

SEO

en Wordpress con
utilización de plugins



Contenido de la charla:

SEO Básico en Wordpress

Plugins recomendados:

Yoast, Rank Math y All in One

Conclusión

Ruegos y preguntas

SEO Plugins

The screenshot shows the WordPress.org website interface in Spanish. At the top, the WordPress logo and 'WordPress.org Español' are visible. A navigation bar includes links for 'Temas', 'Plugins', 'Soporte', 'Colabora', 'Equipo', 'Meetups', 'Nosotros', and 'Blog'. A search bar on the right contains the text 'SEO'. Below the navigation, the page title is 'Plugins' and the search results are for 'SEO'. The main content area displays four plugin cards:

- Yoast SEO**: 5 stars (27,077 reviews). Description: 'Mejora el SEO de tu WordPress: Escribe mejor contenido y consigue un sitio WordPress completamente optimizado usando el plugin Yoast SEO.' Author: Team Yoast. Active installations: +5 millones. Tested with 5.3.2.
- WordPress SEO Plugin – Rank Math**: 5 stars (838 reviews). Description: 'Rank Math es un plugin de SEO revolucionario que combina las características de varias herramientas de SEO en un paquete simple y que te ayuda a multiplicar tu tráfico.' Author: Rank Math. Active installations: 200.000+. Tested with 5.3.2.
- All in One SEO Pack**: 5 stars (892 reviews). Description: 'El plugin original de WordPress SEO, descargado más de 50.000.000 de veces desde 2007.' Author: Michael Torbert. Active installations: +2 millones. Tested with 5.3.2.
- W3 Total Cache**: 5 stars (4,389 reviews). Description: 'Optimización de motores de búsqueda (SEO) y rendimiento (WFO) mediante caché. Integración de caché: compatible con CDN, página, minimización, objeto, fragmento y base de datos.' Author: BoldGrid. Active installations: +1 millón. Tested with 5.3.2.

SEO Básico en Wordpress

Tras realizar la instalación, son necesarios una serie de ajustes para contar, al menos, con una mínima optimización para los motores de búsqueda:

- Define el título del sitio.
- Personaliza la descripción del sitio.
- Configura los enlaces permanentes (permalinks).
- Desactiva la organización en carpetas de los archivos subidos y Borra las entradas.
- Comentarios.
- Páginas de ejemplo.



Yoast SEO es un plugin para WP lanzado en el año 2008, que desarrolla herramientas para optimizar páginas web para buscadores, a partir de las principales directrices sobre posicionamiento orgánico. Este complemento te ayuda a configurar tu sitio web y aumentar su tráfico.

Si sabes aprovechar convenientemente las configuraciones que te permite realizar (metaetiquetas, páginas que no se deben indexar, archivos robots y sitemaps...), además de las funciones generales, Yoast te guía en el uso de tus keywords para cada contenido individualmente y también te alerta sobre los errores técnicos que puedes cometer.

Sirve para optimizar diferentes aspectos SEO de tu web como por ejemplo:

- Sitemap XML
- Etiqueta Meta robots “noindex”.
- Fecha en la vista previa del snippet de Google.
- Yoast SEO caja meta.

Homepage ?

SEO title

 Insert snippet variable

Site title

Page

Separator

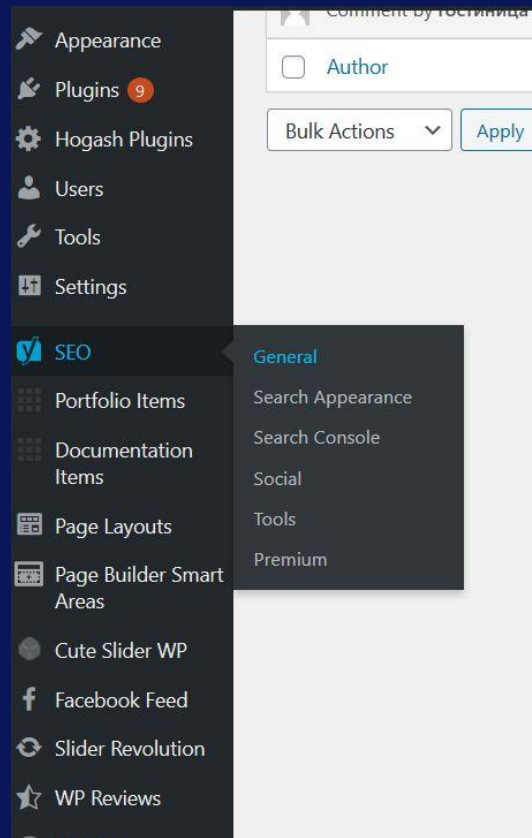
Tagline

Meta description

 Insert snippet variable

Modify your meta description by editing it right here

CASO DE USO DE YOAST



Caso de uso de Yoast

Villamarina Hotel 10 0 + New Kallyas Options English

Settings

SEO

General

Search Appearance

Search Console

Social

Tools

Premium

Portfolio Items

Documentation Items

Page Layouts

Page Builder Smart Areas

Cute Slider WP

Facebook Feed

Slider Revolution

WP Reviews

WPML

Kallyas Theme Dashboard

Collapse menu

Taxonomy to show in breadcrumbs for content types

Posts (post) None

Portfolios (portfolio) None

Documentation (documentation) None

Content type archive to show in breadcrumbs for taxonomies

Category (category) None

Tag (post_tag) None

Format (post_format) None

Documentation Category (documentation_category) None

Portfolio Category (project_category) None

Portfolio tags (portfolio_tags) None

How to insert breadcrumbs in your theme

Save changes

?

Caso de uso de Yoast

The screenshot shows the WordPress dashboard for 'Villamarina Hotel'. The top navigation bar includes the site logo, name, and various utility icons. The left sidebar contains a menu with categories like Dashboard, Jetpack, Posts, SEO SITEMAP, Media, Pages, Comments, Site Reviews, Appearance, Plugins (9), Hogash Plugins, Users, Tools, Settings, and the active 'SEO' section. The 'SEO' section is expanded to show sub-items: General, Search Appearance, Search Console, and Social.

The main content area is titled 'Tools - Yoast SEO'. It lists several built-in tools:

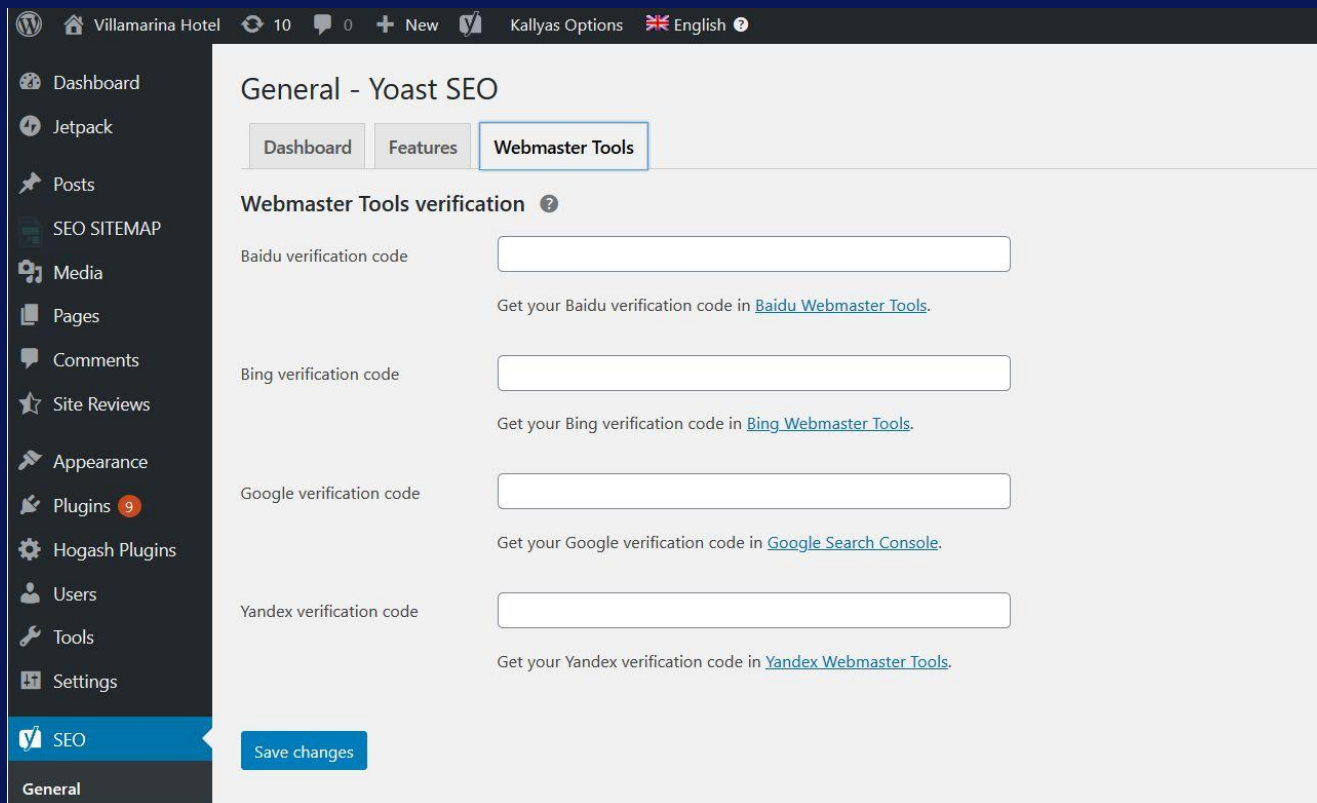
- Import and Export**: Import settings from other SEO plugins and export your settings for re-use on (another) blog.
- File editor**: This tool allows you to quickly change important files for your SEO, like your robots.txt and, if you have one, your .htaccess file.
- Bulk editor**: This tool allows you to quickly change titles and descriptions of your posts and pages without having to go into the editor for each page.
- Text link counter**: A button labeled 'Count links in your texts' is visible.

Below the tools list is a promotional box for 'Upgrade to Yoast SEO Premium'. It lists several benefits:

- + Multiple keyphrases: Increase your SEO reach
- + Superfast internal linking suggestions
- + 24/7 email support
- + No more dead links: Easy redirect manager
- + Social media preview: Facebook & Twitter
- + No ads!

A yellow button labeled 'Get Yoast SEO Premium' is located at the bottom of the promotional box.

Caso de uso de Yoast



The screenshot shows the WordPress dashboard for 'Villamarina Hotel'. The top navigation bar includes the site logo, home icon, 'Villamarina Hotel', a refresh icon with '10', a comment icon with '0', a '+ New' button, a user icon, 'Kallyas Options', and a language selector set to 'English'. The left sidebar menu is dark with icons for Dashboard, Jetpack, Posts, SEO SITEMAP, Media, Pages, Comments, Site Reviews, Appearance, Plugins (9), Hogash Plugins, Users, Tools, and Settings. The 'SEO' menu item is highlighted in blue, and 'General' is shown below it. The main content area is titled 'General - Yoast SEO' and has three tabs: 'Dashboard', 'Features', and 'Webmaster Tools' (which is active). Under the 'Webmaster Tools verification' section, there are four rows, each with a label, a text input field, and a link: 'Baidu verification code' with a link to 'Baidu Webmaster Tools'; 'Bing verification code' with a link to 'Bing Webmaster Tools'; 'Google verification code' with a link to 'Google Search Console'; and 'Yandex verification code' with a link to 'Yandex Webmaster Tools'. A 'Save changes' button is located at the bottom left of the main content area.

W Villamarina Hotel 10 0 + New Kallyas Options English

General - Yoast SEO

Dashboard Features **Webmaster Tools**

Webmaster Tools verification ?

Baidu verification code
Get your Baidu verification code in [Baidu Webmaster Tools](#).

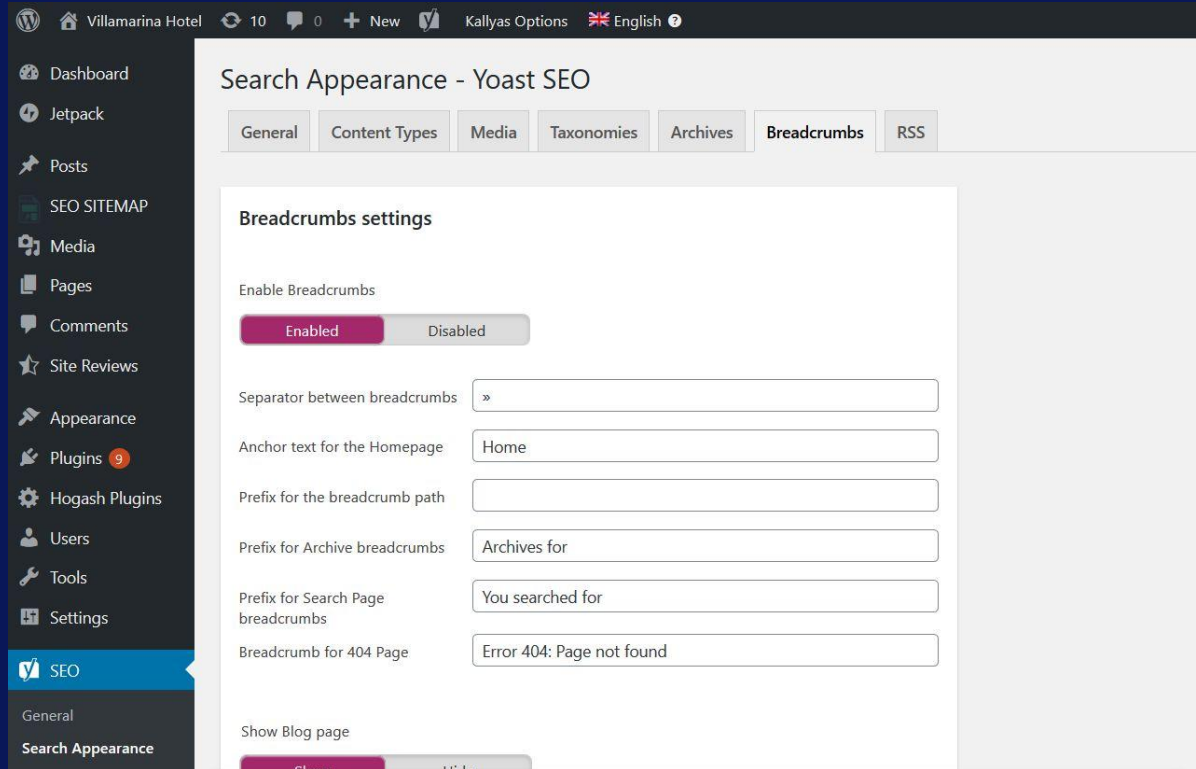
Bing verification code
Get your Bing verification code in [Bing Webmaster Tools](#).

Google verification code
Get your Google verification code in [Google Search Console](#).

Yandex verification code
Get your Yandex verification code in [Yandex Webmaster Tools](#).

Save changes

Caso de uso de Yoast



The screenshot shows the WordPress dashboard for 'Villamarina Hotel'. The top navigation bar includes the site name, a refresh icon with '10', a speech bubble with '0', a '+ New' button, 'Kallyas Options', and a language selector set to 'English'. The left sidebar menu is visible, with 'SEO' highlighted in blue. Below the sidebar, the 'Search Appearance - Yoast SEO' settings page is open, with the 'Breadcrumbs' tab selected. The 'Breadcrumbs settings' section includes a toggle for 'Enable Breadcrumbs' (set to 'Enabled'), and several text input fields for customizing breadcrumb separators and prefixes. The 'Show Blog page' section at the bottom has a 'Show' button highlighted in pink.

WordPress Villamarina Hotel 10 0 + New Kallyas Options English

Dashboard
Jetpack
Posts
SEO SITEMAP
Media
Pages
Comments
Site Reviews
Appearance
Plugins 9
Hogash Plugins
Users
Tools
Settings
SEO

Search Appearance - Yoast SEO

General Content Types Media Taxonomies Archives **Breadcrumbs** RSS

Breadcrumbs settings

Enable Breadcrumbs

Enabled Disabled

Separator between breadcrumbs »

Anchor text for the Homepage Home

Prefix for the breadcrumb path

Prefix for Archive breadcrumbs Archives for

Prefix for Search Page breadcrumbs You searched for

Breadcrumb for 404 Page Error 404: Page not found

Show Blog page

Show Hide

Si hay una URL concreta que está generando contenido duplicado puedes:

- Pedir a los robots que no la indexen. Para evitar la competencia con otras URLs de tu mismo sitio web (Meta robots Noindex).
- Pedir a los robots que no sólo no la indexen y tampoco rastreen sus enlaces (Meta robots Nofollow).
- Indicarle que hay otra URL más importante, que se debe indexar ante la posibilidad de contenido duplicado (URL Canónica). Esto es un clásico problema de la paginación.

Rank Math



Rank Math es un plugin de SEO para WP, apareció en Noviembre de 2018.

Clara competencia de Yoast.

¿Por Rank Math puede ser un peligro potencial en el largo plazo para Yoast? Porque incluye las funcionalidades que Yoast SEO tiene de pago, de forma gratuita.

Sirve para optimizar diferentes aspectos SEO de tu web como por ejemplo:

- Los meta datos de las páginas y posts.
- Los textos ALT de las imágenes.
- Configurar sitemaps para los robots de Google.
- Monitorizar las redirecciones de tu web.
- Detectar los errores 404.

Rank Math

Homepage

This tab contains SEO options for your website's homepage. Change options like homepage title and homepage meta description here. [Learn more](#)

Homepage Title

EXAMPLE
WP Futuro page 2 of 4 - Otro futuro sitio realizado con Wor...
Homepage title tag.

Homepage Meta Description

Homepage meta description.


Homepage Robots Meta

Select custom robots meta for homepage, such as `noFollow`, `noarchive`, etc. Otherwise the default meta will be used, as set in the Global Meta tab.

Homepage Title for Facebook

Title of your site when shared on Facebook, Twitter and other social networks.

Homepage



Import SEO Settings

You can import SEO settings from the following plugins:

Import Data From

Select / Deselect All

- Import Settings ?
- Import Post Meta ?
- Import Term Meta ?
- Import Author Meta ?

Import settings and meta data from the Yoast SEO plugin. The process may take a few minutes if you have a large number of posts or pages.

Rank Math

Welcome to Rank Math!

The most complete WordPress SEO plugin to convert your website into a traffic generating machine.

Modules Help Setup Wizard Import & Export



404 Monitor

Records the URLs on which visitors & search engines run into 404 Errors. You can also turn on Redirections to redirect the error causing URLs to other URLs.

[Settings](#)

Status: Active



AMP

Install AMP plugin from WordPress.org to make Rank Math work with Accelerated Mobile Pages. It is required because AMP are different than WordPress pages and our plugin doesn't work with them out-of-the-box.

Status: Inactive



bbPress

Add proper Meta tags to your bbPress forum posts, categories, profiles, etc. Get more options to take control of what search engines see and how they see it.

Status: Inactive



BuddyPress

Add proper Meta tags to your BuddyPress pages.

Status: Inactive



Link Counter

Counts the total number of internal, external links, to and from links inside your posts.

Status: Active



Local SEO & Google Knowledge Graph

Dominate the search results for local audience by optimizing your website and posts using this Rank Math module.

[Settings](#)

Status: Active



Redirections

Redirect non-secure content easily with 301 and 302 status code. This can help reduce errors and improve your site ranking.

[Settings](#)

Status: Active



Rich Snippets

Enable support for the Rich Snippets, which adds metadata to your website, resulting in rich search results and more traffic.

[Settings](#)

Status: Active



Role Manager

The Role Manager allows you to use various WordPress' roles to control which of your site admins can change Rank Math's settings.

Status: Inactive



Search Console

Connect Rank Math with Google Search Console to see the most important information from Google directly in your WordPress dashboard.

[Settings](#)

Status: Active

ALL in One SEO



All in One SEO Pack, es uno de los plugin SEO para WordPress más conocidos y que mejores resultados a la hora de mejorar el SEO de tu blog. Y es que con solamente unas pequeñas configuraciones iniciales es posible avanzar unos pasos en el posicionamiento de nuestro blog de en los buscadores.

Sirve para optimizar diferentes aspectos SEO de tu web como por ejemplo:

- Los meta datos de las páginas y posts.
- Los textos ALT de las imágenes.
- Configurar sitemaps para los robots de Google.
- Monitorizar las redirecciones de tu web.
- Detectar los errores 404.

ALL in One SEO

Home Page Settings Help ▲

? Home Title

characters. Most search engines use a maximum of 57 chars for the home title.

? Home Description

characters. Most search engines use a maximum of 160 chars for the home description.

? Use Static Front Page Instead Enabled Disabled



















Demostración de Yoast y Rank Math



CONCLUSIONES 1/5

	Internal linking suggestions	Advanced Redirection Manager	No follow external images	.htaccess editor
 <p>RankMath</p> <p>Gratis</p>	✓	✓	✓	✓
 <p>Gratis y versión de pago</p>	✗	✗	✗	✓
 <p>Gratis y versión de pago</p>	✗	✗	✗	✓


CONCLUSIONES 2/5

	Auto Canonigal URL	Social Media optimi.	Focus Keyword	SEO Breadcrumbs	SEO Warnings
 <p>RankMath</p> <p>Gratis</p>					
 <p>Gratis y versión de pago</p>					
 <p>Gratis y versión de pago</p>					

CONCLUSIONES 3/5

	Robot.txt editor	Import /Export Redirectors	404 Monitor	Internal Linking suggestion	Role Manager
 <p>RankMath</p> <p>Gratis</p>	✓	✓	✓	✓	✓
 <p>Gratis y versión de pago</p>	✓	✗	✗	✗	✗
 <p>Gratis y versión de pago</p>	✓	✗	✗	✗	✗

CONCLUSIONES 4/5

	Control SEO for single page	Control the title	Control Meta dscription	Control ROBOTS Meta
 <p>RankMath</p> <p>Gratis</p>				
 <p>Gratis y versión de pago</p>				
 <p>Gratis y versión de pago</p>				

CONCLUSIONES 5/5

	Google Keyword suggestion	Sample Setup Wizard	Google Schema Markup Type	Advanced Redirection Manager
 <p>RankMath</p> <p>Gratis</p>	✓	✓	✓	✓
 <p>Gratis y versión de pago</p>	✗	✗	✓	✗
 <p>Gratis y versión de pago</p>	✗	✗	✗	✗

GRACIAS

Ruegos y preguntas