

WordPress SEO Recommendations

SEO Topic	Description	Recommendations
WordPress Speed	Having a fast website is crucial for ranking high on Google.	1. Test your website's speed using tools like GTMetrix. 2. Check your site on both desktop (incognito) and mobile.
Google Search Console	Allows you to understand how search engines view your site and provides performance data.	1. Analyze search terms used to reach your site. 2. Identify website issues like inaccessible pages for crawlers.
WWW vs Non-WWW	Using WWW or non-WWW does not impact SEO, though larger companies may prefer WWW for DNS purposes.	1. Verify both versions in Google Search Console. 2. Select the canonical version.
Use Friendly Permalinks	Short, clear URLs are preferred by Google. They help improve your ranking and user experience.	1. Go to WordPress settings, select "Permalink," choose "Post name." 2. Avoid changing permalinks after publishing to prevent breaking old links.

<h2>Use Focus Keywords</h2>	<p>Targeting specific keywords is still important for SEO. Focus keywords should be used strategically throughout the content.</p>	<ol style="list-style-type: none">1. Include keywords in the H1, first paragraph, headers, and conclusion.2. Use SEO plugins for keyword research and improvement suggestions.
<h2>Writing Meta Descriptions</h2>	<p>Meta descriptions influence click-through rates (CTR), which impacts rankings.</p>	<ol style="list-style-type: none">1. Create compelling meta descriptions to increase CTR.2. Understand that user engagement like click-through and dwell time affects SEO rankings.
<h2>Optimizing Images</h2>	<p>Optimized images enhance engagement and SEO, without slowing down the site.</p>	<ol style="list-style-type: none">1. Compress images using plugins like Smush.2. Add alt tags and title attributes for better search engine visibility and accessibility.
<h2>Internal Linking</h2>	<p>Internal links improve navigation, user experience, and SEO by keeping visitors engaged with more content on your site.</p>	<ol style="list-style-type: none">1. Highlight text and use the insert/edit link button to add internal links.
<h2>Use Heading Tags</h2>	<p>Google uses heading tags to understand the importance of content on your page.</p>	<ol style="list-style-type: none">1. Use only one H1 tag per page, with multiple H2/H3s.2. Use headings for content structure, not keyword stuffing.
<h2>Use Videos</h2>	<p>Videos are preferred by many users and offer an alternative to text-based content.</p>	<ol style="list-style-type: none">1. Repurpose written content into videos.2. Optimize videos for YouTube to attract more traffic.

<h2>Don't Overuse Keywords</h2>	<p>Avoid keyword cannibalization by using distinct keywords on different pages.</p>	<ol style="list-style-type: none">1. Ensure each page targets its own unique keyword to avoid competing against other pages for the same keyword.
---------------------------------	---	---

<https://www.possibleweb.com>