



*Connecting Your Message to the Right Audience Through SEO*

# SEO Audit Checklist for WORDPRESS

At Lava SEO Services, we specialize in helping individuals and organizations optimize their websites for **maximum search visibility, brand recognition, and audience connection**. Your website has a unique message, and our goal is to ensure it reaches the right people through strategic SEO. This checklist will guide you through key improvements to enhance your website's performance. Whether you're tackling SEO on your own or seeking expert support, **we're here to help you stand out and succeed online**.

## Comprehensive WordPress SEO Audit Checklist

A well-optimized **WordPress** website can rank higher in search results, drive more organic traffic, and improve user experience. Follow this **step-by-step SEO Audit Checklist** to enhance your site's performance.

### 1. Technical SEO Fixes

#### ✓ Check and Improve Site Speed

- Install and configure **WP Rocket** or **LiteSpeed Cache** for performance optimization.
- Use **Smush** or **ShortPixel** to compress images without losing quality.
- Enable **lazy loading** for images in WordPress settings or via plugins.
- Test speed with **Google PageSpeed Insights** and **GTmetrix**.

#### ✓ Fix Broken Links & Redirects

- Install **Broken Link Checker** to find and fix broken links.
- Use **Redirection Plugin** to properly set up 301 redirects for deleted or moved pages.

#### ✓ Ensure Mobile-Friendliness

- Test with **Google Mobile-Friendly Test**.
- Use a **responsive theme** (e.g., Astra, GeneratePress, Kadence).

#### ✓ Check Indexing & Crawlability

- Install **Rank Math** or **Yoast SEO** plugin and ensure **sitemap.xml** is submitted to **Google Search Console**.
- Use **Google Search Console** → "Coverage Report" to find **indexing errors** and fix them.

#### ✓ Secure Your Site (HTTPS & Security)

- Install **Really Simple SSL** to ensure HTTPS is enabled.
  - Use **Wordfence** or **Sucuri** to improve security and prevent hacks.
- 

## 2. On-Page SEO Improvements

### ✓ Optimize Page Titles & Meta Descriptions

- Use **Yoast SEO** or **Rank Math** to edit meta titles and descriptions.
- Ensure keywords are placed naturally within 60 characters (titles) and 160 characters (meta descriptions).

### ✓ Improve URL Structure

- Use short, keyword-rich URLs (e.g., `yourdomain.com/seo-tips` instead of `yourdomain.com/p=123`).
- Change permalink settings in **WordPress Admin** → **Settings** → **Permalinks** to **Post Name**.

### ✓ Optimize Header Tags (H1, H2, H3, etc.)

- Ensure each page has **one H1** (main title).
- Use **H2s** and **H3s** for subheadings with relevant keywords.

### ✓ Enhance Internal Linking

- Use **Link Whisper** or manually add 3-5 internal links per blog post/page.
- Make sure links point to relevant, high-value content.

### ✓ Optimize Images for SEO

- Compress images with **ShortPixel** or **Smush**.
- Use descriptive **alt text** with relevant keywords.

### ✓ Fix Duplicate Content Issues

- Use **canonical tags** in Rank Math/Yoast to avoid duplicate content penalties.
  - Remove duplicate pages or consolidate similar content.
- 

## 3. Content Optimization

### ✓ Check for Thin or Low-Quality Content

- Aim for at least **1,000+ words** for key pages and **800+ words** for blog posts.
- Update old content to keep it relevant.

#### ✓ **Optimize for Featured Snippets**

- Format answers in **bullets, lists, or tables** for better visibility.
- Use **FAQ Schema Markup** via **Rank Math** to improve chances of getting featured.

#### ✓ **Improve Readability**

- Keep sentences short, use simple words, and avoid large blocks of text.
- Use tools like **Hemingway Editor** or **Grammarly**.

#### ✓ **Add Fresh Content Regularly**

- Post high-quality **blogs, guides, case studies, or videos** consistently.
- Schedule content updates via **WordPress Editorial Calendar**.

---

## 4. Off-Page SEO & Backlinks

#### ✓ **Analyze & Remove Toxic Backlinks**

- Check backlinks with **Google Search Console** or **Ahrefs**.
- Disavow spammy backlinks in **Google's Disavow Tool**.

#### ✓ **Build High-Quality Backlinks**

- Submit guest posts on industry blogs.
- Share content on social media and **engage in niche communities**.

#### ✓ **Leverage Local SEO (If Applicable)**

- Optimize **Google My Business** listing.
- Get **local citations** on directories (e.g., Yelp, BBB, industry-specific sites).

#### ✓ **Encourage Social Sharing**

- Use **Social Media Sharing Plugins** like **Social Snap** or **AddToAny**.

This checklist, when followed in **WordPress**, will guarantee **SEO performance**, increase **organic traffic**, and drive **better search rankings**.

At Lava SEO Services, we're committed to helping businesses, **e-commerce stores, personal brands, and content creators** navigate the always-changing world of search engine optimization. **Search engines roll out major algorithm updates multiple times a year—like Google's recent Helpful Content Update, which prioritizes user-focused content over keyword-stuffed pages.** Staying ahead of these changes is crucial for maintaining and improving search rankings. That's why we're glad to provide this comprehensive SEO audit checklist—to empower you with the tools and insights needed to optimize your WordPress website for better visibility, traffic, and conversions. If you need expert guidance, customized strategies, or hands-on support, our team is here to help. Whether it's technical SEO, content optimization, or link-building, we take the guesswork out of SEO so you can focus on growing your **business, blog, or online portfolio.** Let's work together to bring powerful, lasting SEO results to your website—**reach out today!**

LavaSEOServices.com  
(727) 342-0386  
support@lavaseoservices.com

