2015

SEO by Squirrly

WORDPRESS PLUGIN

BY SQUIRRLY LIMITED

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SEO by Squirrly

Squirrly is a Wordpress plugin created to help **NON-SEO experts** to get **Excellent SEO** with **Better Content**, **Ranking** and **Analytics**.

Squirrly SEO helps you write content that is **SEO friendly** and ALSO **Human friendly**. With Squirrly, you will improve your rankings, while providing your readers great content. You will see your SEO Stats, get a weekly SEO Audit and find some great keywords to use.

Recommended by **Neil Patel**, the co-founder of Kissmetrics and Crazy Egg. Also by **Brian Dean** and over 100 content marketing experts.

See the **testimonial** page: http://howto.squirrly.co/testimonials/

Squirrly comes as a **freemium software,** like MailChimp. You'll start with the free version of Squirrly SEO. It will help you if you have small content marketing needs, such as **5 published articles / month**, **5 keyword researches,** and a **weekly audit report**. If you have more advanced needs, you can pay for the PRO Plan.

See the pricing plans: http://howto.squirrly.co/squirrly-pricing-plans/

Squirrly's history and awards

Squirrly Limited started as a Startup company back in September 2012, by Florin Muresan and Calin Vingan, having two angel investors: Philipp Kandal and Ibrahim Evsan.

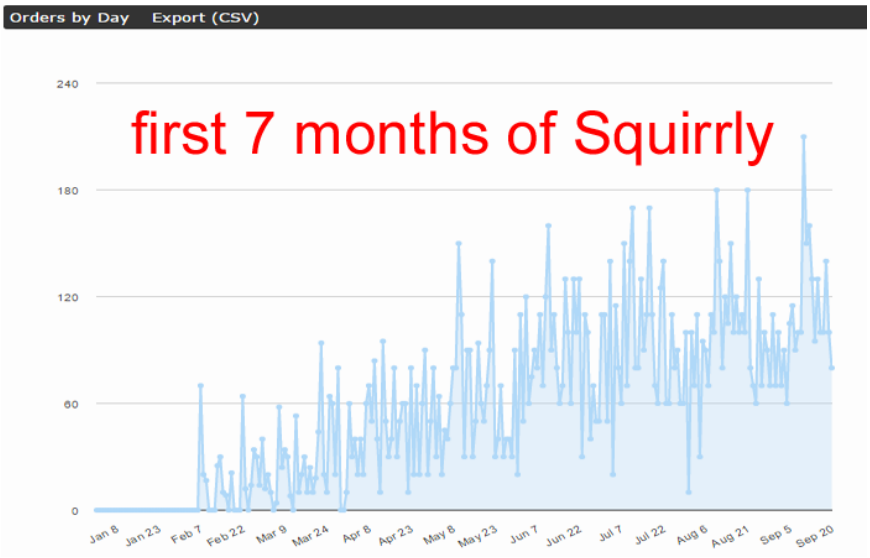
Squirrly SEO plugin has been available to the public since February 2013. The plugin's users are spread worldwide, and most of them are located in the US, Canada and UK.

The features that Squirrly offers to their clients are useful for anybody that has a site, but the attitude towards each client is to keep them loyal.

Florin pitched Squirrly on several conferences in Europe, and was a finalist every time. The product became popular in many countries, and it was covered by press from the US, Germany and Romania, in publications such as Boston.com, TechCrunch, Delivering Happiness, Adevarul and others.

We've tested already on **49.000 people** and they experienced a **280% grow in traffic** for they sites. Read reviews

Squirrly SEO plugin grew fast since it has been launched. We started as a Startup and we became **profitable** in the first **7 months**.



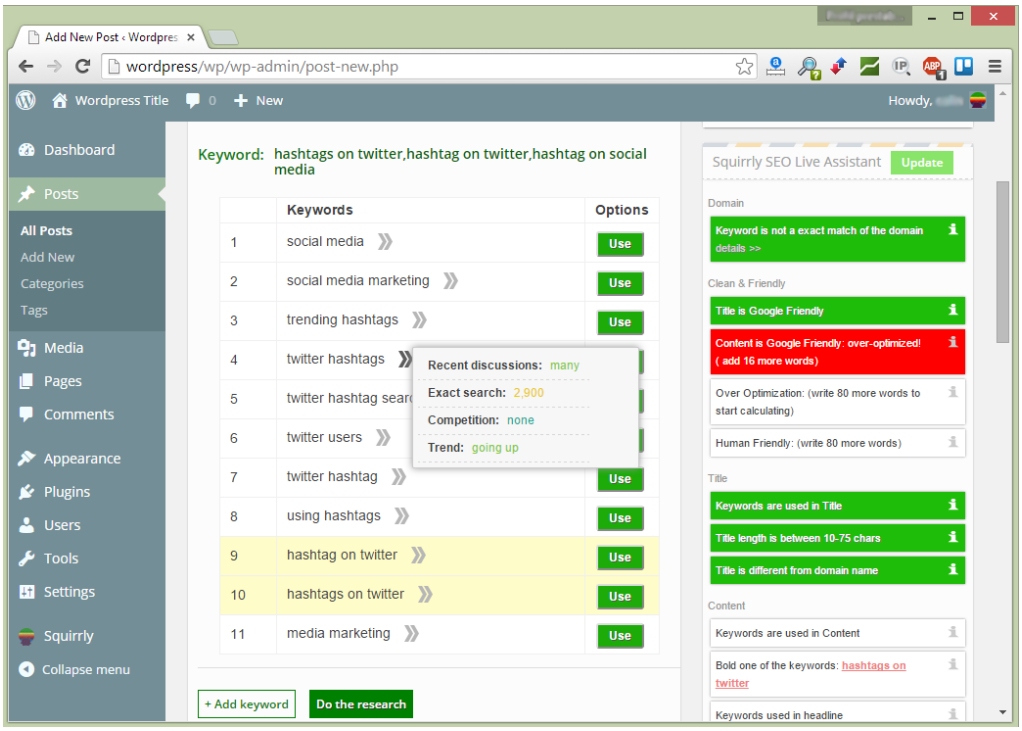
In the first year (**2013**), we had over **2.400 paid subscriptions**, and now, two years later, we have over **9.500 paid subscriptions**.

We invest a lot of time in Squirrly SEO, in order to keep it updated with all the Search Engines and social media requirements.

See the Awards here: http://howto.squirrly.co/squirrly-awards/

Squirrly features

Keyword research and Analysis



Squirrly's Keyword Research and Analysis tool helps you find **keywords that are trending**, that people are currently searching for, and that will ultimately **get you more visibility online**.

It's very important to be found online by the right keywords, because it will bring you targeted visitors. These are the people that are interested in what you have to offer.

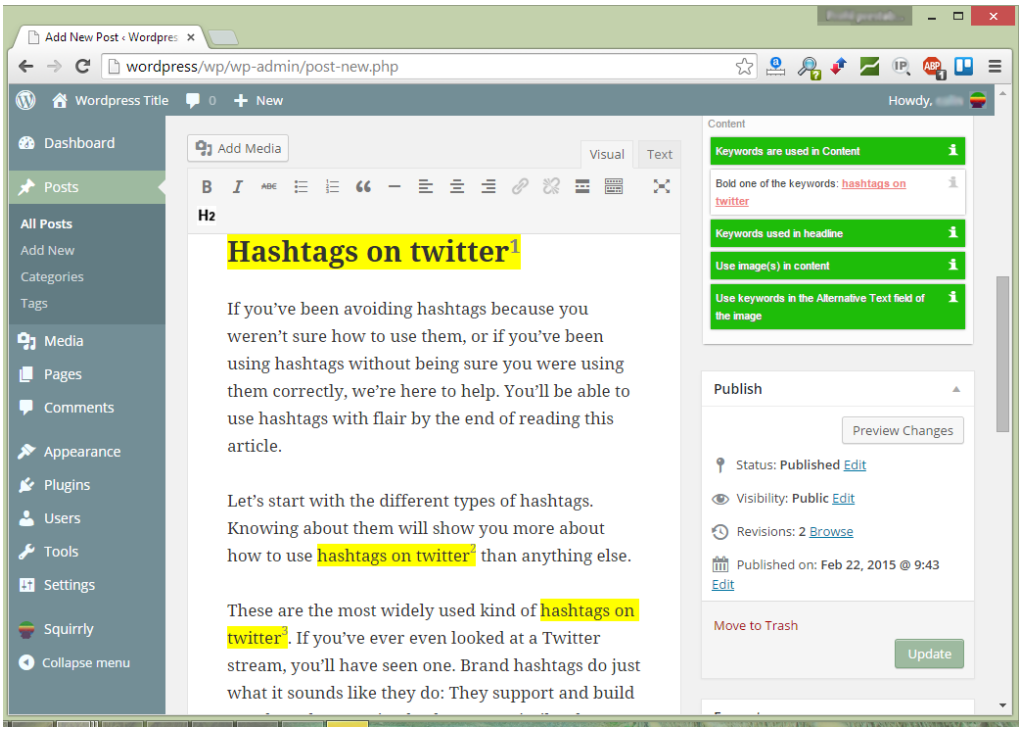
The Keyword Research tool helps you find **long tail keywords that** are easier to rank for, especially if you just started your own business and you want fast results. The tool looks at your **competitor's keywords,** and it will **grab the best ones** for your articles.

Tutorials:

How to Slides

How to Use the Keyword Research Tool in Squirrly SEO

Squirrly Live Assistant



What we've done is we made sure that you now have a **clever assistant inside your WordPress** dashboard. The Live Assistant feature helps you **in real-time**, as you're typing your article, so that you make the written text friendly for human readers, not just search engines.

By using the SEO Live Assistant from Squirrly, **you will learn how to fully optimize a blog article** for both **humans** and **search engines**.

You'll be able to write articles that will **not be banned by Google**. The Human love you'll get (social media shares, links from other blogs, etc.) will be most welcome.

Human Friendly Option

It helps you write articles that are **journalistically appropriate**.

It makes sure that:

- Your **article is long enough**, so that your **readers will not just close the tab** and bounce off

- Your article is long enough to make it to the **Google News**
- You have a **great introduction and conclusion** for your article, in which you specify the topic you're writing about.
- You **avoid repetitions**. Check out this thread on Quora.
- You **avoid keyword stuffing**, regardless of "keyword density". Just 100% good writing. Trust me, your readers will feel something is wrong if the keyword is mentioned way too much in just a few sentences.

Also, when you truly can't avoid repetitions, the SEO Live Assistant will **give you synonym suggestions** and it will **highlight where you should place the synonyms** in order to have a Human friendly article.

Google Friendly

Google doesn't care if you have 3% density, or 3.4% density, or 4% density.

It cares if you over-optimize your article for your main keyword. So if your density is too high, there's a problem (a big one!), and Squirrly will tell you all about it.

Over Optimization

It's very easy to hit bumps when you optimize your articles for Long Tail Keywords.

Here's an example:

Let's say I optimize my article for "Content Marketing Strategy for 2014".

All the tasks from the Live Assistant would normally tell me that everything is Green and perfect. But is it?

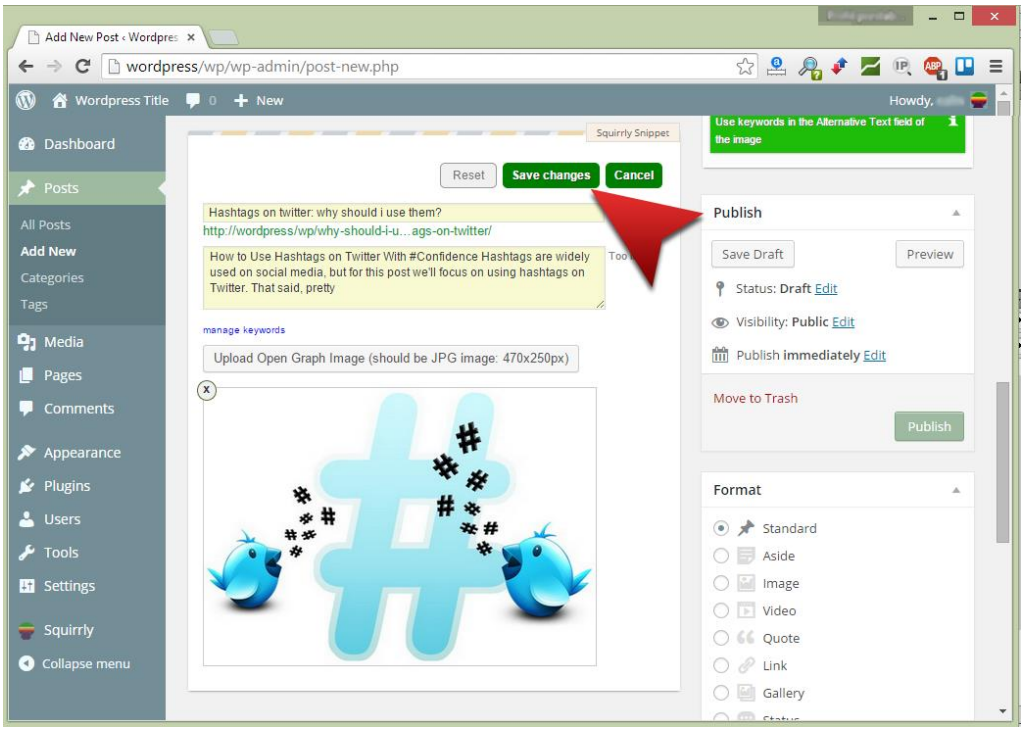
Oops, it seems like I've used "content marketing" way too much in my text and Google would normally penalize me for this, because their search engine would think that I was trying to stuff in this keyword and build up web spam.

The Over Optimization task will be a great companion that is going to help you avoid any problems with the big 'ol G.

How to Slides

There is a New SEO Live Assistant from Squirrly

Squirrly Snippet Tool



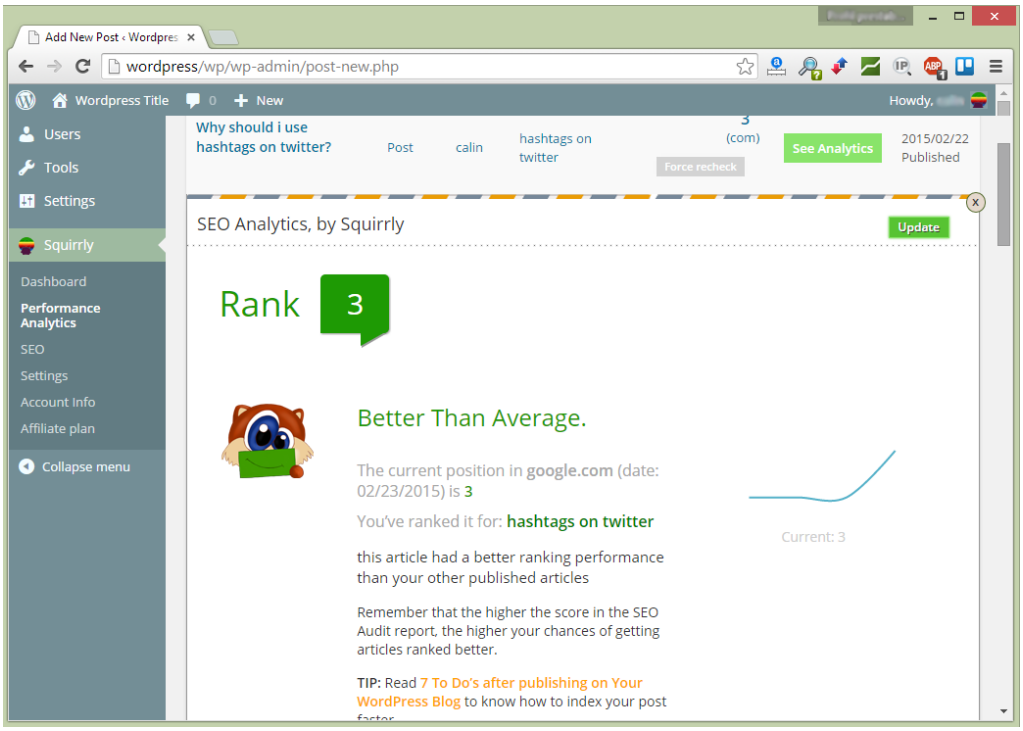
The Squirrly Snippet shows you **how your article will look on search engines**. By customizing it, you will boost the conversion rate.

By default, **Squirrly Snippet generates the meta-information for your article**. When it creates your meta description, it basically takes the first lines of your article and it integrates them.

It also checks if your keyword already appears in that text section. The wrong thing to do for an automatic SEO software would be to not give you the possibility to customize your text, and to take the same one that is used for the main site for each page, therefore generating duplicates.

How to Slides

Squirrly Performance Analytics



The best way to **measure your success** is to find out which articles performed better on social media over time, and which articles ranked better on Google.

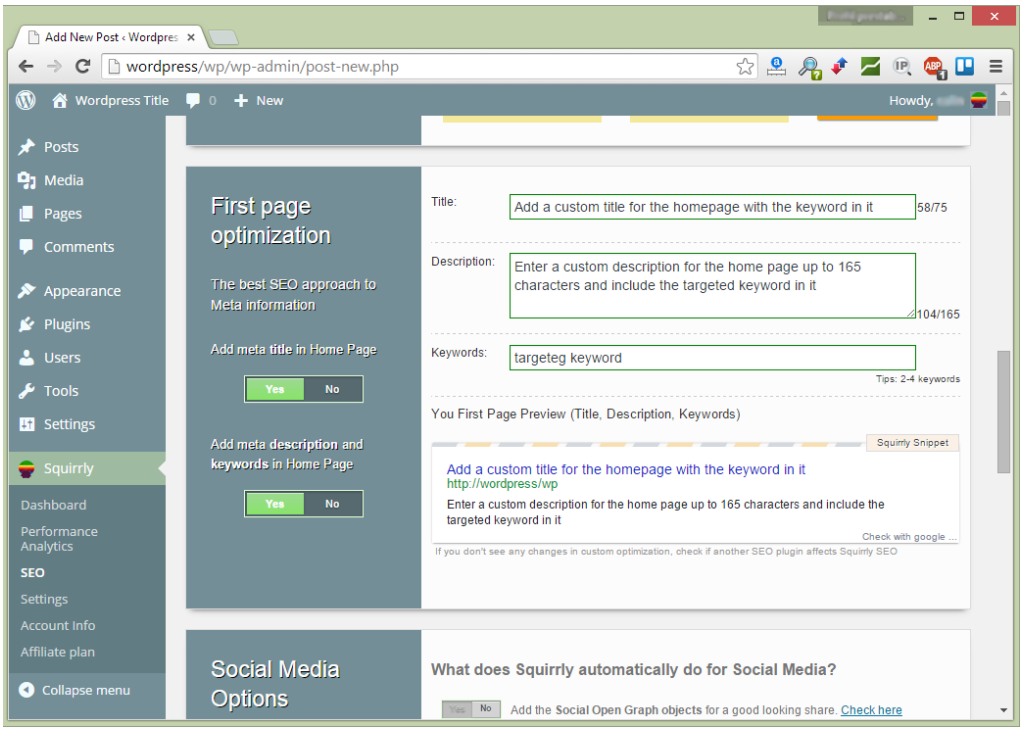
Squirrly Analytics **checks the rank position** for all the articles in your site, and it also sorts them by the Google rank position.

You will see what is the **Top Social Media Channel for each article.** In the future, this will help you figure out what type of content to create for each social media channel.

Squirrly also looks over your articles Authority, it shows you the **MOZ.com** and **AHREF.com rank,** and how many **inbound links** you have for them.

How to Slides

Squirrly On-Page SEO Optimization



Squirrly First Page Optimization shows you how to optimize the home page of your website fast and easy. You will have a preview to see how it will look in the search results.

To customize the META for each Page/Post, just use the Squirrly Snippet Tool from the Page/Post editor.

How to Slides

Squirrly Open Graph and Twitter Card

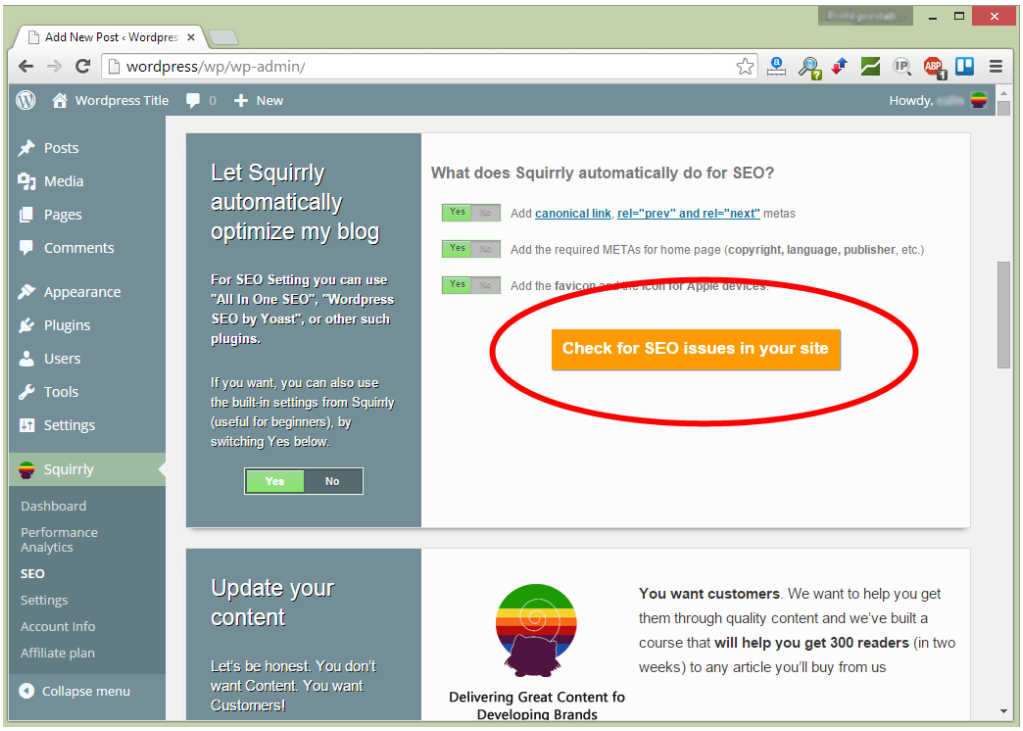
OpenGraph Meta-tags were introduced by Facebook in 2010. Basically, what they do is they **allow other websites to become rich "graph" objects,** and to function as other Facebook objects. That way, you can share them on Facebook. So you can control how information travels from a website to Facebook when you share a page, like it etc. The information is sent via OpenGraph Meta tags in the <head> part of the website's code.

Squirrly SEO will grab the data from your Page/Post content, and will build the Open Graph so that each social share will represent your article type.

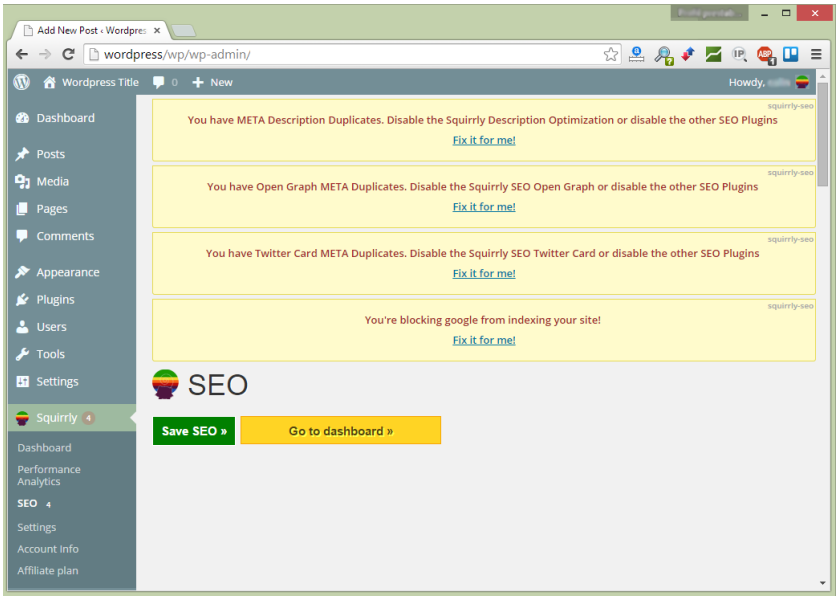
Squirrly also works best with Twitter Card metas. After Twitter Card validation, each share will come with an article summary attached to it. This is the best way to attract more visitors to your site.

How to Slides

Squirrly Check for SEO errors feature

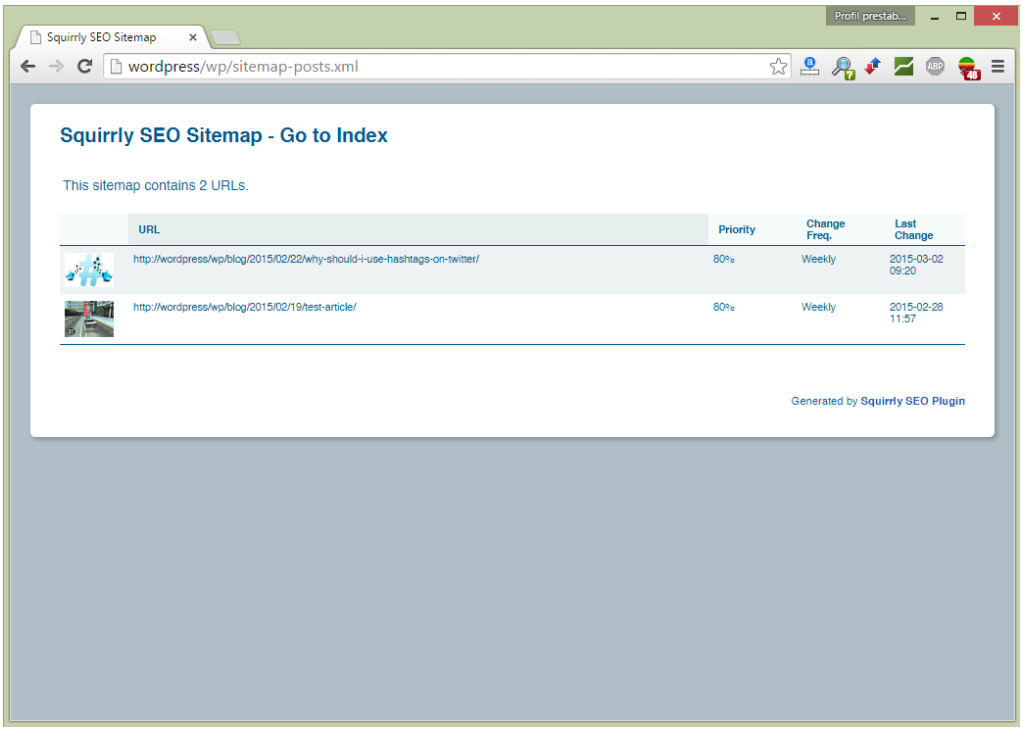


The new feature in Squirrly SEO is **Check for Issues option**. This is a simple way to find out whether there are **Meta Duplicates**, **Settings** problems, or **Plugin conflicts**. If you have issues, you can fix them right away with only one **click on, by clicking the "Fix it for me" button.**



How to Slides

Squirrly Sitemap XML



Other new features in Squirrly SEO are **Sitemap XML** and **Robots.txt**.

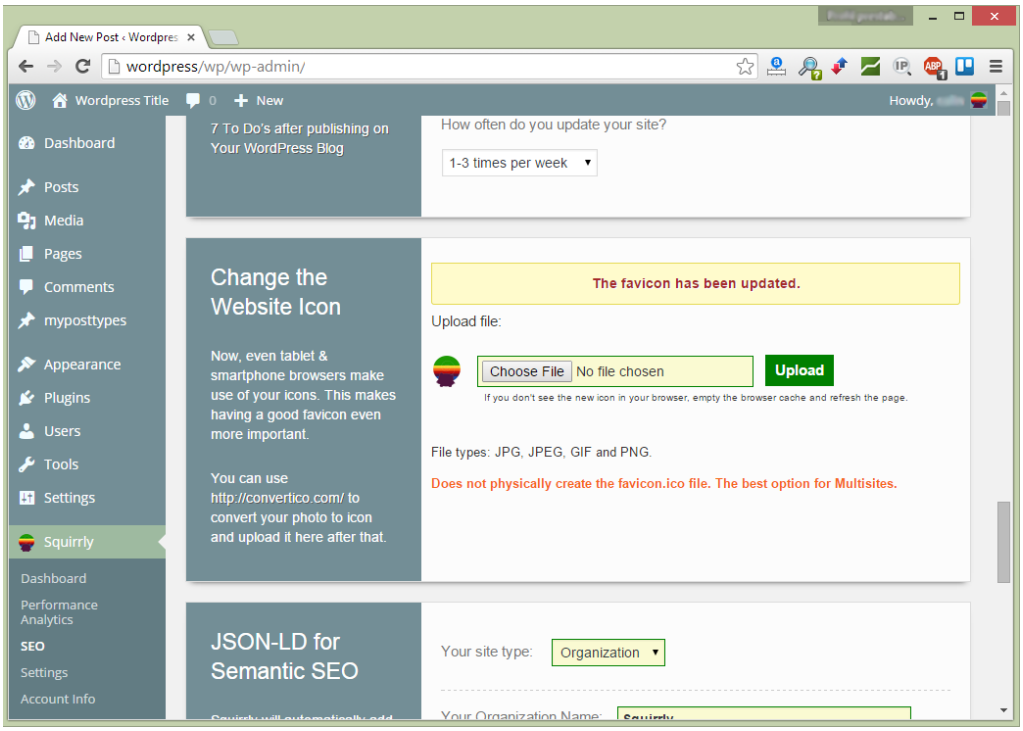
Squirrly informs Search Engines about all of your articles, posts, custom posts, tags, and it also sends information about the **images and videos** from **each article,** in order to be indexed in the **image and video sections of the Search Engines**.

Your articles will be pushed to Google and Bing only when they become public, rather than on every update, in order to prevent getting banned.

Squirrly does not physically create the sitemap.xml file, or the robots.txt file. This is **the best choice if you use the Wordpress Multisite option**.

How to Slides

Squirrly Favicon.ico

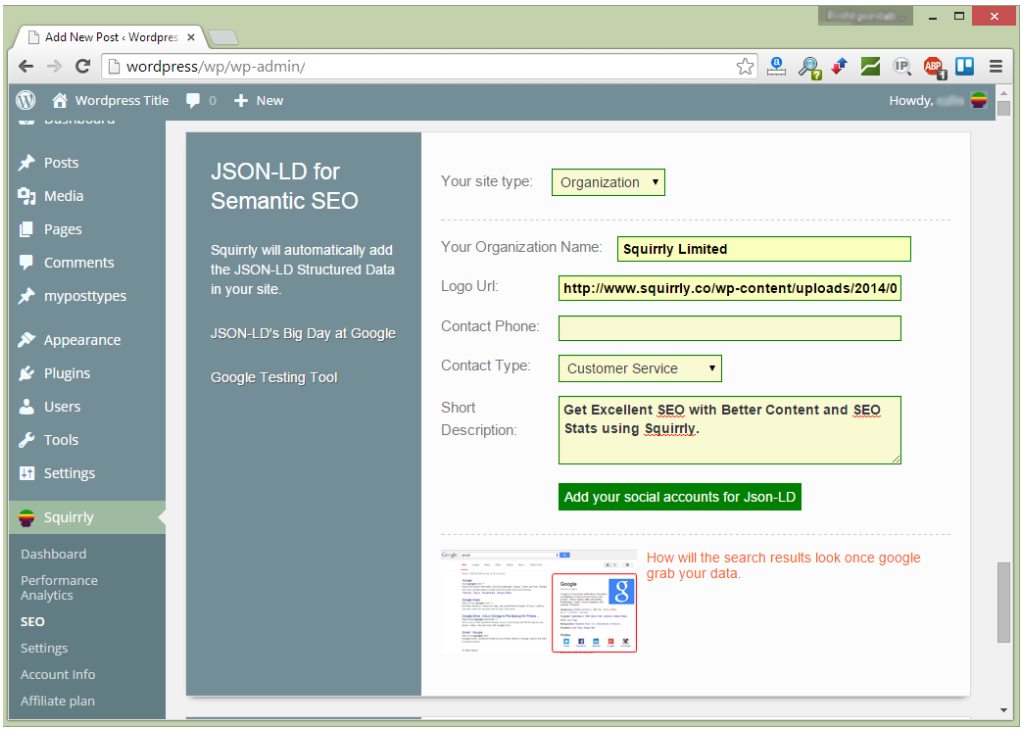


Once you have you site icon set up, Squirrly will add all the icons required by mobile devices, like an iPad. That way, when the site is bookmarked on a mobile device, your icon will be visible.

Squirrly does not physically create the favicon.ico file. This is **the best option if you use Wordpress Multisite option**.

How to Slides

Squirrly Json-LD Structured Data



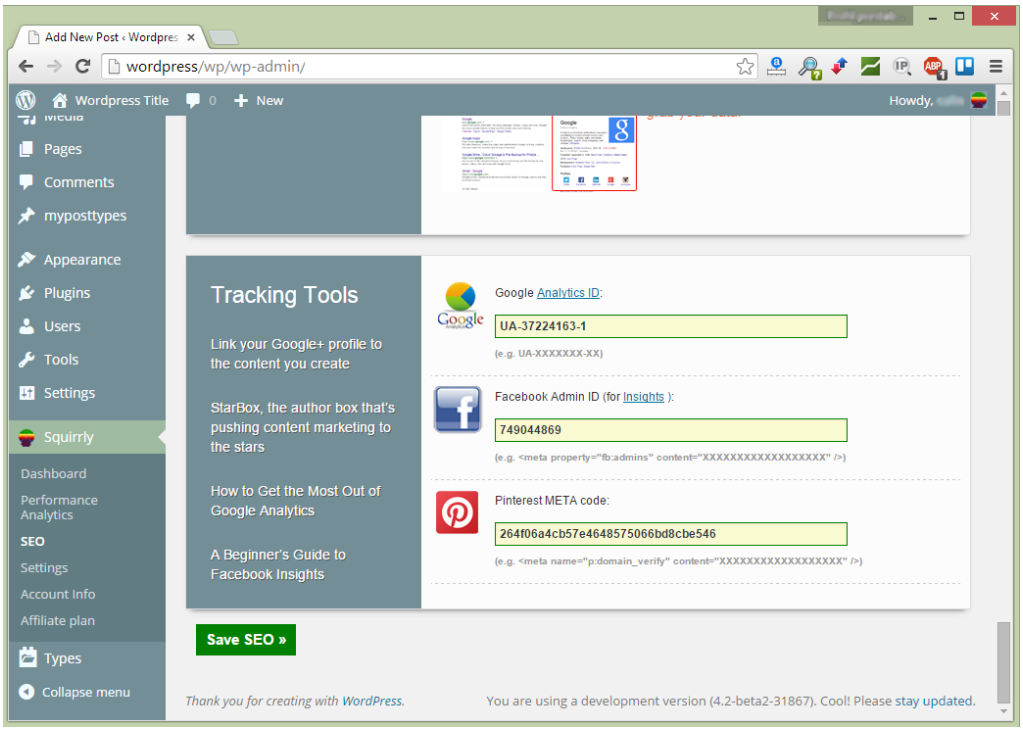
JSON-LD Structured Data is a standard way to **annotate your content,** so that machines can understand it.

When your web pages include structured data markup, Search Engines can use that data to **index your content better**, **show it more prominently in search results**, and surface it in new experiences like voice answers, maps, and Google Now.

Squirrly will **automatically add the JSON-LD** Structured Data in your site for both **Organization** and **Personal** data.

How to Slides
https://developers.google.com/structured-data/testing-tool/

Squirrly Tracking Tools



Squirrly comes with the main tracking tools you need for your website.

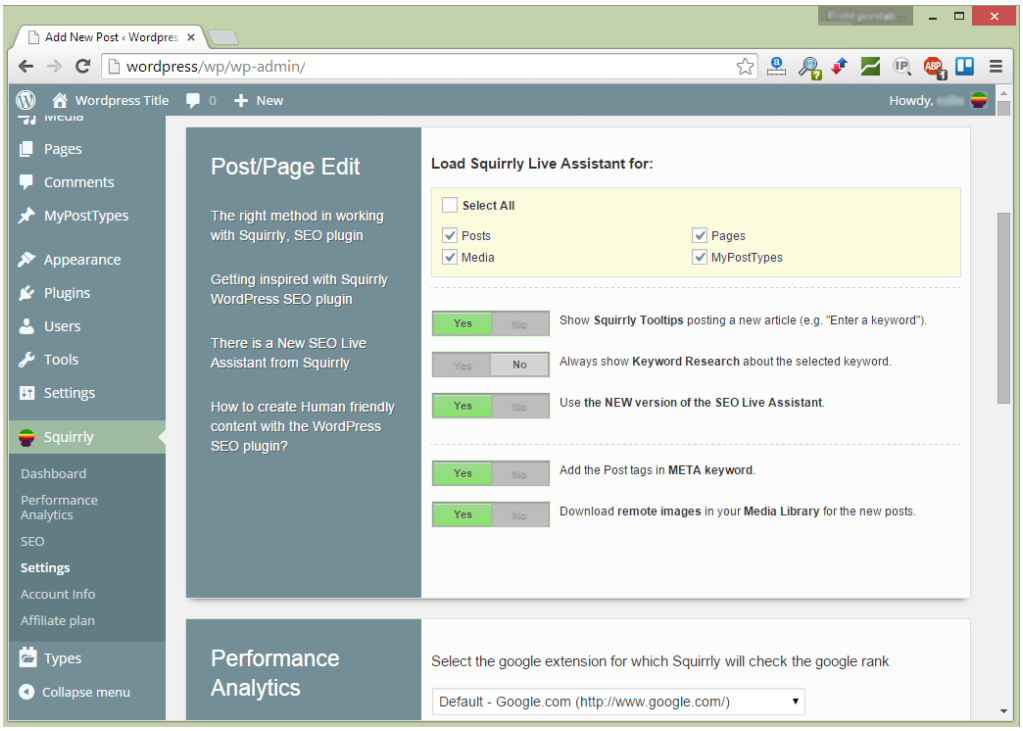
Google Analytics is the main one. Squirrly will add all the new features from GA in order to **use it at its full potential**.

Facebook ID is used for both **Open Graph** and **Facebook Insights**. If you don't know your ID, you can enter your **Facebook profile URL,** and Squirrly will grab the ID from it.

Pinterest Insights is another power tool that will **track your site's success.** We hope you find it useful as we do.

How to Slides

Squirrly Settings for Posts and Pages



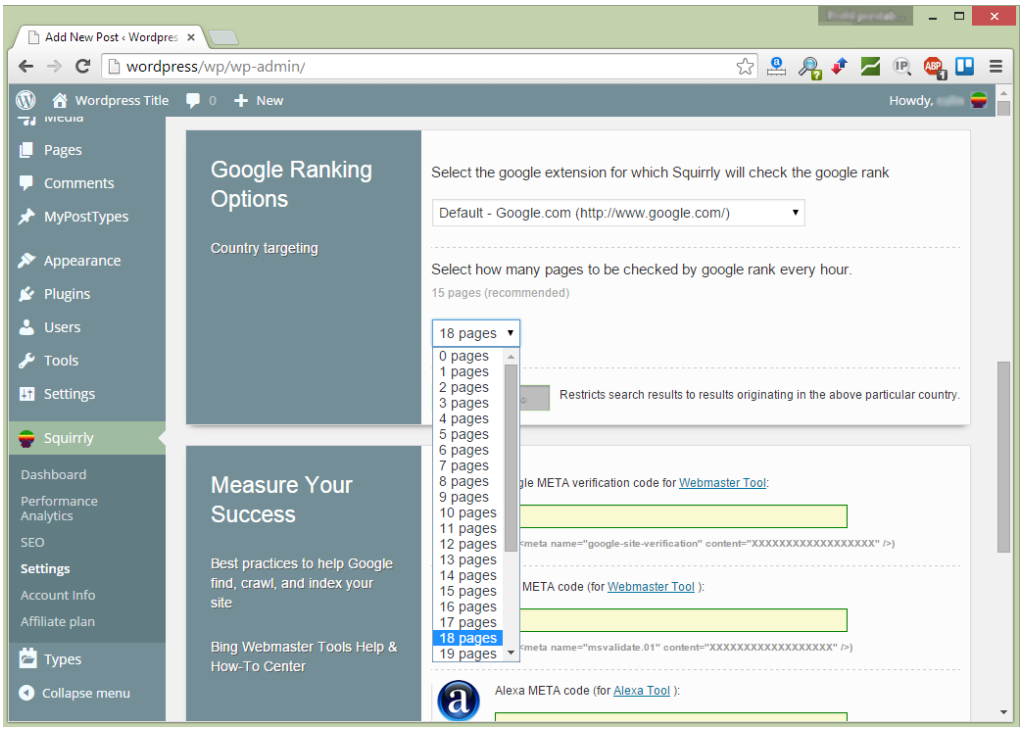
You can use Squirrly SEO Live Assistant on **every type of post you want,** or you can uncheck the ones you don't. This option is useful when you have an **ecommerce site,** and you want to use Squirrly SEO Live Assistant to **optimize your products for search engines**.

You can also choose whether you want Squirrly to **insert the tags as keywords** in Page/Post Meta.

Usually, you'll have to save each image you find online, upload to media and then insert it in your article. With Squirrly, you can just grab them from the internet, and the plugin will **make sure that all the remote images are stored locally** when the post is saved. By doing that, **you will not lose the images,** if remote images are deleted.

How to Slides

Squirrly Google Rank Option



You can customize the Squirrly Google Rank from Squirrly Performance Analytics for **better rank results**.

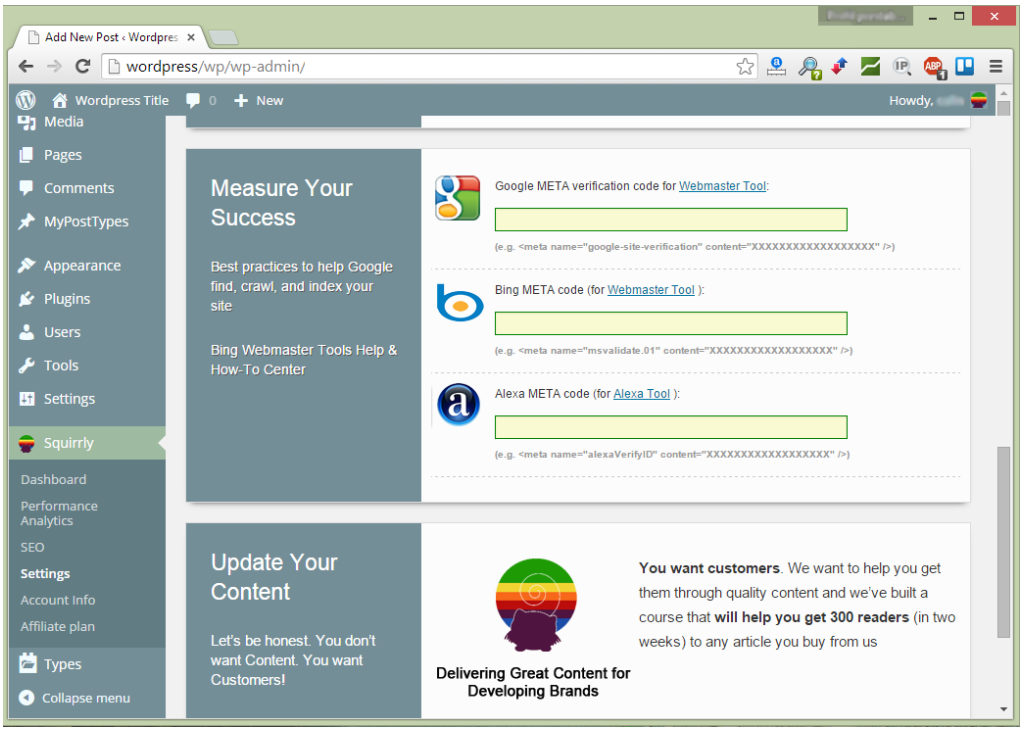
You can choose from **which country** you want to get the **rank information,** and **how many pages** you want to be verified **per hour**.

The **Rank Monitor feature is also free,** and uses Google search results to get the position for each article. When using the Google search option, you are limited (by Google, not by us) as to how many articles you can check every hour. For this, we've added an option in the Squirrly 5.0 version and up, that allows you to set the number of articles you want to be verified each hour.

We recommend you to set it to **15 articles per hour,** in order to prevent Google from blocking your IP for an hour.

How to Slides

Measure Your Success Feature from Squirrly

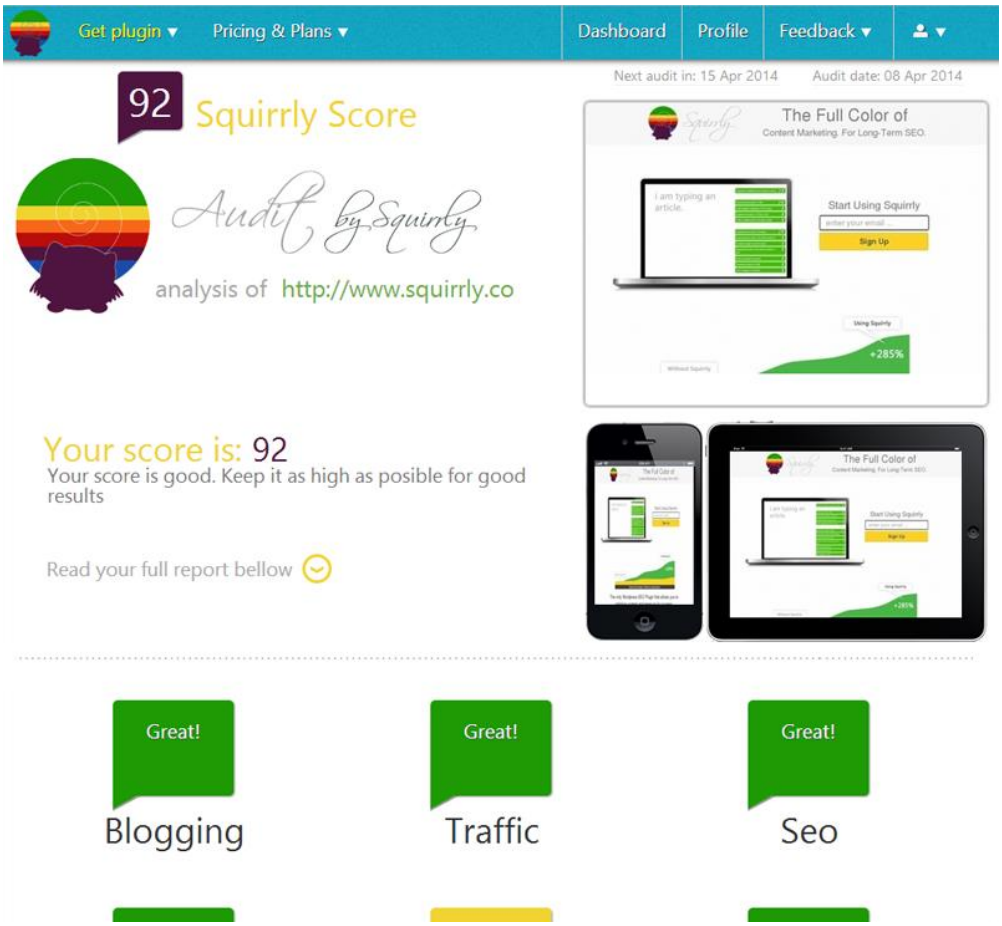


Use **Squirrly Measure Your Success Feature** to add the domain validation codes for **Google Webmaster Tool**, **Bing Webmaster Tool** and **Alexa Tool.**

Squirrly will automatically add the Meta code for them and you can **validate you site fast and easy**.

How to Slides

Squirrly Site Audit



Weekly Site Audit is the "Cherry on Top" from Squirrly. Your site will be verified every week for the latest written articles on all the main areas: Blogging, Traffic, Social Media, SEO, Links and Authority.

The score will reflect how well the site has performed that week. Depending on the score, you will receive some tasks you'll need to complete in order to raise the overall score of your website. This way, you will know exactly what to do next week, so that you get better results in Google search results.

How to Slides

Conclusion

Squirrly SEO is not just a Wordpress Plugin, because it comes with many **powerful features**, that are created by a team with an **experienced SEO background**.

The Squirrly team worked hard in order to integrate all of these features in a **simple and easy to understand UX format** for the end-user.

In the Squirrly SEO version 5.0 and up, we introduce a **Step by Step gamification tutorial** with the possibility of **becoming a SEO Star,** while learning all the Squirrly Features.

Squirrly is made to work with other **SEO plugins,** like Yoast and All in one SEO, and with **Ecommerce plugins** like Woocommerce and WP Ecommerce.

We wish that Squirrly SEO will help your business succeed!

Enjoy Squirrly!

Resources:

- Images for Squirrly: https://www.pinterest.com/squirrlyHQ/
- About our Team: https://www.squirrly.co/contact
- Support page: http://howto.squirrly.co/
- Testimonials: http://howto.squirrly.co/testimonials/
- Awards: http://howto.squirrly.co/squirrly-awards/