Cheatography

On Page SEO Cheat Sheet

by Flignats via cheatography.com/1486/cs/2188/

Step 1 - Choosing Keywords

Primary Keyword	**★ Best Practices**
Identify the most relevant term on the page as your main keyword	★ Most likely the product being optimized
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://ubersuggest.org/

Step 2 - Page Title

Page Title Requirements	
< 63 characters in length	"Niner Jet 9 Pro XT/SLX w/Shimano and Easton Components"
Primary KW appears first	"Niner Jet 9"
Each page title MUST BE UNIQUE	Manually craft page titles of products in the 80/20
Separate phrases by pipes (|)	"| MTB | Biocentric | SUPPORTING KW"

Optimize your Page Title's easily with SEO Mofo - http://www.seomofo.com/snippet-optimizer.html

Step 3 - Craft a Meta Description

Meta Descriptions must be under 155 characters	Use SEO Mofo to quickly analyze
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



By **Flignats**
cheatography.com/flignats/

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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**, *italics*, 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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