WP SEO Checklist

Personal Notes of Md Jihad Alom - For Educational Use Only

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🟢 1. Basic Setup (Before Development)

✔️ SSL certificate ইনস্টল (HTTPS)
✔️ Lightweight ও SEO-friendly Theme ব্যবহার (Astra, GeneratePress, Kadence ইত্যাদি)
✔️ Permalink settings: `/post-name/` structure
✔️ Google Search Console ও Google Analytics সংযুক্ত
✔️ Robots.txt ও Sitemap তৈরি ও সাবমিট (Yoast / Rank Math দিয়েই হয়)
➕ **Favicon** ও **App Icon** সেট – Branding ও SERP trust বাড়ায়
➕ Web hosting speed consideration (SEO-friendly & faster hosting যেমন: Cloudways, SiteGround)
➕ Install security plugin (Wordfence, iThemes)
➕ **Set Timezone, Language, and Site Title properly** – সার্চ ইঞ্জিনের context বুঝতে সাহায্য করে

🟩 2. On-Page SEO (During Development)

✔️ প্রতি পেইজে একটাই H1 tag ব্যবহার
✔️ Focus keyword + LSI keyword ব্যবহার
✔️ Meta title ও meta description সেট
✔️ SEO-friendly URLs (ছোট, keyword-rich)
✔️ Internal linking করা আছে (relevant পেইজ/পোস্টের সাথে)
✔️ Image optimization:
  ▪ ALT tag দেওয়া
  ▪ Image compressed
✔️ Mobile responsive layout
✔️ Breadcrumbs Enable
✔️ Table of Contents (TOC) থাকলে ভালো (বিশেষ করে blog এ)
✔️ Outbound link (relevant trusted site এ link)
➕ **Use of Header structure (H2, H3…) for better readability and SEO**
➕ **Content readability:** ছোট প্যারাগ্রাফ, Bullet points, CTA button
➕ **Keyword in First 100 Words** – Best Practice
➕ **Use FAQ Schema** if needed – especially for service/product pages
➕ **Add Open Graph (OG) tags** for better sharing on social media (Rank Math auto করে)

🟦 3. Technical SEO (Backend Optimization)

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✔️ XML Sitemap তৈরি ও সাবমিট (Search Console এ)
✔️ Robots.txt ঠিকভাবে কনফিগার
✔️ Canonical URL সেট (especially for blog)
✔️ Schema Markup (Yoast / Rank Math দিয়ে করা যায়)
✔️ Noindex tag ঠিকভাবে ব্যবহার (unnecessary archive, tag page ইত্যাদি)
✔️ 404 Error check ও fix
✔️ Page speed optimization:
  - CSS/JS minify
  - Lazy loading
  - Caching Plugin (WP Rocket, W3 Total Cache)
  - CDN ব্যবহার (Cloudflare)
✔️ Core Web Vitals Test (PageSpeed Insights)
➕ **Preload key requests / fonts optimization** (Speed boost)
➕ Database optimization (WP-Optimize plugin)
➕ Disable unused plugins & scripts (Asset CleanUp / Perfmatters)
➕ **Enable GZIP Compression** (server level or plugin)

🟨 **4. Local SEO (Client যদি Local Business হয়)**

✔️ Google Business Profile তৈরি ও ভেরিফাই
✔️ Website-এ location info (Name, Address, Phone)
✔️ Local keywords ব্যবহার (e.g., "Web Developer in Sylhet")
✔️ Location-based schema
✔️ Local directories তে listing
➕ Embed Google Map with correct NAP info
➕ Add customer reviews/testimonials (with schema)

🟧 **5. After Launch (Post-Development Check)**

✔️ Submit all pages/posts to Google Search Console
✔️ Ping website to search engines (optional but useful)
✔️ Site health check (Yoast / Rank Math দিয়ে)
✔️ Broken link checker চালাও
✔️ Client কে basic SEO guide দাও (যদি নিজের কন্টেন্ট দেয়)
➕ Setup Redirection (301 redirect for deleted pages)
➕ Monitor with SEO tools (Ahrefs Webmaster Tools / Ubersuggest)
➕ **Set up automatic sitemap pinging** (Search engines কে আপডেট জানাতে)

📄 **Bonus: Recommended Plugins**

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Task	Recommended Plugin
SEO overall	Yoast SEO / Rank Math
Caching	WP Rocket / W3 Total Cache
Image compression	ShortPixel / Smush
Schema markup	Schema Pro / Rank Math
Broken link checker	Broken Link Checker plugin
Redirection	Redirection Plugin
Database optimization	WP-Optimize
Disable unused assets	Asset CleanUp / Perfmatters
Security	Wordfence / iThemes Security

➕ **OG Tag & Social Sharing** – Rank Math / AddToAny

➕ **ToC (Table of Contents)** – LuckyWP Table of Contents

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🟥 **6. Off-Page SEO (External Optimization)**

✔️ **High-quality backlink building (Guest post, Niche edits, etc.)**
✔️ **Social media profiles create এবং active থাকা**
✔️ **Business listing submission (Google, Bing, Yelp, Crunchbase ইত্যাদি)**
✔️ **Forum participation (Quora, Reddit, Niche-specific forums)**
✔️ **Blog commenting (relevant ও non-spammy সাইটে)**
✔️ **Social bookmarking (Mix, Flipboard, Pinterest, Scoop.it, etc.)**
✔️ **Video submission (YouTube, Vimeo - with backlinks)**
✔️ **Image submission (Flickr, Imgur, Pinterest – with alt text and backlinks)**
✔️ **Document sharing (SlideShare, Scribd – PDF/PPT with backlinks)**
✔️ **Press release submission (relevant PR sites)**
✔️ **Influencer outreach & content sharing**
✔️ **Directory submission (high DA এবং niche-specific)**
✔️ **Review and rating site submissions (Trustpilot, G2, Capterra ইত্যাদি)**
➕ **Build branded backlinks (using anchor: your brand name)**
➕ **Monitor backlinks (Google Search Console / Ahrefs Webmaster Tools)**
➕ **Disavow bad backlinks (Google Disavow Tool ব্যবহার করে)**