

WORDPRESS SEO CHECKLIST

how to publish a successful post every time

1. KEYWORDS

- Use Google's keyword tool to determine keyword(s)
- Insert keyword in title, first paragraph, main copy and last paragraph

2. TITLE

- Aim for succinct, descriptive and SEO-friendly
- Share a few options with co-workers, and then pick one

3. PERMALINK

- Boil down permalink to its most important part—the keyword(s)

4. BODY COPY

- Insert "More" tag
- Add H2 and H3 tags
- Add breakups & emphases
- Insert "Page Link" tag for 500+ word posts
- Capitalize on internal and external linking opportunities
- Set external links to open in new window
- Make short paragraphs
- Include closing CTA

5. META DESCRIPTION

- Include keyword
- Keep an enticing tone

6. FEATURE IMAGE

- Resize and rename the file
- Set title, ALT text and caption to main keyword phrase

7. CATEGORIES & TAGS

- Pick relevant categories
- Add appropriate tags

8. AUTHORSHIP

- Set it and forget it

9. PREVIEW

- Take a 5-minute break, then read over to ensure quality