SOCIAL SELLINATOR.COM
YOUR EASY WAY TO SUCCESSFUL SELLING WITH SOCIAL MEDIA

ULTIMATE ON-PAGE SEO OPTIMIZATION CHEAT SHEET

MASTER THE ART OF ON-PAGE SEO WITH THIS HANDY GUIDE



6 TYPES OF ON-PAGE SEO ELEMENTS

- Title Tags
- Meta Descriptions
- Header Tags
- URL Structure
- Keyword Density
- Internal and External Links

6 WAYS TO GET SEO IDEAS

- Google Search Console Insights
- Competitor Analysis
- User Comments & Feedback
- SEO Blogs & Forums
- Google Trends
- SEO Tools (SEMrush, Ahrefs, Moz)

10 REPEATABLE SEO OPTIMIZATION TEMPLATES

- **Title Tag:** "{Primary Keyword} - {Secondary Keyword} | {Brand Name}"
- **Meta Description:** "Discover how {Brand Name} can help you with {Primary Keyword}. Learn more about {Secondary Keyword}."
- **Header Tag:** "{Primary Keyword}: {Interesting Statement}"
- **URL Structure:** "{root domain}/{primary-keyword}-{secondary-keyword}"
- **Keyword Density:** "{Primary Keyword} appears X times in this content."
- **Internal Link:** "Learn more about {Keyword} here."
- **External Link:** "Check out {External Source} for more on {Keyword}."
- **Image Alt Text:** "{Primary Keyword} in {Context}"
- **Keyword Variation:** "Other ways to say {Primary Keyword} include {Synonyms}."
- **Call to Action:** "Want to improve your {Primary Keyword}? Contact us today!"

10 SEO MASTERS TO EMULATE

- Neil Patel
- Brian Dean
- Rand Fishkin
- Danny Sullivan
- Larry Page
- Sergey Brin
- Cyrus Shepard
- Bill Slawski
- Vanessa Fox
- Eric Enge

3 FORMATTING TIPS

- Use hyphens in URLs, not underscores.
- Keep your title tags within 60 characters.
- Make sure your meta description is under 160 characters.

3 LANGUAGE LESSONS

- Use natural language and avoid keyword stuffing.
- Keep your language user-friendly - avoid jargon.
- Use active voice whenever possible.

3 PSYCHOLOGY TRICKS

- People love numbers - use them in your headers and title tags.
- Curiosity Gap: create intrigue with your meta descriptions.
- FOMO (Fear Of Missing Out): Use this in your call to actions.

15 SEO RESEARCH PROMPTS

- Long-Tail Keywords
- Voice Search Optimization
- Breadcrumb Navigation
- Canonical Tags
- Google My Business
- Optimization
- Local SEO
- Video SEO
- Featured Snippets
- Core Web Vitals E-A-T (Expertise, Authority, Trustworthiness)
- Backlink Profile
- Anchor Text Optimization
- Blog Post Optimization
- Social Media SEO
- User-Generated Content

BONUS FORMULA: WHAT + WHO + WHY
e.g. "5 ON-PAGE SEO TIPS every DIGITAL MARKETER needs TO BOOST RANKINGS."