The Ultimate SEO Cheat Sheet for your Website

Topics covered

Local SEO Checklist

Local SEO, also known as Local Search Engine Optimisation, is a digital roadmap for your business. It simplifies connecting with local customers seeking products or services in your area when they search online. By optimising your online presence, Local SEO ensures that your business prominently appears on search engines like Google when users enter keywords relevant to your company and location. It's a vital tool for businesses aiming to draw in customers from their immediate community and establish a strong online presence. Take advantage of the opportunity to shine locally. To become a local SEO pro, you can just follow the checklist below.

- ◯ Mobile-friendly or responsive website
- ◯ Fast site speed
- ◯ SEO friendly URLs
- ◯ Structured data
- ◯ Good internal links
- ◯ Local keywords in web content
- ◯ Optimised title tags and meta descriptions
- ◯ Keyword-rich blog content or FAQs
- ◯ Claimed and optimised Google Business listing
- ◯ Get and respond to reviews
- ◯ Consistent local listings
- ◯ Good local backlinks
- ◯ Social media strategy

On-Page SEO Checklist

On-page SEO is like tidying up your website to make it more attractive to search engines. It involves optimising your web pages' content and structure to appear higher in search results. This means using the right keywords, organising your content well, and ensuring your website is easy to navigate. On-page SEO helps search engines understand what your website is about and matches it with people searching for similar things. It's like giving your website a better chance to be seen by the right people online. We hope the checklist below will help you improve your on-page SEO.

KEYWORD RESEARCH

- Page targets on keyword/theme
- Checked volume/trend
- Googled keyword to check intend

KEYWORD PLACEMENT

- Page title (H1)
- Title tag
- Meta description
- First 100 words of page
- H2 headings
- Image file names
- Image alt text
- Naturally in body

TITLE

- Only one H1 tag, incl keyword
- Title tag <60 chars, incl keyword
- Conveys value
- Doesn't overpromise

HEADINGS

- At least two H2s, with keyword
- Organise information hierarchy
- Make the post skimmable

META DESCRIPTION

- 155-160 characters
- Incl keyword
- Actionable, conveys value

URL

- Short
- Contains keyword
- Dashes replace spaces

IMAGES

- Not wider than maximum page width
- Compressed
- Alt text with keyword
- Filename no spaces, incl keyword
- Don't replace important body text
- Add value

LINKS

- 1-3 high-quality external links
- 2-4 internal links on the page
- Anchor text specific

TECHNICAL

- Passes page speed tests
- Mobile friendly
- Indexed

CONTENT QUALITY

- Original content
- Information accurate
- Delivers on promise
- Actionable
- Reads like a human wrote it
- Organised with headings
- Paragraphs broken up by images, etc
- Fluff-free
- 1,500+ words

FRESHNESS

- Update information
- Refresh images
- Add new or fix broken links
- Check keyword intent

More Content tips for SEO

CONTENT LENGTH

Every piece of content you publish has a different purpose.

When creating content, it's important to consider the length. Long-form content, which typically exceeds 1,000 words, is ideal for articles, guides and white papers, as it allows for a detailed exploration of a topic, providing valuable insights and showcasing expertise. Furthermore, long-form content generally performs better in search engines, but this doesn't necessarily mean that Google favours longer word counts. On the other hand, short-form content, ranging from 300 to 600 words, is ideal for social media posts, specific blog posts, and email newsletters. Short-form content is concise and to the point, making it easy to share.

- The length of a blog post depends on its type and nature. Studies show that content ranking on Google's first page is typically around 2200 words long, but this isn't a hard and fast rule for high rankings. It's important to analyse the content you plan to write and categorise it accordingly.

- For short and concise answers, limit your post to 500 words or less. If you need to provide more context and references, aim for around 1000 words. Lastly, for topics requiring a detailed explanation, feel free to write as much as necessary without overwhelming the reader.

WRITING CONTENT

To prepare for writing a blog, consider conducting keyword research. This can be accomplished using tools such as SEMrush or Ahrefs. Alternatively, you can enter a keyword into Google and receive suggestions based on popular searches. Avoid overusing specific keywords in your blog.

Instead, focus on creating informative, engaging, and user-friendly content. Please keep it simple and easy to read.

It is recommended to keep the keyword density below 5%, preferably between 2-3%, to avoid irritating readers with excessive keywords and repetitive phrases.

TITLE

A title should be informational and helpful for users to decide why they should click from SERPs and what they are going to get. A few guidelines for this are:

- Should be under 70 characters max.
- Writing a 6-7 words title does better than 3 words or 20 words.
- People love numbers. If you can start with "10 ways to do something" or like that, go for it.
- Or start with words like "How to" to increase the content click-through rate.
- Use adjectives.
- Use the year in your title. This doesn't work for every title but it tells that the content is new, relevant and up to date.
- Use online tools to generate amazing ideas.
- Urge users to click and add curiosity to your title.

Examples:
How to incredibly increase traffic in 2023. **OR**
7 ways to sell a home fast (4th is going to shock you).

META DESCRIPTION

Limiting your meta description to 155-160 characters is recommended since Google will truncate anything longer. Consider answering questions such as why someone should click on your link, what problem your content solves, and how you plan to address it.

URL

The URL of your blog post has a lot of SEO potential. Users and search engines prefer shorter URLs. Try to minimise the length of the URL while still incorporating your keywords.

- 50-60 characters
- Includes 1-2 keywords
- Write URLs that are easy for users to remember and write.
- Avoid underscores and prefer to use hyphens (-)

HEADINGS

Headings are crucial for SEO and readability because heading text is rated higher by search engines. Heading styles must follow the correct order of sequence (h1, h2, h3, etc.) and incorporate keywords to help the blog rank higher for those terms.

 Specific rules to follow include:

- Only one h1 tag (reserved for the title of the post)
- Sub-headers follow the correct order of sequence. Listicles should use h2 for headers.
- Headers and subheaders include keywords
- Write purely relevant headlines.
- Please don't go beyond H3 until it is essential.

IMAGES

First of all, compress images that are going to be added. Use PNG or Jpeg.
Name images according to context. Include keywords and should signal relevancy.
Don't forget to add Alt tags to every image, which should also be by the context, clearly showing what the picture is about. Incorporating alt-text is a web accessibility best practice to help people using screen reader technology to understand your content. Try to be as descriptive as possible with your alt-text while incorporating your search engine keywords.

- 50-125 characters
- Include 1-3 keywords
- Include 1-2 descriptive adjectives

Example of a good alt-text for an image would be: Attractive woman sipping a cocktail in a high-end restaurant.

The recommended size for banner images is 2000x1000 px, and for content images, it is 1500x1000 px.

This also depends on your web design and your page layout.

A BASIC GUIDELINE FOR WRITING EFFECTIVE CONTENT

After you have written a title, DO SOME RESEARCH FIRST. And then write. You have analysed related content till now. Try to acquire some research work and then add it to a table so Google can use it as a snippet (table snippet).

Or you can use any presenting data, but if you show users the quality data that will give satisfaction to users, you should do so. Include things that competitors need to be doing. Then, add references.

You should not write as an expert, but as a neighbour of the user who also felt the same problem and searched for it, and now, he is sharing with that user. If you show yourself as an expert, you will have to take care of every aspect.

HEADLINE "CONCLUSION"

Include a heading named "conclusion" in your blog. Most users scroll down and read the conclusion first, if it seems interesting, they go up and read the rest.

LET'S RECAP AND LOOK AT SOME KEY TAKEAWAYS

- What's the topic you want to write about, and how is it searched?
- Find a title and structure the blog post/pillar page or web page.
- The title and at least two headings should include the keyword. Keep the keyword density in mind!
- The first paragraph should include your keyword, and so should the meta description and the slug.
- Distribute the keyword evenly throughout your copy - Generally, it says not more than once every 200 words, but it also depends on the length and depth of your content.
- Set a featured image with alt text.
- Your image alt text should be descriptive and include the keyword.
- You can also find at least one keyword synonym to place in the copy.
- Have at least 300 words but don't just stop there if you have more to say.
- One keyword per post, no dongle-ups. Set a new keyword per post/page. If not, you cannibalise pages or blog posts with each other.

CONCLUSION

In summary, SEO is essential for your business's online success. It boosts visibility, user experience, credibility, and organic traffic, leading to brand visibility, trust, and revenue growth. SEO is a long-term effort that requires tools, expertise, and patience. Focus on realistic goals and gradual improvements to outperform local competitors and establish a strong online presence.

4DP is your SEO partner in Ballina. Contact us today.

REFERENCES: www.semrush.com, www.localiq.com, www.wordstream.com

FOUR DRUNK PARROTS.

Let's start the conversation.

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