

Foundational SEO



Build Your Website on Solid Foundations with WiserSites Foundational SEO Services (<https://wisersites.com/service/foundational-seo/>).

Ensure That Your Website Receives Proper Visibility in Search Engines. Start Seeing the Results Immediately with Built-In Traffic and Goal Metrics Through Google Search Console and Google Analytics.

Use the following checklist* 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 Tag Manager is installed** properly. If not, we set up, verify, and connect your analytics to your GTM.
- 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 Search Console** (formerly known as Webmaster tools).
- Insert **Analytics tracking code in the head of your posts & pages**. We audit your site to make sure these are properly coded and, if they are 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. For example, you should only have one H1, as few H2 as possible, and so on.
- We make sure that your social media has the **proper open graph data** which is important for social sharing to places like Facebook, X, Pinterest as well as your X card data.
- We also make sure your **site wide meta settings** are properly set up.
- We audit and **fix any www. or non www. conflicts**.
- We **audit your permalinks** to make sure you are using the best version.
- We **audit pages, posts, categories, and tags** that should be set to no-index.
- We check WordPress general settings** for tagline and indexing is turned on.
- If your theme uses **breadcrumbs**, we make sure they are set up properly.
- Install Yoast SEO** and set up site wide Titles and Meta.
- Ensure your site **always resolves to one domain** name http or https or www or non-www.
- Turn on robots.txt and **confirm your website is being indexed by crawlers**.
- Set up at least **2 conversion goals**.

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