






# THE BEGINNER'S SEO CHEATSHEET



 **Google needs to crawl/read** the internet to understand and organize its information.

 **Links** from one page to another & from one website to another are how Google discovers content.

⚠️ These first two things ( + ) are *essential* to understand. If your site isn't accessible to Google (ie. if Google can't crawl/read your site & important pages), everything you do to optimize will be pointless because no one will be able to discover it in Google. Soz.

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 Your site's **Title Tag & Meta Descriptions** are often people's first impression of your site:

This Is A Title Tag - You Can ChAnGe HoW it lOOks in search

<https://example.com/your-url-goes-here>

Most snippets are limited to two lines, and we still generally recommend a 160-character limit for your Meta descriptions, but Google can allow exceptions in certain cases.

 **Craft them to entice a click!** They should nicely summarize what your pages are about.

 Evaluate how other top-ranking sites (and ads\*) have optimized theirs.

*\*Advertisers spend a lot of time & money testing different copy!*


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 *How Does Google Rank Sites?*

 **High-quality content** that delivers DESIRED information to users.

Ex. You can write the best post on Halloween costumes but if you don't include images

 (which most searchers are seeking) they will leave, hurting your chances to rank.

 **Links to your website** act as third-party credibility factors. The more you have from authoritative websites, the more trustworthy and credible you appear.

Ex. It's like real life, if you went to an island  and three unrelated individuals all told you that the best coffee shop in town was 'Cuppa Joe', you'd likely trust that it was.

*Stay curious!*