

Introduction

Otto Marx, a renowned psychoanalyst who worked side by side with Sigmund Freud once said: "Never before has there been such an overabundance of truth".

When it comes to how to do SEO, the same is true. There has never been so much information about how to do it correctly. This cheatsheet will cut through all the confusing information that is out there and show you seven things you can do now to do SEO in a much easier way.

Credit: http://www.huffingtonpost.com/jon-rognrud/7-things-about-seo-your-b_b_7633546.html bt Jon Rognerud

CEO at Chaosmap.com and enterprise SEO expert who creates profitable campaigns for Fortune 100 businesses in finance, health and technology.

1. Post Content Worth Reading

Over the years, thousands of people have tried to "hack the system" by publishing spun content and posting it on spammy websites to try and get the coveted number one spot on the search engines. The problem for these people is that Google are too smart for this! Google's algorithm is very complex, but there's a simple piece of advice that allows you to become a friend with Google. That is, to write something worth reading. Content is good, but quality content is ten times better.

The better your content, the more shares and links it will accrue, leading to a higher place on Google, Yahoo and Bing. Your SEO projects will become successful when you keep high-quality content in mind.

Note: You'll still need to get all the technical things right. Check with your webmaster.

2. Post Content Worth Reading Frequently

Posting high-quality content is wonderful, but posting high-quality content frequently is even better. The most important thing here is to choose a publishing frequency (whether it be one, two or three times per week) and then sticking to the schedule religiously.

3. Research Is King

The internet is over saturated. With so many market specific websites out there also competing for the number one spot on Google in your niche, you may doubt it's possible for you to rank on page one.

Doing diligent research is how you will gain an advantage. When you do research on a tool like the (free) Google KW Planner, you will find many long-tail keywords (3-5 words or more). For example, "Health and Wellness Center Los Angeles" is a long tail, geo-based keyword) which can have less competition. This focused time spent on research can be worth thousands of new visitors each month — all from a few minutes of research.

SEO Optimization

4. Optimize Your Meta-data

Most people drop the ball at 90 percent done with their content. This is costly since that final 10 percent can be the biggest gains in your total effort.

One example of this final 10 percent is optimizing the meta-data. Many people think "This post is excellent. I'm done now". The sloth of your competition is your opportunity. By doing a little extra work and optimizing your meta-data, you give the search engines vital information that they can use to rank you higher for your desired keywords.

5. Write Headlines For Readers AND Search Engines

80 percent of people will read your headline, and not read the rest of your article. If your headline is bad (and if you write your headline just for Google then it WILL be bad) no one will read the rest of your content. If no one ever reads what you write, that means fewer clicks, shares and links that you will generate. Write your headlines for readers.

6. Focus On High-Quality Links.

Search engines pay close attention to how often your content is linked to from other websites because that is a sign that you are popular. However, when building links focus not on QUANTITY of links, but on the quality of your links. One link from a popular website can be worth 50 low-quality links from small or spammy websites.

7. Be Social

Search engines understand that social media is where the attention of the public is at the moment. Get active on social media by choosing one to three platforms best suited for your business and market. Begin to grow your following there and search engines will follow.



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