

A)

Improve Page Speed - It's important when search engines and users visit the website, It's recommended to have good performance, It's possible to use tools for wordpress to optimize images, links, loading in general.

Optimize Title Tags and Meta Descriptions - The more you use your keywords in a wordpress the best it'll be ranked by google, having links to other websites related to the main is also important.

Fix Broken Links and Redirects - It's very bad to the user's experience and gives a negative impact when search engines visit the website.

B)

It's an example of use:

```
<link rel="alternate" hreflang="en-US" href="www.megawaysslots.com">
```

Include hreflang of all versions of pages.

Make sure that hreflang are consistent.

Verify hreflang with tools it's possible to try tools for wordpress