CHEAT SHEET: SEO

TECHNICAL SEO

Sitemap
Create and upload sitemaps in Google Search Console. It should include all the pages you want to appear in search results and no others.

Structured data
Structured data is a way to make it extra clear what is what and an opportunity to get "rich snippets" in search results. More information is available at Schema.org.

Page load speed
Google hates slow websites, so make sure yours is fast!

HTTPS and security
Having your site encrypted, secure, and compliant with cookie legislation is a minimum requirement for Google to give it a prominent position.

Crawling and indexing
Google provides a limited "crawl budget", make sure it is used in the best possible way and that you are allocated more.

Canonical tags
A canonical tag tells search engines that the page you are on right now is not the "real" one; there is another that is more appropriate. For example, if clothing in different sizes in your shop creates unique pages, you may not want to show them all.

Mobile-first
Google primarily reads your website on mobile, a change that happened several years ago. Keep in mind how the site looks on mobile.

Schema markup
Schema markup is a form of structured data that helps search engines better understand the content on your website. By using Schema.org, you can provide extra information about products, reviews, events, and more, which can lead to your page appearing with "rich snippets" in search results and gaining better visibility.

URL structure
By having readable paths that follow a clear structure, you can make it easier for search engines to understand what belongs where.

Robots.txt
Robots.txt tells the search engine which pages it may and may not visit. Use it with caution.

Core Web Vitals
Core Web Vitals are a set of important factors regarding how fast a site is for a user. They play an increasingly important role in SEO.

ON PAGE

Title tags
The title tag is the single most important element on a page. Make sure to include the page's most important keywords in the <title>.

Headings (H1–H6)
Headings describe the content of the page or a section of the page (for example, a paragraph). Include the keyword in at least the main heading (H1) and use it and synonyms also in subheadings (H2–H6).

IInternal linking
For Google to care about a page, it needs links from the rest of the site pointing to it. The anchor text of those links is also very important. This applies to links in the text, in navigation, or in other places on the page such as the footer.

Bounce rate and time on page
Bounce rate measures the percentage of visitors who leave your website without interacting. A high bounce rate can signal that the content does not meet the user's expectations.

URL structure
The page's paths need to be human-readable, clearly explain where you are on the site, and not contain parameters.

Image optimization
Images have become increasingly important for a page's visibility. Factors such as file name, alt text, and how quickly the image loads all matter.

User friendliness
How the site looks and works for the user is becoming more and more important. Make sure it is easy to understand what is offered and how to use it.

Navigation
Clear and logical navigation helps both users and search engines understand your website. Good menu structures and internal linking make it easier to find content and improve SEO.

Meta descriptions
The meta description is often what appears in search results as the descriptive text. Make sure to include keywords and something that encourages the searcher to click through to you.

Content quality and relevance
Few things are as important on a page as the quality of the text and its relevance to the search. Match the content to answer the searcher's "question."

Page structure and hierarchy
A well-organized website with a clear hierarchy helps Google understand the relationship between pages. Main pages should link to subpages in a logical way, and important pages should be easily accessible from the homepage.

CONTENT

Long-form vs. short-form content
Long articles provide the opportunity to cover a topic in more depth and often rank better, but shorter content can be more engaging and easier to consume. The balance depends on the audience and purpose.

Blog posts and guides
Regular blog posts can help drive traffic and keep your website updated, while guides offer in-depth resources that can rank highly and provide long-term SEO benefits.

Video and multimedia
Video and other media such as images and infographics can increase user engagement and provide more opportunities to appear in search results, for example through video clips on Google and YouTube.

Keyword research
Understanding which keywords your potential visitors use is the foundation of SEO. By analyzing search volume, competition, and user intent, you can create content that matches demand.

Evergreen content
Content that remains relevant year after year is extremely valuable. Pages that answer timeless questions or provide fundamental knowledge can generate traffic for a long time without requiring major updates.

User-generated content
Reviews, comments, and forum discussions can provide valuable content and signal to Google that your website is active and engaging for visitors.

Topical authority
Google wants to see that you are an authority in your field. By creating clusters of content where a main page links to several related subpages, you show that you have deep knowledge in the area.

E-A-T (Expertise, Authoritativeness, Trustworthiness)
Google wants to highlight credible and trustworthy sources. By building expert status, earning high-quality links, and ensuring accurate information, you can strengthen your website's reputation and ranking.

Updating and optimizing old content
Old posts can lose relevance over time. By regularly updating and optimizing existing content with new facts, better keywords, and internal links, you can keep them competitive in search results.

OFF PAGE

Links
Links are one of the most important ranking factors. Both internal links, which help Google understand your website's structure, and external links, which act as votes for your credibility, play a crucial role in SEO.

Guest blogging
Writing guest posts on other relevant websites can provide high-quality backlinks and increase your reach. It is important to choose reputable sites with high credibility to avoid being associated with low-quality link building.

Local citations (for local SEO)
Citations, meaning mentions of your business name, address, and phone number, are important for local SEO. Make sure the information is consistent across all platforms such as Google My Business, Yelp, and local business directories.

Digital PR and outreach
Building relationships with journalists, bloggers, and industry experts can lead to valuable mentions and links. A strong PR strategy helps your website gain authority and visibility in search results.

Brand mentions
Even if a website does not link to you directly, mentions of your brand can contribute to SEO. Google sees this as a signal of credibility and relevance, especially if it happens on authoritative sites.

LOCAL SEO

Google My Business
A must for local SEO. By optimizing your Google My Business profile with accurate information, images, opening hours, and customer reviews, you can increase visibility in local search results and on Google Maps.

Local citations
Citations are mentions of your business name, address, and phone number on other websites such as Yelp, Eniro, and local directories. They strengthen your credibility and help Google verify your business's legitimacy.

NAP (Name, Address, Phone)
Your business name, address, and phone number must be consistent across all platforms, including your website, Google My Business, and local business directories. Inconsistencies can confuse search engines and negatively affect your ranking.

Local reviews and ratings
Reviews on Google, Trustpilot, and other platforms affect both SEO and user trust. Getting many positive reviews and responding to them shows Google that your business is active and trustworthy.

Geotagged images and content
Uploading images with geographic metadata and mentioning local places in your content can help your page rank better in local searches. The images can also appear in Google Maps and image search.

Schema markup for local SEO
By using structured data (Schema.org) for local businesses, you can help Google understand important information such as opening hours, addresses, and reviews. This increases the chance of appearing in local search results with enhanced information.

Local links
Links from local websites, such as news sites, partners, and event listings, strengthen your local SEO.

TOOLS

Google Search Console
A free tool from Google that provides insight into how your website performs in search results. Here you can view indexing status, manage sitemaps, identify technical issues, and analyze keyword performance.

SEO tools (Ahrefs, SEMrush, Moz)
Tools that provide in-depth insights into keyword research, link profiles, competitor analysis, and technical SEO. They are essential for identifying opportunities and improving your website's ranking.

Crawl tools (Screaming Frog, Sitebulb)
Tools that crawl your site in much the same way as a search engine. They read your website and identify technical issues such as broken links, duplicate pages, missing meta tags, and loading times.

Google Analytics
A powerful analytics tool that helps you understand how visitors interact with your website. You can track traffic, behavior patterns, conversions, and measure the impact of your SEO strategy.

Position tracking
Tracking your keyword positions in search results is crucial for measuring SEO success. Tools like Ahrefs, SEMrush, and Google Search Console can help you monitor changes and adjust your strategy.

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