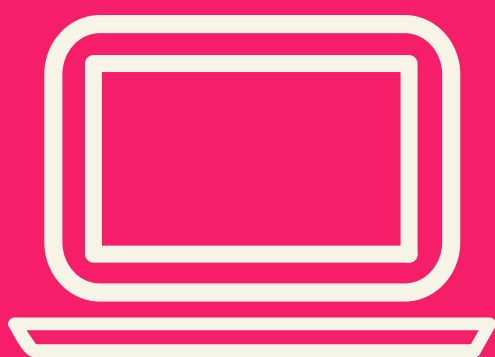


SEO CHEAT SHEET

5 CORE ELEMENTS FOR YOUR DIGITAL MARKETING PLAN



ONSITE SEO

Let Search Engines know what your website is about! Includes titles, meta data, content, URL optimisation and internal links.

OFFSITE SEO

Promote your website by building quality links and references. Includes natural link mentions, directories, guest articles & social media profiles.

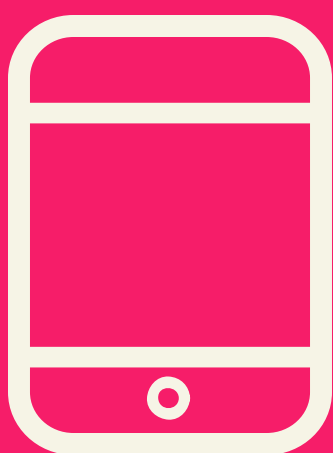


TECHNICAL SEO

How well can search engines crawl your website? This includes website speed, minimising 404 pages, mobile friendliness, site architecture.

KEYWORDS

Create keyword clusters so that your online plan is targeted and focused. Research keywords using Google Suggest, competitor review, Keyword Planner & brainstorming!



CONTENT

Create website content that is targeted, focusing on quality to showcase you as an expert in your industry. Plan this out using a content calendar.



doreen brown