

2019

WCHK2019 Kostihin Killian



How to Increase Your SEO Traffic Thanks to WordPress



WordCamp HK

<https://2019.hongkong.wordcamp.org>

IT STARTS ON GOOGLE.COM.HK



There are three versions of Google Hong Hong



Google Search

I'm Feeling Lucky

Google offered in: 中文（繁體） 中文(简体)

GET MORE “FREE” VISITS AND SALES

Google

AD

AD

PAY PER CLICK

Bidding System.
Cost per click for each
targeted keyword.
Ads do not display
when the campaign
runs out of budget.

SEO

No cost per click.
Algorithm Based.

IF YOU RANK HIGH ENOUGH





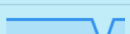

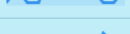
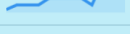
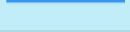



- This chart shows the organic click-through rates for searches coming from 11,946,233 keywords for 108,843 websites.
- You can compare the CTR for searches coming from desktop devices (web) versus mobile devices.

UNDERSTAND HOW PEOPLE SEARCH

Are the current pages optimized for these keywords?

Shall we target these synonyms?

Do we need to create page to target these terms?

<input type="checkbox"/> Keyword (by relevance) ↓	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords that you provided					
<input type="checkbox"/> cat food	260 	High	—	€0.36	€3.18
<input type="checkbox"/> best dog food	50 	Medium	—	€0.45	€1.02
<input type="checkbox"/> top 10 dog foods	10 	Low	—	—	—
<input type="checkbox"/> puppy food	20 	High	—	€0.56	€2.26
<input type="checkbox"/> pet food	260 	Medium	—	€0.28	€1.18
<input type="checkbox"/> healthy dog food	10 	High	—	€0.45	€2.36
<input type="checkbox"/> dog food online	10 	High	—	€0.21	€0.96
<input type="checkbox"/> dog treats	70 	Low	—	€0.26	€0.65
<input type="checkbox"/> diabetic dog food	10 	Medium	—	—	—
<input type="checkbox"/> dog food	390 	High	—	€0.45	€2.09

WHAT THEY ASK TO GOOGLE

Source : <https://onswanhepublic.com/>



WHAT THEY ASK TO GOOGLE

Source : <https://onswanhepublic.com/>

WHAT THEY ASK TO GOOGLE

[Keyword Overview](#)

Keyword Suggestions

[SERP Analysis](#)

Keyword Lists

SAMPLE

Link Research

Fresh Web Explorer

On-Page Grader

On-Demand Crawl

Rank Tracker

dim sum

Hong Kong (English) - en-HK

5 of 10 queries available until 11/01

Display keyword suggestions that

Group Keywords

Volume

are questions

yes with high lexical similarity

any

Advanced Filters

include

Filter By Keyword

All Keyword Suggestions

Across 4 Groups

Export CSV

Add to...

<input type="checkbox"/>	Keyword	Relevancy ⁱ	Monthly Volume ⁱ	Search
<input type="checkbox"/>	what is dim sum <small>Show all 2 grouped keywords</small>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	no data ⁱ	
<input type="checkbox"/>	is dim sum chinese <small>Show all 2 grouped keywords</small>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	no data ⁱ	
<input type="checkbox"/>	what does dim sum mean	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	no data ⁱ	
<input type="checkbox"/>	when is dim sum served	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	no data ⁱ	
<input type="checkbox"/>	does dim sum include fish	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	no data ⁱ	

Source : <https://moz.com/explorer>

GIVE THEM WHAT THEY NEED

Google cocktail dress

People also ask

- What is considered a cocktail dress?
- What is cocktail length dress?
- What is a fancy cocktail dress?
- Where can I buy cocktail dresses online?
- What is cocktail attire for ladies?
- Can a cocktail dress be long?
- What makes something a cocktail dress?
- Why is it called cocktail dress?
- What is the difference between an evening dress and a cocktail dress?
- How should a woman dress for a cocktail party?
- What is the difference between semi formal and cocktail attire?
- Can you wear a short dress to a gala?
- Can you wear a cocktail dress to a gala?
- What kind of dress should I wear to a gala?
- How should I dress for a business gala?

Feedback




Google Can a cocktail dress be long?

About 526,000,000 results (0.64 seconds)

2019 Cocktail Dresses | New trendy Styles | JJsHouse.com
(Ad) www.jjshouse.com/ ✓
1000+ Styles, Size 2-26W, 45+ Colors. Great Quality and Service.
[Cocktail Dresses](#) · [Dance Shoes](#) · [Evening Dresses](#) · [Formal Dresses](#) · [Prom Dresses](#)
[Evening Dresses](#) - from HK\$600.00 · [Shop 2019 Collection](#) · [More](#) ✓

For women, **cocktail attire** typically calls for a **dress** that finishes at or above the knees and high heels. Although **cocktail** looks should always appear sophisticated, they **can** also be fun and embrace exciting colours, embellishments, cuts, and unique accessories.



Cocktail Attire for Women (The Dress Code Defined) - The ...
<https://www.thetrendspotter.net> > [cocktail-attire-for-women](#)

About Featured Snippets Feedback

People also ask

- What is considered a cocktail dress?
- Can I wear pants to a cocktail party?
- Can you wear a long dress to a cocktail wedding?
- Is a cocktail dress long or short?

GIVE THEM WHAT THEY NEED

1 Have **breadcrumbs**

BREADCRUMB 1 > BREADCRUMB 2

2 Copywriting should naturally include **high and medium priority keywords**

Meta Data

3 **Title tag, meta description, and URL** needs to contain keywords

4 Use **schema.org** markup

HEADLINE HERE

5

The headline should be an **H1** tag within the code and **contain the primary keyword** targeted

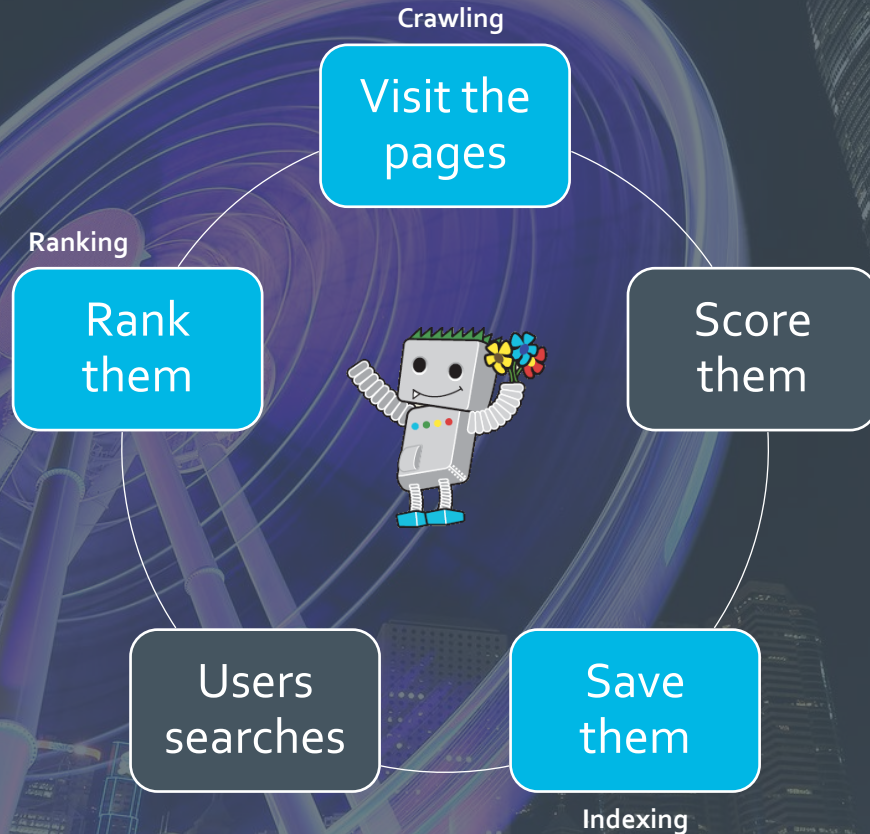
6

Link to other pages on the site

7

When you have photos related to the page topic, make sure to use **alt attributes, relevant file names**, and always **compress the images**

UNDERSTAND HOW SEARCH ENGINES WORK



UNDERSTAND HOW SEARCH ENGINES WORK

- ★ Google uses more than 200 criteria.
- ★ Guidelines are available for [Google](#) and [Baidu](#).
- ★ Search engines use filters and penalties.
- ★ [Algorithms](#) evolve on regular basis.
- ★ Each query is different.

BAIDU VS GOOGLE

- ★ Baidu gives priority to simplified Chinese websites.
- ★ Chinese hosting, ICP, *.cn domain name.
- ★ Accessibility, response times and Great Firewall.
- ★ URL in Pinyin, without parameters, listed in an XML sitemap.
- ★ It takes ages to get the pages indexed.
- ★ Differences in terms of length (content and SERP snippets).
- ★ Censorship and touchy topics.
- ★ Except that, signals are similar (technical, content, links).

HAVE A GLOBAL APPROACH

Technical

Search engines must be able to scan the key pages of your platform to save them into database, the index.

#Developers #Sysadmin

Popularity

Links from external sites are seen as votes by search engines which increases the rankings.

#Communication #Marketing
#PR #Management

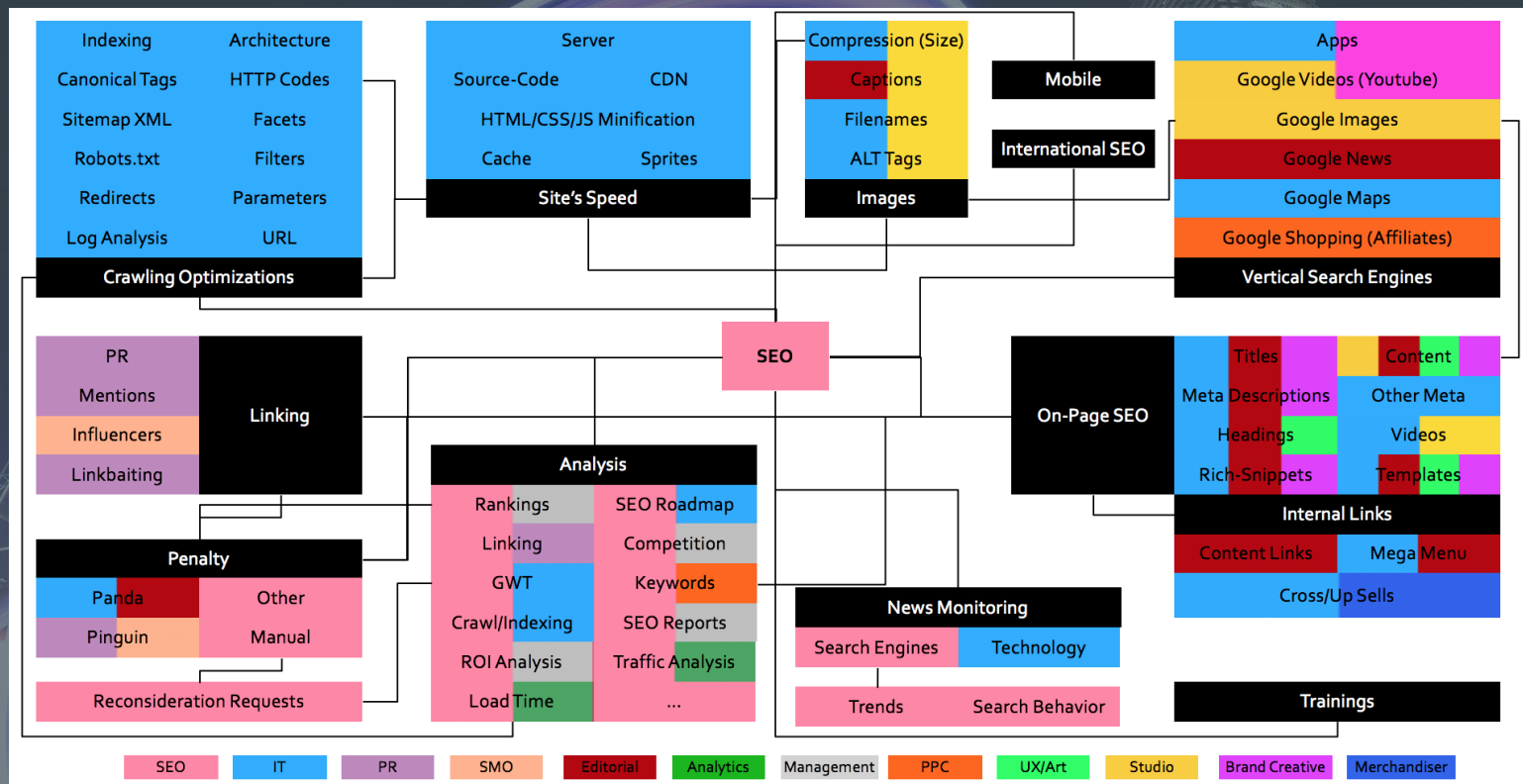
Semantic

Search engines must understand the content of your pages to know when they need to provide them to the users.

#Copywriters #BrandContent
#ProductMerchandisers #UX



HAVE A GLOBAL APPROACH



Source : <https://getclicks.com.hk/5-tips-manage-a-seo-project/>

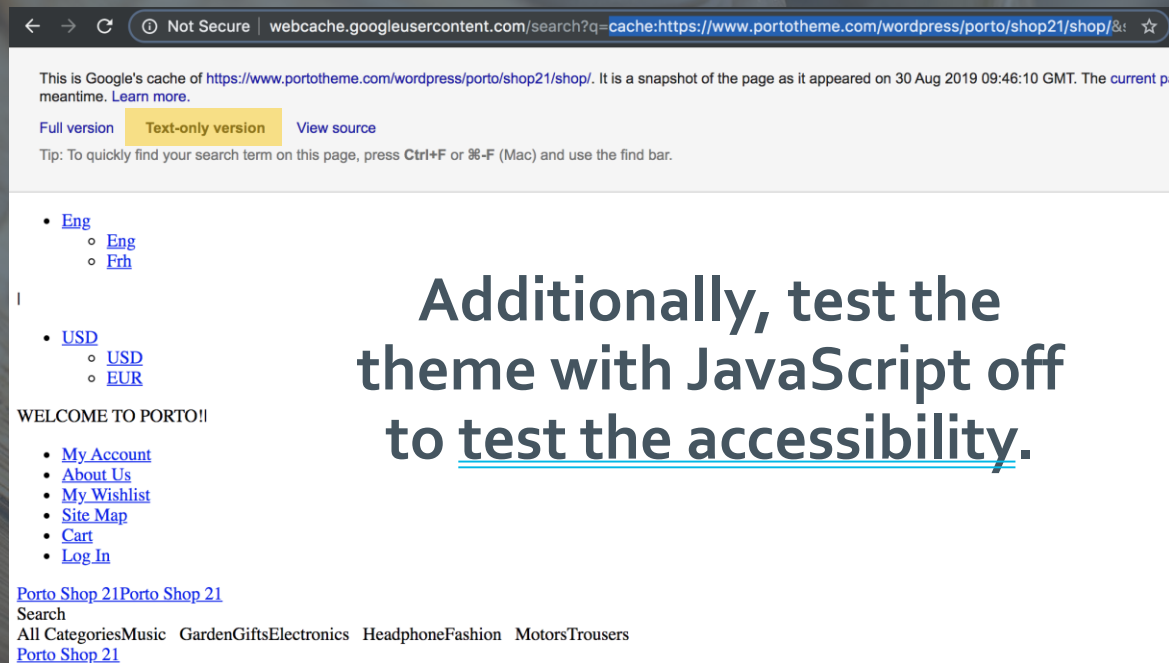
DOES WORDPRESS HAS A GOOD SEO?

- ★ Depends about your strategy.
- ★ Wordpress is not perfect but is quite flexible.
- ★ Access the code and the server (not the case for Shopify or Wix).
- ★ Easy to use compared to Magento.
- ★ Plenty of plugins are available.
- ★ Large community.



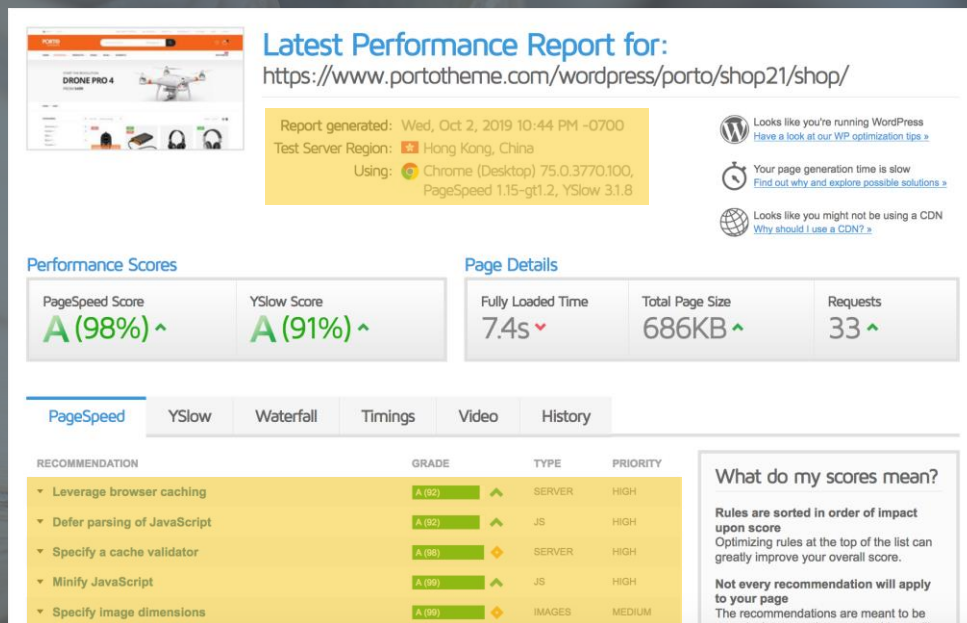
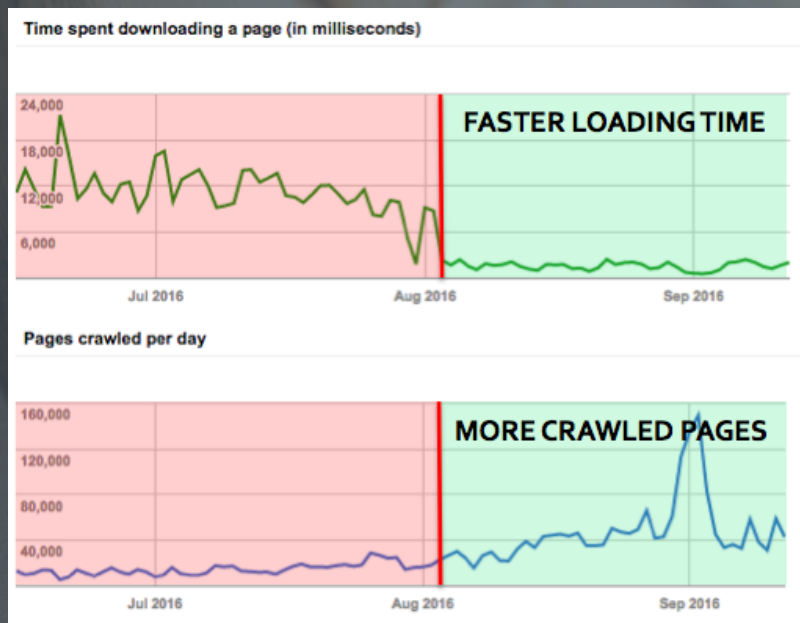
SELECT A THEME

★ Check `cache:www.site.com/theme-url/` to see it as “Googlebot”.



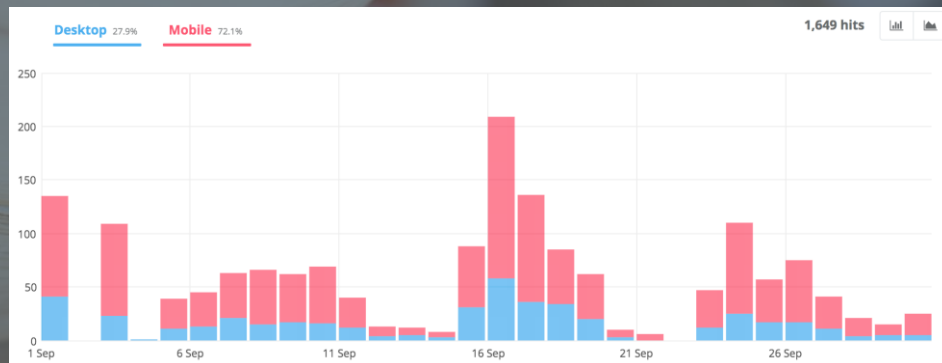
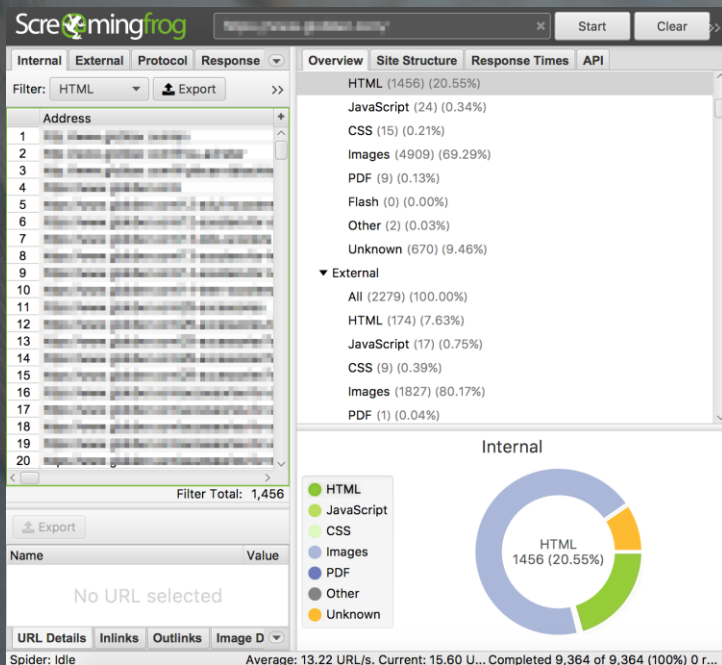
SELECT A THEME

★ Test the loading times using [GT Metrix](#) or [Google Page Speed](#).



SELECT A THEME

★ Crawl it using [Screaming Frog](#) or [Seolyzer.io](#).



SELECT A THEME

- ★ Desktop and the mobile versions should be the same.

[Home](#) > [Products](#) > [Search](#) > [Guides](#)

☆☆☆☆☆

Prepare for mobile-first indexing

Mobile-first indexing means Google predominantly uses the mobile version of the content for indexing and ranking. Historically, the index primarily used the desktop version of a page's content when evaluating the relevance of a page to a user's query. Since the majority of users now access Google Search with a mobile device, Googlebot primarily crawls and indexes pages with the [smartphone agent](#) going forward.

Starting July 1, 2019, mobile-first indexing is enabled by default for all new websites (new to the web or previously unknown to Google Search). For older or existing websites, we continue to monitor and evaluate pages based on the [best practices](#). We notify site owners through Search Console once they're seen as being ready. Since the default state for new sites is mobile-first indexing, there's no need to send a notification to new sites.

Contents

[What this means for your site](#)

[Best practices for dynamic serving and separate URLs](#)

[Additional best practices for separate URLs](#)

[Changelog](#)

Indexing crawler

Googlebot smartphone (switched on 23 August 2018)

[Learn more](#)

- ★ Use official websites to avoid hacked themes.

IMPROVE A THEME

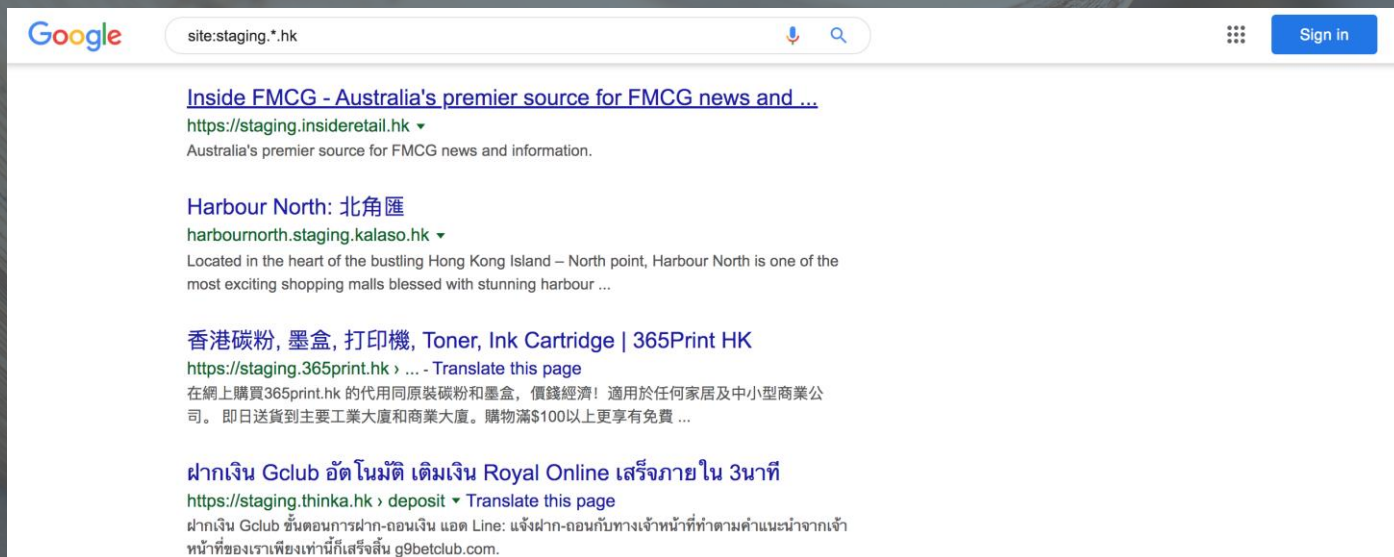
- ★ Clean the code with [Autoptimze](#).
- ★ Optimise and compress images with [Optimus HQ](#).
- ★ Look after the cache with [WP Super Cache](#) or [WP Rocket](#).
- ★ Use a CDN, especially for Mainland China.
- ★ [Manually](#) improving a theme will also be better than plugins.

IMPROVE A THEME

- ★ Author and archive pages do not have much SEO weight.
- ★ Carefully name categories and tags based on user's intents.
- ★ No need to create a category or a tag for each keyword.
- ★ Do not name categories and tags the same way.
- ★ Manually approve comments.
- ★ Always update your theme and plugins.

IMPROVE A THEME

- ★ Carefully manage users since they are the cause of SEO issues.
- ★ Block staging environments with [.htpasswd](#).



SEO-FRIENDLY URL

★ Define a canonical URL such as <https://www.yoursite.hk/page/>.

- (A) `http://www.example.com/`
- (B) `http://www.example.com`
- (C) `https://www.example.com/`
- (D) `https://www.example.com`
- (E) `https://example.com/`
- (F) `https://example.com/fish`
- (G) `https://example.com/fish/`

Trailing slash on hostnames don't matter:

(A) = (B), (C) = (D)

Different protocols & hostnames do matter:

(A) is not (C), (C) is not (E)

Trailing slash on path/file does matter:

(F) is not (G)

SEO-FRIENDLY URL

- ★ Set-up DNS and redirect (301) to the canonical version.

HTTP

HTTPS

CANONICAL VERSION

<http://yoursite.hk/page/>

<https://yoursite.hk/page/>

<http://www.yoursite.hk/page/>

<https://www.yoursite.hk/page/>

<https://www.yoursite.hk/page/>

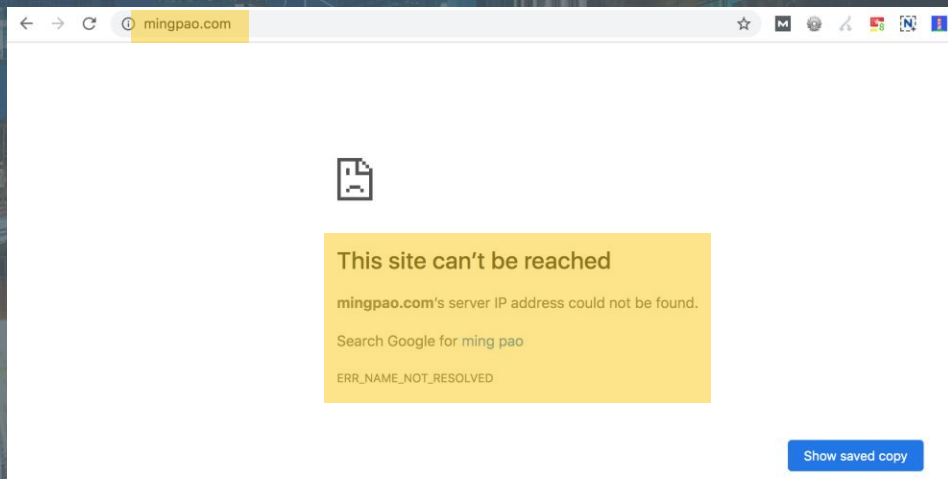
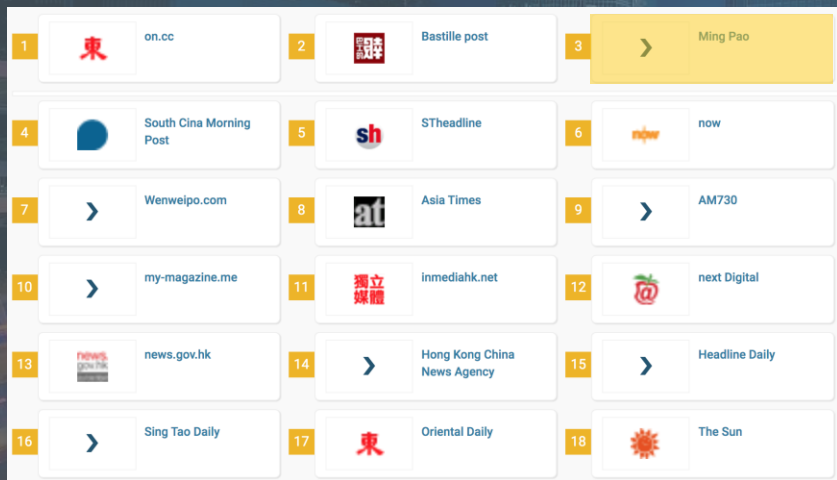
<http://www.yoursite.hk/page>

<https://www.yoursite.hk/page>



SEO-FRIENDLY URL

★ Set-up DNS and redirect (301) to the canonical version.

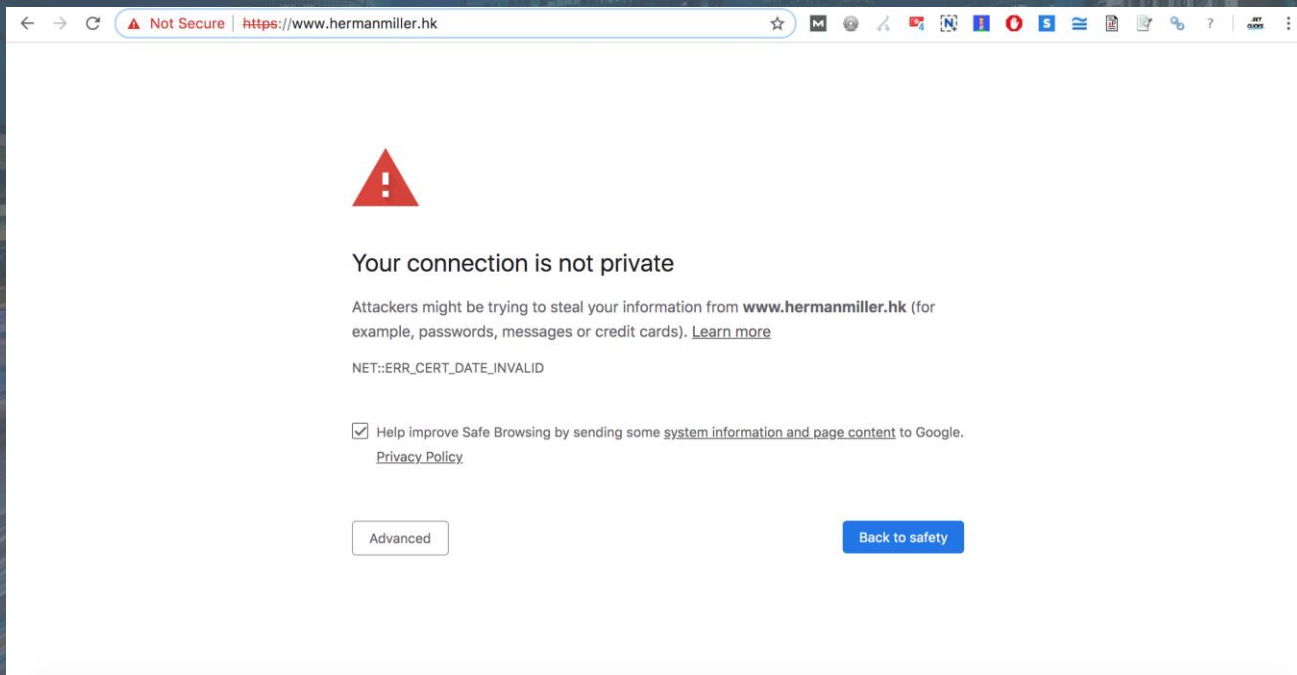


Bad UX and no backlink.

SEO-FRIENDLY URL



Avoid HTTPS errors.



SEO-FRIENDLY URL

★ Make sure you have no mixed content.

Home > Products > Web > Web Fundamentals > Guides



What Is Mixed Content?



By [Jo-el van Bergen](#)

Jo-el is a contributor to WebFundamentals

Mixed content occurs when initial HTML is loaded over a secure HTTPS connection, but **other resources (such as images, videos, stylesheets, scripts)** are loaded over an **insecure HTTP connection**. This is called mixed content because both HTTP and HTTPS content are being loaded to display the same page, and the initial request was secure over HTTPS. Modern browsers display warnings about this type of content to indicate to the user that this page contains insecure resources.

TL;DR

- HTTPS is important to protect both your site and your users from attack.
- Mixed content degrades the security and user experience of your HTTPS site.

Contents

Resource requests and web browsers

HTTPS benefits

Authentication

Data integrity

Secrecy

HTTPS, TLS, and SSL

Mixed content weakens HTTPS

A simple example

An XMLHttpRequest example

An image gallery example

Mixed content types & security threats associated

Passive mixed content



https://getclicks.com.hk

Site Information for getclicks.com.hk



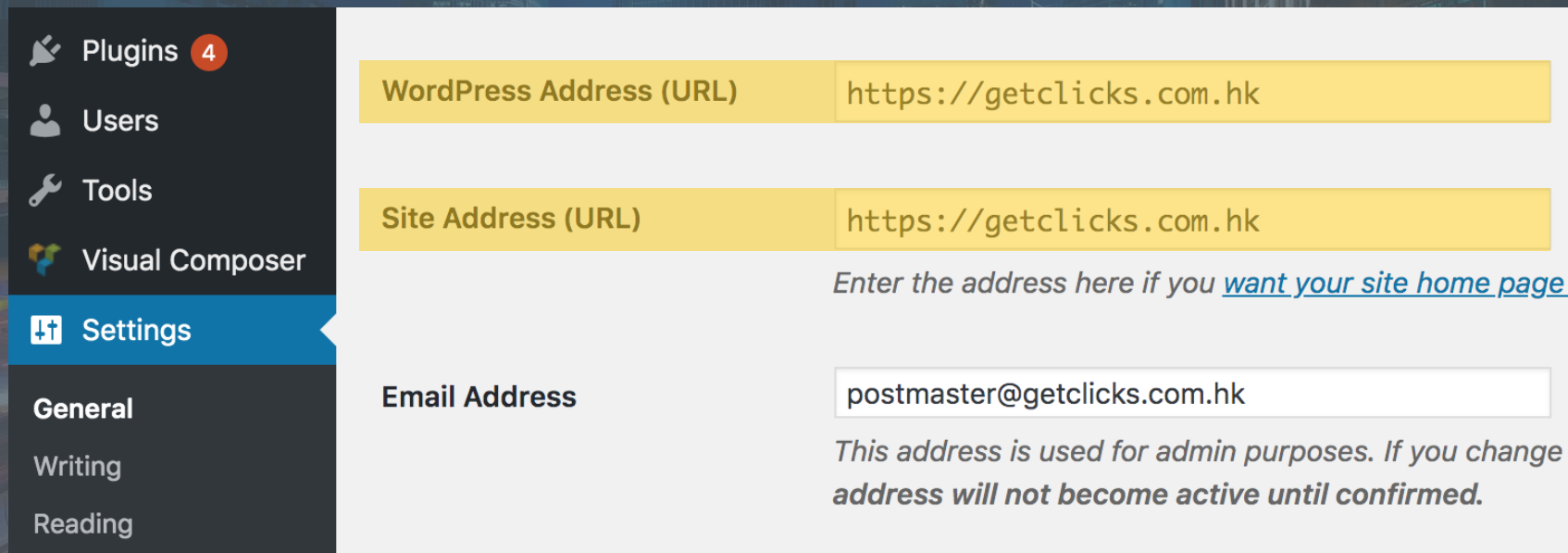
Connection

Secure Connection



SEO-FRIENDLY URL

★ Define your preferred version in Wordpress.



The image shows a screenshot of the WordPress admin dashboard. On the left is a dark sidebar with a menu. The 'Settings' option is highlighted in blue. Below it are 'General', 'Writing', and 'Reading'. The main content area is white and shows the 'General' settings. It has two rows of settings with yellow headers: 'WordPress Address (URL)' and 'Site Address (URL)', both with the value 'https://getclicks.com.hk'. Below these is the 'Email Address' field with the value 'postmaster@getclicks.com.hk'. A note below the email field states: 'This address is used for admin purposes. If you change address will not become active until confirmed.'

Plugins 4

Users

Tools

Visual Composer

Settings

General

Writing

Reading

WordPress Address (URL)

Site Address (URL)

Enter the address here if you [want your site home page](#)

Email Address

This address is used for admin purposes. If you change address will not become active until confirmed.

SEO-FRIENDLY URL

★ Rewrite URL and use descriptive ones.

SEO Audit

Permalink: <https://getclicks.com.hk/seo/technical-seo/audit/>

Edit

“Pages” can easily be
hierarchized, which will
help Google to understand
the site's structure.

Page Attributes

Parent

Technical SEO

Order

0

Need help? Use the Help tab above the screen title.

SEO-FRIENDLY URL

★ Use pinyin for Simplified Chinese URL.



<https://www.mcdonalds.com.cn/index/McD/question/%E5%85%B3%E4%BA%8E%E5%81%9C%E6%AD%A2%E7%89%B9%E8%AE%B8%E7%BB%8F%E8%90%A5%E5%95%86%E5%85%AC%E5%BC%80%E6%8B%9B%E5%8B%9F%E7%9A%84%E5%A3%B0%E6%98%8E>

SEO-FRIENDLY URL

★ Avoid using %category% in permalinks.

Common Settings

☐ Plain `https://getclicks.com.hk?p=123`

☐ Day and name `https://getclicks.com.hk/2019/10/03/sample-post/`

☐ Month and name `https://getclicks.com.hk/2019/10/sample-post/`

☐ Numeric `https://getclicks.com.hk/archives/123`

☐ Post name `https://getclicks.com.hk/sample-post/`

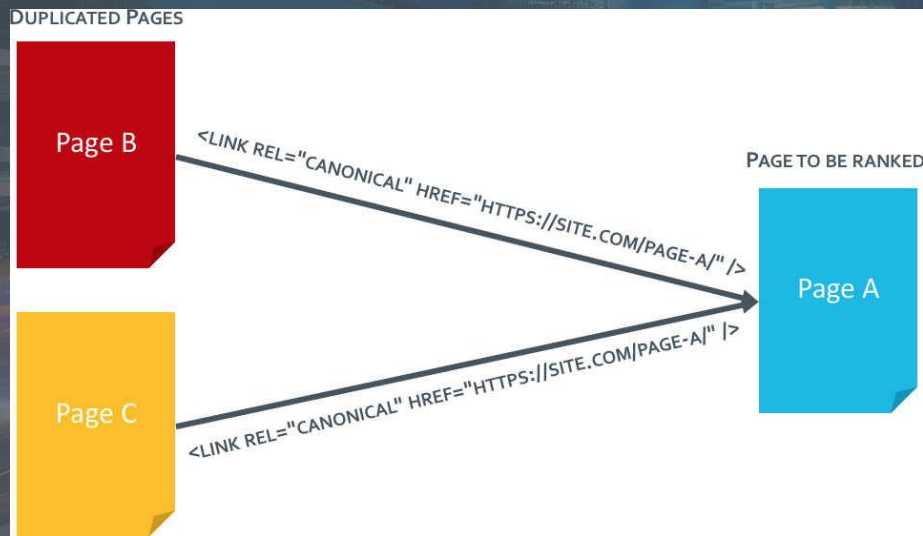
☒ Custom Structure `https://getclicks.com.hk /%postname%/`



If not <https://www.yoursite.com.hk/category-1/article/> and <https://www.yoursite.com.hk/category-2/article/> will be uplicated.

SEO-FRIENDLY URL

★ Canonicalize duplicated pages using [Yoast SEO](#).



Advanced

Allow search engines to show this Page in search results?

Default for Pages, currently: Yes

Should search engines follow links on this Page?

☒ Yes ☐ No

Meta robots advanced

Site-wide default: None

Advanced meta robots settings for this page.


Canonical URL

The canonical URL that this page should point to. Leave empty to default to permalink. [Cross domain canonical](#) supported too.

SEO-FRIENDLY URL

★ Block a specific page using “Meta Robots” tags.

Categories & Tags

Advanced 

Allow search engines to show this Category in search results?

☒ Yes (current default for Categories)


☐ Yes

☐ No

Canonical URL

The canonical link is shown on the archive page for this term.

Posts & Pages

Advanced 

Allow search engines to show this Page in search results?

Default for Pages, currently: Yes

Should search engines follow links on this Page?

☒ Yes ☐ No

Meta robots advanced

* Site-wide default: None

Advanced meta robots settings for this page.

Canonical URL

The canonical URL that this page should point to. Leave empty to default to permalink. [Cross domain canonical](#) supported too.

SEO-FRIENDLY URL

★ Block a group of page using “Meta Robots” tags.

Author archives settings

Author archives

Enabled

Disabled

Show author archives in search results? ?

Yes

No

Categories (category)

Show Categories in search results? ?

Yes

No

SeeRobots



noindex

follow

(X-Robots: N/A)

MULTILINGUAL SEO

- ★ English, Traditional and Simplified Chinese in Hong Kong.
- ★ Use [WPML](#) or [Polylang](#) to manage your multilingual strategy.

WPML

Language name	Code	Translation (English)	Translation (Simplified Chinese)	Translation (Traditional Chinese)	Flag	Default locale	Encode URLs	hreflang
English	en	English	English	English	<input type="radio"/> Custom flag <input checked="" type="radio"/> WPML flag	en_US	No ↕	en
Simplified Chinese	sc	Simplifier	Simplifier	Simplifier	<input checked="" type="radio"/> Custom flag Choose file No file chosen (allowed: gif, jpeg, png, svg) <input type="radio"/> WPML flag	zh_CN	No ↕	zh-hans
Traditional Chinese	tc	Tradition	Tradition	Tradition	<input checked="" type="radio"/> Custom flag Choose file No file chosen (allowed: gif, jpeg, png, svg)	zh_TW	No ↕	zh-hant
Language name	Code	Translation (English)	Translation (Simplified Chinese)	Translation (Traditional Chinese)	Flag	Default locale	Encode URLs	hreflang

Polylang

Choose a language

You can choose a language in the list or directly edit it below.

Full name

EN

The name is how it is displayed on your site (for example: English).

Locale

en_GB

WordPress Locale for the language (for example: en_US). You will need to install the .mo file for this language.

Language code

en

Language code - preferably 2-letters ISO 639-1 (for example: en)

Text direction

☒ left to right
☐ right to left

Choose the text direction for the language

Flag

United Kingdom

Full name	Locale	Code	★ Order	Flag	Posts
EN	en_GB	en	★ 0		4
FR	fr_FR	fr	1		1

Full name

Locale

Code

★ Order

Flag

Posts

2 items

About Polylang

Polylang is provided with an extensive [documentation](#) (in English). It includes information on how to set up your multilingual site and use it on a daily basis; FAQs, and documentation for developers to adapt their plugins and themes. Support and extra features are available to [Polylang Pro](#) users.

MULTILINGUAL SEO

★ Avoid URL parameters to show the language.

URL structure	Example URL	Pros	Cons
Country-specific domain	example.de	<ul style="list-style-type: none">• Clear geotargeting• Server location irrelevant• Easy separation of sites	<ul style="list-style-type: none">• Expensive (can have limited availability)• Requires more infrastructure• Strict ccTLD requirements (sometimes)
Subdomains with gTLD	de.example.com	<ul style="list-style-type: none">• Easy to set up• Can use Search Console geotargeting• Allows different server locations• Easy separation of sites	<ul style="list-style-type: none">• Users might not recognize geotargeting from the URL alone (is 'de' the language or country?)
Subdirectories with gTLD	example.com/de/	<ul style="list-style-type: none">• Easy to set up• Can use Search Console geotargeting• Low maintenance (same host)	<ul style="list-style-type: none">• Users might not recognize geotargeting from the URL alone• Single server location• Separation of sites harder
URL parameters	site.com?loc=de	<ul style="list-style-type: none">• Not recommended.	<ul style="list-style-type: none">• URL-based segmentation difficult• Users might not recognize geotargeting from the URL alone• Geotargeting in Search Console is not possible

<https://www.yoursite.com/page/>

<https://www.yoursite.com/tc/page/>

<https://www.yoursite.com/sc/page/>

[https://www.yoursite.com /fr/page/](https://www.yoursite.com/fr/page/)

[https://www.yoursite.com /ca/page/](https://www.yoursite.com/ca/page/)

[https://www.yoursite.com /uk/page/](https://www.yoursite.com/uk/page/)

MULTILINGUAL SEO



Properly set-up [hreflang tags](#).

Default locale	Encode URLs	hreflang
----------------	-------------	----------

en_US	No	en
-------	----	----

zh_CN	No	zh-hans
-------	----	---------

zh_TW	No	zh-hant
-------	----	---------



```
11 <title>Baidu SEO - Chinese SEO Agency in Hong Kong ← Get Clicks</title>
12 <link rel="alternate" hreflang="en" href="https://getclicks.com.hk/seo/multilingual-seo/chinese/" />
13 <link rel="alternate" hreflang="zh-hant" href="https://getclicks.com.hk/tc/seo/multilingual-seo/chinese/" />
14 <link rel="alternate" hreflang="zh-hans" href="https://getclicks.com.hk/sc/seo/multilingual-seo/chinese/" />
```

For language script variations, the proper script is derived from the country. For example, when using zh-TW for users in Taiwan, the language script is automatically derived (in this example: Chinese-Traditional). You can also specify the script itself explicitly using [ISO 15924](#), like this:

- zh-Hant: Chinese (Traditional)
- zh-Hans: Chinese (Simplified)

Alternatively, you can also specify a combination of script and region—for example, use zh-Hans-TW to specify Chinese (Simplified) for Taiwanese users.

Use the x-default tag for unmatched languages

The reserved value `hreflang="x-default"` is used when no other language/region matches the user's browser setting. This value is optional, but recommended, as a way for you to control the page when no languages match. A good use is to target your site's homepage where there is a clickable map that enables the user to select their country.

MULTILINGUAL SEO

★ Link corresponding pages.

WPML

Language

Language of this page

English

Translation Priority

Optional [edit terms](#)

This is a translation of 內容行銷

Translations (hide)

Simplified Chinese

Traditional Chinese

GET CLICKS.

ABOUT CASE STUDIES SEO SEM **CONTENT MARKETING** CONTACT BLOG


Home » Content Marketing

Content Marketing



Content Marketing or Inbound Marketing refer to a strategy which aims at reaching new visitors using content. Users are looking for information while search engines need

Polyang

Language

 EN

Translations

  Home FR

About Skills Services Testimonials **FAQ**

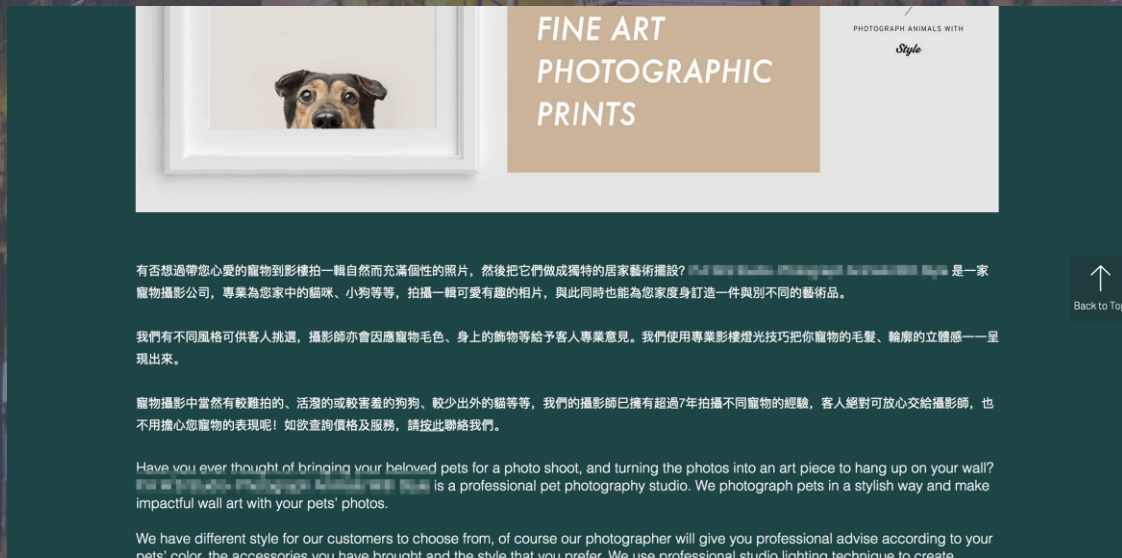
 FR

SEO CONSULTANT IN HONG KONG

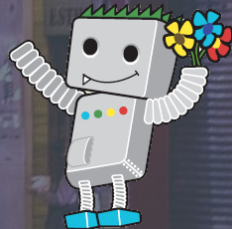
Bonjour, I'm Killian Kostiha! I'm a SEO consultant and a digital marketing

MULTILINGUAL SEO

★ Don't mix different language in a single page.



Should I give this page to English or Cantonese speakers?



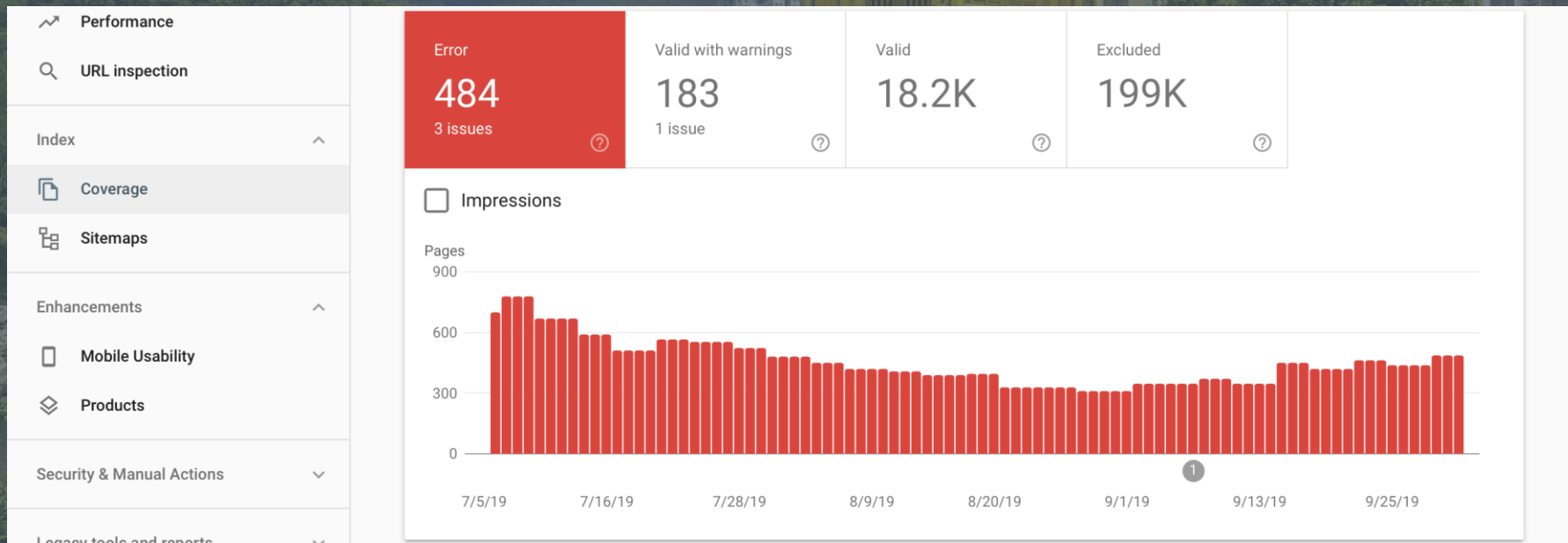
HTTP CODES

The background of the slide is a photograph of a traditional Chinese pavilion with a multi-tiered, ornate roof, situated in a lush green park. In the distance, modern high-rise apartment buildings are visible against a blue sky with scattered clouds. The pavilion has a sign on its upper level that reads '回清閣' (Hui Qing Ge).

- ★ 200 code: The URL is available. It is a quality signal for SEO & UX.
- ★ 301 or 302 code: Redirected URL, permanently or temporary.
- ★ 404 code: The resource can't be found.
- ★ 500 code: Server error. Harmful for SEO.

HTTP CODES


★ Find errors with Google Search Console or a crawl.





HTTP CODES


- ★ Fix errors with Redirections, especially 404 and 500 ones.

<input type="checkbox"/>	Type	URL	Pos	Hits	Last Access
<input type="checkbox"/>	301	/pricing-scope/ https://getclicks.com.hk/	6	231	October 3, 2019
<input type="checkbox"/>	301	/seo/french-seo/ https://getclicks.com.hk/seo/multilingual-seo/french/	5	92	September 20, 2019
<input type="checkbox"/>	301	/seo/chinese-seo/ https://getclicks.com.hk/seo/multilingual-seo/chinese/	4	57	September 27, 2019

 REDIRECT PATH

 **AYIMA**
A digital search agency

 <https://getclicks.com.hk/pricing-scope/>
301: Permanent redirect to https://getclicks.com.hk/

 <https://getclicks.com.hk/>
200: HTTP/1.1 200

- ★ Manage page to page and batch redirects (regex).
- ★ Import, export and group redirects.

HTTP CODES



- ★ Use 301 redirects whenever you change a URL.
- ★ Redirect to corresponding pages as much as you can.
- ★ If not, redirect to a close page (i.e. a product to its category).
- ★ A 301 redirect helps to maintain rankings when a URL changes.
- ★ Integrate SEO in your revamp and migration projects.

TITLE TAGS & META DESCRIPTIONS

- ★ Title Tags are important for rankings and to increase the CTR.
- ★ Descriptions are not used for rankings but are important for CTR.
- ★ Both must be unique, keyword-oriented and attractive.
- ★ Use “Hong Kong” in the English Title Tags.
- ★ Title Tags: 60 characters in English, 30 words in Chinese.
- ★ Meta Descriptions: 150 characters in English, 55 words in Chinese.

TITLE TAGS & META DESCRIPTIONS

★ Modify tags at the page level or by group of pages.

Snippet Preview

https://getclicks.com.hk

SEO Agency Hong Kong ~ Digital Marketing Company ← Get Clicks

Hong Kong based digital marketing company. +10 years confirmed experience in SEO and Content Marketing. Reach us → +852 6654 0903 📞

Edit snippet

SEO title

Insert snippet variable

SEO Agency Hong Kong ~ Digital Marketing Company ← Get Clicks

Slug

Meta description

Insert snippet variable

Hong Kong based digital marketing company. +10 years confirmed experience in SEO and Content Marketing. Reach us → +852 6654 0903 📞

Insert snippet variable

ks %d

Tagline

Site title

Separator

Categories (category)

Tags (post_tag)

TITLE TAGS & META DESCRIPTIONS

★ More than 30 variables to customise the tags with Yoast SEO.

Label	Variable	Description
Date	%%date%%	Replaced with the date of the post/page
Title	%%title%%	Replaced with the title of the post/page
Parent title	%%parent_title%%	Replaced with the title of the parent page of the current page
Archive title	%%archive_title%%	Replaced with the normal title for an archive generated by WordPress
Site title	%%sitename%%	The site's name
Tagline	%%sitedesc%%	The site's tagline
Excerpt	%%excerpt%%	Replaced with the post/page excerpt (or auto-generated if it does not exist)
Excerpt only	%%excerpt_only%%	Replaced with the post/page excerpt (without auto-generation)
Tag	%%tag%%	Replaced with the current tag/tags
Category	%%category%%	Replaced with the post categories (comma separated)
Primary category	%%primary_category%%	Replaced with the primary category of the post/page
Category description	%%category_description%%	Replaced with the category description
Tag description	%%tag_description%%	Replaced with the tag description
Term description	%%term_description%%	Replaced with the term description
Term title	%%term_title%%	Replaced with the term name
Search phrase	%%searchphrase%%	Replaced with the current search phrase
Separator	%%sep%%	The separator defined in your theme's wp_title() tag.

Source : [Yoast SEO > Search Appearance > Need Help > Snippet Variables](#)

TITLE TAGS & META DESCRIPTIONS

★ Examples of rules per types of pages.

Page Type	Rules
Homepage & Services	[Primary Keyword] & [Secondary Keywords] – [Brand] [Primary Keyword] in [Location] – [Brand]
Category (e-commerce)	Shop [Primary Keyword] & [Synonym] – [Brand] Shop [Primary Keyword] in [Location] – [Brand]
Products (e-commerce)	[Product's Name] – [Brand] [Product's Name] ([Attribute]) – [Brand]
Category or Tags (blog)	[Category's Name] : News & Tips – [Brand]
Articles (blog)	[Blogpost's Title] – [Brand]
Other	[Page's Name] – [Brand]

HEADINGS

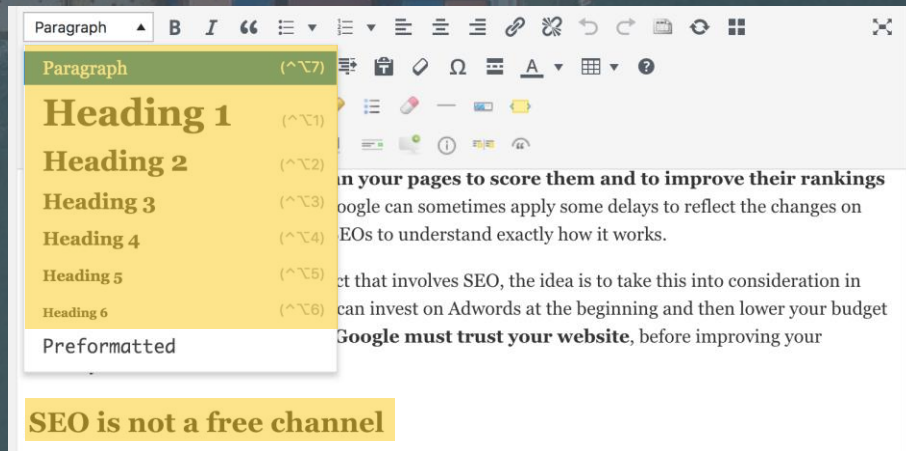
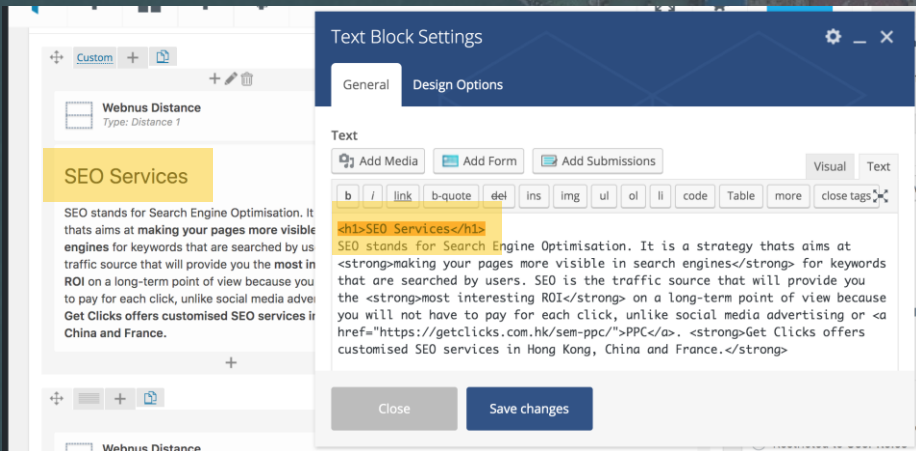
- ★ Headings structure the content.
- ★ Unique and describe the page.
- ★ H1 different from the Title Tag.
- ★ Implemented in the content.
- ★ They must have a logical structure.

```
graph TD; H1["<h1>Main Heading</h1>"] --- H2_1["<h2>Sub Heading</h2>"]; H1 --- H2_2["<h2>Sub Heading</h2>"]; H2_1 --- H3_1["<h3>Sub Sub Heading</h3>"]; H2_2 --- H3_2["<h3>Sub Sub Heading</h3>"]; H2_2 --- H3_3["<h3>Sub Sub Heading</h3>"];
```

The diagram illustrates a logical structure for headings using HTML tags. It shows a main heading (h1) branching into two sub headings (h2). The first sub heading (h2) further branches into one sub sub heading (h3). The second sub heading (h2) branches into two sub sub headings (h3).

HEADINGS

★ Headings can be amended from Wordpress.



HEADINGS

★ Or from the .php files on your server.

Document Outline Documents • Collapse all Expand all

<https://getclicks.com.hk/seo/>

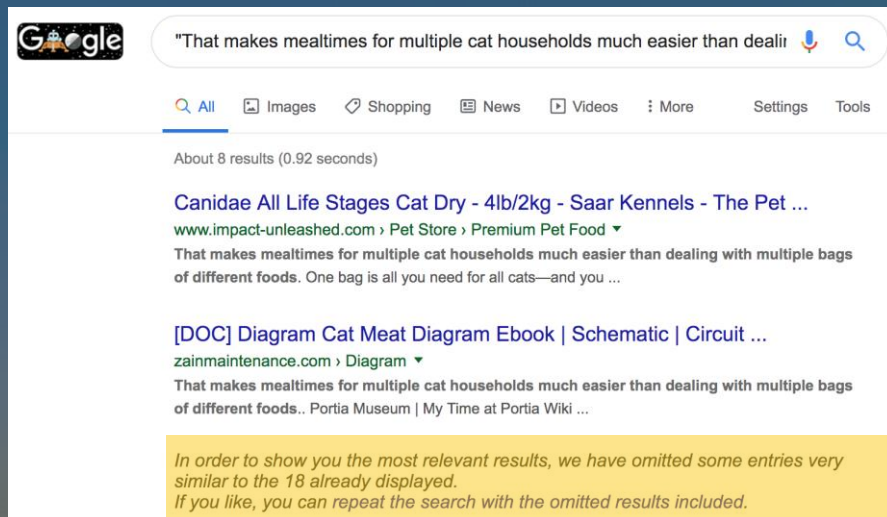
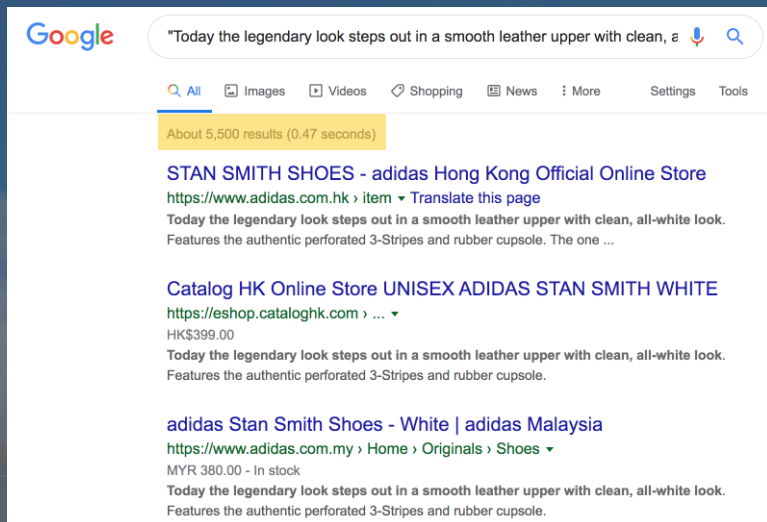
20 headings

- SEO Services
 - Why SEO is crucial for your company ?
 - Get more visits thanks to SEO
 - The 3 areas of SEO
 - Technical SEO
 - Semantic SEO
 - Link Building
 - Our SEO Services
 - A SIMPLE APPROACH FOR POWERFUL SEO RESULTS
 - SEO AUDIT
 - KEYWORD RESEARCH
 - SEO DELIVERABLES
 - PERFORMANCE REPORTS
 - Why SEO is beneficial to your business?
 - Keyword Matters
 - Bring Visitors
 - SEO Is Free
 - Let's Discuss Your Project
 - (Missing heading)
 - (Missing heading)
 - About Get Clicks
 - Let's keep in touch?

Filename ^	Filesize	Filetype
author.php	4810	PHP
comments.php	1474	PHP
footer.php	4900	PHP
functions.php	38751	PHP
header.php	8467	PHP
index.php	9899	PHP
page.php	2052	PHP
readme.txt	47	txt-file
rtl.css	40480	CSS

CONTENT

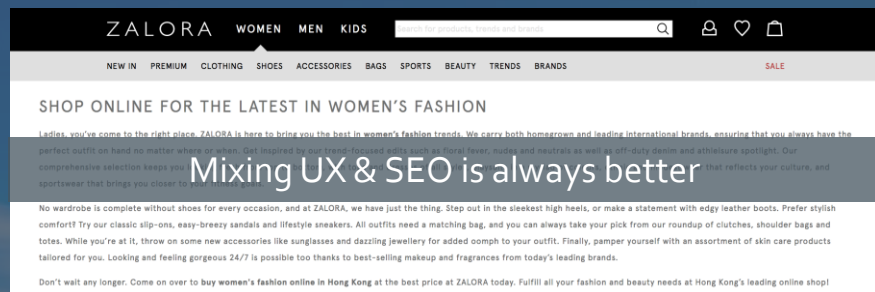
★ Always write unique texts (do not copy/paste content).



★ Googlebot ignores some duplicated content.

CONTENT

★ Smartly add content in your homepage or services.



他們怎麼評價我們的SEO搜索引擎優化服務

Re-use the reviews

我與香港 Get Clicks 有過密切的合作，那真是一次愉快的合作。高效、實用、相關的建議以及非常專業的工作都使我不得不推薦 Get Clicks。

JULIETTE - 專案經理

Kilian 是一個教育家，易於接觸，非常有效。他寶貴的建議和專業知識使我們能夠改善我們平台的SEO表現。與他合作真的很快。

CANDICE LAHOUTER - 專案經理

基利安在搜索引擎優化方面真的很專業。他能夠向不同類型的需求者解釋技術問題，他的交付也一樣完美。他是一個真正的SEO大師，不要猶豫，還不快聘用他。

ALAIN BARBOTTE - 數碼營銷經理

在我寶貴的職業生涯裏，我曾有機會與 Get Clicks 一起工作了兩年。基利安是一位專業人士，憑藉其敏銳的反應、專業知識和嚴謹的態度，幫助我們實現了雄心勃勃的SEO目標。

CHARLOTTE RIVIÈRE - 銷售部門主管

HOW IT WORKS

Explain your positioning

RECIPE CREATION

OVER 100 UNIQUE GOURMET RECIPES HAVE BEEN CREATED TO FULFILL YOUR SPECIFIC HEALTH NEEDS.

CHOOSE A PROGRAM

WE LOOK AT YOUR UNIQUE REQUIREMENTS AND RECOMMEND THE MEAL PROGRAMS IN VARIOUS FREQUENCIES.

RECEIVE THE MEALS

YOUR MEALS ARRIVE IN 3 WORKING DAYS, WHEREVER YOU PREFER.

EAT AND ENJOY

ENJOY YOUR FOOD! HEALTHY LIVING IS AS SIMPLE AS THAT.

What is GetLinks

GetLinks is a **platform** and **ecosystem** that connects tech talents with opportunities across Asia. We support people to build their skills, their connections, their teams and their careers.

COMMUNITY

Introduce your brand

Be a part of our growing tech community. Connect with people at our events and join in the conversation on our social media channels. Everyone is welcome!

Explore events

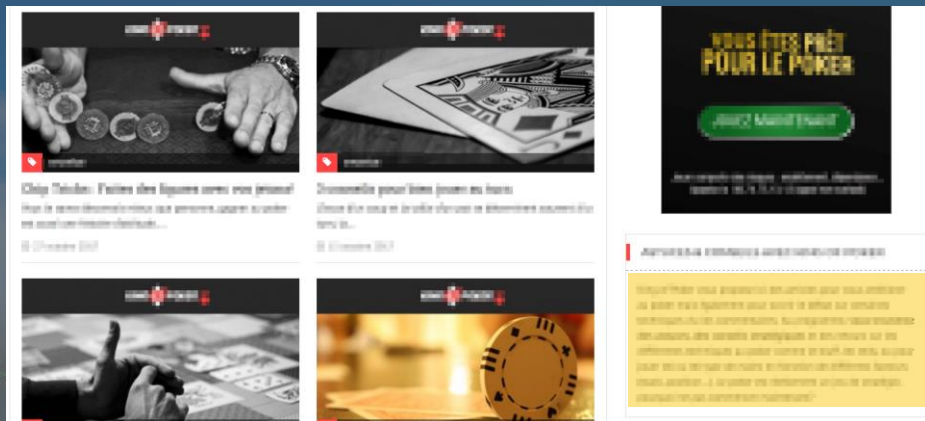
Looking for a job or just open to possibilities? We can connect you to relevant work opportunities across Asia based on your profile.

Learn more

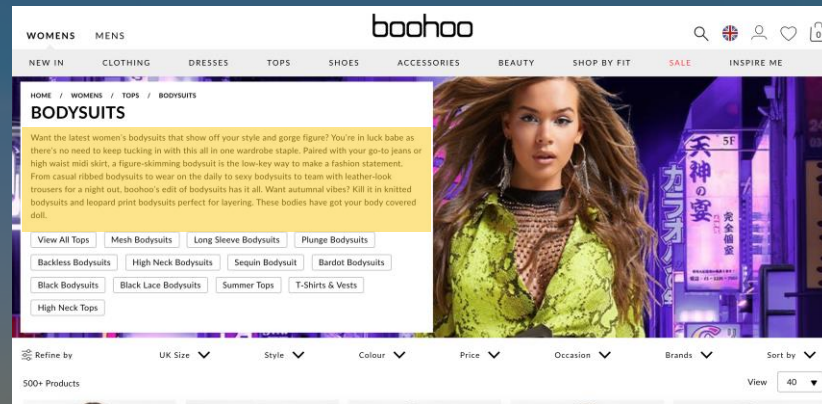
CONTENT

★ Add a description in your categories ([Pro Text Widget](#)).

Blog



E-commerce



CONTENT

★ Always write unique product descriptions and use UGC.



Angela H. Verified Buyer

24/10/16



Second Pack

This is their second pack and my dogs seemed to poo normal and their fur are glowing slightly. Will carry on!

[Share](#) |

Was This Review Helpful? 0 0



Sally H. Verified Buyer

27/08/15



Excellent service

Our order was delivered in less than 24 hours straight to our door!

[Share](#) |

Was This Review Helpful? 0 0

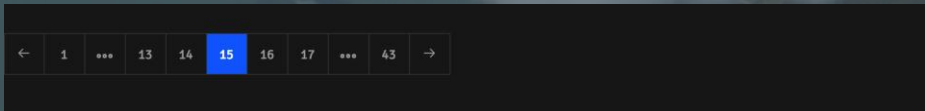
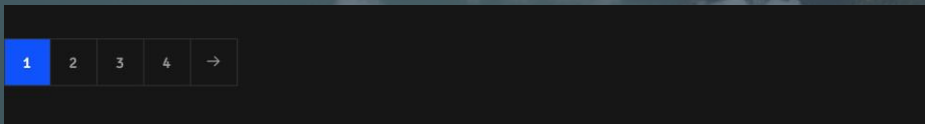
INTERNAL LINKS

- ★ Use keywords to link the pages (exact-match anchor text).
- ★ Cross-selling to improve the internal links and the sales.
- ★ Link products available with different attributes.
- ★ Link categories and brands, and vice-versa, from the description.
- ★ Link blogposts to relevant products and landing pages.
- ★ Use a breadcrumbs and show the full site's structure.
- ★ Link related blogposts together.

INTERNAL LINKS

★ Use [WP PageNavi](#) to control your pagination.

Page 15 accessible after 8 clicks



Increase the number of products per categories to improve the site's depth.

Page 15 accessible after 3 clicks

Number Of Pages To Show

Number Of Larger Page Numbers To Show
Larger page numbers are in addition to the normal page numbers. They are useful when there are many pages of posts.
For example, WP-PageNavi will display: Pages 1, 2, 3, 4, 5, 10, 20, 30, 40, 50.
Enter 0 to disable.

Show Larger Page Numbers In Multiples Of
For example, if mutiple is 5, it will show: 5, 10, 15, 20, 25



EXTERNAL LINKS

- ★ Get links from websites tackling the close topics.
- ★ Get links from articles, directly from the content.
- ★ Use different anchor texts ("Business", "Branded", "Mixed").
- ★ Get links to different landings pages.
- ★ Get links from quality websites, not "Link Farms".
- ★ Get "dofollow" links, "nofollow" links are not useful.
- ★ Avoid "Sitewide" links with "Business Anchor Texts".

EXTERNAL LINKS

- ★ Niche websites, not necessarily from Hong Kong.
- ★ Local platforms related to your niche.
- ★ Entrepreneur and start-up related websites for interviews.
- ★ PR, Media, Influencer Marketing to get quality links.
- ★ Link-baiting: Get natural links.
- ★ Build your brand.

MERCI



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