

Web & Digital Marketing Cheatsheet

A comprehensive cheat sheet covering essential aspects of web and digital marketing, including SEO, content marketing, social media, email marketing, and analytics. Ideal for marketers and business owners looking to improve their online presence and drive growth.



SEO Fundamentals

Keyword Research

Definition:	Identifying relevant terms people use when searching for your products/services.
Tools:	Google Keyword Planner, Ahrefs, SEMrush, Moz Keyword Explorer
Metrics:	Search volume, keyword difficulty, cost- per-click (CPC)
Best Practices:	Focus on long-tail keywords, analyze competitor keywords, use a mix of informational and transactional keywords
Example:	If you sell running shoes, research keywords like "best running shoes for beginners", "trail running shoes", "buy running shoes online"

On-Page Optimization

Title Tags:	Unique, descriptive, and under 60 characters. Include primary keyword.
Meta Descriptions:	Compelling summary under 160 characters. Encourage clicks.
Header Tags (H1-H6):	Use keywords naturally. Structure content logically.
URL Structure:	Short, keyword-rich, and easy to read. Use hyphens.
Image Optimization:	Use descriptive alt text. Compress images for faster loading.
Internal Linking:	Link relevant pages to improve site navigation and distribute link juice.

Off-Page Optimization

Link Building:	Earning backlinks from high-quality, relevant websites.
Types of Links:	Editorial links, guest posting, broken link building, resource page links
Domain Authority (DA):	A Moz metric predicting a website's ranking ability in search results.
Page Authority (PA):	A Moz metric predicting the ranking ability of a specific page.
Anchor Text:	The clickable text in a hyperlink. Use relevant keywords.
Best Practices:	Focus on quality over quantity, build relationships, diversify anchor text.

Content Marketing Strategies

Content Formats

Blog Posts:	Informative articles that address audience pain points and provide value.
Ebooks:	In-depth guides on specific topics, often used for lead generation.
Infographics:	Visually appealing representations of data and information.
Videos:	Engaging content that can explain complex topics or showcase products.
Case Studies:	Real-world examples of how your product or service has helped customers.
Podcasts:	Audio content that allows you to connect with your audience on a personal level.

Content Creation Process

Research: Identify target audience, their needs, and relevant keywords.
2. Planning: Develop a content calendar with topics, formats, and publishing dates.
3. Creation: Write, design, or record the content.
4. Optimization: Optimize content for SEO (keywords, meta descriptions, etc.).
5. Promotion: Share content on social media, email, and other channels.
6. Analysis: Track performance and adjust strategy based on results.

Content Distribution Channels

Social Media:	Share content on relevant platforms (Facebook, Twitter, LinkedIn, etc.).
Email Marketing:	Send content to subscribers through newsletters and targeted campaigns.
Influencer Marketing:	Partner with influencers to promote content to their followers.
Paid Advertising:	Use paid ads (Google Ads, social media ads) to reach a wider audience.
Content Syndication:	Republish content on other websites to expand reach.
Online Communities:	Share content in relevant forums, groups, and communities.

Social Media Marketing

Platform Selection

Facebook:	Broad audience, good for brand awareness and community building.
Twitter:	Real-time updates, news, and quick interactions.
LinkedIn:	Professional networking, B2B marketing, and thought leadership.
Instagram:	Visual content, influencer marketing, and brand storytelling.
TikTok:	Short-form videos, trending challenges, and Gen Z audience.
Pinterest:	Visual discovery, inspiration, and product promotion.

Content Strategy

Define Goals: Increase brand awareness, generate leads, drive sales, etc.
Know Your Audience: Understand their interests, demographics, and online behavior.
3. Create Engaging Content: Use a mix of text, images, videos, and interactive content.
4. Be Consistent: Post regularly to keep your audience engaged.
5. Interact with Followers: Respond to comments, messages, and mentions.
6. Analyze Results: Track key metrics (engagement, reach, conversions) and adjust your strategy.

Social Media Advertising

Targeting Options:	Demographics, interests, behaviors, location, custom audiences.
Ad Formats:	Image ads, video ads, carousel ads, story ads, lead generation ads.
Bidding Strategies:	Automatic bidding, manual bidding, cost-per-click (CPC), cost-per-impression (CPM).
A/B Testing:	Test different ad creatives, copy, and targeting options to optimize performance.
Retargeting:	Show ads to users who have previously interacted with your website or social media profiles.
Tracking & Analytics:	Use social media analytics tools to track ad performance and ROI.

Email Marketing Essentials

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Email List Building

Opt-in Forms:	Embed forms on your website, blog, and social media pages.
Lead Magnets:	Offer valuable content (e.g., ebooks, checklists, templates) in exchange for email addresses.
Contests & Giveaways:	Run contests and giveaways to incentivize sign-ups.
Landing Pages:	Create dedicated landing pages with a clear call-to-action.
Pop-up Forms:	Use pop-up forms strategically (e.g., exit-intent pop-ups).
Double Opt-in:	Require subscribers to confirm their email address to ensure quality.

Email Campaign Types

Welcome Emails: Introduce your brand and set expectations.
2. Newsletters: Share updates, blog posts, and industry news.
3. Promotional Emails: Promote products, services, and special offers.
4. Transactional Emails: Order confirmations, shipping updates, password resets.
Triggered Emails: Sent based on specific user actions (e.g., abandoned cart emails).
6. Re-engagement Emails: Encourage inactive subscribers to re-engage.

Email Deliverability

Sender Reputation:	Maintain a good sender reputation by avoiding spam practices.
Authentication:	Use SPF, DKIM, and DMARC to authenticate your emails.
List Hygiene:	Regularly clean your list by removing inactive subscribers.
Spam Filters:	Avoid using spam trigger words and phrases.
Engagement:	Encourage subscribers to open, click, and reply to your emails.
Feedback Loops:	Monitor feedback loops to identify and address deliverability issues.

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