

Checklist: Optimization of content for people and search engines



SERP

→ **46 Snackable SEO Tips for WordPress Bloggers - SEMrush**
<https://www.semrush.com/blog/seo-tips-for-wordpress-bloggers/> ✓
 Jun 16, 2016 - Here is our top 46 SEO tips for WordPress bloggers in 2016. A no nonsense, easy to digest actionable list to help you totally transform your blog ...

Title

- * Include the keyword • Do not exceed the (50-60 characters)
- * Use the name of your brand
- * Use numbers
- * Use when, what and why *
- Provides useful information

URL

- * Keep the length between 3 and 5 words
- * Include keywords (separated with hyphens)
- * Make it descriptive and with meaning

META DESCRIPTION

- Make sure the length is 50 - 160 characters *
- Include the keyword
- That it is descriptive (from Try to avoid duplicity and with sense of meta descriptions)

BLOG ARTICLE

H1
Use an H1 tag on the page

SHARE
Add social media buttons

IMAGES

- * Name the images in a descriptive way * Add tags ALT
- * Use the right size
- Create a featured image
- * Create at least one image for the text

BODY
Extensive content can help to get a better positioning

<H2>...<H2>
Try to use between 3 and 5 relevant subtitles

KEYWORDS

- * Avoid the abuse of keywords (keyword stuffing) in the body of the text
- * Use the target keywords in the first 100-150 words
- * Enrich the text with keywords semantically related

INTERNAL LINKS
Put some internal links in the text to help the search engines to indexing your website and so that users can browse and find relevant content

46 Snackable SEO Tips for WordPress Bloggers

Building a site that search engines not only love but positively enjoy is no easy feat. It takes dedication and it takes time.

But ignore the importance of SEO and you might as well be banging your head against a brick wall. Because... without those high search engine rankings? Well, no one's going to find your site, your content or your hard work.

And what's the point in that?

That's why we've put together our top 46 SEO tips for WordPress bloggers in 2016. A no nonsense, easy to digest actionable list to help you totally transform your blog, skyrocket your readership and find yourself with those all important rankings that you deserve.

Part 1: Optimize Your Website

1. Make your site easy to navigate. Put yourself in your reader's shoes: is your site easy to navigate? Are you able to determine immediately what your site is all about shortly after visiting your site? Be sure to use your main keywords around your website. For example, if you're blogging about SEO, let your visitors know that you blog about this topic by adding "SEO" keyword somewhere visible such as your main navigation (e.g. "SEO Tips") or welcome/introduction message. Make it obvious! Clear and intuitive navigation will also help search engines determine what you're about, pushing your rankings forward.
2. Keep your content clear. Again, think of your reader. Ensure your content is front and center, with your most important information (i.e. links of interest + introductions with your main keywords) above the fold (the part of your site visible without your reader having to scroll).
3. Avoid too many ads above the fold. And don't clutter your site with them! Google prefers ads that don't get in the user's way and favours those that are non-intrusive.
4. Use www, or non www. Ensure your site is only accessible by one or the other by following the steps in this guide. This is crucial as the consistency helps Google index your site with more clarity.
5. Ensure your blog is mobile optimized. With mobile searches now officially surpassing desktop searches in 2016 studies, you'll be missing out on serious traffic if your blog isn't designed for mobile. In fact, Google & Bing stated that those websites that are mobile-friendly will rank higher in the mobile search than those that are not. An easy way to ensure this is by choosing a theme that is responsive or mobile friendly. If you want to stay with your existing theme, feel free to hire a developer to give you a hand. Not sure if your site is mobile friendly? Here's a tool (by Google) that will help you find out!

WEBSITE

Generates backlinks

Includes data markup

Check the time of loading the page

Use a responsive design

Make sure that the website is not blocked for tracking

Avoid duplicate content