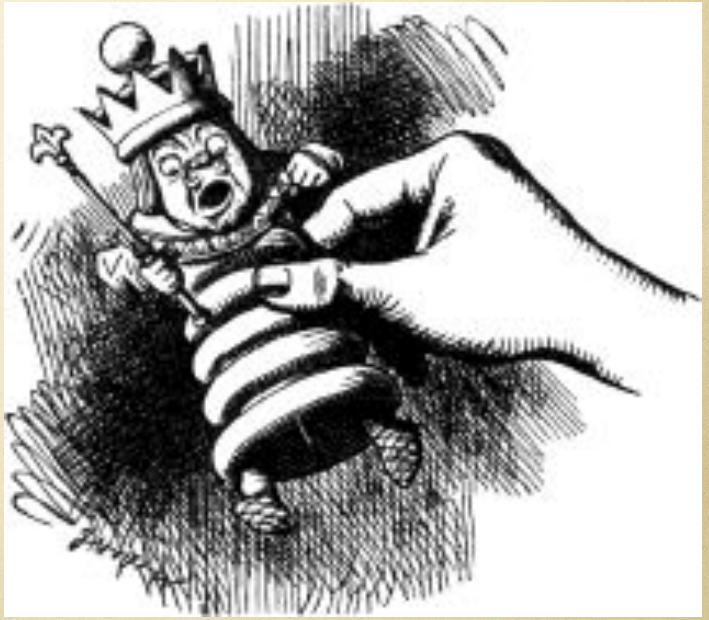
Checklist to keep your blog healthy for search engine ranking

√ Sandeep Raman

“You may have the king, but don’t forget who controls it”



Content Structure

- Remember: It's for the visitor

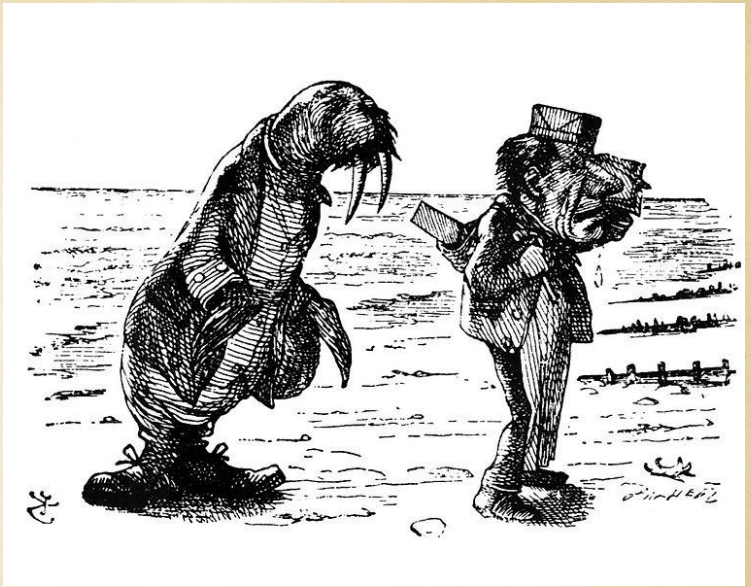
- ❑ <title>
- ❑ Meta Description
- ❑ Heading Tags (H1, H2, H3)
- ❑ Document Text
- ❑ Images (Filename, Alt text)
- ❑ Bold text

- Don't forget the search engine

"The chessmen were walking about, two and two!"

Clean-up

- Prune regularly
- Check GA (Behaviour: Site Content —- All Pages)
- Refresh Content

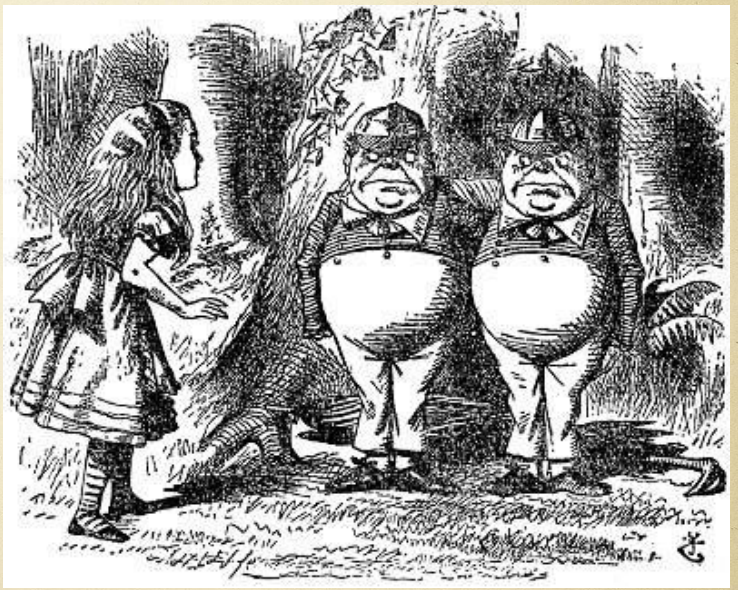


"If seven maids with seven mops
Swept it for half a year,
Do you suppose," the Walrus said,
"That they could get it clear?"
"I doubt it," said the Carpenter,
And shed a bitter tear.

Through the looking Glass - Lewis Carrol (1871)

Check for existing articles - the_title()

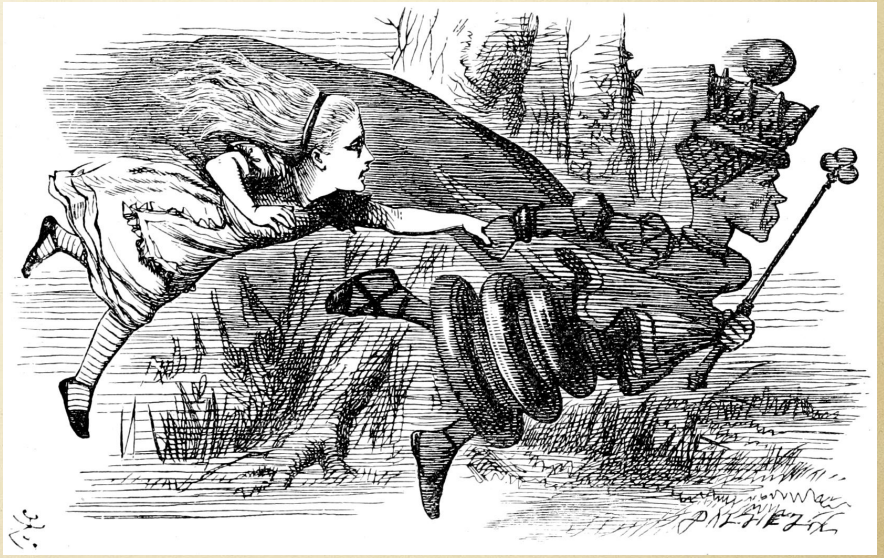
- Is there an existing article?
  - Google for **site:yoursite.com intitle:"Keyword"**
- Recycle / Refresh articles
  - Update Cornerstone articles



Tweedledum (Center) and Tweedledee (Right)

Maintaining Performance

- Check it regularly
  - GA - Page Timings
- Plugins
  - Track - Which and Why?
  - Reduce
- AutoLoaded Data: wp_options - Search and remove
- Consider a CDN



Now! Now! cried the Queen. Faster! Faster!

Review Structure

- Flat / Hierarchical
- Cornerstone Articles
  - Easily accessible
  - Interlinking Review
- Are there broken links
  - Internal
  - Outgoing
- Sitemap.xml
- Robot.txt
- Audit Page Structure

“She thought she had never seen such a strange-looking soldier in all her life”

c

"I feel faint — Give me a ham sandwich"

Thank you!

Any Questions?

-Sandeep Raman
Cyberchimps.com
WPeka.com

Non Content Parts

- Security - https, updated softwares
- Access
- Performance
- Depth (How many clicks to reach an article)
- Competition
- Reference backlinks