

Wordpress
Optimization
Checklist



**BETOP
LOCAL**



Optimize Your Site Speed

- Step 1: Choose a good host
- Step 2: Use an uncluttered theme/framework
- Step 3: Use an effective caching plugin
- Step 4: Optimize images (automatically)



Pick The Right Keyphrases

- Step 1: Brainstorm what your customers are searching for
- Step 2: Enter phrases into Google search
- Step 3: Enter list into Keyword Planner



Optimize Your Site-wide Settings

- Step 1: Install an all-purpose SEO plugin
- Step 2: Set your homepage meta data
- Step 3: Adjust your permalinks
- Step 4: Verify your sitemap is live



BETOP
LOCAL



Optimize Your On-Page SEO

- Step 1: Optimize your page title
- Step 2: Optimize your URL
- Step 3: Include an attractive image
- Step 4: Mention your keyphrase in first 100 words of content
- Step 5: Use H2 tags for subheadings and include your keyphrase in one
- Step 6: Include internal links
- Step 7: Include outbound links
- Step 8: Evaluate your keyphrase saturation
- Step 9: Optimize your meta description
- Step 10: Include prominent social share buttons for blog content

