

WEB DEVELOPERS' WORDPRESS SEO CHECKLIST



Use this simple check list to tick off some bits and bobs you might have forgotten

'ON PAGE' STUFF	
Title tags	Does every page include a unique <u>Title tag</u> ? No longer than approx. 55 characters
Meta descriptions	Does every page include a unique Meta Description? No longer than approx. 150 characters
Keywords	Have you refrained from using the Keywords tag?
URLs	Have you reset the permalinks in WP so that they include the page title? Are URLs free from unnecessary parameters? Do they include hyphens rather than underscores?
Images	Do all images include a meaningful Alt tag? Have images been named correctly?
H1 tag	Is there only one H1 tag? (Be careful, some WP themes default to H2 as the page header)
Content	Is there sufficient content on the page (around the 300 wordish mark)
Links	Do you have less than 100 links per page?

CORE CODING

Sitemap	Does your site include an XML sitemap ? Consider adding a HTML sitemap for good measure!
Robots.txt	Does the site have a robots.txt file? Does it include a link to the XML sitemap ?
Speed	Are you using a caching method to speed up site display?
CSS	Have you reduced the number of CSS files as much as possible?
Javascript	Have you reduced the number of JavaScript files as much as possible?
www resolve	Does the site, with or without the www resolve to the same place?
301 redirects	If you're moving from an old site have you set up 301 redirects ?
Plugins	Have you installed the following plugins? ▪ WordPress SEO by Yoast (or similar) - My absolute favourite Search Engine Optimisation plugin ▪ Askimet (or similar) – To reduce the number of spammy comments ▪ WP Cache (or similar) – To speed your site up ▪ BackupBuddy (or similar) – I use back up buddy and back up to Amazon hosting ▪ Shareaholic (or similar) – To get a little social action happening ▪ Gravity Forms (or similar) – My preferred plugin for contact forms ▪ Disqus (or similar) – Much sexier than the standard WP comment system
Google Analytics	Have you installed Google Analytics ?
Google Authorship	Have you set up Google Authorship ?
Google Webmaster Tools	Have you set up an account and submitted the sitemap ?

NOT SEO BUT STILL IMPORTANT

404 Error Page	Have you included a Custom 404 Error page?
Favicon	Have you included a Favicon ?
Language	Have you declared the site language?
WordPress	Have you installed the latest version?

DON'T EVEN THINK ABOUT IT

Frames	You haven't, have you?
Flash	You haven't, have you?
Nested tables	You haven't, have you?
Inline styles	You haven't, have you?