

About WordPress

WordPress is the world's most popular content management system for creating websites, blogs, and/or online shops.

General

Activate "Visibility for search engines" to allow search engines to index your website. To do this, simply uncheck the "discourage search engines from indexing this site" option.

Search Engine Visibility Discourage search engines from indexing this site
It is up to search engines to honour this request.

Use Google Analytics to identify important figures that help derive appropriate optimization measures for your website.
<https://www.google.com/analytics/>

TIP: Only use "Summary" for RSS Feeds. This prevents content theft and helps keep users on your website.

Dashboard -> Settings -> Reading -> Show in News Feed -> Summary

Structure/Layout

It is advisable to add a breadcrumb navigation, such as using the Yoast SEO Plugin, to improve your website's structure. A breadcrumb navigation helps improve the internal linking and usability of your website.

TIP: Use a responsive design theme to ensure your WordPress page can be viewed on all types of devices.

Plugins

Plugins help expand the functional scope of WordPress and, hence, improve your everyday workflow. For instance, the "Better Internal Link Search" plugin makes the addition of internal links much easier.

The page speed can also be optimized using a caching plugin such as WP Super Cache

Similarly, appropriate plugins can also be used to simplify the internal search. Instead of using the pre-installed search function, we recommend the Google plugin or SearchWP to improve the usability.

TIP: The Yoast SEO Plugin is one of the most comprehensive plugins. It lets you control key aspects of your on-page optimization right from the WordPress backend. For example, you can use it to create and add an XML Sitemap to the Google Search Console in order to inform Google of your pages.

Security

Regularly create backups of both your database and FTP server. Should you lose any content after an update, you can always restore your backed-up data.

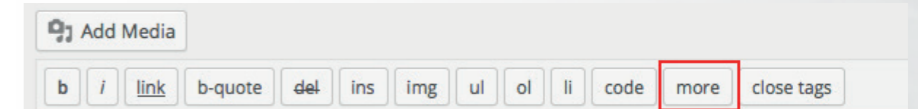
Use a captcha to create a contact form and avoid spam registrations. In addition, using a .htaccess file allows you to protect the WordPress admin section and prevent hacker attacks.

TIP: Use security plugins to protect yourself from brute force attacks. One example of such a plugin is "Brute Force Login Protection"

Regularly update WordPress and your plugins to avoid falling victim to hacker attacks.

Category pages

Category, author, and archive pages should be set to "noindex" to avoid duplicate content. You should also use the "more" tag to ensure the entire article is not displayed on the category page. This allows users to easily read the next post without having to scroll for a long time.



TIP: Try and reduce the number of paginated pages by increasing the blog articles per page.

URLs

In general, you should always use expressive URLs. This enables search engines to easily assign your content and also informs users of what to expect from the link.

www.domain.com/example/ www.domain.com/cat47/pg69

TIP: Use a plugin to remove the /category/ path from the URL. Shorter URLs can be accessed more easily by the crawler and are better suited for shares on social networks.

Social

Add social media buttons on your pages to facilitate the sharing of your content by users. You can add the buttons using plugins such as the "Social Media and Share Icons"

TIP: Use the Yoast Plugin to define a title, description, and thumbnail that should be displayed when your page is shared on Facebook/ Twitter.

