

WordPress SEO Optimization Checklist

SETUP & TECHNICAL SEO

- Choose an SEO-friendly WordPress theme (Astra, GeneratePress, Kadence, etc.)
- Install one SEO plugin (Recommended: All in One SEO)
- Set permalinks to "Post Name" (Settings > Permalinks > Post Name)
- Secure your site with HTTPS (Enabled via hosting provider's SSL settings)

SITE SPEED & PERFORMANCE

- Enable caching (Recommended: WP Rocket or W3 Total Cache)
- Use a CDN (Recommended: Cloudflare or BunnyCDN)
- Compress images (Recommended: ShortPixel for automatic compression)
- Optimize the WordPress database (Recommended: WP-Optimize plugin)
- Test and improve page speed with Google PageSpeed Insights

MOBILE-FRIENDLINESS & USER EXPERIENCE

- Install a responsive WordPress theme
- Test mobile performance with Google's Mobile-Friendly Test
- Check fonts, buttons, and layout for easy navigation on mobile

KEYWORD RESEARCH & CONTENT OPTIMIZATION

- Use Google Keyword Planner, Ahrefs, or SEMrush to find high-intent keywords
- Optimize meta titles (≤ 60 characters) and meta descriptions (≤ 160 characters)
- Add ALT text to images with descriptive, keyword-rich text
- Use internal links with relevant anchor text to improve site structure
- Build high-quality backlinks through guest posting, directories, and shareable content

ONGOING SEO MAINTENANCE

- Update old content regularly with new information & keywords
- Monitor rankings and traffic in Google Search Console & Google Analytics
- Refresh meta descriptions, headings, and image ALT tags as needed
- Run periodic SEO audits using tools like Ahrefs, SEMrush, or Screaming Frog



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