

Optimum7



Google Marketing Cheat Sheet

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This checklist will help you improve your visibility, organic traffic, and SEO strategies if you want to enhance your web pages in search results.

It applies to different search engines, such as Google and Bing. The details in this checklist will allow their search algorithms to favor your web pages.

Working with the cheat sheet puts you in a better position to influence your ranking. The recommendations provided here are all intended to optimize your SEO content. You may choose options that best suit your needs.

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1: *SEO Basics*

Basic SEO Configuration and content marketing planning

1. Crawl Accessibility



2. Compelling, Valuable, and Relevant Content



3. Keyword Optimization



4. User Experience



5. Title, URL, Description



6. Snippet/Schema Markup



7. Workshops & Training



8. Planning of Media Content to Release (social media post, email, webpage, etc.)



9. Inclusion of Brand or Company in Marketing Content



10. Proposed Solutions to Your Audience Through Your Marketed Content



11. Creating a Marketing Schedule to Follow




2: *SERP Features*


SERP Feature Configuration


12. SERP (search engine results page)





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- 13. Rich Snippets (e.g., Product ratings) 


- 14. Paid Results (e.g., Google Shopping/AdWords) 


- 15. Universal Results (e.g., featured snippets/new results) 


- 16. Knowledge Graph (e.g., weather) 


- 17. Google AdWords (can be used for your website to be seen immediately in search results) 


- 18. Featured Snippet 


- 19. Image Pack 


- 20. In-Depth Article 


- 21. Knowledge Card 


- 22. Knowledge Panel 


- 23. Local Pack 

- 24. Local Teaser Pack 

- 25. News Box 

- 26. Related Questions 

- 27. Reviews 

- 28. Shopping Results 

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29. Site Links



30. Tweet



31. Video



3: *Domain Authority (DA)*

Domain Authority Components

32. Linking Root Domains



33. Total Number of Links



34. More Inbound Links



35. Quality and Quantity of External Links Geared To Visiting Your Site



36. See DA Scores of Competitors (for comparative metric)




37. Link Profile Growth





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4: Page Authority


Page Authority Components


- 38. Link Counts 


- 39. High-Quality Level Links (contributes to page traffic) 


- 40. Omission of Bad Links/Spam Links 


- 41. Better Sitemaps 


- 42. Quality Link-Building (quality backlinks) 


- 43. Keyword Density 


- 44. Regular Content Updates (retargeting) 


- 45. Link Profile Growth 


- 46. Keyword Research 


- 47. Keywords with Sufficient Search Volume 

- 48. Seed Keywords 


- 49. Long-tail Keywords 


- 50. Keyword Theme 

- 51. Multiple Keywords Around One Idea 


- 52. Keywords Used by Competition 

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- 53. Other Related Keywords (preferably with a high Google ranking) 


- 54. AdWords Paid Search (allows tracking of ROI and audiences) 

- 55. Sufficient Search Volume 


- 56. Relevance of Keywords 


- 57. Keyword Difficulty 

- 58. Value Content 

- 59. User Engagement and Leads 

- 60. Keyword Intent 


- 61. Complete Information on Content 


- 62. Unique User Experience and User Feedback 

- 63. Completeness Over Length 


- 64. Smart Topic Modeling (location of keywords in content) 

- 65. Secondary Topics/Keywords 

- 66. Related Questions 


- 67. Elements and Formats 

- 68. Supplemental Content 

- 69. CTR (Click-Through Rate) 

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- 70. Titles 

- 71. Web Page URL 


- 72. Internal Links 


- 73. Central Theme for Most Published Content 


- 74. Google Algorithm Change History 


5: YouTube SEO


YouTube SEO Components


- 75. Keywords in Video File 


- 76. Keywords in Video Title 


- 77. Optimized Video Descriptions (100 to 1000 characters) 


- 78. Video Transcript 

- 79. Video Subtitles/Closed Captions 

- 80. Video Category 

- 81. Video Thumbnail (custom-made) 


- 82. Video Tags (associate with keywords) 


- 83. Cards and End Screens 


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6: On-Site SEO/On-Page SEO


On-Page SEO components


- 84. Target Audience Needs 


- 85. User Search Intent 

- 86. Keywords 

- 87. In-Depth Content 


- 88. User-friendly (e.g., clean layout and navigation) 


- 89. Unique Content (not duplicated) 


- 90. Trustworthy Content (reliability of information) 


7: Sitemap Syntax


Basic sitemap syntax


- 91. Internal and External Links 

- 92. Page Load Speed 

- 93. Structured Data 

- 94. URL Structure 

- 95. Mobile Adaptability 

- 96. Page Metadata 

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8: *Links, Link Building, & Site Audits*

Linking components

97. Indexed URL



98. Number and Quality of Links Leading to a Page



99. Quality of External Websites (visual assets, lists, research, etc.)



100. Link Fit to Your Content



101. Avoid Over-Optimization (overuse of links)



9: *Local SEO*

Local SEO adjustments

102. Local Business Name



103. Local Business Address



104. Local Business Phone Number



105. Other Contact Details (business/operating hours, toll-free numbers, etc.)



106. GBP (Local Google Business Profile)



107. GBP Eligibility for Each Location




108. Google Local Listings





109. Local High-Quality Images





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- 110. Local Social Media Profiles 

- 111. Unique Pages for Specific Locations 

- 112. Unique Local Title Tags 


- 113. Hyperlocal Marketing (geo-located keywords, geo-modified keywords) 


- 114. Check Local Competition (for keywords and content) 


- 115. Workshops & Training (e.g., Beginner's Guide to SEO) 


10: *Mobile SEO*


Mobile SEO Adjustments


- 116. Page Speed 


- 117. Hardware and Connectivity Compatibility 


- 118. CSS, JavaScript, and Images Support Across Devices 

- 119. Mobile Site Design 

- 120. HTML5 Usage Over Flash 

- 121. Bounce Rate (e.g., removal of pop-ups) 


- 122. Optimized Titles and Meta Descriptions 


- 123. Dynamic Serving (one URL adapting to different screen sizes) 


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11: *International SEO*


International SEO Adjustments


- 124. Target Users Speaking Another Language/Living in Other Country (retargeting) 


- 125. Keyword Revisions for Certain Countries (retargeting) 


- 126. Alternative External and Internal Links 


- 127. Pricing Revisions for Local Currency 


- 128. ccTLD (country-specific top-level domain) 


- 129. gTLD (generic top-level domain) 

- 130. Hreflang (specific copy of the page in another language/region) 

- 131. Meta Language 

- 132. Geo-targeting (country-focused) 

- 133. Language targeting (language-focused) 

- 134. Translations (other languages or dialects) 


12: *Analytics & Reporting (SEO Reporting)*


Content marketing analysis and SEO Reporting components


- 135. Defined Period of Analysis 


- 136. Issues Encountered 


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- 137. Fluctuations in Ranking 

- 138. Graphs and Data Points 

- 139. Customized Report Layout/Template 


- 140. Goal-Setting for Future SEO Content 


- 141. Client's SEO Goals (increase in leads from a previous period) 


- 142. Creating New Plans or Solutions Based on Content Market Analysis 


13: *Free SEO Tools*


Open-source SEO Tools for metrics


- 143. Keyword Explorer 


- 144. Competitive Research 

- 145. Link Explorer 

- 146. Free Domain Analysis 

- 147. Online Presence 

- 148. MozCast (day-to-day performance) 

- 149. MozBar (site metrics) 

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