

SEO Ultimate PRO Setup & Optimization Process

Official Step-by-Step Guide




**IT'S EVERYTHING YOU NEED TO OPTIMIZE WORDPRESS
TO RANK HIGHER IN SEARCH ENGINES.**

Step 1: 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 version of SEO Ultimate+ if you're using it.

To get your initial download, you'll need to login to <https://www.seoultimatepro.com/my-account> first.

Your legacy settings will remain intact (with the exception of the Schema Generator) as we've updated the format to ensure any new data fields Google requires are present.



Thank you for your purchase!

Payment:	2513
Payment Status:	Complete
Payment Method:	Credit Card
Date:	December 16, 2019
Subtotal:	\$49.00
Total Price:	\$49.00
License Keys:	
SEO Ultimate Pro Core – Single Site	06dd02b444551019a259d037f06007c0

SUBSCRIPTION DETAILS

Subscription	Renewal Date	Initial Amount	Times Billed	Status
SEO Ultimate Pro Core \$49.00 / Yearly	December 16, 2020	\$49.00	1 / Until cancelled	Active

PRODUCTS

Name	Price
SEO Ultimate Pro Core – Single Site seoupro	\$49.00

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 2: Configuring Miscellaneous Settings.

Proceed to **SEO Ultimate > Miscellaneous Module**. Then configure the **Canonicalizer** settings like this.

Miscellaneous

The Miscellaneous page contains modules that don't have enough settings to warrant their own separate admin pages.

Canonicalizer

Canonical URL Generation

- ☒ Generate `<link rel="canonical" />` meta tags
- ☒ Send `rel="canonical"` HTTP headers

Canonical URL Scheme

- ☒ Use `http://` or `https://` depending on how the visitor accessed the page
- ☐ Make all canonical URLs begin with `http://`
- ☐ Make all canonical URLs begin with `https://`

Automated 301 Redirects

- ☒ Redirect requests for nonexistent pagination

- 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.

Permalink Tweaker

Remove the URL bases of...

1

	Before		After
<input checked="" type="checkbox"/> Categories	http://hawaiiitours.info/category/example/	=>	http://hawaiiitours.info/example/
<input type="checkbox"/> Tags	http://hawaiiitours.info/tag/example/	=>	http://hawaiiitours.info/example/
<input type="checkbox"/> Post Format Archives	http://hawaiiitours.info/type/example/	=>	http://hawaiiitours.info/example/
<input type="checkbox"/> Ad Types	http://hawaiiitours.info/ad-type/example/	=>	http://hawaiiitours.info/example/
<input type="checkbox"/> Portfolio Categories	http://hawaiiitours.info/portfolio_items/example/	=>	http://hawaiiitours.info/example/

URL Conflict Resolution

2

If a term archive and a Page with the same slug end up having the same URL because of the term's base being removed, the URL should be given to the .

- 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:

Meta Robot Tags Editor

Sitewide Values	Default Values	Posts	Pages	Media	Ads	Portfolio	Listings	Categories	Tags	Post Format Archives	Ad Types
Portfolio Categories	Status	Locations	Property Types	Features							

Default Values

Prevent indexing of...

- ☒ Administration back-end pages
- ☐ Author archives
- ☒ Blog search pages
- ☐ Category archives
- ☒ Comment feeds
- ☒ Comment subpages
- ☒ Date-based archives
- ☒ Subpages of the homepage
- ☒ Tag archives
- ☒ User login/registration pages

[Save Changes](#)

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: Configure Settings for the NoFollow Manager in Misc. Module

Under the default Values Tab please click the following:

Nofollow Manager

Add the nofollow attribute to...

- ☒ Adjacent post links (next post / previous post)
- ☒ Category links (after posts)
- ☒ Category links (in lists)
- ☒ Comment anchor links
- ☒ Comment feed links
- ☒ Date-based archive links
- ☒ Pagination navigation links (all)
- ☒ Pagination navigation links (on blog home only)
- ☒ "Read more" links
- ☒ Registration link
- ☒ Login link
- ☒ Tag links (after posts)
- ☒ Tag links (in lists and clouds)

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 6: Set the Sites Permalinks.

For optimal performance, we suggest using the permalinks **Custom Structure** option and entering `/%category%/%postname%`

Don't add the trailing slash to `%postname%` otherwise the entire site will redirect to `/` instead of any root URL (`domain.com/page/` instead of `page`).

Permalink Settings

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Custom URL structures can improve the aesthetics, usability, and forward-compatibility of your links. A [number of tags are available](#), and here are some examples to get you started.

Common Settings

- ☐ Plain `http://www.seodesignframework.com/?p=123`
- ☐ Day and name `http://www.seodesignframework.com/2016/05/12/sample-post/`
- ☐ Month and name `http://www.seodesignframework.com/2016/05/sample-post/`
- ☐ Numeric `http://www.seodesignframework.com/archives/123`
- ☐ Post name `http://www.seodesignframework.com/sample-post/`
- ☒ Custom Structure `http://www.seodesignframework.com`

Optional

If you like, you may enter custom structures for your category and tag URLs here. For example, using `topics` as your category base would make your category links like `http://www.seodesignframework.com/topics/uncategorized/`. If you leave these blank the defaults will be used.

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

If you are using the **Silo Builder Module**, then you need to use this permalink configuration to ensure that the permalinks are optimal for expressing the silo, category and supporting articles in the website's URL.

Step 7: 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**.

Rich Snippet Creator

Rich Snippet Creator adds a "Rich Snippets Type" dropdown to the WordPress content editor screen. To add rich snippet data to a post, select "Review" or "Product" Or Others from a post's "Rich Snippets Type" dropdown and fill in the fields that appear.

Set Global Rich Snippets Visibility

- ☐ Add Markup to Header and Page/Post
☒ 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, so that when your content is shared on social media sites that the images, titles and descriptions that YOU want are what appear.

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).

Watch the video on how to create your FB APP ID here.

Open Graph+

Facebook

Twitter

Google+

Pinterest

Posts

Pages

Media

Ads

Portfolio

Enter Homepage Default Values

Open Graph Title:

Best Hawaii Tours

Open Graph Description:

Make the Most of Your Hawaiian Vacation!
Experience the magic of Oahu, Maui, Big
Island, and Kauai with all the best

Open Graph Image:

<http://hawaiitours.info/wp>

Upload Image

Insert Preferred Global Fallback Open Graph Title.

Insert Preferred Global Fallback meta description.

Insert Preferred Global Fallback Open Graph Image for the site.

Enter Default Open Graph Type

Post Type	Open Graph Type
Posts	Article
Pages	Article
Media	None
Ads	None
Portfolio	None

Set Posts to Article.

Set Pages to Article.

Enter Facebook Default Values

Facebook App ID:

8728937456523

Facebook Admins:

j

Enter Facebook APPID

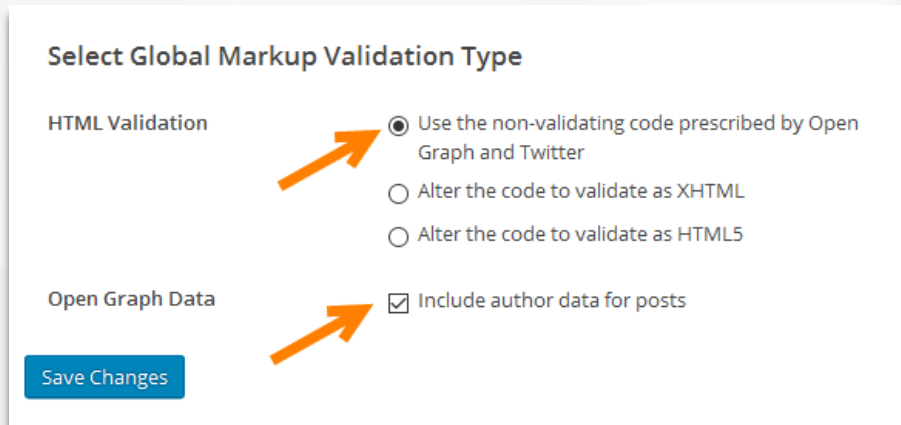
Enter Facebook Admin from FB General Settings.

Enter Facebook App ID associated with website.

Enter Facebook admin name/number (located under Facebook General Account Settings > Username). If

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:



Select Global Markup Validation Type

HTML Validation

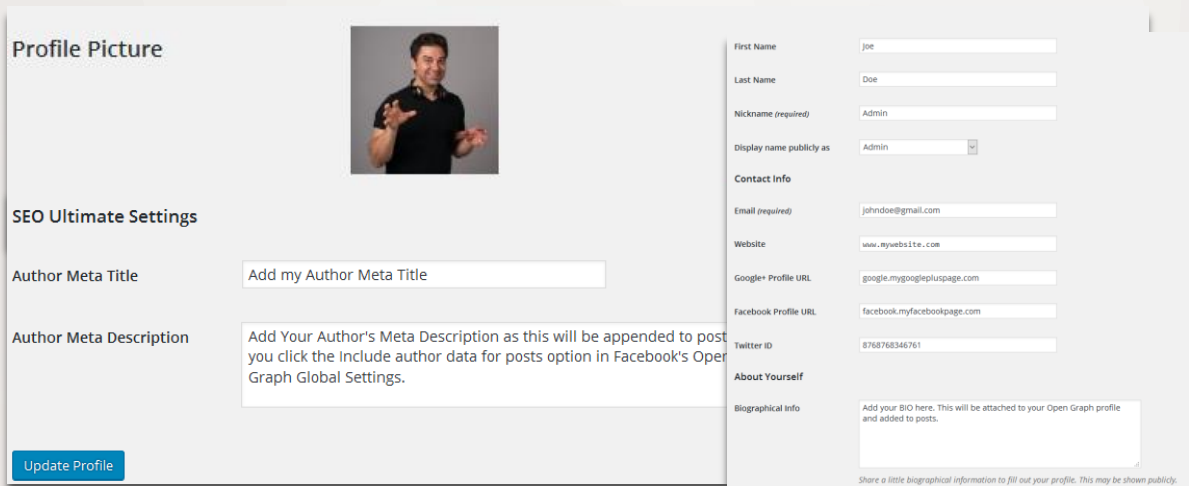
- ☒ Use the non-validating code prescribed by Open Graph and Twitter
- ☐ Alter the code to validate as XHTML
- ☐ Alter the code to validate as HTML5

Open Graph Data

- ☒ Include author data for posts

[Save Changes](#)

If you choose to **Include the Author Data for Posts**, then 1) in WordPress go to **Users > Your Profile >** and add your associated **social media sites** and / or **Author Bio / Information**.



Profile Picture

SEO Ultimate Settings

Author Meta Title

Author Meta Description

[Update Profile](#)

Contact Info

First Name

Last Name

Nickname (required)

Display name publicly as

Email (required)

Website

Google+ Profile URL

Facebook Profile URL

Twitter ID

About Yourself

Biographical Info

Share a little biographical information to fill out your profile. This may be shown publicly.

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 going to <https://tweeterid.com/> and entering your @Name for Twitter.
- 2) Then **Set Your Default Values for each Post Type** for your global **Twitter Card defaults** for your content.

Open Graph+

Facebook

Twitter

Google+

Pinterest

Posts

Pages

Media

Enter Default Twitter Card Types.

Learn More About [Twitter Card Types](#).

Post Type	Twitter Card Type
Posts	Summary Large Image ▼
Pages	Summary Large Image ▼
Media	Summary ▼

- 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.

Summary Card: Default Card, including a title, description, thumbnail, and Twitter account attribution.

Twitter Site:	<input type="text"/>	The Twitter @username the card should be attributed to.
Twitter Site ID:	<input type="text"/>	Same as twittersite, but the user's Twitter ID. *Either twittersite or twittersiteid is required.
Twitter Creator:	<input type="text"/>	@username of content creator
Twitter Creator ID:	<input type="text"/>	Twitter user ID of content creator. Used with summary, summary_large_image, photo, gallery, product cards
Twitter Title:	<input type="text"/>	Title should be concise and will be truncated at 70 characters.
Twitter Description:	<input type="text"/>	
Twitter Image:	<input type="text"/> Upload Image	

Player Card: A Card to provide video/audio/media.

Twitter Player:	<input type="text"/>	HTTPS URL of player iframe
Player Width:	<input type="text"/>	Width of iframe in pixels
	<input type="text"/>	Height of iframe in pixels
	<input type="text"/>	URL to raw video or audio stream
Type:	<input type="text"/>	The MIME type/subtype combination that describes the content contained in twitter:player:stream. Takes the form specified in RFC 6381. Currently supported content_type values are those defined in RFC 4337 (MIME Type Registration for MP4)

Summary Card with Large Image: Similar to a Summary Card, but with a large image.

App Card: A Card to detail a mobile app with direct download.

Twitter App Name iPhone:	<input type="text"/>	Name of your iPhone app
Twitter App ID iPhone:	<input type="text"/>	Your app ID in the iTunes App Store (Note: NOT your bundle ID)
Twitter App URL iPhone:	<input type="text"/>	Your app's custom URL scheme (you must include "~//" after your scheme name)
Twitter App Name iPad:	<input type="text"/>	Name of your iPad optimized app
Twitter App ID iPad:	<input type="text"/>	Your app ID in the iTunes App Store
Twitter App URL iPad:	<input type="text"/>	Your app's custom URL scheme
Twitter App Name Googleplay:	<input type="text"/>	Name of your Android app
Twitter App ID Googleplay:	<input type="text"/>	Your app ID in the Google Play Store
Twitter App URL Googleplay:	<input type="text"/>	Your app's custom URL scheme

[Save Changes](#)

Step 9: 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.

Schema

Select Schema Type:

Organization

Article

Book

Breadcrumb

Course

Critic Review

Dataset

Employer Aggregate Rating

Event

Fact Check

Job Posting

Live Stream

LocalBusiness

Logo

Organization

Person

Product

QA Page

Recipe

Semantic-Tag

Sitelinks searchbox

If you need to u

please open the Media Manager using the button below. You will need to select "Copy Link" in the Media Manager.

Open Media Library

Company

Comp

Company

Company

Legal

Legal Na

Company

Company website URL

URL of Company Website

Company Website URL

Company Logo URL:

Step 9: Setting Rich Snippets Data. Pt. 2

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 Local Business or corporation, using the **Local Business Markup** on the homepage is ideal.

Schema

Select Schema Type:

LocalBusiness

Article

Book

Breadcrumb

Course

Critic Review

Dataset

Employer Aggregate Rating

Event

Fact Check

Job Posting

Live Stream

LocalBusiness

Logo

Organization

Person

Product

QA Page

Recipe

Semantic-Tag

Sitelinks searchbox

If you need to u

please open the Media Manager using the button below. You will need to select "Copy Link" in the Media Manager.

Open Media Library

Local Bu

Business

Busine

Business

Logo UR

Logo

An image of the business.

Every page must contain at least one image (whether or not you include markup). Google will pick the best image to display in Search results based on the aspect ratio and resolution.

Image URLs must be crawlable and indexable.

Images must represent the marked up content.

Step 10: This Concludes the Basic Setup

This concludes the **How to Configure SEO Ultimate PRO base settings**.

Now it's time to get into the Advanced SEO Settings such as Schema, the Deeplink Juggernaut, Link Masking, Global Canonical Generator, Silo Builder and More...