



SEO CHEATSHEET

FOR CONTENT MARKETERS

These simple SEO guidelines will get your digital content in front of the right people.



INFORMATION ARCHITECTURE (IA)

- **Identify the primary keywords** your competitors use for each relevant page. Look for:
 - **Ranking:** Are competitors ranking on page 1 for searches about this topic?
 - **Keyword choice:** Check what words the competitors use to link to the page and what words they include in the page title, meta descriptions and [h1]s.
 - **Your list:** Use this information to start your list of potential keywords and to brainstorm related terms.
- **Use SEO tools** to identify other related phrases. Free tools include [Google Adwords Keyword Planner](#), [The Hoth Keyword Planner](#) and [UberSuggest](#).
 - **Primary keywords:** Select primary keywords by search volume/relevance. Aim for search volume between 2K-40K monthly searches.
 - **Secondary terms:** Include relevant question-style queries as secondary terms so the pages rank more easily when users search these questions.
 - **Questions:** Do a regular search for your primary keyword. Start with "What is [primary keyword]?" Then check out the "People Also Ask" box. Tools like [AnswerThePublic](#) generate commonly asked questions.
- **Ensure that site hierarchy matches the priority of each page** for search purposes.
 - The farther a page is from the homepage (measured by how many steps it takes to get there), the less important it looks to search engines.
- **Dedicate a unique page to each primary keyword or keyword phrase.**
 - Each page should only target one primary keyword (with related variants – synonyms and acronyms). Trying to target multiple keywords within a single page will diminish the effectiveness of your targeting.
 - Avoid targeting the same primary keyword on multiple pages. It is confusing to search engines because they don't know which page is most relevant to searchers.





PAGE CONTENT

INCLUDE:

- ❑ One primary keyword or phrase, and 2-3 LSI keywords.
 - LSI keywords are words and phrases strongly associated with your page's topic.
 - Use this [LSI Graph](#) tool to identify LSI keywords.
 - ❑ Focus on E-A-T: Expertise, Authoritativeness, and Trustworthiness.
 - Outbound links to credible sources.
 - Authorship when possible.
 - ❑ The primary keyword in the URL
 - Don't use connector words like "and" and "the" in a URL.
 - Separate words with hyphens, e.g. "/lung-cancer."
 - ❑ Primary and secondary keywords
 - Meta or browser title
 - Meta description
 - [h1] tags (primary)
 - [h2] tags (secondary)
 - Body copy
 - ❑ Internal links to other related pages (where relevant)
 - ❑ Optimization of the image alt text and title, using words that describe the images, rather than the keywords for the page.
 - **Example:** You include a stock photo of a linear accelerator machine for a post about cancer treatments. While the primary keyword on the page is "cancer treatments", the image alt text should say "linear accelerator radiation therapy machine," not "cancer treatments".
- If you use a custom photo with one of your physicians or staff members, the image alt text should read "Dr. X using linear accelerator radiation therapy machine at [name of hospital]."



BLOG-SPECIFIC GUIDELINES

- ❑ **Headlines:** The [h1] should be "business in front, party in the back." Primary keyword comes first, followed by editorial phrasing.
- ❑ **Entities:** Include all relevant entities (people, places, things) in the headline.
 - **Example:** UMC Groningen Proton Therapy Center in the Netherlands is using a new cancer treatment called Proteus Plus. Entities would be: "Proteus Plus," "UMC Groningen Proton Therapy Center" and "the Netherlands."
 - **Timely content:** Writing a headline in this way is especially important if your website is in [Google News](#) results, and the content is "news" related. Example: "5 Big Tech Innovations of 2018 from new IBM Report" or "FDA approves new drug apalutamide for men at high risk of prostate cancer spread."
- ❑ Include a question and 40- to 60-word answer within the content (when it makes sense to do so).
 - The majority of voice searches are question-based.
 - Most Featured Snippets are 40-60 words long.
- ❑ Cover a topic in-depth.
 - Don't focus on word count per say, but give your audience everything they need in one place (one-stop shopping).
 - In-depth content tends to rank best in Google.