

WORDPRESS WEBSITE BEST PRACTICES CHECKLIST



DESIGN

- Use a lightweight, mobile-responsive theme (Kadence, Blocksy)
- Design mobile-first
- Maintain layout clarity (whitespace, visual hierarchy)
- Ensure intuitive navigation & visible CTAs
- Implement accessibility (alt text, contrast, semantic headings)



SPEED & PERFORMANCE

- Use high-quality, managed WordPress hosting
- Enable caching & minification (HTML, CSS, JS)
- Compress & lazy-load images (WebP preferred)
- Use a CDN (Cloudflare, QUIC.cloud)
- Clean up the database regularly



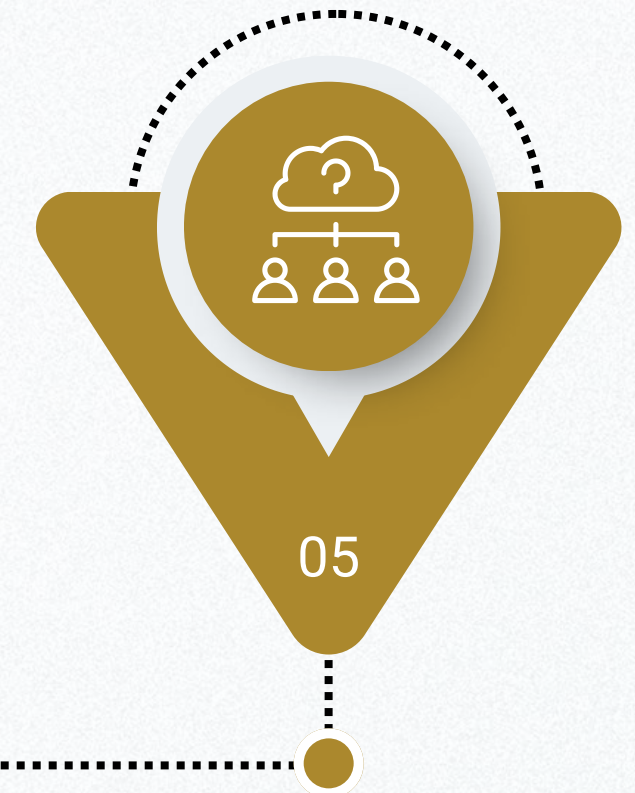
SEO

- Install Rank Math or Yoast SEO plugin
- Optimize titles, meta descriptions & permalinks
- Use schema markup for rich results
- Interlink related content
- Audit & update content regularly



SECURITY & MAINTENANCE

- Keep core, themes & plugins updated
- Use only trusted, well-maintained plugins/themes
- Enable 2FA & change default login URL
- Disable XML-RPC & file editing in dashboard
- Backup using 3-2-1 rule & test restores
- Use a security plugin (Wordfence, WP Cerber, Sucuri)



ANALYTICS & TRACKING

- Install GA4 & track conversions
- Use heatmaps/session recordings (Hotjar, PageSense)
- Monitor bounce rates, exit pages, behavior
- A/B test pages (headlines, CTAs)
- Track meaningful events & set clear goals