

# SEO CHECKLIST



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SEO TRAINING



## UNDERSTAND SEO

Many people overlook search engine optimization when it comes to WordPress because they assume that having a beautiful theme is all that matters. However, there are actually many tasks that need to be performed to ensure that your site ranks well in the search engines.

## SEO CHECKLIST

### Use Posts Instead of Pages

Posts are the powerhouse of SEO!

### Establish Service Areas

Create a list of the major cities or suburbs you serve. Make sure to add an address and embed a Google Map!

### Itemize Your Services

Create a list of your individual services or products.

### Focus Your Post Titles

Create post titles based upon a combination of your cities list and your service list. *For example: WordPress training in Denver, Colorado is a complete post title.*

### Post Title in First Paragraph

Restate your post title in the first paragraph of your blog post.

### Include a Picture

Place the image within the body of your post.

### Targeted Subheaders

Restate a portion of your post title in an <H2> subheader within your post. Break up your paragraphs with a few <H2> subheaders as needed.

### 500 Word Page Length

Make your post around 500 words. It can be lengthened with testimonials and FAQ's.

### Contextual Content

Include contextual words. *For example, the words workshop, classes, and courses, are contextual words to WordPress Training.*

### Cross Link

Include at least one link within your post that links to an internal page on your website.

### Check Website Optimization

Is your website responsive? Is your website loading quickly? I use the WP Rocket plugin.