Virtual Marketing Blueprint

Website Optimization

Objectives:

- 1) Website Optimization Overview
- 2) Setting Up Google Analytics
- 3) Building Google XML Sitemaps
- 4) Introduction To Google Webmasters
- 5) How To Speed Up Your Wordpress Website
- 6) Addendum: New Plugin- Ping Optimizer



Introduction to Sitemaps

Sitemaps

What Is It?

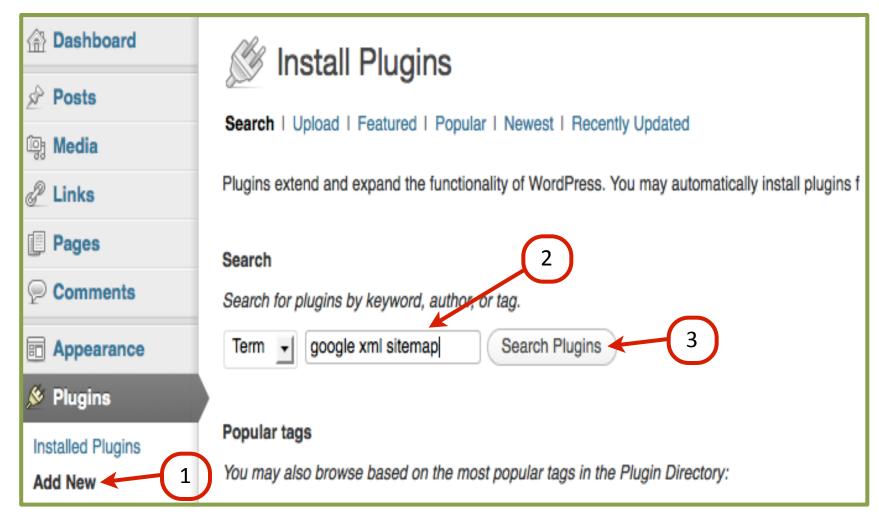
A map of your website that provides a way for website owners to inform google of all the url's that are available on a website to crawl.

Why Is It Important?

If search engines don't know a web page exists, that page won't show up in search results.



Step 1 Log into your wordpress dashboard and click on "Add New" under your "Plugins" tab. Then type in "Google xml sitemap" into the search field and click on "Search Plugins".





Find the "Google XML Sitemaps" plugin by Arne Brachhold and click "Install Now". Then click "Okay" on the next pop up window that asks if you're sure you want to install this plugin.

Name	Version	Rating	Description
Better WordPress Google XML Sitemaps (with sitemapindex and Multi-site support) Details I Install Now	1.1.6	***	Welcome to the first WordPress sitemap plugin that has support for to no longer have to worry about the 50,000 URL limit or the time it take fast, consumes much fewer resources and can be extended via your Here's a demo of the sitemapindex if you are interested By Khang
Google XML Sitemaps v3 for qTranslate Details I Install Now	3.2.6.2	***	This plugin will generate a special XML sitemap which will help search to better index your blog. With such a sitemap, it's much easier for the site and retrieve it more efficiently. The plugin supports all kinds of W URLs. Additionally it notifies all major search By DSmidgy, NeoEG
Google XML Sitemaps Details I Install Now	3.2.6	***	This plugin will generate a special XML sitemap which will help search to better index your blog. With such a sitemap, it's much easier for the site and retrieve it more efficiently. The plugin supports all kinds of W URLs. Additionally it notifies all major search By Arne Brachhold.



A.

Step

Installing Plugin: Google XML Sitemaps 3.2.6

Downloading install package from http://downloads.wordpress.org/plugin/google-sitemap-generator.3.2.6.zip...

Unpacking the package...

Installing the plugin...

Successfully installed the plagin Google XML Sitemaps 3.2.6.

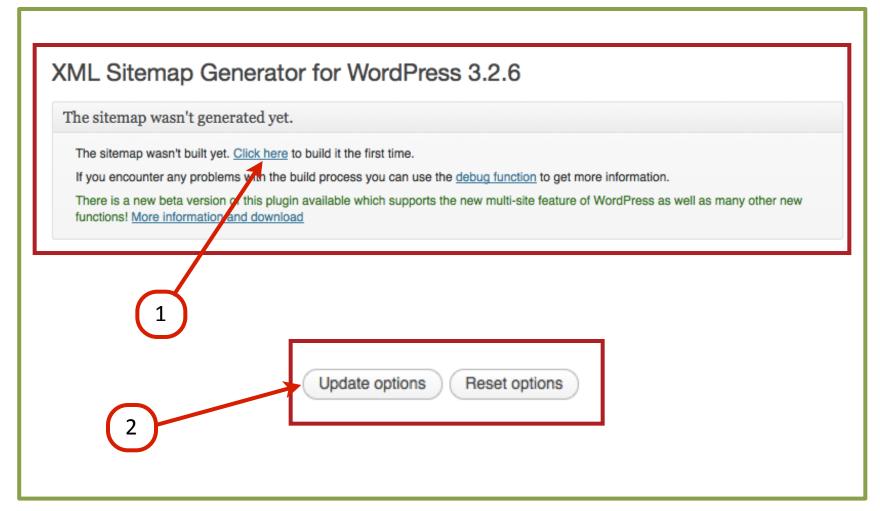
Activate Plugin I Return to Plugin Installer

Plugin	Description
Bad Behavior Settings I Log I Deactivate I Edit	Deny automated spambots access to your PHP-based Web site. Version 2.1.15 I By Michael Hampton I Visit plugin site
Contact Form 7 Settings I Deactivate I Edit	Just another contact form plugin. Simple but flexible. Version 3.0.2.1 I By Takayuki Miyoshi I Visit plugin site
Google Analytics for WordPress Settings I Deactivate I Edit	This plugin makes it simple to add Google Analytics to your WordPress blog, adding lots of f clickout and download tracking. Version 4.2.2 I By Joost de Valk I Visit plugin site
Google XML Sitemaps Deactivate I Edit	This plugin will generate a special XML sitemap which will have search engines like Google, blog. Version 3.2.6 I By Arne Brachhold I Visit plugin site I Settings I FAQ I Support I Donate



Step 4

Click on "Click here" to build the sitemap for the first time. Then scroll down to adjust any other settings you desire and when done, click "Update Options".





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Next Video...

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