ELEMENTOR

Elementor SEO checklist

For anyone creating a WordPress site with Elementor who wants it to appear on Google.

Site name _____ Date started _____

Go through each box and check off the items as you complete them. You do not need Elementor Pro for anything here except designing a 404 page in Theme Builder.

WordPress basics first

- [ ] Check that your site address begins with https and loads without a security warning.
- [ ] Go to **Settings**, select **Permalinks**, and pick the **Post name** structure.
- [ ] Go to **Settings**, select **Reading**, and check that **Discourage search engines from indexing this site** is not checked.
- [ ] Add a single SEO plugin, for example Yoast SEO or Rank Math. Elementor does not handle your SEO titles.
- [ ] Make sure your sitemap opens. WordPress creates one at /wp-sitemap.xml, though an SEO plugin may replace it with its own.

Titles and descriptions

- [ ] Create a unique SEO title for every page in your SEO plugin rather than the Elementor editor.
- [ ] Create a brief meta description for every page. Google may use its own snippet instead.
- [ ] Place the page's main topic near the beginning of the title and make sure it is easy to read.

Headings and page text

- [ ] Use a single H1 on each page. In the **Heading** widget, choose its level under **HTML Tag**.
- [ ] If your theme already displays the page title as an H1, enable **Hide Title** in the Elementor page settings before adding your own.
- [ ] Use H2 and H3 headings in sequence to divide the page into clear sections.
- [ ] Put important words in text widgets rather than embedding them in images.

Images and speed

- [ ] Add alt text to every meaningful image in the WordPress Media Library, then make sure it appears in the **Image** widget.
- [ ] Resize and compress photos before uploading them.
- [ ] Enable Elementor's optimized image loading feature if it is available in your version.
- [ ] Choose a lightweight theme, such as Hello Elementor, and remove any plugins you do not use.
- [ ] Install a caching plugin or use your host's caching, then check the page with PageSpeed Insights.

Mobile and structure

- [ ] Preview every page in the editor's tablet and mobile views, and fix text that overlaps or appears too small.
- [ ] Link your key pages from the menu, and connect related pages through links in the text.
- [ ] Make a useful 404 page. Elementor Pro lets you design one with Theme Builder.
- [ ] Include contact details, an About page, and a privacy policy to help visitors trust the site.

After launch

- [ ] Set up Google Search Console for the site and submit your sitemap.
- [ ] Back up your site before updating Elementor, your theme, or plugins.
- [ ] Once a month, check Search Console for pages that are not indexed or have errors.

Learn more

Read the matching guide: **Elementor free vs Pro: what you get and when to upgrade**
https://nvudev.com/wordpress-builders/elementor/elementor-free-vs-pro/

Unsure if the free version is enough for your site? The guide above compares what is included with each version.