SEO Ultimate+ Setup & Optimization Process

Official Step-by-Step Guide

Step 1: Initial Setup and Backup.

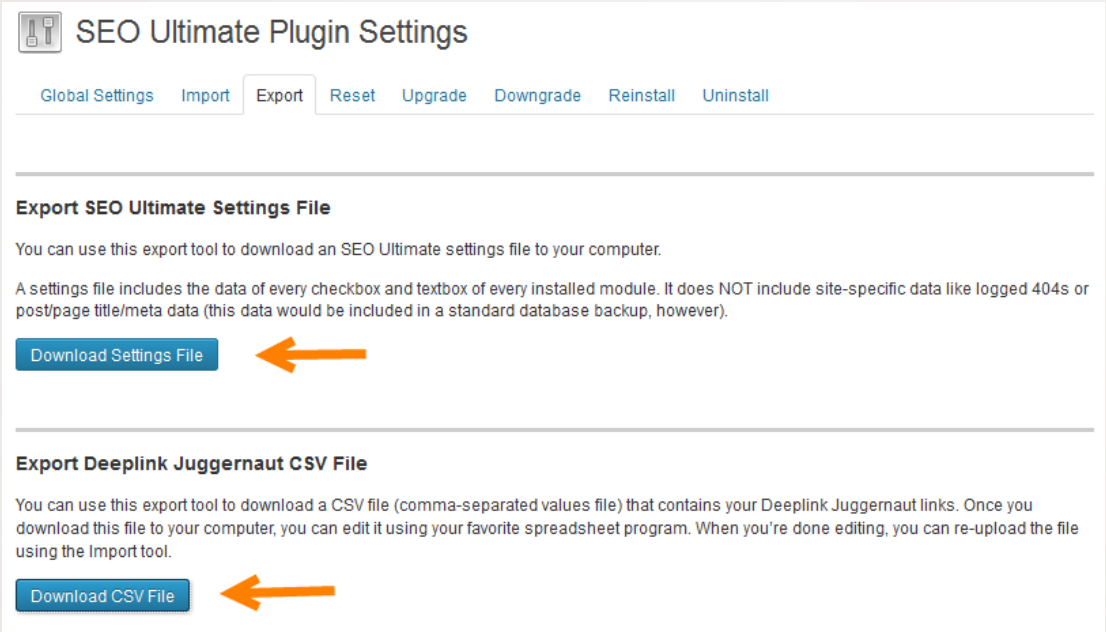
FIRST: Check for potential conflicts from SEO Pressor, Jetpack, Avada or other themes or plugins used for Open Graph (OG), social or SEO functionality.

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.



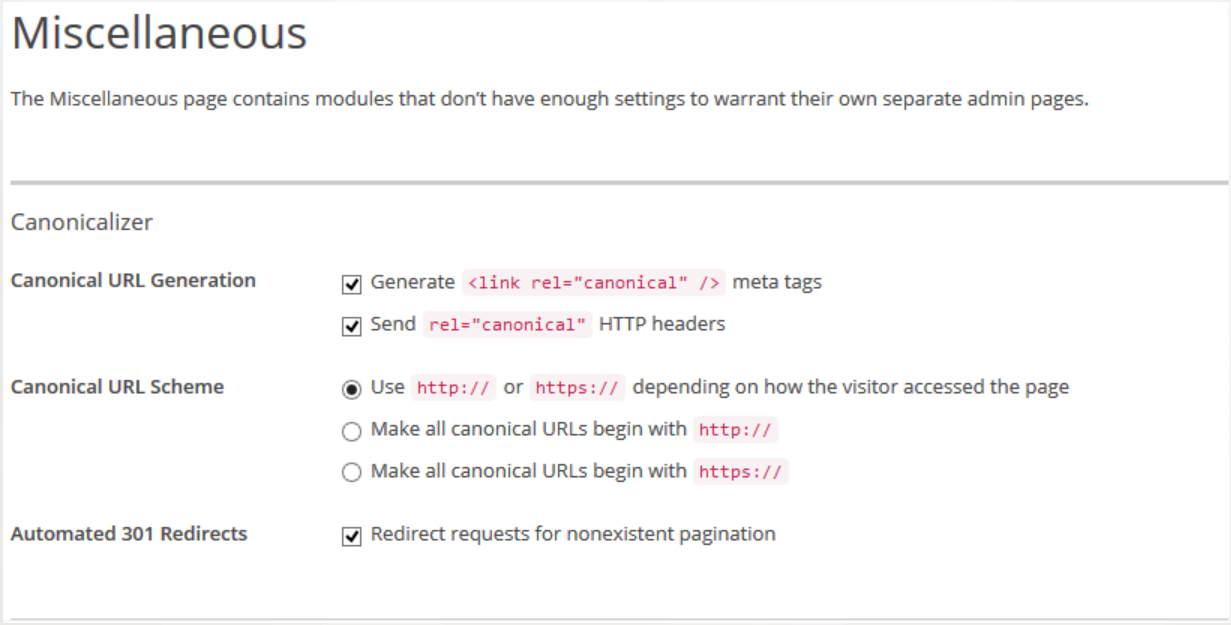
Step 2: Activate Plugin and License.

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.



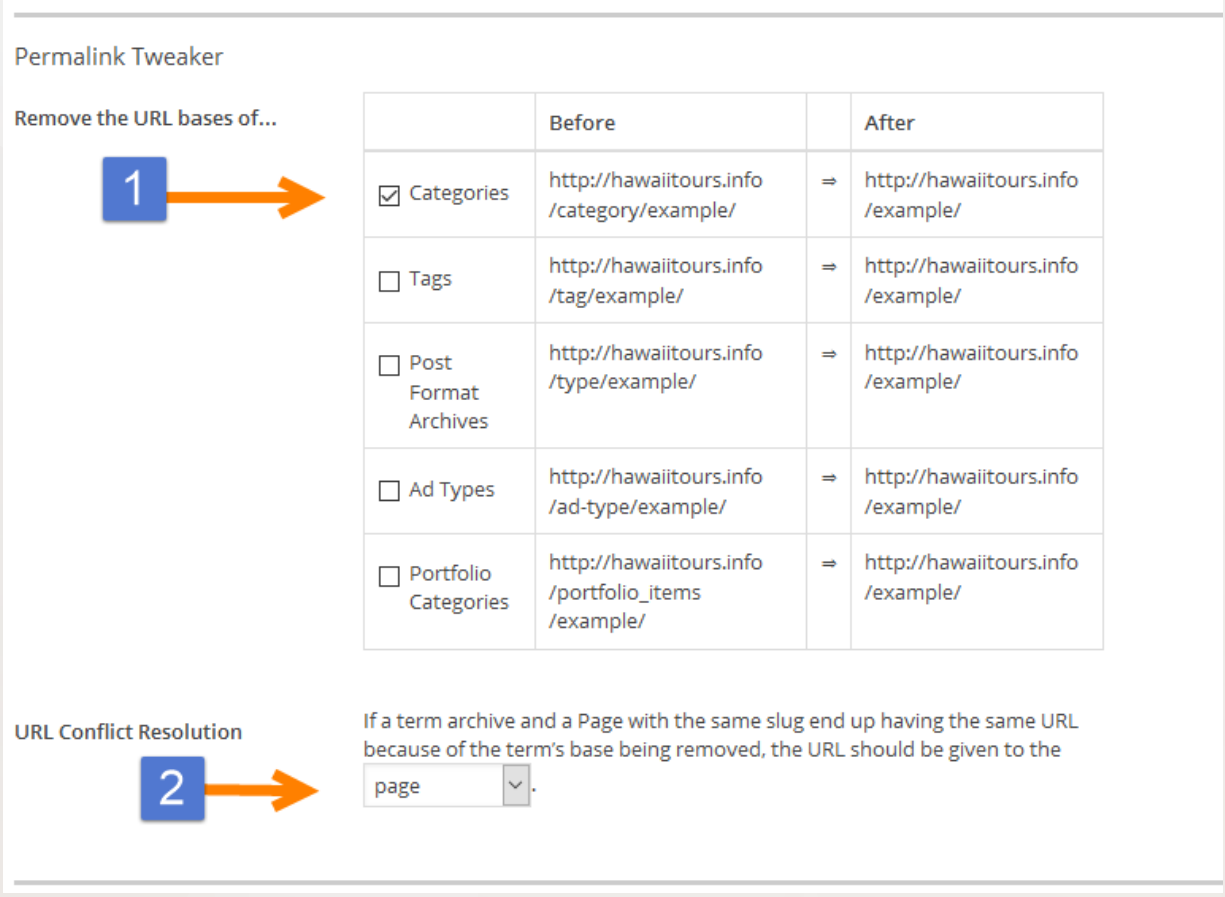
- This will prevent duplicate content from adding a rel="canonical" to your header and meta tags.

- 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.

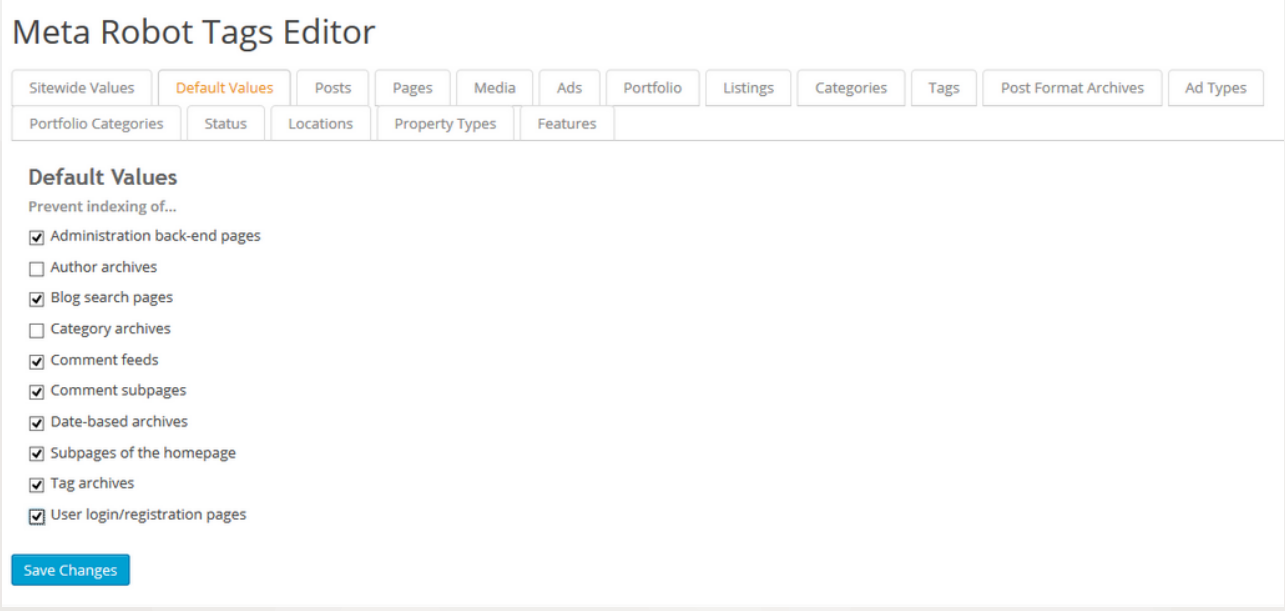


1) Click the **remove the URL bases of Categories** option.
2) Set the **URL Conflict Resolution** to **Page** (instead of Term Archive).

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:

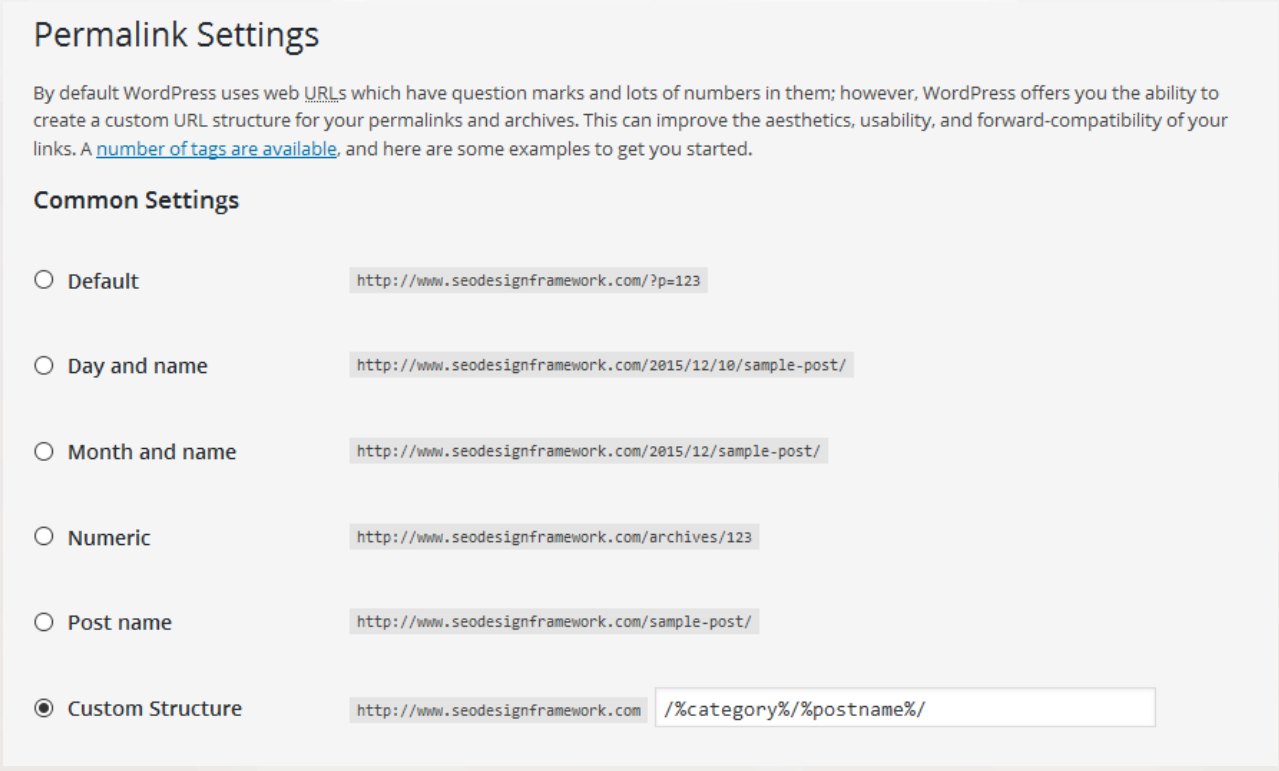


This will prevent sensitive areas of WordPress from being indexed by search engines spiders.

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%/



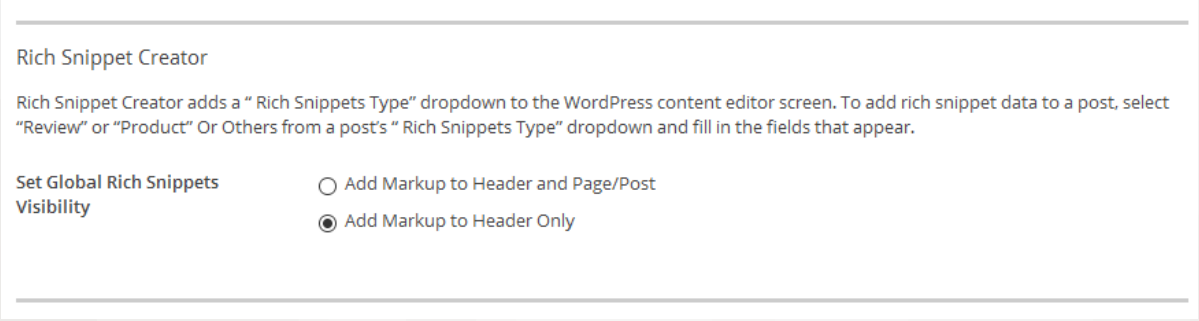
After this, it's time to set up your **Global Opengraph Settings** in the **OpenGraph+ Module.**

If you are using the SEO Design Framework silo builder, 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**.



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.

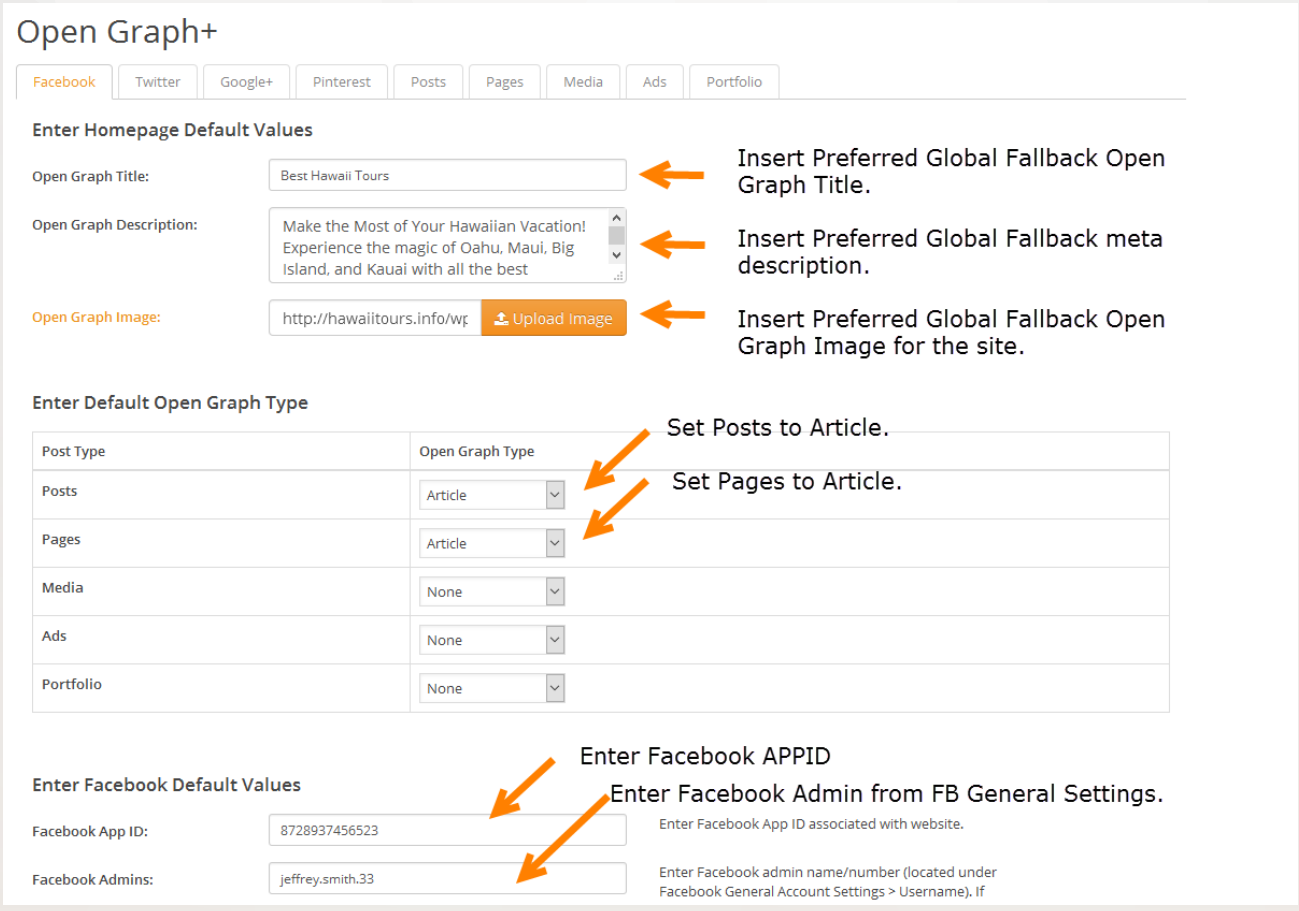
b) Next we'll configure the Global Open Graph Defaults. There is an overview of the process in this video - (which I suggest you watch) https://www.youtube.com/watch?v=F_pW_4pl6lc

After watching, proceed to the next page/step.

Step 7: Global OpenGraph+ Facebook Setup.

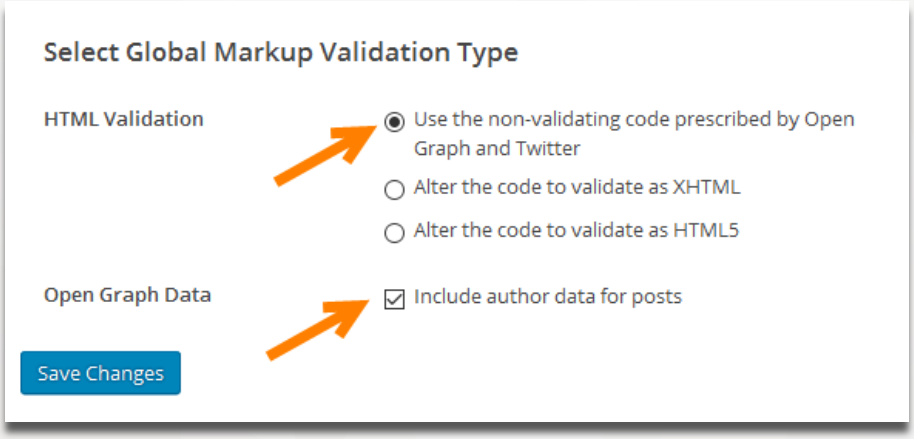
In order to create the preferred **Open Graph (OG) Data** for a search engine, first you need to set up the Global Fallback just in case you have not set up unique OG meta tags at the page level from the SEO Ultimate Metabox (underneath pages and posts).

You can either **Watch How to Do This** or **Read How to setup the Facebook Tab** here.

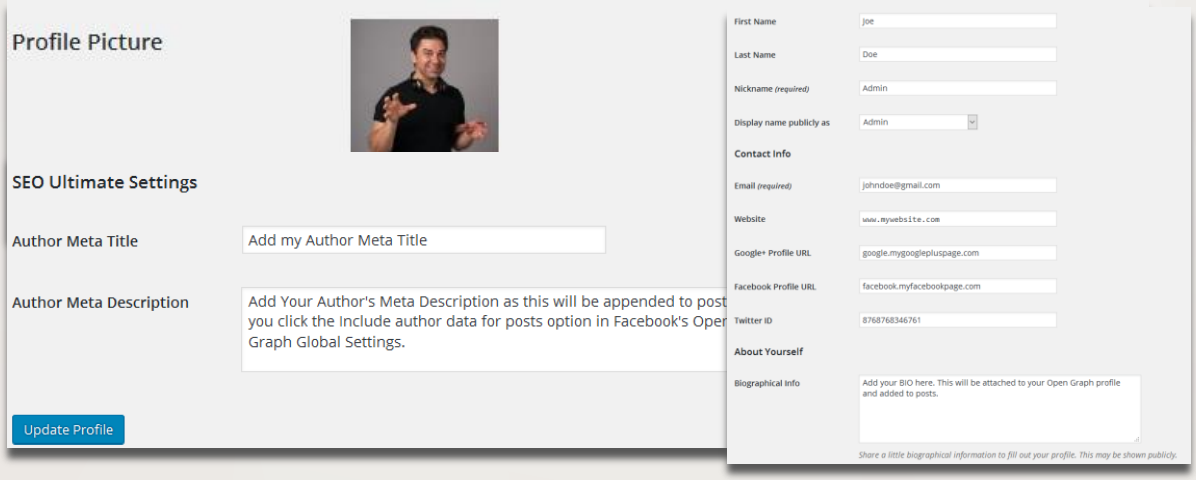


Step 7 pt. 2: Global Facebook (OG) Setup.

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



If you choose to **Include the Author Data for Posts**, then 1) in WordPress please make sure the **Author Highlighter** module in 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**.



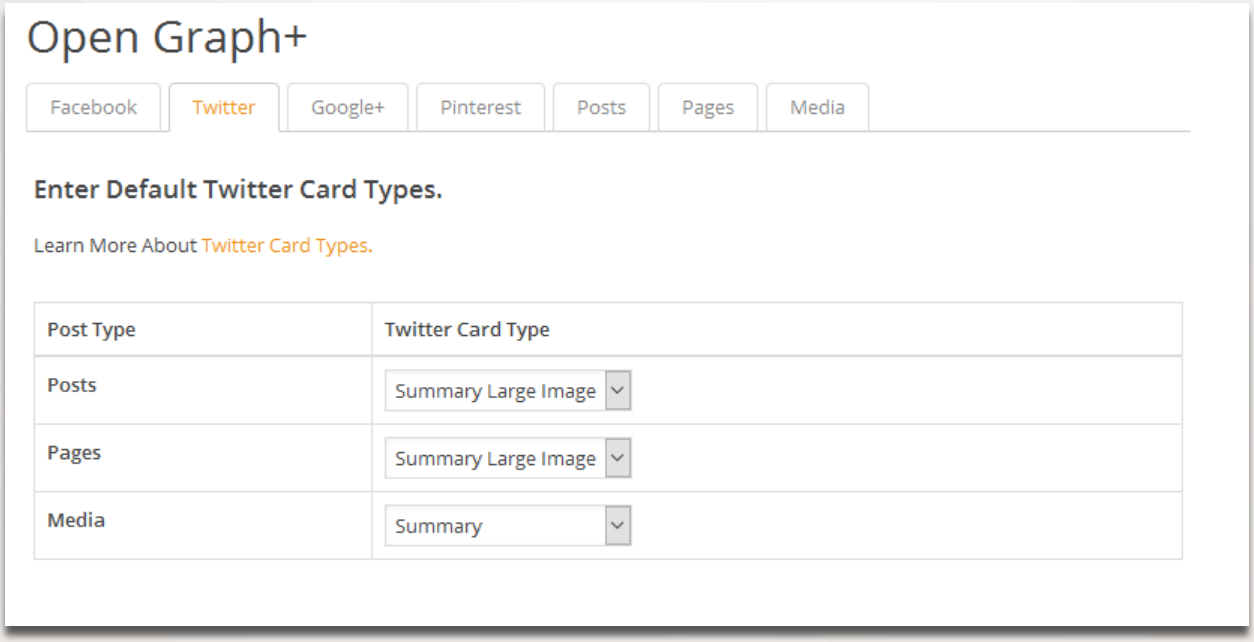
Next, it's time to setup the **Global Twitter Fallback and Title, Description and Image Settings** in step 8.

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.

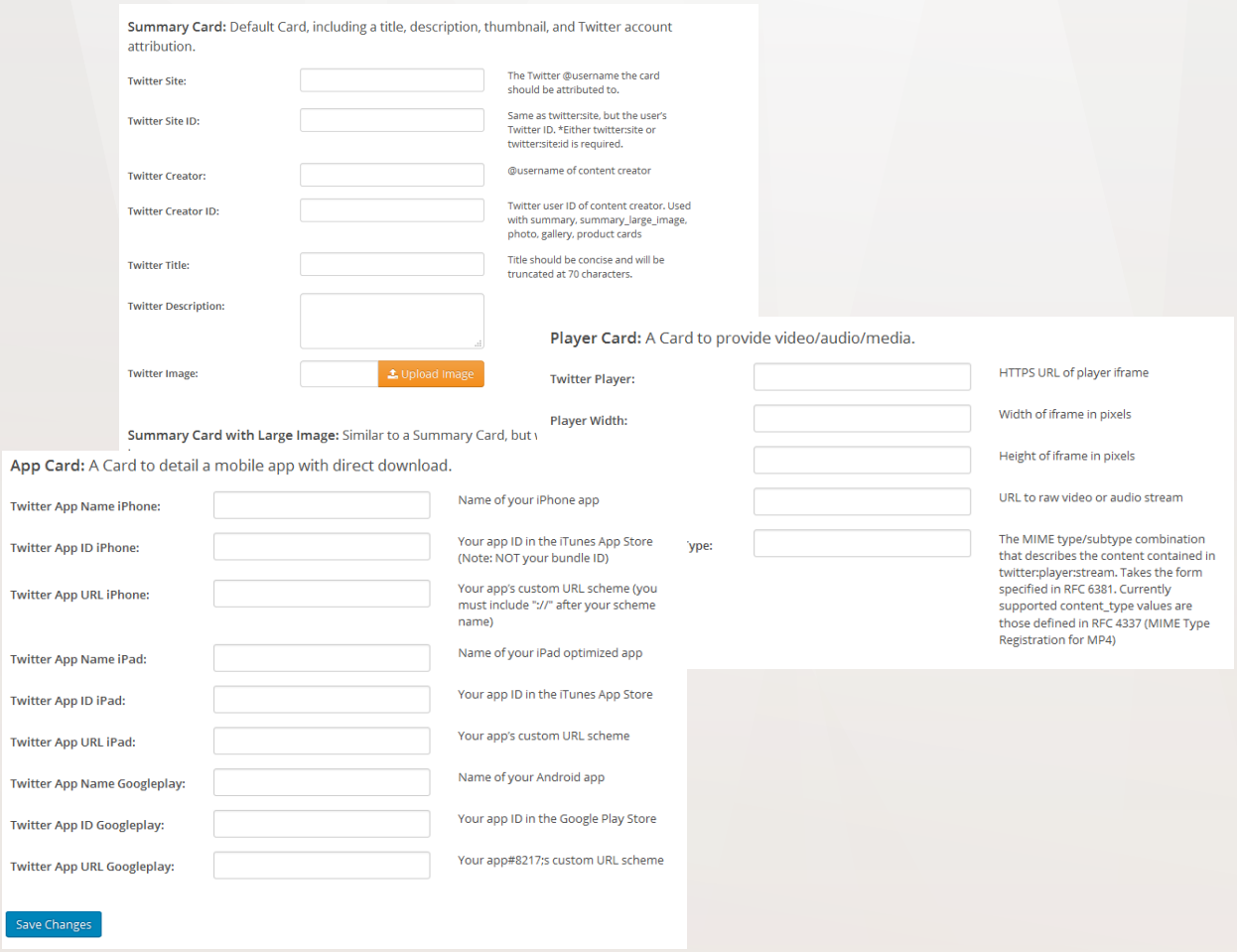


3) Add your default TwitterCard for **Summary, Player and APP Cards**. Details are on the next page.

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

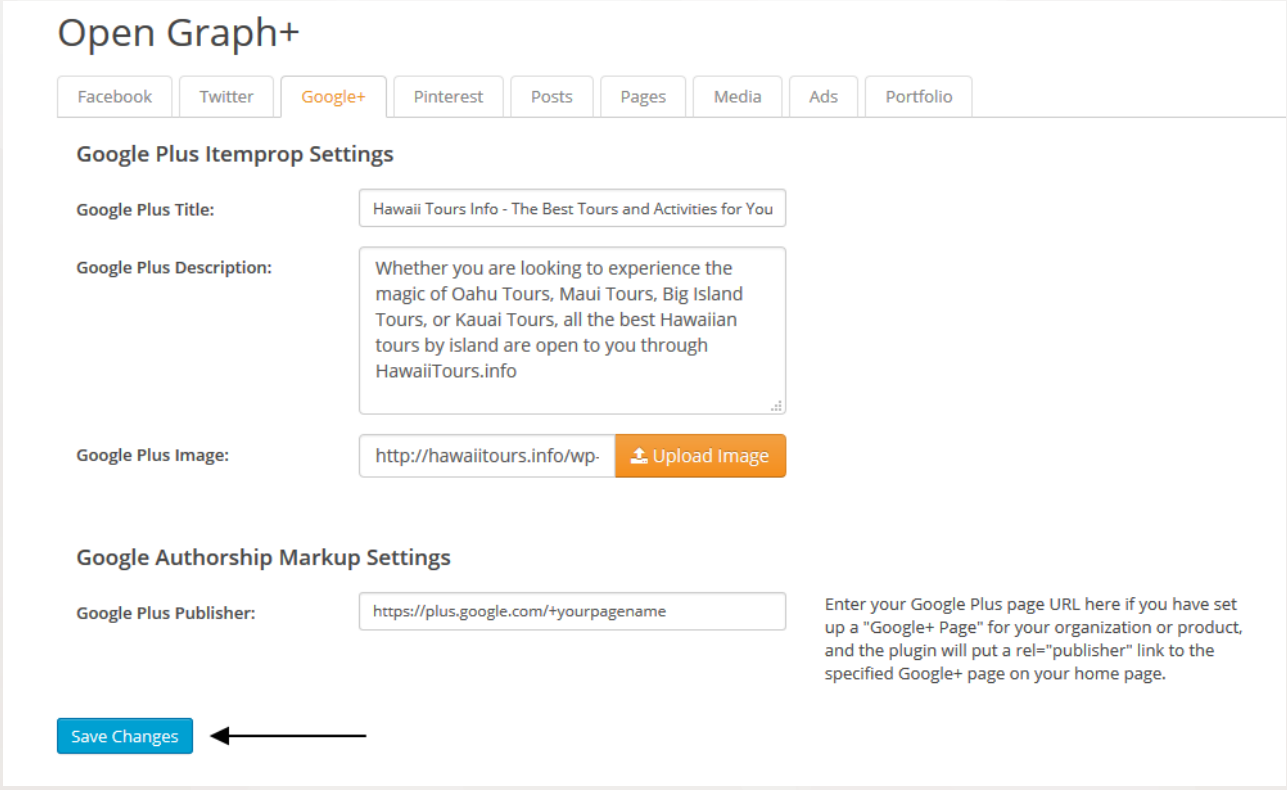
In **SEO Settings > Open Graph+ > Twitter Tab >** Enter your default / fallback information you'd like to have appear **when someone shares your content on Twitter**. This will only show *if you don't have any data filled out* at the page level inside the local page settings. Otherwise it will pull from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



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 .



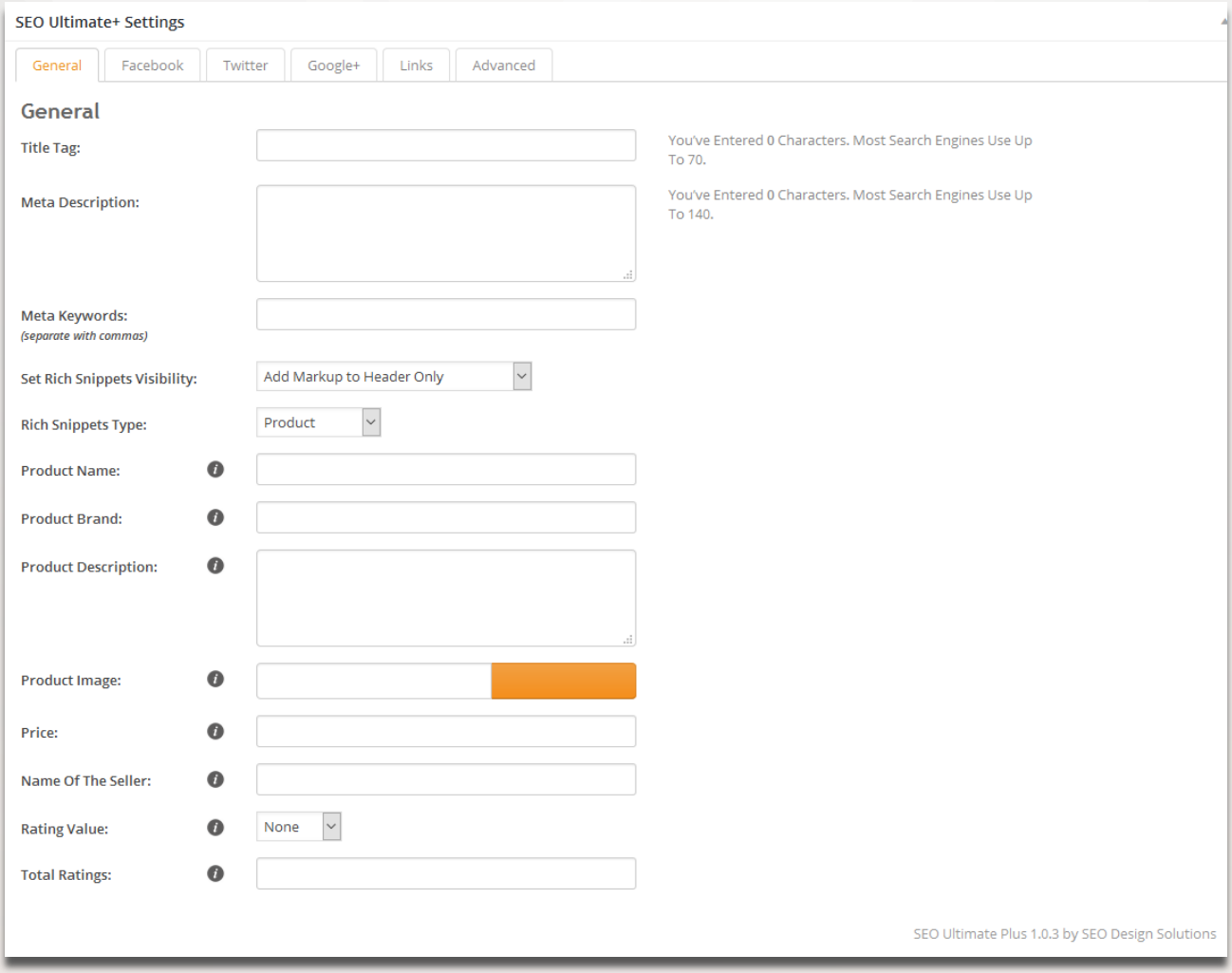
Steps:

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

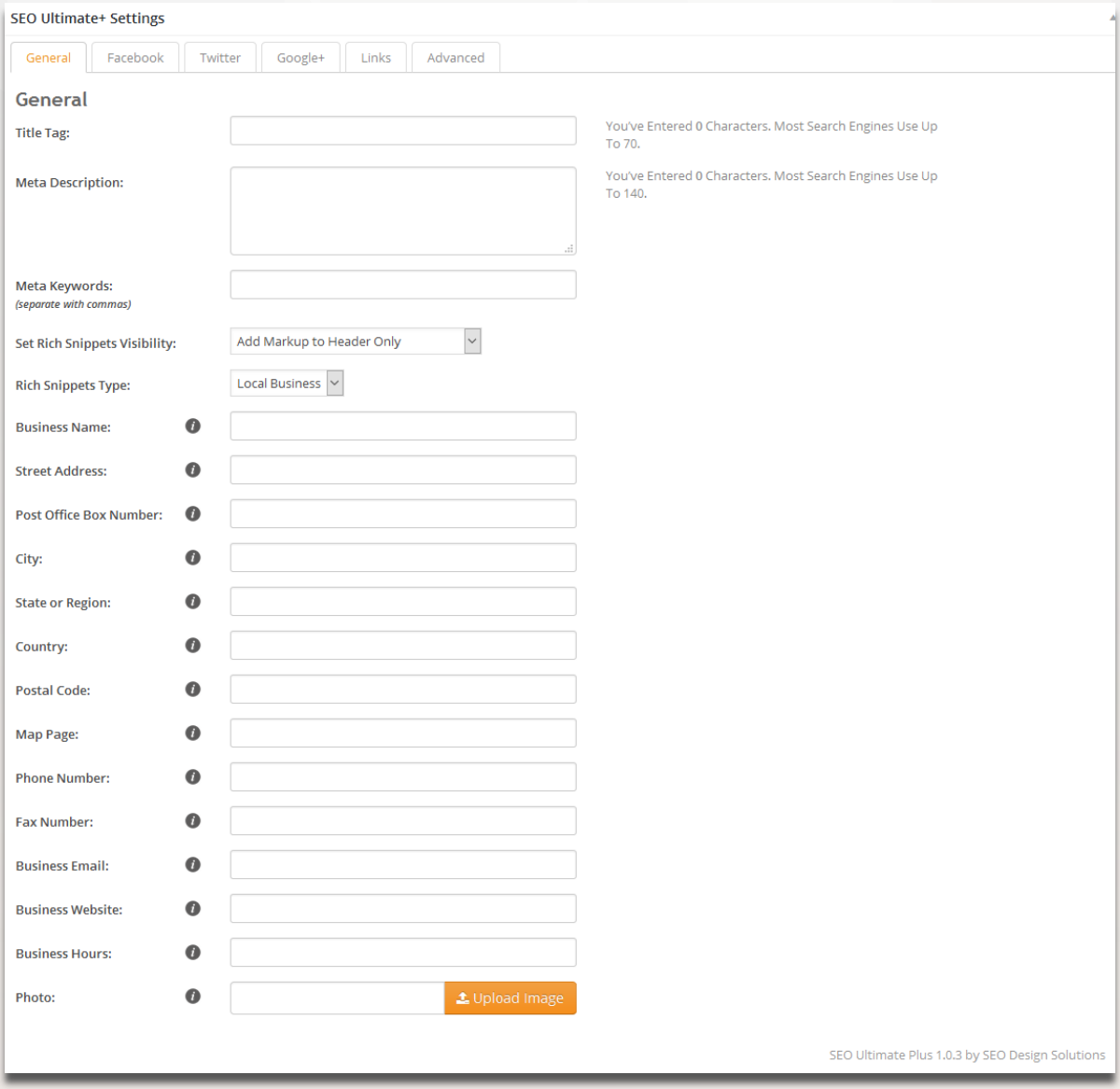
Now, it's time to make sure you've added the appropriate Rich Snippets / Schema Markup to all applicable pages e.g. Homepage, About Page, Contact Page and People pages (if applicable).

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



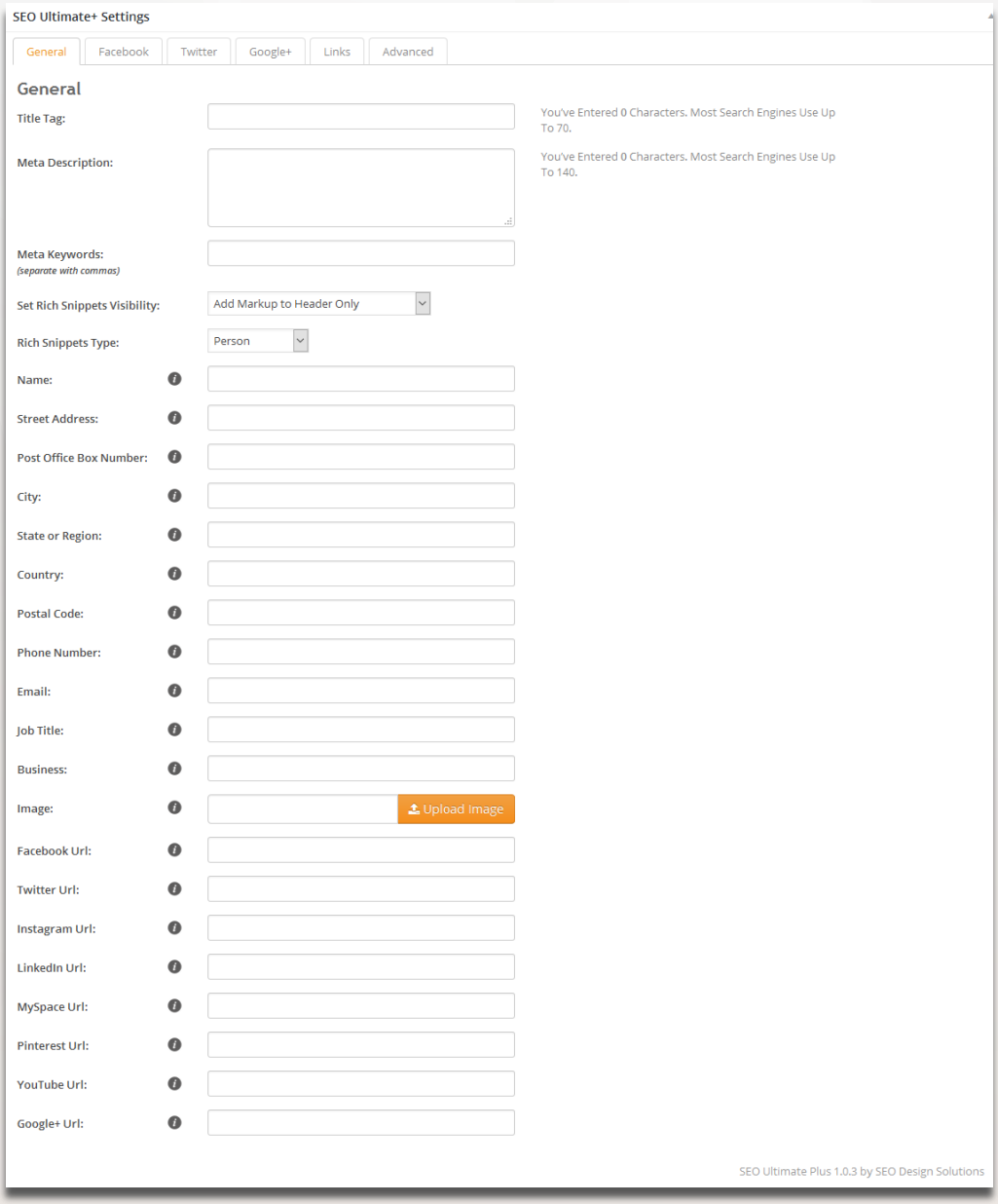
Step 11: Setting Rich Snippets Data. Pt. 2

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.



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.



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.