

WORDPRESS SEO CHECKLIST



SEO

Use this checklist to help you when you are setting up and running the SEO campaign for your website,

- Install SEO Yoast or All In One SEO
- Install Google Analytics
- Add Your Website To Google Search Console
- Check Site Page Load Speed (Google PageSpeed Insights will help with this)
- Make Sure Your Site Is Mobile Responsive
- Look For Broken Links (Screaming Frog)
- Create and upload a XML sitemap
- Create and Upload a Robots.txt File
- Claim Your Business Name on All Social Media Platforms Link To Site
- Select Your Keywords (Google Keyword Tool Can Help)

ON PAGE SEO

- Title - 60-65 characters include a keyword
- Meta Descriptions - 155 characters Research & visit venues
- ALT Tags - This is for your images, write appropriate keyword tags
- Use Header Tags
- Build Internal Links
- Optimize Your Content - Keep it natural, make sure it writes like you would talk
- Don't keywords stuff, keep it natural