

SEO Basics Cheat Sheet

Hudson Digital Solutions

SEO Basics Cheat Sheet

Page Titles

- Keep under 60 characters
- Include your main keyword
- Add your location (if local)
- Example: "Plumber in Austin, TX | Joe's Plumbing"

Meta Descriptions

- Keep under 160 characters
- Describe what the page is about
- Include a call to action
- Example: "Need a plumber in Austin? Call Joe's Plumbing for fast, reliable service. 24/7 emergency repairs. Call (512) 555-0123"

Headers (H1, H2, H3)

- One H1 per page
- Use keywords naturally
- Break up content with H2s
- Make content scannable

Google My Business

- Claim your listing
- Add photos
- Get reviews
- Keep info updated

Local SEO

- Include city/state on pages
- Create location pages
- Get listed in directories
- Use local phone number

Content Tips

- Write for humans first
- Answer common questions
- Update regularly
- Aim for 300+ words

Image Optimization

- Use descriptive filenames
- Add alt text
- Compress file sizes
- Use common formats (jpg, png)

Site Speed

- Compress images
- Use caching
- Minimize plugins
- Choose good hosting

Mobile-Friendly

- Responsive design
- Easy to tap buttons
- Readable fonts
- Fast loading

Quick Wins

1. Add your business to Google My Business
 2. Fix any broken links
 3. Make sure site loads fast
 4. Get customer reviews
 5. Create a blog and post monthly
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Need SEO help? Contact Hudson Digital Solutions

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