

https://docs.google.com/document/d/1v97XJy7rrw2su5pOSU_qbLStENXBdFcNy504VKu5XPQ/edit?usp=sharing

Resources:

<https://ahrefs.com/blog/search-intent/>

<https://backlinko.com/hub/seo/search-intent>

<https://ahrefs.com/blog/seo-writing/>

<https://ahrefs.com/blog/content-outline/>

<https://backlinko.com/write-a-blog-post>

<https://hellodarwin.com/blog/what-seo-optimized-article>

<https://www.shoutmeloud.com/write-seo-content.html>

Domain & Hosting : <https://babal.host/>

Theme: Astra (<https://wordpress.org/themes/astra/>)

Plugin: RankMath (<https://wordpress.org/plugins/seo-by-rank-math/>)

DNSChecker: <https://dnschecker.org/>

<https://kaylelarkin.com/learn/>

<https://www.searchenginejournal.com/google-analytics-4-guide/407452/>

Here are some Tools you'll need to start performing SEO Audit Today:

Mobile Friendly Test :

<https://developer.chrome.com/docs/lighthouse/overview/>

Crawlability Test :

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

<https://www.screamingfrog.co.uk/seo-spider/>

<https://www.seobility.net/>

<https://www.semrush.com/>

<https://ahrefs.com/>

Page Speed Test :

https://pagespeed.web.dev/?utm_source=psi&utm_medium=redirect

<https://gtmetrix.com/>

<https://tools.pingdom.com/>

Image Optimization Tools :

<https://tinypng.com/>

<https://shortpixel.com/>

Technical SEO Checklists and Task:

https://docs.google.com/spreadsheets/d/1ibo5xWhUZs9XRBnVLbrDYTuBV6s5Bw-Z9dZ_Fi4AXI/edit?usp=sharing

Suggested Tools :

MOZ Link Explorer : <https://moz.com/link-explorer>

SEMRush Backlink Audit Tool : <https://www.semrush.com/features/back...>

Search Console : <https://search.google.com/search-cons...>

Get Rid of Toxic Backlinks / Disavow:

Is the process of requesting Google to ignore your toxic backlinks.

List out SPAMMY/TOXIC backlinks and prepare a disavow txt file

👉 <https://www.google.com/webmasters/too...>

Here you can see more rich snippets type, codes, and examples from Google Developers.

👉 <https://developers.google.com/search/...>

Schema.org markup

👉 <https://schema.org/>

Here's a tool you can use to validate your Schema/Structure Data.

👉 <https://developers.google.com/search/docs/appearance/structured-data>

Header and Footer Plugin on my site.

👉 <https://wordpress.org/plugins/header-...>

GOOGLE ALERT

👉 <https://www.google.com/alerts>

learn more about backlink building:

👉 <https://ahrefs.com/blog/how-to-get-ba...>

👉 <https://www.semrush.com/blog/how-to-g...>

👉 <https://backlinko.com/high-quality-ba...>

Useful resource 🐦🐦🐦 <https://developers.google.com/analyti...>

<https://sitebulb.com/>

<https://ahrefs.com/>

<https://simplemind.eu/>

<https://www.gloomaps.com/>

Image Optimization tool: <https://shortpixel.com/> (free)

Image Converter: <https://convertio.co/jpg-webp/> (free)

Cache Plugin:

- WP Rocket: <https://wp-rocket.me/> (paid)

- Perfmatters: <https://perfmatters.io?ref=588> (paid)

- Asset Cleanup: <https://wordpress.org/plugins/wp-asset-clean-up/> (free)

- Free Cache plugins: <https://wordpress.org/plugins/search/cache/>

Code to enable .webp upload:

```
/** *Enable upload for webp image files.*/
function webp_upload_mimes($existing_mimes) {
    $existing_mimes['webp'] = 'image/webp';
    return $existing_mimes;
}
add_filter('mime_types', 'webp_upload_mimes');
/** * Enable preview / thumbnail for webp image files.*/
function webp_is_displayable($result, $path) {
    if ($result === false) {
        $displayable_image_types = array( IMAGETYPE_WEBP );
        $info = @getimagesize( $path );
        if (empty($info)) {
            $result = false;
        } elseif (!in_array($info[2], $displayable_image_types)) {
            $result = false;
        } else {
            $result = true;
        }
    }
}
```

```
return $result;
}
add_filter('file_is_displayable_image', 'webp_is_displayable', 10, 2);
```

hreflang implementation

Rule #1: Hreflang tags are bidirectional

if you add a hreflang tag to an English page pointing to the Italian variant, then the Italian variant must return the favor with a hreflang tag pointing to the English page.

Rule #2: Self-referential hreflang attributes are good practice

each language version must list itself as well as all other language versions. That means that every page should have a self-referential hreflang tag—i.e., one that points back to itself.

```
<link rel="alternate" hreflang="it" href="https://example.com/ciao" />
```

```
<link rel="alternate" hreflang="en" href="https://example.com/hello" />
```

Rule #3: X-default tags are recommended, but not mandatory

The hreflang x-default tag specifies the default or fallback page that gets shown to users when no other language variant is appropriate.

Google recommends that you do. This is what one looks like:

```
<link rel="alternate" hreflang="x-default" href="https://example.com/" />
```

How to implement hreflang tags

There are three ways to implement the hreflang attribute:

1. Implementing hreflang tags using HTML

HTML tags is probably the easiest and quickest way to implement. All you need to do is add any appropriate hreflang tags (as discussed above) in the <head> tag of your web page.

```
<link rel="alternate" href="https://www.example.com/" hreflang="x-default" />
```

```
<link rel="alternate" href="https://www.example.com/" hreflang="en" />
```

```
<link rel="alternate" href="https://www.example.com/en-gb/" hreflang="en-gb" />
```

```
<link rel="alternate" href="https://www.example.com/en-au/" hreflang="en-au" />
```

Reference

<https://ahrefs.com/blog/hreflang-tags>

<https://moz.com/learn/seo/hreflang-tag>

<https://yoast.com/hreflang-ultimate-guide>

<https://developers.google.com/search/docs/advanced/crawling/localized-versions>

How to audit your site for hreflang issues

<https://youtu.be/LjinWqfGyVE>

<https://ahrefs.com/blog/content-audit/>

<https://yoast.com/what-is-thin-content/>

<https://ahrefs.com/blog/duplicate-content/>

404 page Inspiration:

top 404 pages around the web:

https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.woorank.com%2Fen%2Fblog%2Ftakeaways-from-great-404-error-pages%3Ffbclid%3DlwZXh0bgNhZW0CMTAAAR2roNCQupvW0xPL7Qnh771R3VcJumwL1vRYon_AMfkYbfNwoRf98YFdiDs_aem_MsdLj6uXwbYfK7Xm1fUmNw&h=AT2oiqJN2YoeBOaArgA70VmR1kkrKYBJpKQbfq1RsNiBwqGg7NonldVcyyoApjsn-F1y5eiUkvRofwhLCy8Ar7h5GIJEAUJF0Ph7n9GkKSmj7hvModZJvdWcEZY1h76erNvzy1Kv5A&_tn_=-UK

SEO Optimized Article Template:

https://docs.google.com/document/d/1pHt5SDdYJKmoFjT_OYlan9U2iSTWJpgRxkw_afx6-TQ/edit?usp=sharing

<https://ahrefs.com/blog/seo-writing/>

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