I'm Kit Horton, from William Horton Photography, and I can be reached at kit@horton.com.