

SEO TACTICS For TODAY

Update Your Search Engine Optimization Knowledge and Expertise With
The Most Recent and Working Tactics For 2017 and Beyond





Hybrid Cheat Sheet



The following is a checklist that you can use to track your progress and make sure that you learn all of the information packed into the main report. You can add items if you need to.

☐ SEO Tactics for Today

- ☐ It's all broken, so fix it.
- ☐ New trends are constantly emerging in SEO.
- ☐ Strategies change daily.
- ☐ Your best tool is your mindset.
- ☐ Ask yourself, how can I make this SEO tip better?
- ☐ Nothing is set in stone.

☐ Look Over Your Website

- ☐ Take a good look from the viewpoint of your customers.
- ☐ Ask yourself the following questions
 - ☐ Is navigation easy and intuitive?
 - ☐ Is there value-added content?
 - ☐ Are there pictures of your products?
 - ☐ Does the page look professional?
 - ☐ Is it easy for the customer to purchase?
 - ☐ Is it touch screen and mobile friendly?
 - ☐ Is the architecture simple?
 - ☐ Are you pages well structured?



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- ☐ Is the site uniform?
- ☐ Are there outbound links?
- ☐ How does your site look on <http://tools.pingdom.com>?
- ☐ What does the site look like on mobile?
- ☐ What does your site sound like?

☐ Strategies Worth Trying

- ☐ Check search strings. Are you using the right keywords?
- ☐ Draw a picture of how your optimized site should look.
- ☐ Place the most important content right in the user's face.
- ☐ If the spiders can't see it, then it's useless.
- ☐ Add outbound links.
- ☐ Steal ideas from top ranking sites and billion dollar companies.
- ☐ Reduce categories, optimize the content and the architecture.
- ☐ Engage on social media instead of automating, drop backlinks everywhere.
- ☐ Don't look like an advertiser on social media, look like an engaged user and a fanboy.
- ☐ Use every free site evaluation tool you can find.
- ☐ Ask your customers directly how your page can better serve them.