

SEO for WordPress: Page #1 Blueprint

A step-by-step system to rank your WordPress site on Google, Yahoo, and Bing — built for SEO professionals and site owners ready to go expert-level.

Marketing Instructor: Eldon Reinhold • 5 sections • 50 lessons • 18.50h total

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About this course

Most WordPress SEO courses stop at plugin installation and basic keyword tips. Meanwhile, your competitors are using programmatic SEO, AI-assisted content workflows, and technical optimizations that actually move the needle in 2026. If you've already got the basics down but your rankings are stuck, the problem isn't effort — it's strategy and execution at a higher level.

This course walks you through every layer of WordPress SEO, from crawl behavior and Core Web Vitals to link building, schema markup, and scaling with automation. You'll work through real configuration examples, case studies from live sites, and hands-on setup guides for tools like Rank Math, Ahrefs, Google Search Console, and GA4. By the end, you'll have a repeatable system for auditing, optimizing, and growing any WordPress site toward page one.

Course curriculum

SEO Foundations and WordPress Setup

- **How Search Engines Actually Crawl, Index, and Rank Pages in 2026** (22m)
A clear breakdown of modern search engine behavior, including how Google's AI systems evaluate content, handle JavaScript, and determine ranking order. You'll understand what happens between publishing a page and it showing up in results.
- **Picking an SEO-Friendly WordPress Theme** (14m)
What to look for in a theme beyond aesthetics. Covers lightweight code, schema-ready markup, heading structure, and common theme pitfalls that silently tank rankings.
- **Hosting Choices That Impact SEO Performance** (16m)
Server response times, TTFB, CDN integration, and uptime reliability. Includes a comparison of managed WordPress hosts and how each stacks up for Core Web Vitals.
- **Essential SEO Plugins: Rank Math vs. Yoast vs. Slim SEO** (28m)
A hands-on configuration walkthrough for the three most popular SEO plugins. You'll set up title templates, sitemap options, schema defaults, and learn when to use which plugin.
- **Connecting Google Search Console and GA4 to WordPress** (25m)
Step-by-step guide to verifying your site, submitting sitemaps, and linking GA4 for traffic and behavior tracking. Includes event setup for tracking key conversions.
- **Bing Webmaster Tools and Alternative Search Engines** (12m)
Bing still drives meaningful traffic for many niches. You'll set up Bing Webmaster Tools, submit URLs, and configure crawl settings. Brief coverage of Yandex and DuckDuckGo considerations.
- **XML Sitemaps and Robots.txt Configuration** (18m)
How to structure your sitemap for optimal crawl efficiency, exclude low-value pages, and configure robots.txt to guide search engine bots without accidentally blocking important content.
- **Permalink Structure and URL Best Practices** (15m)
Choosing a URL structure that supports keyword targeting and site hierarchy. Covers migration strategies, redirect management, and avoiding common permalink mistakes.

On-Page Optimization Mastery

- **Keyword Research with Ahrefs, Semrush, and Google Keyword Planner** (30m)
A practical session on finding keyword opportunities with real search volume and manageable competition. Covers seed keywords, related terms, question-based queries, and SERP analysis.
- **AI-Assisted Keyword Clustering for Content Planning** (22m)
Using AI tools to group keywords into topical clusters. You'll learn how to build content maps that search engines recognize as authoritative coverage of a subject.
- **Writing Title Tags That Win Clicks in Crowded SERPs** (18m)
Analyzing what works on page one right now. Covers power words, number inclusion, brand placement, and A/B testing approaches for title tags.
- **Meta Descriptions That Drive Organic Traffic** (14m)
Meta descriptions don't directly affect rankings, but they heavily influence click-through rates. You'll write descriptions that match search intent and stand out in results.

- **Header Hierarchy: Structuring Content for Users and Crawlers (20m)**
How to use H1 through H6 tags logically, include keywords naturally, and create scannable content. Includes examples from well-ranking WordPress sites.
- **Image Optimization: WebP, AVIF, and Lazy Loading (25m)**
Converting images to next-gen formats, implementing lazy loading without breaking layout, and using responsive image attributes. Plugin recommendations included.
- **Alt Text and Image SEO for Accessibility and Rankings (12m)**
Writing descriptive alt text that serves both screen readers and search engines. Covers when to leave alt text empty and how to handle decorative versus informational images.
- **Internal Linking Strategies That Build Page Authority (24m)**
How to distribute link equity across your site using strategic internal links. Covers anchor text variation, link depth, and automated linking plugins.
- **Building Content Silos for Topical Authority (28m)**
A step-by-step process for organizing WordPress content into silos. You'll plan pillar pages, supporting articles, and the linking structure that signals expertise to search engines.
- **Schema Markup with JSON-LD: FAQ, How-To, Product, and LocalBusiness (32m)**
Implementing structured data directly in WordPress using JSON-LD. Covers the most valuable schema types, testing with Google's Rich Results tool, and troubleshooting common errors.

Technical SEO and Site Performance

- **Core Web Vitals Targets for 2026: What Google Expects Now (20m)**
Updated thresholds for LCP, INP, and CLS. You'll learn what passing scores actually look like and which metrics matter most for ranking signals today.
- **Fixing Largest Contentful Paint (LCP) on WordPress (25m)**
Diagnosing slow LCP using PageSpeed Insights and Chrome DevTools. Covers image preloading, server-side rendering, font optimization, and render-blocking resource elimination.
- **Improving Interaction to Next Paint (INP) (18m)**
INP replaced FID as a Core Web Vital. This lesson covers JavaScript execution bottlenecks, third-party script management, and WordPress-specific INP fixes.
- **Eliminating Cumulative Layout Shift (CLS) (16m)**
Layout shifts frustrate users and hurt scores. You'll set explicit dimensions for media, handle dynamic ad slots, and manage font loading to keep CLS under 0.1.
- **Mobile-First Indexing and Responsive Design Checks (22m)**
Google indexes the mobile version of your site first. Covers responsive testing, mobile usability issues in Search Console, and AMP considerations for 2026.
- **Crawl Budget Management and Log File Analysis (28m)**
For larger WordPress sites, crawl budget matters. You'll analyze server log files, identify wasted crawl requests, and configure robots directives to focus bots on high-value pages.
- **Canonical Tags, Hreflang, and Pagination Handling (24m)**
Preventing duplicate content issues with proper canonical implementation. Covers hreflang for multilingual sites and pagination strategies that preserve link equity.

- **HTTPS, Security Headers, and Mixed Content Fixes (15m)**
Ensuring full HTTPS implementation with proper redirects. Covers Content-Security-Policy headers, HSTS, and finding mixed content warnings that damage trust signals.

Off-Page SEO, Link Building, and Brand Signals

- **Modern Link Building: What Actually Works in 2026 (20m)**
An honest look at which link-building tactics still move rankings. Covers digital PR, editorial links, and relationship-based outreach versus spammy shortcuts.
- **Digital PR Campaigns for Authoritative Backlinks (26m)**
Planning and pitching newsworthy content that earns links from high-authority publications. Includes outreach templates and data-driven story angles.
- **Using HARO and Journalist Query Platforms (18m)**
How to respond to journalist queries effectively through HARO, Qwoted, and similar platforms. Covers pitch timing, response formatting, and tracking earned placements.
- **Niche Edits and Broken-Link Outreach (22m)**
Two link-building methods that leverage existing content. You'll find broken links on relevant sites, create replacement content, and pitch it to webmasters with high success rates.
- **Guest Posting Frameworks That Still Deliver Results (24m)**
A systematic approach to guest posting in 2026. Covers finding targets, evaluating site quality, writing pitches that get accepted, and creating posts that earn clicks beyond just links.
- **Leveraging Social Profiles and Brand Mentions (16m)**
Social signals may not be direct ranking factors, but brand visibility matters. You'll optimize social profiles, monitor brand mentions, and convert mentions into live backlinks.
- **Finding and Reclaiming Unlinked Citations (14m)**
Using tools to find where your brand is mentioned without a link. Includes outreach scripts and prioritization methods for the highest-value reclamation targets.
- **Local SEO: Google Business Profile Optimization (28m)**
A full walkthrough of setting up and optimizing your Google Business Profile. Covers categories, services, posts, Q&A management, and review generation strategies.
- **NAP Consistency and Local Citation Building (18m)**
Ensuring your Name, Address, and Phone number are identical across directories. Covers citation sources, cleanup tools, and how inconsistencies hurt local rankings.
- **Building Local Landing Pages That Rank (22m)**
Creating location-specific pages on WordPress that target local search queries. Covers unique content strategies, embedded maps, and structured data for each location.
- **Monitoring Backlink Health and Disavowing Toxic Links (20m)**
Regular backlink audits using Ahrefs and Google Search Console. You'll identify spammy links, create disavow files, and track your link profile growth over time.
- **Competitor Backlink Analysis and Gap Identification (24m)**
Reverse-engineering your competitors' link profiles to find opportunities they've earned that you haven't. Covers link intersect reports and outreach prioritization.

Advanced Strategies, Automation, and Scaling

- **Programmatic SEO: Generating Hundreds of Optimized Pages (35m)**
Using WordPress custom post types, taxonomies, and dynamic templates to create large volumes of targeted pages. Covers when programmatic SEO works and common pitfalls to avoid.
- **Building Dynamic Templates with Custom Fields and ACF (28m)**
Setting up Advanced Custom Fields to pull structured data into page templates. You'll create repeatable layouts that scale across hundreds of pages without looking templated.
- **AI Content Workflows: Prompt Engineering for SEO (30m)**
How to use AI writing tools effectively for SEO content. Covers prompt structures, fact-checking processes, and avoiding the generic output that search engines now detect.
- **Human Editing and E-E-A-T Compliance (22m)**
Google's Experience, Expertise, Authoritativeness, and Trust requirements aren't optional. You'll build editorial workflows that add genuine expertise to AI-assisted drafts.
- **Building Custom WordPress Plugins for SEO Tasks (32m)**
A developer-focused lesson on creating lightweight plugins that automate repetitive SEO tasks like schema injection, redirect management, and meta tag generation.
- **Functions.php Scripts for SEO Automation (25m)**
Practical code snippets you can add to your theme's functions.php file. Covers automatic alt text generation, breadcrumb customization, and removing unnecessary WordPress defaults.
- **A/B Testing Meta Titles for Higher Click-Through Rates (20m)**
A methodical approach to testing title variations using Google Search Console data. You'll identify underperforming pages, create test variations, and measure CTR improvements.
- **CTR Optimization Loops: Data-Driven Iteration (18m)**
Building a repeatable process for monitoring click-through rates, identifying opportunities, testing changes, and tracking results. Includes a spreadsheet template for managing tests.
- **Creating a Repeatable SEO Audit Checklist (28m)**
A comprehensive audit framework you can apply to any WordPress site. Covers technical checks, content evaluation, backlink assessment, and prioritization of findings.
- **Building an SEO Reporting Dashboard (26m)**
Connecting data sources and building dashboards that show organic traffic, keyword rankings, conversion metrics, and technical health. Covers Google Looker Studio integration.
- **Scaling SEO Across Multiple WordPress Sites (24m)**
Managing SEO for a portfolio of sites efficiently. Covers centralized monitoring, shared resource libraries, and delegation frameworks for teams.
- **Future-Proofing Your WordPress SEO Strategy (20m)**
Where search is heading with AI-generated answers, zero-click results, and evolving SERP features. You'll adapt your strategy to stay effective as search behavior changes.

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