Cheatography

On Page SEO Cheat Sheet by Flignats via cheatography.com/1486/cs/2188/

Primary Keyword	★ Best Practices
Identify the most relevant term on the page as your m	ain keyword
Example:	"Niner ROS 9 1-star X7"
Supporting Keyword	★ Identify a term that supports the primary KW
Example:	"MTB" "Biocentric"
Need help selecting your keywords? Use Uber -http:// Step 2 - Page Title	/ubersuggest.org/
	/ubersuggest.org/
Step 2 - Page Title	/ubersuggest.org/ "Niner Jet 9 Pro XT/SLX w/Shimano and Easton Components"
Step 2 - Page Title Page Title Requirements	
Step 2 - Page Title Page Title Requirements < 63 characters in length	"Niner Jet 9 Pro XT/SLX w/Shimano and Easton Components"
Step 2 - Page Title Page Title Requirements < 63 characters in length	"Niner Jet 9 Pro XT/SLX w/Shimano and Easton Components" "Niner Jet 9"
Step 2 - Page Title Page Title Requirements < 63 characters in length Primary KW appears first Each page title MUST BE UNIQUE	"Niner Jet 9 Pro XT/SLX w/Shimano and Easton Components" "Niner Jet 9" Manually craft page titles of products in the 80/20 " MTB Biocentric SUPPORTING KW"

Solve a problem	Does the product solve a problem that you can highlight? Common for upgraded products
Include Capitals	Draw ATTENTION to specific terms
Use Numbers	2014 Award Winner. Ridden by over 10k MTBers!
Call-to-Action	Use action-oriented terms: "Shop Today" "Buy Now" "Available Now"
Key Facts	New product facts that grab the user's attention
Show off	Name drop - "Ed McGreevy ride the new Niner"
Use superlatives	"exclusive collection" "largest selection" "lowest prices"

http://www.seomofo.com/snippet-optimizer.html

Step 4 - Header Tags	
H1 tag	Only one H1 tag per page
H2 tags	Multiple H2s allowed. Include primary / supporting keywords where appropriate
H3 - H6	Used as sub-headings where appropriate
Character Limit	None. Must resemble natural speaking language
Information architecture	Use headings to break up large portions of text



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Step 5 - Page Content		
Must be UNIQUE	All content must be unique and non duplicate. Example: No cut/paste from the manufacturer's website	
Keywords	Use your primary & supporting keywords in your content - where it seems natural & logical	
Emphasize text	use bold , <i>italics</i> , and underline where necessary	
Links to other products	Add links to related products and areas of the site that can benefit the user	
Q&A	Add 1-3 common Q&As that a potential customer my ask	
Reviews	Add a review to the product	
Videos	Add a video of the product where applicable / provide a video transcript	
Content is a top priority and highly important factor for influencing our SERPs		



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