CHEAT SHEETS HERO

SEO & Analytics Cheat Sheet

A concise cheat sheet covering essential SEO (Search Engine Optimization) techniques and web analytics tools & metrics for digital marketing.

SEO Fundamentals

Keyword Research

Definition: Identifying relevant keywords that users search for when looking for products, services, or information.

Tools: Google Keyword Planner, Ahrefs, SEMrush, Moz Keyword Explorer

Process:

1. Brainstorm initial keywords related to your business.
2. Use keyword research tools to find related keywords, search volume, and competition.
3. Analyze keyword intent (informational, navigational, transactional).
4. Prioritize keywords based on relevance, search volume, and competition.

Types of Keywords:

- **Head Keywords:** Short, generic keywords with high search volume (e.g., "shoes").
- **Long-Tail Keywords:** Longer, more specific phrases with lower search volume but higher conversion rates (e.g., "comfortable running shoes for women").
- **Branded Keywords:** Keywords containing your brand name (e.g., "Nike shoes").

On-Page Optimization

Title Tags	Descriptive and keyword-rich titles for each page. Optimal length: 50-60 characters. **Example:** `<title>Buy Comfortable Running Shoes for Women | Nike</title>`
Meta Descriptions	Short summaries of page content that appear in search results. Optimal length: 150-160 characters. **Example:** `<meta name="description" content="Find the perfect pair of comfortable running shoes for women at Nike. Free shipping and returns.">`
Header Tags (H1-H6)	Structure content and indicate importance. Use H1 for the main title, H2 for subheadings, etc. **Example:** `<h1>Buy Comfortable Running Shoes</h1>`
URL Structure	Clean, descriptive URLs that include keywords. **Example:** `www.example.com/running-shoes-women` (Good) vs. `www.example.com/page?id=123` (Bad)
Image Optimization	Use descriptive file names and alt text for images. **Example:** `<img src="running-shoes-women.jpg" alt="Comfortable running shoes for women">`

Content Optimization

High-Quality Content: Create original, informative, and engaging content that meets user needs and provides value.

Keyword Integration: Naturally incorporate target keywords into your content without keyword stuffing.

Readability: Use clear and concise language, short paragraphs, and bullet points to improve readability.

Internal Linking: Link to other relevant pages on your website to improve navigation and distribute link equity.

Freshness: Regularly update your content to keep it fresh and relevant.

Off-Page Optimization

Link Building

Definition: Acquiring backlinks from other websites to improve your website's authority and ranking.

Types of Links:
- **Natural Links:** Earned through high-quality content that people want to share.
- **Manual Links:** Obtained through outreach, guest blogging, and directory submissions.
- **Self-Created Links:** Created through forum postings, blog comments, and social media profiles (less effective).

Link Building Strategies:
- **Guest Blogging:** Writing articles for other websites in your industry.
- **Broken Link Building:** Finding broken links on other websites and offering your content as a replacement.
- **Resource Page Link Building:** Getting your website listed on resource pages related to your niche.
- **Competitor Analysis:** Analyzing your competitors' backlinks to identify potential link building opportunities.

Link Quality: Focus on acquiring links from authoritative, relevant websites with high domain authority.

Anchor Text: Use relevant anchor text that accurately describes the linked page.

Social Media Marketing

Social Media Optimization (SMO)	Optimizing your social media profiles and content to attract followers and drive traffic to your website.
Content Sharing	Sharing your website content on social media platforms to increase visibility and engagement.
Engagement	Interacting with your audience on social media to build relationships and brand loyalty.
Social Signals	Social media shares, likes, and comments can indirectly influence search rankings.

Local SEO

Google My Business (GMB): Claim and optimize your GMB listing with accurate information, photos, and customer reviews.

Local Citations: List your business in online directories and local listings to improve visibility in local search results.

NAP Consistency: Ensure your business name, address, and phone number (NAP) are consistent across all online platforms.

Local Keyword Targeting: Incorporate local keywords into your website content and GMB listing.

Reviews: Encourage customers to leave reviews on Google, Yelp, and other review platforms.

Web Analytics Fundamentals

Key Metrics

Sessions	The total number of visits to your website within a given time period.
Users	The number of unique individuals who visited your website.
Pageviews	The total number of pages viewed on your website.
Bounce Rate	The percentage of visitors who leave your website after viewing only one page. Lower is better.
Average Session Duration	The average amount of time visitors spend on your website per session.
Conversion Rate	The percentage of visitors who complete a desired action (e.g., purchase, sign-up). Higher is better.

Google Analytics

Setting up Google Analytics:

1. Create a Google Analytics account.
2. Add the Google Analytics tracking code to your website.
3. Configure goals and events to track desired actions.

Key Reports:
- **Audience Reports:** Demographics, interests, and behavior of your website visitors.
- **Acquisition Reports:** Sources of traffic to your website (e.g., organic search, paid advertising, social media).
- **Behavior Reports:** How users interact with your website content.
- **Conversion Reports:** Performance of your goals and e-commerce transactions.

Custom Dashboards: Create custom dashboards to track the metrics that are most important to your business.

Data Analysis & Reporting

Identify Trends: Analyze your website data to identify trends and patterns in user behavior.

Segment Your Data: Segment your data by demographics, traffic source, and other factors to gain deeper insights.

A/B Testing: Use A/B testing to compare different versions of your website pages and identify which versions perform better.

Create Reports: Generate regular reports to track your website's performance and communicate your findings to stakeholders.

Take Action: Use your data insights to make informed decisions about your marketing strategy and website optimization.

Advanced SEO Techniques

Technical SEO

Website Speed: Optimize your website's loading speed to improve user experience and search rankings. Use tools like Google PageSpeed Insights.

Mobile-Friendliness: Ensure your website is mobile-friendly and responsive.

Schema Markup: Implement schema markup to provide search engines with more information about your content.

XML Sitemap: Submit an XML sitemap to search engines to help them crawl and index your website.

Robots.txt: Use a robots.txt file to control which pages search engines can crawl.

HTTPS: Secure your website with HTTPS to protect user data and improve search rankings.

Content Strategy

Topic Clusters: Organize your content around topic clusters to establish authority and improve search rankings.

Content Calendar: Create a content calendar to plan and schedule your content creation efforts.

Evergreen Content: Create evergreen content that remains relevant and valuable over time.

Content Promotion: Promote your content through social media, email marketing, and other channels.

SEO Tools

Google Search Console	Monitor your website's performance in Google search results.
Google Analytics	Track website traffic and user behavior.
Ahrefs	Analyze backlinks and keyword rankings.
SEMrush	Research keywords, analyze competitors, and track rankings.
Moz Pro	Track keyword rankings, analyze backlinks, and identify SEO opportunities.