The SEO Power Move: Streamline Tags and Categories in Minutes

Our Condensed Checklist for Organizing Categories and Tags in WordPress

1. Reorganize Categories

- Add missing categories: **Posts > Categories > Add New Category**.
- Bulk assign categories: **Posts > All Posts > Bulk Actions > Edit > Assign Categories > Update**.

2. Clean Up Tags

- Audit tags: **Posts > Tags** to identify unnecessary or duplicate tags.
- Reassign relevant tags via bulk editing: **Posts > All Posts > Bulk Actions > Edit > Assign Tags > Update**.
- Individually update tags for key posts as needed.

3. Remove Unnecessary Tags

- Delete tags no longer in use: **Posts > Tags > Select Tags > Bulk Actions > Delete**.
- Optional: Redirect deleted tag URLs to relevant category or archive pages.

4. Organize for Future Use

- Finalize and share an approved list of categories and tags with client.
- Train the client/team to assign categories and tags consistently.

5. Final Review

- Check sample posts for correct category and tag assignments.
- Confirm blog and podcast archive pages display properly.
- Optional: Fix any broken internal links to tag or category pages.

6. Optional: Optimize URLs

- Check and update tag or category slugs if needed.
- Set up redirects for updated URLs to avoid breaking external links.

Additional resource: How Reducing Tags and Categories Improves SEO [link pending]