



# Modern SEO Cheat Sheet

## What Still Works

- Keyword research focused on user intent
- Useful, high-quality content
- Backlinks from trusted sites
- On-page SEO (headers, internal links, structure)
- Strong title tags and meta descriptions

## Outdated Tactics (Avoid These)

- Keyword stuffing
- Buying low-quality backlinks
- Thin, duplicate content
- Exact-match domains for ranking only
- Hiding text or links

## What Google Wants Now

- Helpful content that answers real questions
- EEAT: Experience, Expertise, Authority, Trust
- Fast, mobile-friendly websites
- Website has a well-organized layout and provides intuitive user experience
- Real authorship and trust signals

## Trusted Resources

- Google Search Central: <https://developers.google.com/search/blog>
- Moz SEO Guide: <https://moz.com/beginners-guide-to-seo>
- Ahrefs Blog: <https://ahrefs.com/blog/>
- Neil Patel SEO Guide: <https://neilpatel.com/what-is-seo/>
- Backlinko Blog: <https://backlinko.com/blog>
- Search Engine Journal: <https://www.searchenginejournal.com/>