

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.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



**“If you write good copy, the related
keywords will come naturally.”**

JOOST DE VALK

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.