



# PDF optimisation worksheet for WordPress

**Hey! A quick word about Mediapapa first:** PDFs accumulate versions and broken links faster than any other media type. Mediapapa scans your entire library against every WordPress usage context, scores each file, and helps you take action.

## Before publishing — audit and reduce

---

Five minutes per file, much less pain for visitors.

- File audit complete: size in MB, page count, image content, searchable text confirmed.
- Re-exported from the source with web-optimised settings (if source available).
- Image resolution kept at 150 DPI for web (not 300 or 600).
- Compressed with a dedicated tool if re-export not possible.
- OCR applied if the PDF was image-based (no selectable text).
- Visual check: opened, scrolled, quality confirmed acceptable.
- Filename uses descriptive hyphenated lowercase (e.g. **security-whitepaper.pdf**).
- Document title metadata set inside the file (not just the filename).

## At publication — serve it well on WordPress

---

The fastest PDF in the world fails if WordPress serves it badly.

- Stable canonical URL chosen. Date or version suffixes avoided.
- File replaced at the same URL for new versions (not uploaded as a new file).

- Download CTA includes file size and page count, not just "Download".
- Alternative option provided: "Read online" or "Open in new tab".
- No heavy inline embed unless the page flow strictly requires it.
- HTML landing page provides context: what the PDF contains, who it is for.
- CDN configured to cache the file at edge nodes.

## After publication — test and track

---

Confirm the experience matches the intention.

- Download tested on desktop and on mobile.
- Link tested from every email template that references the PDF.
- Opening confirmed in common readers: browser viewer, Adobe Reader, mobile reader.
- Download tracking set up in analytics (optional but recommended).
- External backlinks audited; redirects in place if URLs changed.
- First-page preview generated for the landing page (if applicable).

## UX layer — easy wins

---

Small details, large abandonment-rate impact.

- Clickable table of contents inside the PDF (from heading styles in the source).
- Bookmarks visible in the PDF reader sidebar.
- Internal links between sections where the document is long.
- Semantic structure: real headings, real lists, real tables.
- Sufficient contrast on charts and diagrams.
- Alt text on images included during export.

### Replace a PDF without breaking a single link.

Mediapapa Pro's Safe Replace swaps a file for a new version at the same URL, preserving every internal page, every email template, every external backlink. The PDF maintenance routine that does not create a Monday-morning fire drill.

[See Mediapapa Pro plans →](#)