

Quick & Easy WordPress SEO Tips: Checklist

From <http://www.kerilynnengel.com/wordpress-seo-tips/>

Take just 5 minutes per post and you'll see a boost in traffic with these SEO tips!

✓	WordPress SEO Checklist
	Choose Your Target Keyword: Find a keyword using Google Keyword Planner that has decent amounts of traffic, and either low or medium competition.
	Craft a Title Using Your Keyword: Use your keyword in your post title. Break up awkward phrases with small words or punctuation.
	Use Your Keyword As the Post Permalink: Use your keyword in your post URL, with dashes in between the words.
	Break Up Your Post With Subheadings: Use your keyword or variations of the keyword naturally in the post subheadings.
	Use Your Keyword In the Post Body: Use your keyword a couple of times in the body of the post, but keep it sounding natural, not forced.
	Use Bolds To Make Your Content Scannable: Bold important phrases that are related to your keyword to boost SEO and make your content more scannable for you readers.
✓	Image Optimization
	Change the Image Filename: Use your keyword phrase as the image filename, with dashes in between the words.
	Use Image Captions: Use image captions that describe the image and the content of your post.
	Use the Title and ALT Attribute: In the tag, use the Title and ALT attributes to accurately describe your image for accessibility, using your keyword or variations of it if possible.