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SEO Tips for WordPress/ WooCommerce



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When you are running a WordPress site as a content-driven business or as an eCommerce store, you need to constantly be on top of your Search Engine Optimization strategies. We have already seen the basics of WordPress SEO in a previous tutorial. Here, you will find a compilation of some of the best tips to enhance the SEO aspects of your WordPress site or WooCommerce store.

Get a decent hosting plan

You might be wondering if the hosting plan is that important in the search engine scheme of things. The truth is, you are not going to attain a top spot in your domain's Google searches



without the help of a quality hosting service. There are several reasons for this. Continuous uptime is an important factor for your users as well as search engines. If your website is facing frequent outages, chances are your users are disappointed and search engines are lowering your ranks. Similarly page load speed too affects your search rankings and user experience. A slow loading website is not preferred by search engines, and definitely not by user.



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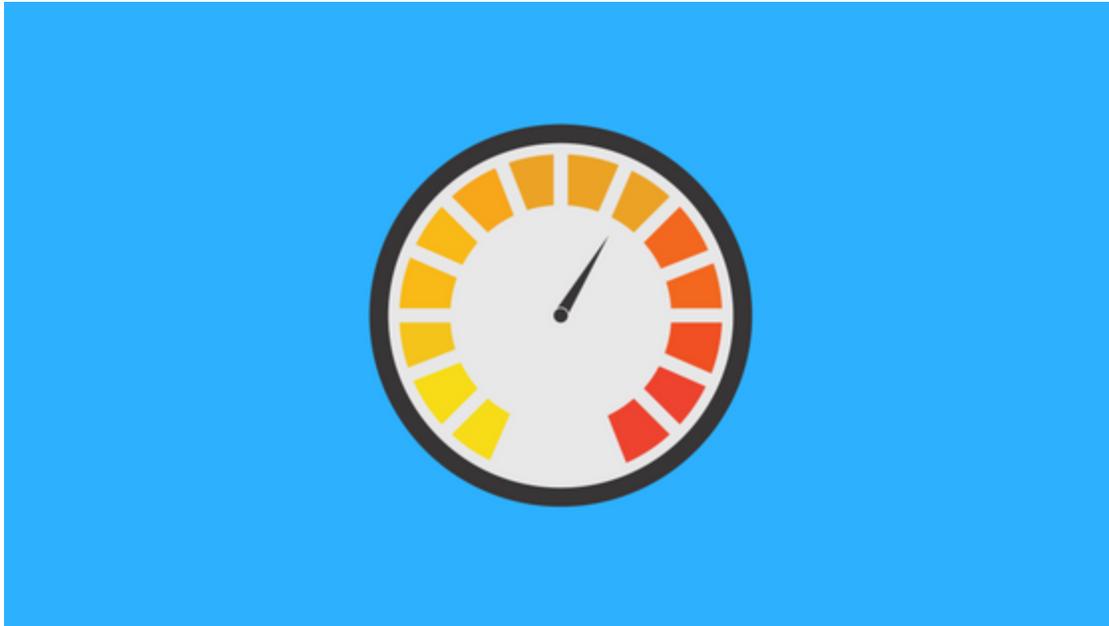
Powering 2,000,000+ WordPress Sites
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Shared hosting plans might be a good option to get your WordPress site started. However, when it comes to search engine rankings, site performance, security, etc., shared hosting is really not a preferred choice. A Virtual Private Server, or a managed hosting plan would be more ideal as you can avoid sharing server resources with low quality sites, and avoid unnecessary hassles. Another advantage that you will gain from opting for a good quality hosting service is localized servers. If you are primarily targeting only the audience of a specific country, it is best to operate from a server located in that country. Only good quality hosting service providers would be able to provide you with such localized servers.

Overall, it is especially important to opt for a hosting plan that will ensure continuous uptime and superior performance. Sometimes opting for the cheapest is not the best decision in this regard.

Optimise your website performance

Your site speed is one of the recognized factors that would contribute to better search engine rankings. Site performance and page load speed are dependent on a multitude of factors coming together to get the best outcome. You can find the optimization strategies with more details in another tutorial. Here we will take a quick look at some of the points that you need to cover to ensure an optimized performance on your WordPress site.

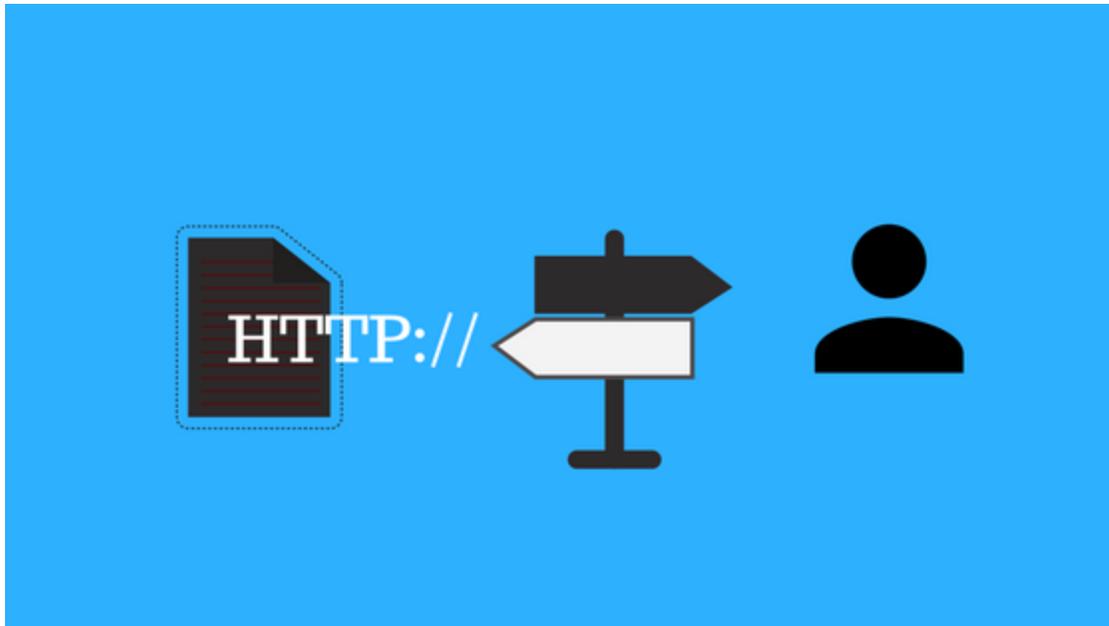


- Choose a good hosting plan
- Use a content delivery network
- Employ caching plugins
- Reduce the number of database request
- Optimise the use of plugins
- Use a lightweight theme
- Optimise images
- Try domain sharding
- Minification of CSS and JS
- Continually monitor page speed with a tool like Pingdom.

If you follow some of these expert-backed guidelines for WordPress site optimisation, naturally your website performance will improve. And consequently, you will notice a boost in search engine rankings as well.

Use the ideal url structure

The ideal url structure too plays a part in your search engine rankings. According to experts, it is best to use the postname in your urls - `/%postname%/` And, if you have a well structured category scheme, you can use category in front of postname - `/%category%/%postname%/` It is advisable to choose only one category for a post, if you are using category name as well in the url. And, if you make it a habit to use the focus keyword in your post title, that will make it more accessible to users who are searching with the keyword. The focus keyword being present at the beginning of the url would help compared to it being at the end. It is also important to keep the url length at four to five words.



The best time to fix your url structure would be when you start your WordPress site. If you have been using a particular url structure for quite some time and now suddenly wanting to change, you might have to redirect the old ones to the new. Also, it is best to test the new structure in a staging environment before implementing on the live site.

Getting the ideal url structure is one of the simpler SEO strategies that you can implement on your site when you are starting out itself. Just make sure it is simple and clear.

Mobile friendliness

It is an obvious factor in the present scenario where users are accessing the internet a lot from handheld mobile devices. Naturally, you have to consider these users when you design your site, and Google places mobile friendliness as a significant factor in determining search rankings. Basically you have to make sure the site offers a great mobile experience for your users. That means, your site should load properly and fast on a mobile device, without users having to adjust the display. And all the interactive elements should be appropriately sized, so that the mobile user is able to navigate properly.

Having a responsive design is one of the primary aspects of good SEO practices. You will see almost all of the good WordPress themes that you may come across are responsive. It is best to choose a responsive theme for your website, you can find some of the useful ones in this [LearnWoo article](#).

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