Tip Sheet:
SEO Checklist for WordPress users

Follow this checklist for the SEO best practices when publishing content with your WordPress CMS.

WORDPRESS

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SEO Checklist for WordPress users

After reading the blog post *Make your SEO better with WordPress*, you learned how easy it is to apply some SEO techniques and strategies all on your own, using WordPress.

Here is a checklist you can use to make sure you're not missing any important steps to driving traffic to your website.

Optimize images for the Search Engine

☐ Make sure to give a descriptive and relevant filename to the image before you upload it.

☐ Add ALT and TITLE attributes for images that have relevant text in it (use keywords that explain what the page is about).

WP tool used: **[ADD MEDIA]**

Create relevant Meta Descriptions

☐ Install **ALL IN ONE SEO PACK** or **WORDPRESS SEO BY YOAST**.

☐ Write an engaging Page Title and Description for each of your pages/posts (remember they will appear on Google's Search Results page).

☐ Keep it under 70 characters.

WP plugin used: **SEO PLUGINS**

Submit your Sitemap XML to Search Engines

☐ Install Google XML Sitemaps.

☐ Click to create the sitemap.xml file.

☐ Create a Google Webmaster Tools account.

☐ Add Sitemap to GWT.

WP plugin used: **GOOGLE XML SITEMAPS**
Other tools used: **GOOGLE WEBMASTER TOOLS**

Create fresh and engaging content

☐ Use Keyword Suggestion Tools to research the terms your audience would search for when looking for services and products you offer.

☐ Write one blog post (or page) per keyword (use long-tail keywords that are less competitive).

☐ Add any appropriate images (ALT tag!).

☐ Keep it natural, avoid the overuse of keywords.

☐ Format it properly, make it visually compelling.

☐ Include a Call-To-Action!

WP tool used: **CONTENT EDITOR**
Keyword Suggestion Tools: **GOOGLE ADWORDS KEYWORD TOOL**, **WORDTRACKER** *or* **UBERSUGGEST.**

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Tip Sheet:

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(continued)

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Add Internal and External Links

☐ Link to a page of your own website (internal links) to help search engines and human readers to find related content.

☐ Choose to "open the link in a new window or tab" if the link you are sharing is to another website (external link).

WP tool used: **[INSERT/EDIT LINK]**

Add a Google Analytics account

☐ Set up a free Google Analytics account.

☐ Installing Google Analytics for WordPress plugin.

☐ Enter the UA tracking code on the Google Analytics plugin settings.

WP plugin used: **GOOGLE ANALYTICS FOR WORDPRESS PLUGIN**
Other tools used: **GOOGLE ANALYTICS**

Google Authorship Tags

☐ Set up a Google+ profile.

☐ Add your Google+ profile link into your WordPress user profile page.

☐ Use the Google Structured Data Testing Tool.

WP tool used: **USER PROFILE**
Other tools used: **GOOGLE STRUCTURED DATA** *and* **GOOGLE AUTHORSHIP PAGE**.

Need help?

If any of this sounds complicated, we will be happy to help you sort things out.

Give us a call or email us at:
cs@stelacreative.com

Thank you for reading.

We welcome you to share your feedback, as well as any suggestions or ideas you may have for more helpful resources that can make your life easier.

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