



Checklist 10: WordPress SEO

Project Name: _____ Date: _____

Yes No

Using a Robots.txt file

- 1 The following website has a robots.txt file generator that can be awesome for easily generating numerous robots.txt files with ease: <http://tools.seobook.com/robots-txt/generator/>
- 2 The link allows you to determine the default robot access, that is, whether you want to use it to disallow commands or allow commands, lets you choose which search engine robots you want to disallow the content for, and allows you to pick files or directories directly from your sitemap to generate your own robots.txt files.
- 3 It then gives you text that you need to enter into the robots.txt file merely. The website also allows you to test the generated robots.txt file through its analyzer, making sure that you are fully satisfied before uploading the file to your website.
- 4 Remember, however, to upload the file only on the main directory of the website because the user-agent (search engine robot) will not go through all directories to find the robots.txt file.

Using Keywords

- 1 Use keywords about the SEO generated keywords that you deem are essential to users who you wish your website attracts.
- 2 Use software such as Google Analytics and Jetpacks to determine the keywords users search when looking for content similar to the content that your website offers.
- 3 Subsequently, implement these keywords to ensure that users begin visiting your website and that your website begins to climb the ladder on search engines.

Notes



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Using Headings

The six heading elements, H1 through H6, denote section headings. Documents should not skip levels (for example, from H1 to H3), as converting such documents to other representations is often problematic.

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|---|---|--------------------------|--------------------------|
| 1 | Optimizing your header tag for a long-tail voice search keyword and then answering such queries below using paragraph tags. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Break up query answers into subsequent, smaller headings to outline different list items, which Google will then use to create its bulleted points. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Structure the page for readability | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Ensure that header tags are related to important keywords | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Emphasize important text: header tags typically have a larger font size than regular text, and so can be visual cues for the reader; they can denote to the reader the importance of that particular text or make it easy for them to find what they are looking for. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | View it as an outline: If you remove all the content from your webpage, your header tags should look like an outline for what the page entails; this will give the complete webpage clarity and coherence. | <input type="checkbox"/> | <input type="checkbox"/> |

Notes