

WordPress SEO Checklist

The checklist below is designed to take inventory of the current status of a WordPress site's current state of Search Engine Optimization, to help you identify problem areas and begin to consider solutions.

- Your site has been added to Google Search Console (GSC)
- You've set the preferred www. or non-www. URL in GSC.
- You've properly setup and submitted your sitemaps to GSC.
- You've checked the 'Crawl Errors' section of GSC.
- You've checked the 'HTML Improvements' section of GSC.
- You've 'fetched as Google' and ensured no robots.txt errors in GSC.
- You've reviewed the rest of the areas of GSC for issues.
- You've done a site:http://yourwebsite.com search in Google to identify potential indexing issues.
- Your SEO plugin is professionally configured.
- Search engines are not discouraged from your site (Settings -> Reading).
- All images have defined 'alt' attribute.
- Your theme utilizes Schema Markup.
- The content on your website is unique and not copied or duplicate.
- You have clean permalinks.
- You are using a redirection plugin and monitoring for 404s (broken links)
- Your site speed is not an issue.
- Every Page's SEO Title is within width constraints.
- All pages have a defined Meta Description that is proper length.
- You properly utilize H1 – H6 tags to add hierarchy to content.
- Consider using Bing Webmaster Tools in addition to GSC.
- Your website is responsive and mobile friendly.
- You've audited your internal linking and interlink older posts.
- You have easily found social media sharing buttons.

Please proceed to the next page to learn how to get the most value out of this checklist and take action to start improving your site's security....

Now that you have hopefully completed the checklist, what's next?

You've now got a better idea of where your website stands in terms of Search Engine Optimization and maybe even have some ideas about possible solutions to your problems that you can get started on right now.

If not, you might need a little bit more guidance on what each of the checklist items really mean, or where you should focus your efforts.

Since you downloaded this checklist, over the coming days and weeks you will receive more valuable information via email as to how you can find solutions to the problems identified by completing this checklist.

Considering getting professional help?

Not every SEO service provider is equal. Before hiring help to secure a site, you should really understand the landscape of the various providers for such services. Our guide linked below is your resource for having the most success if you are considering hiring help.

The Quality Promise

What you can learn from over 60k successfully outsourced projects.

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