



# **Wordpress for Beginners & Wordpress SEO: Learn to create Wordpress sites from scratch, and master the art of Wordpress SEO.**

*Dr. Andy Williams*

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This book contains two of my popular Wordpress books. Firstly the best selling "Wordpress for Beginners" covering **Wordpress 3.9x**, and secondly my newly released "Wordpress SEO". Read on for details of both books:

### **Wordpress for Beginners - A Visual Guide**

Do you want to build a website but scared it's too difficult?

Building a website was once the domain of computer geeks. Not any more. Wordpress makes it possible for anyone to create and run a professional looking website.

While Wordpress is an amazing tool, the truth is it does have a steep learning curve, even if you have built websites before. Therefore, the goal of this book is to take **anyone**, even a complete beginner and get them building a professional looking website. I'll hold your hand, step-by-step, all the way.

As I was planning this book, I made one decision early on. I wanted to use screenshots of everything, so the reader wasn't left looking for something on their screen that I was describing in text. This book has screenshots. I haven't counted them all, but it must be close to 300. These screenshots will help you find the things I am talking about. They'll help you check your settings and options against the screenshot of mine. No more doubt, no more wondering if you have it correct. Look, compare and move on to the next section.

With so many screenshots, you may be worried that the text might be a little on the skimpy side. No need to worry there. I have described in the minutest detail, every step on your journey to a great looking website. In all, this book has over 35,000 words.

### **This book will cut your learning curve associated with Wordpress**

Every chapter of the book ends with a "Tasks to Complete" section. By completing these tasks, you'll not only become **proficient** at using Wordpress, you'll become **confident** & enjoy using Wordpress.

### **Wordpress SEO**

On-Site SEO for Wordpress

Most websites (including blogs) share certain features that can be controlled and used to help (or hinder, **especially with Google Panda & Penguin on the loose**) with the on-site SEO. These features include things like the page title, headlines, body text, ALT tags and so on. In this respect, most sites can be treated in a similar manner when we consider on-site SEO.

However, different platforms have their own quirks, and WordPress is no exception. Out-of-the-box WordPress doesn't do itself any SEO favours, and can in fact cause you ranking problems, especially with

the potentially huge amount of duplicate content it creates. Other problems include static, site-wide sidebars and footers, automatically generated meta tags, page load speeds, SEO issues with Wordpress themes, poorly constructed navigation, badly designed homepages, potential spam from visitors, etc. The list goes on.

This book shows you how to set up an SEO-friendly Wordpress website, highlighting the problems, and working through them with step-by-step instructions on how to fix them.

By the end of this book, your WordPress site should be well optimized, without being 'over-optimized' (which is itself a contributing factor in Google penalties).

### **Who am I?**

This book was written by Dr. Andy Williams, a veteran Wordpress user with nearly a decade of experience (and even longer experience working as an SEO). If you want to learn more about Andy and why he is qualified to talk about Wordpress SEO, visit his website at <http://ezseonews.com>. Read some of the stuff he's written, and read some of the stuff his readers have written about him....

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