



A Complete Guide for Freshers & Beginners

THE ULTIMATE SEO CHEAT SHEET

10 Essential Steps to Rank #1 on Google in 2026



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KEYWORD RESEARCH

The foundation of SEO. Find the right keywords that your audience is searching for.



FOCUS ON SEARCH INTENT



Informational

User wants to learn something (e.g., "how to do SEO")



Commercial

User is researching before buying (e.g., "best laptops 2026")



Transactional

User wants to make a purchase (e.g., "buy laptop online")



Navigational

User is looking for a specific site (e.g., "Amazon login")



TARGET



Primary Keyword

Main keyword that best describes your content.



2-5 Related Keywords

Add supporting keywords to improve relevance.



Long-tail Variations

Use long-tail keywords to target niche traffic.



TIP

Use tools like Google Keyword Planner, Ubersuggest, Ahrefs, or SEMrush to find the best keywords.



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ON-PAGE SEO

Optimize each page to help search engines understand and rank your content.



TITLE TAG

- ✓ 50–60 characters
- ✓ Include primary keyword near the beginning
- ✓ Make it compelling and click-worthy

EXAMPLE

SEO Cheat Sheet: Complete
Beginner Guide for 2026



www.example.com/seo-cheat-sheet



META DESCRIPTION

- ✓ 140–160 characters
- ✓ Include keyword naturally
- ✓ Add a call to action

EXAMPLE

Learn SEO fundamentals, on-page optimization, technical SEO, and link building with this practical guide.
Improve rankings and get more traffic!



TIP

A great title gets clicks.
A great description gets conversions.



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KEYWORD PLACEMENT

Place your keywords strategically to help search engines understand your content better.

1



TITLE TAG

Include keyword near the beginning

EXAMPLE

SEO Cheat Sheet: Complete Guide for Beginners

2



URL

Use short URL with keyword

EXAMPLE

www.example.com/seo-cheat-sheet

3



H1 HEADING

Use keyword in your main heading

EXAMPLE

SEO Cheat Sheet: Complete Guide for Beginners

4



FIRST 100 WORDS

Mention keyword naturally

EXAMPLE

This **SEO cheat sheet** will help you understand on-page SEO...

5



SUBHEADINGS (H2/H3)

Use related keywords in subheadings

EXAMPLE

H2: On-Page **SEO** Best Practices
H3: **SEO** Title Tags

6



IMAGE ALT TEXT

Add keyword in image alt text

EXAMPLE

alt="**SEO checklist** for on-page optimization"

7



CONCLUSION

Reiterate keyword in the conclusion

EXAMPLE

By following this **SEO cheat sheet**, you can improve your rankings...



TIP

Keep it natural. Don't stuff keywords.
Write for humans, optimize for Google.



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INTERNAL LINKING

Link related pages on your website to help search engines discover, understand and rank your content better.



LINK TO:

- ✓ Related articles
- ✓ Category pages
- ✓ Important conversion pages

EXAMPLE



SEO Basics → Technical SEO Guide



SEO Basics → Keyword Research Guide



IMAGE SEO



Use descriptive filenames:

seo-checklist.jpg

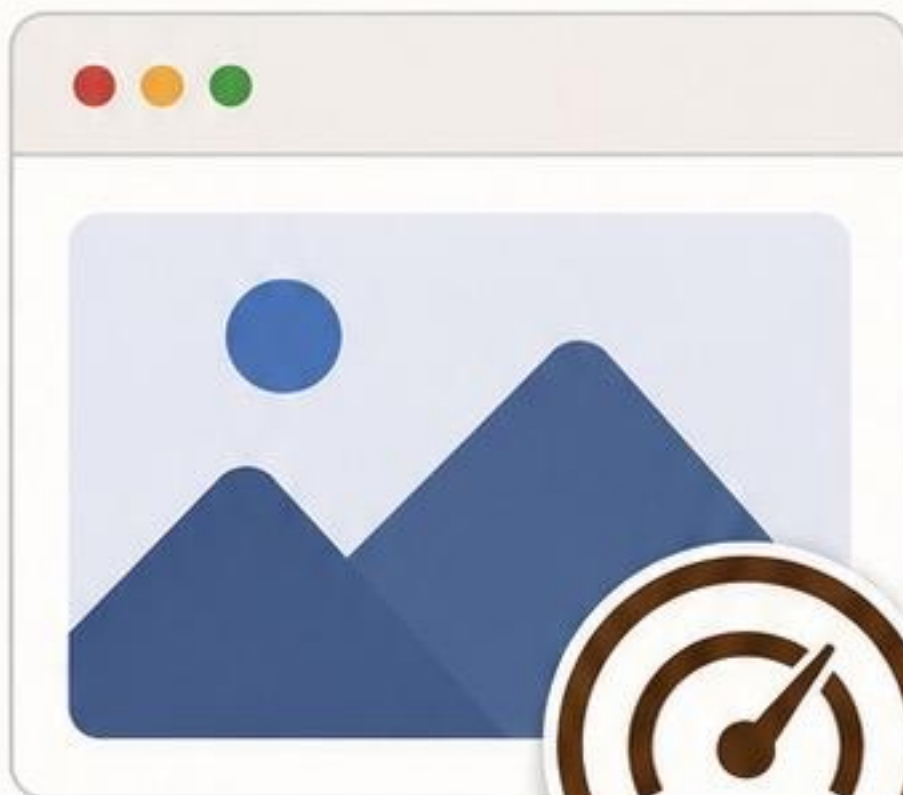


Add alt text:

alt="SEO checklist for beginners"



Compress images for faster loading.



TIP

Smart internal links + optimized images
= Better rankings + Better user experience.



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TECHNICAL SEO

Optimize the technical aspects of your website to help search engines crawl, index and rank your site.



CORE REQUIREMENTS

- | | | |
|---|---------------------|--|
| ✓ | Mobile-friendly | |
| ✓ | HTTPS | |
| ✓ | Fast loading speed | |
| ✓ | XML sitemap | |
| ✓ | Robots.txt | |
| ✓ | Clean URL structure | |



IMPORTANT METRICS

- | | | |
|-----|---------------------------------|-----------|
| LCP | Largest Contentful Paint (LCP) | : < 2.5s |
| INP | Interaction to Next Paint (INP) | : < 200ms |
| CLS | Cumulative Layout Shift (CLS) | : < 0.1 |



TIP

A technically sound website = Better crawlability, better rankings, and better user experience.



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SCHEMA MARKUP

Use structured data where relevant to help search engines understand your content better.



Article

```
{
  "@context": "https://schema.org",
  "@type": "Article",
  "headline": "Article Title",
  "author": "Author Name"
}
```



FAQ

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "Your Question?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Answer here."
    }
  }]
}
```



Product

```
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Product Name",
  "image": "image.jpg",
  "description": "Product description",
  "brand": "Brand Name",
  "offers": {
    "@type": "Offer",
    "priceCurrency": "USD",
    "price": "49.99"
  }
}
```



Review

```
{
  "@context": "https://schema.org",
  "@type": "Review",
  "itemReviewed": {
    "@type": "Product",
    "name": "Product Name"
  },
  "reviewRating": {
    "@type": "Rating",
    "ratingValue": "5",
    "bestRating": "5"
  }
}
```



Organization

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Your Business",
  "url": "https://yoursite.com",
  "logo": "logo.png",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Your Street",
    "addressLocality": "Your City"
  }
}
```



Local Business

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Your Business",
  "image": "image.jpg",
  "telephone": "+1-123-456-7890",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "Your Street",
    "addressLocality": "Your City",
    "addressCountry": "US"
  }
}
```

Benefits



Rich snippets

Attract more clicks with enhanced search results (FAQs, ratings, etc).



Higher CTR

Schema increases trust & visibility and improves click-through rate.

<https://www.yoursite.com/seo-guide>

SEO Guide: Complete Beginner's Guide

★★★★★ Rating: 4.8 • 219 reviews

Learn SEO step-by-step with this comprehensive guide.

Updated May 10, 2024 • by Your Company

Rich Snippet



TIP

Implementing schema markup helps search engines understand your content — and helps you stand out!



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LINK BUILDING

Build high-quality backlinks to improve your website authority and rankings.



GOOD BACKLINKS



Relevant websites

Get links from websites that are relevant to your niche and content.



Industry blogs

Earn links from trusted blogs in your industry.



News sites

Gain backlinks from reputable news and media websites.



Resource pages

Get listed on resource pages that link to useful content.



AVOID



Paid spam links

Buying links violates Google's guidelines and can get your site penalized.



Link farms

Links from link farms are low quality and dangerous for your SEO.



Irrelevant directories

Submitting to irrelevant or low-quality directories adds no value.



TIP: Focus on earning backlinks naturally by creating valuable content that others want to link to.



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LOCAL SEO

Optimize your online presence to attract more local customers and rank higher in local search results.



1. Create and optimize business profiles.

Claim and optimize your Google Business Profile and other local directories.



2. Maintain consistent NAP.

Keep your Name, Address, and Phone Number (NAP) consistent across all platforms.



Name



Address



Phone Number



3. Encourage reviews.

Positive reviews build trust and improve your local rankings.



(4.8)



4. Use local keywords.

Target location-based keywords that your customers are searching for.

Example: "best coffee shop in Delhi"



5. Be active and engage locally.

Post updates, offers, and events.
Respond to reviews and messages.

Google

Business Profile



Your Business

4.8 ★★★★★ (128)

Coffee Shop

Open • Closes 9 PM



Call



Directions



Save



Website



123 Main Street
New Delhi, Delhi 110001



+91 98765 43210



www.yourbusiness.com



Why Local
SEO Matters?



Attract nearby
customers



Improve local
search rankings



Increase foot traffic
and sales



TIP: Focus on optimizing your local presence consistently to rank higher and grow your business.



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QUICK 10-POINT SEO CHECKLIST

Use this checklist to optimize your content and rank higher in search engines.

1

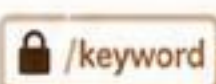


Keyword in title

Include your primary keyword near the beginning of the title.



2



Keyword in URL

Use a short, clean URL that includes your keyword.



3



One H1 tag

Use only one H1 tag that clearly describes your content.



4



Optimized meta description

Write a compelling meta description (150–160 characters) with your keyword.



5



Internal links added

Link to other relevant pages on your website.



6



Images compressed & alt text

Compress images for faster loading and add descriptive alt text.



7



Mobile friendly

Ensure your website is responsive and works on all devices.



8



Fast page speed

Optimize your site to load quickly (aim for < 2.5 seconds).



9



Schema markup added

Use relevant schema markup to help search engines understand your content.



10



Content satisfies search intent

Create high-quality content that answers the user's query completely.



TIP: Consistently follow these steps to improve rankings and get more traffic.



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