

SEARCH ENGINE OPTIMIZATION

CHEAT SHEET

WORDPRESS PLUGINS:

YOAST SEO

<https://wordpress.org/plugins/wordpress-seo/>

- Yoast SEO is a search-optimization ("SEO") plug-in for WordPress.
- Title and meta description templating for better branding and consistent snippets in the search results.
- The most advanced XML Sitemaps functionality at the push of a button.
- Full control over your site's breadcrumbs.

AUTOOPTIMIZE (OPTIMIZATION PLUGIN)

<https://wordpress.org/plugins/autooptimize/>

- Autooptimize makes optimizing your site really easy. It can aggregate, minify and cache scripts and styles, injects CSS in the page head by default but can also inline critical CSS and defer the aggregated full CSS, moves and defers scripts to the footer and minifies HTML.

SMUSH - COMPRESS, OPTIMIZE AND LAZY LOAD IMAGES

<https://wordpress.org/plugins/wp-smushit/>

- Lossless Compression – Strip unused data without affecting image quality
- Bulk Image Resizing
- Incorrect Size Image Detection – Quickly locate images that are slowing down your site
- Directory Smush – Optimize images even if they are not located in the media library
- Process All Your Files – Smush will process PNG, JPEG and GIF files for optimum results

HUMMINGBIRD - SPEED OPTIMIZE, CACHE, MINIFY & DEFER CRITICAL CSS/JAVASCRIPT

<https://wordpress.org/plugins/hummingbird-performance/>

Enable text compression

- Avoids enormous network payloads – Consider Lazy Load for comments or breaking up smaller posts.
- Uses efficient cache – The Hummingbird Cache suite offers effective browser cache
- Fix your JavaScript execution time – Deliver smaller JS payloads
- Minify CSS – Strip unused code from your .CSS style sheets
- Minify JavaScript – Speed up the time it takes to parse your JS files
- and more.

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WORDPRESS PLUGINS:

BROKEN LINK CHECKER

<https://en-ca.wordpress.org/plugins/broken-link-checker/>

This plugin will check your posts, comments and other content for broken links and missing images, and notify you if any are found.

REDIRECTION

<https://en-ca.wordpress.org/plugins/redirection/>

Manage 301 redirections, keep track of 404 errors, and improve your site, with no knowledge of Apache or Nginx needed.

MONITORING & TESTING:

GOOGLE SEARCH CONSOLE

<https://search.google.com/search-console/about>

Search Console tools and reports help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results.

GOOGLE ANALYTICS

<https://analytics.google.com/analytics/>

Google Analytics gives you the free tools you need to analyze data for your business in one place, so you can make smarter decisions.

GOOGLE PAGESPEED INSIGHT

<https://developers.google.com/speed/pagespeed/insights/>

Will Analyze website and recommend improvements for page speed loading.

GT METRIX WEBSITE PERFORMANCE REPORT

<https://gtmetrix.com>

Will Analyze website and recommend improvements for page

NOTES

WordPress Plugins or suggested tools are only recommendations. Please backup your website and database before installation of any new plugins.

EXTRA TOOL

The Google Chrome browser comes with a feature by default to "AUDIT" a webpage.

To access this: right click on a page and "INSPECT". The **Audit** button is next to "Security" in the top bar.