

Garraatt's SEO, Schema & Meta Tags Cheatsheet

A practical SEO reference covering on-page meta tags, structured data, and search-friendly defaults. Focused on what actually moves rankings and improves click-through.

Essential Meta Tags

Tag	Purpose	Example
title	Search title	<code><title>SEO Title - Brand</title></code>
description	SERP snippet	<code><meta name="description" content="Concise page summary"></code>
viewport	Mobile layout	<code><meta name="viewport" content="width=device-width, initial-scale=1"></code>
robots	Indexing rules	<code><meta name="robots" content="index,follow"></code>
canonical	Duplicate control	<code><link rel="canonical" href="https://example.com/page"></code>

Open Graph & Social

Tag	Use	Example
og:title	Social title	<code><meta property="og:title" content="Post title"></code>
og:description	Social snippet	<code><meta property="og:description" content="Summary"></code>
og:image	Preview image	<code><meta property="og:image" content="/og/post.png"></code>
og:url	Canonical URL	<code><meta property="og:url" content="https://example.com/post"></code>
twitter:card	Twitter layout	<code><meta name="twitter:card" content="summary_large_image"></code>

HTML Structure for SEO

Element	Why	Tip
h1-h6	Content hierarchy	One H1 per page
main	Primary content	Unique per page
article	Standalone content	Blog posts
nav	Navigation	Use aria-label
footer	Supplementary	Links, schema

Schema.org Basics

Type	Use	Example
WebSite	Site identity	Search box, name
WebPage	Page context	General pages
Article	Blog posts	Posts, news
BreadcrumbList	Breadcrumbs	Enhanced SERP
Organization	Brand info	Logo, socials

JSON-LD Article Example

Part	Purpose	Snippet
@context	Schema context	"@context": "https://schema.org"
@type	Content type	"@type": "Article"
headline	Title	"headline": "SEO Guide"
author	Author entity	"author": {"@type": "Person"}
datePublished	Publish date	"datePublished": "2026-01-01"

Breadcrumb Schema

Field	Use	Example
itemListElement	Trail	Positioned list
position	Order	1,2,3
name	Label	Category
item	URL	/category/post

Technical SEO Files

File	Purpose	Notes
robots.txt	Crawl rules	Block junk paths
sitemap.xml	URL discovery	Auto-generate
humans.txt	Optional credits	Non-ranking
.htaccess	Redirects	301 only

Performance Signals

Signal	Why	Tip
LCP	Load speed	Optimise hero image
CLS	Layout stability	Set image sizes
INP	Interactivity	Reduce JS
Mobile	Indexing	Mobile-first

SEO Best Practices

Practice	Why	Rule
Unique titles	Avoid cannibalisation	1 page = 1 intent
Internal links	Authority flow	Use descriptive anchors
Freshness	Relevance	Update content
Schema validation	Rich results	Test in GSC
Logs	Debug	Watch crawl activity