Website Analysis

___ Set up an XML Sitemap with the Yoast plugin, sign up for [Google](#) & [Bing Webmaster Tools](#) and submit it

___ To manually add a link, you can go [here](#)

___ Yoast plugin default is hyphens (dashes) for the separation between words in your URLs – [Google likey](#)!

___ Sign up for Google [Analytics](#)

___ Increase time on site and lower bounce rate by downloading the [Open External](#) plugin

___ Install [Wordpress SEO by Yoast](#) plugin to easily set canonical tags, 301 redirects and (no)index / (no)follow

___ Definitions of [canonical](#) tags and 301 [redirects](#)

___ Different [combinations](#) of index and follow

___ Include at least 10 images, [2,000 words](#), a video and several internal links to other pages on your site in your posts

___ Put links to other (external) sites as well – more resources

___ Use H1 and H2 to create sub-headings

___ Keep the title [53 characters or less](#) and make the word(s) you're targeting the first or second word

___ Write a description for every page but cut some off before Google would (155 characters) with an ellipsis and a teaser: The [key to ranking](#) #1 on Google is…

___ Put alt tags in images for the search engines and people who use screen readers. Helps you show up in image search

___ Do a site audit with [Xenu's Link Sleuth](#), [Raven Tools](#) and/or [Screaming Frog](#)