

Introductie tot SEO

By: Tim Prys



De basis

Inhoud

Betrokkenheid

Meten is weten

De basis

1. Metatags
2. Xml sitemap
3. Google Search Console
4. Backlinks
5. Website snelheid “pagina caching”
6. Gestructureerde metagegevens
7. Ssl certificaat

1 - Meta Tags

De basis

meetup.local > de-beschrijvende-url-van-de-pagina

De titel van de pagina met ongeveer een 50 tot 60 karakters

De ideale lengte van een metabeschrijving. Een metabeschrijving kan maximaal 155 tekens bevatten - en soms zelfs meer. Er is hier echter geen 'juist ...

Edit snippet

SEO title

De titel van de pagina met ongeveer een 50 tot 60 karakters

Slug

de-beschrijvende-url-van-de-pagina

Meta description

De ideale lengte van een metabeschrijving. Een metabeschrijving kan maximaal 155 tekens bevatten - en soms zelfs meer. Er is hier echter geen 'juist aantal' tekens, omdat uw beschrijving mogelijk wordt ingekort, afhankelijk van wat Google aan uw zoekresultaat toevoegt.

Close snippet editor

Yoast SEO

SEO Readability Social

Facebook

Do you want to preview what it will look like if people share this post on Facebook? You can, with Yoast SEO Premium. [Find out why you should upgrade to Yoast SEO Premium](#)

Facebook Title

If you don't want to use the post title for sharing the post on Facebook but instead want another title there, write it here.

De titel die op Facebook gebruikt zal worden

Facebook Description

If you don't want to use the meta description for sharing the post on Facebook but want another description there, write it here.

De beschrijving die op Facebook gebruikt zal worden

Facebook Image

If you want to override the image used on Facebook for this post, upload / choose an image here. The recommended image size for Facebook is 1200 by 630 pixels.

Upload image Clear image

2 - XML Sitemap

De basis

XML Sitemap

Generated by **YoastSEO**, this is an XML Sitemap, meant for consumption by search engines.

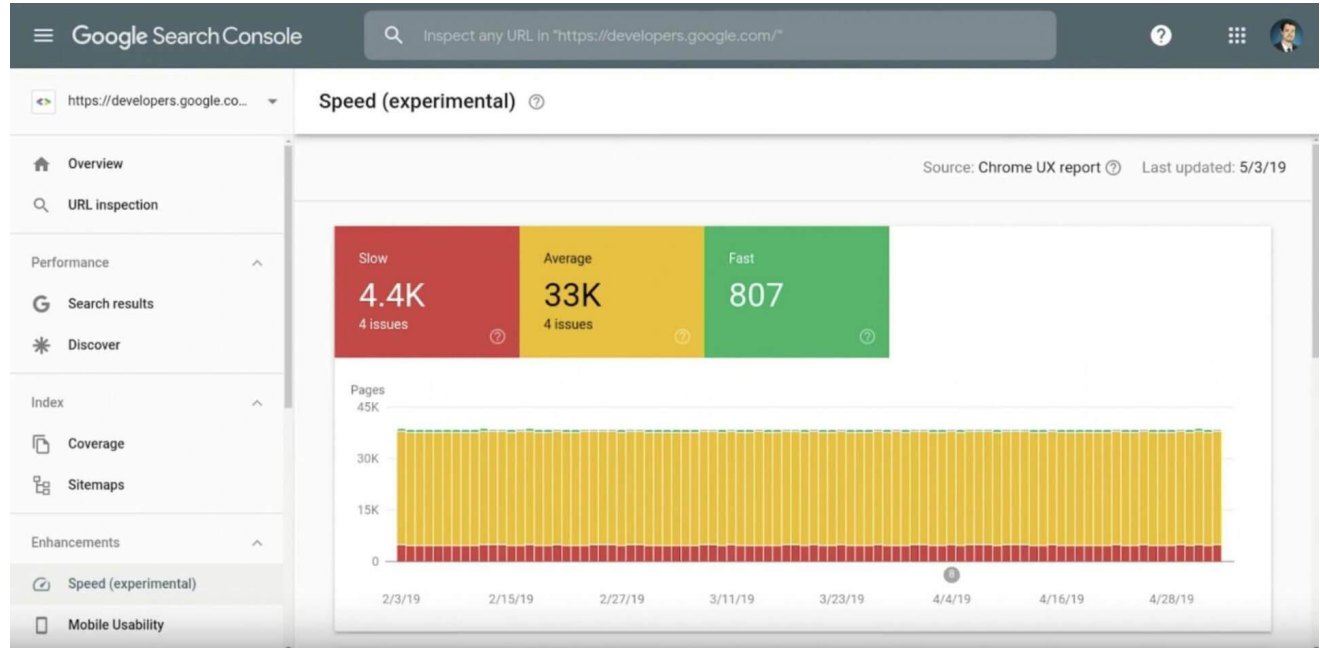
You can find more information about XML sitemaps on **sitemaps.org**.

This XML Sitemap Index file contains 4 sitemaps.

Sitemap	Last Modified
http://meetup.local/post-sitemap.xml	2019-12-31 10:05 +00:00
http://meetup.local/page-sitemap.xml	2019-12-31 10:05 +00:00
http://meetup.local/category-sitemap.xml	2019-12-31 10:05 +00:00
http://meetup.local/author-sitemap.xml	2019-12-31 10:29 +00:00

3 - Google Search Console

De basis



4 - Backlinks

De basis



5 - Website snelheid “pagina caching”

De basis

 LiteSpeed Technologies  800,000+ active installations  Tested with 5.2.5	 BoldGrid  1+ million active installations  Tested with 5.3.2
 WP Fastest Cache ★★★★★ (2,866) The simplest and fastest WP Cache system  Emre Vona  1+ million active installations  Tested with 5.3.2	 WP-Optimize – Clean, Compress, Cache. ★★★★★ (1,104) Makes your site fast and efficient. It cleans the database, compresses images and caches pages. Cached sites attract more traffic and users.  David Anderson, Ruhani Rabin, Team Updraft  900,000+ active installations  Tested with 5.3.2
 WP Super Cache ★★★★★ (1,236) A very fast caching engine for WordPress that produces static html files.  Automatic  2+ million active installations  Tested with 5.2.5	 Redis Object Cache ★★★★★ (70) A persistent object cache backend powered by Redis. Supports Redis, PhpRedis, HHVM, replication, clustering and WP-CLI.  Till Krüss  50,000+ active installations  Tested with 5.3.2
 Autopimize ★★★★★ (947) Autopimize speeds up your website by optimizing JS, CSS, images (incl. lazy-load), HTML and Google Fonts, asyncing JS, removing emoji cruft and more.  Frank Goossens (futta)  1+ million active installations  Tested with 5.3.2	 Cache Enabler – WordPress Cache ★★★★★ (82) A lightweight caching plugin for WordPress that makes your website faster by generating static HTML files plus WebP support.  KeyCDN  80,000+ active installations  Tested with 5.2.5
 SG Optimizer ★★★★★ (242) With the SiteGround Optimizer enabled, you're getting the very best from your	 WP REST Cache ★★★★★ (15) Enable caching of the WordPress REST API and auto-flush caches upon wp-

6 - Gestructureerde metagegevens

De basis

Monty Python and the **Holy Grail** (1975) - IMDb

www.imdb.com/title/tt0071853/

★★★★★ Rating: 8.4/10 - 222489 votes

King Arthur and his knights embark on a low-budget search for the **Grail**, encountering many very silly obstacles.

Directed by Terry Gilliam, Terry Jones. Starring Graham Chapman.

The Album Of The Soundtrack Of The Trailer - Rhapsody

www.rhapsody.com/album/Alb.14077829

The Album Of The Soundtrack Of The Trailer Of The Film Of Monty Python And The Holy Grail. Monty Python. Share. Tracks; Similar Albums. image. Released: ...

Track	Duration	Album
Introduction	1:09	The Album Of The ...
Introduction (Part 2)	4:02	The Album Of The ...
Arrival At Castle	2:42	The Album Of The ...
Constitutional Peasants	2:57	The Album Of The ...

Spamalot Tickets, Monty Python **Spamalot** Tickets, Shubert Theatre

www.gotickets.com/theater/monty_python_spamalot.php

The widest selection of Monty Python **Spamalot** Tickets - GOTickets is your ...

Mar 16, 2013 Monty Python Spamalot, Minneapolis, MN
Mar 22, 2013 Monty Python Spamalot
Mar 28, 2013 Monty Python Spamalot, Denver, CO

Spam and Eggs Recipe - Allrecipes.com



allrecipes.com/recipe/spam-and-eggs/

★★★★★ Rating: 4.5 - 17 reviews - 15 mins - 707 cal

Cubes of **Spam** are fried in a skillet with eggs, and topped with cheese. ...

Ingredients Edit and Save ... Original **recipe** makes 2 servings Change Servings ...

7 - Ssl certificaat

De basis



Inhoud

1. Een heldere site navigatie
2. Herkenbaar binnen de 3 seconden
3. Een heldere call to action
4. Stel je even in de plaats van de klant

1 - Een heldere site navigatie

Inhoud



2 - Herkenbaar binnen de 3 seconden

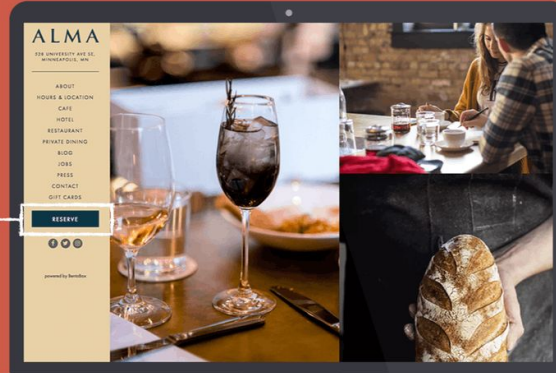
Inhoud

The screenshot displays the NHS eLibrary Stroke Specialist e-Library homepage. The layout includes a top navigation bar with links like 'my e-Library', 'Forgot your password?', 'Need to register?', and 'Log in'. A central navigation bar contains links for 'Library Home', 'Search', 'Browse', 'CPD', 'Keeping up to date', 'Shared Space', and 'Help & Tutorials'. The main content area is divided into several sections: 'Quick Links' (highlighted with a red box), 'Browse by subject' (with a list of topics), 'Patient Journey' (with a 'Patient Journey list' link), 'Related Specialist e-Libraries' (with a list of related resources), 'Stroke MKN Shared Space' (with a search bar and a list of updates), 'Announcements' (with a list of recent news items), 'Keeping up to date' (with a list of recent journal articles), and 'Media News' (with a list of recent media news items). The heatmap overlay indicates that the 'Quick Links' and 'Stroke MKN Shared Space' sections are the most frequently accessed or engaged with areas of the page.

3 - Een heldere call to action

Inhoud

MAKE A
RESERVATION



4 - Stel je even in de plaats van de klant

Inhoud



Betrokkenheid

1. Google My Business
2. Sociale Media

1 - Google My Business

Inhoud



2 - Sociale Media

Inhoud



Meten is weten

1. Google analytics
2. Google Search Console

1 - Google Analytics

Meten is weten



2 - Google Search Console

Meten is weten

