SEO Cheat Sheet by Epic

SEO is a necessity for any business - here's a quick cheat sheet to ensure that you have the best possible chance of appearing when your customers are searching. We'll help you with both on and off-page SEO. Enjoy!

On-site Checklist

Target Keyword in Page Titles

Variation of Keyword in Page URLs

Keyword in H1 Tags

Plenty of Relevant Content

Canonical Meta Tag for ALL Pages

Tightly Themed Site Map

Google Authorship for Content

Great Internal Linking (content, menus)

How do people discover websites?

Search Engine   93

Other   7

93% of internet users will discover a website with a search engine - mainly Google.

Off-site Checklist

High Percentage of Brand Anchors

Quality Biz Directories for Citations

Community Engagement for Brand

Content with Value for Money

Good Mix of ALL Link Types

Let's answer a few SEO questions

Are backlinks dead?

No. Matt Cutts admitted that their search results look *much worse* when they didn't consider links.

Is content king?

Yes, and no. Great content alone won't achieve great rankings, but it will attract natural links. A few great links can turn a great piece of content into a super piece of top ranking content.

Do nofollow links help?

Google says no, but many of us in the SEO industry believe otherwise. Many people have done tests in which only nofollow links were used, and they successfully ranked highly in Google.

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