



SEO Best Practices Cheat Sheet

Keyword Strategy	Define keywords that: <ul style="list-style-type: none">● Describe what you do and relevant to the focus of your site● Have enough search volume to bring traffic● Are narrow enough for you to rank on
SEO Navigation Structure	Google ranks the most important pages as those on your top navigation menu, from left to right. Put your most important pages with keywords you want to rank for to the left of your navigation menu.
SEO Page Structure	Make sure your keywords are embedded in: <ul style="list-style-type: none">● The URL of the page● The header title of the page● The first sentences of the pages● The metadata of the page
Metadata	Metadata consists of: <ul style="list-style-type: none">● Focus keyword or keyphrase● SEO title● Slug (the part of the URL that comes after the /)● Meta description
SEO Tools	Research keywords and track the performance of your site using: <ul style="list-style-type: none">● Google Search● Google Trends● Google Analytics● Google Search Console
Selecting an SEO Consultant	Look for an SEO professional who: <ul style="list-style-type: none">● Avoids link building● Does not put the main focus on blogging● Does focus on Google crawling and site structure● Spends time researching and targeting the right keywords