

SEO CHEAT SHEET

10 TOP TIPS TO HELP YOU CREATE
ENGAGING CONTENT THAT GETS FOUND
ON GOOGLE

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“*SEO is no longer just about keywords.*”

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WELCOME!

🎉 You've just taken a huge step toward making your content easier to find on Google. This cheat sheet is here to help you cut through the confusion and start seeing real results without obsessing over keywords.

SEO isn't about playing the algorithm game—it's about understanding what your audience wants and giving it to them in a way Google loves.

These 10 tips will help you create a strong SEO foundation and get more eyes on your content.



If you love these tips and want to take things further, join the [**Creative SEO Membership**](#), where we'll dive deeper into building a website that works for you 24/7.

You'll get access to step-by-step SEO training, monthly coaching calls, and a community of creative entrepreneurs who are ready to grow their online presence and passive income—just like you.

"When people find you in a google search they are actively looking for a solution to a problem and will be the warmest leads you'll ever find."

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WORK SMARTER, NOT HARDER

The days of keyword stuffing are long gone. SEO today is about creating a positive user experience, offering valuable content, and ensuring your website meets modern search standards. If you're ready to take a deeper dive and get hands-on help with SEO for your website, join the Creative SEO Membership and start building a site that attracts and converts.

SEO CHEAT SHEET

- 1 Understand User Intent.** It's not just about what keywords people are searching for—it's about why they're searching for them. Craft content that aligns with the intent behind the search.
- 2 Prioritize Quality Over Quantity.** Publishing content regularly is great, but quality wins every time. Focus on creating comprehensive, valuable content that answers your audience's questions better than anyone else.
- 3 Optimize for Core Web Vitals.** Google rewards fast-loading, mobile-friendly, and user-friendly websites. Ensure your site meets Core Web Vitals standards to boost your rankings.
- 4 Use Strategic Internal Linking.** Help Google understand your content by linking related pages and posts on your website. Internal links create a web of relevant content, improving both user experience and SEO.
- 5 Think in Topics, Not Keywords.** Google prioritizes content clusters and comprehensive topic coverage over isolated keywords. Create a pillar page with related blog posts to cover a topic thoroughly.
- 6 Craft Irresistible Meta Titles and Descriptions.** Your title and description are your first impression in search results. Make them clear, compelling, and optimized for clicks.
- 7 Leverage Schema Markup.** Help Google better understand your content and boost your visibility in search results with rich snippets and structured data.
- 8 Build Authority with Backlinks.** Earning high-quality backlinks from reputable websites shows Google that your content is credible and trustworthy.
- 9 Focus on User Experience (UX).** A clean, easy-to-navigate site with clear calls to action keeps users on your site longer, which improves your rankings.
- 10 Use Fresh, Relevant Visuals.** Visuals help break up your content and make it more engaging. Optimize images with alt text and compress them for faster load times.