

# Wordpress SEO :

## The Ultimate Guide (*tl:dr version*)

Wordpress is great.

It's a massively popular website platform.

SEO is great.

It's how you can help your website rank higher in Google.

The following guide shows you how to do SEO for a Wordpress site.

**Chapter 1** - Basic Wordpress SEO Fundamentals

**Chapter 2** - Blog Post Optimisation

**Chapter 3** - URL Optimisation

**Chapter 4** - Site Speed Optimisation

**Chapter 5** - Sitemaps.xml and Robots.txt

**Chapter 6** - Accessibility and Image Optimisation

**Chapter 7** - Meta Title and Descriptions

**Chapter 8** - Top SEO Wordpress Plugins

**Chapter 9** - Top SEO Friendly Wordpress Themes

**Chapter 10** - What's Next? Advanced SEO Techniques

**Really short on time?**

Try downloading the [offline version](#) for reading later or download this handy [Wordpress SEO Checklist](#).

## CHAPTER 1

### Basic Wordpress SEO Fundamentals

#### *Getting to Grips with Wordpress SEO Basics*

The following resources will help you gain a better understanding of basic Wordpress SEO tasks.

#### **Resources:**

1. <https://torquemag.io/2014/10/wordpress-seo-101-basics-search-engine-optimization/>
2. <https://efficientwp.com/wordpress-seo-basics-on-page-optimization>

## CHAPTER 2

### Blog Post Optimisation

#### *How to Make Your Blog Posts More Visible in Google*

Writing a new blog post?

Follow these resources to optimise your post fully.

#### **Resources:**

1. <https://moz.com/blog/optimizing-your-wordpress-blog-posts>
2. <https://yoast.com/seo-basics-how-to-optimize-a-blog-post/>

## CHAPTER 3

### URL Optimisation

#### *How to Make Your URLs User and Google Friendly*

URLs are very important.

For both user and Google.

Follow these resources to make sure your permalinks are optimised properly.

#### **Resources:**

1. <https://digwp.com/2010/07/optimizing-wordpress-permalinks/>
2. <https://yoast.com/wordpress-seo-url-permalink/>

## CHAPTER 4

### Site Speed Optimisation

#### *How To Shed Seconds Off Your Page Load Speed and Improve Google Page Speed Score*

To be successful your website needs to load quickly.

Less than 3 seconds should be the bare minimum.

Follow these resources to improve your site speed and decrease load times.

#### **Resources:**

1. <https://code.tutsplus.com/tutorials/optimizing-google-pagespeed-to-100-in-wordpress--cms-25804>
2. <https://www.keycdn.com/blog/google-pagespeed-insights-wordpress/>

## CHAPTER 5

### Sitemaps and Robots

*Improve Site Crawling and Indexing with Optimised Sitemap.xml and Robots.txt Files*

To help Google crawl and index your site you'll need an optimised sitemap.xml and robots.txt file.

Follow these resources to find out how.

#### Resources:

1. <http://www.wpbeginner.com/wp-tutorials/how-to-optimize-your-wordpress-robots-txt-for-seo/>
2. <https://www.shoutmeloud.com/what-is-robots-txt-file-and-how-to-optimize-for-wordpress-blogs.html>

## CHAPTER 6

### Accessibility and Image Optimisation

Make sure your website is accessible and images load quickly.

Follow these resources to find out how.

#### Resources:

1. <https://www.elegantthemes.com/blog/tips-tricks/optimize-images-for-your-wordpress-web-site>
2. <https://themetrust.com/how-to-optimize-images-in-wordpress/>

## CHAPTER 7

### Meta Title and Descriptions

#### *How to Improve Click Through Rate on Existing Pages*

Improve the human element of your SEO.

Write convincing and high converting meta titles and descriptions using these resources.

#### **Resources:**

1. <https://yoast.com/wordpress/plugins/seo/titles-and-meta-descriptions/>
2. <https://yoast.com/meta-descriptions/>

## CHAPTER 8

### Top SEO Wordpress Plugins

#### *How to Improve SEO with These Free Powerful SEO Plugins*

There are endless Wordpress plugins available to you.

These are some of the best SEO focussed ones out there you should be using.

#### **Resources:**

1. <http://www.wpbeginner.com/showcase/9-best-wordpress-seo-plugins-and-tools-that-you-should-use/>
2. <https://www.sourcewp.com/best-wordpress-seo-plugins/>
3. <http://neilpatel.com/blog/seo-wordpress-plugins/>

## CHAPTER 9

### Wordpress Themes

#### *Top SEO Friendly Wordpress Themes*

Build your site using strong SEO fundamentals.

Consider using one of these SEO friendly Wordpress base themes.

#### **Resources:**

1. <https://colorlib.com/wp/seo-optimized-wordpress-themes/>
2. <https://athemes.com/collections/seo-friendly-wordpress-themes/>

## CHAPTER 10

### What Next?

#### *Further Reading and More Advanced Techniques*

This guide is just the beginning.

Follow these links to learn more advanced techniques and strategies.

1. [SEO Copywriting](#)
2. [Link Building Techniques](#)
3. Advanced Technical SEO
4. How To Use Google Search Console and Bing WebMaster Tools