

# SEO Cheat Sheet, Resources, MindMap

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You've read the full ebook, now it's time to get started and apply the strategies you learned to your own site and your own SEO campaign!

This cheat sheet will provide you with even more powerful tips and strategies to employ. You'll also find a ton of terminology here, to help you better understand future articles and discussions you might come across.

## **Top SEO Techniques and Strategies**

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Google likes in-depth content because it demonstrates that you are providing real value to the user. The ideal length for a piece of content then, is generally considered to be somewhere between 800-1,500 words.

### *Link Out to Quality Resources*

Likewise, linking out to high quality resources can also be seen as proof that you're offering reliable information and this will help to make your site more trusted.

### *Space it Out*

Spacing out your content is important as it will help you to make your site easier to skim read and glance through. Conversely, if you greet your visitors with a big 'wall of text', then they'll be very likely to leave as quickly as they arrived!

### *Use AdWords*

AdWords is a PPC tool that allows you to pay for sponsored links at the top of the SERPs. This can be useful as a way to test the profitability of a certain keyword before spending a lot of time and money to rank for it!

### *Editing Old Pages*

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Editing old pages is a great way to make sure that you keep them relevant in the eyes of Google. Google is very sensitive to whether a site or a particular page on a site has been recently updated, and if you have pages that you haven't even looked at for years then Google will presume that the information they share is outdated and thus no longer relevant. Make sure then that you keep editing old pages from time to time to keep them up to date and so they look fresh in the eyes of Google.

### *Tailoring Your Articles Based on Searches*

The first rule in show business is to give the people what they want, and that applies in SEO too. Take a look at your web stats then and see what people are searching to find your website. If they're landing on your pages regularly by searching for a question you aren't actually answering, then this clearly would make a good article to write. You know that you're capable of getting at least near the top of that SERP and that's when you're not even writing specifically for that topic and you know there's an audience there - so what are you waiting for?

### *Building Relationships*

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### *Creating Internal Links*

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### *Have a Site Map*

Better yet is to have a site map and this is something that every site owner should spend time building. This way you have one resource where Google can find all your new links, and that will mean it's able to quickly index any new post or article you upload.

## **SEO Terminology/Glossary of Terms**

**SERPs:** SERP is the first of many acronyms that we are going to come across. This one stands for 'Search Engine Results Page' and is any page with results for a particular search term. You want to be at the top of the SERPs.

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**Negative SEO:** Negative SEO means that someone has targeted a website to try and damage their ranking. To do this, they simply aggressively link build for that website by placing their links on irrelevant and low quality sites. Google then mistakenly believes the owner of the site to be spamming, and punishes that site accordingly.

**Black Hat/White Hat:** Negative SEO is one example of black hat SEO. This means basically using sneaky and not-so-upstanding methods to raise a site's profile and fend off competition. Black hat SEO is bad news because it's immoral, but also because you risk getting caught and having your site punished as a result. White hat SEO is 'good' SEO that aims to win by providing good quality sites and working with Google.

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### Outdated SEO Strategies:

- \* Private Blog Networks
- \* Link Spam
- \* 'Google Bombs'
- \* Keyword Stuffing
- \* 500 Word Posts

### How to Think About SEO...

SEO is working WITH Google  
SEO is showing Google that you provide quality content  
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### Prepare for the future...

- \* Use structured data
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## The Modern Guide to SEO

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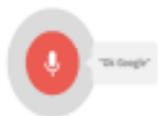
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