# Cheatography

## SEO 101 Cheat Sheet by krystallau via cheatography.com/26159/cs/7249/

Organic Search Meta Data Example

 Why Jennifer Gamer Probably Won't Date Until After Divorce...
 Title Tag

 www.people.com/\_remnifer-gamer.ndc/daling-until-divorce/Intal-on
 People
 VIR Lsug

 11 hour ago --On to on after the painful split from Ben Affleck Last year, Jennifer
 Mata
 Description

 Gameri Larving out a happy new life. Subscribe now for a look into her complicated new...
 Mext
 Description

#### SEO Title Tag

Between 55-60 characters (including spaces)

Lead with strongest search term/name/event

Prioritize terms in order of search volume and trends in descending order

Capture the gist of the article without repeating the headline

#### Meta Description

Under 155 characters

Capture the gist of the article without repeating the headline

Can include terms that were deprioritized from the title tag due to lower search volume

Use descriptive language to entice users to click through to the article

#### **URL Slug**

Get the URL right the first time - unnecessary redirects are bad for SEO

Keep the URL slug short - between 5-10 words

Use high volume terms within URL

Separate words with dashes, not underscores



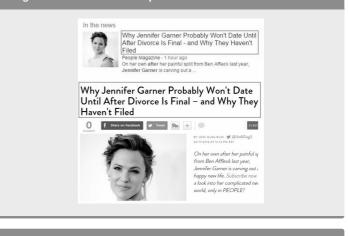
#### By krystallau

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#### Google News - Headline Example



### Article Headline (H1)

Google News pulls in article headlines instead of SEO Title Tags

Should be descriptive of the content and entice users to click via Google News

Should be coded as an H1 tag within the CMS

#### On-page Links

Links to other articles should have descriptive link text

Link text should be 8 words or shorter

Link text should flow with the structure and tone of the rest of the article