



Tweaking WordPress

8 Point SEO Checklist

Although a lot of SEO with WordPress is easy, invisible, and painless; it's worth just stepping through a few reminders to make sure the key things are in place.

1. Make sure your title is descriptive and identifiable: Settings > General > Line 1.
2. Make sure you complete the tagline with a description of what your site is about: Settings > General > Line 2.
3. Install and activate Google XML Sitemaps and All in One SEO Pack plugins. If you are using an [SEO ready theme](#), you do not need the All in One SEO Pack plugin. If you are using [WordPress for SEO](#), you do not need the Google XML Sitemap.
4. Set your permalinks to something that includes **%postname%**. I like *!%category%!%postname%/*.
5. Create categories for what your will be talking about on your site. Remember, there are *general* topics; specifics are best as *tags*.
6. Edit your "About" page. Make sure it's about *you*, or just delete it. This is not the place for a sales pitch.
7. Delete the first default post and comment.
8. Change the name of the default category from "Uncategorized" to something more descriptive about your site.

That's it! WordPress should now be 95% optimized. To get to 100% (or at least 99%), you need to also adapt how you *write* your content.

