WORDPRESS

SEO CHECKLIST

Task	Done
Ensure the following tasks are completed to get the most out of your website and help your chances of ranking higher in Google.	
Wordpress Fundamentals	
➔ SEO Friendly Theme Picked	
➔ Site Visible to Search Engines Checked	
➔ SEO Plugins Installed	
➔ Setup Title Structure	
➔ Setup a Sitemap.xml	
➔ Add Sitemap.xml Location to Robots.txt	
Blog Post Optimisation	
➔ Insert Heading Tags where Appropriate	
➔ Format Content for Legibility using Short Paragraphs	
➔ Insert Internal Links	
➔ Insert Outbound Links	
➔ Insert Images with Alt Tags	
➔ Write Meta Title	
➔ Write Meta Description	
➔ Write SEO Friendly URL	

Site Speed Optimisation	
➜ Setup Caching	
➜ Compress & Optimise Images	
➜ Minify HTML	
➜ Minify CSS	
➜ Minify Javascript	
➜ Run Google Page Speed Insights & Pingdom Speed Test	
➜ Setup Content Delivery Network (CDN) if Possible	
After Launch	
➜ Double and Triple Check Content	
➜ Engage in Link Building and Outreach	
➜ Reply to Comments	
➜ Review Performance in Google Analytics	