# 7 common SEO mistakes most WordPress bloggers make

**WordPress initially started out as a ‘blog-only’ platform and now that it has extended as a full-fledged Content Management System, it remains a popular blogging platform. WordPress.com blogs have over 409 million monthly viewers who looked at 22.4 billion pages per month this past year.**

This standalone fact is enough to justify the popularity of WordPress as people’s favorite blogging platform.

WordPress does provide a lot of helpful features for blogging enthusiasts who are looking to start their own blogging website. However, inexperienced bloggers do commit some mistakes in spite of all the online help available. In this blog post, we will review the most common SEO WordPress mistakes that bloggers commit out of either ignorance or sheer carelessness. Regardless of the reason, these mistakes affect the search engine ranking of their blogs and even their online reputation.

So, let’s explore seven of the most common SEO mistakes made by WordPress bloggers.

## 1. Not using the right SEO optimized blogging theme

If you are new to blogging, you might have missed out on the information that WordPress offers SEO optimized themes for your blogs which are highly helpful when it comes to the quest of online rankings. If you are not using an SEO optimized blogging theme, you are obviously a step behind than the others who are relying on them. There are a lot of SEO optimized blogging themes for WordPress that you could choose from such as Divi, MagPlus, Jevelin etc.

## 2. Missing on an SEO optimized contact form

Even if your WordPress blog is in its initial phase, it needs to provide a point of contact to its followers, even if they are less in the count than expected. A contact form serves the purpose just right. Your contact form is a conversion driver and optimizing it for the right SEO keywords will help your visitors easily find your blog, hence amplifying the traffic.

## 3. Not buying a domain

Are you running your free blog using WordPress with the default blog address you were allotted with? If the answer is ‘Yes’, you might not be pleased with what we are about to tell you. A blog or even a website runs well only when it runs as per the need of its target audience. A proper domain name provides an identity to your blog and prepares a path for the visitors to lay their expectations. Not buying a domain can damage the traffic expectations of your blog and kill its overall Search engine ranking.

## 4. Not optimizing blog images

A great blog comes to being only when its relevant content is paired with original and high-quality images. However, a lot of WordPress blog and website owners forget to tap the optimization of these images. It is very important to optimize the images you use in your WordPress blog. It helps your site load faster and even enhances your Google PageSpeed score.

To optimize your blog images, you can seek help from WordPress image optimization plugins such as Smush It, EWWW Image Optimizer, and TinyPNG. These plugins will help you compress your images without affecting their resolution and also take care of their SEO optimization.

## 5. Choosing the wrong keyword

Your blog's reachability depends entirely on the Keyword chosen by you for its Search Engine Optimization. Keyword Research might be a very extensive concept but it can do wonders for your blog's SEO if done in the right manner.

You have to work on an SEO Keyword strategy for your blog in a manner that you are using  Keywords that define the subject of your content, are low in competition yet are commonly used by visitors for finding the information they are looking for. Finding Keywords that fit the bill for all these requirements can be quite a task and might overwhelm certain users. As demanding they might be, they require your focus or the attention if you are looking to rank your blog well.

## 6. Not focusing on loading speed

Your online blog's loading time will highly affect the traffic on it and also the site abandonment ratio that follows if your blog takes a lot of time to load for its visitors. A loading time above 2-3 seconds can lead to a lot of visitors abandoning your blog.

If you really are serious about your blog's loading speed, you must get a Caching plugin for your blogs such as W3 Total Cache, WP Fastest Cache or WP Super Cache. These plugins are easy to use and they make your WordPress blog speedy as well. You must also not refrain from investing in a reliable web hosting service because they tackle your blogging website's server side issues and have their fair share towards your blog's overall performance and speed.

## 7. Not focusing on content and readability

Probably one of the most important aspects of your blog is the content that you push through it. It needs to be of a top-

notch quality when you are looking to commit no SEO mistakes in and around it. Make sure the following things about your blog's your content:

- Create original content that is relevant as per the audience.
- Make sure that this content is readable and provides a 'takeaway' for the target audience.
- Blogging consistently will help you have a stable traffic on your blog. Use plugins like the Editorial Calendar to blog regularly.

## Conclusion

A lot of experienced blog owners do commit technical and onsite SEO errors and then look for SEO agencies and content marketers to take care of their blog's SEO. However, the most common mistakes can be easily avoided by creating a checklist of the must-haves.

Analyze your WordPress blog today and see if you are committing any of the mistakes mentioned above. Hopefully, you'll be able to tackle them and remove them from your blog at the earliest. Once you have a solid SEO content strategy and a perfect plan of action for your blog's SEO, you will definitely be able to refine and improve the overall SEO performance of your WordPress blog.

https://searchenginewatch.com/common-seo-mistakes-wordpress-bloggers-make