

WordPress SEO

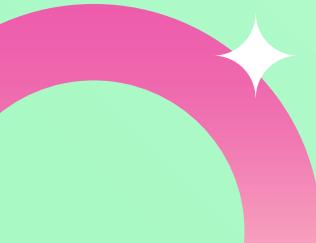
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01

WordPress SEO Pillars

What is WordPress?



Content Management System (CMS) that allows users to create and manage websites!

(Shopify, WIX, Joomla, Magento, Drupal)

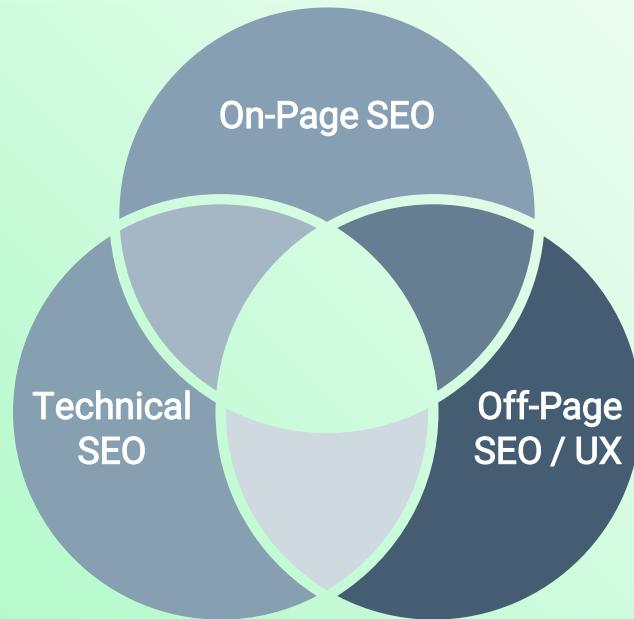
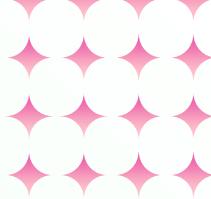
Pros:

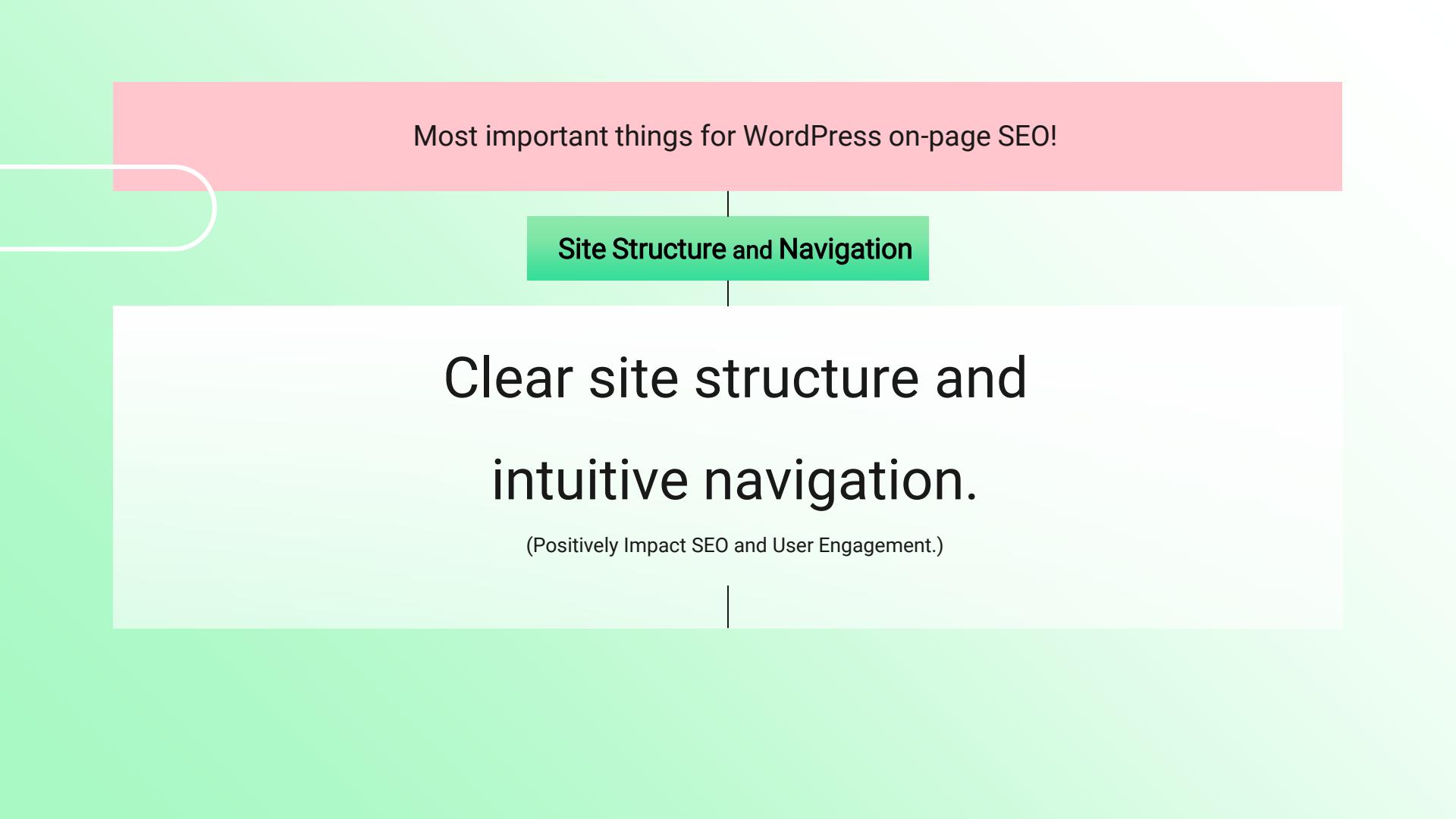
- Ease of Use
- Extensive Plugin Ecosystem
- Themes and Design Flexibility
- Active Community
- SEO-Friendly
- Regular Updates
- Scalability

Cons:

- Security Concerns
- Plugin Dependency
- Performance Optimization
- Require Technical knowledge for Advanced Customization

Aspects of optimizing WordPress website!





Most important things for WordPress on-page SEO!

Site Structure and Navigation

Clear site structure and intuitive navigation.

(Positively Impact SEO and User Engagement.)

Most important things for WordPress on-page SEO!

Site Structure and Navigation

Organizing content into categories
and sub-categories.

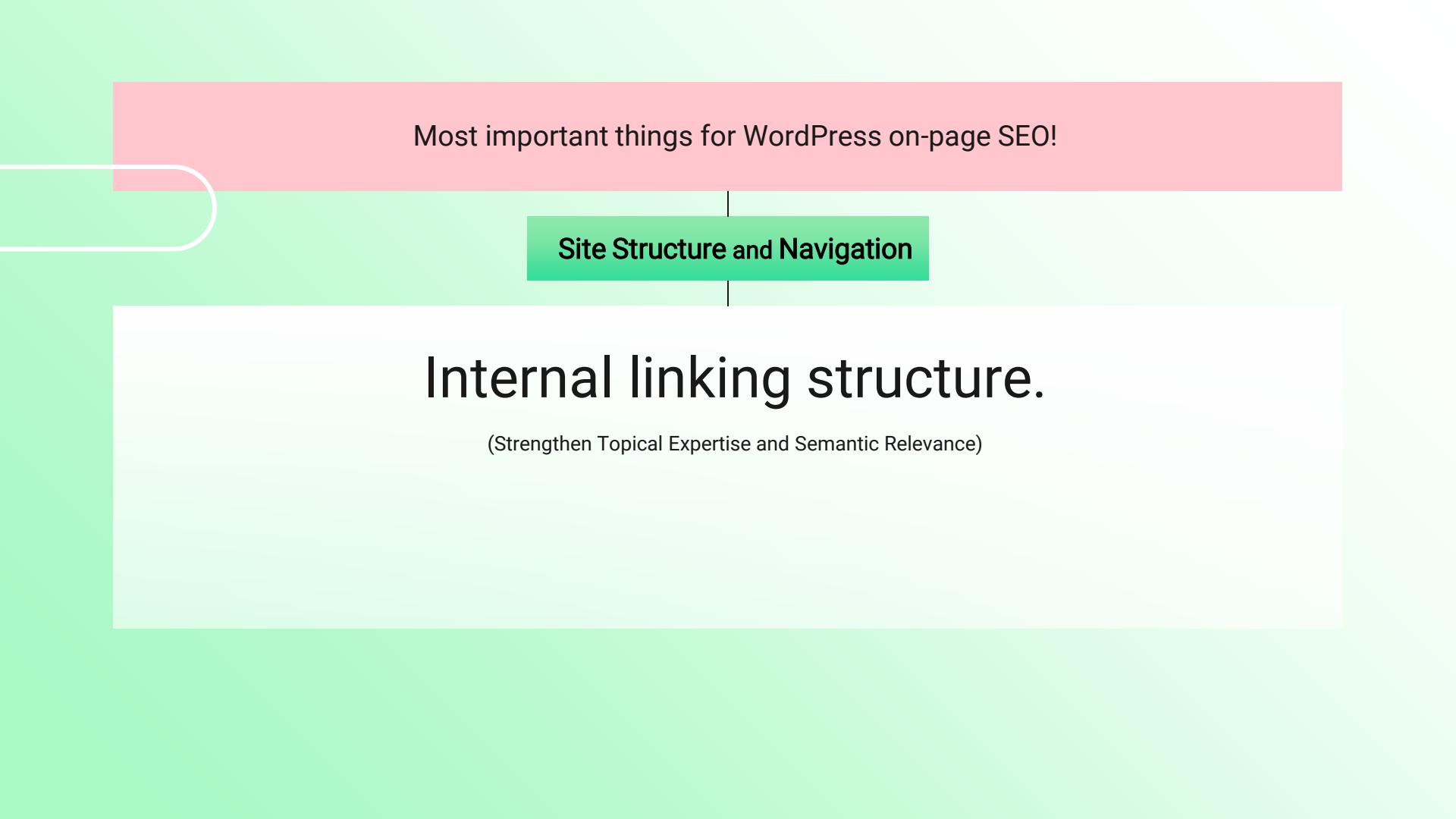
(Using Breadcrumbs and XML sitemap.)

Most important things for WordPress on-page SEO!

Site Structure and Navigation

Well-structured website's
navigation menu.

(Facilitates User Interaction.)

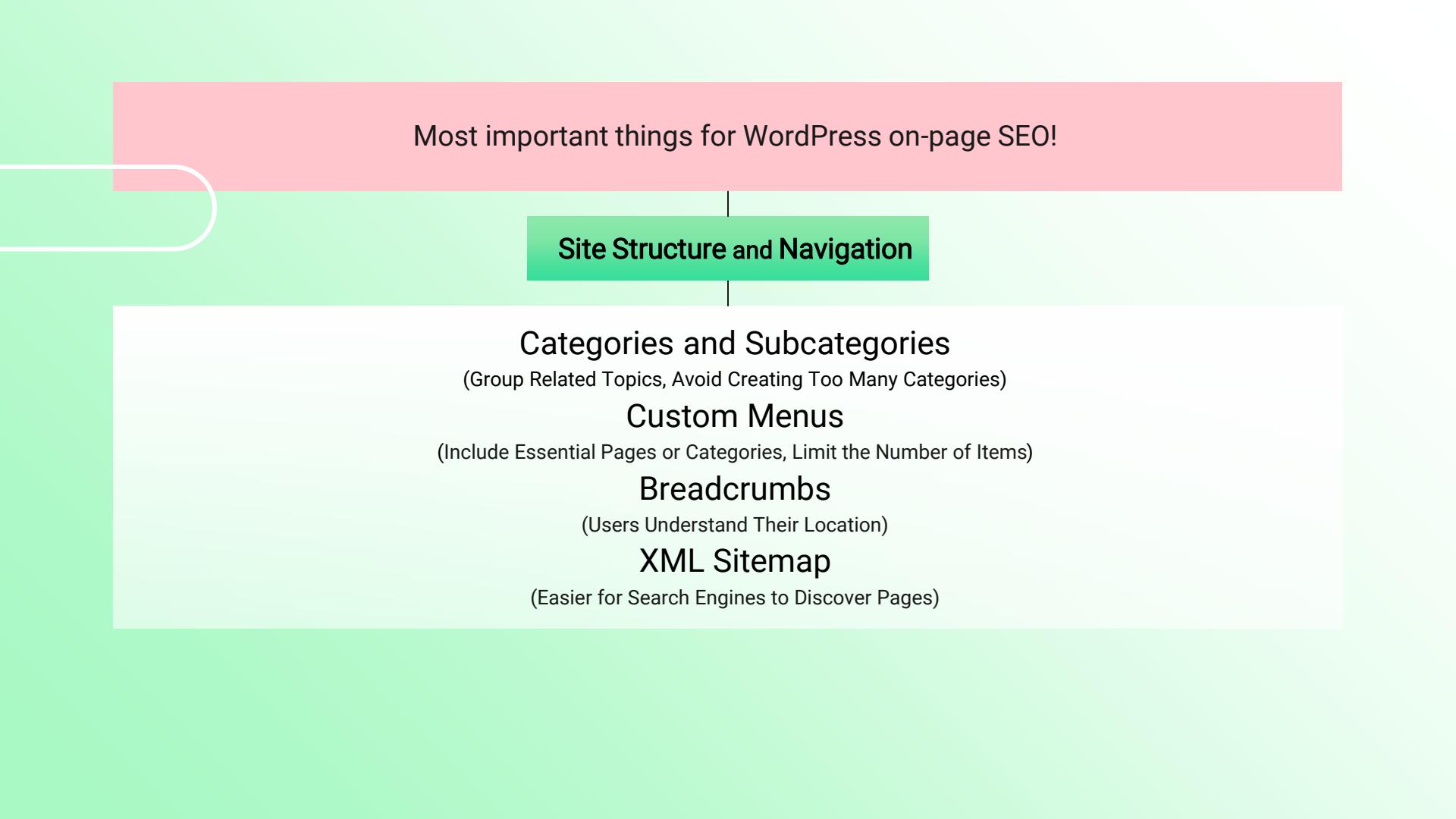


Most important things for WordPress on-page SEO!

Site Structure and Navigation

Internal linking structure.

(Strengthen Topical Expertise and Semantic Relevance)



Most important things for WordPress on-page SEO!

Site Structure and Navigation

Categories and Subcategories

(Group Related Topics, Avoid Creating Too Many Categories)

Custom Menus

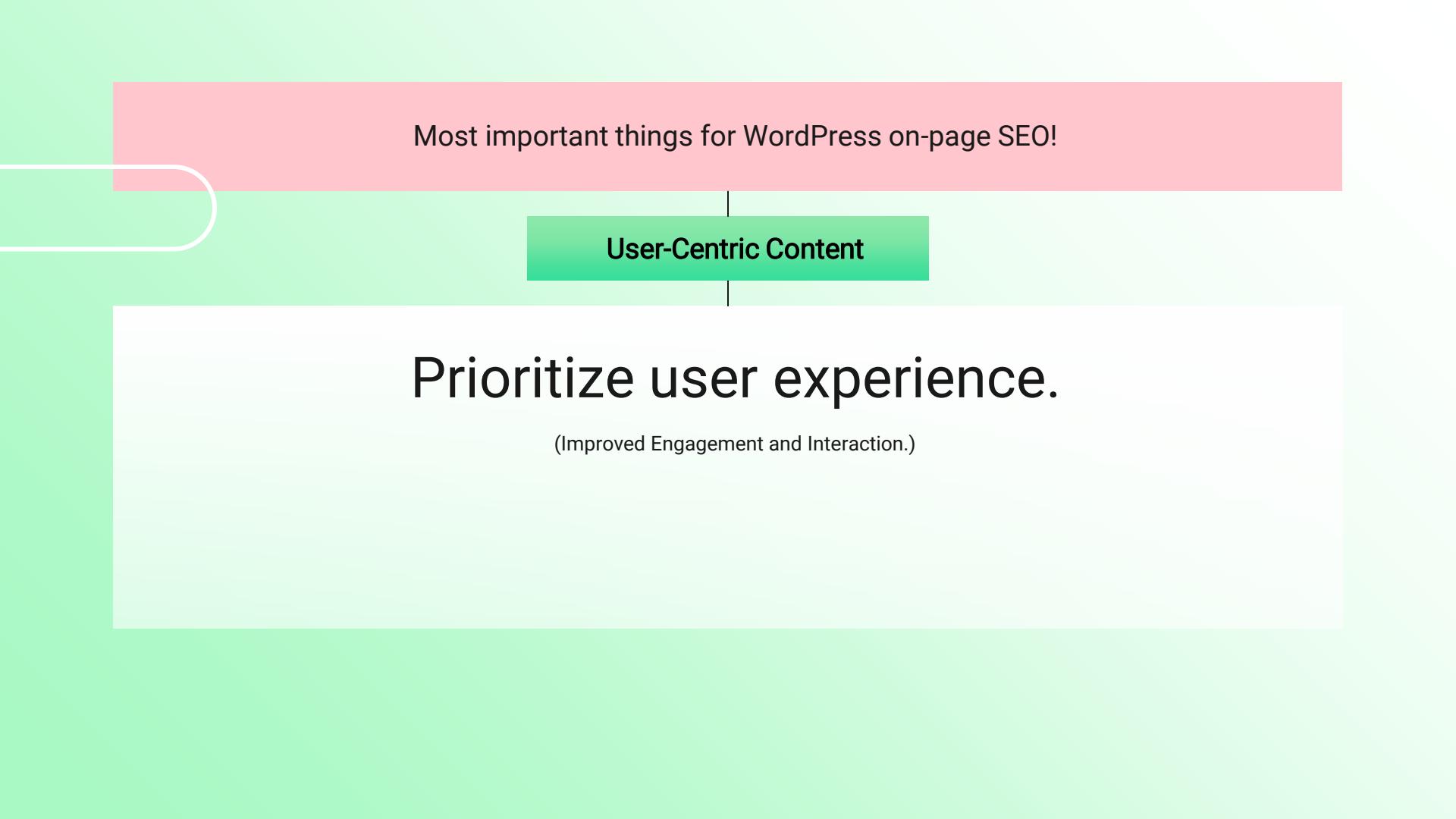
(Include Essential Pages or Categories, Limit the Number of Items)

Breadcrumbs

(Users Understand Their Location)

XML Sitemap

(Easier for Search Engines to Discover Pages)

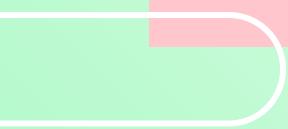


Most important things for WordPress on-page SEO!

User-Centric Content

Prioritize user experience.

(Improved Engagement and Interaction.)

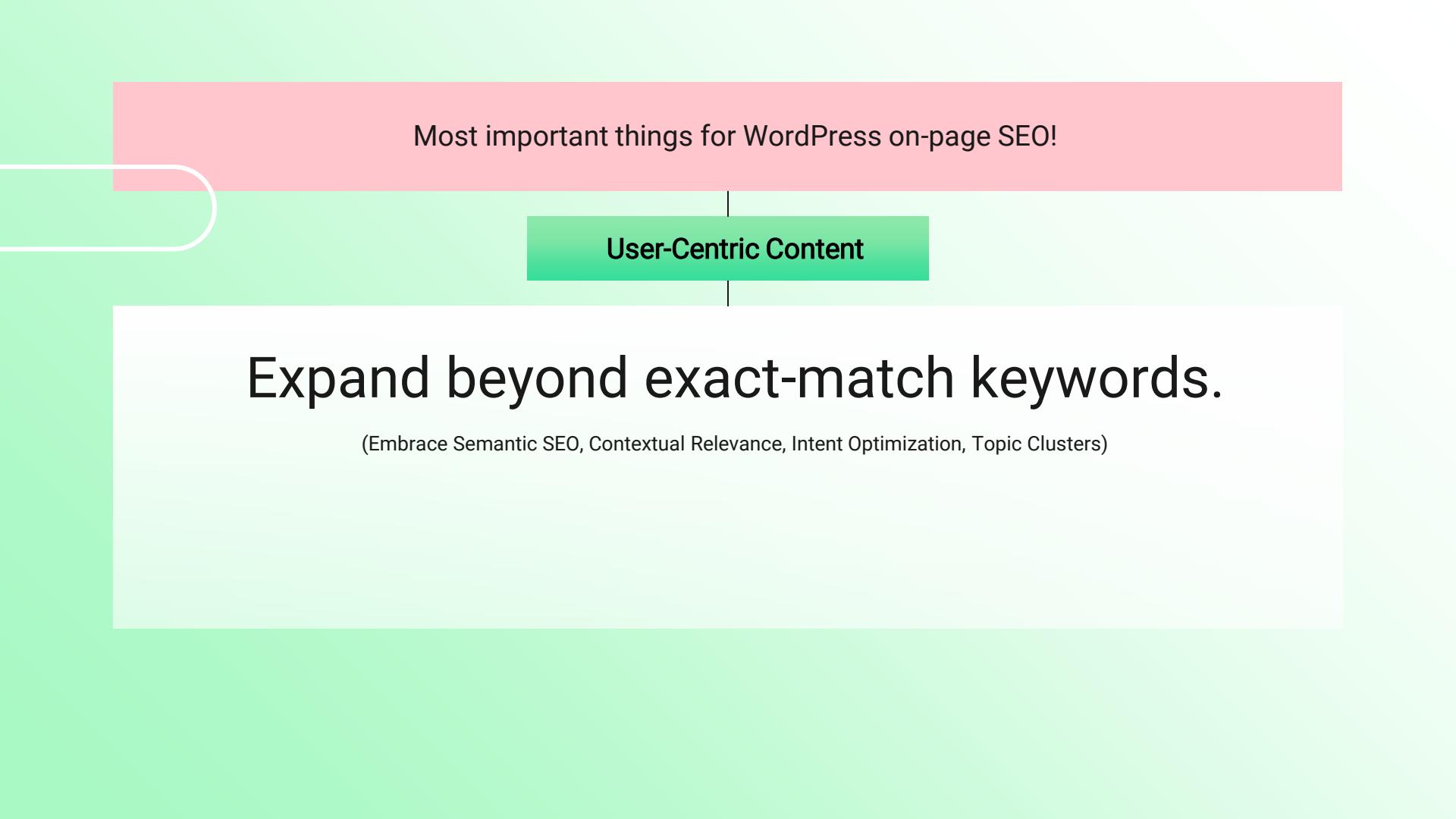


Most important things for WordPress on-page SEO!

User-Centric Content

Craft high-quality, valuable content.

(Understand Your Audience, Relevance and Originality, Actionable Information, Readability and Clarity,
User Questions and Pain Points, Tell Stories)



Most important things for WordPress on-page SEO!

User-Centric Content

Expand beyond exact-match keywords.

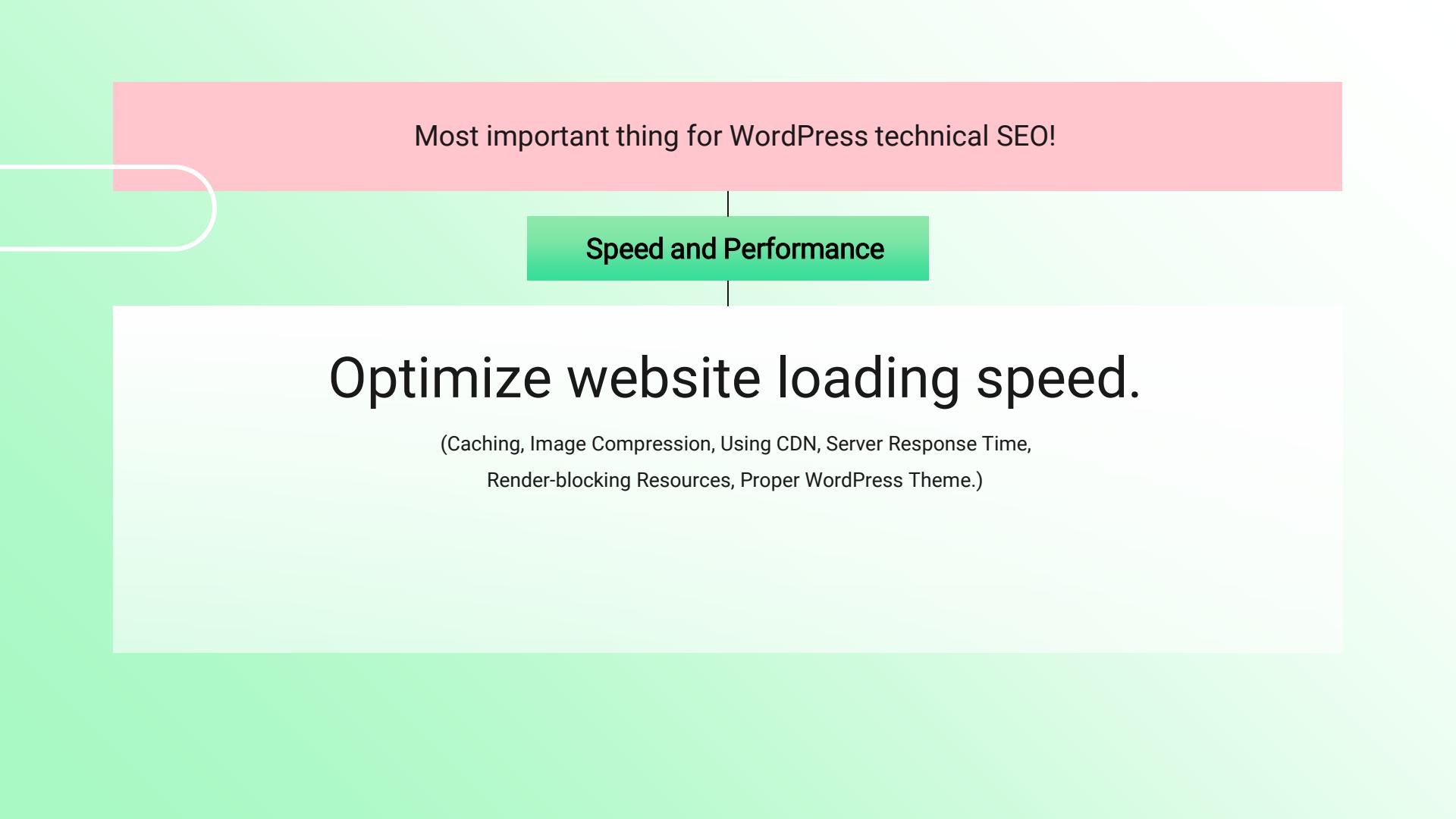
(Embrace Semantic SEO, Contextual Relevance, Intent Optimization, Topic Clusters)

Most important things for WordPress on-page SEO!

User-Centric Content

Cover contextually relevant topics.

(Demonstrate Topical Expertise, Content Coverage, Trending and Emerging Topics, Collaborate with Industry Experts)

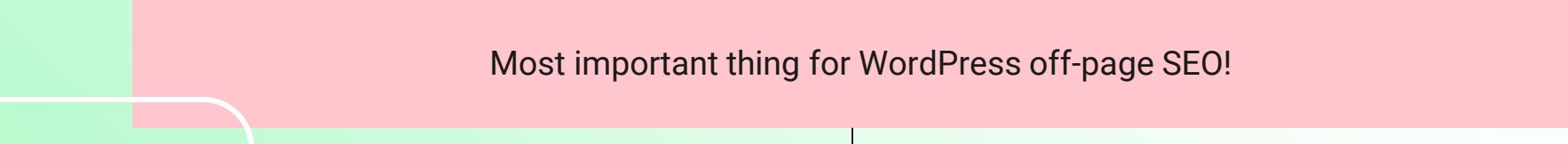


Most important thing for WordPress technical SEO!

Speed and Performance

Optimize website loading speed.

(Caching, Image Compression, Using CDN, Server Response Time,
Render-blocking Resources, Proper WordPress Theme.)



Most important thing for WordPress off-page SEO!

Links

Link Building.

(High-quality and Relevant Backlinks)

Social Media Integration.

(Social Media Sharing Buttons)



02

Actions and Mistakes

Actions

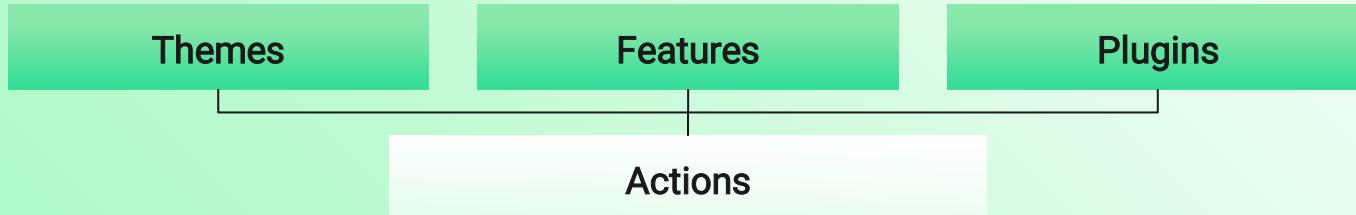
Importance of Wordpress SEO

Plugins vs Developers



Actions

Wordpress SEO Consideration



Themes

Features

Plugins

Well-optimized Themes.

(Lightweight and Fast Loading, Responsive Design, Schema Markups, Customization, Page Builder Compatibility, Updates and Support, Security, RTL)

Themes

Features

Plugins

Well-optimized Themes:

Qwery



DIVI



The7



ENFOLD



AVADA

Avada:

Themes

Features

Plugins

E-commerce or Online Stores

Contact Forms

Galleries and Sliders

Membership and Subscription

Testimonials and Reviews

Themes

Features

Plugins

On-Page

Performance and Caching

Social Media and Sharing

Schema Markup and Structured Data

Security and SEO Auditing



Themes

Features

Plugins

Image Optimization

Redirection and Link Management

AMP

Local SEO and Business Listings

Analytics and Reporting



Themes

Features

Plugins

On-Page:

- Yoast SEO
- Rank Math
- All in One SEO Pack
- SEOPress
- The SEO Framework
- Slim SEO
- Squirrly SEO
- SEO Pressor
- Premium SEO Pack

Themes

Features

Plugins

Performance and Caching:

- WP Rocket
- W3 Total Cache
- LiteSpeed Cache
- WP Super Cache
- Hummingbird

- Swift Performance
- Cache Enabler
- Perfatters

Themes

Features

Plugins

Social Media and Sharing:

- Social Warfare
- Shared Counts
- AddToAny
- Monarch
- Easy Social Share Buttons for WordPress
- Sassy Social Share
- SocialSnap
- MashShare
- Super Socializer
- Ultimate Social Media Icons

Themes

Features

Plugins

Schema Markup and Structured Data:

- Schema Pro
- All In One Schema Rich Snippets
- Rank Math
- WPSSO Core
- Schema & Structured Data for WP & AMP
- Schema App Structured Data
- SEOPress

Themes

Features

Plugins

Security and SEO Auditing:

- Wordfence Security
- Sucuri Security
- iThemes Security
- SEOPress
- Rank Math
- Yoast SEO
- SEMRush

Themes

Features

Plugins

Image Optimization:

- Smush
- ShortPixel
- Imagify
- EWWW Image Optimizer
- Optimole

- WP Compress
- reSmush.it
- TinyPNG

Redirection and Link Management:

- Redirection
- Broken Link Checker
- Simple 301 Redirects
- Yoast SEO Premium
- Safe Redirect Manager
- Simple Link Checker
- Permalink Manager Pro
- Link Whisper
- SEO Smart Links
- Interlinks Manager
- Internal Link Juicer

Themes

Features

Plugins

AMP:

- AMP for WP - Accelerated Mobile Pages
- AMP
- AMP for WordPress by Automattic
- Glue for Yoast SEO & AMP
- AMP for WP - Gutenberg, Page Builder & AMP
- AMP on Mobile by WebKinder
- WA & AMP for WP & AMP

Themes

Features

Plugins

Local SEO and Business Listings:

- Yoast Local SEO
- Rank Math Local SEO
- WP Store Locator
- Business Profile
- Local SEO and Business Listings by WP Expert
- Local Business SEO
- WP Google Maps
- SmartCrawl SEO

Themes

Features

Plugins

Analytics and Reporting:

- MonsterInsights
- Google Site Kit
- SEOPress
- Rank Math
- Analytify

- ExactMetrics
- WP Google Search

Themes

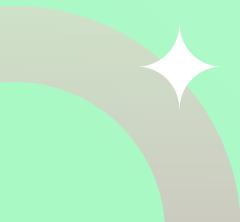
Features

Plugins

Most Have Plugins:

- **Rank Math** (all in one SEO toolkit)
- **WPRocket** (caching and speed)
- **UpdraftPlus** (backups)
- **Smush** (image compression)
- **Internal Link Juicer** (internal linking)
- **Akismet** (spam comments)
- **Contact Form** (manage forms)
- **Wordfence Security** (firewall, login security)
- **Schema Pro** (Implement structured data)

Mistakes



Themes

- Ignoring Responsive Design
- Using Outdated Themes
- Ignoring Theme Reviews and Ratings
- Overlooking Page Load Speed
- Using Nulled or Pirated Themes
- Ignoring Documentation and Support
- Choosing Overly Complex Themes

Plugins

- Ignoring Child Themes
- Not Evaluating Code Quality

Themes

- Installing Too Many Themes
- Using Unreliable or Outdated Themes
- Ignoring Theme Reviews and Ratings
- Not Updating Themes Regularly
- Overlooking Theme Compatibility
- Ignoring Theme Permissions

Plugins

- Using Nulled or Pirated Plugins
- Not Testing Plugins on a Staging Site
- Installing Overlapping Functionality
- Not Deactivating Unused Plugins
- Using Resource-Intensive Plugins

QA

