



SEO Cheat Sheet

**The Actionable SEO Cheat
Sheet: Simple Steps, Big
Results**

Stop Struggling with SEO: Your Cheat Sheet to More Search Traffic

1. Focus on keywords and phrases directly related to your content and target audience's search intent.
2. Utilize tools like Google Keyword Planner, Semrush, or Ahrefs to find relevant keywords and assess search volume.
3. Include specific, longer-tail keywords (3+ words) for less competition and targeted traffic.
4. Include your main keyword in the title tag (ideally at the front) and keep it around 50-60 characters.
5. Craft an enticing meta description (150-160 characters) that summarizes your content and may include a call to action.
6. Utilize headings (H1, H2, H3) to structure content and include relevant keywords.
7. Use descriptive alt text for images to improve accessibility and provide context for search engines.
8. Optimize images and utilize caching to improve website loading speed
9. Ensure your website renders seamlessly on mobile devices.
10. Use clear and descriptive URLs that include relevant keywords.
11. Submit an XML sitemap to search engines to aid in site indexing.
12. Aim for high-quality backlinks from reputable, relevant websites.
13. Link to related content within your own website to improve navigation and signal topic depth.
14. Fix any broken links on your site to prevent a negative user experience.
15. Utilize Schema Markup: Add structured data to help search engines better understand your content and provide richer search results.
16. Leverage Social Signals: While not a direct ranking factor, sharing your content on social media can increase visibility and potentially lead to natural backlinks.
17. Optimize for Local Search: If your business has a physical location or serves a specific region, include local keywords and claim your Google My Business listing.
18. Monitor Search Console: Google Search Console provides insights into how your website appears in search results, identifies technical issues, and tracks keywords.
19. Track Your Rankings: Utilize rank tracking tools to monitor your website's position in search results over time.
20. Repurpose Content: Transform existing content into different formats (blog to video, infographic to slides) to reach a wider audience.
21. Guest Post on Relevant Sites: Contribute high-quality guest posts to other websites in your niche to gain exposure and build backlinks.