



WordPress SEO Tips for 2022

To achieve better
results on SERPs



On-Page SEO

01

- Install a WordPress SEO Plugin
- Optimize Your Title Tags
- Write Meta Descriptions to Increase Click-Through Rate
- Use Proper Heading Tags
- Pay Attention to Word Count
- Craft Key Pages to Build Your Credibility



Off-Page SEO

02

- Build Quality Backlinks
- Find Sites Linking to Your Competitors
- Qualify Your Outbound Links
- Add Sponsored Attribute in Affiliate Links
- Create an Internal Linking Strategy
- Fix Broken Links
- Don't Be Afraid to Link to External Resources
- Incorporate Anchor Links in Longer Content



Technical SEO

03

- Choose Your Preferred Domain
- Set Up Friendly Permalinks
- Install an SSL Certificate
- Set Up an XML Sitemap
- Submit Your Sitemap to Google Search Console
- Submit Your Sitemap to Bing Webmaster Tools
- Submit Your Sitemap to Yandex Webmaster
- Request Crawling for Faster Indexing
- Check for Crawl Errors
- Check Google Can Crawl Your Pages
- Review What Google Crawled



UX Design

04

- Optimize for Page Experience
- Improve Your Core Web Vitals
- Optimize Your Website's Speed
- Ensure That Your Site Is Mobile Responsive
- Use a Short Brand Domain
- Use Short URLs
- Reduce Your Bounce Rate
- Account for Dwell Time
- Do Keyword Research



Content Optimization

05

- Do Keyword Research
- Always Use a Focus Keyword
- Include Focus Keyword in the First Paragraph
- Avoid Keyword Cannibalization
- Optimize Your Content for Google Discover
- Name Your Image Files Wisely
- Add Alt Text to Your Images
- Use High-Quality Images
- Make Sure Images Are Accessible If Using CDN



WordPress SEO Tips for 2022

- Don't Index Image Attachment Pages
- Claim Your Social Profiles
- Utilize Social Signals
- Specify Social Markup
- Take Advantage of Videos
- Use Local SEO Techniques
- Translate Your Website
- Keep an Eye on Google Analytics



Image Optimization

06

- Name Your Image Files Wisely
- Add Alt Text to Your Images
- Use High-Quality Images
- Make Sure Images Are Accessible If Using CDN
- Don't Index Image Attachment Pages



Social and Video

07

- Claim Your Social Profiles
- Utilize Social Signals
- Specify Social Markup
- Take Advantage of Videos



Local SEO

08

- Use Local SEO Techniques
- Translate Your Website
- Keep an Eye on Google Analytics
- List your business in local directories
- Develop your content for local SEO
- Implement local searching keywords



Tracking

09

- Keep an Eye on Google Analytics
- Track Your Keyword Rankings
- Track your website speed performance
- Track your website accessibility
- Track your top traffic pages and enhance whenever it needs
- Audit your website weekly or monthly at least





Want to learn the essential skills for digital growth?

Accelerate your career or promote a business digitally with our actionable insights. Follow us to start learning today!

**FOLLOW
US**



[@VOCSEWEBSTUDIO](#)



[@VOCSEWEBSTUDIO](#)



[@VOCSE](#)