

CHEATSHEET FOR SEO BEGINNERS & ENTHUSIASTS

SEO, AI & GEO

The Definitive 2026 Guide to Modern Search Visibility

40+ Pages

SEO Fundamentals

AI Search

GEO Tactics

2026 Playbook

BY KAMAL SUBEDI

kamalsubedi.com

LinkedIn Creator | SEO & AI Educator | Digital Strategist

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The Search Revolution Is Here

Search has fundamentally changed. In 2026, ranking on Google is no longer enough. The rise of AI-powered search engines — Google AI Overviews, ChatGPT Search, Perplexity, and Microsoft Copilot — has created a new discipline alongside traditional SEO: Generative Engine Optimization (GEO). This cheatsheet is your complete, no-fluff guide to mastering all three layers of modern search visibility.

68%	53%	40%+	3.5B
of online experiences begin with search	traffic from organic search	queries answered by AI in 2025	Google searches per day

Why This Matters

In 2026, SEO is not just about ranking in blue links — it is about being cited, referenced, and recommended by AI systems. The new game is multi-channel search visibility across Google, ChatGPT, Perplexity, and every AI assistant your audience uses.

Three Pillars of Modern Search Visibility

■ Traditional SEO	■ AI Search (AIO)	■ GEO
Optimising for crawl, index and ranking in Google/Bing results pages.	Appearing inside AI-generated answer summaries and zero-click overviews.	Being cited and recommended by LLMs like ChatGPT, Gemini and Perplexity.

How Search Engines Work in 2026

Every search engine runs three core processes — Crawling, Indexing, and Ranking — with an AI inference layer now sitting on top to generate direct answers. Understanding each stage tells you exactly where to focus your optimisation effort.

The Crawl → Index → Rank → AI Pipeline

Stage	What Happens	Your Action
1. Crawling	Googlebot discovers URLs via sitemaps, internal links and fetch requests.	Submit XML sitemap; fix crawl errors; allow bots in robots.txt
2. Rendering	Google renders the page like a browser — JavaScript is executed.	Use server-side rendering; keep critical content in HTML
3. Indexing	Pages are analysed, stored and categorised in Google's index.	Use canonical tags; avoid duplicate content; write clear meta tags
4. Ranking	Algorithm orders results using 200+ signals per query.	Focus on relevance, authority, E-E-A-T and page experience
5. AI Overview	AI synthesises a direct answer from top-ranked indexed pages.	Structure content for direct-answer extraction (GEO tactics)
6. Personalisation	Results adapt to user location, history and device.	Optimise for local intent; ensure mobile-first experience

How Google Discovers Your Content

Help Googlebot Find You

- **XML Sitemap**

List all important URLs; submit in Search Console; update on publish

- **Internal Links**

Every page should be reachable within 3 clicks from the homepage

- **robots.txt**

Never block CSS/JS; only block low-value pages like admin or staging

- **Fetch & Render**

Use GSC URL Inspection to force-crawl new or updated pages

- **Crawl Budget**

Large sites: fix redirect chains and remove duplicate URLs to save budget

Indexing Best Practices

- **Canonical Tags**

Self-canonicalise every page; point duplicates to the preferred URL

- **noindex**

Use on thank-you pages, search results pages, and thin content

- **Hreflang**

Signal language/region variants to avoid international duplicate penalties

- **URL Structure**

Short, descriptive slugs; hyphens not underscores; no session IDs

- **Pagination**

Use rel=next/prev (without angle brackets) or load-more with proper URL handling

Google's Core Ranking Factors 2026

Google uses over 200 ranking signals. Below are the factors with the highest measured impact in 2026, based on multiple large-scale correlation studies and Google's own guidance.

Ranking Factor	Impact	What To Do
Content Quality & Relevance	■■■■■	Match search intent exactly; go deeper than competitors; no thin pages
E-E-A-T Signals	■■■■■	Show experience, expertise, authority and trust on every page
Backlink Authority	■■■■	Earn links from relevant, high-DA sites; diversity matters
Page Experience / CWV	■■■■	LCP < 2.5 s; INP < 200 ms; CLS < 0.1 — all in the green
Search Intent Alignment	■■■■■	Match the dominant format: listicle, how-to, review, etc.
Mobile-First Indexing	■■■■	Design mobile-first; test on real Android + iOS devices
HTTPS & Security	■■■	Valid SSL; no mixed content; clean security headers
Structured Data	■■■	Schema markup unlocks rich results and AI Overview inclusion
Internal Linking	■■■	Build topic clusters; logical hierarchy; descriptive anchors
Freshness	■■■	Update evergreen content regularly; add last-modified schema
Click-Through Rate	■■	Write compelling titles and meta descriptions to improve CTR
User Engagement	■■	Reduce bounce; increase dwell time; clear content navigation

2026 Algorithm Update Trends

Google's Helpful Content and Core updates continue to prioritise genuine human expertise. Sites that rely on mass AI-generated content without editorial oversight have seen significant visibility drops. The signal Google rewards most is demonstrable real-world experience combined with structured, authoritative content.

On-Page SEO — The Perfect Page Anatomy

On-page SEO is everything you directly control on a webpage. In 2026, each element must satisfy both the human reader and machine extraction systems.

Element	Best Practice	2026 Update
Title Tag	50–60 chars; primary keyword near start; compelling	Include brand name; A/B test with GSC CTR data
Meta Description	150–160 chars; include CTA + keyword	Write as a clear summary — AI systems use this
H1 Tag	One per page; match the search query intent	Use natural language; include main question variant
H2 / H3 Tags	Logical hierarchy; include LSI keywords	Structure as FAQ-style for AI Overview extraction
URL Slug	Short, descriptive, keyword-rich slug	No dates; use hyphens; keep under 60 characters
Image Alt Text	Describe image + keyword where natural	Add descriptive alt for visual search (Google Lens)
Internal Links	3–5 per page; descriptive anchor text	Build topic clusters; link hub pages prominently
Schema Markup	Article, FAQ, HowTo, Product, Review	Critical for rich results and AI citation eligibility
Content Length	Match depth to competitors; quality > quantity	AI prefers concise accuracy — no padding
Author Bio	Named author with credentials and external links	Required for YMYL; helps E-E-A-T scoring
Last Updated	Visible date + updated schema on the page	Shows freshness; AI systems check content recency
Outbound Links	Link to authoritative external sources	Signals trust; cite studies and official sources

■ The 2026 On-Page Golden Rule

Put your most important answer in the first 100 words. AI systems and featured snippets pull from opening paragraphs. Use the inverted pyramid: answer first, context second, detail third. Never bury the lead.

Search Intent: The #1 Ranking Signal

Search intent is the reason behind a query. Google's algorithm is now very accurate at identifying intent and matching it to content format. Misaligning intent is the single most common reason technically-sound pages fail to rank.

The Four Intent Types

Intent	Definition	Example Query	Best Format
Informational	User wants to learn something	'how does SEO work'	Long-form guide, how-to, FAQ
Navigational	User wants a specific site/brand	'Kamal Subedi blog'	Brand/homepage, direct landing page
Transactional	User wants to buy or sign up	'buy SEO course online'	Product page, pricing, clear CTA
Commercial	User is researching before buying	'best SEO tools 2026'	Comparison, review, pros/cons list
Local	User wants nearby result	'SEO consultant near me'	Google Business Profile + local page
Conversational	AI/voice natural language query	'what should I fix first for SEO'	Conversational FAQ, direct answer box

How to Identify the Correct Intent

Research Methods

- **SERP Analysis**

Look at the top 5 results — note format, length, and type

- **SERP Features**

Featured snippets? Video? Map pack? These signal the dominant intent

- **'People Also Ask'**

PAA boxes reveal related sub-intents to cover in your content

- **AlsoAsked.com**

Maps question trees around your keyword to reveal full intent landscape

- **GSC Queries**

Your existing query data shows real intent signals from live traffic

Intent Mismatch Red Flags

- **Wrong Format**

Writing a blog post for a query that rewards product pages

- **Too Broad**

Targeting 'marketing' when ranking for 'email marketing tools' is possible

- **Too Narrow**

A 300-word page for a topic Google rewards with 2,500-word deep dives

- **Keyword Stuffing**

Forcing a keyword into content where it feels unnatural

- **Mixed Signals**

Trying to rank one page for both informational and transactional intent

Pro Tip: SERP Emulation

Before writing, search your target keyword in an incognito window. Screenshot the top 5 results. Note the: (1) content type, (2) average length, (3) headings used, (4) schema types shown. Then build something definitively better in every dimension.

Technical SEO Foundation

Technical SEO is the infrastructure layer. Without it, even perfect content will underperform. Run a full technical audit at least once per quarter.

Full Technical Audit Checklist

Crawlability & Indexing

- **XML Sitemap**

All canonical URLs listed; submitted to GSC; auto-updated on publish

- **Robots.txt**

Block only low-value pages; never block CSS/JS/images

- **Crawl Errors**

Fix all 404s and 5xx errors; monitor weekly in GSC

- **Redirect Chains**

No more than 1 redirect hop; fix all chains and loops

- **Orphan Pages**

Every indexed page must have at least one internal link pointing to it

- **Canonical Tags**

Self-canonicalize every page; fix conflicting canonical signals

- **Noindex Audit**

Ensure important pages are not accidentally noindexed

- **Hreflang**

Correct language/region signals for multilingual sites

Performance & Security

- **HTTPS**

Valid SSL on all pages; no mixed content warnings

- **Page Speed**

LCP < 2.5 s; TTFB < 600 ms; use a CDN and caching

- **Mobile-Friendly**

Responsive layouts; no content wider than viewport

- **Structured Data**

Schema markup validated; no critical errors in Rich Results Test

- **Duplicate Content**

Use canonical or noindex; avoid parameter-based duplicates

- **JavaScript SEO**

Critical content in HTML; defer non-essential scripts

- **Image Optimisation**

WebP/AVIF format; lazy load; explicit width/height attributes

- **Log File Analysis**

Check which pages Googlebot actually crawls vs ignores

Top Technical SEO Tools

Tool	Primary Use	Free?
Screaming Frog SEO Spider	Full site crawl — broken links, redirects, meta audit	Free up to 500 URLs
Google Search Console	Index coverage, performance data, Core Web Vitals	Free (essential)
PageSpeed Insights	CWV scoring + actionable fix suggestions	Free
Ahrefs Site Audit	Automated technical issue detection at scale	Paid
SEMrush Site Audit	Comprehensive technical health scoring	Paid
Sitebulb	Visual crawl reports with priority recommendations	Paid
Rich Results Test	Validate structured data markup	Free
Mobile-Friendly Test	Check Google's view of your mobile layout	Free

Core Web Vitals & Page Experience

Core Web Vitals are Google's user-experience metrics that directly affect rankings. All three must be in the 'Good' range for full page experience signal benefit.

Metric	What It Measures	Good	Needs Work	Poor	How to Fix
LCP (Largest Contentful Paint)	Loading: when the largest element appears	≤ 2.5 s	2.5–4.0 s	> 4.0 s	Preload hero image; use CDN; reduce server TTFB
INP (Interaction to Next Paint)	Interactivity: response to user input	≤ 200 ms	200–500 ms	> 500 ms	Reduce JS execution; break up long tasks; use web workers
CLS (Cumulative Layout Shift)	Visual stability: elements jumping around	≤ 0.1	0.1–0.25	> 0.25	Set explicit width/height on images; avoid dynamic content insertion

LCP Optimisation Deep Dive

Quick LCP Wins

- **Preload Hero Image**

Add preload tag for above-fold hero image

- **Use a CDN**

Serve assets from edge nodes close to the user

- **Next-Gen Images**

Convert to WebP or AVIF — 25–50% smaller than JPEG

- **Reduce TTFB**

Upgrade hosting; use server-side caching; avoid excessive plugins

- **Inline Critical CSS**

Put above-fold CSS in [style] tags to eliminate render-blocking

- **Lazy Load Below-Fold**

Only load off-screen images when they scroll into view

CLS Fixes

- **Image Dimensions**

Always set width and height attributes on all img elements

- **Reserve Ad Space**

Allocate space for ad slots before they load to prevent shifts

- **Font Display Swap**

Use font-display: swap to prevent invisible text during load

- **Avoid Dynamic Insertion**

Never insert content above existing content after page load

- **Stable Animations**

Use CSS transform instead of properties that trigger layout

- **Test on 3G**

CLS often only appears on slow connections — test throttled

■ Monthly CWV Workflow

1) Check GSC Core Web Vitals report for URL-level issues. 2) Run PageSpeed Insights on your top 10 landing pages. 3) Fix the highest-traffic pages first. 4) Re-test after each deployment. 5) Monitor field data (real users) in CrUX via GSC — lab data alone is not enough.

Off-Page SEO & Link Building

Off-page SEO is everything outside your website that signals authority and trust. Backlinks remain the strongest off-page signal in 2026, but brand mentions, unlinked citations, and AI references are rapidly growing in importance.

What Makes a Backlink Valuable?

Quality Signal	Why It Matters	How to Earn It
Domain Authority (DR/DA)	Links from high-authority domains pass more PageRank	Guest posts on industry leaders, PR campaigns
Topical Relevance	Links from same-niche pages carry stronger contextual weight	Niche directories, industry blogs, sector press
Editorial Placement	In-content links outperform footer/sidebar/nav links	Provide genuinely useful content others cite
Anchor Text Variety	Natural mix of branded, generic, and keyword anchors	Let publishers choose; avoid over-optimised text
Link Velocity	Slow, steady growth looks natural; sudden spikes can trigger review	Build links consistently month over month
Follow vs Nofollow	Followed links pass PageRank; nofollow still adds brand signals	Target majority followed links; nofollow still has value
Referring Domain Count	100 links from 100 different domains beats 100 from one site	Diversify outreach targets across site types

Link Profile Health Check

Healthy Profile Signs

- Mix of branded and keyword anchors
- Links from diverse domain types (blogs, news, directories)
- Gradual, consistent new link acquisition
- Topically relevant referring domains
- High proportion of editorial in-content links
- Links from pages with real organic traffic

Red Flags to Address

- Sudden spike of hundreds of links
- Majority of anchors are exact-match keywords
- Links from unrelated or foreign-language spam sites
- Paid link schemes or private blog networks (PBNs)
- Site-wide footer/sidebar links from one domain
- Links from penalised or de-indexed domains

Link Building Tactics That Work in 2026

The best link building tactics earn links naturally by providing genuine value. Here are the highest-ROI strategies for 2026, ranked by impact and scalability.

Digital PR	Create newsworthy data studies, original research, or expert commentary. Distribute via press releases and direct journalist outreach. Target DA 50+ publications. Tools: Ahrefs Content Explorer, BuzzSumo, ResponseSource.
HARO / Connectively	Answer journalist queries at Connectively (formerly HARO) to get cited in major publications — Forbes, Business Insider, Healthline — with a high-authority link.
Skyscraper Technique	Find the best-ranking content for a target keyword, create a demonstrably superior version, then reach out to everyone linking to the original.
Broken Link Building	Find broken links on authority sites in your niche using Ahrefs. Pitch your content as a replacement. 5–15% reply rate with high link quality.
Original Research	Publish surveys, studies, or proprietary data. Industry statistics attract natural citations from bloggers, journalists, and academics for years.
Resource Page Links	Find 'best resources for X' pages in your niche and pitch your guide or tool for inclusion. High success rate if your content is genuinely link-worthy.
Podcast Guest Spots	Appear on niche podcasts — get cited in show notes and episode pages. Usually high-DA, topically relevant, with genuine brand exposure.
AI Citation Building	Write the definitive reference on a topic — detailed definitions, statistics, how-to frameworks — so LLMs consistently cite you as the source.
Competitor Backlink Gap	Use Ahrefs Link Intersect to find domains linking to competitors but not you. Prioritise outreach to those referring domains.
Unlinked Brand Mentions	Monitor your brand name with Google Alerts or Ahrefs. When sites mention you without a link, reach out and request one — high conversion rate.

■ Outreach Template That Works

Subject: Quick question about [their article title] — Hi [name], I noticed your article on [topic] links to [broken/old resource]. I recently published an updated guide that covers [specific improvement]. Would you consider swapping the link? Happy to share it: [URL]. Keep it short, specific, and genuinely useful to them.

AI & Search: The New Reality

Artificial intelligence is no longer just part of Google's algorithm — it is the interface. AI Overviews, ChatGPT Search, Perplexity, and Microsoft Copilot are reshaping where users get answers and which brands get visibility.

36%	180M+	10M+	60%
Google queries showing AI Overview (2025)	ChatGPT monthly active users	Perplexity daily queries in 2025	Zero-click searches on mobile 2025

How AI Overviews Work

Google AI Overviews (formerly SGE) synthesise a direct answer at the top of the SERP by pulling key information from multiple high-ranking pages. Being included in an AI Overview does not require ranking #1 — it requires being the clearest, most direct, well-structured answer to the query across any top-10 ranked source.

Optimising for AI Overviews

What AI Overviews Prefer

- **Direct Answers**

First sentence answers the query directly in under 40 words

- **Clear Structure**

H2/H3 headings that mirror likely question phrasing

- **Factual Accuracy**

Specific data, statistics, and citable claims

- **Authoritativeness**

Named experts, credentials, published sources cited

- **Schema Markup**

FAQ and Article schema helps AI identify answer structure

- **Short Paragraphs**

3–4 sentence paragraphs are easier to extract and summarise

What Triggers AI Overview Exclusion

- **Thin Content**

Pages under 300 words with no unique value

- **No Structure**

Wall-of-text content with no headers or lists

- **Factual Errors**

Outdated or incorrect information that contradicts other sources

- **Low Trust Signals**

No author bio, no citations, no external authority signals

- **Slow Loading**

Pages with poor Core Web Vitals may be deprioritised

- **Paywalled Content**

Content not accessible to Googlebot cannot be extracted

The Zero-Click Challenge — and Opportunity

Zero-click searches account for 60%+ of mobile searches. The counterplay: brand visibility. Even when users do not click, being cited in an AI Overview builds brand recognition, increases branded search volume, and drives trust — which compounds into future traffic.

AI Search Platforms Compared

Your content can now appear across multiple AI-powered search surfaces. Each platform has its own retrieval mechanism and optimisation approach.

Platform	How It Retrieves Content	SEO / GEO Strategy	Audience
Google AI Overviews	Synthesises from top-indexed Google pages	Rank in Google top 10; structure for direct answers	General / all queries
ChatGPT Search	Bing index + real-time web browse	Rank in Bing; clear headings; factual content	Tech/professional users
Perplexity AI	Real-time web search with in-line source citations	Appear in Bing + web results; write citable facts	Research-oriented users
Microsoft Copilot	Bing-powered with Office ecosystem integration	Optimise for Bing; B2B and enterprise content	Business / Microsoft users
Google Gemini	Conversational layer over Google + YouTube	E-E-A-T; schema; multi-format content including video	Mobile / conversational
Apple Intelligence	Safari / Siri web search layer on Apple devices	iOS-optimised sites; fast load; Apple's index signals	iOS / Mac users
You.com	Privacy-focused AI with web citations	Breadth of coverage; fresh, regularly updated content	Privacy-conscious users
Bing / Copilot AI	Microsoft's own AI search index	Standard Bing SEO; submit to Bing Webmaster Tools	Windows / Bing users

How LLMs Decide What to Cite

Signals That Increase Citation Rate

- **Entity Recognition**

Your brand/name appearing consistently across the web builds a knowledge entity

- **Consistent NAP Data**

Name, address, phone identical across all web mentions

- **Wikipedia / Wikidata**

Having an entry significantly increases LLM awareness of your entity

- **High-Authority Mentions**

Cited in press, academic papers, or government resources

- **Structured Definitions**

Clear, concise definitions of key terms in your content

Content Formats LLMs Prefer

- **Numbered Lists**

Step-by-step instructions are easy for LLMs to extract and summarise

- **Definition Sections**

'What is X' sections with 1–2 sentence clear answers

- **Statistics with Sources**

Specific percentages or numbers cited with source year

- **Comparison Tables**

Side-by-side data that LLMs can use to answer comparison queries

- **FAQ Sections**

Explicit Q&A; format aligns with how users query AI assistants

GEO: The New Frontier of Visibility

Generative Engine Optimization (GEO) is the practice of optimising content to be cited, recommended, or referenced by AI-powered systems including ChatGPT, Perplexity, Gemini, and Google AI Overviews. Published research (Aggarwal et al., 2023) shows GEO tactics can increase AI citation rate by up to 40%.

40%	10x	65%	2026
Increase in AI citations from GEO tactics	More AI queries vs 2022	Users trust AI answers over links	Year GEO became mainstream strategy

The 8 Core GEO Tactics

1. Answer-First Writing	Lead every section with a direct, concise answer in the first 1–2 sentences (under 50 words). AI systems pull from opening statements most reliably.
2. Cite Credible Sources	Reference and link to authoritative data — academic papers, official reports, government data. LLMs prefer factual, sourced content over opinion.
3. Use Structured Formats	Deploy clear H2/H3 headers, bullet lists, numbered steps, and explicit FAQ sections. AI extracts structured information more accurately than prose.
4. Add Statistics & Data	Include specific numbers, percentages, and years: 'X% of marketers report...'. Quantifiable facts are disproportionately cited by AI systems.
5. Build Topical Authority	Create comprehensive content clusters around a topic — not just individual pages. LLMs favour sites recognised as domain authorities across a subject area.
6. Maintain Freshness	Update content regularly and display the last-modified date. AI retrieval systems prioritise recent information for fast-changing topics.
7. Entity Optimisation	Build your brand as a recognised knowledge entity: consistent mentions, Wikipedia entry if eligible, Wikidata record, Google Knowledge Panel.
8. Schema for AI	Implement speakable, FAQ, and Article schema to explicitly mark content that AI systems should extract and reference in generated answers.

GEO vs Traditional SEO: Side by Side

GEO does not replace traditional SEO — it extends it. Think of GEO as the additional layer you add on top of a solid SEO foundation to capture AI-driven search visibility.

Dimension	Traditional SEO	GEO (Generative Engine Optimization)
Primary Goal	Rank in top 10 organic blue links	Be cited inside AI-generated answers
Key Signals	Backlinks, keywords, page experience	Topical authority, structured facts, entity recognition
Content Format	Long-form keyword-optimised articles	Concise, direct, citable answer-first sections
Success Metric	Keyword rankings + organic traffic	AI citation rate + brand mention frequency
Optimisation Target	Search engine crawlers and algorithms	LLM training data and retrieval systems
Speed of Results	3–12 months for competitive terms	Weeks for new citations in AI tools
Tools Used	Ahrefs, SEMrush, GSC, Screaming Frog	ChatGPT, Perplexity, BrandMentions.com
Schema Focus	Rich results (FAQ, Product, Review)	Speakable, Article, Definition schemas
Link Importance	Very high (PageRank signal)	Moderate (helps entity recognition)
Freshness	Important for news/fast-changing topics	Critical — AI prioritises recent content strongly

How to Measure Your GEO Performance

Track These GEO Metrics

- **AI Citation Count**

Manually query ChatGPT/Perplexity: 'What do you know about [your brand/topic]?'

- **Brand Mention Volume**

Use BrandMentions, Mention.com, or Google Alerts to track unlinked citations

- **Knowledge Panel**

Check if Google has a Knowledge Panel for your brand/author entity

- **Share of Voice in AI**

Track if your site appears in AI Overview for your top 10 target queries

- **Direct Traffic Growth**

Increased brand search and direct visits signal growing brand authority

Monthly GEO Checklist

- Test your top 20 queries in ChatGPT and Perplexity
- Check if your brand is cited without prompting
- Update your top 5 pages with latest data and dates
- Add or update FAQ schema on key pages
- Search '[your brand] site:wikipedia.org' — build entry if missing
- Monitor new unlinked mentions; request links where possible

Keyword Research in the AI Era

In 2026, keyword research means understanding topics, entities, and search intent — not just finding high-volume terms. The goal is to map the full semantic landscape of a topic so your content cluster dominates both traditional and AI search.

Keyword Type	Examples	Monthly Volume	Difficulty	Best Use Case
Head Terms	'SEO', 'content marketing'	100K+	Very High	Brand authority / pillar pages only
Mid-Tail	'SEO strategy 2026'	5K–50K	Medium-High	Pillar content and main topic pages
Long-Tail	'how to do SEO for small business in India'	100–5K	Low-Medium	Blog posts, guides, how-tos
Question Keywords	'what is GEO in SEO?'	50–3K	Low	AI Overviews, featured snippets, FAQs
LSI / Semantic	Related concepts and entities to main topic	Varies	Low	Support and reinforce main page
Trending / Zero-Volume	New or niche emerging terms	< 100	Very Low	First-mover advantage positioning
Branded Keywords	'[YourBrand] + topic'	Varies	Low	Conversion-focused pages and comparisons
Competitor Gap	Keywords competitors rank for but you do not	Varies	Varies	Quick-win content opportunities

The Keyword Research Process

Step 1: Seed Keywords	Start with 10–20 broad terms your audience uses. Think about their job role, problems, goals, and the language they use (not industry jargon).
Step 2: Expand with Tools	Run seeds through Ahrefs, SEMrush, or Ubersuggest to get volume, difficulty, and related keyword ideas. Export everything.
Step 3: Intent Mapping	For each keyword, determine the dominant intent (informational, transactional, etc.) by manually checking SERP results.
Step 4: Cluster Keywords	Group keywords by topic and intent. Each cluster becomes one page. Never create two pages targeting the same intent — it causes cannibalisation.
Step 5: Prioritise	Score each cluster by: $\text{Volume} \times (1/\text{Difficulty}) \times \text{Business Value}$. Start with medium-tail, lower difficulty opportunities with clear business relevance.
Step 6: Build Content Calendar	Map each cluster to a content brief with a target publish date. Build pillar pages first, then cluster pages that link back to the pillar.

Keyword Tools & Clustering

Tool	Best For	Free Tier	Standout Feature
Google Keyword Planner	Volume data, Google Ads integration	Yes (free)	Direct Google data
Ahrefs Keywords Explorer	Comprehensive research + SERP analysis	Limited	Clicks metric, not just volume
SEMrush Keyword Magic	Largest keyword database; intent filter	Limited	Topic clustering at scale
Ubersuggest	Beginner-friendly, affordable	Yes (3/day)	Clean UI, good for starters
Google Search Console	Your real search query data	Free (essential)	Actual impressions and CTR
AlsoAsked.com	Question-based keyword mapping	Limited	PAA tree visualisation
AnswerThePublic	Visualising questions around a topic	Yes (limited)	Preposition and comparison queries
Keyword Surfer (extension)	Volume overlay while browsing Google	Free	Zero friction keyword research
Keyword Insights	AI-powered clustering at scale	Paid	Saves hours of manual grouping
Google Trends	Seasonal and trend analysis	Free	Trend direction + regional data

Keyword Cannibalisation — How to Detect and Fix It

Cannibalisation happens when two or more pages on your site compete for the same keyword. This confuses Google and splits ranking authority. Symptom: your ranking fluctuates between two of your own URLs.

How to Detect

- **GSC Query Report**

Filter by query; if two pages appear for same term = cannibalisation

- **'site:yourdomain.com keyword'**

Manual Google check reveals competing pages instantly

- **Ahrefs Site Explorer**

Organic keywords report shows multiple pages for same query

- **Screaming Frog**

Export all pages; filter by duplicate H1/title patterns

How to Fix

- **Consolidate**

Merge two thin pages into one comprehensive page

- **Canonical**

If both need to exist, point the weaker one to the stronger

- **Noindex**

Noindex the lower-value duplicate if it serves a UX purpose

- **Differentiate Intent**

If queries have different intent, the pages may not truly conflict

■ The Intent Clustering Rule

Group keywords by intent, not just by topic. Two keywords about 'SEO tools' might have completely different intents: 'SEO tools for beginners' (informational) vs 'SEO tools pricing' (commercial). These belong on separate pages. One intent = one page.

Content Strategy & Topic Clusters

In 2026, winning content strategy is not about publishing more — it is about building deep, interconnected topical authority. The Topic Cluster model signals expertise to both search engines and AI systems.

The Topic Cluster Model Explained

PILLAR PAGE 'The Complete SEO Guide 2026' Broad topic overview, 3,000+ words				
On-Page SEO (Cluster Page)	Technical SEO (Cluster Page)	Keyword Research (Cluster Page)	Link Building (Cluster Page)	Local SEO (Cluster Page)

Content Quality Framework — The 6 Pillars

Pillar	Definition	How to Implement
Depth	Goes beyond surface-level to answer follow-up questions	Check PAA boxes; answer all related questions on the page
Originality	Contains unique insight, data, or perspective not found elsewhere	Add original research, personal case studies, first-hand experience
Accuracy	Factually correct with up-to-date information and citations	Cite sources; add publish/update dates; expert review for YMYL
Readability	Easy to scan, read, and understand for the target audience	Short paragraphs; clear headers; bullet lists; plain language
Structure	Organised logically for both humans and AI extraction systems	Inverted pyramid; clear H2/H3; FAQ sections; numbered steps
Trust	Demonstrates E-E-A-T signals throughout the content	Author bio; external citations; transparent methodology; no clickbait

Content Refresh Strategy

Every 6 months: audit your top 20 traffic pages. Update statistics, add new sections, improve schema, and update the published date. Refreshed content can recover rankings within 2–4 weeks and signals freshness to both Google and AI retrieval systems.

AI Content: Rules & Best Practices

AI writing tools are now universal. Google's stance: AI-generated content is acceptable if it demonstrates genuine quality, accuracy, and E-E-A-T. Mass-produced, unedited AI content with no human expertise layer will be penalised.

The AI Content Spectrum

Approach	Google's View	Risk Level	Best Practice
AI-assisted drafts (human-edited)	Acceptable — same as any tool	Low	Use AI for structure; humans add expertise, data, experience
AI-generated + lightly edited	Acceptable if genuinely helpful	Medium	Editorial review required; add unique insight and sources
Mass AI-generated (no editing)	Violates Helpful Content guidelines	High	Do not publish — will be detected and penalised
AI research + human writing	Best practice	Very Low	Use AI for research, outlines, FAQs; humans write the content
AI for meta tags/schema	Fully acceptable	None	Highly recommended for scaling technical optimisation

AI Tools in Your SEO Workflow

Good Uses of AI in SEO

- **Content Briefs**

Generate outlines, heading structures, and content briefs at scale

- **FAQ Generation**

Extract common questions from PAA and create FAQ schema content

- **Meta Tag Drafts**

Draft title tags and meta descriptions for bulk page optimisation

- **Schema Generation**

Generate JSON-LD structured data for any schema type quickly

- **Keyword Clustering**

Use AI to group hundreds of keywords by topic and intent

- **Competitor Analysis**

Summarise competitor content to identify gaps and opportunities

- **Content Refresh**

Identify outdated sections and suggest updated information

Never Use AI For

- **YMYL Topics Unreviewed**

Health, finance, legal content must be reviewed by a qualified expert

- **Fabricating Statistics**

AI hallucinates data — always verify numbers before publishing

- **Author Personas**

Do not create fake expert authors — Google detects this

- **Replacing Real Experience**

First-hand experience, case studies, and expertise cannot be faked

- **Unedited Publication**

Never publish raw AI output — always apply editorial judgment

E-E-A-T: Your Authority Blueprint

E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) is Google's framework for evaluating content quality. It applies to both the page and the author. In 2026, it is the most impactful quality signal for sustained organic visibility.

E — Experience	E — Expertise	A — Authoritativeness	T — Trustworthiness
First-hand experience: 'I tested this', case studies, personal results, screenshots of real data.	Credentials, qualifications, years of experience, education, published work, professional recognition.	Cited by other authoritative sources, press mentions, industry awards, speaking engagements.	Transparency about authorship, editorial standards, privacy policy, clear contact information.

E-E-A-T Signals Checklist by Content Type

Content Type	E-E-A-T Requirements	Must-Have Elements
Blog / Guide	Show personal experience + expertise	Author bio with credentials, external citations, publish date
Product Review	First-hand product testing required	Personal photos/screenshots, pros/cons from use, comparison data
Medical / Health (YMYL)	Medical professional review required	MD/expert byline, peer-reviewed citations, fact-check date
Finance (YMYL)	Financial advisor or CFA review	Qualified author, regulatory disclosure, source dates
News / Current Events	Journalist credentials + editorial standards	Byline, publication date, corrections policy, editorial team page
How-To / Tutorial	Demonstrated experience with the process	Step-by-step with real screenshots, common mistakes, results shown

■ ■ YMYL Warning

YMYL (Your Money or Your Life) content — health, finance, legal, safety — faces the highest E-E-A-T scrutiny from Google's Quality Raters. Credentials, citations, and expert review are non-negotiable. Publishing YMYL content without proper E-E-A-T signals risks a manual penalty.

Building Author Authority in 2026

Author authority is now a standalone signal in Google's quality evaluation. Building your author entity across the web creates compound SEO benefits that grow over time.

The Author Entity Building Checklist

1. Author Bio Page	Create a detailed /author/[name] page: credentials, experience, education, publications, social profiles, and areas of expertise. Link to it from every article you write.
2. Consistent Bylines	Use the exact same name format across every platform: blog posts, guest articles, social profiles, press mentions, and academic citations.
3. LinkedIn Optimisation	Complete LinkedIn profile with your expertise keywords, detailed experience, and regular publishing. LinkedIn is a strong authority signal for Google.
4. Google Scholar / Academia	For academic or research-based content, publish on Google Scholar and Academia.edu to build formal academic authority signals.
5. Guest Publishing	Write for authoritative publications in your niche. Every byline on a high-DA site strengthens your author entity in Google's eyes.
6. Author Schema	Implement Person schema on your author page with sameAs links to all your social and professional profiles — tells Google all your profiles are one entity.
7. Media Mentions	Seek and earn journalist quotes and expert mentions in press articles. Use Connectively (HARO), Qwoted, and SourceBottle.
8. Wikipedia Entry	If you qualify for notability, a Wikipedia entry dramatically increases LLM awareness and Google Entity recognition of your personal brand.
9. Podcast Appearances	Being a guest on relevant podcasts builds both backlinks and entity recognition across multiple authoritative domains.
10. Wikidata Record	Create a Wikidata entry for your entity — it feeds directly into Google's Knowledge Graph and increases Knowledge Panel likelihood.

Local SEO in 2026

Local SEO is the practice of optimising your online presence to appear in geographically relevant searches. In 2026, the local search landscape includes Google Maps, Google AI Overviews for local queries, and voice/conversational search.

46%	76%	28%	88%
of Google searches have local intent	local mobile searchers visit business same day	local searches result in a purchase	trust online reviews as much as personal

Google Business Profile Optimisation

Claim & Verify	Claim your Google Business Profile and complete phone/postcard verification.
Business Category	Choose the most specific primary category; add all relevant secondary categories.
Business Description	Write a keyword-rich 750-character description covering your main services and location.
Photos	Upload minimum 10 high-quality photos: exterior, interior, team, products/services. Update monthly.
Opening Hours	Keep hours accurate including special hours for holidays and events.
Services/Products	List every service and product with descriptions and prices where possible.
Q&A; Section	Pre-populate the Q&A; section with your most frequently asked questions and answers.
Posts	Publish GBP posts weekly: offers, events, news. Posts appear in search results.
Review Strategy	Actively request reviews post-service; respond to all reviews within 24 hours.
Messaging	Enable GBP messaging and respond within 1 hour to maximise ranking boost.

Local Ranking Factors

Factor	Impact	Action
Google Business Profile completeness	■■■■■	100% profile completion; all sections filled
Review quantity and quality	■■■■■	Aim for 50+ reviews with 4.5+ average rating
NAP consistency across web	■■■■■	Identical name, address, phone in all directories
Local keyword relevance	■■■■■	City/region in title tags, H1, content, and GBP
Website authority	■■■	Domain authority and local backlinks matter
Proximity to searcher	■■■	Cannot control; mitigate with strong profile signals

Voice & Visual Search in 2026

Voice Search Optimisation

- **Conversational Queries**

Voice queries are 3–5 words longer and more natural. Optimise for full questions.

- **Featured Snippet = Position 0**

Voice assistants read the featured snippet aloud. Target position 0 for your core queries.

- **FAQ Pages**

Create FAQ content that directly mirrors common voice search phrasing.

- **Local Voice**

'Near me' and 'open now' queries: ensure GBP is fully optimised with current hours.

- **Page Speed**

Voice search favours fast pages — target < 3 second load time.

- **Speakable Schema**

Mark content suitable for text-to-speech with speakable schema.

- **29-Word Answers**

Average voice search result is ~29 words — write concise direct answers.

- **HTTPS**

90%+ of voice results come from HTTPS sites — SSL is mandatory.

Visual Search Optimisation

- **Google Lens**

250B+ Lens searches/month. Optimise product and how-to images for visual discovery.

- **Descriptive Alt Text**

Detailed alt text describes what is in the image for Lens and accessibility.

- **Image File Names**

Use descriptive filenames: 'seo-checklist-2026.webp' not 'img001.webp'.

- **Structured Data**

Product, Recipe, and ImageObject schema helps visual search indexing.

- **High Image Quality**

Sharp, well-lit, unique images. Avoid stock photos for product pages.

- **Image Sitemaps**

Submit an image sitemap to ensure Googlebot crawls all your images.

- **Context Signals**

Surrounding text and page topic reinforce image relevance for queries.

- **Pinterest / Social**

Visual platforms feed into Google's visual understanding of your brand.

Optimising for ChatGPT Voice (Advanced)

ChatGPT's voice mode and Apple Siri's integration with ChatGPT create a new surface for AI-powered voice answers. These systems pull from ChatGPT's knowledge and web search. GEO tactics — particularly structured answers, entity building, and AI citations — directly increase your visibility in these voice-AI intersections.

Voice Search Quick Wins

1) Answer 'who/what/where/when/how' questions explicitly in your content. 2) Add an FAQ section to every major page. 3) Structure answers as one clear sentence followed by elaboration. 4) Use Google's 'People Also Ask' for your keywords to discover voice query patterns. 5) Implement speakable schema on your Q&A; and FAQ pages.

Schema Markup & Structured Data

Schema markup is code you add to pages to help search engines understand your content's meaning. In 2026, it is also the primary way to flag content for AI Overview inclusion and voice search extraction.

Essential Schema Types for 2026

Schema Type	Use Case	Rich Result Unlocked
Article / NewsArticle	Blog posts, news articles, guides	Article rich result; AI Overview eligibility
FAQ	Frequently asked questions section	Expandable FAQ dropdown in SERP
HowTo	Step-by-step instructional content	Step-by-step rich result with images
Product	E-commerce product pages	Price, rating, availability in SERP
Review / AggregateRating	Reviews and star ratings	Star ratings snippet in search results
LocalBusiness	Local business pages	Google Maps and local pack integration
Person	Author pages and personal brands	Knowledge Panel; authorship recognition
Organization	Company about/homepage	Sitelinks, Knowledge Panel, logo in search
BreadcrumbList	Site navigation hierarchy	Breadcrumb trail shown in URL in SERP
Speakable	Content suitable for text-to-speech	Voice assistant reading eligibility
VideoObject	Video content pages	Video rich result with thumbnail and duration
Event	Events and webinars	Event rich result with date and location

How to Implement Schema (JSON-LD)

Implementation Steps

- **Use JSON-LD**

Recommended by Google — add in [script] tag in [head] or [body]

- **Schema Generator**

Use schema.org generators or Google's Rich Results Test tool

- **WordPress Plugins**

Rank Math, Yoast SEO, or Schema Pro automate most schema types

- **Test Before Publishing**

Validate in Google Rich Results Test before and after publishing

- **Monitor in GSC**

Check Enhancements section in GSC for structured data errors

Common Schema Errors to Avoid

- **Missing Required Fields**

Each schema type has required properties — check schema.org docs

- **Mismatched Content**

Schema must describe what is actually on the page — no false claims

- **Duplicate Schema**

Avoid adding the same schema type twice; it causes parsing confusion

- **Outdated Markup**

Keep prices, dates, and availability schema updated in real-time

- **Invisible Content**

Never mark up content the user cannot see on the page

Internal Linking Architecture

Internal linking is one of the most impactful and most neglected SEO tactics. A strategic internal link architecture distributes PageRank, establishes topical authority, and ensures every important page is crawlable.

The Topic Cluster Linking Model

Link Type	Direction	Purpose	Best Practice
Pillar → Cluster	Hub page links to all subtopic pages	Distribute authority; declare topic ownership	Link from relevant sections, not just a sidebar list
Cluster → Pillar	Every subtopic page links back to hub	Consolidate signals back to the main pillar	Use consistent anchor text matching pillar H1
Cluster → Cluster	Related subtopics link to each other	Build semantic topic web; reduce orphan pages	Only link when genuinely relevant to the reader
Global Navigation	Header/footer links to key pages	Ensure key pages get crawled and prioritised	Limit to 5–7 links; prioritise conversion pages
Contextual Links	In-content links within body text	Highest PageRank value; most natural for users	Use descriptive anchor text; 3–5 per page minimum

Internal Linking Best Practices

Do This

- **Use Descriptive Anchors**

'See our complete guide to technical SEO' not 'click here'

- **Link Deep**

Link to inner pages, not just the homepage or category pages

- **Fix Orphan Pages**

Run a crawl monthly; every page should have ≥ 1 internal link

- **3–5 Links Per Page**

Minimum; more is fine if contextually natural

- **Prioritise High-Value Pages**

Link more frequently to pages you want to rank and convert

- **Use Hub Pages**

Create dedicated resource/hub pages that aggregate cluster links

Avoid This

- **Over-Optimised Anchors**

Using exact-match keyword anchors on every internal link

- **Navigation-Only Links**

Relying on menus rather than in-content editorial links

- **Too Many Links**

Hundreds of links on one page dilutes each link's PageRank value

- **Redirect Links**

Always update internal links pointing to redirected pages

- **Broken Internal Links**

Run monthly crawl audits; fix 404s in internal link paths

- **Nofollow on Internal Links**

Never nofollow internal links — you are wasting your own equity

PageRank Sculpting in 2026

Identify your most important commercial pages (pricing, services, product). Audit how many internal links point to them. If blog posts have 10x more internal links than your conversion pages, you are sending the wrong signal. Rebalance your linking to prioritise pages that drive business outcomes.

SEO for LinkedIn Creators

LinkedIn has its own search algorithm that governs who sees your profile and content. Optimising for LinkedIn search directly grows your audience, authority, and brand visibility — and feeds back into Google's E-E-A-T signals for your personal brand.

LinkedIn Profile SEO

Headline (220 chars)	Include your top 2–3 keywords naturally: 'SEO Strategist AI Content Creator LinkedIn Educator'. This is the #1 LinkedIn search field.
About Section	First 3 lines appear in search before 'see more' click. Include primary keywords, your core offer, and who you help. Keyword density matters here.
Experience Titles	Use industry-standard job titles that people actually search for. Not 'Chief Growth Wizard' — 'Head of SEO'.
Skills Section	Add all 50 skills. The top 3 that get endorsed carry the most weight. Prioritise skills matching your target queries.
Featured Section	Link to your best performing content pieces. This signals authority and increases profile completeness score.
Creator Mode	Enable Creator Mode for topic tags, newsletter access, and enhanced analytics.
LinkedIn Newsletter	Start a newsletter on your core topic. Subscribers get email notifications — massive organic reach boost.
Recommendations	Request recommendations from clients and collaborators — keyword-rich testimonials improve profile authority.
Location & Industry	Keep location accurate and industry precise — LinkedIn uses these for recommended search results.

Content SEO on LinkedIn

Content Type	Algorithm Boost	Reach Multiplier	Best Practice
Native Carousels (PDF slides)	■■■■■	3–5x vs link posts	10–20 slides; strong visual hook; CTA on last slide
Native Video	■■■■■	4–6x vs text	Subtitles essential; hook in first 3 seconds
Text-Only Personal Story	■■■■	2–3x vs link posts	Authentic narrative; 200–400 words; no external links
Polls	■■■■	High engagement rate	Controversial or practical question; 4 options
Long-Form Article	■■■	Google-indexed	1,000+ words; keyword-rich; SEO value beyond LinkedIn
External Link Posts	■■	Suppressed in feed	Put link in first comment; not in post body

LinkedIn Content That Ranks & Converts

LinkedIn content that performs well in 2026 combines SEO best practices with the platform's unique algorithm signals. Here is the complete playbook.

The LinkedIn Algorithm in 2026

Signals That Boost Reach

- **Dwell Time**

LinkedIn measures how long users pause on your post — write content that stops the scroll

- **Early Engagement**

Likes and comments in first 60 minutes after posting significantly boost distribution

- **Comment Quality**

Substantive comments (not emojis) carry more weight than likes

- **Shares**

Public shares without editing your post = high-trust signal to algorithm

- **Profile Strength**

All-Star profile status gets content distributed more broadly

- **Posting Consistency**

Consistent creators (3–5x/week) get preferential distribution over time

- **Niche Authority**

Topic tags and consistent content theme signal creator expertise

Content Repurposing for SEO

- **Blog → Carousel**

Extract each H2 as a slide → 10-slide carousel post with full visual

- **Stats → Data Post**

Turn one statistic + insight into a standalone impact post

- **FAQ → Poll**

Turn top reader questions into LinkedIn polls for engagement

- **Guide → Newsletter**

Serialise a long-form guide as a LinkedIn Newsletter series

- **Podcast → Quote Card**

Turn a key quote from any podcast into a branded quote graphic

- **Case Study → Story**

Turn a client result into a first-person narrative post

- **List Post → Carousel**

Convert 10 SEO tips into a swipeable slide deck

LinkedIn + Google SEO Intersection

LinkedIn articles and newsletters are indexed by Google. A well-written LinkedIn article targeting an informational keyword can rank on Google and drive traffic back to your personal brand. Optimise LinkedIn articles with: keyword-rich headline, structured H2 tags, outbound links to your website, and a CTA linking to your lead magnet or services page.

Creator Brand Building Flywheel

Publish SEO-optimised blog content → Repurpose key insights as LinkedIn posts → LinkedIn audience discovers your brand → Branded search volume increases → Google rewards brand signals with ranking boost → More organic traffic → More email subscribers → More LinkedIn followers. The flywheel compounds.

Core Web Vitals Deep Dive

Core Web Vitals are measured using both field data (real user experience from CrUX) and lab data (simulated tests). Google uses field data for ranking. Both must be monitored regularly.

LCP Deep Dive — The Most Impactful CWV

LCP Element	Typical Issue	Fix
Hero Image (most common)	Image not preloaded; large file size; no CDN	Add preload link tag; convert to WebP; use CDN
Background Image (CSS)	Cannot be preloaded with standard methods	Use [img] instead of CSS background for hero
Text Block	Web fonts blocking render	font-display: swap; self-host fonts; subset fonts
Video Poster	Video with large poster image loading slowly	Preload poster; compress image; use WebP format
Server-Rendered HTML	Slow TTFB from server processing	Upgrade hosting; add server-side caching; use Redis

INP Deep Dive — The Newest Metric

INP (Interaction to Next Paint) replaced FID in March 2024. It measures the full interaction latency — from click to visual response — for all interactions, not just the first one. It is harder to optimise than FID.

Common INP Issues

- **Long JavaScript Tasks**

Tasks > 50ms block the main thread. Break into smaller chunks with `setTimeout`

- **Excessive DOM Size**

Large DOM (> 1,500 nodes) slows rendering. Virtualise long lists

- **Layout Thrashing**

Reading and writing DOM in alternating cycles. Batch DOM reads then writes

- **Unoptimised Event Handlers**

Heavy onclick handlers. Move work off main thread with Web Workers

- **Third-Party Scripts**

Analytics, chat widgets, ad scripts contribute to INP. Audit and defer

INP Fix Strategies

- **Code Splitting**

Use dynamic imports to only load JS needed for current interaction

- **Debounce/Throttle**

Limit how often event handlers fire on scroll/resize/input

- **Scheduler API**

Use `scheduler.postTask()` to yield to the browser between tasks

- **Reduce Third-Party Impact**

Load third parties with `async`; use Partytown for heavy scripts

- **Profile with DevTools**

Chrome DevTools Performance tab shows long tasks by script origin

Mobile-First & Site Speed

Google has been mobile-first indexed since 2023. Your mobile version is the version Google crawls and ranks. Site speed directly affects both rankings and conversion rate — a 1-second delay in mobile load time reduces conversions by up to 20%.

Mobile-First Optimisation Checklist

Mobile Design Essentials

- **Responsive Design**

CSS breakpoints adapt layout to any screen size; no horizontal scroll

- **Touch Targets**

Buttons and links minimum 48x48px; no closely spaced tap targets

- **Font Readability**

Body text minimum 16px on mobile; adequate line height

- **Viewport Meta Tag**

[meta name='viewport' content='width=device-width'] in every page

- **No Interstitials**

Pop-ups that block content on mobile trigger Google penalty

- **Mobile Navigation**

Hamburger menus acceptable; ensure critical links are accessible

- **Thumb-Friendly Layout**

Key actions in thumb zone; avoid top-of-screen-only navigation

Speed Optimisation Stack

- **CDN**

Content Delivery Network reduces latency; Cloudflare is the most common

- **Image Compression**

TinyPNG or Squoosh; WebP/AVIF saves 25–50% file size

- **Lazy Loading**

native loading='lazy' on all below-fold images and iframes

- **Browser Caching**

Set long Cache-Control headers for static assets

- **GZIP / Brotli**

Server-level compression reduces HTML/CSS/JS transfer size by 70%

- **Critical CSS**

Inline above-fold CSS; defer all other stylesheets

- **Eliminate Render-Blocking**

Async/defer all non-critical JavaScript files

Site Speed Benchmarks

Metric	Excellent	Good	Needs Improvement	Poor
Time to First Byte (TTFB)	< 200ms	200–600ms	600ms–1s	> 1 second
First Contentful Paint (FCP)	< 1.0s	1.0–1.8s	1.8–3.0s	> 3 seconds
Largest Contentful Paint (LCP)	< 1.5s	1.5–2.5s	2.5–4.0s	> 4 seconds
Total Blocking Time (TBT)	< 150ms	150–350ms	350–600ms	> 600ms
Speed Index	< 1.3s	1.3–3.4s	3.4–5.8s	> 5.8 seconds

SEO Analytics & KPI Framework

Measuring the right metrics is what separates strategic SEOs from busy ones. In 2026, with AI-driven search changing traffic patterns, traditional ranking-only measurement is insufficient — you need a full-funnel view.

The Full SEO Measurement Framework

KPI	What It Tells You	Tool	Target / Benchmark
Organic Traffic (Sessions)	Total visits from search engines	GA4	Month-over-month growth; YoY comparison
Organic Clicks	Actual clicks from Google (not estimated)	Google Search Console	Grow consistently; watch for CTR drops
Impressions	How often pages appear in search results	Google Search Console	Rising impressions = gaining visibility
Average CTR	% of impressions converting to clicks	Google Search Console	> 3% non-branded; > 15% branded terms
Avg. Position	Average ranking position for all queries	Google Search Console	Target top 5 for primary; < 20 for secondary
Keyword Rankings	Position for specific tracked keywords	Ahrefs / SEMrush	Top 10 primary keywords; top 3 for brand
Domain Rating / DA	Overall site authority score	Ahrefs (DR) / Moz (DA)	Grow consistently over 6–12 month periods
New Referring Domains	Unique sites linking to you each month	Ahrefs	5–20 new domains/month depending on scale
Core Web Vitals	LCP, INP, CLS field data scores	GSC / CrUX	All 'Good' (green) across all URLs
Organic Conversions	Leads, sales, sign-ups from organic search	GA4 Goals	Improve organic conversion rate quarterly
Share of Voice	% of total topic visibility vs competitors	SEMrush	Outpace competitors in target topic clusters
AI Citation Rate	Brand cited in ChatGPT/Perplexity answers	Manual testing	Track monthly; grow over time

■ Monthly SEO Report Template

Section 1: Executive Summary (traffic up/down %, top wins). Section 2: GSC snapshot (clicks, impressions, CTR, avg position). Section 3: Ranking Movement (top 20 keywords, up/down). Section 4: Backlink Report (new links, lost links, referring domain count). Section 5: Technical Health (crawl errors, CWV status). Section 6: Conversions (organic leads/revenue this month vs last month).

Google Search Console Mastery

Google Search Console is the single most valuable free SEO tool available. It provides real data directly from Google about how your site performs in search. Mastering GSC is non-negotiable for any SEO professional.

GSC Reports You Should Review Weekly

Performance Report	Filter by Date > Last 3 Months. Sort by Impressions. Identify: (1) High impressions, low CTR pages — rewrite title/meta. (2) Position 5–15 keywords — small improvements could jump to page 1.
URL Inspection	Test individual URLs to see exactly how Google sees them. Check rendered HTML, last crawl date, and indexing status before publishing anything important.
Index Coverage	Shows all indexed vs non-indexed pages with reasons. Fix 'Crawled — currently not indexed' errors — these are missed ranking opportunities.
Core Web Vitals	URL-level CWV field data. The most accurate measure of real-user experience. Fix all 'Poor' URLs first, then 'Needs Improvement'.
Enhancements	Check for structured data errors and rich result eligibility. Errors here mean lost rich snippet opportunities.
Links Report	Your top linked pages and external links. Cross-reference with Ahrefs for full picture.
Manual Actions	Immediately check after any Google algorithm update. Manual penalty = urgent fix required.
Security Issues	HTTPS errors, malware, hacking alerts. These cause immediate ranking drops.

Advanced GSC Tactics

Finding Quick Wins

- **Position 5–15 Filter**

Filter queries at avg position 5–15. These are your '30-day quick wins'

- **CTR vs Position**

High position, low CTR = title/meta problem. Rewrite for click appeal

- **Device Segmentation**

Compare mobile vs desktop CTR — often reveals mobile UX issues

- **Page Segmentation**

Add a page filter to see query data for a specific URL — gold for optimising existing content

GSC + GA4 Integration

- **Import GSC to GA4**

Connect GSC to GA4 for landing page organic data in one dashboard

- **Organic Revenue**

Create a GA4 custom report: organic source + conversion events

- **Funnel Analysis**

Which organic landing pages convert best? Scale their link building

- **Content Decay**

GSC shows when a page's clicks start declining — refresh signal

The Complete 2026 SEO Tools Stack

Category	Tool	Primary Use	Price (2026)
All-in-One	Ahrefs	KW research, backlink analysis, site audit, rank tracking	From \$129/mo
All-in-One	SEMrush	Competitor analysis, content marketing hub, PPC data	From \$139/mo
Free Essentials	Google Search Console	Real search performance data from Google directly	Free
Free Essentials	Google Analytics 4	Traffic analysis, conversions, audience behaviour	Free
Free Essentials	Bing Webmaster Tools	Submit to Bing/ChatGPT Search index; diagnostics	Free
Technical	Screaming Frog SEO Spider	Full site crawl, broken links, redirect audits	Free / £259/yr
Technical	PageSpeed Insights	CWV scoring + actionable performance fixes	Free
Technical	Sitebulb	Visual site architecture and crawl reports	Paid
Content	Surfer SEO	NLP-based on-page optimisation, content grading	From \$99/mo
Content	Clearscope	Keyword grading and AI content brief generation	From \$199/mo
Content	MarketMuse	Topic authority modelling and content gap analysis	From \$149/mo
AI Writing	Claude / ChatGPT	Drafting, research, outline generation, schema code	From \$20/mo
AI SEO	Alli AI	Site-wide SEO automation at scale	From \$299/mo
Link Building	Hunter.io	Find email addresses for outreach campaigns	Free / Paid
Link Building	Pitchbox	Outreach CRM and automation platform	Paid
Local SEO	BrightLocal	Local rank tracking, GBP management, citation building	From \$39/mo
Local SEO	Whitespark	Local citation building and reputation management	From \$33/mo
Analytics	Looker Studio	Custom SEO dashboards and automated reporting	Free
Schema	Schema App / Merkle	Generate and manage structured data at scale	Free / Paid
Rank Tracking	STAT Search Analytics	Daily rank tracking at URL-level; large sites	Paid

■ Starter Stack (Under \$50/month)

Google Search Console + Google Analytics 4 (both free) + Ubersuggest (\$29/mo) + Screaming Frog free version (500 URLs) + Google PageSpeed Insights (free). This covers 80% of what you need to start growing organic traffic significantly.

AI Tools for SEO Workflows

AI tools have transformed SEO productivity. Tasks that took hours now take minutes. Here is how to integrate AI into every part of your SEO workflow effectively.

AI-Powered SEO Workflow Map

SEO Task	AI Tool	Prompt / Use Case	Time Saved
Keyword Clustering	ChatGPT / Claude	'Cluster these 200 keywords by topic and intent: [list]'	3–4 hours → 10 min
Content Brief	Claude	'Create a detailed SEO brief for [keyword] targeting [audience]'	2 hours → 15 min
FAQ Generation	ChatGPT	'List 20 questions users have about [topic] for FAQ schema'	1 hour → 5 min
Schema Markup	Claude	'Write Article + FAQ JSON-LD schema for this content: [paste]'	30 min → 2 min
Title Tag Variants	ChatGPT	'Write 10 title tag variants for [keyword] under 60 chars'	30 min → 3 min
Meta Description	Claude	'Write 5 meta descriptions for [page URL/topic], 155 chars'	20 min → 2 min
Competitor Analysis	Perplexity	'What SEO strategies does [competitor.com] use?'	2 hours → 20 min
Content Refresh	Claude	'Here is my old article [paste]. What sections need updating?'	1 hour → 15 min
Internal Link Suggestions	ChatGPT	'Suggest internal links for this new article from [site's topics]'	45 min → 5 min
Outreach Email	Claude	'Write a personalised link request email for [context]'	30 min → 5 min

Effective AI Prompting for SEO

Prompt Best Practices

- **Give Context**

State: your audience, the goal, the platform, and any constraints

- **Be Specific**

'Write 5 title tags for [keyword] under 60 chars for [audience]' > 'write title tags'

- **Provide Examples**

Paste examples of what you want: 'Here's an example of a good title tag: [example]'

- **Iterate**

First output is rarely final — ask for improvements: 'Make option 3 more compelling'

- **Fact-Check Everything**

AI hallucinates data. Always verify statistics, names, and URLs before publishing

Limitations to Know

- **Knowledge Cutoffs**

AI may not know recent algorithm updates or new tools

- **Hallucinated Stats**

Always verify any numbers AI produces before using them

- **No Personal Experience**

AI cannot replicate real first-hand experience or case studies

- **Generic Output Risk**

Without detailed prompts, AI defaults to generic content

- **Not a Replacement**

AI scales your work — it does not replace SEO expertise and judgment

Competitor SEO Analysis

Competitive SEO analysis tells you exactly what is working in your niche, what opportunities your competitors have captured, and where your biggest gaps are. Do a full competitor audit before building any SEO strategy.

The 5-Step Competitor Analysis Framework

Step 1: Identify Competitors	In Ahrefs or SEMrush, enter your domain and view 'Organic Competitors'. These are sites that rank for the same keywords as you — often different from your business competitors.
Step 2: Keyword Gap	Use Ahrefs Keyword Gap or SEMrush Keyword Gap tool. Enter your top 3 competitors and find keywords they rank for that you do not. Filter by volume > 100 and difficulty < 50 for quick wins.
Step 3: Backlink Gap	Use Ahrefs Link Intersect. Find domains linking to 2 or more competitors but not to you. These are your most qualified outreach targets.
Step 4: Content Gap	Manually review competitor top pages (by traffic in Ahrefs). What are their top 20 pages? What topics are they ranking for that you have not covered yet?
Step 5: Monitor Ongoing	Set up Ahrefs Alerts or SEMrush Notifications for competitor new backlinks, ranking changes, and new content. React strategically.

Competitor Analysis Checklist

Content Analysis

- What content format do top pages use?
- Average word count and depth of top content
- Topics they cover that you have not
- Schema types they implement
- Content update frequency
- Author credentials they display
- Internal linking patterns in top pages

Technical & Authority Analysis

- Domain Rating / Domain Authority comparison
- Number of referring domains vs yours
- Page speed scores vs your site
- Core Web Vitals comparison
- Breadth of schema markup implemented
- Mobile experience quality
- Site architecture and URL structure approach

SEO for E-Commerce in 2026

E-commerce SEO has unique challenges: large product catalogues, dynamic faceted navigation, duplicate content risks, and high purchase-intent competition. Here is the framework for dominating e-commerce search in 2026.

E-Commerce SEO Priority Stack

Priority	Area	Tactics
1 (Critical)	Product Page Optimisation	Unique descriptions (not manufacturer copy); Product schema with price/availability; reviews markup; image alt text
2 (Critical)	Faceted Navigation	Use noindex or canonical on filtered/sorted URLs to prevent duplicate content at scale
3 (High)	Category Page SEO	Treat category pages as landing pages: unique intro copy, H1, optimised meta, internal links to products
4 (High)	Internal Search	Canonicalise or noindex internal search results pages — Google sees them as thin content
5 (High)	Google Shopping	Optimise Google Merchant Centre feed: titles, descriptions, GTINs, high-quality images
6 (Medium)	Blog / Content Hub	Informational content targeting 'best [product type]' and 'how to choose [product]' queries
7 (Medium)	Breadcrumb Schema	BreadcrumbList schema on every product and category page for rich result breadcrumbs
8 (Medium)	Page Speed for PDPs	Product pages must load in < 3 seconds on mobile — compress images, defer scripts

Avoiding Common E-Commerce SEO Traps

Common Problems

- **Duplicate Product Descriptions**

Manufacturer descriptions used across thousands of pages

- **Thin Category Pages**

Category pages with just a product grid and no content

- **Crawl Budget Waste**

Faceted nav creating millions of near-identical URLs

- **Out-of-Stock Pages**

Removing pages for out-of-stock products loses rankings

- **Pagination Issues**

Paginated category pages without proper rel=next handling

Solutions

- **Unique Descriptions**

Invest in unique copy for top 20% of products; use AI for the rest

- **Category Intro Copy**

Add 100–200 words of optimised intro text above the product grid

- **Robots/Canonical**

Use robots.txt and canonical tags to control faceted URL indexing

- **Keep Pages Live**

Mark out-of-stock but keep the page; add similar product links

- **Load More Pattern**

Use infinite scroll or load more with proper URL/canonical handling

International & Multilingual SEO

International SEO ensures search engines serve the correct language and regional version of your content to users in different markets. Getting hreflang wrong is one of the most impactful — and fixable — technical SEO errors.

URL Structure Options for International Sites

Structure	Example	Pros	Cons	Recommended For
ccTLD	example.de	Strongest geo-signal; separate authority	Most expensive; hardest to manage	Large enterprises, major markets
Subdomain	de.example.com	Easier than ccTLD; separate in GSC	Splits domain authority	Mid-size businesses
Subdirectory	example.com/de/	Shares domain authority; easiest to manage	Weaker geo-signal than ccTLD	Most businesses — recommended

Hreflang Implementation Guide

What is Hreflang	An HTML attribute that tells Google which language/region version of a page to show to users in different countries. Critical for multilingual and multi-regional sites.
Basic Syntax	<code>link rel=alternate hreflang=en-gb href=example.com/uk/page</code> Place in [head] of each language variant. Always include x-default.
x-default Tag	Add <code>hreflang='x-default'</code> pointing to your international fallback page. Shown to users when no specific language variant matches their browser settings.
Bidirectional Requirement	Every page must reference all its variants AND itself. If Page A references Page B, Page B must reference Page A — or Google ignores both.
Common Errors	Incorrect language codes (use BCP 47 format: en-US, not en_US); missing x-default; non-canonical pages in hreflang; broken URLs in hreflang attributes.
GSC Monitoring	Check International Targeting report in GSC for hreflang errors. Fix all errors — they prevent correct geo-targeting entirely.
Content Translation	Machine translation alone is insufficient. Use professional translators or native-speaker editors. AI translation for drafts; humans for final copy.

Google Penalties & Algorithm Recovery

Google penalties can cause sudden, dramatic ranking drops. Understanding the types of penalties and the correct recovery process is critical for any site that depends on organic traffic.

Types of Google Penalties

Type	Trigger	How to Detect	Recovery Time
Manual Action (Spam)	Violation of Google Search Essentials guidelines	GSC > Manual Actions (red warning shown)	2–4 weeks after reconsideration request
Manual Action (Links)	Unnatural inbound or outbound link patterns	GSC > Manual Actions (link-related warning)	4–8 weeks after disavow + reconsideration
Core Algorithm Update	Content quality, E-E-A-T, or relevance issues	Traffic drop aligning with known update date	Next major core update (months)
Helpful Content System	HCS-targeted; thin, AI-spammy, or unhelpful content	Gradual traffic decline post HCU update	Months; requires full site content audit
Page Experience Update	Poor Core Web Vitals across the site	Traffic drop + red CWV report in GSC	2–6 weeks after fixes are deployed
HTTPS Penalty	Insecure pages or mixed content	Non-HTTPS URLs in GSC; browser warnings	Days after SSL implementation

Algorithm Recovery Checklist

After a Traffic Drop

- **Confirm the Update**

Check Google Search Status Dashboard; Semrush Sensor; Glenn Gabe's tracker

- **Identify Affected Pages**

Filter GA4 by page; identify which URLs lost the most traffic

- **Analyse the Pattern**

Are affected pages thin? Low E-E-A-T? Slow? Wrong intent?

- **Competitor Check**

Which sites gained your lost rankings? What are they doing better?

- **Content Audit**

Run a full site content quality audit using your metrics framework

- **Fix Root Cause**

Address the underlying quality issue — not just surface symptoms

Recovery Actions by Type

- **Core Update**

Improve content quality, depth, E-E-A-T, and search intent alignment

- **HCU / Spam**

Remove or noindex thin content; rewrite poor pages; audit AI content

- **Manual Action**

Fix the violation; file a reconsideration request in GSC

- **Link Penalty**

Disavow toxic links via GSC Disavow Tool; remove what you can

- **Technical**

Fix Core Web Vitals, HTTPS, and crawlability issues immediately

- **Patience**

Core algorithm recoveries take months — commit to quality, not shortcuts

20 SEO Mistakes to Avoid in 2026

These are the most common, highest-impact SEO mistakes seen across thousands of sites. Avoiding them alone will put you ahead of most competitors.

1. Ignoring Search Intent

Creating informational content for transactional queries — or vice versa — is the single biggest on-page SEO mistake.

2. Keyword Cannibalisation

Multiple pages targeting the same keyword split your authority. Consolidate or differentiate.

3. Skipping Technical Audits

Silent technical issues accumulate. Run a full crawl audit at least once per quarter.

4. Thin Content

Publishing low-value pages just to 'cover' a topic — Google's Helpful Content system targets these directly.

5. Buying Spammy Links

Low-quality link schemes still trigger Google penalties in 2026. Risk not worth any short-term gain.

6. Ignoring Core Web Vitals

Slow, unstable pages lose rankings to faster competitors. CWV are a direct ranking signal.

7. No Author Pages

Anonymous content without E-E-A-T signals underperforms — especially in YMYL categories.

8. Over-Optimised Anchors

Using exact-match keyword anchors on every internal link looks manipulative to Google's algorithm.

9. Missing Schema Markup

No structured data means no rich results — wasted featured snippet and AI Overview opportunities.

10. Designing Desktop-First

Google indexes mobile first. Building for desktop first means your SEO foundation is wrong.

11. No Internal Linking Strategy

Siloed content without internal links wastes crawl budget and fails to distribute PageRank effectively.

12. Ignoring Old Content

Not updating ageing posts lets them lose rankings to fresher, better content. Refresh quarterly.

13. Duplicate Meta Tags

Pages sharing title/description tags are an indexing red flag. Every page needs unique meta.

14. Not Optimising for AI

Writing without structure or GEO principles means missing AI Overview citations entirely.

15. Chasing Rankings Blindly

Position tracking without tracking clicks, conversions, and revenue is vanity metrics reporting.

16. Copying Competitors

Mirroring competitor strategy without your own angle means you always lag — never lead.

17. Ignoring Brand Building

Pure technical SEO without brand is limited. SEO + brand = compound, self-reinforcing growth.

18. Not Using GSC Data

Google gives you the highest-quality search data for free. Not using it daily is inexcusable.

19. Impatience

Expecting ranking results in weeks. SEO compounds over 3–12 months. Plant the seeds early.

20. No Content Calendar

Publishing inconsistently breaks topical authority momentum. Consistency is a compound SEO signal.

The GEO Playbook: Full Checklist

This is your complete GEO implementation checklist. Systematically working through these steps will significantly increase your brand's citation rate in AI-powered search engines within 60–90 days.

Phase 1: Content Foundation (Week 1–2)

- Audit your top 20 pages — does each answer its primary question in the first 100 words?
- Rewrite opening paragraphs of top pages using answer-first structure
- Add an FAQ section (minimum 5 Q&As;) to every major content page
- Implement FAQ schema (JSON-LD) on all FAQ sections
- Add Article schema with author, datePublished, dateModified to all blog posts
- Convert long prose sections into numbered lists or bullet points where appropriate
- Identify 10 statistics you can own — find original data or commission a small survey

Phase 2: Authority Building (Week 3–4)

- Create or update your About page with full credentials, experience, and media mentions
- Create a detailed author page with Person schema and sameAs profile links
- Claim and optimise your Google Knowledge Panel if available
- Check if you have a Wikidata entry; create one if you qualify
- Publish or update your LinkedIn profile with comprehensive expertise signals
- Submit guest articles to 3 authoritative publications in your niche this month
- Sign up for Connectively (HARO) and respond to 5 relevant journalist queries

Phase 3: Testing & Measurement (Week 5–6)

- Test your top 20 queries in ChatGPT: 'What should I know about [your topic]?'
- Test the same queries in Perplexity — note which sources are cited
- Test in Google with 'AI Overview' visible — does your content appear?
- Set up BrandMentions.com or Mention.com for ongoing AI citation monitoring
- Create a GEO tracking spreadsheet: query, AI platform, cited? Y/N, date tested
- Identify content gaps where competitors are cited but you are not
- Plan content to fill top 5 citation gaps identified

Phase 4: Scale (Month 2–3)

- Expand FAQ sections across all pillar and cluster pages
- Add speakable schema to pages targeting voice search queries
- Update all content with 2026 dates and latest statistics
- Build a dedicated 'Statistics about [your topic]' page — becomes a citation magnet
- Create a comprehensive glossary/definitions page for your industry
- Publish an original data study or survey — then distribute via digital PR
- Re-test all queries monthly; track citation rate as primary GEO KPI

30-Day SEO Quick-Start Action Plan

Use this step-by-step checklist to implement foundational SEO in your first 30 days. Each task is prioritised by impact. Complete in order for best results.

WEEK 1 — Technical Foundation

■	Set up Google Search Console; verify all site properties (www + non-www)
■	Set up Google Analytics 4 with conversion tracking for key goals
■	Submit to Bing Webmaster Tools (free visibility in ChatGPT Search index)
■	Run Screaming Frog crawl; export and fix all broken links and redirect chains
■	Submit your XML sitemap in GSC and Bing Webmaster Tools
■	Check robots.txt — ensure CSS/JS are not being blocked from Googlebot
■	Test Core Web Vitals on your top 5 pages in PageSpeed Insights

WEEK 2 — On-Page Optimisation

■	Audit title tags and meta descriptions — ensure every page has unique versions
■	Verify every page has exactly one H1 tag matching the primary keyword intent
■	Add missing alt text to all images — descriptive and keyword-aware
■	Fix duplicate content with canonical tags across the entire site
■	Add FAQ schema to your 5 most important informational pages
■	Optimise your top 10 pages for their target search intent (rewrite if needed)
■	Build or audit internal linking — ensure all cluster pages link to their pillar

WEEK 3 — Content & E-E-A-T

■	Create or update author pages with credentials, bio, schema, and profile links
■	Audit top 10 blog posts — update any outdated statistics or broken references
■	Identify your core pillar topic and plan a 10-page content cluster around it
■	Research your top 20 target keywords — map them to intent and content gaps
■	Create/optimize your Google Business Profile if you serve a local market
■	Find 10 broken link opportunities in your niche (Ahrefs or manual check)
■	Write one answer-first long-form guide targeting your most important query

WEEK 4 — Links, GEO & Measurement

■	Outreach to 10 relevant sites with a personalised link building pitch
■	Sign up for Connectively (HARO) and answer your first 5 journalist queries
■	Test your top 20 queries in ChatGPT and Perplexity — note which pages appear
■	Add or update Article schema on all blog posts with author and date fields

■	Build/update your About page and personal brand entity signals
■	Set up rank tracking for your 20 primary target keywords in Ahrefs or GSC
■	Build your first SEO report: GSC performance + backlinks + CWV status

The Future of Search Belongs to Those Who Adapt

SEO in 2026 is not harder — it is more holistic. The game has expanded from 10 blue links to AI summaries, voice answers, zero-click results, and LLM citations. Those who understand this expanded landscape — and who build content with genuine expertise, clear structure, and multi-channel visibility — will win disproportionately.

The fundamentals still matter: technical health, relevant content, authoritative links. But the winning edge in 2026 is GEO — making your content citable, trustworthy, and structured in ways that both humans and AI systems can understand and recommend.

10 Key Takeaways

- SEO + GEO + AI = the new search visibility trinity. Master all three or fall behind.
- E-E-A-T is the foundation. Without genuine trust signals, no tactic will compound.
- Structure your content for humans AND machines. Clarity wins on every channel.
- Technical SEO is your floor. Without it, nothing else works at meaningful scale.
- Keyword research evolved: target intent clusters, not just individual high-volume terms.
- AI is your productivity assistant, not your author. Scale with it; do not hide behind it.
- Consistency compounds. SEO rewards those who publish and build month after month.
- GEO is the new link building. Being cited by AI systems is the new authority signal.
- Measure what moves the business: traffic, conversions, AI citations — not just rankings.
- The best time to plant your SEO strategy was 12 months ago. The second best time is today.

Ready to Level Up Your SEO?

Follow Kamal Subedi on LinkedIn for weekly SEO, AI, and GEO insights. Visit kamalsubedi.com for guides, tools, templates, and resources. Share this cheatsheet with a fellow creator who needs it today.

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Sources & Further Reading

All claims, statistics, and strategies in this cheatsheet are grounded in the following primary research, Google documentation, and industry studies. Always verify rapidly evolving statistics against original sources.

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Kamal Subedi

kamalsubedi.com

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