SEO

Of course, you’re going to want to make sure your new site is visible for search engines from the very beginning and that they start indexing it right away. To do so, pay attention to the following points.

* INSTALL AND CONFIGURE AN SEO PLUGIN
  + While WordPress is well configured for SEO as it is, an SEO plugin like Yoast SEO or All-in-One SEO Pack will take it to the next level and beyond.
* SET SITE TITLE AND TAGLINE
  + If your SEO plugin doesn’t already take care of your site’s title and tagline, make sure to set it under Settings > General.
* CONFIGURE SEO PAGE AND POST TITLES
  + All pages and posts on your site should have unique titles with less than 70 characters that include the keywords each of them are optimized for.
* IMPLEMENT META DESCRIPTIONS
  + Likewise, create unique and expressive meta descriptions for all posts and pages that include keywords and are less than 156 characters long.
* SET UP PERMALINKS
  + Make sure the permalink structure is set to your liking (Settings > Permalinks) and that each page URL contains its main keyword.
* OPTIMIZE IMAGES (AGAIN)
  + Also, check image file names, descriptions, and ALT tags for keyword inclusion and make sure each image is compressed for quick loading times (see above).
* SET FOCUS KEYWORDS
  + If you are using an SEO plugin, each post and page should also have a defined focus keyword. This will give you important information on how to further optimize them.
* WORK THROUGH CONTENT ANALYSIS
  + When you have set the focus keyword for a site, be sure to go through the tips inside the content analysis to achieve the best results.
* CREATE SITEMAP
  + Yoast SEO and Google XML Sitemaps can help you set up a sitemap to share with search engines. If you are still working in a development environment, skip this step until you have moved the site to its final destination.
* SET UP METADATA
  + Check meta tags for social and RSS feeds and whether they are set up correctly, appropriate, and proofread. Don’t forget to implement optional tags like rel=”nofollow”.