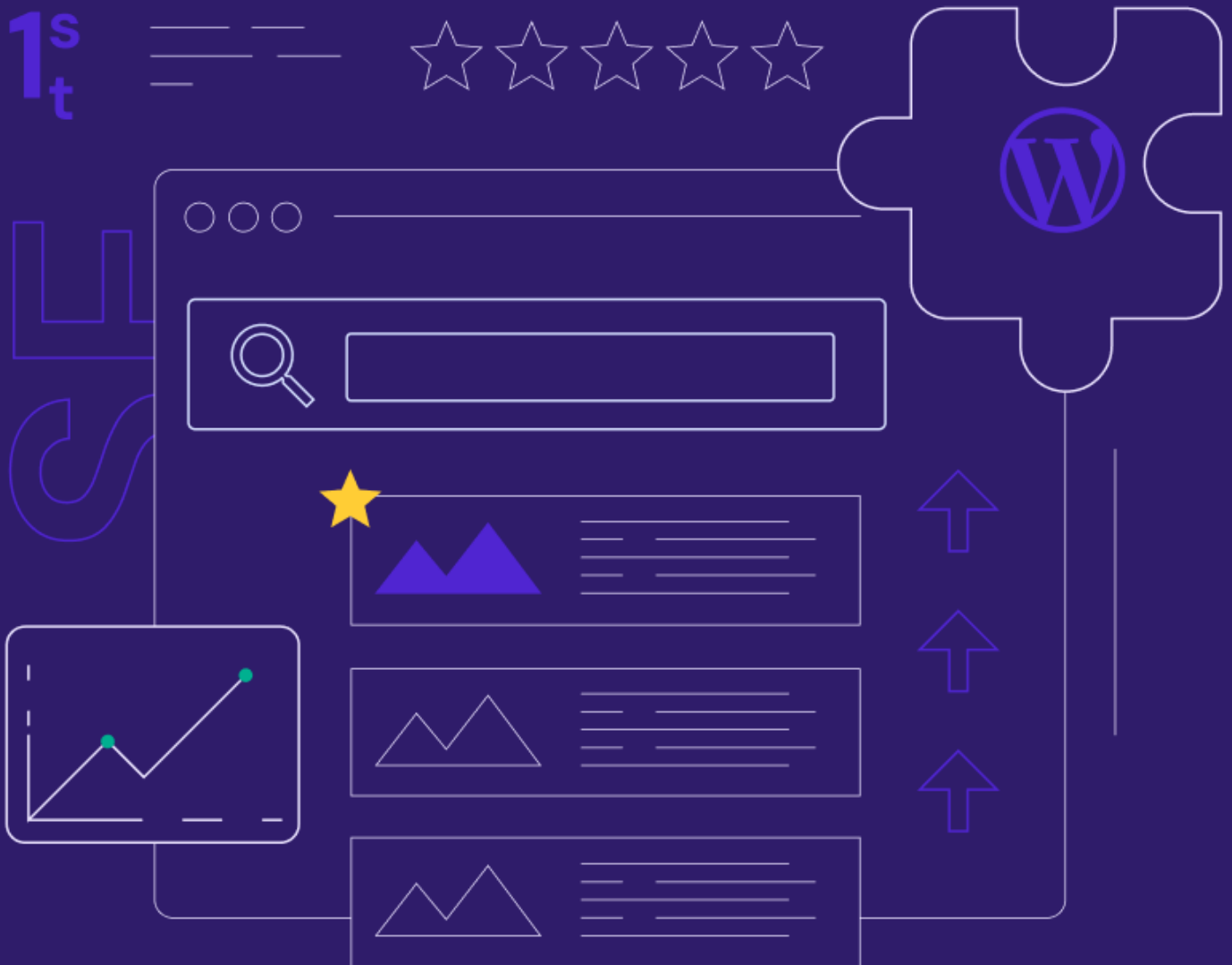



# The Complete WordPress SEO Checklist



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Legend: ■ One-time / ■ Every site update/quarter / ■ Repeat for every post

## Basic SEO

- Set up an SSL certificate
- Choose a preferred URL (www or non-www) and, if necessary, create URL redirects
- Define a permalink structure
- Enable breadcrumbs
- Submit your XML sitemap to search engines
- Enable manual approval for comments
- Add a "Last Updated" date to your posts and pages
- Choose an SEO-friendly theme
- Set up canonical tags for duplicate content
- Set tags and categories

## Speed

- Choose a reliable web hosting plan
- Use a Content Delivery Network (CDN)
- Enable Gzip compression
- Minify HTML, CSS, and JavaScript files
- Update your WordPress software and PHP version
- Update plugins and themes

## Links

- Include internal links to other content on your website
- Add trustworthy external links

## Content

- Conduct keyword research
- Include the focus keyword in:
  - Title tag
  - Header tag
  - Introduction
  - Body
  - URL
  - Meta description
- Check the order of the heading tags
- Use custom URLs
- Optimize meta titles and descriptions
- Use structured data
- Post content on social media platforms
- Add noindex tags to low-value content

## Media Files

- Embed video content from third-party platforms
- Compress the images
- Add alt text to the images
- Use readable file names for all images

## Tools

- Google Analytics
- Google Search Console
- WordPress SEO plugin
  - AIOSEO
  - Yoast SEO
  - Rank Math