

SEO REVOLUTION

Cheat Sheet



DOMINATE SEO
ON GOOGLE WITH THESE PROVEN
SEO TECHNIQUES

Tracking & Measurement

Set Up & Configure Google Analytics

Setting up this powerful software is one thing, configuring it to your needs with conversion tracking, internal search tracking, filters and custom dashboards is quite another.

Set Up Google Search Console & Bing Webmaster Tools

No website should be without Google Search Console (formally Webmaster Tools) helping you identify technical issues with your site and helping you sort out any problems that could be limiting exposure.

Keyword Targeting

Defining keywords and hubs of keywords and knowing how to incorporate them into content and site elements is make-or-break for any SEO campaign.

Internal Site Search Tracking

When Google took away keyword-level data in Analytics it was a huge blow for SEO as we knew it. Understanding what users type into your search bar can surface problem areas, popular products/content and more.

Trust Signals

HTTPS & SSL

Google recently stated that secure sites will receive a small rankings boost. While it is early days, the likes of Wikipedia and Twitter are making moves towards HTTPS and the smart money is on those who follow suit.

Stop Blocking CSS & JS Files

At the end of July 2015, webmasters received warnings to remove scripts blocking certain files in their robots file. Google wants access to everything.

Domain Registration Length

Leasing your domain and server space for longer periods suggests to Google you are in it for the long haul which sends a trust signal.

Who.is Information

Hiding your site registration information suggests you have something to hide and are potentially a spammer.

Grammar & Spelling

Quality content starts at correct spelling and grammar.

Affiliate Links, Pop- Ups & Excessive Ads

Compromising the user experience by throwing copious distractions in their face is a big no-no in Google's eyes

Contact Page, T&Cs & Privacy Pages

These show Google that you are legitimate

Server Speed, Reliability & Uptime

One of the most important ranking factors is how fast your site content loads (on all devices) and that it Loads. Every. Time.

Site-Level Elements

Custom 404 Page

404s happen, they just do. What's your contingency plan? Get a helpful, customised 404 page in place (y'know, just in case).

XML Sitemap

Every site should have an XML sitemap in place. Is yours up-to-date, error-free and findable by the search engines?

Video Sitemap

If you have videos on your site – whether YouTube embeds or locally-hosted – you should have a video sitemap to enable video thumbnail rich snippets.

Robots.txt File

A improperly configured robots.txt file can be disastrous to your SEO efforts. Check yours for issues and cross-reference with documentation on best practices if necessary.

Navigation Structure

Does your navigation make sense? Are the labels optimised for users or search engines? Does your hierarchy keep important pages at the fore and do you surface other content?

Footer & Site-wide Links

Audit your footer and sidebar links. Do they all really need to be there or are you just trying really hard to get a page ranked better? The only links that need to be here should be things like “contact” or “about” which visitors might need to access at any given moment.

Social Media

Integration

Share buttons are a given but what about Pinterest button overlays for images? What about “Click To Tweet” links? What about Facebook comment functionality? Think about what your visitors expect to see to help them get your content out there.

Publisher Markup

Connecting a Google+ Page to your website and vice versa can give you a very rich looking SERP for branded searches. There is also the notion that an authoritative Google+ presence can help boost your search rankings

Google My Business

If you have a local service area or audience, claiming and optimising a Google My Business account should be near the top of your list. See how competitors are using theirs.

Page-Level elements

Page Titles

Page titles are the #1 on-page SEO element so make sure keywords are used strategically throughout all pages.

Meta Descriptions

Meta descriptions form the first step on the path to conversion. Make sure your compelling (and unique) descriptions speak to the searcher.

Headers / H Tags

One of the most visible elements on a web page, headers should be optimised with keywords and audience in mind.

Optimised URL Structure

URLs are one of the first things a search bot “reads” on your site. Have you used keywords appropriately and does it look clean and tidy?

Image Alt Tags

Google has made big leaps in “reading” images and identifying items and text within them but it doesn't hurt to give them a helping hand. Also don't forget what alt tags were originally intended for!

Error Checking

Duplicate Content

When I say duplicate content, I'm not talking word-for-word, I'm talking about content that has no unique value – in as much as it is the same as a 1000 other pieces of content out there on other sites, or even within your own site. Every page should have a real purpose, if not, get rid.

Duplicate Pages & URL Variations

Determining if your site has duplicate pages or multiple URL variations for the same page(s) can help you eradicate duplicate content problems that can lead to penalties.

Remove W3C Errors

I'm yet to come across a site that didn't have at least some coding errors. Conducting a quick check can highlight syntax errors letting down your SEO efforts.

Broken Links

Broken links are frustrating to users and a confidence downer for Google. No one wants that so fix any broken links.



Blog

A blog can help bring a huge amount of traffic to the site if utilised properly. Establish what purpose the blog serves and attribute metrics to discover if the blog is performing.

CDN (Content Delivery Network)

Targeting an overseas audience from a single website? The distance causes sites to load slower and CDNs host a 'virtual' version of your site in your target countries for quicker response and better rankings as a result.

Mobile / Responsive Site

Whether you opt for a responsive site or a mobile-specific site, having an online presence that renders properly and serves users on a myriad of devices is paramount – so much so Google recently released an algorithm update focused on the topic.

ccTLD's (Country Code Top Level Domain)

This refers to the [.co.uk], [.it] or [.de] part of your site's URL and should relate to the country you are looking to rank in. While there is little you can do retrospectively, a strong international strategy should be mapped out prior to launching overseas.

Search Engine Penalties

Ensure you don't have any page-level or site-wide penalties, either algorithmically or manually applied by checking Google Search Console for notices or cross-referencing any extended dips in traffic with Moz's Algo Change History.



Additional Resources for SEO

- [An SEO's Guide to HTTP Status Codes \(An Infographic\)](#)
- [Google Webmaster Tools](#)
- [Bing Webmaster Tools](#)
- [Yandex Webmaster Tools](#)
- [Canonical URL Tag - The Most Important Advancement in SEO Practices Since Sitemaps](#)
- [About /robots.txt](#)
- [X-Robots Tag NoArchive Examples](#)
- [About the Robots META tag](#)
- [Indicate paginated content](#)
- [Must-Have Social Meta Tags for Twitter, Google+, Facebook and More](#)
- [Rich Snippets: Everything You Need to Know](#)
- [List of ISO 639-1 codes \(language\)](#)
- [ISO 3166-1 alpha-2 \(country\)](#)