

SEO Cheat Sheet

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Keyword Research

Keyword Search Volume	https://ads.google.com/aw/keywordplanner/
Keyword Difficulty	Is the top result a direct answer to the query? Known domain? Long form content? Age? Easy = response post, Medium = pillar post, Hard = content hub
Keyword Inspiration	Google autosuggest and "related terms" box. Tools: ahrefs, ubersuggest, alsoasked

Technical On-Page SEO

Title	Include keyword and have a high click through rate i.e. "8 tips to x Ultimate Guide"
Description	160 characters to sell the content, shown in SERP's, include keyword
Content Length	800-8000 words depending on difficulty of search term.
URL	Short, descriptive, format: https://mydomain.com/keyword-search-term/
Content Structure	Introduction, contents, h2 & h3 sub headings, conclusion
Images	Compressed and sized correctly for page speed, keyword in alt and title attributes
Links	Internal link to best content, external link to high authority resources
Text	Short paragraphs, well formatted so it's scannable
Snippet	Target the snippet in first 500 words, paragraph, list, table

Content Strategy

Original Research	Original research gets linked to and adds real value
Long Lists	Combines long-form content with viral nature of lists
Interviews	Social proofing and networking benefits
How To Guides	Content to educate visitors, can use numbers in title "How to x 6 Steps to y"
Annual / Seasonal Posts	Use evergreen URL /annual-seo-predictions/ to build authority over multiple years
Content Hub	Modular lessons internally linked together in a "spokes on wheel" format

Link Building

Guest Blogging	Google search for "niche write for us", "niche submit article"
Press Releases	Contact journalists with newsworthy story or search for paid submissions
Outreach	Include industry leader insights and send them the article
Interviews & Podcasts	Build relationships and reach new communities

Misc

Google Search Console	https://search.google.com/search-console/
Timeframe	Content takes 6-12 months to rank, most No.1 spots are average 3 years old

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CheatSheets: HTML / Javascript / CSS / REGEX / SEO / Analytics