

Foundational SEO



Build your website on solid foundations with Wiser Sites Foundational SEO Services (<https://wisersites.com/foundational-seo/>). Improve your online visibility in Search Engines and Social Networks, and start seeing the results within days with built-in traffic and goal metrics measuring. Use the following check-list* to see how your site's SEO is doing, and where it still needs optimization. Our Foundational SEO Services cover all of the following areas.

Confirm that Google Analytics is installed properly. If not, we set up, verify, and connect your analytics to your website

We set up, verify, and connect your Webmaster tools.

Connect your Analytics to your Webmaster Tools

Add Analytics tracking code in the head of your posts & pages. We audit your site to make sure these are properly coded if not, we will fix this in your theme.

Check the header tags in your templates to make sure that you do not have too many on each page. If the code is rendering the wrong headers, we edit the templates.

We make sure that your social media has the proper open graph data which is important for social sharing to places like Facebook, Google+, Pinterest as well as your twitter card data and your Google Publisher information.

We also make sure your site wide meta settings are properly set up

We submit your sitemaps to Webmaster tools.

We audit and fix any www. or non www. conflicts.

We audit your permalinks to make sure you are using the best version.

Audit pages, posts, categories, and tags that should be set to no-index

Check WordPress general settings for tagline and indexing is turned on

If your theme uses bread crumbs we make sure they are set up properly.

We Install Yoast SEO and set up site wide Titles and Meta

Install Schema plugin that will allow you to customize each product properly

Ensure your site always resolves to one domain name http or https or www or non-www

Turn on robots.txt and confirm you website is being indexed by crawlers

Set up at least 2 conversion goals Top of Form

*Intended For Use with Wiser Sites Foundational SEO Services. Not Intended for DIY or 3rd Party SEO Services.

