

# SEO Website Checklist

This is for setting up a new WordPress website

- ☐ Know Your Main Keyword
- ☐ **Install & Enable Plugins:**
  - ☐ All in one SEO
  - ☐ Google XML Sitemap
  - ☐ Ping Optimizer
  - ☐ Robots Meta
  - ☐ Jetpack by WordPress.com
- ☐ Install Preferred Theme - I use Thesis
- ☐ **Settings > General**
  - ☐ Site Title Keyword (Add Keyword Only)
  - ☐ Tag Line (Small Blurb About Site)
  - ☐ WordPress Address (URL) & Site Address (URL)
    - ☐ Add www if domain is short
    - ☐ No www if domain is long
  - ☐ Change Timezone Settings
- ☐ **Settings > Discussion**
  - ☐ Uncheck - Allow people to post comments on new articles
- ☐ **Settings > Privacy**
  - ☐ Check - Allow search engines to index this site
- ☐ **Settings > Permalinks**
  - ☐ Select - Post name
- ☐ **Settings > All in One SEO**
  - ☐ Home Title - Add Keyword Only
  - ☐ Home Description - Add Meta Description with Keyword in it
  - ☐ Home Keywords - Leave Blank
  - ☐ Leave the rest as is
- ☐ Delete Sample Page
- ☐ Remove Sample Page from Trash
- ☐ Create New Page with Keyword as the Title
- ☐ Create New Page called Blog
- ☐ Settings > Reading
  - ☐ Select 'A static page'
  - ☐ Front Page: Page with Keyword as the Title
  - ☐ Post page: Page called Blog
- ☐ Create New Page called Privacy Policy
- ☐ Create New Page called Contact and use Jetpack's Contact form feature
- ☐ Ensure All Content is created for all Pages
- ☐ Go to Digg.com and Submit Site Link
- ☐ Go to Reddit.com and Submit Site Link
- ☐ Go to Googleping.com and Submit Site