Tips on successful SEO and Content Strategy to enhance our WordPress website

Dian Tankov, Marketing Specialist
Nice to meet you!

My name is Dian Tankov and I am a marketing specialist and WordPress Power User for almost 10 years. During my career I’ve worked for the biggest web hosting company in Bulgaria - SuperHosting.BG, and one of the leading WordPress Development agencies in the world DevriX. Now I am developing my own project - www.diantankov.com
What is my experience?

In SEO and WordPress?

In Content Creation?

Basic Rules:

Be Effective, Simple and Useful!
What are the main elements of SEO and Content Creation for a WordPress website?

➔ **Hosting and Domain**
Select reliable solution and an appropriate name.

➔ **Speed and Performance**
What to optimize and how?

➔ **Link Building**
Domain Authority and how to rise it?

➔ **Meta Data**
Descriptions and internal resources.

➔ **Mobile Version**
What to consider?

➔ **Paid, Organic and Social Media**
How do they impact each other?

➔ **Writing Content**
Be more relevant and interesting.

➔ **Video Content**
How to create it easy.
Selecting a reliable hosting solution and an appropriate domain name is fundamental for our online presence and SEO strategy.

Tips!
- Hosting - Speed, Security, UpTime, Good Support, Additional Features, Easy Management;
- Domain - As a part of your marketing strategy.
- SSL - Must have! Check if everything loads under HTTPS.
Speed and Performance

Speed and Performance are essential for retaining users at our website and Google listing! Optimizations to achieve maximum effectiveness are vital.

Tips!
- Use caching.
- Optimize Images.
- Optimize Scripts.
- Use speed and performance analytics tools to help you.
Link Building

Raises the Domain Authority and increases our popularity. People could find us easier and Google will list us better. In 2019 quality links are a lot more important than quantity.

Tips!
- Do guest blogging.
- Give interviews.
- Speak at events.
- Share useful links when relevant.
- Create partnerships.
Meta Data

Meta Titles and Descriptions, Alt tags, Open Graph protocol, keywords, internal links are very important for our On-Page SEO.

Tips!
- Write descriptions everywhere.
- Write different and unique texts.
- Choose keywords carefully.
- Don’t overoptimize with keywords.
- Put internal links.
Mobile Version is one of the most important aspects of 2019 SEO. Google’s Mobile First Indexing is first analyzing our mobile website.

Tips!
- Use responsive version.
- Speed Up your mobile website.
- Create good mobile UX.
Paid, Organic and Social

PPC, Social Media and Organic work together for our awareness. The more we invest in relevant advertising, the more it reflects our organic results.

Tips!

- Use every channel as a part of your marketing strategy.
- Be everywhere - Facebook, LinkedIn, YouTube, Instagram, Twitter, Pinterest and more... |
- Use PPC to boost your reach.
Writing Content

Useful and relevant for our auditories articles are the perfect way to drive quality traffic to our website.

Tips!
- Write content that you will love to read.
- Include useful freebies at the end.
- Answer real questions punctually and usefully.
Video content is a great way to interact with our audiences and easy to be created nowadays. Use it to enhance your brand!

Tips!
- Keep it simple!
- Be natural!
- Be useful!
- Be interesting!
- Be consistent!
Conclusion and Results

Conclusion:

➔ Aspects:
   Infrastructure, Performance, Mobile, Meta Data, Domain Authority, Content.

➔ Goal:
   Higher listing!

➔ How to achieve it?
   Be consistent, useful, focus on details, optimize, keep it simple and effective.

* Have in mind that it is a consistent process and good results take time.

Results:
(first month diantankov.com)

Website:

➔ Page Views
   6,828 (2,120 unique)

➔ New users
   1021

YouTube:

➔ Subscribers
   152

➔ Views
   1014 (1100 mins watch time)
Thank you!

Contacts:
Email: me@diantankov.com
Website: diantankov.com
Facebook - Dian Tankov
LinkedIn - Dian Tankov
Twitter: @DianTankov
Instagram: diantankov
YouTube Channel: DianTankovCom