

# The Latest in WordPress SEO

## 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**



“Anyone who’s been in digital marketing for ten years will say it’s essential to have your own website. Don’t build on Facebook’s or Twitter’s property. Build your own thing and use the other tools as outposts.”

**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.**

- Optimize my website using SEO tactics and best practices to improve my rankings and gain subscribers and sales.
- Become more familiar with WordPress Core, Themes, and Plugins. WordPress sites are excellent for SEO. I can utilize the many features to boost my website's performance.
- Use an XML sitemap to notify Google when a web page has been updated. Google doesn't only rank websites, they rank pages, too.
- Manage my archives pages to avoid SEO problems in the future. Determine which subpages need to be noindex, so my visitors don't land on any unnecessary web pages from search engines.
- Structure how I present my content properly and don't overuse tags. Only use a number of categories and proceed to subcategories when I expand to more products or topics. This way, my content still makes sense and helps my visitors.
- Avoid having web pages with thin content. Implement a regular site audit to check if web pages need to be edited or removed.
- Check my website's health before making any changes to avoid future mishaps. It's beneficial to get the lay of the land before I start building anything new.
- Be more careful when installing new plugins. There are thousands of plugins available for WordPress. Only choose the ones that'll best help my website.
- Add schema structured data. It is considered a dictionary for search engines. It's a way of describing my site so search engines can understand my content better.
- Visit [yoast.com](https://yoast.com) to learn more about the Yoast SEO plugin and access many resources that can help optimize my website.