

Yoast - Tweaking Websites & The WordPress Podcast

This is the combined feed of Yoast.com and the WordPress Podcast

<http://yoast.com/feed>.

WordPress Podcast: Thesis Wordpress Theme Creator Chris Pearson

Web developer Chris Pearson, who specializes in building detailed, robust WordPress themes, most notably the Thesis Wordpress theme, joins Joost and Frederick to discuss how he created Thesis to become the ultimate publishing platform on the web.

http://feedproxy.google.com/~r/joostdevalk/~3/5WJH7LecT_U/

WordPress Podcast: Wordpress Advanced Ticket System and the 3.0 Launch

Joost and Frederick discuss the WordPress Advanced Ticket System, plus how WordPress and WordPress MU have merged and multi-site functionality will be included in the upcoming Wordpress 3.0.

<http://feedproxy.google.com/~r/joostdevalk/~3/GRbH9oYIT-w/>

WordPress Podcast: SEO Impact on Wordpress

Joost welcomes the In-House Director of Search Engine Optimization for the Tribune Company, Brent Payne, who has over 7-years of experience in the search engine optimization field.

<http://feedproxy.google.com/~r/joostdevalk/~3/ZWS1w7gYEnc/>

Yoast: Unleashing Quix

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http://feedproxy.google.com/~r/joostdevalk/~3/L_6AY78Crng/

Yoast: Checking Blog Privacy Settings

A

<http://feedproxy.google.com/~r/joostdevalk/~3/sFKHWIj--64/>

Yoast: Web Designer Mag should fix its SEO

A

<http://feedproxy.google.com/~r/joostdevalk/~3/VCY2sdNcsEg/>

Yoast: WordPress Hosting

You can find my [WordPress hosting](#) article here, because of an experiment the comments for that article are here, while the article itself is "on it's own".

[WordPress Hosting](#) is a post from [Joost de Valk's Yoast - Tweaking Websites](#). A good WordPress blog needs good hosting, you don't want your blog to be slow, or, even worse, down, do you? Check out my thoughts on [WordPress hosting](#)!

<http://feedproxy.google.com/~r/joostdevalk/~3/1-G-zgaRjyl/>

Yoast: Preventing your site from being indexed, the right way

It keeps amazing me that I keep seeing people use robots.txt files to prevent sites from being indexed and thus showing up in the search engines. You know why it keeps amazing me? Because robots.txt doesn't actually do the latter, even though it does prevent your site from being indexed.

Let's go through some terms here:

Indexed / Indexing

The process of downloading a site or a page's content to the server of the search engine, thereby adding it to its "index".

Ranking / Listing / Showing

Showing a site in the search result pages (aka SERPs).

So, while the most common process goes from Indexing to Listing, a site doesn't have to be indexed to be listed. If a link points at a page, domain or wherever, that link will be followed. If the robots.txt on that domain prevents the search engine from indexing that page, it'll still show the URL in the results if it can gather from other variables that it might be worth looking at.

If my explanation above doesn't make sense, have a look at Matt Cutt's video explanation:

[Click here to view the embedded video.](#)

So, if you want to effectively hide pages from the search engines, and this might seem contradictory, you need them to index those pages. Why? Because when they index those pages, you can tell them not to List them. There's two ways of doing that: by using robots meta tags, like this (and I've got an article on [robots meta tags](#) that's more extensive):

The issue with a tag like that is that you have to add it to each and every page. That's why the search engines came up with the [X-Robots-Tag HTTP header](#). This allows you to specify an HTTP header called X-Robots-Tag, and set the value as you would the meta robots tags value. The cool thing about this is that you can do it for an entire site. So, if your site is running on Apache, and mod_headers is enabled (it usually is), you could add the following single line to your .htaccess file:

```
Header set X-Robots-Tag "noindex, nofollow"
```

And it'd have the effect that that entire site can be indexed, but will never be shown in the search results. So, get rid of that robots.txt file with Disallow: / in it, and use the X-Robots-Tag instead!

[Preventing your site from being indexed, the right way](#) is a post from [Joost de Valk's Yoast - Tweaking Websites](#). A good WordPress blog needs good hosting, you don't want your blog to be slow, or, even worse, down, do you? Check out my thoughts on [WordPress hosting](#)!

<http://feedproxy.google.com/~r/joostdevalk/~3/I77M4H4lqeU/>

Yoast: Rankings that make sense

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<http://feedproxy.google.com/~r/joostdevalk/~3/SBlrKN9I4kw/>

Yoast: WordCamp NL Presentation

I recently gave a presentation at WordCamp NL, and that presentation was fully recorded, you can view it here:

[Click here to view the embedded video.](#)

Hope you enjoy it!

[WordCamp NL Presentation](#) is a post from [Joost de Valk's Yoast - Tweaking Websites](#). A good WordPress blog needs good hosting, you don't want your blog to be slow, or, even worse, down, do you? Check out my thoughts on [WordPress hosting](#)!

<http://feedproxy.google.com/~r/joostdevalk/~3/vhzwjFCvyu4/>
