Goskills

Technical WordPress SEO

GoSkills online course syllabus

Skill level	**Lessons**	**Accredited by**
Beginner	34	Verified by GoSkills
Pre-requisites	**Video duration**	**Estimated study time**
No prior experience needed	1h 30m	1h 30m

Instructor

Arianna Lupi

Introduction

1 Optimize WordPress with technical SEO

Technical SEO techniques can enhance your website's discoverability, structure, and performance and get you to the top of search results.

Technical SEO Foundations for Wordpress

2 What is technical SEO?

Technical SEO plays an essential role in enhancing website performance and visibility on search engines.

3 Navigating WordPress

In order to effectively apply technical SEO principles to WordPress, it's important to familiarize yourself with the overall WordPress interface and set-up.

4 Implementing SEO elements in WordPress

While the core elements of technical SEO remain consistent across various platforms, there can be differences when implementing these elements in WordPress compared to other similar platforms.

Do-It-All SEO Plugins and Tools

5 Yoast SEO

Yoast SEO is one of the most popular WordPress plugins available that helps optimize websites for search engines.

6 RankMath

RankMath is growing in popularity with true SEO experts.

7 W3 Total Cache

W3 Total Cache has a ton of features to improve your site's speed, but the most important one is page caching.

8 Using TechnicalSEO.com

Testing is a core part of technical SEO. After this lesson, you'll be able to use SEO tools from TechnicalSEO.com to conduct tests of your own.

9 Using Smush to optimize images

A great tool to compress images is WP Smush. After this lesson, you'll be able to find this tool and begin using it on your WordPress site.

Assessing Your Technical SEO

10 Preparing your technical SEO worksheet

Documenting your technical SEO process is a great way to analyze and track your progress.

11 Setting up Webmaster tools

Before running an audit and crawling your site using third party tools, it's helpful to have your site set up with Bing and Google's tools.

Crawlability and Crawl Behavior

12 Introduction to crawlers

Crawlability is the foundation of your technical SEO strategy.

13 Crawling tools

There are many different tools you can use for crawling your site.

14 Crawling your site

When you begin an SEO project, the first step is to crawl a site. After this lesson, you'll be able to conduct an initial site crawl.

15 Creating and testing a Robots.txt file

A great way to create and manage a robots.txt file is using a plugin.

Indexability and Site Architecture

16 Indexability and site architecture

Indexation is a fundamental step in the search engine optimization process.

17 Fixing indexation issues

Fixing indexation issues can help ensure that your website content reaches search engines effectively.

18 Creating and managing sitemaps

A really great way to get your site indexed and discovered is by using sitemaps. After this lesson, you'll be able to create and manage a sitemap.

19 Site errors and redirects

Once you get your site up and running, it's important to keep your WordPress site running smoothly.

20 Finding broken and orphan links

Finding broken and orphan links can help you boost your user experience and SEO.

21 Improving structure and architecture

Domain structure is a widely debated and hot topic in SEO. After this lesson, you'll be able to outline a domain structure.

22 Enhancing understandability with schema

Schema markup helps Google better understand your content.

23 Inserting structured data

It's easy to enter structured data into WordPress, using the right tools.

Renderability and Rankability

24 Renderability

Technical SEO can improve website ranking by ultimately improving search engines' abilities to crawl, index, and rank the site higher in search results.

25 Setting up and improving canonicals

Mastering canonical URLs is a great way to secure your WordPress site's SEO.

26 HTTP vs HTTPS

It's super important to have your site make the move to HTTPS as soon as possible.

27 Fixing and improving meta elements

One of the easiest things that can go wrong is having incorrect or poorly-formatted page titles and descriptions.

Page Experience and Mobile Friendliness

28 Page experience and mobile friendliness

Improving the page experience and mobile friendliness of your site can help you improve your website engagement and SEO rankings.

29 Google Speed Insights

Using Google Speed Insights is a great way to save money on your SEO efforts.

30 Mobile-friendly testing

You should be making your mobile site your number one priority. After this lesson, you'll be able to conduct a test on your mobile site.

31 Optimizing images

If you're not optimizing your images, you are slowing your website down and losing out on traffic.

32 Measuring site performance

To know if your SEO tactics are working, you need to measure your performance. After this lesson, you'll be able to measure your site performance.

33 Core Web Vitals

Core Web Vitals are important for enhancing user experiences for your WordPress site.

Conclusion

34 Boost your rankings with technical SEO

Thank you for watching this course!

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