

# SEO Ultimate+ Setup & Optimization Process

## Official Step-by-Step Guide

**The Most Powerful** Wordpress  
**SEO Plugin** Known to Man

20+ modules | Hundreds of features.  
Optimize your site. Download your copy today.



# Step 1: Initial Setup and Backup.

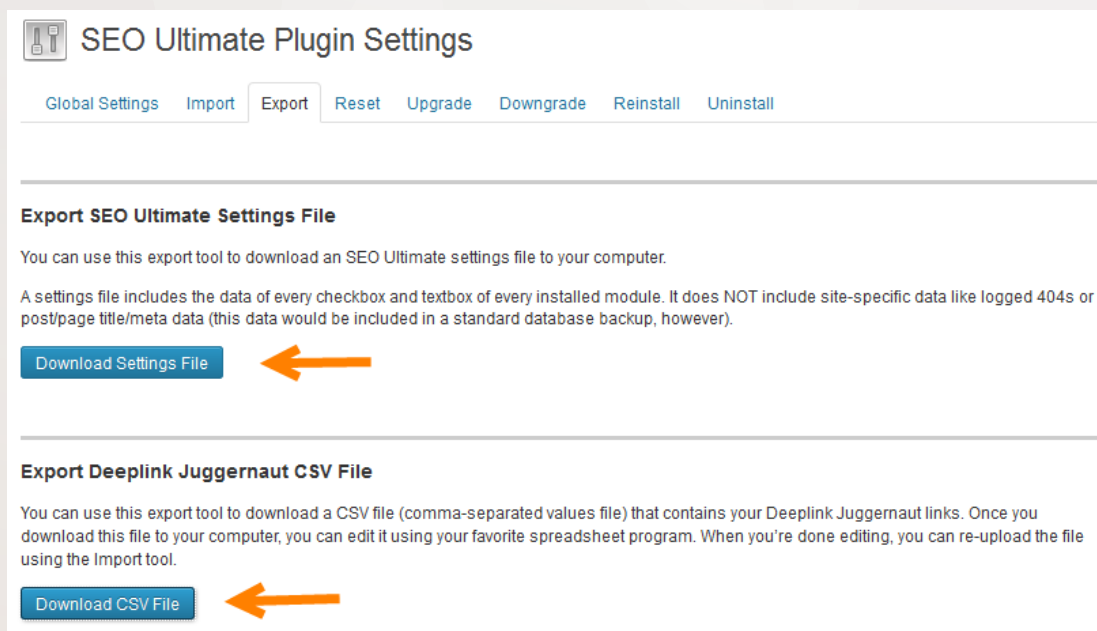
**FIRST: Check for potential conflicts from SEO Pressor, Jetpack, Avada or other themes or plugins used for Open Graph (OG), social or SEO functionality.**

**You can also check to see whether or not the site or page validates on [FB Debugger](#) or [Twitter Card Validator](#) which will imply the use of a plugin or structured markup if it renders properly with a detailed title, meta description and image for (OG).**

**Install SEO Ultimate+, Get license key and [follow this process](#) to install and activate plugin.**

**Next:**

**If the free version of SEO Ultimate is installed, export the settings as a backup from Settings >> SEO Ultimate >> Export, then proceed to step 2.**



The screenshot shows the 'SEO Ultimate Plugin Settings' interface. At the top, there's a navigation bar with tabs: 'Global Settings', 'Import', 'Export' (which is active), 'Reset', 'Upgrade', 'Downgrade', 'Reinstall', and 'Uninstall'. Below the tabs, the section is titled 'Export SEO Ultimate Settings File'. It contains a paragraph explaining that the export tool downloads an SEO Ultimate settings file to the computer, and another paragraph stating that the settings file includes data from every checkbox and textbox of every installed module, but does not include site-specific data like logged 404s or post/page title/meta data. Below this text is a blue button labeled 'Download Settings File', which is pointed to by an orange arrow. Further down, there's another section titled 'Export Deeplink Juggernaut CSV File'. It contains a paragraph explaining that this tool downloads a CSV file containing Deeplink Juggernaut links, which can be edited in a spreadsheet program and re-uploaded. Below this text is another blue button labeled 'Download CSV File', also pointed to by an orange arrow.

## Step 2: Activate Plugin and License.

**Install Plugin & Activate license.** You can [learn how to do that](#) here, but before you do, make sure to delete the old / FREE version of SEO Ultimate if you're using it.



**If you have your license key, add it to the plugin and activate it based on the instructions provided and then proceed to step 3.**

## Step 3: Configuring Miscellaneous Settings.

Proceed to **SEO Ultimate > Miscellaneous Module**. Then configure the **Canonicalizer** settings like this.

### Miscellaneous

The Miscellaneous page contains modules that don't have enough settings to warrant their own separate admin pages.

#### Canonicalizer

##### Canonical URL Generation

- ☒ Generate `<link rel="canonical" />` meta tags
- ☒ Send `rel="canonical"` HTTP headers

##### Canonical URL Scheme

- ☒ Use `http://` or `https://` depending on how the visitor accessed the page
- ☐ Make all canonical URLs begin with `http://`
- ☐ Make all canonical URLs begin with `https://`

##### Automated 301 Redirects

- ☒ Redirect requests for nonexistent pagination

- This will prevent duplicate content from adding a `rel="canonical"` to your header and meta tags.
- The automated 301 redirects makes sure if your site has pagination issues that pages like 2,3,4,5,6 and so on are all redirected to page 1 for category archives.

Once finished proceed to the next module in the **Miscellaneous settings** the **Permalink Tweaker**.

## Step 3: Configuring Miscellaneous Pt. 2

It's time to tweak the permalinks to make them SEO friendly, so, proceed to **SEO Ultimate > Miscellaneous Module**. Then configure the **Permalink Tweaker** settings like this.

Permalink Tweaker

Remove the URL bases of...

1

	Before		After
<input checked="" type="checkbox"/> Categories	http://hawaiiitours.info/category/example/	=>	http://hawaiiitours.info/example/
<input type="checkbox"/> Tags	http://hawaiiitours.info/tag/example/	=>	http://hawaiiitours.info/example/
<input type="checkbox"/> Post Format Archives	http://hawaiiitours.info/type/example/	=>	http://hawaiiitours.info/example/
<input type="checkbox"/> Ad Types	http://hawaiiitours.info/ad-type/example/	=>	http://hawaiiitours.info/example/
<input type="checkbox"/> Portfolio Categories	http://hawaiiitours.info/portfolio_items/example/	=>	http://hawaiiitours.info/example/

URL Conflict Resolution

2

If a term archive and a Page with the same slug end up having the same URL because of the term's base being removed, the URL should be given to the  .

- 1) Click the **remove the URL bases of Categories** option.
- 2) Set the **URL Conflict Resolution** to **Page** (instead of Term Archive).

This will ensure that if you're using the Silo Builder that the permalinks are proper as well as not adding another layer to your URL structure with generic words.

## Step 4: Set the Meta Robot Tags.

Under the default Values Tab please click the following:

### Meta Robot Tags Editor

Sitewide Values

Default Values

Posts

Pages

Media

Ads

Portfolio

Listings

Categories

Tags

Post Format Archives

Ad Types

Portfolio Categories

Status

Locations

Property Types

Features

#### Default Values

Prevent indexing of...

☒ Administration back-end pages

☐ Author archives

☒ Blog search pages

☐ Category archives

☒ Comment feeds

☒ Comment subpages

☒ Date-based archives

☒ Subpages of the homepage

☒ Tag archives

☒ User login/registration pages

Save Changes

This will prevent sensitive areas of WordPress from being indexed by search engines spiders.

By leaving the **Author Archives** and the **Category Archives** unclicked, this will allow link-flow to move in and out of those pages to your posts to enhance rankings.

# Step 5: Set the Sites Permalinks.

For optimal performance, we suggest using the permalinks Custom and entering `/%category%//%postname%/`

## Permalink Settings

By default WordPress uses web URLs which have question marks and lots of numbers in them; however, WordPress offers you the ability to create a custom URL structure for your permalinks and archives. This can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

### Common Settings

- |   |  |
|---|--|
| <input type="radio"/> Default                     | <code>http://www.seodesignframework.com/?p=123</code>  |
| <input type="radio"/> Day and name                | <code>http://www.seodesignframework.com/2015/12/10/sample-post/</code>                               |
| <input type="radio"/> Month and name              | <code>http://www.seodesignframework.com/2015/12/sample-post/</code>                                  |
| <input type="radio"/> Numeric                     | <code>http://www.seodesignframework.com/archives/123</code>  |
| <input type="radio"/> Post name                   | <code>http://www.seodesignframework.com/sample-post/</code>  |
| <input checked="" type="radio"/> Custom Structure | <code>http://www.seodesignframework.com</code> <input type="text" value="/%category%//%postname%/"/> |

After this, it's time to set up your **Global Opengraph Settings** in the **OpenGraph+ Module**.

If you are using the SEO Design Framework [silobuilder](#), then the permalink configuration above is ideal to ensure that the permalinks are optimal for expressing the silo, category and supporting articles in the website's URL.

## Step 6: Set-Up Global OpenGraph+ Options.

Before you set up the global setting, make sure to set the Rich Snippets Visibility Option first:

- a) Inside SEO Ultimate **SEO > SEO Settings> Miscellaneous > Rich Snippet Creator>** then select **Add Markup to Header Only**.

### Rich Snippet Creator

Rich Snippet Creator adds a "Rich Snippets Type" dropdown to the WordPress content editor screen. To add rich snippet data to a post, select "Review" or "Product" Or Others from a post's "Rich Snippets Type" dropdown and fill in the fields that appear.

#### Set Global Rich Snippets Visibility

- ☐ Add Markup to Header and Page/Post  
☒ Add Markup to Header Only

This sets the Global preference so that **all the rich snippets (OG) Open Graph meta tags will be added to the header only**. You could have the code show up on the page as well by selecting **Add Markup to Header and Page/Post**, just keep in mind this is where you set the Global option.

You can override your choice on any page or post locally to select header only or header and page / post, but by default, what you set here becomes the fallback for the whole website.

- b) Next we'll configure the Global Open Graph Defaults. There is an overview of the process in this video - ( which I suggest you watch) [https://www.youtube.com/watch?v=F\\_pW\\_4pl6lc](https://www.youtube.com/watch?v=F_pW_4pl6lc)

After watching, proceed to the next page/step.



# Step 7: Global OpenGraph+ Facebook Setup.

In order to create the preferred **Open Graph (OG) Data** for a search engine, first you need to set up the Global Fallback just in case you have not set up unique OG meta tags at the page level from the SEO Ultimate Metabox (underneath pages and posts).

You can either [Watch How to Do This](#) or [Read How to setup the Facebook Tab](#) here.

## Open Graph+

Facebook

Twitter

Google+

Pinterest

Posts

Pages

Media

Ads

Portfolio

### Enter Homepage Default Values

Open Graph Title:

Best Hawaii Tours

Open Graph Description:

Make the Most of Your Hawaiian Vacation!  
Experience the magic of Oahu, Maui, Big  
Island, and Kauai with all the best

Open Graph Image:

http://hawaiiinfo.info/wp

Upload Image

Insert Preferred Global Fallback Open Graph Title.

Insert Preferred Global Fallback meta description.

Insert Preferred Global Fallback Open Graph Image for the site.

### Enter Default Open Graph Type

Post Type	Open Graph Type
Posts	Article
Pages	Article
Media	None
Ads	None
Portfolio	None

Set Posts to Article.

Set Pages to Article.

### Enter Facebook Default Values

Facebook App ID:

8728937456523

Facebook Admins:

jeffrey.smith.33

Enter Facebook APPID

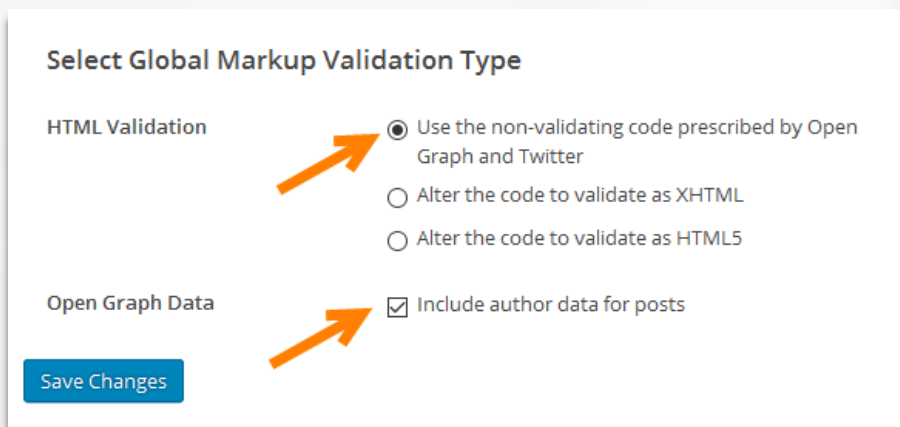
Enter Facebook Admin from FB General Settings.

Enter Facebook App ID associated with website.

Enter Facebook admin name/number (located under Facebook General Account Settings > Username). If

## Step 7 pt. 2: Global Facebook (OG) Setup.

On the Bottom of the Facebook Global Settings choose your **HTML Validation Type**. We suggest the following settings:



**Select Global Markup Validation Type**

**HTML Validation**

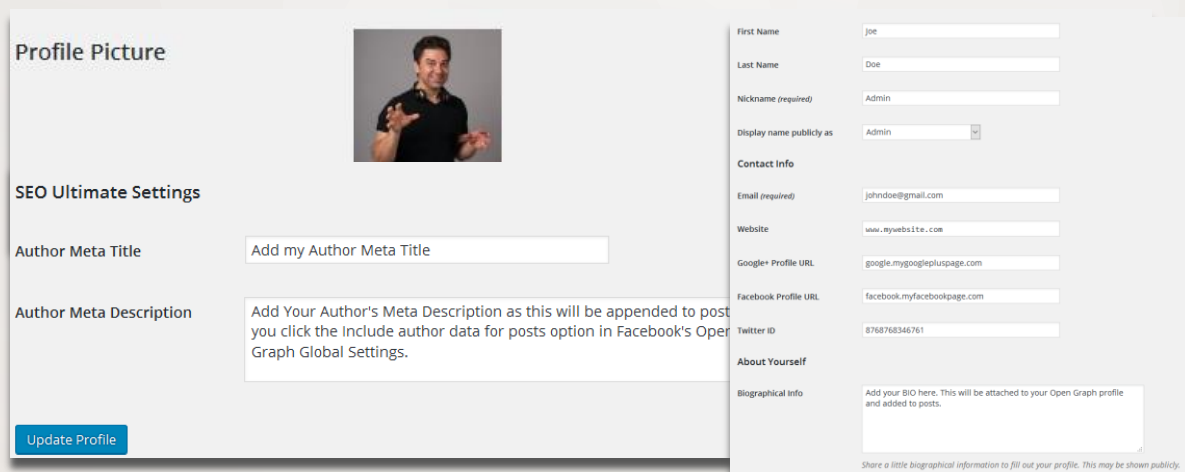
- ☒ Use the non-validating code prescribed by Open Graph and Twitter
- ☐ Alter the code to validate as XHTML
- ☐ Alter the code to validate as HTML5

**Open Graph Data**

- ☒ Include author data for posts

[Save Changes](#)

If you choose to **Include the Author Data for Posts**, then 1) in WordPress please make sure the **Author Highlighter** module is enabled in the main SEO Ultimate Modules and 2) go to **Users > Your Profile >** and add your associated **social media sites** and **Author Bio / Information**.



**Profile Picture**

**SEO Ultimate Settings**

**Author Meta Title**

Add my Author Meta Title

**Author Meta Description**

Add Your Author's Meta Description as this will be appended to post you click the Include author data for posts option in Facebook's Open Graph Global Settings.

[Update Profile](#)

**First Name** Joe

**Last Name** Doe

**Nickname (required)** Admin

**Display name publicly as** Admin

**Contact Info**

**Email (required)** johndoe@gmail.com

**Website** www.mywebsite.com

**Google+ Profile URL** google.mygooglepluspage.com

**Facebook Profile URL** facebook.myfacebookpage.com

**Twitter ID** 8768768346761

**About Yourself**

**Biographical info**

Add your BIO here. This will be attached to your Open Graph profile and added to posts.

Share a little biographical information to fill out your profile. This may be shown publicly.

Next, it's time to setup the **Global Twitter Fallback and Title, Description and Image Settings** in step 8.

## Step 8: Global Twitter / TwitterCard Setup.

The steps for adding your Twitter Account and configuring the Twitter Cards can be found here - <https://www.seoultimateplus.com/user-guide/twitter.htm>

The Steps Are:

- 1) Find out what your Twitter User ID is by [typing your Twitter Username into this tool](#).
- 2) Then **Set Your Default Values for each Post Type** for your global **Twitter Card defaults** for your content.

### Open Graph+

Facebook

Twitter

Google+

Pinterest

Posts

Pages

Media

#### Enter Default Twitter Card Types.

Learn More About [Twitter Card Types](#).

Post Type	Twitter Card Type
Posts	Summary Large Image ▼
Pages	Summary Large Image ▼
Media	Summary ▼

- 3) Add your default TwitterCard for **Summary, Player and APP Cards**. Details are on the next page.

# Step 8 pt. 2: Global Twitter / TwitterCard Setup.

In **SEO Settings > Open Graph+ > Twitter Tab** > Enter your default / fallback information you'd like to have appear **when someone shares your content on Twitter**. This will only show *if you don't have any data filled out* at the page level inside the local page settings. Otherwise it will pull from your **default Meta Description** and display based on the settings for post types in step 8 above.

**Summary Card and Summary Card with Large Image:** Both are entered in the same input fields.

**Summary Card:** Default Card, including a title, description, thumbnail, and Twitter account attribution.

Twitter Site:	<input type="text"/>	The Twitter @username the card should be attributed to.
Twitter Site ID:	<input type="text"/>	Same as twittersite, but the user's Twitter ID. *Either twittersite or twittersiteid is required.
Twitter Creator:	<input type="text"/>	@username of content creator
Twitter Creator ID:	<input type="text"/>	Twitter user ID of content creator. Used with summary, summary_large_image, photo, gallery, product cards
Twitter Title:	<input type="text"/>	Title should be concise and will be truncated at 70 characters.
Twitter Description:	<input type="text"/>	
Twitter Image:	<input type="text"/> <a href="#">Upload Image</a>	

**Player Card:** A Card to provide video/audio/media.

Twitter Player:	<input type="text"/>	HTTPS URL of player iframe
Player Width:	<input type="text"/>	Width of iframe in pixels
	<input type="text"/>	Height of iframe in pixels
	<input type="text"/>	URL to raw video or audio stream
Type:	<input type="text"/>	The MIME type/subtype combination that describes the content contained in twitter:player:stream. Takes the form specified in RFC 6381. Currently supported content_type values are those defined in RFC 4337 (MIME Type Registration for MP4)

**Summary Card with Large Image:** Similar to a Summary Card, but with a large image.

**App Card:** A Card to detail a mobile app with direct download.

Twitter App Name iPhone:	<input type="text"/>	Name of your iPhone app
Twitter App ID iPhone:	<input type="text"/>	Your app ID in the iTunes App Store (Note: NOT your bundle ID)
Twitter App URL iPhone:	<input type="text"/>	Your app's custom URL scheme (you must include "~//" after your scheme name)
Twitter App Name iPad:	<input type="text"/>	Name of your iPad optimized app
Twitter App ID iPad:	<input type="text"/>	Your app ID in the iTunes App Store
Twitter App URL iPad:	<input type="text"/>	Your app's custom URL scheme
Twitter App Name Googleplay:	<input type="text"/>	Name of your Android app
Twitter App ID Googleplay:	<input type="text"/>	Your app ID in the Google Play Store
Twitter App URL Googleplay:	<input type="text"/>	Your app's custom URL scheme

[Save Changes](#)

# Step 9: Global Google+ Setup

For Google Plus, there are three fields to set your global defaults, the Google Plus Title, The Google Plus Description and the Google Plus Image (that will fill in if you do).

## Open Graph+

Facebook

Twitter

Google+

Pinterest

Posts

Pages

Media

Ads

Portfolio

### Google Plus Itprop Settings

Google Plus Title:

Hawaii Tours Info - The Best Tours and Activities for You

Google Plus Description:

Whether you are looking to experience the magic of Oahu Tours, Maui Tours, Big Island Tours, or Kauai Tours, all the best Hawaiian tours by island are open to you through HawaiiTours.info

Google Plus Image:

http://hawaiiinfo.info/wp-

Upload Image

### Google Authorship Markup Settings

Google Plus Publisher:

https://plus.google.com/+yourpagename

Enter your Google Plus page URL here if you have set up a "Google+ Page" for your organization or product, and the plugin will put a rel="publisher" link to the specified Google+ page on your home page.

Save Changes

## Steps:

- 1) Add preferred Google Plus Title.
- 2) Add preferred Google Plus Description.
- 3) Add preferred Google Plus Image.
- 4) Add your Google Plus page URL.
- 5) Save changes and your website's global Google Plus Fallback is done.

# Step 10: Setting Rich Snippets Data. Pt. 1

Now, it's time to make sure you've added the appropriate Rich Snippets / Schema Markup to all applicable pages e.g. Homepage, About Page, Contact Page and People pages (if applicable).

For a national business or corporation, using the Organization markup on the homepage is ideal.

SEO Ultimate+ Settings

General

Facebook

Twitter

Google+

Links

Advanced

General

Title Tag:

You've Entered 0 Characters. Most Search Engines Use Up To 70.

Meta Description:

You've Entered 0 Characters. Most Search Engines Use Up To 140.

Meta Keywords:

*(separate with commas)*

Set Rich Snippets Visibility:

Add Markup to Header Only

Rich Snippets Type:

Product

Product Name:

Product Brand:

Product Description:

Product Image:

Price:

Name Of The Seller:

Rating Value:

None

Total Ratings:

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# Step 11: Setting Rich Snippets Data. Pt. 2

For Local Businesses, using the Local SEO option from the dropdown menu on the general tab of the homepage's SEO Ultimate+ Metabox is ideal. Here's a video here on [how to add Local SEO data](#). \*When adding data, hover over **the info icons** for more information or links to additional resources.

SEO Ultimate+ Settings

General

Facebook

Twitter

Google+

Links

Advanced

General

Title Tag:

You've Entered 0 Characters. Most Search Engines Use Up To 70.

Meta Description:

You've Entered 0 Characters. Most Search Engines Use Up To 140.

Meta Keywords:

(separate with commas)

Set Rich Snippets Visibility:

Add Markup to Header Only

Rich Snippets Type:

Local Business

Business Name:

Street Address:

Post Office Box Number:

City:

State or Region:

Country:

Postal Code:

Map Page:

Phone Number:

Fax Number:

Business Email:

Business Website:

Business Hours:

Photo:

Upload Image

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# Step 12: Setting Rich Snippets Data. Pt. 3

If the website is about a specific person, then you should add the **Person Schema Markup** to their page by completing the inputs in the Person Dropdown inside SEO Ultimate's General tab.

The screenshot displays the 'SEO Ultimate+ Settings' window, specifically the 'General' tab. The interface includes a top navigation bar with tabs for 'General', 'Facebook', 'Twitter', 'Google+', 'Links', and 'Advanced'. The 'General' tab is active, showing a 'General' section with various input fields and a 'Set Rich Snippets Visibility' dropdown. The 'Rich Snippets Type' is set to 'Person'. Below this, there are numerous input fields for personal and business information, each accompanied by a help icon. The 'Image' field has an 'Upload Image' button. At the bottom right, the version 'SEO Ultimate Plus 1.0.3 by SEO Design Solutions' is noted.

SEO Ultimate+ Settings

General Facebook Twitter Google+ Links Advanced

**General**

Title Tag:  You've Entered 0 Characters. Most Search Engines Use Up To 70.

Meta Description:  You've Entered 0 Characters. Most Search Engines Use Up To 140.

Meta Keywords:  (separate with commas)

Set Rich Snippets Visibility: Add Markup to Header Only

Rich Snippets Type: Person

Name:  ⓘ

Street Address:  ⓘ

Post Office Box Number:  ⓘ

City:  ⓘ

State or Region:  ⓘ

Country:  ⓘ

Postal Code:  ⓘ

Phone Number:  ⓘ

Email:  ⓘ

Job Title:  ⓘ

Business:  ⓘ

Image:  ⓘ

Facebook Url:  ⓘ

Twitter Url:  ⓘ

Instagram Url:  ⓘ

LinkedIn Url:  ⓘ

MySpace Url:  ⓘ

Pinterest Url:  ⓘ

YouTube Url:  ⓘ

Google+ Url:  ⓘ

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## Step 13: This Concludes this Section

This concludes the **How to Add Structured Data** portion of our SEO training. In this training, you learned how we optimize SEO Ultimate+ for clients.

### **What Remains: Adding Meta Data and Links**

If you were a client in the 4-Week SEO by Design training course, in week 3 we would have covered **how to add meta data** (titles and descriptions) and covered **website silo architecture** (in week 2) as well as internal linking as well.

If you haven't completed those steps (Metas, Internal Links and Siloing), now is the time to go back (watch your consultations) and study those training modules and execute checklist to implement those types of optimization.

If you're not using a completely customizable or optimized [WordPress Theme](#) then please try our SEO Design Framework.