Optimize WordPress Site For SEO

Are you striving to drive organic traffic to your blog? Then, implement this SEO For Dummies strategy to drive tons of traffic to your blog.



Check Out Site Visibility Option

- [ ] Go to WP settings > Reading Page. Scroll down and check whether you have enabled site visibility option. If it is enabled, the search engine can't find your site. So, make sure to disable it immediately.

Focus On Permalink Structure

- [ ] I will recommend going to either post name or custom permalink structure. Using custom structure, you can include category name in the permalink. Avoid numbers in URL.

Install Yoast Plugin

- [ ] Yoast will recommend all the On-Page SEO that must be followed while writing content. Also, it provides great readability advice.

Add XML Sitemap

- [ ] Adding a sitemap will enable the search engine to crawl all your content quickly. Thus this results in better indexing.

Fix Broken Links

- [ ] Using Google search console, find out all the broken links on your site & fix it by redirecting it to the active relevant page/post.

Start Doing Internal Linking

- [ ] Interlink your pages with each other in such a way that spiders can crawl your whole website just by visiting a single page.

NoFollow External Links

- [ ] NoFollow external links so that you don't pass your link juice to other websites. Concentrate on gaining link juice from other websites rather than giving away. Affiliate links must be NoFollow.

Improve Site Speed

- [ ] Optimize your site to increase its loading speed Implement cache plugins, compress images, use CDN to improve site speed. Google loves fast loading websites.

Tighten Your Site Security

- [ ] Your site will get blacklisted by the search engine if it indulges in spammy activities. It happens mostly after the site is hacked. So, install security plugins to make sure your site is safe from ha

Use SSL/HTTPS

- [ ] SSL certificates add an extra security to your site. One of the ranking factors in Google is SSL certificates. Google prefers websites that are secure & safe.

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