WordPress SEO Deconstructed by the Master

10 Point Checklist

Joost de Valk

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a 10 point checklist that gives the next, real steps you can take to elevate your marketing to the next level.

"If you write good copy, the related keywords will come naturally."

JOOST DE VALK

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10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game? Here are 10 steps that can move you closer to your goals – today.

- Focus on good and valuable content. It’s the first and most important step in site optimization.
- Prioritize link quality by doing a regular audit on content in my site. If I have a page without substance, my site will not look credible in Google’s eyes.
- Be aware of my keyword density. Overusing keywords may seem like I am writing for the bots instead of actual humans that need information.
- Use proper H1 to H6 tags for great and easy usability. This will make my blogs and articles look better.
- Disregard attachment URLs and disable it on Yoast so that it redirects to the attachment itself.
- Noindex links that don’t need any ranking such as archives, database and tag pages.
- Disregard date based and author based archives on my site. These archives are not useful from an SEO or user standpoint.
- Refrain from overusing meaningless tags. Instead, use categories to classify content about a specific topic.
- Avoid duplicate content and copyright infringement with the help of Copyscape.
- Don’t forget to install the Yoast plugin on my Wordpress Dashboard.