

THE ULTIMATE



WordPress

SEO PLUGINS & TIPS CHECKLIST

TOP WORDPRESS SEO PLUGINS

1. YOAST SEO PLUGIN



Why you need it: This free plugin creates an XML sitemap for you, so search engines like Google can better "see" your content. Plus, it helps you easily create SEO-friendly posts in minutes.

2. W3 TOTAL CACHE PLUGIN



Why you need it: This free WordPress plugin will help you speed up your site with just a couple of clicks, so it loads in the fastest time possible. Google loves fast sites, so you'll score a major SEO win!

3. 404 PAGE PLUGIN



Why you need it: Never lose visitors because of a 404 error again. This nifty little free WordPress plugin helps you create gorgeous, customized 404 pages that get people to STAY on your site! (YAY!)

4. ALL IN ONE SCHEMA RICH SNIPPETS PLUGIN



Why you need it: Want your site to get more clicks? Try this awesome free plugin to add eye-catching rich snippets to your listing. From star ratings to reviews, and more, rich snippets will get you the attention your site deserves.

TOP WORDPRESS SEO TIPS



Make sure your WordPress site has an XML sitemap. Having an XML sitemap can help you rank higher in search. That's because an XML sitemap helps Google and other search engines "crawl" all of your great content.



Check that your site is visible: No point in crafting great content if it doesn't get seen, right? To be sure you're site is visible, head to your dashboard and click Settings>>Reading. Go down to "Search Engine Visibility". There, ensure that the "Discourage search engines from indexing" option is not checked, and save your changes.



Use alternate versions of your keyword: Google loves it when you use variations of your keyword instead of just optimizing for one keyword. So if your focus keyword is "blogging for beginners", why not add "tips for starting a blog" to the mix?



Analyze your keywords before using them: Want your awesome blog post to make it to page one? Run your post's potential keywords through the SEMrush keyword analytics tool to find out how many searches they get, how competitive they'll be to rank for, and more!



Add alt text to your images: Funnel even more traffic to your site by optimizing your WordPress site's images for search. Add descriptive alt text to your images to get found more often and help Google understand your content's topic. This is a super-quick way to increase your visibility.