Introduction to WordPress Version 4.1
Before you start, answer the following questions:

1. What am I doing with this site?
2. Who will read this?
3. What type of information will I be posting?
4. Why am I doing this?
5. Who is this for?
6. How often will I post and add information?

Now, compile this information into a paragraph so it looks like this:
This website will be dedicated to X, Y, and Z, and cover the topics of A, B, and C. The audience will be _____ _____ _____. I will be adding posts every _____ about _____ _____ _____.
I am doing this because _____ _____ _____.

About WordPress:
WordPress is an Open Source Software program that resides on a server. It is not something you install on your own computer unless it is configured as a server.
It is accessed and maintained via a web browser, preferably Firefox, an open source browser that closely adheres to web standards. You can have multiple web browsers on your computer, so you don't have to give up using Microsoft's Internet Explorer, but, you will find your web browsing experience to be safer and more reliable with Firefox.
There is some confusion about WordPress.com and WordPress.org. WordPress.com is a hosted service using WordPress. It's a lot like blogger or live journal.
WordPress.org is where the Open Source software lives. While you may use the free hosted version, it severely limits your ability to customize or commercialize your site. While many consider WordPress to be a "blogging" tool, it is really a "Content Management System" (CMS) that can be extended and customized to run any type of site.

If your goal is to build a community of people interested in your topic, WordPress is the ideal tool. It's also great for getting to the front page of Google-which is critical for a successful site.
People aren't willing to go much past 3 pages deep in Google- and face it, no one wins an award for being the last result of 1,785,000 results.

Getting Google Love
There are some proven ways to get to the top of Google quickly and easily. The key is to understand how Google works:
It's a results engine- it doesn't go out and search when you search, that would take too long. Instead, it offers it's best guess of what you are searching for, based on previous searches and sites it deems as "expert" on your subject. If the subject is a current topic, with lots of searches- Google will be looking for the most recent posts- from its most

trusted sources. If the subject isn't searched very often, the best post, as selected over time from many users behavior has the best chance of being on top.

Google ranks sites by sheer traffic, links connecting, and the actions of users when presented a list of results. Higher value sites- ie. sites that are well known and frequented like the New York Times or Wikipedia are better to link to and from, than small less popular sites unless they are the defacto experts on the topic you cover.

Search your Search terms and PressThis (formerly Press it)
Focusing on a small niche subject, and posting frequently is a good way to work your way to the top, however, a faster way is to find the top posts on your desired search string- and then writing about those posts and annotating their ideas within your own post. WordPress has an incredible tool called PressThis for accomplishing this-
and a post on procedures in posting using the pressit/press this function can be found here: http://www.websitetology.com/?p=234
There is also a video showing the step by step on using Press This in that post.
The PressThis link only needs to be made once. It is found in the Tools menu from your dashboard.

When should it be a post and when should it be a page?
The most confusing thing for most new WordPress users is the idea that posts are more important than pages- and that the two have very different characteristics and purposes. Most of what you want to add to your site should be as a post- added within at least one very descriptive category.
Posts work together within categories to make "super-pages" of content- with more information and keywords than you can shake a mouse at.
Since the entire site is searchable, and dynamic, and most visitors are either coming through search or through your RSS feed- it's unlikely they'll land on your home page and be dazzled by the "Hi, welcome to our site, I'm the CEO and…."
Pages are for information that your visitor may need to get to no matter where they enter the site. Contact information, biographical information, your disclaimers or your store are good things to have as pages.
We like to put the contact info in the footer- so that not only is it always there, if they print a page, it shows up there too.
Posts have an RSS feed, pages, in general do not.
Posts have categories and tags, pages have sub-pages and templates and page order.
Comments can be on either- but most themes only include them on posts- not pages.
Since around WordPress 3.0 the menus no longer limit you to just pages or posts- you can also have categories show up as a menu item. Creating custom menus is easy- it's under the "Appearance" heading of the Dashboard.
Why would you want to have a Category as a menu item? Lots of reasons- but mostly because it's a great way to organize information for your reader- like all your posts about one key subject.

Proper use of Categories and Tags

Both of these tools only apply to Posts- not pages. Categories are the reason Google loves WordPress sites. With every new post in a category you refresh the oldest posts. No other content management system (that we know of) has this groovy feature.

Both categories and tags help users navigate your site- making it easier to find things that interest them, however, when to use which is always a bit confusing for beginners.

If your WordPress site was a book- the Categories would be like the Table of Contents- while the Tags would be like the index.

It's really good to make your categories the same as a good search term- because this becomes a collection of posts that are all about the same thing.

Tags are ways to tell Search Engines and people looking at your site what the "Key words" are in each post. Tagging is relatively new to WordPress (Version 2.3) and it's not absolutely critical that you tag your posts, however, it can help so that Google knows what's important. The odd thing is Tags will also make pages sort of on the fly- so it's kind of important that you use the exact same tags over and over- WordPress helps by suggesting tags that you've used before as you type.

The great thing is you can always add more tags or re-categorize later.

It used to be that you could put a single post in as many categories as you want, but early in 2008, Google started "dinging" (penalizing) sites with more than 3 categories per post.

New "Format" options started in 3.1

Apparently, WordPress started to realize that one kind of post isn't for everyone. A competing CMS called Tumblr did some really cool things with post types- so WordPress rolled them into the software.

Now you have up to 10 format options for each post depending on which theme you are using (because some themes have a predetermined set and/or limited selection of formats):
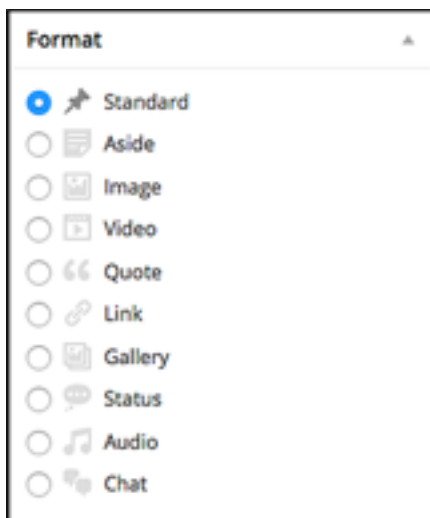
To fully understand them- I'm swiping some info from this post: http://wpmu.org/twenty-eleven-post-formats-what-are-they-and-why-should-i-care/

- An aside is a **short piece of text** – usually no more than a paragraph. It appears on the index page without a title.

- A link is, well, a link, obviously. Like the aside it appears on the index page without a title.

- A gallery page consists of a gallery attached to that post. You can use the [gallery] shortcode to insert the gallery or upload your images, click the gallery tab on the uploader and click "insert gallery."

- The status post format is a bit like Twitter. You can post a status message and it will appear with your gravatar on the index page.

- A quote is for a post using a lot of quotes. This will make the quotes stand out on your index page.

- The image format is great for photoblogging. You can use it to post a single image which will contain post meta like a caption around it. It makes Twenty Eleven into a viable option for a photoblogging theme.

Of course- putting these all on the index page- just like posts- makes it kind of stupid- why not just a post?

It becomes interesting when you use the "epherma widget"- this is an element you can drag into your sidebar on the appearance page. Then- voila:

The ephemera widget is included with Twenty Eleven to let you easily show your ephemera in your sidebar. Your ephemera are the small stuff –asides, quotes and links. The **links** act in a much more interesting way when they appear in the ephemera widget than on the index page. In the widget **the title picks up the top link in the post and links directly to it**. This is pretty much how I would have expected links to act on the index page so it's nice that they do here.
The other reason is theme developers can give different kinds of posts different styles and different ways of interacting with the same elements. So a Gallery page may display photos differently than a gallery placed in a standard page.
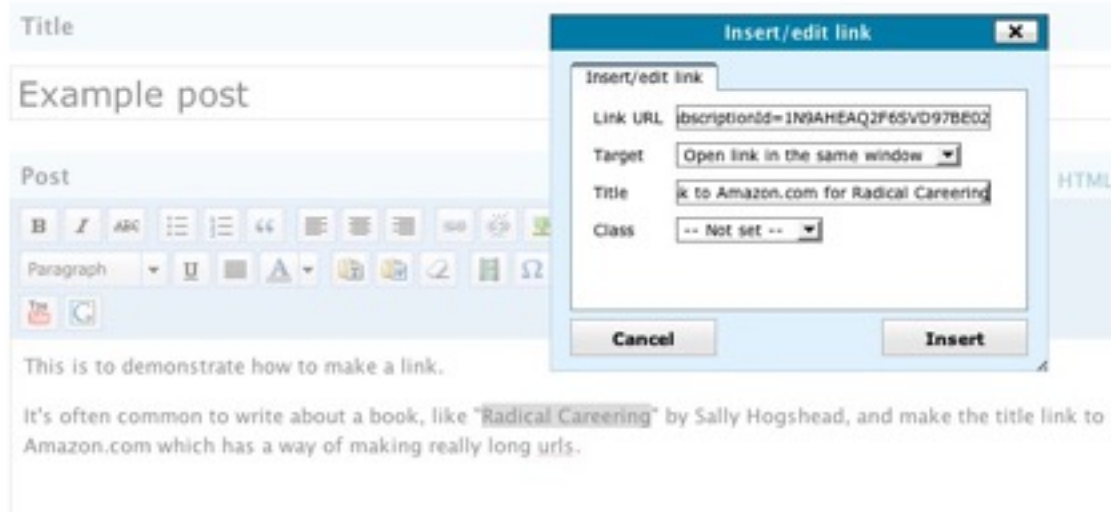

Accessibility and Search
Blind people use the Internet- and Google is as blind as Ray Charles. By using proper alt descriptions you can help both impaired readers and your search results.
One of the biggest mistakes you can make is opening a new window when clicking on a link. New windows "teleport" blind people away from your site- and the back button (their main tool in navigation). Always open in the same window to avoid this common mistake.
WordPress almost guarantees a high degree of accessibility. It automatically generates clean code that can be viewed on almost any device (including cell phones). By using proper alt text, you can only strengthen your site's ranking.
There are two key places that accessibility tagging are crucial.

Write Post

Title

Example post

Post

This is to demonstrate how to make a link.

It's often common to write about a book, like "Radical Careering" by Sally Hogshead, and make the title link to Amazon.com which has a way of making really long urls.

Links: While it's easy to make a link in WordPress to a very long URL - it's not always clear on where it will take the viewer. The alt tag is filled out in the "Title" box- and it should say in clear English where the link will jump to- ie. "Link to Amazon.com for Radical Careering" since the URL means nothing: see above link.

No matter what the post says- it's still nice to know where you will be taken when you click on a link. This shows up on a page with the rollover pop-up text blocks.

The best way to make your link URL is to copy and paste directly from the site you want to link to. If you don't start out with http:// in building your link, and only have www. It won't link to an external site. On links within your own site, you can do just www, but it isn't good practice.

Example post

May 30th, 2008 Posted in Seminars Edit |

This is to demonstrate how to make a link.

It's often common to write about a book, like "Radical Careering" by Sally Hogshead, and make the title link to Amazon.com which has a way of making really long urls.

Link to Amazon.com for Radical Careering

Clicking on links without knowing where they will take you is sometimes called "pop-a-mole" navigation and it's to be avoided at all costs. If you are linking to a PDF- say you are linking to a PDF in your text or your alt text.

Photos/Images:

Images can help make your post more interesting. However, be aware that the photo needs to support your post, and you have to have legal right to use the photo. WordPress makes it easy to upload photos, store them for multiple use (in your library) and to properly tag them for search.

There are two issues with photos. Size of the file and proper tagging and format choices. *Image size:*

The web was invented before 10 megapixel cameras and it doesn't appreciate big picture files. Unless you want your site and WordPress to choke, you need to reduce the photo to less than 300K – with a maximum pixel resolution of 72 dpi and less than 1200 pixels wide. With the new theme Twenty Eleven and it's featured picture tool- you need to have images at least 1000 pixels wide to crop. Most cameras come with software that allows you to save your pictures smaller, or there is always Photoshop.

If you have a Mac, iPhoto does this easily. On a PC, Google's Picasa http://picasa.google.com/ or Photoshop Express http://www.photoshop.com/express/landing.html may be options.

There are two free Adobe Air Applications that will work on any platform to resize images:

Shrink-o-matic: http://toki-woki.net/p/Shrink-O-Matic/

ImageSizer: http://www.psyked.co.uk/adobe/apollo/imagesizer-updated-and-now-with-a-crop-tool.htm

There are also plugins that will shrink all your photos- but, I tend to prefer to have control over this process myself. Look to wpsmushpro as an example. https://premium.wpmudev.org/project/wp-smush-pro/

Photo tagging

The proper tagging of photos and images is one of the most overlooked tools that can help a site get to the top of search. Roll over most photos online and you won't get a pop-up box describing what you are looking at, right click on any image and select "properties"- and look at "alternate text"- most likely- you'll get "missing."

Here is an example of what the properties look like when done with the bare minimum tag:
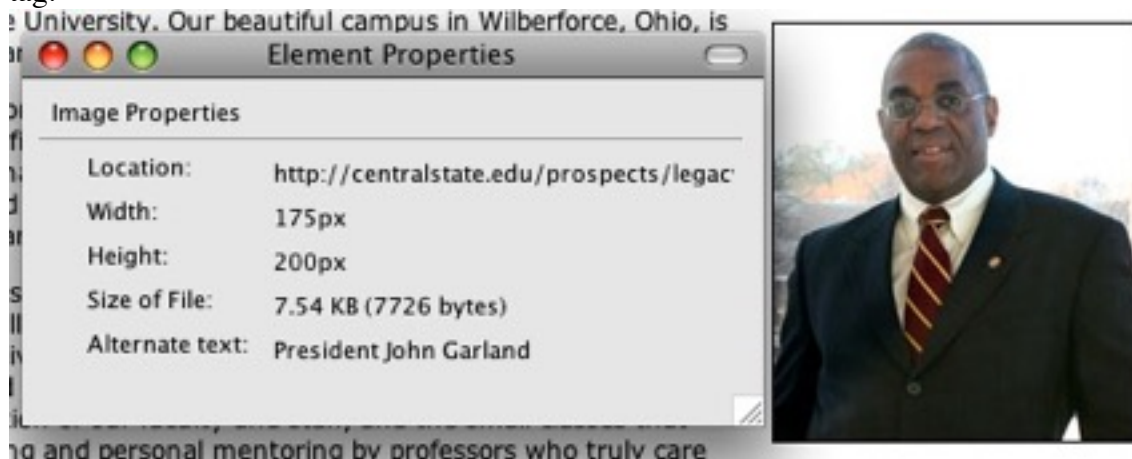
Google images can direct more traffic to your site than Google just because, currently, so few sites get alt text of images right. The traffic isn't necessarily going to win you business, but it will help boost your rank with Google since you now are earning more traffic.

This picture of Mr. Garland came up higher in search, even though it didn't have alt text- but did have good descriptive text around the photo:
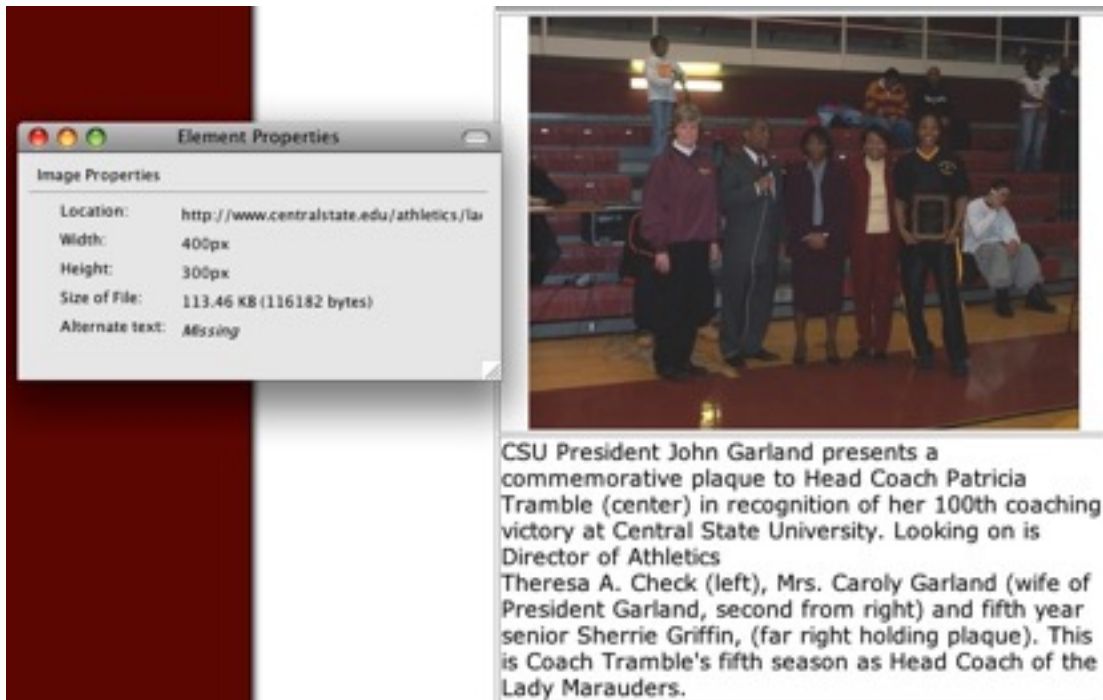
Alt text should describe the photo or image in a way that you would describe it to a blind person- ie. for a photo of a group of people, you might add "Photo of the staff of the Green Technology Center in Wilberforce OH, from left to right John Doe, Cathy Smith, Paul Jones, and Dean Joe Thomas, taken on May 26, 2008"
On a logo, you might say "Logo for Green Technology Center, with the letter G of Green made into a partial recycling symbol."

There is a whole new set of tools in WordPress 3.0 for uploading and inserting images.
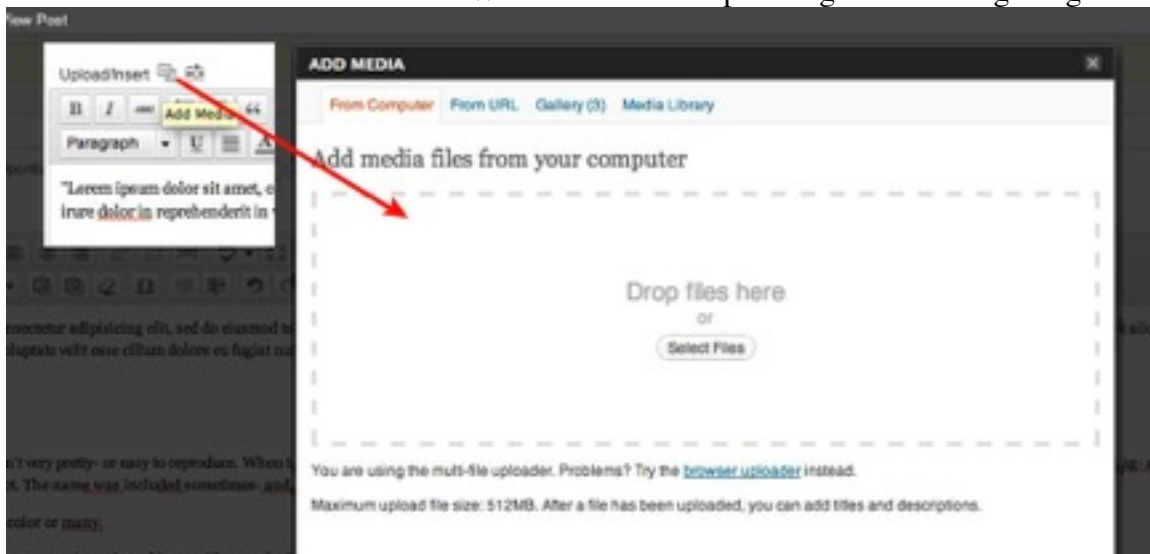
In your post, click on the Add Media button, which will bring you to the page that allows you to either upload an image or post an image from a URL. You can also post an image from your gallery and/or your media library.
We'll have a step-by-step tutorial on www.websitetology.com soon.

After you upload your resized image, you are presented with another window full of options- the same ones if you picked an image out of the "media library." This is where it gets a little more complicated:
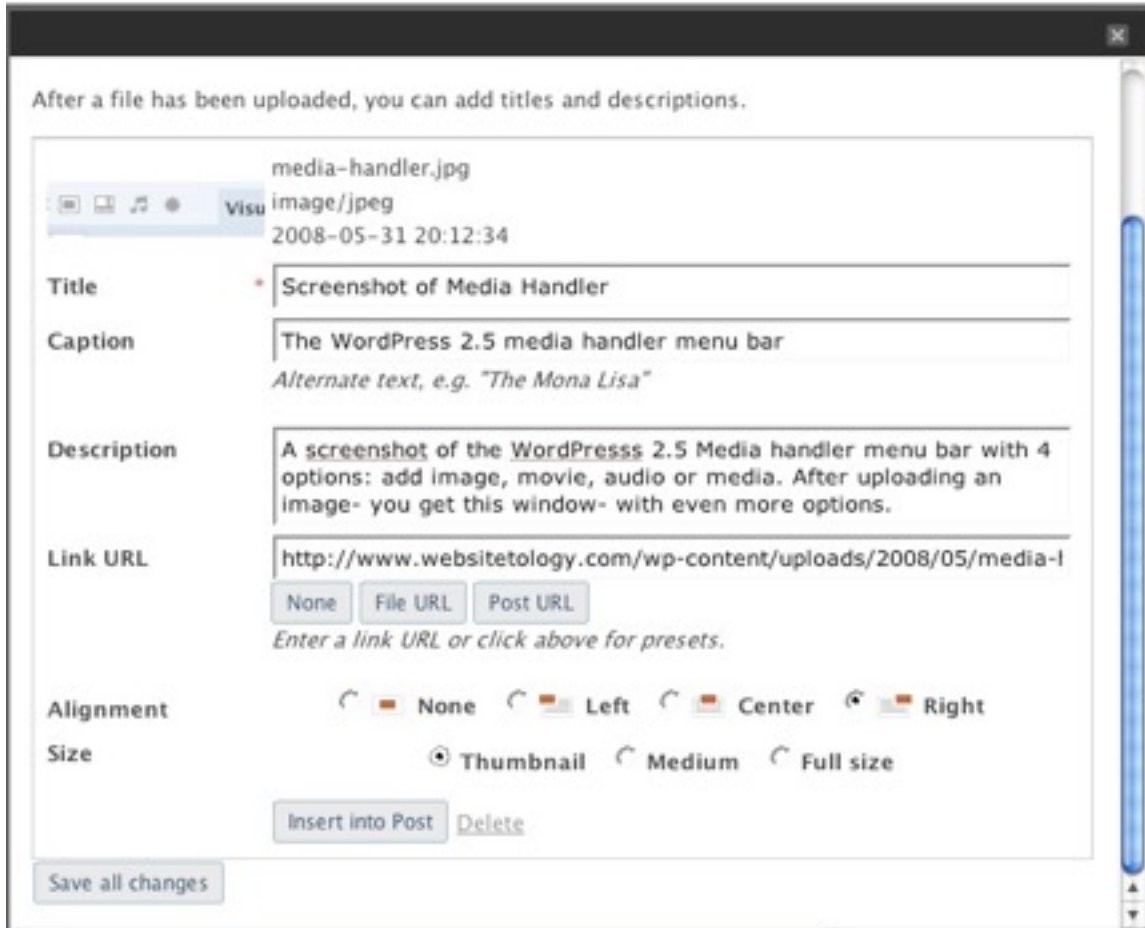

This gives you yet another chance to have linkable, commentable content on your site. If the viewer then clicks on the photo one more time- they will be taken to the full size "file URL" page that will just display the picture- without text, at the largest resolution. If you didn't create the picture- or don't want it to link- enter none.

It is also recommended that you use the "thumbnail" size to speed site load.

If you have a picture that you own or created (not from another site) you should select the "Link URL" option to "Post URL" with a Title, caption and Description. This creates it's own page with the image coupled with the descriptive text.

If the picture isn't yours- you should give credit where due, but, you probably would do better to link to the original image, instead of uploading to your site and then managing it as your own. Do this with the "From URL" option instead of the upload option. This is ok if the other site allows the "hotlinking" of images- and doesn't change their assets around which would break your link.

If you are worried about the link not being able to be maintained, go ahead and right click and save their image to your machine and upload it- just remember to give credit where it came from and provide a link back somehow.

One additional link option that you don't see in this screen shot is to make an image the featured image. This is increasingly important with both the newer themes- and some of the mobile browsing theme plugins.
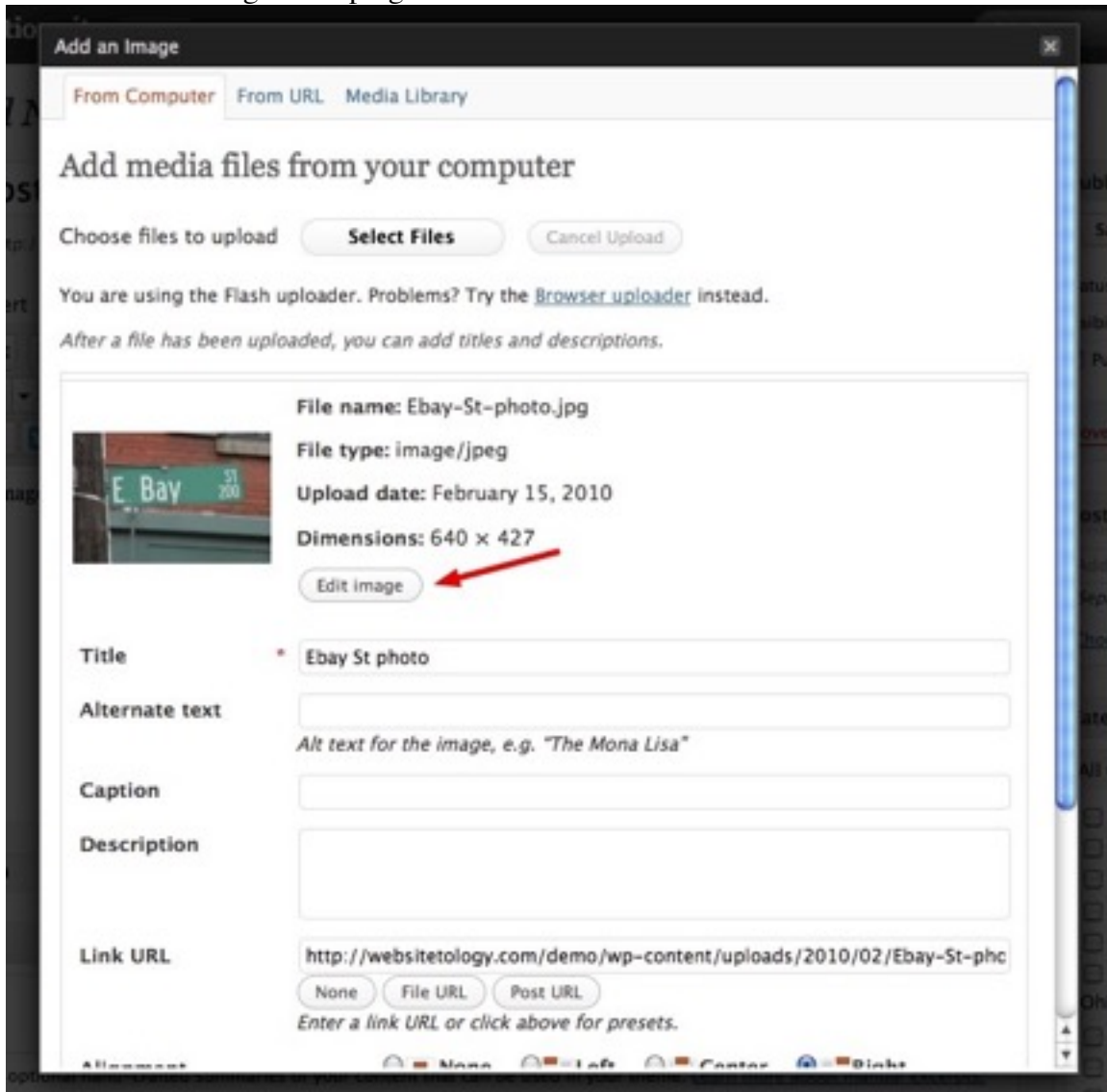
This screen now has a lot more options- including the ability to edit an image:
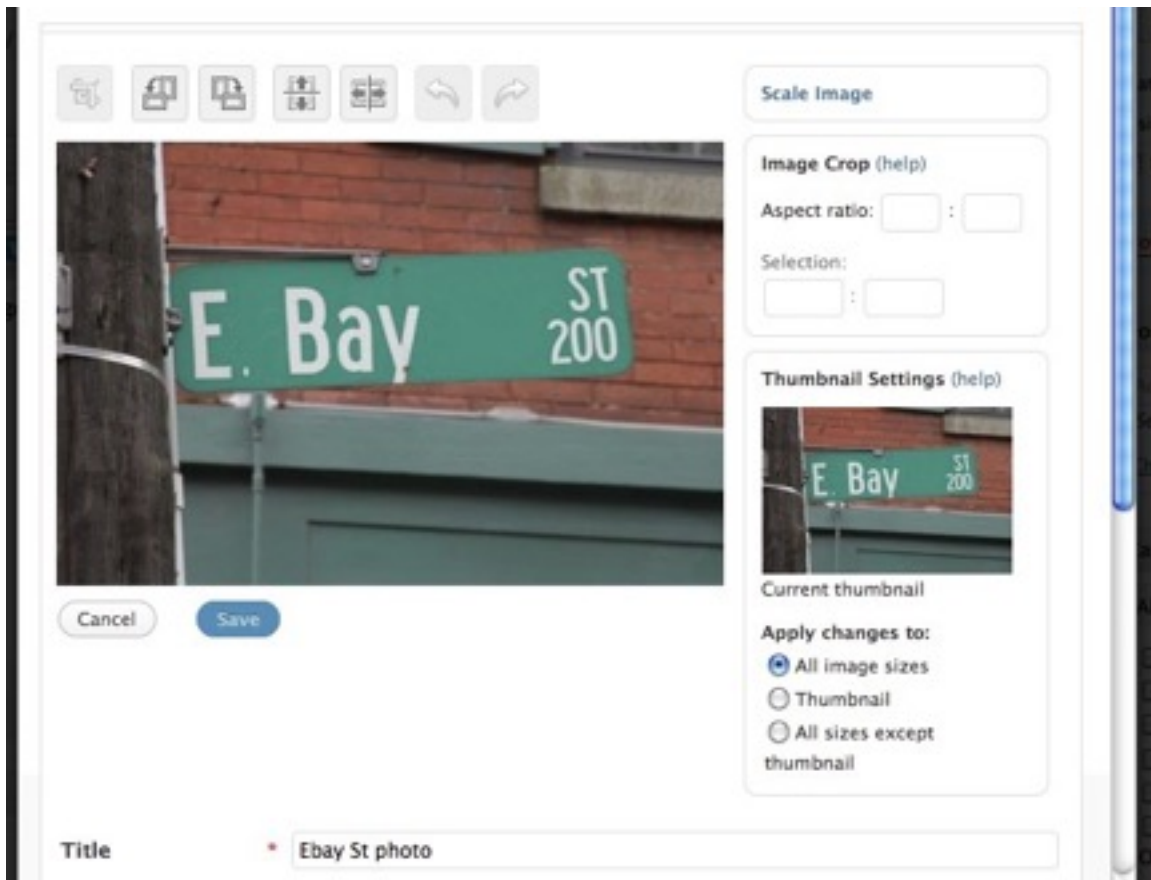
Across the top you have choices to crop, rotate counter and clockwise, flip vertically or horizontally and to redo/undo. The scale function and the cropping can also be done mathematically.

A note about alignment- this can be controlled by the theme, and some themes don't even allow the display of pictures in posts. Others, control alignment and override the choice you select.

I tend to prefer thumbnails aligned right, or the full width of the text, but not left or center- but this is personal preference. It's neater if you use the same styling on every photo.

In WordPress 2.7 and on, when you click on an image that you've placed in your post you

Milly Spring dress in yellow

get a choice of two icons: The left one (the scenic picture) allows
you to edit size and caption etc:
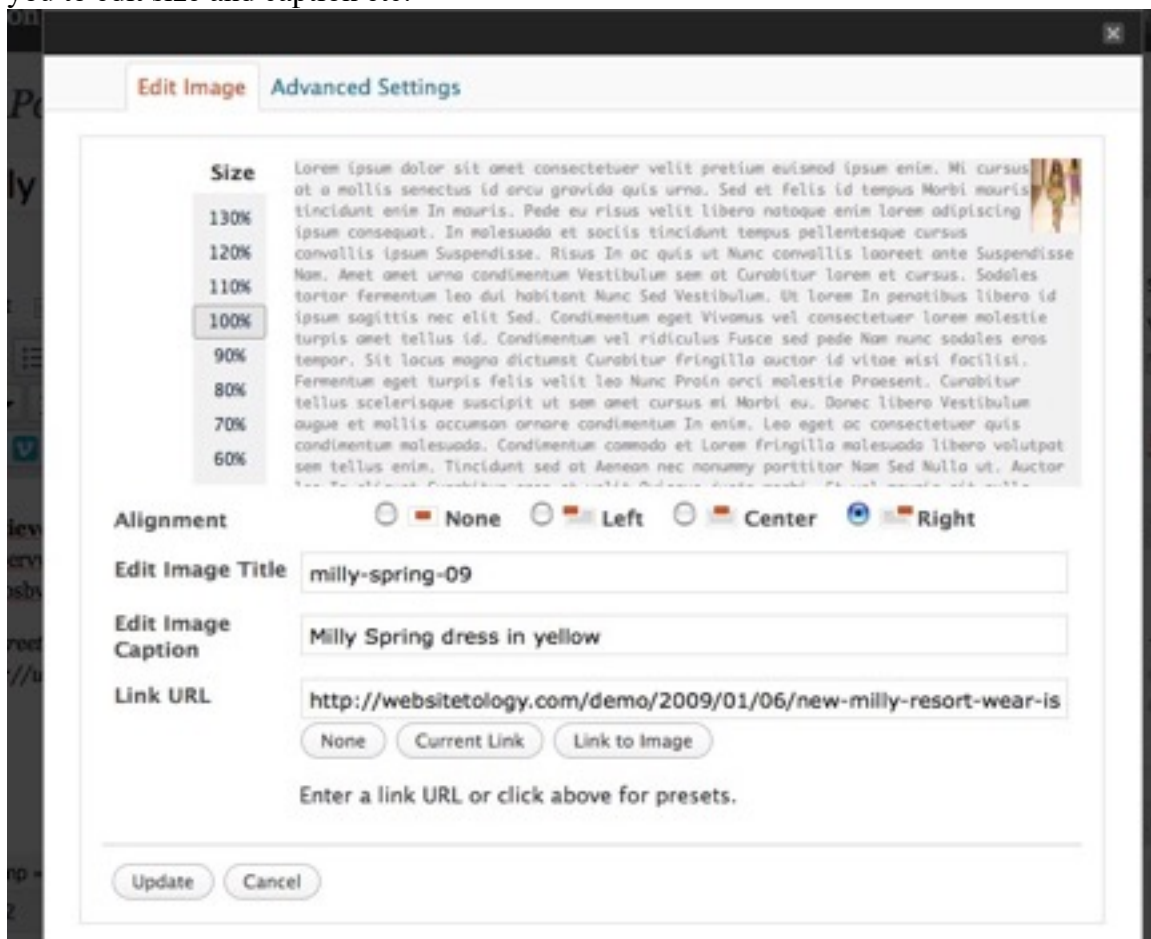
You can make the picture bigger or smaller with the percentage slider on the left- and the picture will show up larger or smaller in the display screen- you can change alignment, caption, or the link for the URL (which you probably shouldn't do).
The Red Circle with the line through is a button to delete the picture from the post- but not from your image library for your site.

Note, if your theme doesn't automatically provide defaults, you can tweak things like the width of the border around the picture, and how much space it has on either the top and bottom or side to side.

Embedding Video
Since Wordpress 3.8 or so- they finally got embedding video right- all you have to do is copy the url for a YouTube video inline- in the visual editor- not even the code editor and it will display at the maximum width. In version 4.1 or greater- you can even see it.
This also works with some other video hosting sites- but we recommend Youtube.
While there are lots of different video hosting sites- the advantage of using YouTube is that it is the number two search engine on the planet.
Some people read- the others watch video.

Step-by-step easy posting

1. Log in: Either look for "Site admin" on the home page- or add /wp-admin to the home page link. The wp-admin added to a url is a good way to see if a site is running WordPress.
Of course it never hurts to bookmark your WordPress login screen or your Dashboard (as seen below), since checking the "Remember Me" checkbox during login will ensure that you won't have to enter your user:password combination every time you enter your Dashboard.
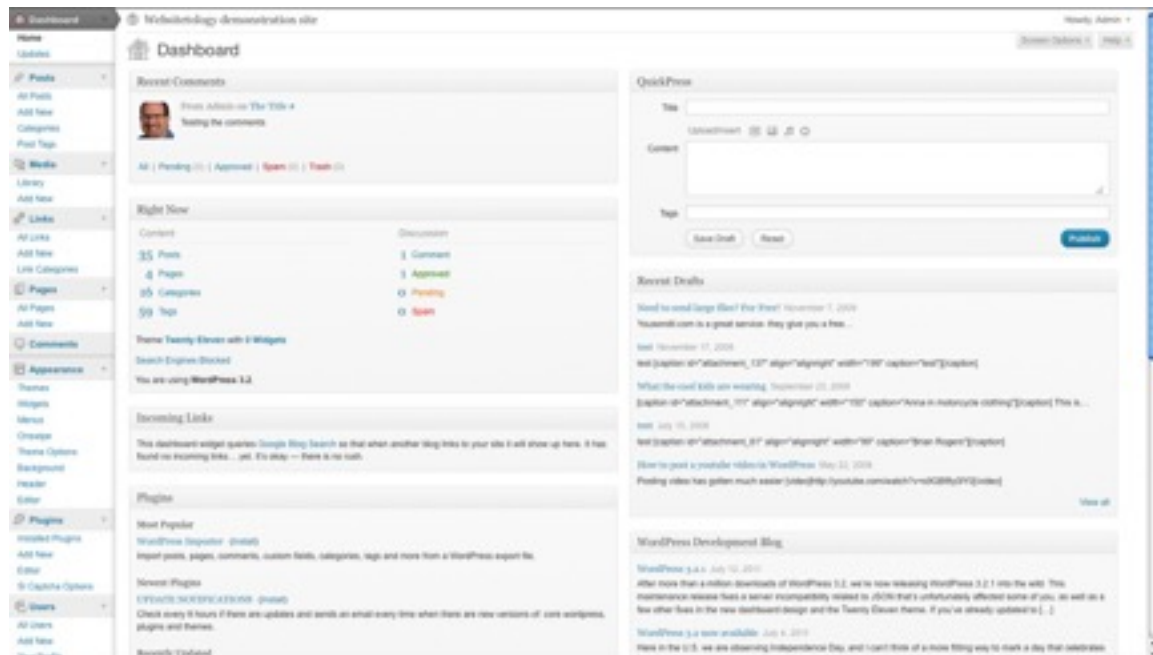
2. Write: Now that you're inside WordPress' administrative interface, it's time to start writing and publishing stuff. The first step is to enter the Writing interface, by clicking "New Post" in the header bar- as seen in the screenshot above, or clicking on Posts to get the option of "add post."
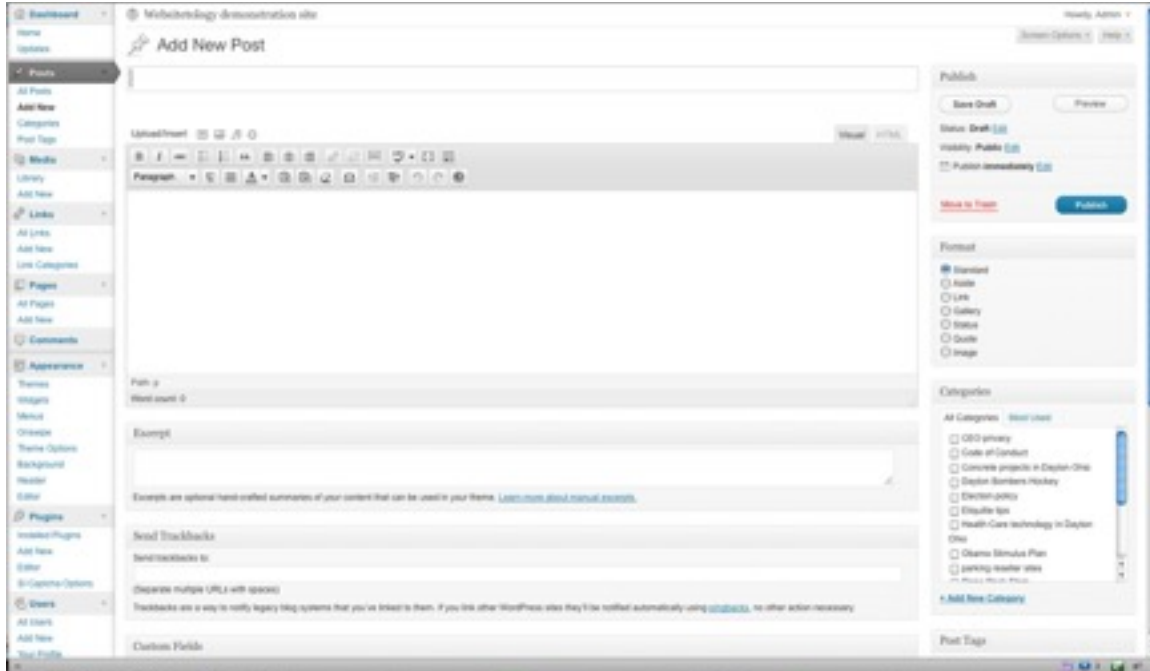
You'll reach the main interface for writing posts online (as seen above). Put some thought into writing a title that would be a good description of the post. It will become the page title- when people bookmark (favorite) your post, this title will be what shows up in their bookmark list.

Write your post within the large variable-length Post field.

In 3.2 they added a full screen "zen mode"- that gives you a blank page- with the menus only available if you mouse over the top of the page. To get to it- click on the next to last button on the right side of the top toolbar ribbon (to the left of the "kitchen sink" button.")

There are different philosophies on post length, some believe shorter is better, and that people aren't interested in reading long posts. Others, feel that the more content, the more keywords and the more opportunities to attract search engines.

Some people split their posts with the "more" tag- that forces readers to click to see the rest of the post. This can be a way to help make your stats more accurate, because it forces the reader "vote" on each article if they want to read the whole post. Others look at this as just a nuisance, making the viewer work harder. Remember, when some viewers are presented with as many as 10 posts (you can choose how many posts show on the front page in your settings screen) there is no way to know which articles are being read.

Linking keywords and ideas to other sites is the same as creating "citations." Google evaluates sites based on links both in and out. By linking to high value sites you can help your google "juice." This is one of the reasons WordPress comments are places

spammers like to build links back to their sites. We'll discuss comment spam and controlling comments later.

One of the biggest mistakes rookies make is copying and pasting content that has been formatted in Microsoft Word.

Formatting is mostly handled by the theme- that keeps things easy when it comes to change the look and feel of your site.

If you have written your document in MS Word, WordPress has an extra toolbar accessed by the "kitchen sink" button-

which reveals the full menu:
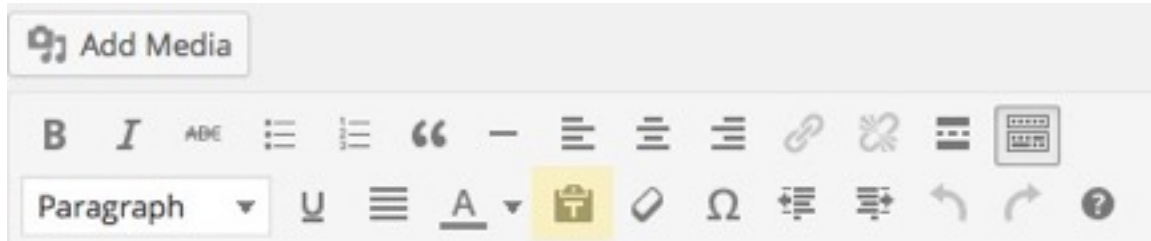
Across the second row, you have a drop down to assign different Heading styles that are set in your Themes CSS style.

Underline, full justify, text color, and then the the text option which allows you to place formatted text into the post window without breaking your blog.

The Omega symbol button opens a glyph selection menu that is more than helpful.
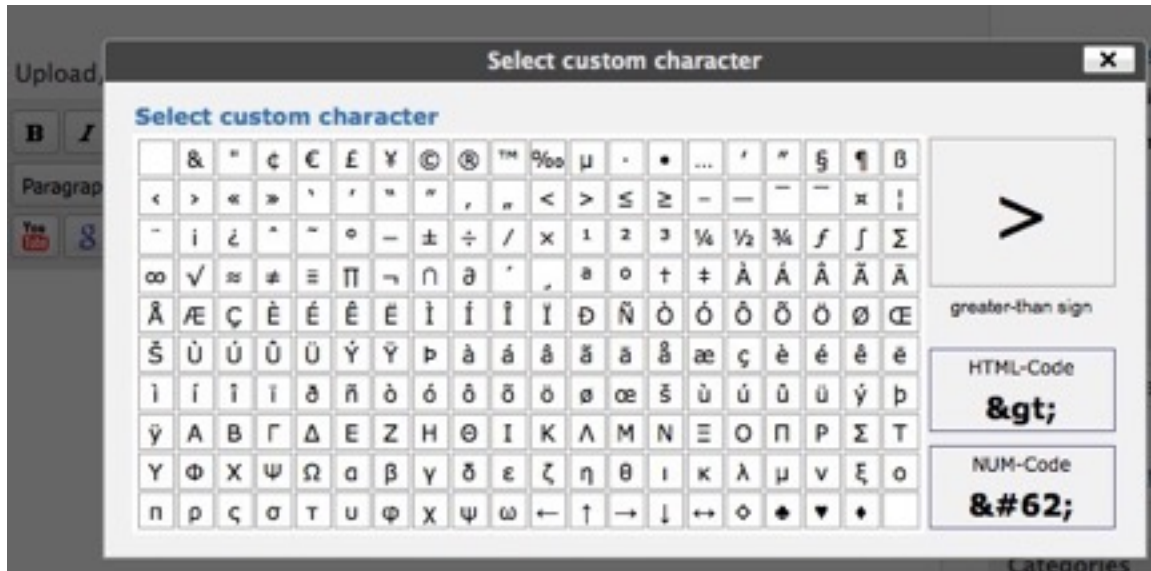
The indent and outdent buttons are the former versions of the new Blockquote button which is in the short version of the toolbar (It looks like a big quotation mark).

Final three buttons are undo and redo and then help.

On completion of your post, you have to fill out your tags and assign the post to at least one and as many as three categories. It's ok to create new categories on the fly if you don't have one that fits well.

However, if you do create new categories, it's a good idea to write a full description under the Post>categories page.

Although WordPress autosaves at a semi-regular interval, **until you either hit "Save" or "Publish" the post hasn't moved to the server and you run the risk of losing your work**. WordPress has gotten a lot better about this. It's rare that you lose more than a few lines.

Good habit: After you're post is live, go through and click on the links you've made to check that they work, and to let the site you've linked to know you've linked to them.

Comments:

Comments are your best indicator that you have connected with your audience, although, you can have a very popular post that doesn't receive any comments (your webstats and keyword referrals will tell you that).

Comments can add content to your site, which will help you gain google juice. The continuation of the discussion by your commenters will keep your content viewed as fresh to Google. I've had posts carry a conversation for over 3 years, adding much additional content and keywords all without any intervention on my part.

The biggest decision is how to moderate your comments. WordPress has multiple tools to allow varying levels of moderation.

Most institutions are very nervous about allowing full, un-moderated commenting, fearing negative remarks. However, in a Web 2.0 world, if they can't comment on your site, it is quite easy to comment elsewhere (where you may not be able to respond or even be aware of what is said). Although, even holding comments for approval can slow your community down, unless you plan on being online 24/7/365 to approve instantly.

However, leaving commenting open, without some way to stop spammers is also not good policy.

Spam solutions

Spammers want to build links back to their sites. They will put up almost anything, as long as it builds a link back. Most can be caught using smart tools. WordPress ships with a plugin called Akismet. It's not one of our favorites.

We've found three plugins that seem to solve problems.

Si-Captcha, AntiSpamBee WP Spam Free

The moment you let tools do the job- it can spam some real comments- or let through some real doozies. Bots will attack you at some time- and you may consider shutting down comments- don't.
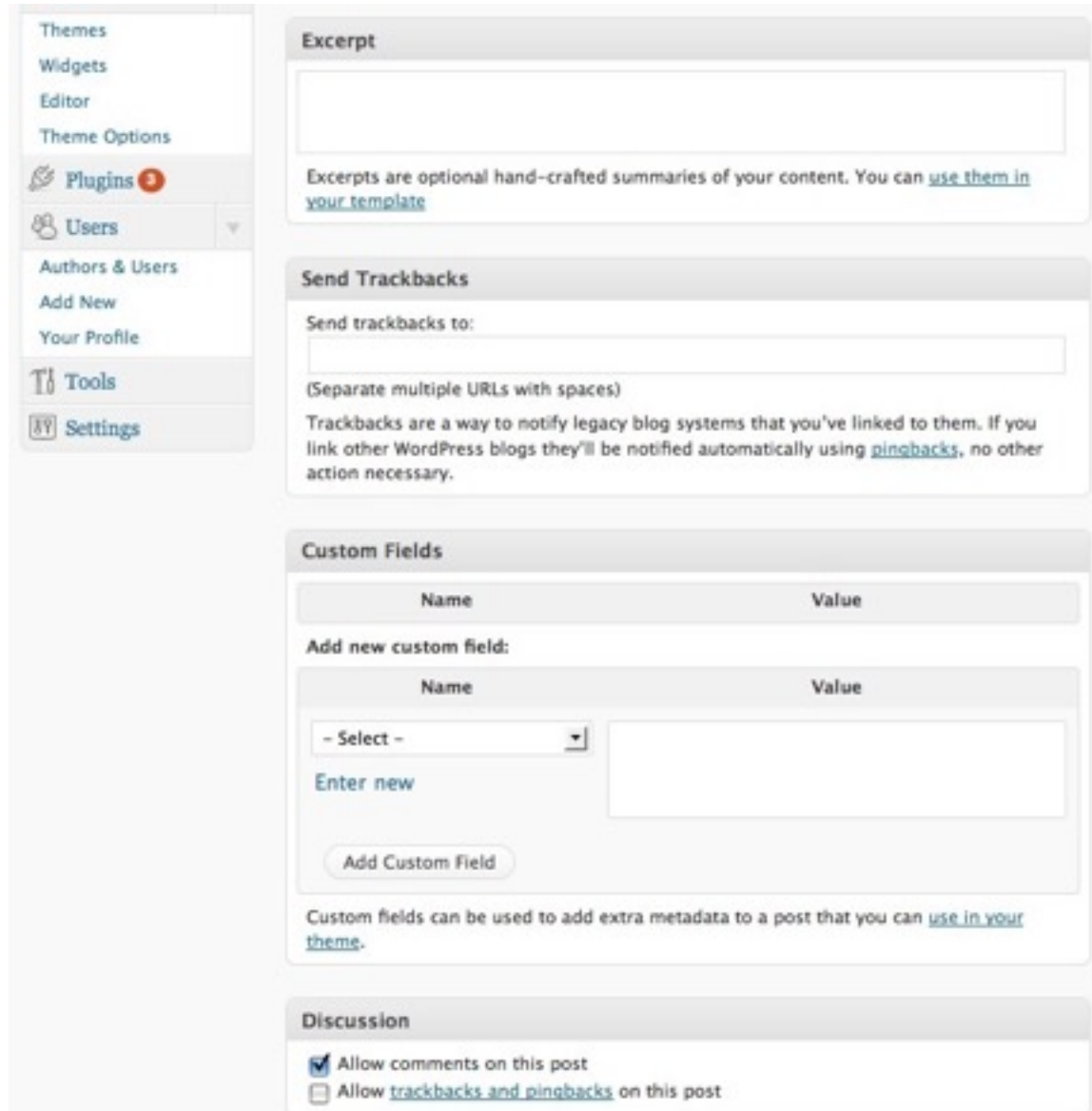
Try to moderate as best you can.

We believe the best policy is to make it as easy to comment as possible, only requiring a name and e-mail to comment, with an e-mail notification sent to the administrative e-mail as soon as a comment has been approved. This keeps you in the loop, and allows you the opportunity to go in and edit, delete or remove content as you see fit. However it is good policy to notify any offensive commenters of why their comments were removed and/or explain in a response comment on why the comment was deemed inappropriate.

Although it is possible for readers and commentors, to subscribe to the comment feed, we still find the "Subscribe to comments" plugin to be immensely useful to held build your community. This plugin automatically e-mails everyone who has commented on the post previously, that there is a new comment and gives them an opportunity to rejoin or extend/defend their position.
This allows a healthy discussion to take place on your site, without your intervention. Holding comments for moderation can slow the process down so much that people won't bother.

ADVANCED OPTIONS

Excerpts
WordPress automatically makes an excerpt for you if you don't fill in this field by grabbing your first 100 or so words. That's great if you follow the AP Style guide and get the whole point of your post in the opening, but if you're like most of us, you take a little time to get to the meat.

The Excerpt box is the perfect place to write the best synopsis of your post for all to see. You can set your feed to be just excerpts, or even have a theme that only displays the excerpt, etc. But, not filling it out won't hurt your google rank.

Trackbacks

When someone writes about your post on their site, wouldn't it be nice to let your readers know about it? That's what a trackback does- it looks like a comment, but is actually an excerpt of what someone wrote about your post.

[Seth Godin](Seth%20Godin) doesn't have time to moderate comments, so he only allows trackbacks on his blog. You aren't Seth, so don't try this at home.

However, in the Wild ride of Web 2.0, someone never really clearly setup a standard for how trackbacks should be handled.

WordPress did it elegantly- using the same PermaLink for the post as for trackbacks. They also built automatic notification and scanning of all WordPress sites to see if the content came from another WordPress site.

However, people using TypePad (like Seth) or Blogger or other blogging tools often have yet another url that you have to enter manually in post window in order for the trackback to work. You can notify several sites if you quote several.

Custom Fields

Most of you won't use this- however if you are entering data that needs to be searched in a standard format like year, make, model- this area would be where you enter data.

Discussion

You can choose if you wish to allow comments on a post- or close them after there isn't much more to say.

Post Revisions (not shown)

As of WordPress 2.7, you can go look at previous versions of the post, or see what modifications another editor has made to your post. It is very handy in a collaborative work environment.

The Publish Box

This was a major overhaul in WP 2.7 making it much easier to delay publishing to a certain time and day- for unattended posting, and for managing the status of a post:

Publish

Preview

Status: **Published**

Published ▼   (OK) Cancel

Visibility: **Public**
● Public
   ☐ Stick this post to the front page
○ Password protected
○ Private

(OK) Cancel

Published on: **Apr 28, 2009 @ 15:07** Edit

Delete   **Update Post**

Stick to the front page
This is an option for people who don't have a custom theme- and want to keep a post at the top of the chronological order.

Password Protect This Post
I've only encountered this once, and it was a joke by a friend. However, if you want to hide content, from all except a few people, you can password protect the content. It is possible to run WordPress in a totally hidden environment, with password access needed to see the whole site, but that's beyond the scope of this document.

Private
This is a way to only allow people who have certain privileges to view the post- so you would have to be a "contributor" or better to see the post at all.

User Roles
This is set up on the user tab of the main dashboard, although the default setting for a new user is in the Settings first screen.
Although they seem hierarchical, they aren't 100%.
There are five roles:
  • Subscriber
  • Contributor
  • Author
  • Editor

- Administrator.

Each of these roles has a set of associated capabilities, and will see a different version of the Dashboard:

Non-registered commenters don't ever see the dashboard- or have a profile, they just comment.

Subscriber:
Very limited capabilities can see the Dashboard and edit his own profile. That is all. A glorified commenter.

Contributor:
Can draft posts but cannot publish them. Has all the capabilities of the Subscriber as well.

Author:
Can publish their own posts.

Editor:
Can edit other people's posts and can manage categories, links, comments, and pages.

Administrator:
Can do everything including switch themes, activate plugins, edit files, and run importers.

Although these roles seem hierarchical, they are not. Each role is simply a set of capabilities. The Editor and Administrator roles have the capability to edit posts that do not belong to them. They can edit anyone's posts, including each other's.

It is critical that only trusted people have access as Administrator.

How often to post
This is one of the most frequently asked questions- and there is no one answer. It all depends on how much traffic you want. Post more often, better quality than your competition and you'll keep moving up and stay there.

By watching your webstats you'll be able to tell if you are slacking as the visits and hits go down. You'll also be able to predict what's about to happen, by seeing search phrases of things about your subject that haven't been made public yet.

Clairvoyance? Not really, but if you are on top of your game, you'll be able to capitalize. I write a lot about a competitor, and when they lost a major account, people searching for information on the account loss ended up being sent to my site as Google takes a bit to adjust- next thing I know, I get verification and write about the account loss.

If I don't respond to timely news, eventually, Google won't keep me in it's most trusted source list for that subject.

My initial recommendation is post at least 3x a week for the first several months, and then you can slow down to no less than one post a week. This won't be google slaying, but respectable.

Of course, if you can find something else to do in less than 30 minutes that reaches globally and drives customers to your site and brand, I'd like to know about it.

How Commenting on other Blogs is a good thing
Comments are a chance to link back to your site and connect to high value sites. They are also a chance for you to introduce yourself to other communities' online- that may then wander over and sample your site. It's almost as important to comment on other sites as to post on your own.

Watch your incoming links to see who has written about your site, or linked to you- and then follow through the link to comment or say thanks to the other sites owner. It's a good way to build relationships.

Web Statistics
Your online health has a monitor- your webstats. We include 2 very helpful tools with the sites:
1) We install a WordPress plugin, PopStats, that gives anyone who can log into the dashboard a quick look at the latest visitors, what brought them to the site, what the last search terms were and where they came from. Follow the links back on search terms and referring sites to see what is driving traffic to your site. PopStats has fallen off the WordPress Codex site- and doesn't work with all themes- so if not- we like WPSlimStats - which over loads you with data.
2) Your site stats- these are logged into by going to www.yourdomain.tld/cpanel and then navigating to Stats, choosing AwStats and then looking at several key indicators:

Most important is unique visitors- this tracks number of people, by IP address, that have visited in the last 30 days.
I also look at Bandwidth, because if the data is being transferred, it can't just be people hitting the site and sitting there when we look at the next key factor: Visit Duration. Most sites have between 60 and 80% of their visitors leaving in under 30 seconds. However, it's the higher numbers- the people who stay for over 15 minutes that are the ones we want.
Remember, all webstats can be understated by people who view your site via RSS and may never actually visit.
The Referers are always where I get the most info:
What search engine is working, what sites are sending traffic, and what search keyphrases are sending you traffic. Search keyphrases can tell you a lot about what Google thinks of your site- because these are the words that it thinks your site is the best source on. If you only have your company name, product names or your name, you know that your site isn't doing its job.

Google tricks
Last but not least, is finding out what Google knows about your site. Go to Google and type in: site:yourdomainname.tld and you will get a list of all the pages Google sees on your site. WordPress does a great job of providing every "page" (your posts) with a different unique title, and a synopsis (usually the excerpt). Look at your competitors and compare.
This is where the Category descriptions come in handy- since they are the descriptions for the "page" (which is a collection of posts) under the "title" which is your category.