

# SEO cheat sheet

Make sure every content page on the site contains the following:

- Text content of at least 1,500 words (2,000+ is better)
- Have at least 1 outbound link on your page/post
- Have a few internal links in your page/post
- Keywords in title, towards the beginning of the title
- Keywords in introduction paragraph
- Keywords in metadata description
- Keywords in text headings
- Keywords in image name (alt description)
- Keywords in the URL slug
- Max 70 characters for Title
- Max 160 characters for Metadescription.

## Keywords

When you've identified the keywords you wish to rank for, begin creating the content for those keywords.

Every page needs a primary keyword. If this document was a web page, the primary keyword might be "SEO cheat sheet". Secondary keywords might be "keywords", "search engine optimisation" etc.

Each keyword should only be allocated once as a primary keyword, meaning that there is only one dedicated webpage allocated to it.

This doesn't mean that you should only use the exact word once in the text on that page or elsewhere in the website; you can and should use it in multiple times. In order to rank quickly & efficiently, we need each useful primary keyword to be allocated to just one page.

Within the same page you can also go for 3 or 4 secondary keywords & a ton of tertiary and long tail keywords, but choose one main one for each page.

Need more help? Contact us at [purposecommunications.com.au](https://purposecommunications.com.au)