



Checklist 11: Linking, Testing and Optimization

Project Name: _____ Date: _____

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1 You need to ensure that your website can be crawled. You can turn on your site visibility using Settings >Reading. In most cases, this setting is turned on by default, but if that is not the case uncheck the option "Discourage search engines from indexing this site." | <input type="checkbox"/> | <input type="checkbox"/> |

Using The Relevant Tags

- | | | |
|---|--------------------------|--------------------------|
| 1 Include one H1 tag on all of your pages. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 The H2 tag should be used in your content only for the headers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 The ALT tag is to be attached to all the images, and there is even a WP plugin to aid you with this called the "Search Friendly Images Plugin." | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 You should check if the Yoast's Wordpress SEO in-built sitemap is working and if that is not the case install the Google XML Sitemap Plugin. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 An essential aspect of a new website is a correctly placed and optimized Robots.txt file. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 You need to compress the size of your images and a plugin called WP Smush It can be used. | <input type="checkbox"/> | <input type="checkbox"/> |

How To Ensure Your Website Functions Properly

Notes

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- 1 You should decide if you want to use www when links to your website or pages. It does not matter what you decide, but it is essential that you stick to one. Example: We use <https://imchecklist.org> and never <https://www.IMChecklist.org>
- 2 If you find any issue with your website sign up for Google's Webmaster Tool so that these issues can be fixed.
- 3 The Meta Description should be only 155 words which include spaces.
- 4 The Latent Semantic Indexing Keywords are essential for the SEO, so it is essential that there are enough included in your content. You can find them using Google Search, Ubersuggest.org or Keyword Planner. You should look for the words at the bottom of each search.
- 5 Ensure that the permalink structure is according to your preference and that each page URL contains its main keyword.
- 6 Ensure that your content is original and you can use Copyspace.org to find out if it is original.
- 7 It is imperative that your content has contextual links as this is extremely important while optimizing your website for SEO.
- 8 If external links are relevant, make sure your content has them.
- 9 A critical priority is to optimize your website and for GTMetrix for HTML and Pingdom for Wordpress as these help you clear errors.

Notes

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Test Your Website

- 1 You can use Google's PageSpeed Insights to know how you can increase your page loading speed.
- 2 You can use Google's Mobile-Friendly Test to see if your site is mobile ready and responsive.
- 3 The Schema Creator Plugin is an excellent tool to help you create structured schema data for your website.
- 4 You can submit your site to Google Business if your website is connected to the local business.
- 5 Useful data regarding your site can be gotten by installing Google Analytics.
- 6 It is extremely important that you proofread your website for errors, such as spelling mistakes.
- 7 In the case where an SEO plugin is used, make sure you have a defined focus keyword as this will help you optimize your website further.
- 8 You need to remember to include social media icons on all pages of the Wordpress website, and for this purpose, you can use Share This, Add this or Share bar plugins.

Notes