How to Optimize WordPress

Using Plug-ins

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This article is written by Jeff McLeod. To get more articles, blog posts, files and freebies like this go to <http://jeffmcleod.ca>. You’ll find all sorts of stuff on how to get your internet marketing rocking!

In this article I’m talking about:

1. Setting up Anti-spamming
2. Setting up Search Engine Optimization
3. Setting up Mobile Functionality

This is my little list of things I think you should download and how I think you should configure them. To understand my thinking watch the video at http://jeffmcleod.ca showing you how and why I choose all of this. Also you can download all of these plug-ins in one file from the website.

1. Set-up Anti-spamming
   1. Go to settings->general->membership: uncheck “anyone can register”
   2. Go to settings->discussions->other comment settings: uncheck “Users must be logged in and registered to comment”
   3. Go to settings->discussions->before a comment appears: uncheck “Admin must always approve comment” and uncheck “Comment author must have a previously approved comment”
      1. Save changes
   4. Go to Plug-ins and activate Akismet (if the plug-in isn’t installed search for it under Plug-ins->add new).
      1. Once installed, activate the plug-in. It will tell you that a key needed. Follow the link to get a Key.
      2. Choose personal use if you want to use it for free. Otherwise pay for it. Retrieve the key from your email and input it into wordpress.
2. Set-up SEO
   1. Go to Settings->permalinks and select custom. Set it to “/%postname%
   2. Go to Settings->plug-ins->add new and search for “All in one SEO pack”. Install and activate.
   3. Go to Settings->plug-ins->All in one SEO pack->Options configuration panel
      1. Plug-in status: enabled
      2. Fill in the Home Title, Home Description and Home Keywords
      3. Post Title Format: %post\_title%
      4. Page Title Format: %page\_title%
   4. Go to Settings->plug-ins->add new and search for “Google XML sitemap generator”. Install and activate.
   5. Go to Settings->XML-sitemap->”build it for the first time”
   6. Go to Settings->plug-ins->add new and search for “SEO Smart Links”. Install and activate.
      1. Check “Comments”, “Target->Tags”
      2. Set “Max links” to 10, “Max Single” to 1, “Max Single URLs” to 0
   7. Go to Settings->plug-ins->add new and search for “SEO Slugs”. Install and activate.
   8. Go to Settings->plug-ins->add new and search for “Global Translator”. Install and activate.
   9. Go to Settings->plug-ins->add new and search for “cbnet Ping Optimizer”. Install and activate.
      1. Go to Settings->cbnet Ping Optimizer and check “Limit excessive pinging in short time” and set it to Ping at most 1 time within 15 minutes
3. Set-up Mobile Functionality
   1. Go to Settings->plug-ins->add new and search for “WPTouch iPhone”. Install and activate.
      1. Under WPTouch iPhone->settings->General Settins->Post Listing Options uncheck “Hide Excerpts”
      2. Under WPTouch iPhone->settings->General Settins->Sytle & Color Options->background choose either “Skated Concrete”, “Argyle Tie” or “Thatches”

You can get all of these plug-ins in one file (so you don’t have to download each individually) at http://jeffmcleod.ca